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**RADIO  
ANNUAL  
TELEVISION  
YEAR BOOK**

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**1963**

STATION  
AFTER  
STATION  
CALLED THE  
POLICE!

They told Police Chiefs of a plan to televise their Departments in action, in a case that (1) dramatizes the forces that lead to crime and (2) adds a chapter to the record of heroic police service.

...and the Police came running...

More than a score of metropolitan PD's responded enthusiastically. They are bringing before the camera the REAL culprits, the "innocent bystanders", the victims and the officers involved in A REAL AND IMPORTANT CASE IN ITS FILE. Result:

1963's Great Law Enforcement Series

the **LEE MARVIN** Show



POLICE CHIEF F. C. RAYMOND, Seattle, states:

*"This television series illustrates the desperately dangerous risks the Policeman faces on the job . . . and he faces them for the Community. The citizens should know about this and, above all, should know how they can help."*

POLICE CHIEF C. L. SHUPTRINE, Houston, asserts:

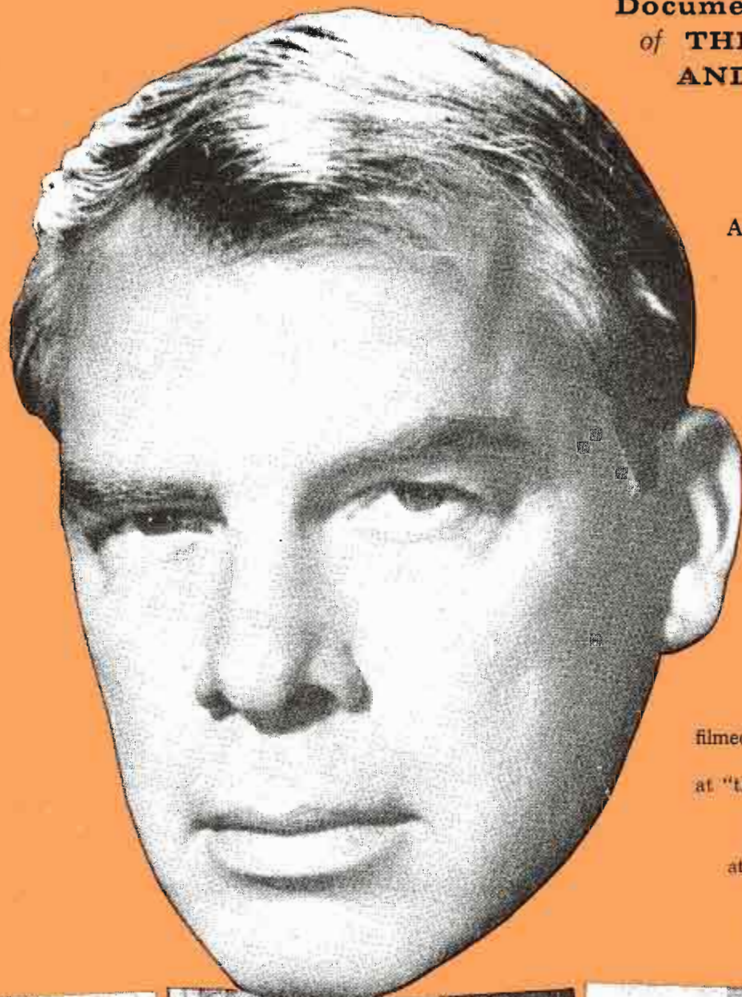
*"The modern criminal accentuates the demand for up-to-the-minute law enforcement agencies . . . flexible, dynamic and effective. This television program accurately portrays today's Police Departments in action."*

POWERFUL  
ENTERTAINMENT



TV's MOST POPULAR LAW ENFORCER

Documented Drama  
of **THE LAWLESS  
AND THE LAW...**



Available in **COLOR**  
or black and white

In city after city,  
**LEE MARVIN** talks  
to real lawbreakers,  
their victims,  
witnesses,  
arresting officers.  
Before your viewers'  
very eyes, he  
reconstructs the crime  
—the "why?" of it  
—the "wrap up"  
by The Law.

filmed **WHERE THE LAW  
IS BROKEN**  
at "the scene of the crime"

—WHERE THE LAW  
GOES INTO ACTION  
at headquarters, on patrol

—WHERE THE LAW  
EXACTS ITS PRICE  
in police court, prison



**UNITED  
ARTISTS  
TELEVISION**

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PUBLIC SERVICE**







presents

**RADIO ANNUAL-  
TELEVISION  
YEAR BOOK**



**TWENTY-SIXTH  
ANNUAL EDITION**

**1963**

# The hit with more than 2,000 angels

This year, audiences in five leading markets have been enjoying a major television innovation: "Repertoire Workshop," a 35-week series of drama, music and dance, produced by the CBS Owned stations, and specially created to encourage and give television exposure to unknown or lesser known local talent.

The series, broadcast on all five stations, has been widely acclaimed in the press. Time, for example, saluted "Repertoire Workshop" as "more than praiseworthy"; Saturday Review hailed "an ambitious and worthwhile non-network enterprise"; Variety found it "wholly enjoyable"; the Los Angeles Herald-Examiner agreed, calling it "completely delightful."

In truth, the success of "Repertoire Workshop" is a direct result of the commercial success of the five stations. For the more than 2,000 products and services which advertise on the CBS Owned stations help make it possible, by their support, for these stations to broadcast a consistent schedule of top-calibre local cultural programs, such as "Repertoire Workshop."

## © CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc. operating  
CBS Owned WCBS-TV New York, WBBM-TV Chicago, KNXT  
Los Angeles, WCAU-TV Philadelphia, KMOX-TV St. Louis.



WORLD'S  
LARGEST





PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE



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# FOREWORD

**T**HIS year's edition of RADIO ANNUAL-TELEVISION YEAR BOOK is a progress report on broadcasting. RADIO-TELEVISION DAILY is proud to present this compact volume of facts and figures. Another year of day-to-day advances in broadcasting is chronicled in the pages of this edition, which also records the predictions of electronic miracles in the year ahead.

**T**HE ENTHUSIASTIC support received from the broadcasting industry in compiling this twenty-sixth annual edition bespeaks its sustained interest in the volume and its confidence in the future of broadcasting. It is documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.

**A** GAIN, WE ARE grateful to the men and women — the who's who of broadcasting — who have contributed to the success of this edition. Without their contributions, the dramatic story of a growing service could never have been so completely told. To them we dedicate this 1963 volume.

**CHAS. A. ALICOATE**  
*Editor-in-Chief*

# Perry Como's Kraft Music Hall

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**GENERAL ARTISTS CORPORATION**  
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**RCA VICTOR**



# EDITORIAL

1963

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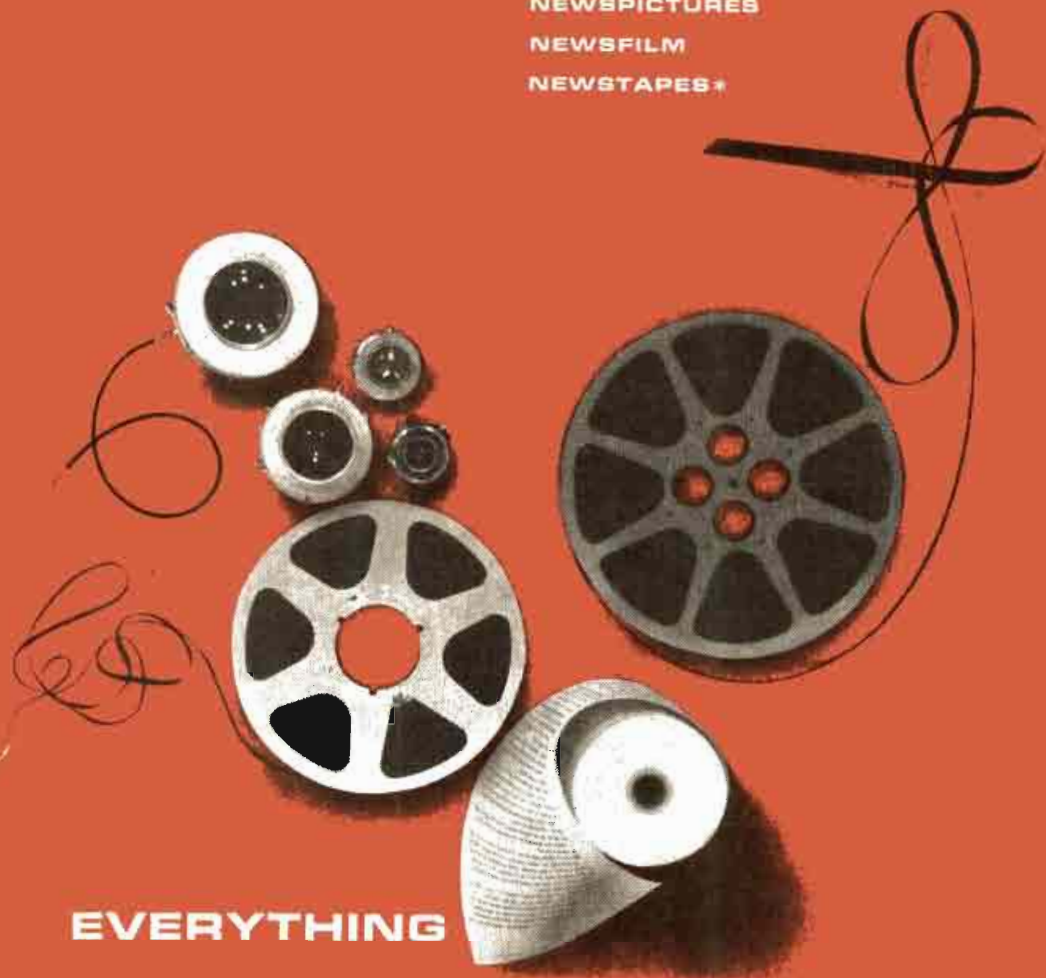
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In seven of America's top markets — where over 70,000,000 people work and play — the delegates are firmly behind RKO GENERAL BROADCASTING'S stations. They've responded with enthusiasm to a platform of entertainment, news and information provided by America's largest independent broadcast group. We appreciate their vote of confidence. And, recognizing our responsibilities to the public and our advertisers, we pledge a continuation of programs which build both audience interest and audience responsivity.\* To nominate your favorite products before this group of interested and responsive Americans, just step up and use the facilities of RKO GENERAL BROADCASTING radio and television stations.

\**responsivity* is our way of defining consumer reaction to your sales message.

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**TELEVISION:** WOR-TV New York • KHJ-TV Los Angeles • WNAC-TV Boston • CKLW-TV Detroit-Windsor • WHBQ-TV Memphis



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# *What Is Distinctive About This Man?*



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He's Joe Gries, Manager of WBRE, Wilkes-Barre, and WSCR, Scranton, Penna. . . . This year he's scheduled his 21st CCA Campaign!



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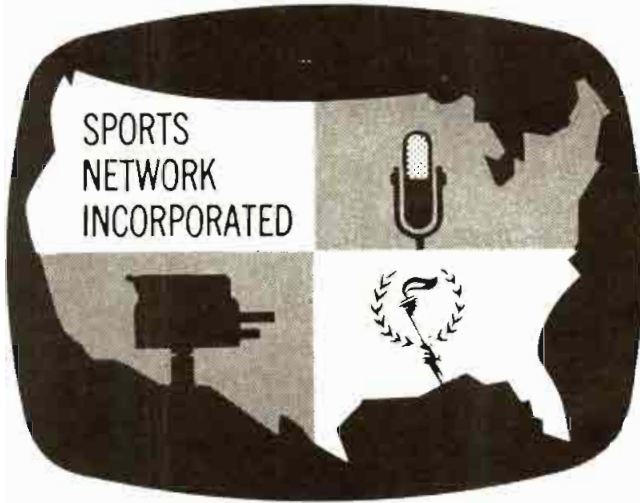
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Live telecasts of sports and other special events. Specializing in the broadcasting and televising of events over regional networks. Complete programming and production facilities. Closed circuit telecasting. Color and black and white mobile remote camera and video tape units. Services supplied nationally.



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Telephone No. 212 MO 1-1000

TWX No. 212 867-6545



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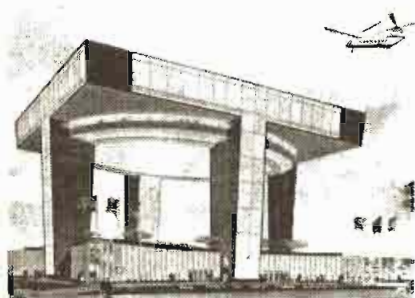
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**JACK LESCOULIE**

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# RADIO TELEVISION DAILY

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RADIO & TELEVISION



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# 1962 FCC Broadcast Roundup And Network Affiliates & O & O Totals

## FCC BROADCAST ROUNDUP (At close of Fiscal Year 1962)

Total Broadcast authorizations (all classifications)	15,610
Total commercial AM broadcast authorizations	3,886
Commercial AM stations on the air	3,745
Commercial AM stations under construction	141
Total commercial TV broadcast authorizations	654
Commercial TV stations on the air (including satellites)	571
Commercial TV stations under construction	83
VHF stations on the air	487
UHF stations on the air	84
TV translator stations on the air	487
Educational TV stations on the air	59
Total commercial FM broadcast authorizations	1,191
Commercial FM stations on the air	1,012
Commercial FM stations under construction	179
Educational FM stations on the air	209

### Radio and TV sets in use in the United States at end of 1962:

Home radio sets	140,310,000
Auto radio sets	49,948,000
Radio sets in public places	10,000,000
<b>Total radio sets</b>	<b>200,258,000</b>
Television sets (black and white)	59,355,000
Television sets (color)	1,200,000
<b>Total television sets</b>	<b>60,555,000</b>

### NUMBER OF NETWORK AFFILIATES AND O & O STATIONS

	Number of Affiliates		Number of O & O Stations		
	Radio	TV	AM	FM	TV
ABC .....	426	263	6	5	5
CBS .....	222	202	7	7	5
KBS .....	1114	—	—	—	—
MBS .....	477	—	—	—	—
NBC .....	192	203	6	6	6



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They're only some of the nationally known participants appearing on *The Mike Douglas Show*, a Cleveland daytime television program seen live Monday through Friday for 90 minutes on KYW-TV. Some of them have done week-long co-host shots. All have had a chance to take part

in discussions, to interview other guests and studio audiences, to express their own opinions.

Cleveland really has something to be excited about! *The Mike Douglas Show* is big on entertainment. It's big on public information. It's big on current, topical, and provocative content. And it's locally produced.

What KYW-TV is doing in Cleveland reflects the WBC group as a whole. Westinghouse stations are encouraged to create exciting, local television programs to supplement their network schedules. Like the unique pantomime of *Lorenzo and His Friends* in Baltimore. *The John Reed King Show* every morning in Pittsburgh. The crime documentary series, *Works of Darkness*, in San Francisco. Live telecasts of Cleveland Symphony and Cleveland Play House performances. *Boomtown*, from Rex Trailer's "ranch" in Boston.

Such programs arouse community interest. They demonstrate daily the fact that community responsibility evokes community response.

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\*

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## 101 Perennial Singles Hits

TITLE	Artist & Number	TITLE	Artist & Number	TITLE	Artist & Number
ACROSS THE BRIDGE FROM THE ALAMO/DON'T BE A BABY FART	—The M. B. Braggan (Decca 1212)	I CAN DREAM (PART I) THE WEDDING OF LEEI	MOULTON & BECKETT (Decca 1212)	SEPTEMBER LONG-LOVE IN THE STARS—Walt Disney (Decca 401)	
ALL IN IN SOMINO GRANDI/AMORE	—The Three Coins (Decca 1212)	I SAW YOU LAST NIGHT	—The Three Coins (Decca 1212)	SIX DOGS/TARIN ANGEL	—The Three Coins (Decca 1212)
AMANDA/PEARL EARRINGS	—The Three Coins (Decca 1212)	I SHOW YOU WHAT I'VE BEEN DOING	—The Three Coins (Decca 1212)	TOMMY/SEASIDE & BEYOND/FLIPPING BART	—The Three Coins (Decca 1212)
ANYBODY YOU WANT ME/LOVE ME TENDER	—The Three Coins (Decca 1212)	HE KNOWS YOU WANT HIM/LOVE ME TENDER	—The Three Coins (Decca 1212)	TITLON ON THE BALCONY/MALLESIMAN, I LOVE YOU	—The Three Coins (Decca 1212)
ARRE! SHOWATS/SWANEE	—The Three Coins (Decca 1212)	HE KNOWS YOU WANT HIM/LOVE ME TENDER	—The Three Coins (Decca 1212)	TODD/SHIMMO BALLEE/TODD/SHIMMO BALLEE	—The Three Coins (Decca 1212)
ARE YOU SMILING AT ME/TONIGHT	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THE LONG FLOW MOULIN ROUGE/THE FINEST HOUR	—The Three Coins (Decca 1212)
BANKING BOAT/ON THE BARK/ON THE BARK	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TWO SONGS/BOY MY MAMMY	—The Three Coins (Decca 1212)
BEFORE THE BELL/BELL BANG	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	SUGAR BEETS/WE FOUND A NEW BABY	—The Three Coins (Decca 1212)
BEYOND THE SUNSET/BE	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	T-O-I	—The Three Coins (Decca 1212)
THE BLUE LONG NOW WANDER/TO KNOW	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THAT TUCKY OLD SOW/SHINE	—The Three Coins (Decca 1212)
BYE BYE LOVE/WAS UP LITTLE TONY	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THAT'S MY DESIRE/RIVER SMOKE MARIE	—The Three Coins (Decca 1212)
CAUTION, MY GRANDFATHER'S CLOCK	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THREE MUST BE A WAY/SOBBY FOR MESSIE	—The Three Coins (Decca 1212)
CHEER UP/LOVE ME TENDER	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TINNY TOWN/WHEN THE CAFE MOVED	—The Three Coins (Decca 1212)
EXPRESS/RAGTIME/TOMBOY	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TINNY TOWN/WHEN THE CAFE MOVED	—The Three Coins (Decca 1212)
F-I-S-H	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TITLON ON THE BALCONY/MALLESIMAN, I LOVE YOU	—The Three Coins (Decca 1212)
FRANK FINE AND APPLE BLOSSOM WHITE	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TODD/SHIMMO BALLEE/TODD/SHIMMO BALLEE	—The Three Coins (Decca 1212)
ST. LOUIS BLUES/MAMBO	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TWO SONGS/BOY MY MAMMY	—The Three Coins (Decca 1212)
HEAD ON/HEAD BEHIND OF YOU	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	SUGAR BEETS/WE FOUND A NEW BABY	—The Three Coins (Decca 1212)
LOVE LOVELY TO ME/LOVE BLUE	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	T-O-I	—The Three Coins (Decca 1212)
LOOL WAITE/TIMBER/TIMBER/TIMBER	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THAT TUCKY OLD SOW/SHINE	—The Three Coins (Decca 1212)
LOVE ME A BIVOL/BEA/MY HEART	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THAT'S MY DESIRE/RIVER SMOKE MARIE	—The Three Coins (Decca 1212)
LOVE ME A BIVOL/BEA/MY HEART	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	THREE MUST BE A WAY/SOBBY FOR MESSIE	—The Three Coins (Decca 1212)
LOVE ME A BIVOL/BEA/MY HEART	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TINNY TOWN/WHEN THE CAFE MOVED	—The Three Coins (Decca 1212)
LOVE ME A BIVOL/BEA/MY HEART	—The Three Coins (Decca 1212)	IT'S A WONDERFUL LIFE	—The Three Coins (Decca 1212)	TINNY TOWN/WHEN THE CAFE MOVED	—The Three Coins (Decca 1212)

\* TITLES CHECKED ARE LICENSED FOR PERFORMANCE BY BMI



# Networks & Radio & TV Stations

## Broadcast Revenues, Expenses & Income

The radio (AM and FM) and television broadcasting industry reported total revenues of \$1,909 million for calendar year 1961, an increase of 2.3 per cent (or \$42.7 million) above the 1960 revenues of \$1,866.3 million. Expenses, however, increased by \$66.3 million, resulting in a decline in broadcast profits (before federal income tax) of \$23.6 million, from \$290 million in 1960 to \$266.4 million in 1961. Radio accounted for about 70 per cent (or \$16.5 million) of the drop in profits.

Before-tax profits in radio in 1961 were \$29.4 million. These are the lowest reported industry profits since 1939 when the figure was \$23.8 million. At that time, however, there were 705 stations reporting and total broadcast revenues were \$123.9 million.

### 1960-1961

(In Millions of Dollars)

<i>Service</i>	<i>(\$ millions)</i> <i>1961</i>	<i>(\$ millions)</i> <i>1960</i>	<i>Percent</i> <i>Increase or</i> <i>(Decrease)</i> <i>in 1961</i>
<i>Total Broadcast Revenues</i>			
Radio .....	\$ 590.7	\$ 597.7	(1.2)
Television .....	1,318.3	1,268.6	3.9
Industry Total .....	\$1,909.0	\$1,866.3	+2.3
<i>Total Broadcast Expenses</i>			
Radio .....	\$ 561.3	\$ 551.8	1.7
Television .....	1,081.3	1,024.5	5.5
Industry Total .....	\$1,642.6	\$1,576.3	+4.2
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio .....	\$ 29.4	\$ 45.9	(35.9)
Television .....	237.0	244.1	(2.9)
Industry Total .....	\$ 266.4	\$ 290.0	-(8.1)

NOTE: 1961 radio data cover the operations of 4 nationwide networks, 3,610 AM and AM-FM and 249 independent FM stations. Excluded are 44 AM and AM-FM stations and 16 independent FM stations whose reports were filed too late for tabulation. 1960 data are for 4 nationwide networks, 3,470 AM and AM-FM and 218 independent FM stations. 1960 TV data cover the operations of 3 networks and 530 stations. 1961 TV data cover the operations of 3 networks and 540 stations.

( ) Denotes decrease.

\* Includes AM and FM broadcasting.

Source: FCC.

the "watchword" for reliable service

# Minerva

America's  
largest selection

## PRECISION TIMING INSTRUMENTS

### FOR RADIO TV • FILMS

Official Timers  
CBS — NBC — ABC  
Networks

Electronically tested

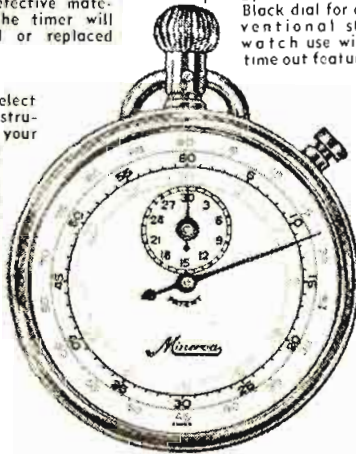
Scientifically proven  
accurate

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

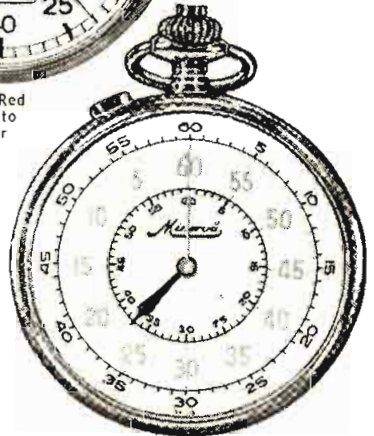


**Model 222**

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 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.



**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 flyback guaranteed for life. Model 106 has fifth-second scale only. Both available in regular or large size.

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

### M. DUCOMMUN COMPANY

Specialists in Timing Instruments Since 1858

580 Fifth Avenue, New York 36 • PLaza 7-2540

**OVER 100 YEARS OF PRECISION TIMING SERVICE**

# Authorized, Licensed and Operating Stations as Reported by the FCC

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
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
1960	92	11	822	3,442	41	3,483	98	3,581
1961	178	2	702	3,545	57	3,602	155	3,757
1962	147	18	593	3,686	59	3,745	141	3,886
<b>COMMERCIAL FM</b>								
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	40	26	24	519	11	530	31	560
1958	98	24	57	526	22	548	86	634
1959	153	18	71	578	44	622	147	769
1960	165	22	114	700	41	741	171	912
1961	200	20	97	829	60	889	203	1,092
1962	138	39	147	955	57	1,012	179	1,191
<b>EDUCATIONAL FM</b>								
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
1960	20	4	11	161	4	165	16	181
1961	21	3	4	176	10	186	13	199
1962	11	1	12	192	9	201	8	209
<b>COMMERCIAL TV</b>								
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
1959	24	22	114	475	91	566	101	667
1960	22	36	106	481	98	579	74	653
1961	33	36	80	497	56	543	97	650
1962	24	20	114	494	77	571	83	654
<b>TV TRANSLATOR</b>								
1959	96	7	27	158	0	158	87	245
1960	60	3	19	233	0	233	69	302
1961	420	19	685	279	0	279	424	703
1962	796	16	262	487	0	487	996	1,483
<b>EDUCATIONAL TV</b>								
1958	4	0	9	29	3	32	21	53
1959	6	0	7	37	6	43	16	59
1960	6	1	7	40	7	47	17	64
1961	4	1	9	43	11	54	13	67
1962	13	1	8	43	16	59	20	79

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

*ELEVENTH SEASON COMING UP*



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

**CBS-TV**  
*Produced By*  
**T & L PRODUCTIONS**  
*Exclusive Management*  
**WILLIAM MORRIS AGENCY**



## Broadcast Services—FCC Authorizations In Different Classes, Fiscal Year 1962

<i>Class</i>	<i>June 30, 1961</i>	<i>June 30, 1962</i>	<i>Increase or (Decrease)</i>
Commercial AM .....	3,757	3,886	129
Commercial TV .....	650	654	4
TV Translators* .....	703	1,483	780
TV Repeaters* .....	1,044	1,046	2
TV Boosters* .....	1	0	(1)
Educational TV .....	67	79	12
Auxiliary TV .....	1,254	1,357	103
Experimental TV .....	27	27	0
Commercial FM .....	1,092	1,191	99
Educational FM .....	199	209	10
International .....	4	4	0
Remote Pickup .....	4,943	5,523	580
Studio-Transmitter-Link .....	69	83	14
Development .....	4	5	1
Low Power Auxiliary (Cueing).....	31	63	32
<b>Total .....</b>	<b>13,845</b>	<b>15,610</b>	<b>1,765</b>

## FCC Operating and Construction Data

<i>Class</i>	<i>Operating Authorizations</i>	<i>Construction permits</i>
Commercial AM .....	3,745	141
Commercial TV .....	571	83
TV Translators* .....	487	996
TV Repeaters* .....	1,046	0
Educational TV .....	59	20
Commercial FM .....	1,012	179
Educational FM .....	201	8
<b>Total .....</b>	<b>7,121</b>	<b>1,427</b>

\* Translators, repeaters and boosters enable signals of a regular TV station to be received and converted to another channel, amplified and retransmitted to communities where other direct reception is unsatisfactory.

# HOPE



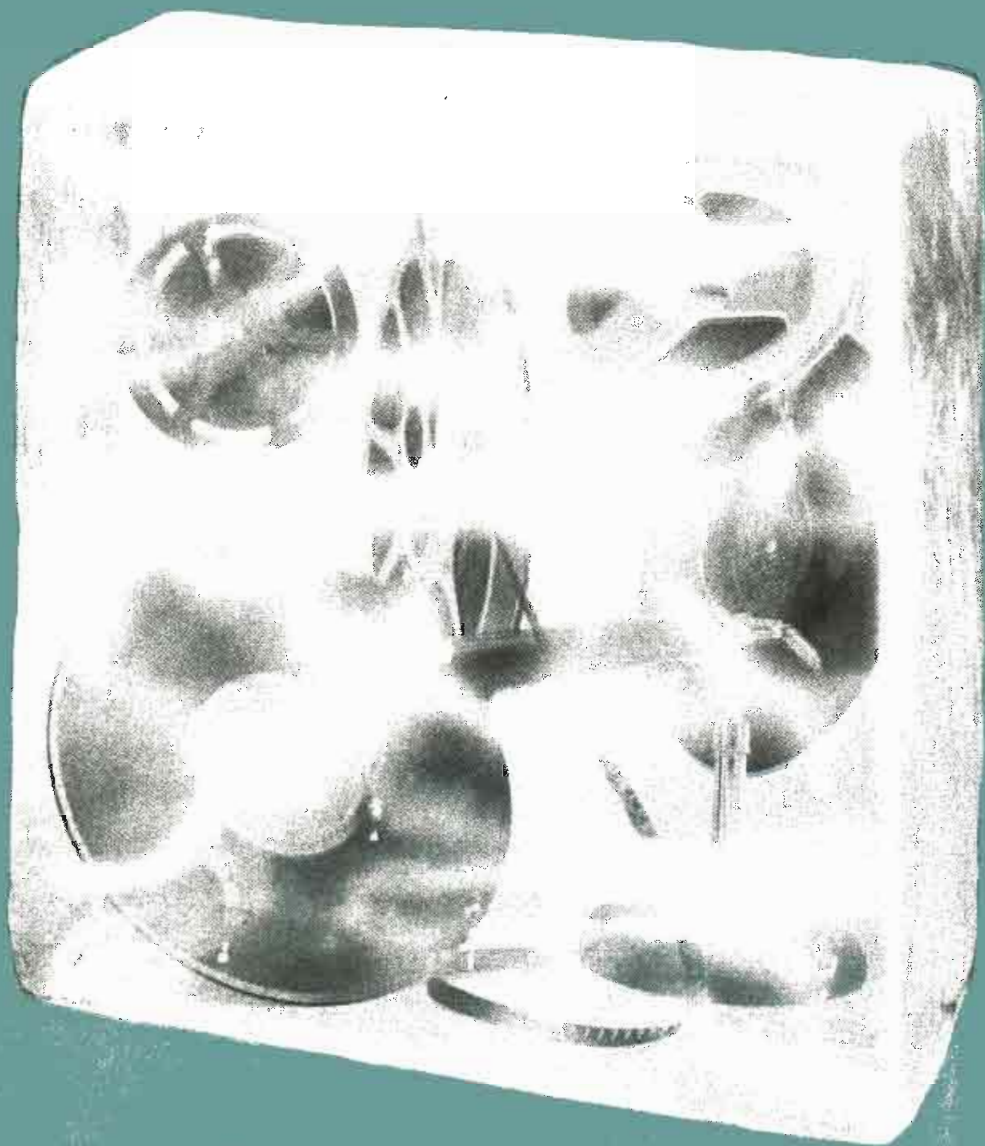
*Hope Enterprises, Inc.  
Hollywood, California*

# The First 50 National Spot Radio Markets

(Fiscal Year 1962)

Rank	Market	No. of Stations Reporting	Time Sales National & Regional advertisers and sponsors*
1.	New York, N. Y.	30	\$24,614,409
2.	Chicago, Ill.	25	11,519,024
3.	Los Angeles-Long Beach, Calif.	29	9,932,542
4.	Philadelphia, Pa.	21	6,915,333
5.	Detroit, Mich.	11	6,188,030
6.	Boston, Mass.	17	5,341,350
7.	San Francisco-Oakland, Calif.	18	5,296,435
8.	Cleveland, Ohio	9	3,637,671
9.	St. Louis, Missouri	14	3,631,048
10.	Washington, D. C.	17	3,157,869
11.	Cincinnati, Ohio	8	2,892,234
12.	Pittsburgh, Pa.	20	2,631,644
13.	Minneapolis-St. Paul, Minn.	12	2,549,546
14.	Buffalo, N. Y.	11	2,375,572
15.	Baltimore, Md.	15	2,272,570
16.	Hartford, Conn.	6	2,040,546
17.	Kansas City, Mo.	9	2,012,162
18.	Houston, Texas	14	1,937,842
19.	Miami, Fla.	13	1,931,867
20.	Dallas, Texas	12	1,909,926
21.	Atlanta, Ga.	18	1,855,341
22.	Seattle, Wash.	17	1,648,240
23.	Milwaukee, Wisc.	8	1,567,589
24.	Louisville, Ky.	9	1,505,138
25.	Des Moines, Iowa	6	1,501,522
26.	Portland, Ore.	14	1,475,983
27.	Indianapolis, Ind.	6	1,463,300
28.	Columbus, Ohio	6	1,448,179
29.	Albany-Schenectady-Troy, N. Y.	9	1,368,913
30.	San Diego, Calif.	8	1,285,098
31.	Denver, Colo.	17	1,248,215
32.	Memphis, Tenn.	9	1,196,091
33.	New Orleans, La.	10	1,185,808
34.	San Antonio, Texas	10	1,156,850
35.	Providence-Pawtucket, R. I.	12	1,128,670
36.	Sacramento, Calif.	6	1,100,199
37.	Rochester, N. Y.	6	1,078,516
38.	Omaha, Neb.	7	994,135
39.	Fort Worth, Texas	7	935,410
40.	Jacksonville, Fla.	10	933,218
41.	Tampa-St. Petersburg, Fla.	16	926,159
42.	Syracuse, N. Y.	9	887,539
43.	Richmond, Va.	8	868,538
44.	Dayton, Ohio	5	858,858
45.	Newark, N. J.	5	836,662
46.	Charlotte, N. C.	7	826,366
47.	Cedar Rapids, Iowa	4	805,048
48.	Birmingham, Ala.	10	787,667
49.	Oklahoma City, Okla.	8	770,397
50.	Shreveport, La.	8	703,044

\* Before commissions to agencies, representatives and others.  
Source: FCC.



**STORER BROADCASTING COMPANY**

*35 years of community service*



# WHEN DO YOU FREEZE A FORMAT?

The answer is simple — never!

At least, in 35 years, no Storer Station has been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer Station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big... too fluid... too much of a responsibility to be frozen — even for one day.

## *Radio*

CLEVELAND—WJW  
TOLEDO—WSPD  
NEW YORK—WHN  
MIAMI—WGBS  
LOS ANGELES—KGBS  
DETROIT—WJBK  
PHILADELPHIA—WIBG

## *Television*

DETROIT—WJBK-TV  
CLEVELAND—WJW-TV  
MILWAUKEE—WITI-TV  
ATLANTA—WAGA-TV  
TOLEDO—WSPD-TV

*"The Adventures of Ozzie and Harriet"*



12th SEASON ON TELEVISION  
TELEVISED OVER ABC-TV EVERY WEEK

# The First 50 National Spot TV Markets

(Fiscal Year 1962)

Rank	TV Market	No. of Stations Reporting	Time Sales National, Regional advertisers and sponsors*
1.	New York, N. Y.	7	\$59,421,359
2.	Chicago, Ill.	4	30,582,400
3.	Los Angeles, Calif.	7	28,274,078
4.	Philadelphia, Pa.	4	19,067,636
5.	Boston, Mass.	3	15,008,085
6.	Detroit, Mich.	3	11,240,304
7.	Pittsburgh, Pa.	3	11,132,884
8.	Cleveland, Ohio	3	11,031,493
9.	San Francisco-Oakland, Calif.	4	10,662,544
10.	St. Louis, Mo.	4	8,248,007
11.	Washington, D. C.	4	7,862,966
12.	Buffalo-Niagara Falls, N. Y.	3	7,446,618
13.	Hartford-New Haven-New Britain-Waterbury, Conn.	5	7,058,547
14.	Baltimore, Md.	3	6,346,228
15.	Indianapolis-Bloomington, Ind.	4	6,100,304
16.	Kansas City, Mo.	3	5,846,259
17.	Milwaukee, Wisc.	4	5,843,524
18.	Houston-Galveston, Tex.	3	5,837,228
19.	Minneapolis-St. Paul, Minn.	4	5,716,108
20.	Dallas-Fort Worth, Tex.	4	5,705,565
21.	Cincinnati, Ohio	3	5,427,586
22.	Seattle-Tacoma, Wash.	5	5,360,616
23.	Miami, Fla.	3	5,278,252
24.	Columbus, Ohio	3	4,610,724
25.	Atlanta, Ga.	3	4,193,856
26.	Portland, Ore.	3	4,007,838
27.	Denver, Colo.	4	3,718,836
28.	Albany-Schenectady-Troy, N. Y.	3	3,702,172
29.	New Orleans, La.	3	3,564,538
30.	Tampa-St. Petersburg, Fla.	3	3,276,723
31.	Memphis, Tenn.	3	3,066,457
32.	Oklahoma City-Enid, Okla.	3	2,900,935
33.	Harrisburg-Lancaster-York-Lebanon, Pa.	5	2,759,312
34.	Sacramento-Stockton, Calif.	3	2,739,297
35.	Rochester, N. Y.	3	2,653,704
36.	Omaha, Neb.	3	2,419,737
37.	Johnstown-Altoona, Pa.	3	2,318,984
38.	Des Moines-Ames, Iowa	3	2,271,546
39.	San Antonio, Tex.	4	2,112,770
40.	Tulsa, Okla.	3	2,046,581
41.	Norfolk-Portsmouth-Newport News-Hampton, Va.	3	1,953,404
42.	Spokane, Wash.	3	1,942,610
43.	Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	1,916,889
44.	Nashville, Tenn.	3	1,797,708
45.	Shreveport, La.-Texarkana, Tex.	3	1,779,449
46.	Phoenix-Mesa, Ariz.	4	1,757,597
47.	Springfield-Decatur-Champaign-Danville-Urbana, Ill.	5	1,672,606
48.	Flint-Saginaw-Bay City, Mich.	3	1,633,041
49.	Portland-Poland Springs, Me.	3	1,593,537
50.	Wichita-Hutchinson, Kan.	3	1,580,680

\* Before commissions to agencies, representatives and others.  
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.



# Comparative Closing Stock Prices For Industry Issues, 1961-1962

## NEW YORK STOCK EXCHANGE

Company	Closing Price		Net Change for Year	
	Dec. 29 1961	Dec. 31 1962	Plus	Minus
Admiral Corp. ....	17 $\frac{3}{8}$	12		5%
American Broadcasting-PT .....	45 $\frac{1}{8}$	34		11 $\frac{1}{8}$ %
AT & T .....	136 $\frac{1}{8}$	116 $\frac{3}{4}$		19%
Avco Corp. ....	24 $\frac{1}{8}$	25 $\frac{1}{8}$	1	
CBS .....	39 $\frac{7}{8}$	44 $\frac{1}{4}$	4%	
Columbia Pictures .....	28 $\frac{1}{2}$	23 $\frac{1}{8}$		5%
Crowell-Collier .....	39	19 $\frac{1}{8}$		19%
Decca Records .....	40 $\frac{5}{8}$	45 $\frac{3}{8}$	4 $\frac{3}{4}$	
Walt Disney .....	37	28 $\frac{1}{8}$		8%
Eastman Kodak .....	111 $\frac{3}{8}$	108 $\frac{7}{8}$		2 $\frac{1}{2}$ %
General Precision Equipment.....	58 $\frac{1}{2}$	34 $\frac{1}{8}$		24 $\frac{3}{8}$ %
General Telephone .....	29	22 $\frac{1}{2}$		6 $\frac{1}{2}$ %
Hazeltine Corp. ....	32	20 $\frac{1}{8}$		11 $\frac{7}{8}$ %
Loew's Theatres .....	43 $\frac{3}{4}$	21 $\frac{1}{8}$		22 $\frac{5}{8}$ %
Magnavox .....	42 $\frac{3}{8}$	36 $\frac{3}{4}$		5%
MCA .....	79	48 $\frac{3}{4}$		30 $\frac{1}{4}$ %
Metromedia .....	16 $\frac{1}{4}$ <sup>1</sup>	15		1 $\frac{1}{4}$ %
M-G-M .....	50 $\frac{1}{2}$	31 $\frac{5}{8}$		18 $\frac{7}{8}$ %
Minnesota Mining & Manuf.....	67 $\frac{1}{2}$	53		14 $\frac{1}{2}$ %
National General .....	6 $\frac{1}{8}$	8	1 $\frac{7}{8}$	
Paramount .....	56 $\frac{1}{4}$	36		20 $\frac{1}{4}$ %
Plough .....	43 <sup>2</sup>	31 $\frac{1}{4}$		11 $\frac{3}{4}$ %
RCA .....	53 $\frac{1}{4}$	57 $\frac{1}{2}$	4 $\frac{1}{4}$	
Storer .....	28 $\frac{1}{2}$	31 $\frac{1}{8}$	2%	
20th Century-Fox .....	35 $\frac{3}{8}$	20 $\frac{1}{4}$		15 $\frac{1}{8}$ %
United Artists .....	31 $\frac{5}{8}$	27 $\frac{3}{8}$		4
Warner Bros. ....	20 $\frac{5}{8}$ <sup>3</sup>	14		6 $\frac{5}{8}$ %
Westinghouse .....	38 $\frac{3}{4}$	32		6 $\frac{3}{4}$ %
Zenith Radio .....	73	54 $\frac{3}{4}$		18 $\frac{1}{4}$ %
Total .....			19	291 $\frac{1}{8}$
			Net change:—272 $\frac{1}{8}$	

<sup>1</sup> Over-the-Counter bid quotation price.

<sup>2</sup> Adjusted for 2 for 1 split.

<sup>3</sup> Adjusted for 4 for 1 split.

(Continued on Page 51)

GATHERING PLACE OF  
THE AD AGENCY,  
TV AND RADIO  
PROFESSIONS

*Rattazzi*

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

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*LUNCHEON, COCKTAILS, DINNER*

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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.

## COMPARATIVE CLOSING STOCK PRICES

(Continued from Page 49)

### AMERICAN STOCK EXCHANGE

Company	Closing Price		Net Change for Year	
	Dec. 29 1961	Dec. 31 1962	Plus	Minus
Allied Artists .....	5 $\frac{5}{8}$	3		2 $\frac{5}{8}$
Capital Cities .....	20 $\frac{1}{2}$	17		3 $\frac{1}{2}$
Desilu .....	8 $\frac{1}{8}$	7 $\frac{1}{2}$		$\frac{5}{8}$
Esquire, Inc. ....	15 $\frac{1}{2}$	6 $\frac{3}{4}$		8 $\frac{3}{4}$
Filmways .....	6	5		1
Movielab .....	12 $\frac{3}{4}$	9 $\frac{5}{8}$		3 $\frac{1}{8}$
MPO Video .....	12 $\frac{3}{4}$	5 $\frac{3}{4}$		7
NTA .....	1 $\frac{7}{8}$	$\frac{5}{8}$		1 $\frac{1}{4}$
Reeves Soundcraft .....	6 $\frac{1}{4}$	3 $\frac{1}{4}$		3
Rollins .....	11 $\frac{1}{2}$	13 $\frac{3}{8}$	2 $\frac{7}{8}$	
Screen Gems .....	22 $\frac{3}{4}$	17 $\frac{1}{2}$		5 $\frac{1}{4}$
Technicolor .....	26 $\frac{5}{8}$	8 $\frac{3}{4}$		17 $\frac{7}{8}$
TelePrompTer .....	15 $\frac{1}{2}$	5 $\frac{1}{4}$		10 $\frac{1}{4}$
Trans-Lux .....	16 $\frac{1}{2}$	11 $\frac{7}{8}$		4 $\frac{5}{8}$
TV Industries .....	2 $\frac{5}{8}$	2 $\frac{1}{2}$		$\frac{1}{8}$
Total .....			2 $\frac{7}{8}$	53 $\frac{3}{4}$

Net change:—50 $\frac{7}{8}$

### OVER-THE-COUNTER \*

Company	Closing Price		Net Change for Year	
	Dec. 29 1961	Dec. 31 1962	Plus	Minus
Jerrold .....	7 $\frac{3}{8}$	4 $\frac{1}{2}$		2 $\frac{7}{8}$
Meredith Publishing .....	35 $\frac{1}{2}$	19		16 $\frac{1}{2}$
Rust Craft .....	15 $\frac{1}{4}$	10 $\frac{1}{4}$		5
Sterling TV .....	3 $\frac{1}{8}$	1		2 $\frac{1}{8}$
Transcontinent TV .....	9 $\frac{1}{4}$	10 $\frac{1}{4}$	1	
Wometco .....	26 $\frac{1}{2}$	19		7 $\frac{1}{2}$
Total .....			1	34

Net change:—33

\* Bid quotations.



## **andy williams**

**management: alan c. bernard, ltd.**

---



## TV Receiver Sales to Retailers, 1952-1962

<i>Year</i>	<i>Table &amp; Portable</i>	<i>Console</i>	<i>Combina- tion</i>	<i>Total</i>
1952 .....	2,823,443	3,114,218	236,845	6,174,506
1953 .....	3,047,453	3,439,790	212,242	6,699,485
1954 .....	3,983,809	3,069,237	108,316	7,161,362
1955 .....	4,243,661	3,071,206	107,111	7,421,978
1956 .....	4,408,314	2,542,146	77,996	7,027,456
1957 .....	3,808,278	2,379,825	97,716	6,285,819
1958 .....	2,875,843	2,058,782	127,226	5,061,851
1959 .....	3,340,226	2,486,230	186,523	6,012,979
1960 .....	3,214,709	2,221,945	214,313	5,650,967
1961 .....	3,401,716	2,146,035	226,810	5,774,561
1962 .....				6,301,340

## Television Receiver Production Portable-Console-Combination, 1947-1962

<i>Year</i>	<i>Table Portables</i>	<i>Console</i>	<i>Combina- tion</i>	<i>Total</i>	<i>\$ Value (000 Omitted)</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
1960 .....	3,274,347	2,211,239	222,760	5,708,346	825,501
1961 .....	3,812,160	2,135,361	230,276	6,177,797	835,423
1962 .....				6,471,160	

Source: EIA.

**ASHLEY-STEINER-FAMOUS ARTISTS, INC.**

**NEW YORK**

**BEVERLY HILLS**

*Exclusive Affiliates*

**LONDON**

**THE GRADE ORGANIZATION**

**LONDON ARTISTS**

**LONDON MANAGEMENT**



**ROME**

**KAUFMAN-LERNER**

## Radio Sales to Retailers, 1952-1962

(000 Omitted)

Type of Radio

Year	Home	Clock	Portable	Total
1952	4,287,410	1,816,075	1,571,038	7,674,523
1953	3,824,284	1,792,151	1,593,446	7,209,881
1954	2,932,576	1,901,721	1,353,206	6,187,503
1955	3,056,368	2,060,081	1,960,273	7,076,722
1956	3,392,324	2,281,457	2,749,042	8,422,823
1957	3,987,509	2,381,257	3,207,046	9,575,812
1958	3,329,725	2,110,740	3,297,732	8,738,197
1959	3,025,299	2,625,397	3,884,470	9,535,166
1960	3,271,667	2,669,396	4,512,636	10,543,699
1961	2,917,150	2,945,341	5,362,519	11,225,010
1962				11,757,093

## Radio Set Production Figures Home-Clock-Portable-Auto, 1951-1962

(000 Omitted)

Type of Radio

Year	Home	Clock	Portable	Auto	Total	\$ Value
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	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,484
1961	3,042	3,017	5,747	5,568	17,374	313,531
1962				7,250	19,162	

Source: EIA.

# Music!



*Program Producers and Music Directors  
Will Find The Widest Choice of Music  
For Featured Themes and Background Use*

*In The Diversified Catalogs Of:*

**ROBBINS MUSIC CORPORATION  
LEO FEIST, INC.  
MILLER MUSIC CORPORATION**



Write or Phone Today for  
**BIG 3 CHRONOLOGICAL and CLASSIFIED MUSIC INDEX**  
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**CATALOG OF BIG 3 LIBRARY RECORDINGS**  
(on Tape or Records)

**THE BIG 3 MUSIC CORPORATION** • PHONE: JUdson 2-2000  
1540 BROADWAY, NEW YORK 36, N. Y.



# Average Radio Station Income

—Reported by Market Size—1961—

*Average Per Station Reporting*

<i>Population of Community in Which Stations are Located</i>	<i>Total Stations Reporting</i>	<i>Total Broadcast Revenues<sup>1</sup></i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Income<sup>2</sup></i>
2,000,000 and over .....	131	\$878,611	\$674,878	\$203,733
1,000,000-2,000,000 .....	86	519,004	420,950	98,054
500,000-1,000,000 .....	143	306,080	256,341	49,739
250,000- 500,000 .....	149	247,175	214,981	32,194
200,000- 250,000 .....	63	191,008	166,369	24,639
150,000- 200,000 .....	60	195,228	171,967	23,261
100,000- 150,000 .....	85	164,125	146,766	17,359
50,000- 100,000 .....	39	132,789	116,065	16,724
25,000- 50,000 .....	223	130,878	117,333	13,545
10,000- 25,000 .....	415	99,290	86,859	12,431
5,000- 10,000 .....	394	72,730	64,401	8,329
2,500- 5,000 .....	233	54,131	46,898	7,233
Less than 2,500 .....	76	56,547	48,870	7,677
<b>TOTAL .....</b>	<b>2,097</b>	<b>\$190,350</b>	<b>\$158,954</b>	<b>\$ 31,396</b>

# Averages for Radio Stations Reporting Losses

—Reported by Market Size—1961—

*Average Per Station Reporting*

<i>Population of Community in Which Stations are Located</i>	<i>Total Stations Reporting</i>	<i>Total Broadcast Revenues<sup>1</sup></i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Losses<sup>2</sup></i>
2,000,000 and over .....	72	\$308,882	\$393,888	\$85,006
1,000,000-2,000,000 .....	60	213,159	277,673	64,514
500,000-1,000,000 .....	128	188,617	226,121	37,504
250,000- 500,000 .....	171	125,737	156,321	30,584
200,000- 250,000 .....	50	116,627	136,752	20,125
150,000- 200,000 .....	44	114,452	129,957	15,505
100,000- 150,000 .....	58	123,782	144,275	20,493
50,000- 100,000 .....	32	97,804	109,768	11,964
25,000- 50,000 .....	156	89,298	102,048	12,750
10,000- 25,000 .....	243	74,453	84,077	9,624
5,000- 10,000 .....	169	52,666	58,662	5,996
2,500- 5,000 .....	130	44,955	50,484	5,529
Less than 2,500 .....	59	40,364	47,767	7,403
<b>TOTAL .....</b>	<b>1,372</b>	<b>\$110,057</b>	<b>\$131,761</b>	<b>\$21,704</b>

<sup>1</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>2</sup> Before Federal income tax.

Note: Market size is classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

Source: FCC.

## \$ Value of Manufacturers' Sales Of Components by Selected Years

(000,000 Omitted)

Year	Tubes					Total
	Resistors	Capacitors	Transformers	Semi-Cond.	Others	
1952	\$100	\$200	\$150	\$ 604	\$ 676	\$1,730
1954	130	200	103	708	867	2,008
1955	150	215	96	800	939	2,200
1956	175	224	98	853	938	2,280
1957	171	225	110	930	1,004	2,475
1958	158	218	102	1,411	933	2,412
1959	194	267	129	1,213	1,091	2,954
1960	227	295	136	1,325	1,107	3,180
1961	274	338	153	1,346	1,198	3,454

## Manufacturers' Sales of Receiving Tubes

(000 Omitted)

Year	Initial	Renewal	Export	Gov't*	Total	\$ Value
1950	301,483	69,325	10,768	1,385	382,961	\$250,000
1951	247,855	94,597	24,438	8,754	375,644	261,000
1952	241,406	83,843	13,935	29,335	368,519	259,116
1953	293,601	112,785	20,614	10,091	437,091	303,675
1954	246,729	115,358	15,922	7,080	385,089	275,999
1955	288,810	150,718	24,442	15,832	479,802	358,110
1956	262,989	166,558	25,397	9,333	464,186	374,186
1957	240,708	184,493	23,378	7,845	456,424	384,402
1958	191,805	167,805	24,597	13,132	397,366	341,929
1959	227,669	170,729	19,969	14,569	432,936	368,872
1960	200,362	161,092	21,375	10,226	393,055	331,742
1961	188,176	150,249	22,245	14,336	375,006	311,098

(\* ) Includes only direct sales after 1954.  
Source: EIA.

**THE DAYSTAR  
CORPORATION**

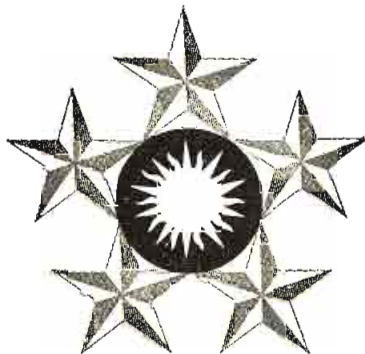
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**HOLLYWOOD'S  
FIRST FREE  
INDEPENDENT**

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AN ENTIRELY SELF-CONTAINED FILM-MAKING  
ORGANIZATION WITH NO STUDIO AFFILIATION

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**DAYSTAR**

FEATURE FILMS RELEASING  
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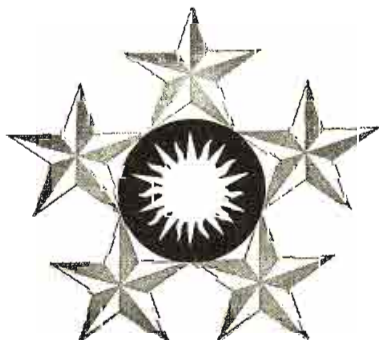
**DAYSTAR**

TELEVISION SERIES FOR THE  
AMERICAN BROADCASTING CO.

**DAYSTAR**

REPRESENTED BY THE  
WILLIAM MORRIS AGENCY, INC.

---





## **ALAN HOWARD**

*Exclusive*

*Personal Management:*

**KAY KORWIN, INC.**

**PL 2-2230**



## Time Sales for AM and FM Radio Stations, 1951-1961

Year	National			Local			
	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1961	\$ 617.2	\$ 35.8	6%	\$197.4	32%	\$384.0	62%
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	60
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55
1953	477.2	98.1	21	129.6	27	249.5	52
1952	473.2	109.9	23	123.7	26	239.6	51
1951	\$ 456.1	\$122.0	27	\$119.6	26	\$214.5	47

Note: Excludes independently owned FM stations.

## Time Sales for All Television Stations, 1951-1961

Year	National			Local			
	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1961	\$1,160.0	\$480.0	42%	\$468.5	40%	\$211.2	18%
1960	1,146.6	471.6	41	459.2	40	215.8	19
1959	1,070.6	445.8	41	424.2	40	200.6	19
1958	951.0	424.5	45	345.2	36	181.3	19
1957	868.7	394.2	45	300.5	35	174.0	20
1956	823.1	367.7	45	281.2	34	174.2	21
1955	681.1	308.9	45	222.4	33	149.8	22
1954	538.1	241.2	45	176.8	33	120.1	22
1953	384.7	171.9	45	124.3	32	88.5	23
1952	283.1	137.7	49	80.2	28	65.2	23
1951	208.6	97.6	47	59.7	29	51.3	24

Source: FCC



*Art James*

**"SAY WHEN"**

NBC-TV

**Representation — HAL COHEN**

CI 6-5050

## Total Employment at the Radio Networks and All Radio Stations

—1961—

	<i>Employment</i>		<i>Total</i>
	<i>Full Time</i>	<i>Part Time</i>	
4 Nationwide Networks.....	1,020	21	1,041
19 Network owned and operated stations....	1,202	41	1,243
3,591 other stations.....	39,653	10,597	50,250
<b>Total</b> .....	41,875	10,659	52,534

## Total Employment at the Television Networks and All Television Stations

—1961—

	<i>Employment</i>		<i>Total</i>
	<i>Full Time</i>	<i>Part Time</i>	
3 Networks .....	8,083	715	8,798
15 Network owned and operated stations....	2,541	203	2,744
All other TV stations:			
444 VHF stations .....	22,809	3,310	26,119
81 UHF stations .....	2,007	418	2,425
<b>Total 3 networks and 540 TV stations...</b>	35,440	4,646	40,086

### TOTAL EMPLOYMENT 1959-1961

	<i>1961</i>	<i>1960</i>	<i>1959</i>
3 Networks .....	8,798	9,610	10,127
Network owned and operated stations.....	2,744	2,593	2,616
All other TV stations.....	28,544	28,409	27,527
<b>Total</b> .....	40,086	40,612	40,270

Note: 1961, 1960 and 1959 data include 540, 530, and 519 TV stations respectively.

Source: FCC.

THE  
**HERBERT B. LEONARD**  
ORGANIZATION

**"Naked City"—ABC-TV**

**"Route 66"—CBS-TV**



# A Major Radio Project Will Measure Full Audience Reach



By  
EDMUND C. BUNKER  
President  
Radio Advertising  
Bureau, Inc.

**H**IGH on our list is a major Radio listening project which will show the full extent of our audience reach, by a methodology which will be pre-accepted by the buyers of Radio time.

In addition to this . . . (1) We will attempt to make a major contribution toward making Radio time easier to buy; (2) We will publish figures on advertiser expenditures in Radio. Other media publish such figures. So, from 1963 on, will Radio; (3) We will offer more creative stimulation for agencies; (4) We will emphasize computer-conscious research. RAB's On Target research is to my knowledge the first practical measurement of customer media exposure. Our research, which justifies the use of a computer, will continue to emphasize consumer consumption.

All of these efforts will be expended to make the selling of our medium more professional, and statesmanlike.

The credo which follows is another attempt in that direction. It is a statement of standards which we will urge Radio stations at all market levels to adopt.

Imagine the following points in big and imposing letters set up on the walls of hundreds of stations across the country.

The credo of a professional Radio salesman:

(1) I believe first in advertising and that it creates and builds businesses, and is the lifeblood of a free economy. I believe in all responsible advertising, because all advertising, when used with scope and intelligence, will produce results.

(2) I believe further that one of America's great advertising media is Radio.

(3) I believe it is a basic part of my job to help advertisers use Radio by showing them how to use the medium to the greatest advantage. I do not presume to have knowledge I do not have. But, where appropriate, I consider it my job to help advertisers who need help by providing ideas, by citing facts that guide them by contributing positively to a planned campaign.

(4) I believe my station is a great station and I will sell it on that plane.

(5) I believe that this station is a competitive station—competitive with other media as well as other radio stations. I believe that America's system of free enterprise is founded on such competition.

(6) I believe that competition is corrosive when it is founded on negative selling. So I will sell this medium and this station by presenting strengths, not seeking unfairly to undermine the competition.

(7) I do these things—not because I am under a bureaucratic rule—but because I want to, because I know Radio is a great advertising medium which can be built to new heights on the foundation expressed here.

(8) If that makes me a visionary, that is what I am. And I hope that it is possible to be a visionary all the way to the bank.

This credo will dictate the course of many of the actions we will be taking during my administration. I make the pledge to you: We will find a way—whether it is this credo or through other devices—to bring this kind of statesmanship to Radio selling.

**MARC**  
**BROWN**  
**ASSOCIATES, inc.**

8 East 48th Street  
New York City

**MUSIC!**

**MUSIC!**

**MUSIC!**

MU. 8-2847

# Television Homes Delivered by Average Network TV Programs, 1958-1962

(Comparative Figures for 1958 to 1962,  
Average Audience Basis)

## DAYTIME TELEVISION HOMES (Monday-Friday)

	<i>Homes Delivered (Thousands)</i>				
	<i>1962</i>	<i>1961</i>	<i>1960</i>	<i>1959</i>	<i>1958</i>
January .....	3,332	3,330	3,308	3,018	3,672
February .....	3,332	3,142	3,212	3,019	3,019
March .....	3,087	2,908	3,268	2,842	3,550
April .....	2,842	2,908	2,586	2,461	3,037
May .....	2,401	2,533	2,511	2,328	2,217
June .....	2,646	2,673	2,597	2,322	2,593
July .....	2,744	2,814	2,531	2,555	2,298
August .....	2,695	2,814	2,531	2,524	2,368
September .....	2,490	2,439	2,260	2,446	2,370
October .....	2,590	2,392	2,350	2,520	2,124
November .....	3,287	2,626	2,712	2,808	2,343
December .....	3,137	2,814	2,848	2,761	2,470

## NIGHTTIME TELEVISION HOMES (Monday-Sunday)

	<i>Homes Delivered (Thousands)</i>				
	<i>1962</i>	<i>1961</i>	<i>1960</i>	<i>1959</i>	<i>1958</i>
January .....	9,065	9,052	8,806	9,114	8,861
February .....	8,967	8,911	8,571	8,993	8,993
March .....	8,673	8,723	8,270	8,629	8,598
April .....	8,085	8,583	7,690	8,322	8,043
May .....	6,909	7,316	7,043	7,367	7,122
June .....	6,468	6,519	6,454	6,405	6,615
July .....	5,978	5,863	5,288	6,083	6,000
August .....	5,978	6,191	6,102	6,130	6,199
September .....	7,321	7,035	6,870	7,375	7,288
October .....	8,086	7,223	7,684	7,781	7,914
November .....	8,516	8,114	7,413	7,976	8,482
December .....	8,566	8,114	8,272	7,787	8,503

Source: A. C. Nielsen.

*New*  
**The Blair House Restaurant**

**30 West 56th St.**

(Around the corner from Harry Winston)

Lunch --- Dinner --- Supper

Don't Forget Our Upstairs Room for

**"Private Affairs"**

**JU 6-1417**

*Joel Spector*

*Lud Fowler*

*Bill McCallum*



# Financial Report Covering Four Nationwide Radio Networks and 3,610 AM and AM-FM Stations

**1960-61**

**(In thousands of dollars)**

Item	4 Nationwide Networks	19 Owned and Operated Stations	3,591 Other Stations	Total 4 Nationwide Networks and 3,610 Stations	Percent Change from Previous Year
A. Revenues from the sale of time:					
1. Network time sales:					
a. Sale of major network time to advertisers:.....	\$31,692	—	\$ 4,047	—	—
b. Sale of regional network time.....	—	—	2,301	—	—
c. Sale of other network time.....	—	—	1,529	—	—
Total network time sales.....	31,692	\$ 540	7,877	—	—
2. Total deductions from network's revenue from sale of time to advertiser.....	4,272	—	—	—	—
3. Total retentions from sale of network time.....	27,420	540	7,877	\$ 35,837	2.3
4. Non-network time sales:					
a. National and regional advertisers.....	—	22,549	174,808	197,352	(2.4)
b. Local advertisers.....	—	11,715	372,338*	384,053	(0.3)
Total non-network time sales.....	—	34,264	547,141	581,405	(1.0)
5. Total time sales.....	27,420	34,804	555,018	617,242	(0.8)
6. Deduct—Commissions to agencies, representatives, etc.	4,707	6,557	54,909	66,173	(1.1)
7. Net time sales.....	22,713	28,247	500,109	551,069	(0.8)
B. Revenues from incidental broadcast activities:					
a. Talent.....	6,978	2,018	10,386	19,382	(15.1)
b. Sundry broadcast revenues.....	1,113	468	11,580	13,161	(2.1)
Total incidental broadcast activities.....	8,091	2,486	21,966	32,543	(10.3)
Total broadcast revenues.....	30,804	30,733	522,075	583,612	(1.4)
C. Total broadcast expenses.....	33,814	27,517	490,230	551,561	1.5
D. Broadcast income (before Federal income tax).....	(\$3,010)	\$ 3,216	\$ 31,845	\$ 32,051	(33.7)

Note: Data for 1960 cover the operation of four nationwide networks, their 19 owned and operated stations, and 3,451 other stations. (\*) Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

( ) Denotes loss or percentage.  
Source: FCC.



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## —ABC—

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University of Mississippi desegregation.  
Glenn space flight.  
Red Chinese invasion of India.  
Return of Cuban prisoners.  
Kennedy forcing back steel price increase.  
Soviet's twin astronauts.  
Stock market's 20.8 million dollar break.  
Thalidomide-deformed babies.  
Death of Marilyn Monroe.

## —CBS—

Cuban crisis.  
United States off-year elections.  
James Meredith's entry into the University of Mississippi.  
United States and Soviet space flights.  
East and West explode their biggest bombs.  
The Crisis of the Common Market.  
India-China War.  
The Vatican Council.  
Algerian Independence.  
Our undeclared war in Vietnam.

## —MBS—

The Cuban Crisis  
Colonel Glenn's and other space flights.  
The Oxford, Mississippi integration.  
The Case of Thalidomide.  
The Ecumenical Council in Rome.  
Algerian Independence.  
India-Red China Border War.  
Kennedy vs. U. S. Steel.  
The death of Mrs. Eleanor Roosevelt.  
The death of Marilyn Monroe.

## —NBC—

Cuban crisis.  
India-Red China border war.  
Integration events at University of Mississippi.  
Space developments: American and Soviet space flights and Telstar.  
President Kennedy's roll-back of steel prices.  
French-Algerian conflict.  
Off-year elections, especially Richard M. Nixon's defeat in California.  
Deformities caused by the drug thalidomide.  
Berlin situation.  
Communist invasions of Vietnam and Laos, and political developments in Thailand.

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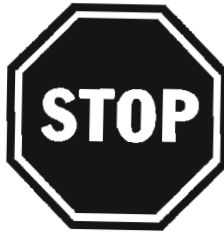
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—*Vocalist of the Year*

—*Male*—

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—*Female*—

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—*Documentary*—

Moment of Crisis (Cuba-ABC)

—*Best Orchestra  
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—*Male*—

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# The New Promotion Man— A Key Management Exec



By  
DAN BELLUS  
President  
Broadcasters' Promotion  
Association, Inc.

**T**HE DAY seems to be here when we can stand on the curbstone of time, hold our hat in hand and watch the funeral cortege of an era fade "slowly into the sunset."

The era of the famous—or infamous—promoter, the checker-coated, derby-hatted, cane-in-hand, razzle-dazzle, side-show-barker type is virtually gone.

From our vantage point in time, we can view the prelude to the final laying to rest of this phenomenon with mixed emotions. The passing of this image with its flamboyancy, its cockiness, the "con artist" tactics, the boisterousness must arouse nostalgia, some sympathy and a bit of regret.

But again, our special vantage point in time allows us to view this passing of an era with a great enthusiasm for the new which replaces it.

The new-era promotion man retains qualities of the old—the creativity, the absolute passion for his work, the never-give-up approach to a problem and, above all, the conviction that "if you want 'em to know . . . you've got to tell 'em."

But our new promotion man also brings to his era qualities that place his promotion efforts on a plane of solid, constructive business achievement. This new man is stable. He is dependable. He is an administrator. He is a planner. He has follow-through. And he thinks in terms of the big job to be done . . . the overall company requirements and objectives.

What's most important is that he is taking his place in top management teams in ever-increasing numbers. He

has demonstrated his value to the successful operation of any concern.

As far as broadcasting promotion men are concerned, the passing of the old era is not as significant as the ushering in of the new. After all, only early broadcasting caught the tail end of the old era; and today's broadcasting reflects the emergence of the new.

Today's promotion man has had just enough exposure to the old era to have an aggressive, determined approach to promotion and sufficient participation in the formative years of the new era to be acutely aware of the solid business base in which his operation is rooted—and the total cause it must serve. With this combination, it is only natural that the promotion man is emerging as a leader in management circles.

We in broadcasting can be proud that our industry is in the forefront of this tide. From the Broadcasters' Promotion Association's point of view, we're especially proud to see more and more promotion men moving upwards into general management posts.

There is much for broadcasting from promotion in this new era . . . a good deal of it is available right now—a lot more of it in the future.

Of the old-time promotion man we say, "rest in peace—you had your glorious days"; and of the new promotion man we say, with a fervor born of the knowledge of progress, "long live the new."

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## The Essence of Our Free Society Is Self-Discipline

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By  
LeROY COLLINS  
President  
National Association  
of Broadcasters

MANY centuries ago the Greeks developed a civilization supported by a system of self-government that flourished for many years. It provided a high degree of personal freedom, but little order—and in time it failed. The Romans came along later—and they, too, were highly successful. They developed a high degree of order, but with little freedom—and that system failed, also. From these two civilizations, we have derived much of the culture that has come to be known as Western Democracy. We learned the virtue of freedom from the Greeks, the necessity for order from the Romans. The manner in which we have been able thus far to blend these interdependent factors—freedom and order—accounts for the stability of our society.

In American business we are confronted with the constant struggle to keep free of government control, but at the same time voluntarily to impose upon ourselves the measure of self-discipline which is essential to the public welfare in a changing society. Only thus can we avoid the vacuum of unmet needs into which a democratic government by its very nature would surely become drawn.

To accomplish this requires an ingenious approach, for it challenges the character of American competitive enterprise. The effort is made more difficult because the forces of freedom are divided and often are warring against each other. Those who want to achieve a status of responsible freedom are frequently opposed not only by those who look to the government to remedy every ill, but also by those who are determined upon a course of freedom without responsibility. The ghosts of both the Romans

and the Greeks combine to force us to continued effort to avoid their frustration and ultimate doom.

It is the clear purpose of the National Association of Broadcasters and its leadership to encourage constantly the improvement of the service of broadcasting to the people. We can beseech the government to keep its hands off, but we deserve little sympathy if we are unwilling to maintain order and progress in our own house.

This is the reason that the Association has placed so much emphasis in recent years upon the development and practical application of self-promulgated Codes of good practice in both radio and television—Codes that are working, believe me, in upgrading programming and advertising practices.

Here is a conscientious, dedicated effort on the part of a great industry voluntarily to improve its product and control its actions in a responsible manner. Our Code programs are not yet developed as they should be. They are not yet supported by all the broadcasters who should be behind them. But, even so, they now represent the most significant force for self-regulation in American competitive enterprise. They are, indeed, the best example in the world today of free businessmen voluntarily subordinating immediate individual profit for their collective professional advancement and for the service of the public welfare in a free society.



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Lester G. Spencer.....	8	Indiana and Michigan.
WKBV, Richmond, Ind.		
George T. Frechette.....	9	Illinois and Wisconsin.
WFHR, Wisconsin Rapids, Wis.		
Richard W. Chapin.....	10	Iowa, Missouri and Nebraska.
KFOR, Lincoln, Neb.		

(Continued on Next Page)

# NATIONAL ASSOCIATION OF BROADCASTERS

Director	District	States Comprising District
John H. Lemme KLTF, Little Falls, Minn.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Allan Page KGWA, Enid, Okla.	12	Kansas and Oklahoma.
John C. Coyle KVIL, Dallas, Tex.	13	Texas.
Rex G. Howell KREX, Grand Junction, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Hugh Turner KTIM, San Rafael, Calif.	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.
Lloyd C. Sigmon KMPC, Hollywood, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Ray Johnson KMED, Medford, Ore.	17	Alaska, Oregon and Washington.

## RADIO DIRECTORS-AT-LARGE

### Large Stations

Jack Lee  
WPRD, Providence, R. I.  
John F. Patt  
WJR, Detroit, Mich.

### Medium Stations

\*Willard Schroeder  
WOOD, Grand Rapids, Mich.  
John F. Box, Jr.  
WIL, St. Louis, Mo.

Robert R. Pauley  
ABC Radio, New York, N. Y.  
Arthur Hull Hayes  
CBS-Radio, New York

### Small Stations

Ben B. Sanders  
KICD, Spencer, Iowa  
Robert T. Mason  
WMRN, Marion, O.

### FM Stations

\*\*Ben Strouse  
WWDC-FM, Washington, D. C.  
Fred Rabell  
KITT, San Diego, Calif.

### Network

Robert F. Hurleigh  
MBS, New York, N. Y.  
Peter Kenney  
NBC Radio, Washington, D. C.

## TELEVISION BOARD OF DIRECTORS

\*\*\*William B. Querton  
WMT-TV, Cedar Rapids, Iowa  
\*\*\*James D. Russell  
KKTU, Colorado Springs, Colo.  
Otto P. Brandt  
KING-TV, Seattle, Wash.

Henry B. Clay  
KTHV, Little Rock, Ark.  
Joseph C. Drilling  
WJW-TV, Cleveland, Ohio  
Gordon Gray  
WKTU, Utica, N. Y.  
Paysen Hall  
Meredith Bestg. Co.  
Des Moines, Iowa  
\*\*\*Clair R. McCollough  
WGAI-TV, Lancaster, Pa.  
Mike Shapiro  
WFAA-TV, Dallas, Tex.

Eugene S. Thomas  
KETV, Omaha, Neb.  
Robert F. Wright  
WTOK-TV, Meridian, Miss.

### Network

Mortimer Weinbach  
ABC-TV, New York, N. Y.  
William B. Lodge  
CBS-TV, New York, N. Y.  
David C. Adams  
NBC-TV, New York, N. Y.

\*Chairman, Radio Board  
\*\*Vice Chairman, Radio Board  
\*\*\*Chairman, TV Board  
\*\*\*\*Vice Chairman, TV Board  
\*\*\*\*\*Chairman, Joint Board

# NAB Radio Code Subscribers



The following stations are subscribers to the NAB Radio Code of Good Practices. All owned and operated stations of the ABC, CBS, MBS and NBC radio networks are code subscribers. Stations are listed alphabetically according to call letters.

- |  |   |   |   |   |  |
|--|---|---|---|---|--|
| <p>KAAA—Kingman, Ariz.<br/>KABC—Los Angeles, Calif.<br/>KABQ—Albuquerque, N. M.<br/>KACI—The Dalles, Ore.<br/>KACY—Port Hueneme, Cal.<br/>KADO—Marshall, Tex.<br/>KAGE—Winona, Minn.<br/>KAGH—Cressett, Ark.<br/>KAGI—Grants Pass, Ore.<br/>KAGR—Yuba City, Calif.<br/>KAIR—Tucson, Ariz.<br/>KAKC—Tulsa, Okla.<br/>KAKE—Wichita, Kans.<br/>KALE—Richland, Wash.<br/>KALF—Mesa, Ariz.<br/>KALG—Alamogordo, N. M.<br/>KALL—Salt Lake City, Utah<br/>KAMO—Rogers, Ark.<br/>KANA—Anaconda, Mont.<br/>KANQ—Corsicana, Tex.<br/>KARE—Atchison, Kans.<br/>KARI—Blaine, Wash.<br/>KARS—Belton, N. M.<br/>KARY—Prosser, Wash.<br/>KASE—Austin, Tex.<br/>KASL—Newcastle, Wyo.<br/>KAST—Astoria, Ore.<br/>KATL—Miles City, Mont.<br/>KAUS—Austin, Minn.<br/>KAVI—Rocky Ford, Colo.<br/>KAVL—Lanester, Colo.<br/>KAWA—Marlin, Tex.<br/>KAYC—Beaumont, Tex.<br/>KAYS—Hays, Kans.<br/>KAYT—Rupert, Ida.</p> | <p>KBIZ—Ottumwa, Ia.<br/>KBKR—Baker, Ore.<br/>KBLA—Burbank, Calif.<br/>KBLU—Yuma, Ariz.<br/>KBMN—Bozeman, Mont.<br/>KBMO—Benson, Minn.<br/>KBMX—Coalinga, Calif.<br/>KBMY—Billings, Mont.<br/>KBOE—Oskaloosa, Iowa<br/>KBOI—Boise, Idaho<br/>KBOK—Malvern, Ark.<br/>KBOL—Boulder, Colo.<br/>KBOM—Bismarck, N. D.<br/>KBOW—Butte, Mont.<br/>KBUX—Dallas, Tex.<br/>KBRI—Brinkley, Ark.<br/>KBRL—Brookings, S. D.<br/>KBRL—McCook, Neb.<br/>KBRN—Brighton, Colo.<br/>KBRV—Soda Spgs., Ida.<br/>KBRX—O'Neill, Neb.<br/>KBTA—Batesville, Ark.<br/>KBTC—Houston, Mo.<br/>KBTR—El Dorado, Kan.<br/>KBTR—Denver, Colo.<br/>KBUH—Brigham City, Utah<br/>KBUN—Bemidji, Minn.<br/>KBUR—Burlington, Iowa<br/>KBYP—Shamrock, Tex.<br/>KBZY—Salem, Ore.</p> | <p>KCNI—Broken Bow, Neb.<br/>KCOB—Newton, Iowa<br/>KCOK—Tulare, Calif.<br/>KCOL—Fort Collins, Colo.<br/>KCOW—Allamore, Neb.<br/>KCPX—Salt Lake City, Utah<br/>KCRS—Sacramento, Calif.<br/>KCRG—Enid, Okla.<br/>KCRG—Cedar Rapids, Ia.<br/>KCRS—Midland, Tex.<br/>KCRT—Trinidad, Colo.<br/>KCSJ—Pueblo, Colo.<br/>KCSR—Chadron, Neb.</p>   | <p>KENN—Farmington, N. M.<br/>KENT—Prescott, Ariz.<br/>KEPR—Kennewick, Wash.<br/>KERG—Eugene, Ore.<br/>KERN—Bakersfield, Calif.<br/>KETO—Seattle, Wash.<br/>KEUN—Eunice, La.<br/>KEWB—Oakland, Calif.<br/>KEX—Portland, Ore.<br/>KEXO—Grand Junction, Colo.<br/>KEYE—Perrytown, Tex.<br/>KEYZ—Williston, N. D.<br/>KEZU—Rapid City, S. D.<br/>KEYZ—Anaheim, Calif.</p>  | <p>KFWB—Los Angeles, Calif.<br/>KFXD—Nampa, Idaho<br/>KFYN—Bonham, Tex.<br/>KFYO—Lubbock, Tex.<br/>KFYR—Bismarck, N. D.</p>   |  |
| <p>KBAN—Bowie, Tex.<br/>KBAR—Burley, Ida.<br/>KBBS—Berger, Tex.<br/>KBBS—Centerville, Utah<br/>KBBS—Buffalo, Wyo.<br/>KBCL—Bossier City, La.<br/>KBEA—Mission, Kans.<br/>KBEC—Waxahachie, Tex.<br/>KBEE—Modesto, Calif.<br/>KBIG—Avalon, Calif.<br/>KBIM—Roswell, N. M.</p>  | <p>KCAP—Helena, Mont.<br/>KCAR—Clarksville, Tex.<br/>KCBQ—San Diego, Calif.<br/>KCBS—San Francisco, Calif.<br/>KCCO—Lawton, Okla.<br/>KCEE—Tucson, Ariz.<br/>KCGM—Columbia, Mo.<br/>KCHA—Charles City, Ia.<br/>KCID—Caldwell, Idaho<br/>KCII—Washington, Ia.<br/>KCIM—Carroll, Iowa<br/>KCLE—Cleburne, Tex.<br/>KCLO—Leavenworth, Kans.<br/>KCLS—Flagstaff, Ariz.<br/>KCLU—Rolla, Md.<br/>KCLX—Colfax, Wash.<br/>KCMC—Texarkana, Tex.<br/>KCMO—Kansas City, Mo.</p>   | <p>KDAK—Carrington, N. D.<br/>KDAL—Duluth, Minn.<br/>KDB—Santa Barbara, Calif.<br/>KDBM—Oillon, Mont.<br/>KDBS—Alexandria, La.<br/>KDEF—Albuquerque, N. M.<br/>KDOI—29 Palms, Calif.<br/>KDIK—Dickinson, N. D.<br/>KDKA—Pittsburgh, Pa.<br/>KDLA—De Ridder, La.<br/>KDLM—Detroit Lakes, Minn.<br/>KDLR—Devi's Lake, S. D.<br/>KDMO—Carthage, Mo.<br/>KDMT—El Dorado, Ark.<br/>KDNT—Denton, Tex.<br/>KDOI—Tyler, Tex.<br/>KDON—Salinas, Calif.<br/>KDRS—Paragould, Ark.<br/>KDSX—Denison—Sherman, Tex.<br/>KDIH—Dubuque, Iowa<br/>KQWB—Minneapolis—St. Paul, Minn.</p> | <p>KFAB—Omaha, Neb.<br/>KFAC—Los Angeles, Calif.<br/>KFAX—San Francisco, Calif.<br/>KFBC—Cheyenne, Wyo.<br/>KFBK—Sacramento, Calif.<br/>KFDA—Amarillo, Tex.<br/>KFDI—Wichita, Kan.<br/>KFDM—Beaumont, Tex.<br/>KFIL—Los Angeles, Calif.<br/>KFFA—Helena, Ark.<br/>KFFA—Tacoma, Wash.<br/>KFIV—Modesto, Calif.<br/>KFIZ—Fond du Lac, Wis.<br/>KFJB—Marshalltown, Ia.<br/>KFJZ—Ft. Worth, Tex.<br/>KFKA—Flores, Colo.<br/>KFLD—Floydada, Tex.<br/>KFLW—Klamath Falls, Ore.<br/>KFMB—San Diego, Calif.<br/>KFML—Denver, Colo.<br/>KFOR—Lincoln, Neb.<br/>KFRF—Franklin, La.<br/>KFRD—Rosenberg, Tex.<br/>KFRF—Fresno, Calif.<br/>KFRU—Columbia, Mo.<br/>KFSA—Fort Smith, Ark.<br/>KFSC—Denver, Colo.<br/>KFTR—Fort Morgan, Colo.<br/>KFUN—Las Vegas, N. M.</p> | <p>KGAF—Gainesville, Tex.<br/>KGAK—Gallup, N. M.<br/>KGAL—Lebanon, Ore.<br/>KGAY—Salem, Ore.<br/>KGB—San Diego, Calif.<br/>KGBG—Galveston, Tex.<br/>KGBS—Los Angeles, Cal.<br/>KGBT—Harlingen, Tex.<br/>KGBX—Springfield, Mo.<br/>KGCC—Sidney, Mont.<br/>KGEK—Sterling, Colo.<br/>KGEN—Boise, Idaho<br/>KGER—Long Beach, Calif.<br/>KGEX—Kallispell, Mont.<br/>KGF—Shawnee, Okla.<br/>KGF—Pawnee, S. D.<br/>KGGF—Coffeyville, Kans.<br/>KGHF—Pueblo, Colo.<br/>KGHL—Billings, Mont.<br/>KGLC—Miami, Okla.<br/>KGLN—Glenwood Spgs., Colo.<br/>KGM—Cape Girardeau, Mo.<br/>KGMT—Fairbury, Neb.<br/>KGN—Amarillo, Tex.<br/>KGN—Dodge City, Kans.<br/>KGO—San Francisco, Calif.<br/>KGN—Oregon City, Ore.<br/>KGO—Torrington, Wyo.<br/>KGV—Greenville, Tex.<br/>KGV—Missoula, Mont.<br/>KGW—Portland, Ore.<br/>KGW—Enid, Okla.<br/>KGY—Olympia, Wash.</p> | <p>KHAS—Hastings, Neb.<br/>KHAT—Phoenix, Ariz.<br/>KHPE—Phoenix, Ariz.<br/>KHEY—El Paso, Tex.<br/>KHHH—Pampa, Tex.</p> |

(Continued on Next Page)



# NAB RADIO CODE SUBSCRIBERS

KHOB—Hobbs, N.M.  
KHOU—Denver, Colo.  
KHQZ—Harrison, Ark.  
KHUX—Spokane, Wash.  
KHSI—Chico, Calif.  
KHUB—Fremont, Neb.  
KHVH—Honolulu, Hawaii

KICO—Spencer, Iowa  
KICY—Nome, Alas.  
KIDQ—Idaho Falls, Idaho  
KIUO—Boise, Idaho  
KIFG—Ida. Falls, Ia.  
KIFI—Ida. Falls, Ida.  
KIFN—Phoenix, Ariz.  
KIHRR—Hood River, Ore.  
KIJV—Huron, S.D.  
KILU—Grand Forks, N.D.

KIMA—Yakima, Wash.  
KIML—Gillette, Wyo.  
KIMM—Rapid City, S.D.  
KIMP—Mt. Pleasant, Tex.  
KING—Seattle, Wash.  
KINS—Eureka, Calif.  
KIOS—Des Moines, Iowa  
KIOB—Barstow, Calif.  
KIRO—Seattle, Wash.  
KIRT—Mission, Tex.  
KISD—Sioux Falls, S.D.  
KITE—San Antonio, Tex.  
KITI—Centralia-Chehalis, Wash.

KITH—Olympia, Wash.  
KIUL—Garden City, Kans.  
KIWA—Sheldon, Ia.  
KIXI—Renton, Wash.  
KIXZ—Amarillo, Tex.

KJAM—Madison, S.D.  
KJAN—Atlantic, Iowa  
KJCK—Junction City, Kans.  
KJEB—Midland, Tex.  
KJEM—Okla. City, Okla.  
KJOY—Stockton, Calif.  
KJPW—Waynesville, Mo.  
KJRC—Newton, Kans.  
KJSK—Columbia, Neb.

KKAN—Phillipsburg, Kans.  
KKAS—Silsbee, Tex.  
KKIN—Aitken, Minn.  
KKIT—Taos, N.M.

KLAD—Klamath Falls, Ore.  
KLAN—Lemoore, Calif.  
KLBM—La Grande, Ore.  
LBS—Los Banos, Cal.  
KLCO—Poteau, Okla.  
KLEO—Wichita, Kans.  
KLCN—Logan, Utah  
KLIF—Dallas, Tex.  
KLIN—Denver, Colo.  
KLIR—Denver, Colo.  
KLIY—San Jose, Cal.  
KLIX—Twin Falls, Ida.  
KLIZ—Brainerd, Minn.  
KLMR—Lamar, Colo.  
KLMX—Clayton, N.M.  
KLO—Ogden, Utah  
KLOE—Goddard, Kans.  
KLOU—Lake Charles, La.  
KLWP—Union, Mo.  
KLZY—Glasgow, Mont.  
KLFT—Little Falls, Minn.

KLUB—Salt Lake City, Utah  
KLJE—Longview, Tex.  
KLWN—Lawrence, Kans.  
KLWW—Cedar Rapids, Ia.  
KLYD—Bakersfield, Calif.  
KLYQ—Hamilton, Mont.  
KLYR—Clarksville, Ark.  
KLZ—Denver, Colo.

KMA—Shenandoah, Iowa  
KMAA—Butler, Mo.  
KMAA—Manhattan, Kan.  
KMAQ—Maquoketa, Iowa  
KMED—Medford, Ore.  
KMV—Fresno, Calif.

KMMJ—Grand Island, Neb.  
KMMO—Marshall, Mo.  
KMSB—Sioux City, Iowa  
KMGN—Great Falls, Mont.  
KMOS—St. Louis, Mo.  
KMPC—Los Angeles, Calif.

KMRC—Morgan City, La.  
KMRS—Sturris, Minn.  
KMUL—Muleshoe, Tex.  
KMUR—Murray, Utah  
KMVI—Waialuku, Hawaii

KNBC—San Francisco, Calif.  
KNM—Moberly, Mo.  
KNCO—Garden City, Kan.  
KNCY—Nebraska City, Neb.

KNBA—Jonesboro, Ark.  
KNBB—Scottsbluff, Neb.  
KNED—McAlester, Okla.  
KNEM—Neveda, Mo.  
KNGS—Hanford, Calif.  
KNIN—Wichita Falls, Tex.

KNIT—Abilene, Tex.  
KNNE—Monroe, La.  
KNOW—Austin, Tex.  
KNOX—Grand Forks, N.D.  
KNUZ—Houston, Tex.  
KNX—Los Angeles, Calif.

KOAM—Denver, Colo.  
KOAM—Pittsburg, Kans.  
KOBH—Hot Springs, S.D.  
KOCY—Oklahoma City, Okla.

KODA—Houston, Tex.  
KODY—No. Platte, Neb.  
KODL—Des Moines, Iowa  
KOFB—Pullman, Wash.  
KOFI—Kalspell, Mont.  
KOFD—Ottawa, Kans.  
KOGA—Opallala, Neb.  
KOGO—San Diego, Calif.  
KOH—Reno, Nev.  
KOHU—Hormston, Ore.  
KOIN—Portland, Ore.  
KOJM—Havre, Mont.  
KOKX—Kekuk, Iowa  
KOLD—Tucson, Ariz.  
KOLE—Port Arthur, Tex.  
KOLT—Scottsbluff, Neb.  
KOMA—Oklahoma City, Okla.

KOMO—Seattle, Wash.  
KOMW—Oinak, Wash.  
KONO—San Antonio, Tex.  
KQDL—Phoenix, Ariz.  
KQDR—Butte, Mont.  
KQDA—Bryan, Tex.  
KQDD—Pasco, Wash.  
KQSA—Odessa, Tex.  
KQSI—Aurora, Colo.  
KQTA—Rapid City, S.D.  
KQTN—Pine Bluff, Ark.  
KQVE—Lander, Wyo.  
KQVO—Provo, Utah  
KQWB—Aurora, Wyo.  
KQY—Phoenix, Ariz.  
KQYL—Odessa, Tex.  
KQZY—Grand Rapids, Minn.

KPAN—Hereford, Tex.  
KPAY—Chico, Calif.  
KPBW—Carlsbad, N.M.  
KPCA—Marked Tree, Ark.  
KPDN—Pampa, Tex.  
KPET—Lamesa, Tex.  
KPHO—Phoenix, Ariz.  
KPIR—Eugene, Ore.  
KPNB—Port Neches, Tex.  
KPCD—Pecos, Ariz.  
KPOJ—Portland, Ore.  
KPOL—Los Angeles, Calif.

KPOW—Powell, Wyo.  
KPRC—Houston, Tex.  
KPRK—Livingston, Mont.  
KPTL—Carson City, Nev.

KQOI—Bismarck, N.D.  
KQEO—Albuquerque, N.M.  
KQV—Pittsburgh, Pa.

KRAL—Rawlins, Wyo.  
KRBA—Lufkin, Tex.  
KRBC—Billene, Tex.  
KRBI—St. Peter, Minn.  
KRDO—Colorado Springs, Colo.  
KRFO—Owatonna, Minn.  
KREH—Oakdale, La.  
KREM—Spokane, Wash.  
KREX—Grand Junction, Colo.

KRFS—Superior, Neb.  
KRGJ—Grand Island, Neb.  
KRGV—Weslaco, Tex.  
KRHD—Duncan, Okla.  
KRHH—Rayville, La.  
KRIZ—Phoenix, Ariz.  
KRLD—Dallas, Tex.  
KRLN—Canon City, Colo.  
KRLW—Walnut Ridge, Ark.

KRMD—Shreveport, La.  
KRMO—Tulsa, Okla.  
KRMI—Carmel, Calif.  
KRMS—Osage Beach, Mo.  
KRNT—Des Moines, Iowa  
KRQC—Rocheater, Minn.  
KRQD—El Paso, Tex.  
KRQE—Sheridan, Wyo.  
KRQF—Auberville, La.  
KRRO—Crockett, Minn.

KRQY—Sacramento, Cal.  
KRRR—Ruidoso, N.M.  
KRRV—Sherman, Tex.  
KRSL—Minneapolis-St. Paul, Minn.  
KRSL—Russell, Kans.  
KRSL—Los Alamos, N.M.

KRUN—Ballinger, Tex.  
KRUX—Phoenix, Ariz.  
KRVN—Lexington, Neb.  
KRXK—Hexburg, Idaho

KSAL—Salina, Kans.  
KSAM—Huntsville, Tex.  
KSBB—Salinas, Calif.  
KSCB—Liberal, Kans.  
KSCJ—Sioux City, Ia.  
KSCU—Santa Cruz, Calif.  
KSD—St. Louis, Mo.  
KSEI—Pocatello, Idaho  
KSEK—Pittsburg, Kans.  
KSEE—Santa Maria, Cal.  
KSET—El Paso, Tex.  
KSFO—San Francisco, Calif.

KSIB—Creston, Iowa  
KSIO—Sidney, Neb.  
KSJ—Sedalia, Mo.  
KSJB—Jamestown, N.D.  
KSL—Salt Lake City, Utah  
KSLM—Salem, Ore.  
KSLO—Opelousas, La.  
KSLY—San Luis Obispo, Cal.

KSMA—Santa Maria, Calif.  
KSMN—Mason City, Ia.  
KSNY—Suyder, Tex.  
KSO—Des Moines, Ia.  
KSKK—Arkansas City, Kans.  
KSON—San Diego, Cal.  
KSOU—Sioux Falls, S.D.  
KSPI—Stillwater, Okla.  
KSPL—Diboll, Tex.  
KSRRA—Salmon, Idaho  
KSNRC—Socorro, N.M.  
KSNR—Santa Ore.  
KSSS—Colorado Springs, Colo.

KSTR—Grand Junction, Colo.  
KSTV—Stephenville, Tex.  
KSW—Lawton, Okla.  
KSXX—Salt Lake City, Utah  
KSYQ—Yreka, Cal.  
KSYL—Alexandria, La.

KTAC—Tacoma, Wash.  
KTAE—Taylor, Tex.  
KTBB—Tyler, Tex.  
KTBC—Austin, Tex.  
KTGB—Malden, Mo.  
KTEE—Ida. Falls, Ida.  
KTEM—Temple, Tex.  
KTER—Terrell, Tex.  
KTHS—Berryville, Ark.

KTHT—Houston, Tex.  
KTIN—San Rahall, Cal.  
KTLN—Denver, Colo.  
KTM—Mountain Home, Ark.  
KTMG—McAlester, Okla.  
KTNT—Tacoma, Wash.  
KTOD—Sinton, Tex.  
KTOK—Oklahoma City, Okla.

KTOM—Benton, Tex.  
KTOP—Toneka, Kans.  
KTOW—Casper, Wyo.  
KTRH—Lufkin, Tex.  
KTRH—Houston, Tex.  
KTRM—Beaumont, Tex.  
KTSB—San Antonio, Tex.  
KTSN—El Paso, Tex.  
KTSF—Springfield, Mo.  
KTUE—Tulia, Tex.

KUBA—Yuba City, Calif.  
KUEQ—Phoenix, Ariz.  
KUGN—Eugene, Ore.  
KUIH—Hillsboro, Ore.  
KUKA—San Antonio, Tex.  
KUMA—Pendleton, Ore.  
KUOA—Siloam Springs, Ark.

KUPD—Phoenix, Ariz.  
KURL—Billings, Mont.  
KURV—Edinburg, Tex.

KVCL—Winnfield, La.  
KVCV—Redding, Calif.  
KVEG—San Luis Obispo, N.M.  
KVLE—Vernal, Utah  
KVET—Austin, Tex.  
KVEG—Cortez, Colo.  
KVGW—Great Bend, Kans.

KVLI—Seattle, Wash.  
KVIL—Dallas, Tex.  
KVKM—Monahans, Tex.  
KVLV—Alpine, Tex.  
KVLV—Fallon, Nev.  
KVMA—Magnolia, Ark.  
KVNU—Logan, Utah  
KVDE—Emporia, Kans.  
KVOL—Lafayette, La.  
KVOM—Morrilton, Ark.  
KVOD—Tulsa, Okla.  
KVOP—Plainville, Tex.  
KVOR—Colorado Springs, Colo.

KVOU—Uvalde, Tex.  
KVOW—Riverton, Wyo.  
KVOG—Lodi, Calif.  
KVPI—Vile Platte, La.  
KVRH—Salida, Colo.  
KVRS—Rock Springs, Wyo.  
KVVO—Cheyenne, Wyo.

KWAK—Stuttgart, Ark.  
KWAT—Watertown, S.D.  
KWBB—Wichita, Kans.  
KWBE—Beatrice, Neb.  
KWBG—Boone, Iowa  
KWBW—Hutchinson, Kans.  
KWCB—Searcy, Ark.  
KWCO—Chickasha, Okla.  
KWED—Sequin, Tex.  
KWEI—Weiser, Ida.  
KWHK—Hutchinson, Kans.

KWHO—Salt Lake City, Utah  
KWIC—Salt Lake City, Utah  
KWIL—Albany, Ore.  
KWJ—Merced, Calif.  
KWJZ—Santa Ana, Calif.  
KWKC—Abilene, Tex.  
KWKH—Shreveport, La.  
KWLW—Nampa, Ida.  
KWMT—Fort Dodge, Ia.  
KWNA—Winnemucca, Nev.

KWNO—Winnona, Minn.  
KWPC—Muscatine, Iowa  
KWRF—Warren, Ark.  
KWSD—Mt. Shasta, Cal.  
KWSK—Pratt, Kan.  
KWTC—Barrstow, Calif.  
KWVY—Enterprise, Ore.  
KWYO—Sheridan, Wyo.

KXEO—Mexico, Mo.  
KXGN—Glendive, Mont.  
KXGO—Fargo, N.D.  
KXIC—Iowa City, Iowa  
KXIT—Dallhart, Tex.  
KXIV—Phoenix, Ariz.  
KXJK—Forest City, Ark.  
KXL—Portland, Ore.  
KXOK—St. Louis, Mo.  
KXRA—Fort Worth, Tex.  
KXRA—Alexandria, Minn.

KXXV—Colby, Kans.  
KXXR—Russellville, Ark.  
KXYZ—Houston, Tex.

KYA—San Francisco, Calif.

KYJO—Medford, Ore.  
KYNO—Phoenix, Ariz.  
KYNO—Fresno, Calif.  
KYOU—Greeley, Colo.  
KYSM—Mankato, Minn.  
KYSN—Colorado Springs, Colo.

KYUM—Yuma, Ariz.  
KYVA—Gallup, N.M.  
KYW—Cleveland, O.

KZAM—Seattle, Wash.  
KZIP—Amarillo, Tex.  
KZIX—Fort Collins, Colo.  
KZZN—Littlefield, Tex.

WAAP—Peoria, Ill.  
WABA—Aquadilla, P.R.  
WABC—New York, N.Y.  
WABI—Bangor, Me.  
WABJ—Adrian, Mich.  
WACO—Waco, Tex.  
WAEW—Crossville, Tenn.  
WAGB—Wagoner, W.C.  
WADO—New York, N.Y.  
WADP—Kane, Pa.  
WADS—Ansonia, Conn.  
WAGF—Dothan, Ala.  
WAGM—Presque Isle, Me.

WAGY—Forest City, N.C.  
WALK—Galesburg, Ill.  
WALK—Patchogue, N.Y.  
WALL—Middletown, N.Y.  
WAMI—Opp, Ala.  
WANF—Fort Wayne, Ind.  
WANNE—Annapolis, Md.  
WAVV—Vincennes, Ind.  
WAPA—San Juan, P.R.  
WAPL—Aguilera, Wisc.  
WAQE—Towson, Md.  
WARA—Attleboro, Mass.  
WARO—Johnstown, Pa.  
WARF—Jasper, Ala.  
WARK—Hagerstown, Md.  
WASB—Searcy, Pa.  
WARU—Peru, Ind.  
WASA—Havre de Grace, Md.  
WASK—Lafayette, Ind.  
WATC—Gaylord, Mich.  
WATE—Knoxville, Tenn.  
WATT—Cadillac, Mich.  
WATZ—Alpena, Mich.  
WAUC—Wauchula, Fla.  
WAUX—Waukesha, Wisc.  
WAVE—Louisville, Ky.  
WAVT—Davton, N.C.  
WAVS—Stillwater, Minn.  
WAVY—Kempston, Va.  
WAVZ—New Haven, Conn.  
WAWA—Kendallville, Ind.  
WAWK—Kendallville, Ind.

WAWB—Waynesboro, Va.  
WAYZ—Waynesboro, Pa.  
WAZE—Clearwater, Fla.  
WAZL—Hazleton, Pa.  
WAZY—Lafayette, Ind.

WBAG—Burlington, N.C.  
WBAP—Fort Worth, Tex.  
WBAY—Marion, Ind.  
WBAY—Barnwell, S.C.  
WBAY—Green Bay, Wisc.  
WBBI—Abingdon, Va.  
WBRR—Chicago, Ill.  
WBBO—Forest City, N.C.  
WBQQ—Augusta, Ga.  
WBWY—Youngstown, O.  
WBZZ—Ponca City, Okla.



# NAB RADIO CODE SUBSCRIBERS

- WBCA**—Bay Minette, Ala.  
**WBCU**—Union, S.C.  
**WBEC**—Pittsfield, Mass.  
**WBET**—Brookton, Mass.  
**WBEO**—Beaufort, S.C.  
**WBFB**—Cherwell, Va.  
**WBHB**—Fitzgerald, Ga.  
**WBIE**—Marietta, Ga.  
**WBIG**—Greensboro, N.C.  
**WBIR**—Knoxville, Tenn.  
**WBIV**—Bedford, Ind.  
**WBLJ**—Dalton, Ga.  
**WBLT**—Bedford, Va.  
**WBLV**—Springfield, O.  
**WBMC**—McMinnville, Tenn.  
**WBNL**—Boonville, Ind.  
**WBNS**—Columbus, O.  
**WBOS**—Salisbury, Md.  
**WBRL**—Berlin, N.H.  
**WBWB**—Berwick, Pa.  
**WBT**—Charlotte, N.C.  
**WBTH**—Williamson, W. Va.  
**WBTM**—Danville, Va.  
**WBTV**—Bennington, Vt.  
**WBTV**—Beaver Falls, Pa.  
**WBTV**—Canton, Ill.  
**WBZ**—Boston, Mass.
- WCAM**—Camden, N.J.  
**WCAP**—Lowell, Mass.  
**WCAR**—Detroit, Mich.  
**WCAU**—Philadelphia, Pa.  
**WCBB**—Benton, Ky.  
**WCBS**—Baltimore, Md.  
**WCBS**—New York, N.Y.  
**WCCE**—Hartford, Conn.  
**WCCN**—Neillsville, Wis.  
**WCDD**—Winchester, Tenn.  
**WCEN**—Cambridge, Md.  
**WCET**—Charlotte, Mich.  
**WCFR**—Springfield, Vt.  
**WCGO**—Chicago Heights, Ill.  
**WCHA**—Chambersburg, Pa.  
**WCHL**—Chapel Hill, N.C.  
**WCHN**—Norwich, N.Y.  
**WCKB**—Dunn, N.C.  
**WCKR**—Miami, Fla.  
**WCKY**—Cincinnati, O.  
**WCLO**—Jonesville, Wis.  
**WCLO**—Newark, O.  
**WCMC**—Wildwood, N.J.  
**WCMP**—Pine City, Minn.  
**WCNH**—Quincy, Fla.  
**WCNU**—Crestview, Fla.  
**WCQJ**—Coatesville, Pa.  
**WCDC**—Columbus, O.  
**WCDF**—Montgomery, Ala.  
**WCDF**—Waltham, Mass.  
**WCGR**—Morristown, Tenn.  
**WCRL**—Oneonta, Ala.  
**WCRW**—Chicago, Ill.  
**WCSC**—Charleston, S.C.  
**WCSP**—Portland, Me.  
**WCST**—Columbus, Ind.  
**WCTA**—Andalusia, Ala.  
**WCUB**—Manitowoc, Wis.  
**WCVI**—Connellsville, Pa.  
**WCWC**—Ripon, Wis.  
**WCYB**—Bristol, Va.  
**WGCN**—Cynthiana, Ky.
- WDAF**—Kansas City, Mo.  
**WDAS**—Philadelphia, Pa.  
**WDAY**—Fargo, N.D.  
**WDBJ**—Roanoke, Va.  
**WDBL**—Springfield, Tenn.  
**WDBO**—Orlando, Fla.  
**WDBT**—Dubuque, Iowa  
**WDEC**—Americus, Ga.  
**WDEF**—Chattanooga, Tenn.  
**WDEL**—Wilmington, Del.  
**WDGY**—Minneapolis, Minn.  
**WDK**—Orangeburg, S.C.  
**WDKN**—Dickson, Tenn.  
**WDLA**—Walton, N.Y.  
**WDLB**—Marshfield, Wis.  
**WDNC**—Durham, N.C.  
**WDNG**—Anniston, Ala.  
**WDSM**—Oneonta, N.Y.  
**WDSM**—Superior, Wis.  
**WDSP**—DeFuniak Spgs., Fla.
- WDSU**—New Orleans, La.  
**WDUN**—Gainesville, Ga.  
**WDVA**—Danville, Va.  
**WDWS**—Champaign, Ill.  
**WOZ**—Decatur, Ill.
- WEAN**—Providence, R.I.  
**WEAV**—Plattsburgh, N.Y.  
**WEBS**—Baltimore, Md.  
**WEBC**—Duluth, Minn.  
**WEBJ**—Brewton, Ala.  
**WECL**—Harrisburg, N.Y.  
**WECL**—Eau Claire, Wis.  
**WEEB**—Southern Pines, N.C.  
**WEED**—Rocky Mount, N.C.  
**WEEI**—Boston, Mass.  
**WEEN**—Lafayette, Tenn.  
**WEER**—Warrenton, Va.  
**WEEZ**—Chester, Pa.  
**WEJL**—Scranton, Pa.  
**WEKR**—Fayetteville, Tenn.  
**WEKZ**—Monroe, Wis.  
**WELC**—Welch, W. Va.  
**WELD**—Fisher, W. Va.  
**WELK**—Charlottesville, Va.  
**WELM**—Elmira, N.Y.  
**WELP**—Easley, S.C.  
**WEMB**—Erwin, Tenn.  
**WENE**—Endicott, N.Y.  
**WENY**—Elmira, N.Y.  
**WEPM**—Mimsburg, W. Va.  
**WERT**—Van Wert, O.  
**WESB**—Bradford, Pa.  
**WESC**—Greenville, S.C.  
**WESO**—Southbridge, W. Mass.  
**WEST**—Tasley, Va.  
**WEST**—Easton, Pa.  
**WETU**—Wetumpka, Ala.  
**WEZE**—Boston, Mass.  
**WEZN**—Elizabethtown, Pa.
- WFAA**—Dallas, Tex.  
**WFAI**—Fayetteville, N.C.  
**WFAS**—White Plains, N.Y.  
**WFBC**—Greenville, S.C.  
**WFBG**—Altoona, Pa.  
**WFBY**—Syracuse, N.Y.  
**WFBM**—Indianapolis, Ind.  
**WFBT**—Baltimore, Md.  
**WFBZ**—Sylacauga, Ala.  
**WFHG**—Pell City, Ala.  
**WFHR**—Wisconsin Rapids, Wis.  
**WFIS**—Sumter, S.C.  
**WFIL**—Philadelphia, Pa.  
**WFIN**—Findlay, O.  
**WFJW**—Terre Haute, Ind.  
**WFKY**—Frankfort, Ky.  
**WFLA**—Tampa, Fla.  
**WFLD**—Farmville, Va.  
**WFLW**—Monticello, Ky.  
**WFMJ**—Youngstown, O.  
**WFMW**—Madisonville, Ky.  
**WFR**—Franklin, Pa.  
**WFRD**—Reidsville, N.C.  
**WFRO**—Fronton, O.  
**WFRK**—Franklin, N.C.  
**WFST**—Caribou, Me.  
**WFTL**—Ft. Lauderdale, Fla.  
**WFRF**—Front Royal, Va.  
**WFVA**—Fredericksburg, Va.
- WGA**—Cedartown, Ga.  
**WGAC**—Augusta, Ga.  
**WGAL**—Lancaster, Pa.  
**WGAP**—Marysville, Tenn.  
**WGBR**—Cleveland, O.  
**WGAU**—Athens, Ga.  
**WGBB**—Freeport, N.Y.  
**WGBF**—Evansville, Ind.  
**WGBI**—Scranton, Pa.  
**WGBS**—Miami, Fla.  
**WGCD**—Chester, S.C.  
**WGEN**—Quincy, Ill.  
**WGA**—Gainesville, Ga.  
**WGGG**—Gainesville, Fla.  
**WGH**—Newport News, Va.  
**WGL**—Fort Wayne, Ind.  
**WGLM**—Richmond, Ind.
- WGN**—Chicago, Ill.  
**WGNV**—Newburgh, N.Y.  
**WGPC**—Albany, Ga.  
**WGR**—Buffalo, N.Y.  
**WGRD**—Lake City, Fla.  
**WGRP**—Greenville, Pa.  
**WGRV**—Greenville, Tenn.  
**WGRY**—Gary, Ind.  
**WGSA**—Ephrata, Pa.  
**WGSB**—Geneva, Ill.  
**WGSM**—Huntington, N.Y.  
**WGTN**—Georgetown, S.C.  
**WGWR**—Asheboro, N.C.  
**WGY**—Schenectady, N.Y.
- WHAB**—Baxley, Ga.  
**WHAY**—New Britain, Conn.  
**WHB**—Kansas City, Mo.  
**WHBB**—Selma, Ala.  
**WHBC**—Selma, Ala.  
**WHBF**—Rock Island, Ill.  
**WHBL**—Sheboygan, Wis.  
**WHBU**—Anderson, Ind.  
**WHCU**—Ithaca, N.Y.  
**WHDB**—Houghton, Mich.  
**WHDH**—Boston, Mass.  
**WHDM**—McKenzie, Tenn.  
**WHEC**—Rochester, N.Y.  
**WHEN**—Syracuse, N.Y.  
**WHFP**—Foley, Ala.  
**WHFB**—Benton Harbor, Mich.  
**WHG**—Warren, O.  
**WHIN**—Gallatin, Tenn.  
**WHIO**—Dayton, O.  
**WHIS**—Bluefield, W. Va.  
**WHIZ**—Zanesville, O.  
**WHKP**—Hendersonville, N.C.  
**WHY**—Hickory, N.C.  
**WHLS**—So. Boston, Va.  
**WHLM**—Bloomsburg, Pa.  
**WHLO**—Akron, O.  
**WHLS**—Port Huron, Mich.  
**WHN**—New York, N.Y.  
**WHN**—Des Moines, Iowa  
**WHOP**—Hopkinsville, Ky.  
**WHOT**—Campbell, O.  
**WHP**—Harrisburg, Pa.  
**WHSC**—Hartsville, S.C.  
**WHUM**—Reading, Pa.  
**WHYL**—Carlisle, Pa.
- WIBA**—Madison, Wis.  
**WIBC**—Indianapolis, Ind.  
**WIBG**—Philadelphia, Pa.  
**WIBR**—Baton Rouge, La.  
**WIBS**—Belleville, Ill.  
**WIBT**—Toledo, Kans.  
**WIBX**—Utica, N.Y.  
**WICE**—Providence, R.I.  
**WICO**—Salisbury, Md.  
**WIK**—Newport, Vt.  
**WIKY**—Evansville, Ind.  
**WIL**—St. Louis, Mo.  
**WIL**—Wilmar, Conn.  
**WILK**—Wilkes-Barre, Pa.  
**WIMA**—Lima, O.  
**WIMS**—Michigan City, Ind.  
**WINA**—Charlottesville, Va.  
**WINC**—Winchester, Va.  
**WIND**—Chicago, Ill.  
**WINF**—Manchester, Conn.  
**WING**—Dayton, O.  
**WINK**—Fort Myers, Fla.  
**WINS**—New York, N.Y.  
**WIR**—New Boston, Wis.  
**WIRA**—Fort Pierce, Fla.  
**WIRC**—Hickory, N.C.  
**WIRO**—Ironton, O.  
**WIS**—Columbia, S.C.  
**WISB**—Indianapolis, Ind.  
**WISM**—Madison, Wis.  
**WITB**—New Boston, Wis.  
**WITB**—Baltimore, Md.  
**WIZE**—Springfield, O.
- WJAC**—Johnstown, Pa.  
**WJAG**—Norfolk, Neb.  
**WJAR**—Providence, R.I.  
**WJAS**—Swainsboro, Ga.  
**WJAX**—Jacksonville, Fla.  
**WJBB**—Haleyville, Ala.  
**WJBC**—Bloomington, Ill.  
**WJBK**—Detroit, Mich.
- WJBL**—Holland, Mich.  
**WJBO**—Baton Rouge, La.  
**WJEF**—Grand Rapids, Mich.  
**WJEH**—Gallipolis, O.  
**WJEL**—Hagerstown, Md.  
**WJEN**—Erie, Pa.  
**WJIL**—Jacksonville, Ill.  
**WJMA**—Orange, Va.  
**WJMB**—Brookhaven, Miss.  
**WJMJ**—Philadelphia, Pa.  
**WJMS**—Ironwood, Mich.  
**WJNC**—Jacksonville, N.C.  
**WJOL**—Joliet, Ill.  
**WJOR**—So. Haven, Mich.  
**WJOY**—Burlington, Vt.  
**WJPF**—Herrin, Ill.  
**WJPR**—Greenville, Miss.  
**WJPS**—Evanston, Ind.  
**WJR**—Detroit, Mich.  
**WJSB**—Crestview, Fla.  
**WJSO**—Jonesboro, Tenn.  
**WJTN**—Jamesstown, N.Y.  
**WJW**—Cleveland, O.  
**WJZM**—Clarksville, Tenn.
- WKAI**—Macomb, Ill.  
**WKAM**—Goshen, Ind.  
**WKAP**—Allentown, Pa.  
**WKAY**—Glasgow, Ky.  
**WKAZ**—Charleston, W. Va.  
**WKBB**—LaCrosse, Wis.  
**WKBB**—Keosau, N.H.  
**WKBN**—Youngstown, O.  
**WKBN**—Harrisburg, Pa.  
**WKBR**—Manchester, N.H.  
**WKBY**—Richmond, Ind.  
**WKBY**—Buffalo, N.Y.  
**WKBY**—Muskegon, Mich.  
**WKCT**—Bowling Green, Ky.  
**WKDA**—Nashville, Tenn.  
**WKDK**—Newberry, S.C.  
**WKDL**—Clarksdale, Miss.  
**WKDY**—Covington, Va.  
**WKLD**—Libana, Ill.  
**WKIP**—Poughkeepsie, N.Y.  
**WKJG**—Fort Wayne, Ind.  
**WKLA**—Ludington, Mich.  
**WKLO**—Louisville, Ky.  
**WKOA**—Hopkinsville, Tenn.  
**WKOP**—Binghamton, N.Y.  
**WKOX**—Framington, Mass.  
**WKPT**—Kingsport, Tenn.  
**WKRG**—Mobile, Ala.  
**WKRM**—Columbia, Tenn.  
**WKRS**—Washington, Tenn.  
**WKTX**—Atlantic Beach, Fla.  
**WKUL**—Cullman, Ala.  
**WKXL**—Concord, N.H.  
**WKY**—Oklahoma City, Okla.  
**WKYB**—Paducah, Ky.  
**WKYO**—Caro, Mich.  
**WKYR**—Keyser, W. Va.  
**WKZO**—Kalamazoo, Mich.
- WLAC**—Nashville, Tenn.  
**WLAF**—La Follette, Tenn.  
**WLAG**—La Grange, Ga.  
**WLAM**—Lewiston, Me.  
**WLAR**—Athens, Tenn.  
**WLAT**—Conway, S.C.  
**WLBY**—Muscle Shoals, Ala.  
**WLBB**—Carrilton, Ga.  
**WLBC**—Muncie, Ind.  
**WLBG**—Laurens, S.C.  
**WLBH**—Mattoon, Ill.  
**WLBK**—DeKalb, Ill.  
**WLBN**—Lebanon, Mo.  
**WLBB**—Bangor, Me.  
**WLCS**—Baton Rouge, La.  
**WLCSY**—St. Petersburg, Fla.  
**WLDS**—Jacksonville, Ill.  
**WLEE**—Richmond, Va.  
**WLEF**—Tocoa, Ga.  
**WLEW**—Bacone, Mich.  
**WLIG**—New York, N.Y.  
**WLJQ**—Mobile, Ala.  
**WLKW**—Providence, R.I.  
**WLLH**—Lowell, Mass.
- WLNA**—Peekskill, N.Y.  
**WLNH**—Laconia, N.H.  
**WLQE**—Leaksville, N.C.  
**WLUL**—Minneapolis-St. Paul, Minn.  
**WLOS**—Asheville, N.C.  
**WLOK**—Gibson, Miss.  
**WLPO**—LaSalle, Ill.  
**WLS**—Chicago, Ill.  
**WLSI**—Pikesville, Ky.  
**WLSV**—Wellsville, N.Y.  
**WLTC**—Gastonia, N.C.  
**WLVA**—Lynchburg, Va.  
**WLW**—Lynchburg, Va.  
**WLYC**—Williamsport, Pa.  
**WLYN**—Lynn, Mass.
- WMAL**—Washington, D.C.  
**WMAQ**—Chicago, Ill.  
**WMAS**—Springfield, Mass.  
**WMAY**—Springfield, Ill.  
**WMAZ**—Macon, Ga.  
**WMBD**—Peoria, Ill.  
**WMBS**—Bismarck, N.D.  
**WMBN**—Bismarck, Mich.  
**WMBD**—Auburn, N.Y.  
**WMC**—Memphis, Tenn.  
**WMD**—Fajardo, P.R.  
**WMDN**—Midland, Mich.  
**WMEK**—Chase City, Va.  
**WMH**—Marion, Va.  
**WMT**—Wilmington, N.C.
- WMTU**—Hibbing, Minn.  
**WMGR**—Bainbridge, Ga.  
**WMIL**—Milwaukee, Wis.  
**WMIX**—Mt. Vernon, Ill.  
**WMIS**—Dublin, Ga.  
**WMNN**—Fairmont, W. Va.  
**WMNB**—No. Adams, Mass.  
**WMOH**—Hamilton, O.  
**WMOK**—Metropolis, Ill.  
**WMOR**—Morehead, Ky.  
**WMOR**—Muskegon, Mich.  
**WMPS**—Smithfield, N.C.  
**WMPS**—Memphis, Tenn.  
**WMRB**—Greenville, S.C.  
**WMRI**—Marion, Ind.  
**WMRN**—Marion, O.  
**WMSS**—Massena, N.Y.  
**WMT**—Mt. Sterling, Ky.  
**WMT**—Cedar Rapids, Ia.  
**WMTL**—Leitchfield, Ky.  
**WMTN**—Morristown, Tenn.
- WMTR**—Morristown, N.J.  
**WMTR**—Marfreesboro, Tenn.  
**WMVG**—Milledgeville, Ga.  
**WMVO**—Mt. Vernon, O.
- WNAD**—Norman, Okla.  
**WNAE**—Warren, Pa.  
**WNAM**—Neenah, Wis.  
**WNAR**—Norristown, Pa.  
**WNAX**—Yankton, S.D.  
**WNBC**—New York, N.Y.  
**WNBF**—Binghamton, N.Y.  
**WNBH**—New Bedford, Mass.  
**WNBZ**—Saranac Lake, N.Y.  
**WNBU**—South Bend, Ind.  
**WNEB**—Worcester, Mass.  
**WNG**—Tocoa, Ga.  
**WNES**—Central City, Ky.  
**WNHC**—New Haven, Conn.  
**WNIL**—Niles, Mich.  
**WNLK**—Norwalk, Conn.  
**WNOC**—Naples, Fla.  
**WNOW**—York, Pa.  
**WNXX**—Knoxville, Tenn.  
**WNSL**—Laurel, Miss.  
**WNVA**—Norton, Va.  
**UNLV**—Nicholasville, Ky.
- WOAI**—San Antonio, Tex.  
**WOBT**—Rhinelander, Wis.  
**WOC**—Davenport, Iowa  
**WOHO**—Toledo, O.
- (Continued on Next Page)

# NAB RADIO CODE SUBSCRIBERS

- WOIA**—Saline, Mich.  
**WOKC**—Charleston, S.C.  
**WOKK**—Meridian, Miss.  
**WOKY**—Milwaukee, Wis.  
**WOMI**—Owensboro, Ky.  
**WOMT**—Manitowoc, Wis.  
**WOND**—Pleasantville, N.J.  
**WONE**—Dayton, D.  
**WONN**—Lakeland, Fla.  
**WOOD**—Grand Rapids, Mich.  
**WOPI**—Bristol, Tenn.  
**WOPK**—York, Pa.  
**WORX**—Madison, Ind.  
**WOSH**—Oshkosh, Wis.  
**WOTT**—Watertown, N.Y.  
**WOW**—Omaha, Neb.  
**WOWL**—Florence, Ala.  
**WOWO**—Fort Wayne, Ind.
- WPAB**—Ponce, P.R.  
**WPAG**—Ann Arbor, Mich.  
**WPAB**—Parkersburg, W.Va.  
**WPDR**—Portage, Wis.  
**WPQQ**—Jacksonville, Fla.  
**WPFP**—Taunton, Mass.  
**WPLR**—Greenville, Mich.  
**WPRE**—Prarie Du Chien, Wis.  
**WPRN**—Butler, Ala.  
**WPRO**—Providence, R.I.  
**WPTF**—Raleigh, N.C.  
**WPTW**—Piqua, O.  
**WPVL**—Painesville, O.
- WQAM**—Miami, Fla.  
**WQTY**—Jacksonville, Fla.  
**WQUA**—Moline, Ill.
- WRAJ**—Anna, Ill.  
**WRAC**—Williamsport, Pa.  
**WRAL**—Raleigh, N.C.  
**WRAW**—Reading, Pa.  
**WRBL**—Columbus, Ga.  
**WRC**—Washington, O.C.  
**WRCO**—Richland Center, Wis.  
**WRCV**—Philadelphia, Pa.  
**WRDO**—Augusta, Me.  
**WREB**—Holyoke, Mass.  
**WREC**—Memphis, Tenn.  
**WREL**—Lexington, Va.  
**WREN**—Topeka, Kans.  
**WRFC**—Athens, Ga.  
**WRFO**—Worthington, O.  
**WRFS**—Alexandria City, Ala.  
**WRGA**—Rome, Ga.  
**WRGM**—Richmond, Va.  
**WRIT**—Milwaukee, Wis.  
**WRIV**—Riverhead, N.Y.  
**WRJN**—Racine, Wis.  
**WRJW**—Ridgely, Miss.  
**WRKD**—Rockland, Me.  
**WRKH**—Rockwood, Tenn.  
**WRKT**—Cocoa Beach, Fla.  
**WRMS**—Beardstown, Ill.  
**WROC**—Rochester, N.Y.  
**WRDM**—Rome, Ga.  
**WRDN**—Romeoville, W.Va.  
**WRDW**—Alhany, N.Y.  
**WROY**—Carmi, Ill.  
**WRR**—Dallas, Tex.  
**WRRR**—Beckford, Ill.  
**WRUF**—Gainesville, Fla.  
**WRUN**—Utica, N.Y.  
**WRUS**—Russellville, Ky.  
**WRVA**—Richmond, Va.  
**WRVK**—Renfro Valley, Ky.  
**WRWL**—Selma, Ala.  
**WRYT**—Pittsburgh, Pa.
- WSAB**—Fall River, Mass.  
**WSAL**—Logansport Ind.  
**WSAU**—Wausaw, Wis.  
**WSAZ**—Huntington, W.Va.  
**WSB**—Atlanta, Ga.  
**WSPA**—York, Pa.  
**WSBT**—South Bend, Ind.  
**WSEV**—Sevierville, Tenn.  
**WSCF**—Somerset, Ky.  
**WSIG**—Mount Jackson, Va.  
**WSIP**—Paintsville, Ky.  
**WSIX**—Nashville, Tenn.  
**WSJS**—Winston-Salem, N.C.  
**WSLM**—Salem, Ind.  
**WSLS**—Roanoke, Va.  
**WSM**—Nashville, Tenn.  
**WSMB**—New Orleans, La.  
**WSME**—Sanford, Me.  
**WSMI**—Litchfield, Ill.  
**WSNJ**—Bridgeton, N.J.  
**WSNT**—Sandersville, Ga.  
**WSNW**—Seneca, S.C.  
**WSNY**—Schenectady, N.Y.  
**WSOC**—Charlotte, N.C.  
**WSON**—Henderson, Ky.  
**WSOY**—Decatur, Ill.  
**WSPA**—Spartanburg, S.C.  
**WSPD**—Toledo, O.  
**WSTC**—Stamford, Conn.  
**WSTC**—Suffolk, N.C.  
**WSTS**—Massena, N.Y.  
**WSTU**—Stuart, Fla.  
**WSUN**—St. Petersburg, Fla.  
**WSVL**—Shelbyville, Ind.  
**WSYD**—Mt. Airy, N.C.
- WTAD**—Quincy, Ill.  
**WTAG**—Worcester, Mass.  
**WTAQ**—La Grange, Ill.  
**WTAR**—Norfolk, Va.  
**WTAW**—Bryan, Tex.
- WTAY**—Robinson, Ill.  
**WTAX**—Springfield, Ill.  
**WTBC**—Tuscaloosa, Ala.  
**WTBF**—Troy, Ala.  
**WTOM**—Traverse City, Mich.  
**WTCN**—Minneapolis-St. Paul, Minn.  
**WTCW**—Whitesburg, Ky.  
**WTHI**—Terre Haute, Ind.  
**WTIC**—Hartford, Conn.  
**WTIL**—Mayaguez, P.R.  
**WTIP**—Charleston, W.Va.  
**WTIV**—Titusville, Pa.  
**WTIX**—New Orleans, La.  
**WTJS**—Jackson, Tenn.  
**WTLO**—Somerset, Ky.  
**WTMJ**—Milwaukee, Wis.  
**WTNS**—Coshocton, O.  
**WTOB**—Winston-Salem, N.C.  
**WTOL**—Toledo, O.  
**WTON**—Staunton, Va.  
**WTOP**—Warhinton, D.C.  
**WTOU**—Marianna, Fla.  
**WTRC**—Elkhart, Ind.  
**WTRP**—Randolph, Fla.  
**WTRW**—Two Rivers, Wis.  
**WTRY**—Troy, N.Y.  
**WTSR**—Lumberton, N.C.  
**WTSN**—Dover, N.H.  
**WTTB**—Vero Beach, Fla.  
**WTTG**—Towanda, Pa.  
**WTTM**—Trenton, N.J.  
**WTTN**—Watertown, Wis.  
**WTRR**—Westminster, Md.  
**WTVI**—Waterville, Me.  
**WTWN**—St. Johnsburg, Va.  
**WTYC**—Rock Hill, S.C.  
**WTYN**—Tryon, N.C.
- WVCG**—Coral Gables, Fla.  
**WVLN**—Olny, Ill.  
**WVMC**—Mt. Carmel, Ill.  
**WVOS**—Liberty, N.Y.  
**WVPO**—Stroudsburg, Pa.  
**WVSC**—Somerset, Pa.  
**WVTS**—Terre Haute, Ind.
- WWCC**—Brennan, Ga.  
**WWCH**—Clarion, Pa.  
**WWCD**—Washington, D.C.  
**WWGP**—Sanford, N.C.  
**WWFL**—Ft. Lauderdale, Fla.  
**WWIN**—Baltimore, Md.  
**WWJZ**—Lorain, O.  
**WWL**—Detroit, Mich.  
**WWNR**—New Orleans, La.  
**WWNY**—Watertown, N.Y.  
**WVPA**—Williamsport, Pa.  
**WVRI**—West Warwick, R.I.  
**WVSW**—Pittsburgh, Pa.  
**WVVA**—Wheeling, W.Va.
- WXLW**—Indianapolis, Ind.  
**WXYZ**—Detroit, Mich.
- WYCL**—York, S.C.  
**WYRE**—Pittsburgh, Pa.  
**WYSH**—Clinton, Tenn.  
**WYVE**—Wytteville, Va.
- WZYX**—Cowan, Tenn.

## U.S. Exports of Television And Radio Receivers, 1951-1961

Year	Television Receivers	Home Radios	Auto Radios	Total Radios
1951	56,075	325,175	152,922	478,097
1952	54,164	214,064	55,467	269,531
1953	102,440	264,687	58,519	323,206
1954	140,970	301,569	45,692	347,261
1955	110,089	289,360	88,082	377,452
1956	173,847	270,153	57,962	328,115
1957	140,418	205,797	66,730	272,527
1958	205,756	256,559	52,467	309,026
1959	188,719	214,000	54,213	268,213
1960	166,007	209,156	73,606	282,762
1961	251,884	196,341	37,226	233,567

Source: EIA

# Top 100 Spot Television Advertisers

— 4th QUARTER 1962 —

<i>Advertiser</i>	<i>Expenditure</i>	<i>Advertiser</i>	<i>Expenditure</i>
1. Procter & Gamble Co.....	\$14,065,400	51. Gillette Co. ....	727,800
2. General Foods Corp.....	6,499,500	52. Remeo Industries .....	727,400
3. Colgate Palmolive Co.....	5,473,800	53. American Motors Corp., Dealers	726,100
4. Bristol-Myers Co.....	5,260,100	54. Pet Milk Co.....	724,300
5. Lever Brothers Co.....	4,645,500	55. Sperry Rand Corp.....	721,600
6. William Wrigley Jr. Co.....	3,528,800	56. Helene Curtis Industries.....	717,700
7. Alberto-Culver Co. ....	3,082,500	57. Phillips-Van Heusen Corp.....	714,800
8. Coca-Cola Co./Bottlers.....	2,968,800	58. Peter Paul, Inc.....	700,400
9. American Home Products Corp.	2,900,800	59. Lanvin Parfums, Inc.....	689,100
10. General Mills, Inc.....	2,530,900	60. U. S. Borax & Chemical Corp...	683,400
11. Miles Laboratories, Inc.....	2,401,700	61. R. J. Reynolds Tobacco Co.....	659,000
12. Standard Brands, Inc.....	2,247,800	62. Eastman Kodak Co.....	652,000
13. International Latex Corp.....	2,240,500	63. Falstaff Brewing Corp.....	648,300
14. Campbell Soup Co.....	2,046,600	64. North American Phillips Co., Inc. ....	633,000
15. P. Lorillard Co.....	2,037,100	65. Chrysler Corp. ....	632,700
16. Deluxe Reading Corp.....	2,023,700	66. Chrysler Corp. Dealers.....	601,100
17. Continental Baking Co., Inc....	1,904,000	67. National Biscuit Co.....	597,000
18. Richardson-Merrell, Inc. ....	1,860,200	68. Humble Oil & Refining Co.....	595,400
19. Kellogg Company.....	1,815,000	69. National Dairy Products Corp.	587,900
20. Corn Products Co.....	1,696,300	70. Louis Marx & Co., Inc.....	581,600
21. Philip Morris, Inc.....	1,662,600	71. Kimberly-Clark Corp. ....	579,900
22. Pepsi Cola Co./Bottlers.....	1,603,600	72. Plough, Inc. ....	578,000
23. Menley & James Laboratories..	1,524,700	73. Shulton, Inc. ....	574,700
24. Ralston-Purina Co.....	1,488,600	74. Phillips Petroleum Co.....	570,900
25. J. A. Folger & Co.....	1,445,800	75. Green Giant Co.....	569,500
26. Chesebrough-Pond's, Inc. ....	1,418,100	76. Chanel, Inc. ....	561,800
27. Food Manufacturers, Inc.....	1,411,600	77. American Oil Co.....	552,600
28. Warner-Lambert Pharma. Co...	1,378,200	78. Welch Grape Juice Co.....	532,300
29. Anheuser-Busch, Inc. ....	1,335,300	79. Ward Baking Co.....	530,300
30. Ford Motor Co., Dealers.....	1,293,500	80. Haues Hosiery, Inc.....	524,900
31. Armour and Co.....	1,282,000	81. Simoniz Co. ....	523,100
32. Avon Products, Inc.....	1,247,900	82. Maybelline Co. ....	512,600
33. United Vintners, Inc.....	1,241,500	83. Brillo Manufacturing Co.....	508,100
34. Jos. Schlitz Brewing Co.....	1,236,800	84. American Bakeries Co.....	502,400
35. Pabst Brewing Co.....	1,137,100	85. Greyhound Corp. ....	482,000
36. Mattel, Inc. ....	1,128,800	86. Kayser-Roth Hosiery Co., Inc..	472,000
37. General Motors Corp., Dealers	1,083,300	87. Pacific Tel. & Tel. Co.....	466,800
38. American Chicle Co.....	1,078,100	88. Fels & Co.....	463,600
39. Liggett & Myers Tobacco.....	1,077,900	89. Sinclair Refining Co.....	457,100
40. American Tobacco Co.....	1,036,600	90. Kenner Products, Inc.....	455,200
41. E. & J. Gallo Winery.....	992,300	91. The R. T. French Co.....	454,700
42. Canadian Breweries Ltd.....	949,400	92. Ideal Toy Corp.....	452,000
43. Helena Rubinstein, Inc.....	934,200	93. Stroh Brewery Co.....	451,300
44. Hills Bros. Coffee, Inc.....	858,400	94. E. I. duPont de Nemours & Co.	439,500
45. Pillsbury Co. ....	828,100	95. Charles Guldeu & Co., Inc....	434,500
46. Frito-Lay, Inc. ....	801,000	96. M. J. B. Co.....	427,100
47. Quaker Oats Co.....	770,700	97. Volkswagen of America, Inc., Dealers .....	423,500
48. General Electric Co.....	760,500	98. Gerber Products Co.....	414,700
49. Merck & Co., Inc.....	753,600	99. Interstate Bakeries .....	413,000
50. Carter Products, Inc.....	735,000	100. Eastman Chemical Products, Inc.	406,400

Source: TvB-Rorabaugh.



# Space Communication Advent

## Highlight of '62 FCC Activities



By  
NEWTON N. MINOW  
Chairman  
Federal Communications  
Commission

THE event of 1962 which may have more impact on the FCC than any other occurrence in its 28 years of existence is the advent of space communication. In recognizing FCC jurisdiction over international communication carriers to include satellite relay, Congress has charged us with duties unprecedented in Federal telecommunications regulation.

With the advice of the NASA, we must pass judgment on the system to be used—the number of satellites required, and whether it will be high, middle or low altitude, or some combination of the three. It must also insure competition in procurement of equipment for the system.

The year's most pronounced Commission activity affecting broadcasting was our stiffening enforcement actions on stations that failed to carry out their promises and obligations. We were aided in this effort by legislation of 1960 that enables us to fine willful offenders and to give short-term licenses to others requiring closer supervision. An unprecedented number of stations were disciplined for technical and other violations.

The advantage to both the public and the Commission of a medium for securing local expression was demonstrated by the inquiry at Chicago into whether TV stations there had ascertained and were meeting the needs of their audiences in the matter of local live programming. Results of this inquiry—the first of its kind—prompted the Commission to schedule a like one at Omaha.

We have begun an inquiry into objectionably loud commercials, the subject of growing complaints. During the year stations were warned about such advertising practices as "teaser"

spots and "double billing," about broadcast of horseracing information useful for illegal gambling, and of their responsibilities with respect to proper sponsorship identification. At the same time the right of broadcasters to air controversial matters, subject to the "fairness doctrine," was upheld.

Another major development was adoption of technical standards under which TV receiver manufacturers must convert to all-channel sets by April 30, 1964.

The Commission's network study staff submitted a report on the FCC inquiry into TV network program procurement. It makes various recommendations to the Commission designed to give the individual broadcaster more say in the selection of programs.

The congestion of AM stations and their worsening interference caused the Commission to put a partial "freeze" on new AM applications while we re-examine our present rules to determine what remedial steps should be taken.

While 1962 has been a successful year for communications, we are aware that many problems are unresolved. The Commission is approaching the four million mark in radio authorizations while the nation is entering the exciting era of space communications. To keep up with the technological advances, we must search for better and faster ways to carry out our heavy responsibilities so that the public may continue to enjoy the most effective, efficient and economical communications system possible.



# Federal Communications Commission

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.  
Phone: EXecutive 3-3620

## FCC Commissioners & Their Staff Keymen

**NEWTON N. MINOW, Chairman**  
(Dem., Ill.; first appointed 1961; term expires 1968)

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Joel Rosenbloom, *Legal Assistant*  
William L. North, *Engineering Assistant*  
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\*Have served as Chairman (Hyde, 1953-1954; Ford, 1960 to 1961).

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Estelle J. Bunn, *Administrative Assistant*

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*Technical & Allocations Branch*

Donald C. Kanode, *Chief*

*TV Applications Branch*

Samuel Saady, *Chief*

*Record Section:*

Vernald E. Kley, *Chief*

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*Transfer Branch*  
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*Renewal Branch*  
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*Control Section*  
Melba Z. Templeman, *Chief*

*Ownership Section*  
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*AM & FM Branch*  
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*Miscellaneous Services Branch*  
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Leroy Schaaff, *Asst. Chief*

*Complaints Branch*  
Richard M. Saul, *Chief*

*Compliance Branch*  
William H. Hunter, Jr., *Chief*

*Control Unit*  
Elizabeth B. Blumberg, *Chief*

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BERNARD STRASSBURG, *Associate Chief (In charge of Satellite Communications)*  
John R. Lambert, *Assistant Chief (In charge of Office of Planning and Special Projects)*  
Irene M. Durgin, *Administrative Assistant*  
Charles R. Makela, *Field Coordinator*

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St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*  
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*

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Frank M. Kratokvil, *Assistant Chief*  
John H. McAllister, *Attorney-Advisor*  
Francis Keefe, *Adm. Asst.*

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## ENGINEERING DIVISION

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## INSPECTION & EXAMINATION DIVISION

Paul H. Herndon, Jr., *Chief*

## MONITORING DIVISION

Irving L. Weston, *Chief*

(Continued on Page 93)

# Broadcast Revenues, Expenses & Income For TV Networks & Stations 1960-61

(In Millions of Dollars)

	1961	1960	Percent Change 1960-1961
<i>Broadcast Revenues</i>			
3 Networks (including 15 owned and operated stations) .....	\$ 675.3	\$ 640.7	+5.4%
525 Other Stations:			
444 vhf .....	611.6	597.1	+2.4
81 uhf .....	31.4	30.8	+1.9
Subtotal .....	643.0	627.9	+2.4
Industry total .....	\$1,318.3	\$1,268.6	+3.9%
<i>Broadcast Expenses</i>			
3 Networks (including 15 owned and operated stations) .....	\$ 588.3	\$ 545.5	+7.8%
525 Other Stations:			
444 vhf .....	461.0	448.5	+2.8
81 uhf .....	32.0	30.5	+4.9
Subtotal .....	493.0	479.0	+2.9
Industry total .....	\$1,081.3	\$1,024.5	+5.5%
<i>Broadcast Income (Before Federal Income Tax)</i>			
3 Networks (including 15 owned and operated stations) .....	\$ 87.0	\$ 95.2	-8.6%
525 Other Stations:			
444 vhf .....	150.6	148.6	+1.3
81 uhf .....	(.6)	.3	-300.0
Subtotal .....	150.0	148.9	+0.7
Industry total .....	\$ 237.0	\$ 244.1	-2.9%

( ) Denotes loss

Note: Data are for 3 networks and 530 stations in 1960, and 3 networks and 540 stations in 1961.  
Source: FCC.



(Continued from Page 91)

## District Offices and Engineers in Charge

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| <p>1. <b>NATHAN A. HALLENSTEIN</b><br/>1600 Customhouse, Boston 9, Mass.<br/>CApitol 3-6608</p> <p>2. <b>WILLIAM L. KISER</b><br/>641 Washington St., New York 14, N. Y.<br/>WATkins 4-1000</p> <p>3. <b>ROGER E. PHELPS</b><br/>1005 U. S. Customhouse<br/>Philadelphia 6, Pennsylvania<br/>MARket 7-6000</p> <p>4. <b>HYMAN A. COHEN</b><br/>415 U. S. Customhouse, Baltimore 2, Md.<br/>PLaza 2-8460</p> <p>5. <b>EDWARD BENNETT</b><br/>Room 405, Federal Bldg., Norfolk 10, Va.<br/>MAdison 2-4963</p> <p>6. <b>ARTHUR T. CLINE, JR.</b><br/>718 Atlanta Nat'l Bldg., Atlanta 3, Ga.<br/>JACKson 2-4121</p> | <p style="text-align: center;">Sub-Office</p> <p><b>JOHN W. CREWS</b><br/>1245 Seventh Ave., San Diego 1, Calif.<br/>BElmont 4-6211</p> <p style="text-align: center;">Marine Office</p> <p><b>WILLIAM E. CLYNE</b><br/>356 W. 5th St., San Pedro, Calif.<br/>TErMinal 2-2389</p> <p>12. <b>FRANCIS V. SLOAN</b><br/>323-A Customhouse, San Francisco 26, Calif.<br/>YUkon 6-4141</p> <p>13. <b>FRANCIS H. McCANN</b><br/>New U. S. Courthouse, Portland 5, Ore.<br/>CApital 6-3361</p> <p>14. <b>HERBERT H. ARLOWE</b><br/>806 Federal Office Bldg., Seattle 4, Wash.<br/>MUtual 2-3306</p> <p>15. <b>ANDREW BAHLAY</b><br/>521 Customhouse, Denver 2, Colo.<br/>KEystone 4-4151</p> <p>16. <b>DONALD A. MURRAY</b><br/>208 Federal Court Bldg., St. Paul 2, Minn.<br/>CApital 2-8011</p> <p>17. <b>HAROLD W. BOURELL</b><br/>3100 Federal Office Bldg., Kansas City 6, Mo.<br/>BAltimore 1-7000</p> <p>18. <b>ERNEST J. GALINS</b><br/>826 U. S. Court House, Chicago 4, Ill.<br/>HARrison 7-4700</p> <p>19. <b>RICHARD J. COTTON</b><br/>1029 New Federal Bldg., Detroit 26, Mich.<br/>WOOdward 3-9330</p> <p>20. <b>CAROLUS L. SPENCER</b><br/>328 P. O. Bldg., Buffalo 3, N. Y.<br/>TL 4-1744</p> <p>21. <b>PAUL R. FENNER</b><br/>502 Federal Bldg., Honolulu 8, Hawaii<br/>5-8831</p> <p>22. <b>EUGENE W. KLEIN</b><br/>322 Federal Bldg., San Juan, P. R.<br/>SAn Juan 2-4562</p> <p>23. <b>HAROLD D. DeVOE</b><br/>Room 53, U. S. P. O. and Court House<br/>Anchorage, Alaska<br/>3-6464</p> <p>24. <b>ALFRED H. KLEIST</b><br/>718 Jackson Place, N. W.<br/>Washington 25, D. C.<br/>EXecutive 3-3620, ext. 229, 230</p> |
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| <p style="text-align: center;">Sub-Office</p> <p><b>FREDERICK E. SHEEHAN</b><br/>214 P. O. Bldg., Savannah, Ga.<br/>ADAm 2-7602</p> <p>7. <b>ARTHUR G. GILBERT</b><br/>312 Federal Bldg., Miami 1, Fla.<br/>FRanklin 9-3900</p> <p style="text-align: center;">Marine Office</p> <p><b>ALFRED L. RITTER, Marine Superv.</b><br/>201 Spradlin Bldg., Tampa 6, Fla.<br/>257-0661</p> <p>8. <b>WILLIAM J. SIMPSON</b><br/>608 Federal Bldg., New Orleans 12, La.<br/>529-2411</p> | <p style="text-align: center;">Sub-Office</p> <p><b>WAYNE E. HALL</b><br/>439 U. S. Court House, Mobile 10, Ala.<br/>HEmlock 2-3641</p> <p>9. <b>EVERETT H. MARSHALL</b><br/>515 Rusk Ave., Houston 2, Tex.<br/>CA 8-0611</p> <p style="text-align: center;">Sub-Office</p> <p><b>ERIC D. COBURN</b><br/>301 P. O. Bldg., Beaumont, Tex.<br/>TErMinal 2-8141</p> <p>10. <b>GERALD M. HOWARD</b><br/>708 Jackson St., Dallas 2, Tex.<br/>RIVERSide 8-5611</p> <p>11. <b>J. LEE SMITH</b><br/>849 S. Broadway, Los Angeles 14, Calif.<br/>RICHmond 9-4711</p> |
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# Financial Report Covering 3 Nationwide Television Networks & 540 TV Stations

— 1961 —

Networks	15 Network Owned and Operated TV Stations	525 Other TV Stations	Totals: 3 Networks and 540 TV Stations
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(In Millions of Dollars)

A.	Revenues from the sale of time:			
	1. Network time sales:			
	Total network time sales.....	\$476.8	—	—
	2. Deductions from network's revenue from sale of time to advertisers:			
	Total participation by others (excluding commissions) in revenue from sale of network time .....	180.9	—	—
	3. Total retentions from sale of network time .....	\$295.9	\$ 32.8	\$151.6 <sup>1</sup>
	4. Non-network time sales:			
	a. National and regional advertisers....	—	102.8	365.7
	b. Local advertisers .....	—	30.6	180.6
	Total non-network time sales.....	—	133.4	546.3
	5. Total time sales.....	295.9	166.2	697.9
	6. Deduct—Commissions to agencies, representatives, etc. ....	71.5	25.4	101.1
	7. Net time sales.....	\$224.4	\$140.8	\$596.8
				\$ 962.0
B.	Revenues from incidental broadcast activities:			
	a. Talent .....	273.0	3.4	10.3
	b. Sundry broadcast revenues.....	29.1	4.6	35.9
	Total incidental broadcast activities....	302.1	8.0	46.2
	Total broadcast revenues.....	526.5	148.8	643.0
C.	Total broadcast expenses.....	\$501.8	\$ 86.5	\$493.0
D.	Broadcast income (before Federal income tax) .....	\$ 24.7	\$ 62.3	\$150.0
				\$ 237.0

<sup>1</sup> Total retentions from sale of network time of \$151.6 million by 525 other TV stations includes revenues from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

Source: FCC.

# National Association of Educational Broadcasters Officers & Directors

1346 Connecticut Ave., N.W.  
Washington, D.C.  
Phone: 667-6000

119 Gregory Hall  
Urbana, Ill.  
Phone: 333-0580

William G. Harley  
1346 Connecticut Ave.  
Washington, D.C.

## OFFICERS FOR 1963 YEAR

### *President*

William G. Harley, 1346 Connecticut Ave.,  
N.W., Washington, D. C.

### *Vice President*

Harold E. Hill, 1346 Connecticut Ave.,  
N.W., Washington, D.C.

## DIRECTORS

### Television Board

#### *Region I*

Hartford N. Gunn, Jr., Lowell Institute  
Cooperative, Station WGBH-TV, Boston,  
Mass.

#### *Region II*

Gerald L. Appy, WGTW (TV), Georgia  
Center for Continuing Education,  
Athens, Ga.

#### *Region III*

Richard B. Hull, Radio-TV Broadcasting,  
WOSU-TV, Ohio State Univ., Columbus,  
O. Chairman Board of Directors

#### *Region IV*

Dr. John C. Schwarzwald, Twin City  
Area ETV Corp., Station KTCA St.  
Paul, Minn.

#### *Region V*

John W. Dunn, Oklahoma ETV Authority,  
Station KETA-TV, Oklahoma City,  
Okla.

#### *Region VI*

James Morris, KOAC-TV, KOAP-TV,  
State of Oregon, c/o State Board of  
Higher Education, Corvallis, Ore.

### Radio Board

#### *Region I*

Albert P. Fredette, WAMC, Albany Medical  
College, 47 New Scotland Ave.,  
Albany, N. Y.

#### *Region II*

O. Leonard Press, WBKY, University of  
Kentucky, Lexington, Ky.

#### *Region III*

James S. Miles, Station WBAA, Purdue  
University, Lafayette, Ind.

#### *Region IV*

Barton Paulu, University of Minnesota,  
Station KUOM, Minneapolis, Minn.

#### *Region V*

R. Edwin Browne, Station KANU and  
KFKU, University of Kansas, Lawrence,  
Kan.

#### *Region VI*

Ken Kager, KUOW, University of Wash-  
ington, Seattle, Wash.

Individual Member Director—Harry J. Skornia, University of Illinois, Urbana, Ill.  
Directors At Large—Bart Griffith, University of Missouri; Arthur Weld, Michigan State  
University.

# NAEB Active Members

City	Call Letters	Licenses	Executive
<b>ALABAMA</b>			
Andalusia	WDIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Montgomery	WAIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Munford	WCIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director
<b>ALASKA</b>			
College	KUAC (FM)	U. of Alaska	Donald E. Wheeler, Director
<b>ARIZONA</b>			
Tempe	KAET (TV)	Arizona State University	Robert H. Ellis, Chairman
Tucson	KUAT (TV)	Univ. of Arizona	Ben C. Markland, Director
<b>CALIFORNIA</b>			
Arcata	KHSC (FM)	Humboldt State College	George D. Goodrich, Station Dir.
Berkeley	KPFA-KPFB (FM)	Pacific Foundation	Trevor Thomas, Acting President
Los Altos Hills	KFJC (FM)	Foothill College	George Willey, Manager
Los Angeles	KPFK (FM)	Pacific Foundation.	Trevor Thomas, Acting President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
Pasadena	KPCS (FM)	Pasadena City College	John Twomey, Station Manager
Sacramento	KVIE (TV)	Central Calif. ETV, Inc.	John C. Crabbe, Gen. Mgr.
San Bernardino	KVCR (FM)	San Bernardino Valley College	Robert F. Fuzy, General Mgr.
San Diego	KEBS (FM)	San Diego State College	Frank Norwood, Associate Professor of Speech Arts
San Diego	KSDS (FM)	San Diego City College	Charles H. Parker, Station Manager
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Stockton	KCVN (FM)	Univ. of the Pacific	John L. Dennis, 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	KBMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
<b>CONNECTICUT</b>			
Hartford	WSCH (FM)	So. Church Besig. Foundation	John R. Elmore, Exec. Vice Pres.
Storrs	WHUS (FM)	C. of Conn.	Donald E. Nelson, Radio-TV Editor
<b>DISTRICT OF COLUMBIA</b>			
Washington	WGTB (FM)	Georgetown University	Father Francis J. Heyden, S. J., Director
Washington	WAMU (FM)	American University	Donald M. Williams, Director
Washington	WETA (TV)	Greater Washington ETV Association	Mrs. Elizabeth Campbell, Pres.
<b>FLORIDA</b>			
Gainesville	WLFT (TV)	University of Florida	Kenneth A. Christiansen, Dir.
Jacksonville	WJCT (TV)	Community Television, Inc.	Fred Rebman, Gen. Mgr.
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Cliff Mitchell, Director
Tallahassee	WFSU (FM)	Florida State University	Edward L. Herp, Director
Tampa	WTUN (FM)	University of Tampa	Charles M. Young, Director
Tampa	WEDU (TV)	Fla. West Coast ETV	R. Leroy Eastinger, Gen. Mgr.
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
Athens	WGTV (TV)	University of Georgia Center for Continuing Education	Garard L. Appy, Associate Director
<b>IDAHO</b>			
Pocatello	KBGL-FM	Idaho State College	Frank F. Hash, Dept. of Journalism
<b>ILLINOIS</b>			
Carbondale	WSIU (FM)	Southern Ill. Univ.	B. C. Robbins, Director
Carbondale	WSIC-TV	Southern Illinois Univ.	Buren C. Robbins, Director
Chicago	WBEZ (FM)	Board of Education	Elizabeth Marshall, Acting Director
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois Univ.	Robert H. Moore, Dir.
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoek, Dir.
Evanston	WNUR (FM)	Northwestern Univ.	Charles F. Hunter, Station Mgr.
Galesburg	WVKC (FM)	Knox College	Dave S. Sutton, Program Dir.
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Park Ridge	WMTH (FM)	Maine Township H. S.	Jack D. Coombe, Station Mgr.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley, Dir.
Winnetka	WNTH (FM)	New Trier Township High School	Donald W. Ickes, A-V Dir.



# NAEB ACTIVE MEMBERS

City	Call Letters	Licenses	Executive
<b>INDIANA</b>			
Bloomington	WFTU (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WFSR (FM)	School City of	C. B. Smith, Dir.
Franklin	WFCT (FM)	Franklin College of Indiana	Raymond Cowan, Chairman of Science Division
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supervisor
Goshen	WGCS (FM)	Goshen College	J. F. Swartzendruber, Sect.-Treas.
Greencastle	WGRE (FM)	De Pauw University	Elizabeth Turnell, Director
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Nancy Hendricks, Radio-TV Consult.
Lafayette	WBAA (AM)	Purdue Univ.	John DeCamp, Manager
Muncie	WBST (FM)	Ball State Teachers College	William H. Tomlinson, Dir.
Muncie	WWHI (FM)	Wilson Jr. H.S.	Rollin Duggert, Principal
New Albany	WNAS (FM)	New Albany City Sch.	Vernon McKown, Director
South Bend	WETL (FM)	No. Bend Community School Corp.	Galon R. Miller, A-V Dir.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Director
<b>IOWA</b>			
Ames	WOI (AM)	Iowa State Univ.	Don Forsling, Program Dir.
Ames	WOI (FM)	Iowa State Univ.	Don Forsling, Program Dir.
Cedar Falls	KTCE (FM)	State College of Iowa	Herbert V. Haake, Director
Decorah	KWLC (AM)	Luther College	Harold C. Svanoe, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools	James A. Sheldon, Director
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Iowa City	KSUU (FM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Pella	KCUU (FM)	Central College	A. Glenn Meerdink, Vice Pres.
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
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne, Director
Manhattan	KSAC (AM-TV)	Kansas State U. of Agr.	Jack M. Burke, Acting Dir.
Manhattan	KSDB (FM)	Kansas State U. of Agr.	Jack M. Burke, Acting Dir.
Ottawa	KTJO (FM)	Ottawa University	W. D. Benmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	Kenneth Hadwiger, Station Dir.
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Press, Director
Louisville	WFKF (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	WYES (TV)	Greater New Orleans ETV Foundation	Arthur D. Cloud Jr., Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Minge, Station Mgr.
<b>MAINE</b>			
Orono	WMEB-FM	University of Maine	Robert K. Maelaughlin, Instructor
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, General Mgr.
<b>MASSACHUSETTS</b>			
Amherst	WAMF (FM)	Amherst College	Jonathan Reiskind, Director
Amherst	WFCH (FM)	Lowell Institute Cooperative Broadcasting Council	Hartford N. Gunn, Jr., General Manager
Amherst	WMUA (FM)	Univ. of Mass.	Lloyd J. Tesan, Station Mgr.
Boston	WERS (FM)	Emerson College	Gerald Kroeger, Station Mgr.
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
<b>MICHIGAN</b>			
Ann Arbor	WUOM (FM)	Univ. of Michigan	E. G. Burrows, Manager
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Daniel Logan, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found.	Paul B. Rickard, Executive Secretary
East Lansing	WKAR (AM)	Michigan State Univ.	Richard Estell, Act. Station Mgr.
East Lansing	WKAR (FM)	Michigan State Univ.	Richard Estell, Act. Station Mgr.
East Lansing	WMSB (FM)	Mich. State Univ.	Lee C. Frischknecht, Sta. Mgr.
Flint	WFBE (TV)	Board of Education	Stephen A. All, Station Mgr.
Grand Rapids	WVGR (FM)	University of Michigan	E. G. Burrows, Station Manager
Highland Park	WHPR (FM)	School District of H. P.	Robert A. Stevens, Station Mgr.
Interlocken	WIAA (FM)	National Music Camp	Joseph E. Maddy, President
Kalamazoo	WMCR (FM)	Western Michigan Univ.	Robert Dye, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
<b>MINNESOTA</b>			
Duluth	KUMD (FM)	Univ. of Minn.	Robert F. Pierce, Head
Mankato	KMSU-FM	Mankato State College	John Hodowanic, Director
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, Director
Northfield	WCAL (AM)	St. Olaf College	Millford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwartzwalder, Gen. Mgr.

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>MISSOURI</b>			
Kansas City	KCUR (FM)	Univ. of Kansas City	Sam Scott, Mgr. Dir.
Kansas City	KCSD (TV)	School District of Kansas City	Zuel J. Parenteau, TV Prod.-Dir.
Point Lookout	KSOZ (FM)	School of the Ozarks	Joe F. Embser, Program Director
St. Louis	KETC (TV)	St. Louis Ed. TV Commission	Geo W. Feltons, General Manager
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
Warrensburg	KCMW-FM	Central Mo. State Col.	Abe J. Bassett, Dir. of Radio
<b>NEBRASKA</b>			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Director
<b>NEW HAMPSHIRE</b>			
Durham	WENU (TV)	Univ. of N. Hamp.	Keith J. Hightbert, Manager
<b>NEW JERSEY</b>			
East Orange	WPMU (FM)	Upsala College	Chas. G. Lundgren, Director
Newark	WBGO (FM)	Board of Education	Marie Scunlon, 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.	F. Claude Hempfen, Station Manager
<b>NEW YORK</b>			
Albany	WAMC (FM)	Albany Med. College	Albert P. Fredette, Station Mgr.
Bronx	WFUV (FM)	Fordham Univ.	Rev. William K. Trivett, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir.
Buffalo	WNE-D-TV	Western N. Y. ETV Assoc., Inc.	Leslie Martin, General Manager
Elmira	WEGW (FM)	Elmira College	Donald A. Nolder, Director
Floral Park	WSBS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Hempstead	WVHC (FM)	Hofstra College	Frank Iezzi, Exec. Dir.
Ithaca	WICB (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WBAI (FM)	Pacific Foundation	Mel Most, Manager
New York	WKCR (FM)	Columbia College	John B. Peggam, Gen. Mgr.
New York	WNYC (AM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC-TV	Municipal Bestg. Sys.	Seymour N. Siegel, Director
New York	WRVR (FM)	The Riverside Church	Jack D. Summerfield, General Manager
Schenectady	WRMB (TV)	Mohawk-Hudson Council of ETV	Donald E. Schein, Director
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAEI (FM)	Syracuse University	Ruane Hill, Sta. Mgr.
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Charles J. Moravec, Manager
	WRPI (FM)		Charles J. Moravec, Manager
<b>NORTH CAROLINA</b>			
Chapel Hill	WCNC (TV)	Consol. Univ. of North Carolina	John E. Young, Chairman
Chapel Hill	WCNC (FM)	Univ. of North Carolina	Robert L. Hilliard, Director
Greensboro	WGFS (FM)	Greensboro Public Sch.	A. O. Medlin, Director
Greensville	WWWS (FM)	E. Carolina College	C. Rickert, Coordinator
High Point	WRPS (FM)	High Point H.S.	Nancy Poston, Program Dir.
Winston-Salem	WFDD (FM)	Wake Forest College	Julian C. Burroughs, Jr., Mgr.
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
<b>OHIO</b>			
Akron	WAPS (FM)	Akron Public Schools	Carl Fahl, Jr., Coordinator
Akron	WAUP-FM	University of Akron	William Mavrides, Univ. TV Coord.
Athens	WOUB (AM-FM)	Ohio University	Archie Greer, Station Mgr.
Bowling Green	WBGT (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cinc. TV Ed. Foundation	Uberto Neely, General Mgr.
Cincinnati	WGUC (FM)	University of Cincinnati	Joseph Sigmaster, Director of Broadcasting
Cleveland	WBOE (FM)	Board of Education	Leo 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	WSLN (FM)	Ohio Wesleyan Univ.	Roderick Deihl, Director
Kent	WKSU (FM)	Kent State Univ.	Walter D. Clarke, Dir. of Radio
Marietta	WCMO (FM)	Marietta College	Bernard Russi, Jr., Director of Broadcasting
Oxford	WMUB (FM-TV)	Miami Univ.	Stephen C. Hathaway, Dir. of Bestg.
Toledo	WGTE (TV)	Greater Toledo ETV Foundation	Harry D. Lamb, General Manager
Willerforce	WJSC (FM)	Central State College	William L. Smith, Station Manager
Yellow Springs	WYSO (FM)	Antioch College	Helen S. Emery, Spvsr., Radio
<b>OKLAHOMA</b>			
Norman	KETA (TV) & KOED (TV)	Oklahoma ETV Authority	John W. Dunn, Director
Norman	WNAD (FM)	Univ. of Oklahoma	Glen Pool, Acting Director
Oklahoma City	KOKH (FM-TV)	Board of Education	Bill Lillard, Director
Stillwater	KOSU (FM)	Okla. State Univ.	Robert C. ... Station Mgr.
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Station Dir.

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>OREGON</b>			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Director
Eugene	KBYM (FM)	Eugene Pub. Schools	Roger J. Houglum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Coordinator
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
Portland	KOAP-FM	Ore. State System of Higher Ed.	James M. Morris, Director
Portland	KOAP-TV	Ore. State System of Higher Ed.	James M. Morris, Director
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Havertown	WHHS (FM)	School Dist. of Havertown	Charles F. Shaffert, Director
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing, Director
Philadelphia	WHYY (FM-TV)	Metro. Phila. Edu. Radio & TV Corp.	Richard S. Burdick, Exec. V. P.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir.
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Donald K. Angell, Jr. Director
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Pittsburgh	WQED (TV) & WQEX (TV)	Metropolitan Pittsburgh Educational Television Station	Donald V. Tavernor, Gen. Mgr.
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Daniel E. Cavanaugh, 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-TV)	Univ. of S. Dakota	Martin Busch, Mgr.
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir.
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
Nashville	WPLN (FM)	Nashville Public Library	Alvin L. Bolt, Dir., Music & Film Div.
<b>TEXAS</b>			
Austin	KUT (FM)	Univ. of Texas	Robert Schenkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	Ray Huffer, Station Mgr.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	Roy E. Barthold, Manager
Houston	KUHT (TV)	Univ. of Houston	Roy E. Barthold, Manager
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Chairman
Ogden	KWCS (TV)	Weber County School District	John A. Larsen, Station Director
Provo	KBXU (FM)	Brigham Young University	T. M. Williams, Director
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
Salt Lake City	KUER (FM)	University of Utah	Dr. Keith Engar, Manager
<b>VIRGINIA</b>			
Norfolk	WHRO-TV	Hampton Rds. ETV Ass.	Blair L. MacKenzie, General Mgr.
Norfolk	WMTI (FM)	College of William & Mary	Conrad S. Wilson, Program Dir.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Williamsburg	WCWM (FM)	College of William & Mary	Carl G. Balson, Director
<b>WASHINGTON</b>			
Ellensburg	KCWS-FM	Central Wash. State Col.	John Hoglin
Pullman	KWSC (AM & TV)	Wash. St. Univ.	Burt Harrison, Manager
Seattle	KCTS (TV)	Univ. of Wash.	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager Opera, Manager
Tacoma	KTQV (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
Tacoma	KTPS-TV	Tacoma Public Schools	Richard H. McDonald, Program Mgr.
<b>WISCONSIN</b>			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Auburndale	WLBL (AM)	Wisconsin State Radio Council	H. B. McCarty, Director
Brule	WHSA (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Chilton	WHKW (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Colfax	WHWC (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Delafield	WHAD (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Highland	WHHI (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, General Mgr.
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty, General Manager
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, General Manager
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Otto F. Schlaak, Station Mgr.
Rib Mountain	WHRM (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Ripon	WRPN (FM)	Ripon College	William B. Drake, Station Manager
West Salem	WHLA (FM)	Wisc. St. Coune.	H. B. McCarty

# Radio & Television Telephone Numbers New York City

## AM Radio Stations

WABC	SUsquehanna	7-5000
WADO	MUrray Hill	8-1280
WBNX	Circle	5-1441
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	OWens	3-2400
WFIY	Planceer	2-1520
WGGB	MAyfair	3-1240
WHLI	IVanhoc	1-8000
WHN	MUrray Hill	8-1000
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WJRZ	CI	5-7490
WLIB	TEmpleton	1-1000
WMCA	MUrray Hill	8-5700
WNBC	Circle	7-8300
WNEW	YUkon	6-7000
WNYC	WHitchhall	3-3600
WOR	LOngacre	4-8000
WPOW	MUrray Hill	6-6488
WQXR	LACKawanna	4-1100
WVOX	NEw Rachelle	6-0800
WWRL	DEfender	5-1600

## FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WBAI-FM	OXford	7-2288
WBFM	OREgon	4-7640
WCBS-FM	PLaza	1-2345
WHOM-FM	CI	6-3900
WLIB-FM	TEmpleton	1-1000
WNBC-FM	Circle	7-8300
WNCN-FM	PLaza	2-0870
WNEW-FM	YU	6-7000
WNYC-FM	WHitchhall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LACKawanna	4-1100
WRFM	DEfender	5-1600
WRVR-FM	LI	9-5400
WTFM	RE	9-5600

## Television Stations

WABC-TV	SUsquehanna	7-5000
WCBS-TV	PLaza	1-2345
WNBC-TV	Circle	7-8300
WNBT	LT	1-6000
WNEW-TV	LEhigh	5-1000
WNYC-TV	WHitchhall	3-3600
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500

## National Networks

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

## Station Representatives

ABC Television Spot Sales	SU	7-5000
Advertising Time Sales	MU	7-5040
AM Radio Sales	PLaza	7-4567
Avery-Knodel, Inc.	PLaza	7-1800
Charles Bernard	CI	6-7242
John Blair & Co.	PLaza	2-0400
Blair TV	PLaza	2-0400
Bogner & Martin	MUrray Hill	9-2586
Guy Bolam	MUrray Hill	2-4500
The Balling Co., Inc.	YUkon	6-4545
Broadcast Time Sales	MU	8-1910
BTA	PLaza	2-0400

Burn-Smith Co., Inc.	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Stations Nat'l Sales	PLaza	1-2345
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co., Inc.	OREgon	9-5866
Continental Radio Sales	MUrray Hill	7-6865
Donald Cooke, Inc.	MU	8-2190
Devney Organization, Inc., The	MU	3-5830
Robert Eastman	LT	1-0800
Forjee & Co., Inc.	OREgon	9-6820
Gil Perna Inc.	TEmpleton	8-4740
H-R Representatives, Inc.	PLaza	9-6800
George P. Haltingberg Co.	OXford	5-5560
Bernard Howard & Co., Inc.	OXford	7-3750
The Katz Agency, Inc.	JUdson	2-9200
McGovern-Guild Co., Inc.	PLaza	1-4650
The Meeker Co., Inc.	MUrray Hill	2-2170
Metra Broadcast Sales	PLaza	2-8228
Nat'l Sales Div., RKO Gen.	LO	4-8000
NBC Spot Sales	Circle	7-8300
Pearson National Reps., Inc.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Prestige Rep. Organization (PRO)	MU	7-3380
Radio-TV Representatives	MUrray Hill	8-4340
Paul H. Raymer Co., Inc.	PLaza	9-5570
Select Sta. Reps.	PLaza	8-1850
Store Television Sales Inc.	PLaza	2-7600
E. S. Sumner Corp.	LT	1-8330
Tele-Radio & TV Sales, Inc.	JU	6-9717
Television Advertising Reps., Inc.	JUdson	2-3456
Venard, Torbet & McConnell	MUrray Hill	8-1088
Walker-Rowatt Co., Inc.	MUrray Hill	3-5830
Weed Radio & TV Corp.	TN	7-2600
Adam Young, Inc.	PLaza	1-4848

## Advertising Agencies

N. W. Averb & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-0600
Botten, Barton, Darstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Leo Burnett Co., Inc.	PLaza	9-5959
Campbell-Ewald Co., Inc.	MUrray Hill	8-3400
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield	YUkon	6-6500
Donahue & Coe, Inc.	Circle	5-1000
Doremus & Co.	WORTH	4-0700
Doyle Dane Bernbach, Inc.	LOngacre	4-1234
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenther Law	CORTlandt	7-5060
Frederick-Clinton Co., Inc.	MU	2-7433
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Colkins & Holden	JUdson	6-5400
Gardner Adv.	MU	9-2424
Geyer, Morey, Bollard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Interpublic, Inc.	TN	7-1122
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
Kcnyon & 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
J. M. Mathes, Inc.	LEXington	2-7450
Maxxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
McCann-Marschalk Co.	OXford	7-4250
Metliss & Lcbow Corp.	JU	2-3474
Mogul, Williams & Saylor	TEmpleton	8-7100



# NEW YORK TELEPHONE NUMBERS

Needham, Louis & Brorby	Plaza	7-0333
Norman Craig & Kummel	Plaza	1-0900
Papert, Koenig, Lois Inc.	Judson	6-7300
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
Tatham-Laird	Plaza	2-1110
J. Walter Thompson Co.	Murray Hill	6-7000
Wade Adv., Inc.	Circle	5-1990
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
ANNY Advertising News of N. Y.	MU	7-6226
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	8-7500

## RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management	LE	2-1760
Sponsor	Murray Hill	7-8080
Standard Rate & Data Service	TN	7-0300
Television Age	Circle	7-7660
Television Magazine	Plaza	3-9944
TV Guide	TEmpleton	8-4700
Variety	Judson	2-2700

## News Associations

Associated Press (Press Assn., Inc.)	Plaza	7-1111
Hearst Metrotone News, Inc.	Plaza	7-4120
Radio Pulsebeat News	MU	2-9774
Radio Press International	LT	1-6444
Reuters	BRyant	9-8558
United Press International	Murray Hill	2-0400
World Wide 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
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	2-7977
Actors' Equity	Plaza	7-7660
AFTRA	COLumbus	5-3267
American Federation of Musicians	Plaza	8-0600
ASCAP	Murray Hill	8-8800
AWRT	ELdorado	5-7281
Broadcast Clearing House	CI	5-3370
Broadcast Music, Inc.	Plaza	9-1500
Central Media Bureau	CI	7-5153
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORTland	7-7100
International Radio & TV Society	PL	8-2450
Institute of Electrical & Electronics Eng'rs.	PL	5-5100
Music Publishers' Protective Association	LE	1-1930
NAPA	Circle	5-0200
Nat'l Educational TV & Radio Center	JU	6-0055
NATAS	LA	4-9666
RAB	MU	8-4020
SESAC, Inc.	JU	6-3450
Station Representatives Assn.	YUkon	6-9390
TvB	Plaza	7-9420
Television Affiliates, Corp.	PL	1-3110
Writer's Guild of America	Plaza	7-3317

## Radio-TV Program, Record & Transcription Cos.

Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Productions	Murray Hill	2-0777
The Bruce Chapman Co.	WISconsin	7-9244

Columbia Record Prod. Service	Circle	5-7300
Community Club Awards, Inc.	MU	7-4466
Coral Records	Plaza	2-1600
Decca Records, Inc.	Plaza	2-1600
Empire Broadcasting Corp.	YUkon	6-5700
Walt Frammer Productions	OX	7-1464
General Artists Corp.	Circle	7-7543
Harry S. Goodman Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Goodson-Todman Prods.	PL	1-0600
Gotham Recording Corp.	JU	6-5577
Henry Jaffe Ent.	CI	5-2400
Lang-Worth Feature Programs, Inc.	IV	5-2400
Mercury Records	PL	9-2727
MGM Records	JUdson	2-2000
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	JUdson	6-5100
Muzak Corp.	OREgon	4-7400
NBC Radio Recording Div.	Circle	7-8300
Project-O-Fex	MU	7-1881
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
SESAC, Inc.	JU	6-3450
Talent Associates-Paramount Ltd.	PL	3-1030
Thomas J. Valentino, Inc.	Circle	6-4675
Wolf Productions	Plaza	5-2050

## TV Film Producers Distributors

ABC Films, Inc.	LA	4-5050
Allied Artists TV Corp.	PL	7-8530
Atlantic Television Corp.	PL	2-7766
Banner Films, Inc.	PL	5-4811
British Information Services	PL	2-8400
CBS Films	PL	1-2345
Commonwealth Film-TV	CI	5-6456
Desilu Sales Inc.	PL	2-9160
Economee Television Programs	MU	8-4700
Flamingo Films	LE	2-8270
Fortune Features, Inc.	LO	4-5592
Four Star Distribution Corp.	LT	1-8533
Fremantle International	MU	7-4343
W. J. German, Inc.	TE	2-8500
Harry S. Goodman Productions	PL	5-6131
Independent TV Corp.	PL	5-2100
Intercontinental TV	PL	7-2593
Jayark Film Corp.	TN	7-3232
MCA-TV	PL	9-7500
MGM-TV	JU	2-2000
Charles Michelson, Inc.	PL	7-0695
Modern Teleservice, Inc.	OX	7-2753
National Telefilm Associates, Inc.	PL	3-6106
NBC Films, Inc.	Circle	7-8300
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.	SP	7-3700
Walter Schwimmer, Inc.	EL	5-4616
Bernard L. Schubert	MU	8-0940
Screen Gems, Inc.	PL	1-4432
Seven Arts Associated Corp.		972-7777
Show Corp. of America	Plaza	9-6840
Sterling Television Co., Inc.	MU	3-6300
Storer Programs, Inc.	PL	2-7525
Teledynamics Corp.	JU	6-6052
Television Industries, Inc.	PL	1-6800
Time-Life Bcst., Inc.	JU	6-1212
Trans-Lux Television Corp.	Plaza	1-3110
Twentieth Century-Fox	CO	5-3320
United Artists Assoc.	Murray Hill	7-7800
United Artists TV Corp.	Murray Hill	8-4700
Warner Bros. TV	CI	6-1000
Maurice H. Zouary TV Productions	JU	2-6185

## Airlines

American Airlines	LO	4-2000
British Overseas Airways Corp.	MU	7-1600
Delta Air Lines	PL	1-6600
Eastern Air Lines	YU	6-5000
National Airlines	OX	7-9000
TWA	OX	5-6000
United Airlines	TN	7-3000

# 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	..	EAstgate	7-6860
WEDC	..	CR	7-4100
WGES	..	SAcramento	2-1700
WGN	..	LA	8-2311
WHFC	..	CLiffside	4-7411
WIND	..	WHitehall	4-2170
WIJD	..	State	2-5466
WLS	..	State	2-2002
WMAQ	..	Superior	7-8300
WMBI	..	Michigan	2-1570
WSBC	..	MONroe	6-9060

## FM Radio Stations

WEAW	..	BR	3-3330
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
WCIU	..		372-0026
WGN-TV	..	LA	8-2311
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	..		372-3946
National Broadcasting Co.	..	Superior	7-8300

## Station Representatives

ABC Television Spot Sales	..	AN	3-0800
Advertising Time Sales, Inc.	..		782-0313
Avery-Knadel, Inc.	..		467-6111
John Blair & Co.	..	Superior	7-2300
The Bolling Co.	..	WHitehall	3-2040
Broadcast Time Sales	..	AN	3-1913
Burn-Smith Co.	..	Central	6-4437
CBS Spot Sales	..	WHitehall	4-6000
CBS-TV Stations Nat'l Sales	..	WH	4-6000
Forjoe TV, Inc.	..	DElaware	7-3504
Gill-Perna, Inc.	..	Financial	6-9393
George P. Hollingbery	..	DEarborn	2-6060
H-R Representatives	..	Financial	6-6440
The Katz Agency	..	MOhawk	4-7150
Keystone Bcstg. System, Inc.	..	State	2-8900
McGavren-Guild	..	FR	2-1370
Meeke Co., Inc.	..	Central	6-1742
Nat'l Sales Div., RKO General	..		644-2470
NBC Spot Sales	..	Superior	7-8300
Pearson National Reps.	..	State	2-7494
Peters, Griffin, Woodward, Inc.	..	FRanklin	2-6373
Edward Petry & Co., Inc.	..	WHitehall	4-0011
Prestige Rep. Org. (PRO)	..	CE	6-6269
Radio-TV Reps., Inc.	..	Financial	6-0982
Paul H. Raymer Co.	..		644-4473
Storer Television Sales	..	CE	6-9550
Venard, Torbet & McConnell	..	ST	2-5260
Walker-Rowalt Co.	..	ANdover	3-5771
Weed Radio Corp.	..		467-7070
Adam Young, Inc.	..	MIchigan	2-6190

## Advertising Agencies

Aubrey, Finlay, Marley & Hodgson	..	FI	6-1600
N. W. Ayer & Son, Inc.	..	ANdover	3-7111
88D&O	..	Superior	7-9200
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
Compton Advertising, Inc.	..		427-4642
Doncer-Fitzgerald-Sample	..	Financial	6-4700
Doncer-Harrison, Inc.	..	ANdover	3-7800
Doremus & Co.	..	Central	6-9132
Erwin Wasay, Rutherford & 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
MacFarland, Aveyard & Co.	..	RAndolph	6-9360
Malcolm-Howard	..	ANdover	3-0022
Moxon, Inc.	..	WHitehall	4-1676
McCann-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 & Cleary, Inc.	..	RAndolph	6-9760
Tatham-Laird, Inc.	..	HArrison	7-3700
J. Walter Thompson Co.	..	MOhawk	4-6700
Edward H. Weiss & Co.	..	Central	6-7252
Young & Rubicam	..		329-0750

## Radio-TV Program Prods.

Jewell Radio & TV Productions	..	MOhawk	4-5757
Jules Power Prod.	..	ANdover	3-1422
Les Lear Productions Corp.	..	RAndolph	6-0905
William Morris Agency	..		467-1744
MCA TV Ltd.	..	DElaware	7-1100
NBC Radio Recording Division	..	Superior	7-8300
Walter Schwimmer Co	..	FRanklin	2-4392
Stondard Radio Trans. Service, Inc.	..	State	2-5322
Hal Tate Radio Productions	..	ANdover	3-6520
L. S. Toogood Recording Co	..	Central	6-5275
United Artists TV, Inc.	..	WH	4-1030

## News Agencies and Assns.

Associated Press	..	State	2-7700
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## RADIO-TELEVISION DAILY 312-782-2818

City News Bureau	..	State	2-8100
Community News	..	RAndolph	6-0002
United Press International	..	FRanklin	2-9000

## TV Film Producers-Dist.

Walter Schwimmer, Inc.	..	FR	2-4392
Seven Arts Associated Corp.	..	ORchard	4-5105
Television Programs of America, Inc.	..	WH	4-4767
UPA Pictures, Inc.	..	WHitehall	4-0196

## Airlines

American Airlines	..	FR	2-7242
British Overseas Airways Corp.	..	DE	2-7744
Delta Air Lines	..	FI	6-5300
Eastern Air Lines	..		467-2900
TWA	..	DE	2-7666
United Airlines	..	RA	6-5500

# ADVERTISING AGENCIES

Time Buyers.....Peter Schulte,  
Joe Barker, Dan Delargy, Marie Coleman,  
Stuart Kaufman

## Branch Offices

3243 Wilshire Blvd., Los Angeles, Calif.  
V.P., Gen. Mgr.....Dow Gehring  
Trail's End Rd., Marietta, Ga.  
Manager.....Harry Morrill, Jr.  
1010 St. Catherine St., W. Montreal 2, Que.  
Managing Dir.....Wilfred J. LaVigne  
*Estimated Radio Billings:* \$1,900,000.  
*Estimated TV Billings:* \$10,000,000.

## DONALL & HARMAN INC.

555 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-9860  
ABP—ANPA

President.....Irving Klein  
Media.....Roberta Davidowsky  
Special Services.....Roberta Miller

## DONER-HARRISON, INC.

Washington Blvd. Bldg., Detroit 26, Mich.  
Phone: WOODward 5-7400  
AAAA—ANPA—ANA

Chairman.....Lester Harrison  
President.....Sanford Hirschberg  
V.P., Dir. Radio-TV.....Charles F. Rosen  
V.P.'s.....Felix Hower, Herbert Fried  
Treasurer.....Julian A. Grace  
Secretary.....Ben Goldstein  
Radio-TV Dir's....Milford Kostman, Edward  
Trahan, Murray Firestone  
Time Buyers....Ellen Dryer, Robert Smith,  
Emanuel Klein, Michael Fabian, Freida  
Weiss, Bonnie Rogers

## Branch Offices

35 E. Wacker Dr., Chicago, Ill.  
Phone: ANdover 3-7800  
President.....Marvin H. Frank  
2225 N. Charles St., Baltimore 18, Md.  
Phone: BELmont 5-1212  
Vice Pres.....Herb Fried  
Lewis Tower Bldg., Philadelphia 2, Pa.  
Phone: PENnypacker 5-6804  
Exec. V.P.....Murray Firestone  
210 East 50th St., New York, N. Y.  
Phone: PLaza 1-2820  
President.....Sanford L. Hirschberg  
*Estimated Radio Billings:* \$5,100,000  
*Estimated TV Billings:* \$8,500,000

## 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....George A. Erickson  
President.....Louis W. Munro  
Exec. Vice President....Frank E. Schaffer  
V.P., Secy., Treas.....Richard E. Williams  
V.P., Prod. Mgr.....Dewey B. Holland  
Creative Director.....T. Alexander Benn  
Time Buyer.....Paul Zappert

## Branch Offices

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

## Phone: CEntral 6-9132

V.P. & Res. Mgr.....Chas. C. Greene  
80 Federal St., Boston 10, Mass.

Phone: HUbbard 2-5665

Vice Pres. in Chg.....W. J. Sheehan  
231 Sansome St., San Francisco, Calif.

Phone: YUkon 1-4020

V.P., Pacific Coast Mgr.....Ronald Brindley  
1616 Walnut St., Philadelphia 3, Pa.

Phone KI 5-0700

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

## DOYLE DANE BERNBACH, INC.

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

Phone: LOngacre 4-1234

AAAA—ABC—ABP—ANPA—AFA

President.....William Bernbach  
Exec. Vice Pres.....Ned Doyle  
V.P., Gen. Mgr.....Maxwell Dane  
Plans, Director, V.P.....Marvin Corwin  
V.P., Media Director.....Albert Petcavage  
V.P., Dir. Radio-TV

Comm. Prod.....Don Trevor  
Asso. Dir., Radio-TV

Comm. Prod.....Ernest Hartman  
Vice Presidents.....Robert Gage,  
Edward Russell, Joseph R. Daly, Marvin  
Corwin, Allan Greenberg, John Gronfein,  
Helmut Krone, Edward McNeilly, Dorothy  
Parisi, Leonard Press, David Reider, Phylis  
Robinson, William Taubin, E. B. Weiss,  
Mary Wells

Film Producers.....Joan Walker,  
Robert Warner, Ralph Porter, John Capsis  
Radio-TV Bus. Mgr.....Gerard Gilard  
Dir., Radio-TV Pgms.....J. Egan  
Time Buyers...Charlotte Corbett, Nat Rind,  
Jeane Jaffe, Malcolm Gordon, Marie Luisi

## Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: OLive 3-8080  
Vice President.....T. H. Factor  
Media Dir., Space,  
Time Buyer.....J. Sachs  
Radio-TV Prod.....Bob Gips  
20 N. Wacker Dr., Chicago, Ill.  
Phone: FI 6-8860  
Manager.....Daniel Sullivan  
255 Calif. St., San Francisco 11, Calif.  
Phone: YU 1-8080  
*Estimated Radio Billings:* \$1,500,000.  
*Estimated TV Billings:* \$9,500,000.

## DURAND ADVERTISING, INC.

19 West 44th St., New York 16, N. Y.

Phone: YU 6-2777

President.....Louis C. Goldman  
Secretary.....Vincent Russo Jr.  
Time Buyers.....Vince Zito, Lou Goldman

## EDELSTEIN-NELSON ADV.

## AGENCY, INC.

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

Phone: DEErborn 2-5976

ABP—APA

President.....Edward Edelstein

## ADVERTISING AGENCIES

Secretary ..... Laura Edelstein  
 Art Dir. .... Leonard Jewell  
 Prod. Mgr., Radio ..... Mary Brown  
 Copy Chief ..... Henry Hyett

### ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.  
 Phone: Murray Hill 7-4300  
 ABC—ANPA—ABP

Chairman ..... Jesse T. Ellington  
 President ..... William A. Bartel  
 Ch. Exec. Comm. .... C. L. Landon  
 Sr. V.P., Creative Dir. .... Paul Smith  
 Admin. V.P. .... J. C. Hochreiter  
 V.P., Radio-TV Dir. .... A. Burke Crotty  
**Vice Presidents** ..... Charles  
 Marshall, Hugh Lewis, Terence McGrath,  
 Ernest Byfield, Jr., Henry Covington,  
 Franklyn Dyson, Davis Snow, C. R. Jordan  
 Treas. .... Edward Lloyd  
 Time Buyer, Best. Media Dir. .... Daniel Kane

### ELLIS ADVERTISING CO.

Hotel Statler-Hilton, Buffalo 2, N. Y.  
 Phone: CI 6780

ABP—APA—ANPA—NOAB—NBP

Partners ..... Michael F. Ellis,  
 Jerome R. Ellis, Michael F. Ellis, Jr., Max-  
 well E. Ellis  
 Acct. Execs. .... K. C. Urley, Joan Ellis,  
 Seymour Goodman, Karl Manhardt  
 Radio Director ..... Richard Paluh  
 TV Director ..... Beatrice Haniford  
 Art Dir. .... James Howes  
 Prod. Mgr. .... Richard Joseph  
 Controller ..... Sanford Satuloff

#### Branch Offices

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

President ..... Curt J. Mann

### ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.  
 Phone: OXford 7-4500

AAAA—ABP—ANPA—APA

President ..... David B. Williams  
 Chmn. Fin. Comm. .... Howard D. Williams  
 Exec. V.P. .... William D. Watson  
 V.P. & Treas. .... R. J. Worland  
 Controller ..... K. J. Passanant  
 Secretary ..... Norman Lewis

Exec. V.P. & Gen. Mgr.,  
 Eastern Div. .... C. Worrell  
 V.P., Int. Dept. Dir. .... A. L. Carrafiello  
 V.P. & Radio-TV Dir. .... Rollo W. Hunter  
 V.P. & Research Dir. .... Robert Aledort  
 V.P., Exec. Art. Dir. .... Louis R. DiJoseph  
 V.P., Med. Creative Dir. .... Howard S. Wesson  
 V.P., Media Dir. .... Samuel S. Scott  
 Account Supervisors, Phillip B. van Dusen,  
 John F. Hogan, Douglas M. Bomciser,  
 Frederick J. Burghard, V.P.; Edwin J.  
 Mills, V.P.

Account Executives, .... Joseph H. Buchanan,  
 Paul W. Grover, Joseph W. Nash, William  
 C. Stakenburg, Alan P. Fort, Jr., Thayer

M. Kingsley, J. Ross Pilling, Jr., Albert  
 Wilson

#### Branch Offices

110 N. Michigan Ave., Chicago 11, Ill.  
 Phone: 167-1880

Exec. V.P., Gen. Mgr.,  
 Central Div. .... F. R. Etchen, Jr.  
 Exec. V.P., Ch. Exec. Comm. .... R. W. Metzger  
 Exec. V.P. .... B. Grosseth  
 Vice President ..... Lorry R. Northrup  
 V.P., Radio-TV Dir. .... George B. Anderson  
 V.P., Media ..... John L. Gwynn  
 V.P., Ch. Time Buyer ..... Holly Shively  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEbster 1-1211

Exec. V.P., W. Div. Gen.  
 Mgr. .... Emmett C. McGaughey  
 Chmn. Fin. Comm. .... H. D. Williams  
 Sr. V.P., Radio-TV Dir. .... Robert L. Redd  
 Radio-TV Prod. Dir. .... William A. Thouson  
 3329 Richmond Ave., Houston 6, Tex.  
 Phone: JACkson 4-7531

Exec. V.P., Gen. Mgr., Central Div. .... F. R.  
 Etchen, Jr.  
 V.P., Office Mgr. .... Robert W. Dundas, Jr.  
 3 Penn Center, Philadelphia 2, Pa.  
 Phone: LOeust 4-3551

Exec. V.P., Gen. Mgr., Eastern Div. .... Grant  
 Worrell  
 V.P., Mgr. .... Horace D. Nalle  
 Oliver Building, Pittsburgh 22, Pa.  
 Phone: GRAM 1-1900

Exec. V.P., Gen. Mgr.,  
 Central Div. .... F. R. Etchen, Jr.  
 Radio-TV Dir. .... W. L. Thunbust  
 IBM Bldg., 690 N. Robert St.  
 St. Paul 1, Minn.  
 Phone: CApital 7-7501

Exec. V.P., Gen. Mgr.,  
 Central Div. .... F. R. Etchen, Jr.  
 Sr. V.P., Mgr. .... James A. Walker  
 140 Montgomery St., San Francisco 4, Calif.  
 Phone: ENbrook 2-4616

Exec. V.P., Gen. Mgr., West Div. .... E. C.  
 McGaughey

#### International Offices:

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

Man. .... Charles Fullerton  
 90 Sveavagen, Stockholm, Sweden  
 President ..... Wilhelm Danielson  
 610 Church St., Toronto 5, Ont., Canada

V.P. .... Edward Karthaus  
 1310 Green Ave., Montreal 6, Que., Canada  
 Manager ..... W. G. Manning  
 Ashfield House, 102 Sauchiehall St.,  
 Glasgow C2, Scotland

Man. .... J. H. Weir  
*Estimated Radio Billings:* \$3,350,000  
*Estimated TV Billings:* \$16,150,000

### WILLIAM ESTY COMPANY, INC.

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



# Washington Telephone Numbers

## Federal Departments and Agencies

American National Red Cross	737-8300
Archives, National	WO 3-1130
Business and Defense Services Administration	STerling 3-9200
Capitol, U. S. (Senate, House)	CApitol 4-3121
Census, Bureau of The	RE 5-2000
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
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	EXecutive 3-3111
National Research Council	EXecutive 3-8100
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

Assn. of Maximum Service Telecasters	District 7-5412
Clear Channel Broadcasting Service	EXecutive 3-0255
Electronic Industries Association	NAtional 8-3902
National Association of Broadcasters	DEcatur 2-9300
National Assn. of Educational Broadcasters	North 7-6000
National Press Club	REpublic 7-2500

## RADIO-TELEVISION DAILY EX 3-4808

Radio Corporation of America	Federal 7-8500
Radio-TV Correspondents' Assn.	CA 4-3121, Ext. 6421
Westinghouse Broadcasting Co.	STerling 3-0903

## AM Radio Stations

WAVA	KEnmore	6-9000
WEAM	JAckson	7-7100
WFAX	JEfferson	2-1220
WGMS	EXecutive	3-8676
WINX	PO	2-4357
WMAL	KEllogg	7-1100
WOL	HObart	2-3900
WOOK	TU	2-2500
WPGC	JO	8-6677
WPIK	OVerlook	3-3000
WQMR	WHitehall	6-1050
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

## FM Radio Stations

WASH-FM	District	7-1356
WAVA-FM	KE	6-9000
WFAN-FM	TU	2-2500
WGAY-FM	WHitehall	6-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WPGC	JO	8-6677
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

## Television Stations

WMAL-TV	KEllogg	7-1100
WOOK-TV	TUckerman	2-2500
WRC-TV	EMerson	2-4000
WTOP-TV	EMerson	2-9300
WTTG	STerling	3-5300

## News Services

Associated Press	AD	4-5400
United Press International	EXecutive	3-3430

## Networks

ABC	393-7700
CBS	EMerson 2-9300
MBS	CO 5-6363
NBC	EMerson 2-4000

## Airlines

American Airlines	EX	3-2345
British Overseas Airways Corp.	393-5300	
Eastern Air Lines	EX	3-4000
National Airlines	ST	3-5454
TWA	ST	3-4200
United Airlines	ST	3-4700

# Los Angeles Telephone Numbers

## AM Radio Stations

KABC	NOrmandy	3-3311
KALI	HOllywood	6-6161
KBIG	HOllywood	3-3205
KBLA (North Hollywood)	TRiangle	7-3619
KCBH	BRadshaw	2-7105
KDAY	HOllywood	1-9981
KEZY	HOllywood	3-5621
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUnkirk	9-1141
KFWB	HOllywood	3-5151

KGBS	DUnkirk	8-2345
KGER (Long Beach)	NEvada	6-4774
KGFJ	NOrmandy	3-3181
KGIL (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
KPOL	WEbster	8-2345
KRKC	CApitol	5-4116
KUTE	CItrus	4-1414
KWKW (Pasadena)	MURray	1-4964
KXLA (Pasadena)	MURray	1-6991

# LOS ANGELES TELEPHONE NUMBERS

## FM Radio Stations

KABC-FM	NORMandy	3-3311
KBB1	MADison	5-1641
KBCA	OLive	3-3940
KBIQ-FM	HOLLYwood	3-3205
KBMS-FM (Glendale)	CLTrus	4-8444
KCBH	BR	2-7105
KFAC-FM	WEBster	8-0161
KFAM-FM	DUNKirk	5-6401
KFOX-FM	SPRuce	5-2367
KGLA-FM	HOLLYwood	2-1295
KHJ-FM	HOLLYwood	2-2133
KHOF-FM (Glendale)	CHAPman	5-7575
KMLA-FM	DUNKirk	2-8426
KNOB-FM (Long Beach)	HOLLYwood	6-6388
KNX-FM	HOLLYwood	9-1212
KPFX	HOLLYwood	7-7183
KRHM-FM	DUNKirk	5-7421
KRKD-FM	Capitol	5-4116
KUTE-FM	CLTrus	4-1414
KWKW-FM (Pasadena)	MURray	1-4964

## Television Stations

KABC-TV	NORMandy	3-3311
KCOF	OLdfield	6-6050
KHJ-TV	HOLLYwood	2-2133
KMEX-TV	HOLLYwood	6-8131
KNBC	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

ABC Television Spot Sales	NORMandy	3-3311
Adv. Time Sales	OLive	1-4720
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
Bolling Company, Inc	HOLLYwood	2-6471
Broadcast Times Sales	HOLLYwood	5-1755
Burn-Smith	HOLLYwood	4-7395
CBS-Radio Spot Sales	HOLLYwood	9-1212
CBS TV Stations Nat'l Sales	HOLLYwood	9-1212
Devney Organization	HOLLYwood	2-6676
Eastman, Robert Co.	HOLLYwood	4-7276
Forjoe TV, Inc.	HOLLYwood	2-1397
Gill-Perna, Inc.	DUNKirk	8-7115
Gotes-Hall, Inc.	HOLLYwood	2-6676
H-R Representatives, Inc	HOLLYwood	2-6453
Horrington, Righter & Parsons, Inc.	HOLLYwood	6-4129
Hollingbery, George P., Co.	DUNKirk	5-2071
Holman Co., Hol	HOLLYwood	2-2351
Howard Co., Bernard	OLive	6-7200
Intercontinental Service Ltd.	HOLLYwood	2-2289
Katz Agency, The	WEBster	3-8171
Lucas, J. A.	HOLLYwood	6-7279
Moslo Associates	HOLLYwood	6-5427
McGavren-Guild, Inc.	HOLLYwood	4-7331
Mecker Co.	HOLLYwood	2-6501
Tracy Moore	HOLLYwood	2-2351
Nat'l Sales Div. RKO General	HOLLYwood	2-2133
NBC-KNBC Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	HOLLYwood	4-7395
Lee F. O'Connell Co.	OLeander	5-7597
Pan American Bestg	HOLLYwood	4-7395
Pearson National Reps, Inc.	HUBbard	3-9671
Peters, Griffin, Woodward, Inc.	WEBster	8-3585
Edward Petry Co.	DUNKirk	8-1143
Paul H. Raymer	HOLLYwood	2-2376
Scott, Duncon & Co.	HUBbard	3-6211
Television Adv Reps.	HOLLYwood	6-1144
Venard, Torbet, McConnell	HOLLYwood	2-4939
Webb, Grant	HOLLYwood	6-6206
Young, Adam J., Inc	HOLLYwood	2-2289

## Advertising Agencies

Action in Advertising	DUNKirk	3-3114
Ad Larson	NORMandy	4-6552
Adams & Keyes, Inc.	DUNKirk	7-5203
Admesters	UPton	0-2660
Advertising Council, Inc.	HOLLYwood	2-0988
Advertising Engineers Corp.	MADison	8-5039
Alber, R. H., Co.	HOLLYwood	9-8273
Albert, Frank-Law	HOLLYwood	6-3563
Allen, Dorsey & Hatfield, Inc.	NORMandy	3-9343
Allen & Marshall Adv., Agency	OLive	3-1770
Allen, Martin, Co.	OLive	3-2020
Allied Advertising Agencies	HOLLYwood	2-0837
Anderson-McConnell Adv. Agency	HOLLYwood	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arkwright Advertising Co. Inc.	HOLLYwood	4-3129
Arnold, Rupert Advertising	DUNKirk	2-0896
Asch, A., Inc.	DUNKirk	7-7600
Associated Advertising Agency	GRanite	8-2221
Associated Broadcast Adv. Co.	WEBster	6-5564
Atherton Mogge, Privett, Inc.	OLive	3-9870
Ayer, N. W., & Son, Inc.	HOLLYwood	3-4181
Barnes Chase Co.	HOLLYwood	3-1773
Bates, Ted., & Co.	OLympio	5-9081
BBDO	WEBster	8-3188
Baus & Ross Co.	DUNKirk	8-1107
Becker, Max, Advertising	HE	2-4485
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed., Agency	STATE	4-1174
Bennett, Walter F., & Co.	HOLLYwood	4-8291
Benton & Bowles, Inc.	HOLLYwood	4-9151
Berghoff Associates, Inc.	OLympia	2-2850
Bishop & Associates, Inc.	OLive	1-2560
Bloch's Advertising	HOLLYwood	3-0647
Blum's Direct Advertising	Richmond	8-6181
Bogerts, The	HOLLYwood	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boylhart, Lovell & Deane	HUNtly	2-0740
Bozell & Jacobs, Inc.	DUNKirk	9-1277
Brehmo Ad Service (Glendale)	CHAPman	5-1539
Broadcasting Advertising	BROADshaw	2-4840
Brother, D. P., & Co.	DUNKirk	5-8288
Bull, Frank, & Co.	HOLLYwood	5-4194
Burnett, Leo, Co. Inc	HOLLYwood	4-7373
Buss, Bear & Associates	DUNKirk	5-4385
Buxton Adv. Agency	MURray	1-4993
Campbell-Ewald Co.	HOLLYwood	9-2931
Campbell-Mithun, Inc.	HOLLYwood	2-0715
Carlson, Milton Co.	DUNKirk	8-9464
Carson-Roberts Inc.	OLive	1-2610
Castor & Assoc	OLeander	2-1315
Chamberlin & Associates	DUNKirk	7-6444
Citizen Advertising Agency, Inc.	MADison	2-2463
Cloward Velma Advertising	DUNKirk	4-2558
Coast Advertising Associates	DUNKirk	7-7373
Cole, Fischer & Rogaw	BROADshaw	2-3351
Colman-Parr Advertising	OLive	1-1600
Collard, Clark, Adv. Agency	DUNKirk	7-3388
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6434
Copy Cat Advertising	TRiangle	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLLYwood	4-8218
Creative Advertising	WEBster	1-3255
Crist, Ken, Inc.	NORMandy	1-1287
Culbertson Advertising	OLympio	5-6790
Culp, Earl R., Co.	DUNKirk	2-8406
Cunningham & Walsh, Inc.		466-3495
Curtis Advertising Co.	HOLLYwood	3-2377
Dancer-Fitzgerald-Sample, Inc.	HOLLYwood	2-3256
D'Arcy Adv. Co.	DUNKirk	5-3171
Davidson, David, & Co.	HOLLYwood	2-7753
Davis & Blackwell, Inc.	Victoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
Delman, Allen & Assoc.	OLive	3-2110
Dibble, Gordon H.	CHAPman	5-2495
Doherty, Clifford, Steers & Shenfield	OLeander	5-8950
Dolson Advertising Agency	LORaine	9-5111
Donahue & Coe.	DUNKirk	1-2221
Donald, Dick, Advertising	Poplar	1-0575
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUNKirk	5-6071
Dunos, E. C. Advertising	OL	5-4900
Ebberts, Dan, Adv. Serv	Ludlow	7-9161
Edelstein, Irwin L., & Assoc.	DUNKirk	5-8221
Ehlert, Grace	MADison	6-2222
Eissman-Johns, Advertising	HOLLYwood	6-8107

# LOS ANGELES TELEPHONE NUMBERS

Elliott, Neil M., Advertising	Republic	5-1091	McElroy Adv. Agcy.	Dunkirk	1-3045
Enyart & Rose Advertising	Hollywood	6-1176	McKee, Burns Adv.	Hollywood	7-4218
Erwin Wasey, Ruthrauff & Ryan, Inc.	Webster	1-1211	McLain, W. R., & Associates	NOrmandie	3-8209
Essig Co.	Poplar	3-4365	McNeill & McCleery	Hollywood	6-4256
Esty, William Co.	Hollywood	2-6301	M-E Productions	Dunkirk	5-3302
Fagan, O. K. Advertising Agcy.	MAdison	2-2192	Meany, Phillip J., Co., Adv.	Dunkirk	5-4181
Falkenhainer, Carl	BRadshaw	2-0136	Meltzler, Richard, Adv.	Webster	8-2993
Fallon, Brangham, Moon, Inc.	Hollywood	4-0171	Morgan Company, The	StAte	6-5696
Farrar Advertising	GReate	8-3011	Mowinckel, E. K., Advertising	RIchmond	7-0529
Fellows, John C., Co.	CApitol	5-7746	Nargi Advertising	MAdison	2-1647
Flax-Bronston Co.	RIchmond	9-4497	National Advertising Associates	Dunkirk	8-7115
Fletcher Richards, Calkins & Holden	HOLLYWOOD	6-1311	National Federation of Advertising	OLive	3-2320
Foladare, Maury & Assoc.	HOLLYWOOD	9-1835	Neale & Associates	OLive	6-0500
Forestal, R. J. Co.	Webster	5-1211	Needham, Louis, & Brorby	CRestwood	3-2330
Frank, Albert-Guenther Law	Webster	3-7595	Nelson Adv. Service	BRadshaw	2-0261
Frank, Don Advertising (Anaheim)	KEystone	5-6093	Newman, Ben Allah, Advertising	Dunkirk	9-6649
Frazier Adv. Agency	MAdison	5-8392	Newmark, Nelson, Advertising	MAdison	4-1568
Fuller, Smith & Ross, Inc.	Dunkirk	5-2211	North Advertising	HOLLYWOOD	7-2151
Goge, Booth & West, Inc.	OLive	3-1770	Ogilvy, Benson & Mather	CRestview	5-6154
Gard, Dalbert & Associates	Dunkirk	8-8422	Olen, David, Adv.	OLive	5-5000
Gardner Advertising Co.	HOLLYWOOD	9-2719	Pacific Advertising Service	RIchmond	9-5803
Gaynor, Ducas, Inc.	OLive	5-8191	Packard, Jack Advertising	CHapman	5-5591
Geissinger, W. B., & Co.	OLive	1-3510	Pardee Co., The	HOLLYWOOD	2-7306
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	Patton, George Adv.	HOLLYWOOD	2-0841
Gerth, Brown Clark & Elkus	OLive	3-2320	Paul & Baum	OLive	3-2110
Geyer, Morey & Ballard	Dunkirk	7-4255	Pell, Ben, Advertising	MAdison	2-1557
Gilbert & Benton	TRiangle	7-3105	perrett Co., The	HUbbard	2-8303
Gill Clifford Agency	OLive	5-8388	Porter & Associates	Webster	6-5564
Glasser-Gailey, Inc.	MAdison	9-3501	Porter, Wesley H., Adv.	AXminster	3-0400
Glenn Advertising, Inc.	OLive	3-9030	Productive Advertising	AXminster	1-1322
Goodman Organization	HOlywood	6-5221	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Graham, Clyde D.	Dunkirk	3-1266	Raymond, J. W., Advertising	MAdison	4-2244
Grant, Will	Dunkirk	7-3361	Raymond, Larry, Co.	Webster	6-8125
Grant Advertising Agency	HOLLYWOOD	1-9231	Reach, McClinton & Co., Inc.	OLive	3-9610
Gregory, Willard G., & Co.	MAdison	7-0531	Robin, Lee & Arnold	CRestview	4-5853
Grey Advertising	BRadshaw	2-9821	Robins, Jerome, Agency	Dunkirk	8-0661
Guerin-Johnstone-Gage, Inc.	Dunkirk	5-7451	Robinson & Haynes	HUntley	2-2050
Guider, Bascom & Bonfigli	HOLLYWOOD	9-8217	Roche-Eckhoff & Lee	OLive	5-7670
Hadlock & Associates	HOLLYWOOD	2-6731	Rockett-Lauritzen	REpublic	4-2106
Harrington, Righter & Parsons	HOLLYWOOD	6-4129	Ross, Charles, Adv. Agency	OLdfield	6-5220
Heintz & Co., Inc.	MAdison	9-3181	Saussy, Walker Advertising	HOLLYWOOD	3-5161
Hill, Don	MAdison	4-9936	Sawdon, Frank	HOLLYWOOD	4-7579
Hixson & Jorgenson, Inc.	Dunkirk	8-3121	Schurrer, Lou, Adv.	OLive	3-4440
Hoel, John D., Adv. Agency	Murray	1-7131	Scott, M. B., Advertising	OLive	3-5330
Hollander, Welsh Advertising	Dunkirk	9-1171	Sebrell, J. B., Adv. Agcy.	MAdison	6-9397
Honig-Cooper Co.	Dunkirk	6-3401	Seros, George J., Advertising	CRestview	6-4723
House of Leads	NEvada	8-4371	Shane, Leonard, Agency	HOLLYWOOD	9-2258
Houston Advertising Service Co.	NOrmandie	5-5886	Shaw, John W., Advertising	Webster	8-2675
Hunter & Wilhite Advertising	Webster	3-7353	Shay Advertising	HOLLYWOOD	4-1158
Hutchinson Advertising	HOLLYWOOD	2-4500	Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Irwin, Howard, & Assoc.	Dunkirk	8-1219	Simmons, Dean	Webster	1-1311
Jaycraft Co.	THornwall	2-5310	Smailley & Smith	HOLLYWOOD	6-2404
Jenner, Don, Advertising	Dunkirk	8-1489	Speer Advertising Agency	HUbbard	3-8300
Jett Advertising	HOLLYWOOD	2-6635	Speers Advertising Agency	Dunkirk	9-6933
Johnson & Lewis	HOLLYWOOD	5-7105	Stahl & Lewis Adv. Agency	HOLLYWOOD	2-7344
Jones, Paul, & Associates	Dunkirk	1-3003	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Kaplan, Sara Jane, Advertising	OLive	3-6057	Stebbins, Hal, Inc.	CRestview	3-0750
Kaufman, Lon, Co.	Dunkirk	8-4138	Steinlauf, Malcolm & Co.	Webster	3-7564
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Steller, Miller & Lester, Inc.	Dunkirk	7-5377
Key-Christopher Advertising	Webster	9-3147	Stiller, Hunt Advertising	BRadshaw	2-0204
Keane, Raymond, Advertising	OLive	3-8650	Stodel Advertising	MAdison	2-1193
Keene & Associates	Webster	7-2270	Straus, J. M., & Co.	OLympia	2-6613
Kellogg, Edw. S.	Dunkirk	7-5213	Sudler Co.	BRadshaw	2-3438
Kelso, M. H., & Co.	HOLLYWOOD	3-8566	Sullivan Stauffer Colwell & Bayles	HOLLYWOOD	4-2119
Kenyon & Eckhardt	HOlywood	3-2102	Swafford & Co.	BRadshaw	2-9421
Kennedy, Walker & Cox, Inc.	OLympia	2-0555	Faggart & Young	Webster	3-8108
Keys, Madden & Jones	HOLLYWOOD	9-3974	Tatham-Laird, Inc.	HOLLYWOOD	1-9228
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656	Taylor Host, Inc.	CApitol	5-3208
Lawrence Co.	BRadshaw	2-5820	Thompson, J. Walter, Co.	OLive	3-0300
Lee & Associates	OLive	1-2090	Tilts & Cantz Advertising	OLeander	5-9270
Lee, J. Richard	HOLLYWOOD	6-1188	Todd, Michael, Advertising	HOLLYWOOD	5-8036
Lee, Robert E., & Associates	HOLLYWOOD	6-1188	Tullis Co., Inc., The	HOLLYWOOD	2-6333
Lent Advertising	HOLLYWOOD	9-7388	Tyler-Smith, T., Advertising	Dunkirk	7-5519
Lennon & Newell	CRestview	1-7221	United Bench Advertising	AXminster	2-8107
Lewin, Howard, Advertising	Dunkirk	8-7156	Universat Advertising Agency, Inc.	HOLLYWOOD	4-8218
Little & Co.	Dunkirk	9-1267	Van der Boom, Hunt, McNaughton	Webster	8-2001
Logan, Dudley L.	Dunkirk	2-8471	Vanderhurst Adv.	HOLLYWOOD	7-9191
Mack Agency	HOLLYWOOD	2-6377	Van-Scott, Inc.	Dunkirk	9-2300
MacManus, John, & Adams	Webster	7-1000	Victor, A. J., Company	AXminster	1-9975
Mann Advertising Co.	Dunkirk	2-1179	Voorhees, P. W., Inc.	HOLLYWOOD	6-1181
Mannis, Samuel A.	HOLLYWOOD	4-7501	Wade, Adv. Agency	HOLLYWOOD	6-1631
Martha's Adv. Service	MAdison	6-4897	Walsh, Nellie L., Advertising	MAdison	2-9853
Mathison & Associates	HUlywood	2-1870	Weatherwax-Spurgan & Associates	MAdison	7-2633
Mayne, Charles H., Co.	Dunkirk	5-0138	Webster, R. W., Adv.	MAdison	9-2283
McCann-Erickson	Dunkirk	5-3301	Weinberg, Milton, Adv. Co.	OLive	3-2300
McCarty Co., The	Dunkirk	5-4011	Weiss, Edward H., & Co.	OLive	3-8360
McElligott, Ford C., & Associates	MAdison	2-4653	Welsh, Hollander & Coleman Adv.	Dunkirk	9-1171



# LOS ANGELES TELEPHONE NUMBERS

Whiteman, Richard ..... DUnkirk 5-2054  
 Wilder, Alvin ..... RPublic 4-2186  
 Williams, Dallas & Sons ..... HOLLYWOOD 2-6396  
 Willis, Harry G., & Assoc. .... CHapman 5-5533  
 Winon & Co., Paul ..... Rlcnmand 7-5189  
 Wolfer-Douglass-Bennington, Inc. CUMberland 3-6242  
 Woolf, 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 & Rubicam ..... HO 2-7181

## Radio-TV Program Prods.

Aladdin Enterprises ..... HOLLYWOOD 2-6686  
 Allend'or Productions ..... WEbster 8-2191  
 Burrud, Bill, Productions ..... HOLLYWOOD 3-8181  
 Cammadore Productions ..... HOLLYWOOD 9-7502  
 Crosby, Bing, Productions ..... BRAdshaw 2-2771  
 Girord-Lewis Productions ..... OLYmpia 2-2810  
 Gomalco, Inc. .... SState 3-0070  
 Goodson-Todman Productions ..... CRestview 4-7357  
 Herts-Lion International Corp. ... HOLLYWOOD 4-6121  
 MacGregor, C. P. .... DUnkirk 4-4191  
 MCA-TV ..... BRAdshaw 2-3211  
 Rass-Danzig TV, Inc. .... HOLLYWOOD 2-6464  
 Signal Productions, Inc. .... HOLLYWOOD 3-4173  
 Stark, Wilbur, Productions ..... UPTon 0-3311  
 United Artists TV Corp ..... Oldfield 4-2800

## TV Film Producers-Dist.

ABC Films ..... NORmandy 3-3311  
 M & A Alexander Productions ..... HO 4-3414  
 Allied Artists TV Corporation ..... NO 2-9181  
 George Bagnall & Associates ..... OL 2-8050  
 Banner Productions ..... POplar 6-5171  
 Bonded TV Film Service, Inc. .... Old 4-7575  
 Chertok Television ..... UPTon 0-3311  
 Cavalcade TV Programs ..... OLIVE 4-4144  
 Frank Cooper Associates ..... CR 4-5971  
 Corradine, Tom J. .... HOLLYWOOD 2-4448  
 Jack Denove Productions, Inc. .... HO 4-8331  
 Desilu Productions, Inc. .... HO 5-5911  
 Walt Disney Productions ..... VI 9-3411  
 Dougfair Corporation ..... HO 5-6164  
 Jerry Fairbanks Production ..... HO 2-1101  
 Family Theater, Inc. .... HO 2-1317  
 Don Fedderson Productions ..... HO 5-5911  
 Filmaster, Inc. .... HO 6-1681  
 Flying A Prod. .... HO 9-1425  
 Four Star Films, Inc. .... PO 6-4151  
 Guedel, John, Prods. .... OLIVE 3-8000  
 Hollywood Television Service, Inc. PO 3-8411  
 Independent Television Corp. .... HO 2-6525  
 J & M Productions ..... CRestview 3-1230  
 Mark VII, Ltd. .... TR 7-0621  
 Medallion TV Enterprises, Inc. .... HO 2-6635  
 NBC Films ..... TH 5-7000  
 Paramount Television Productions, Inc. HO 9-3181  
 Revue Productions, Inc. .... TR 7-1211  
 Reynolds, Stuart, Prods. .... CRestview 4-7863  
 Screen Gems, Inc. .... HO 2-3111  
 Seven Arts Associated Corp. .... GRAnite 6-1564  
 Stage Five Productions, Inc. .... HO 9-9011  
 Toret Enterprises ..... CRestview 4-6023  
 Trans-Artists Prods. .... WEbster 1-1639  
 Twentieth Century Fox Television ..... HO 2-6231  
 TV Marketeers ..... HOLLYWOOD 6-3111  
 Universal Pictures Co., Inc., Television TR 7-1211  
 Warner Bros. Pictures, Inc. TV Division HO 9-1251  
 Wolper Productions Inc. .... OLYmpia 2-7075

## Artists Agencies

Alexander, Alec Agency ..... CRestview 1-6101  
 Allied Casting ..... HOLLYWOOD 3-7124  
 Alvarado, Carlos ..... OL 2-0272  
 American Federation of TV-Radio ..... HOLLYWOOD 4-5123  
 Armstrong-Deuser-McHugh, Jr. .... CRestview 4-0881  
 Arfuge, Louis ..... CRestview 6-2488  
 Ashley-Steiner-Famous Artists ..... CRestview 4-8511  
 Associated Booking Corp. .... OLIVE 2-9940

Auer, Miles Bohm ..... HOLLYWOOD 2-6416  
 Barnes, William, Agency ..... CRestview 3-0205  
 Barr, Rickey, Agency ..... Oldfield 4-0738  
 Barksin Agency, The ..... OL 6-8530  
 Bell, Marcella Agency ..... CRestview 6-0012  
 Bender, David ..... HO 2-0723  
 Bernie, Herman ..... CRestview 5-0117  
 Bonham, C. Herschel ..... HO 4-3060  
 Brandies, Bob, Agency ..... POplar 2-4872  
 Brewis, Alex ..... OL 2-1521  
 Carson-Stempel ..... CRestview 4-8343  
 Cinema Artists Agency ..... OLIVE 2-7074  
 Cloutman-Gerard ..... CRestview 4-6833  
 Columbia Artists Management ..... HOLLYWOOD 2-6623  
 Condit Agency ..... HO 4-9233  
 Connor, Allen ..... HOLLYWOOD 5-0834  
 Cooper, Frank, Associates ..... CRestview 4-5971  
 Cooper, Ray ..... CRestview 6-9769  
 Cumber, Lil Attractions Agency ..... AXminster 3-6159  
 Dorrow Agency ..... CRestview 4-7253  
 Davis, Mary Webb ..... OL 5-6747  
 Donaldson Agency ..... OL 2-0355  
 Flaire Agency, The ..... TR 8-0850  
 Frings, Kurt ..... CRestview 4-8881  
 Garfield, Milton ..... CRestview 4-8631  
 Gefsky, Harold L. .... CRestview 4-7801  
 General Artists Corporation ..... CRestview 3-2400  
 Gertz, Mitchell ..... CRestview 4-5491  
 Gold, Herb ..... CRestview 4-8171  
 Gold, Sid ..... CRestview 4-7247  
 Goldstone, Tobias ..... CRestview 6-1071  
 Gould, Billy ..... HOLLYWOOD 9-2731  
 Green, Ivan ..... OL 2-4010  
 Greshler, Abncr ..... Oldfield 4-5960  
 Griffith, Byron ..... HOLLYWOOD 7-2600  
 Grossman, Milton M. .... CRestview 4-8631  
 Halliburton, Jeanne ..... POplar 9-2947  
 Halsey, Recca Agency ..... OLIVE 2-2409  
 Hamburg, Mitchell ..... CRestview 4-9311  
 Herdan-Sherrell ..... CRestview 1-5236  
 Herzbrun, Walter ..... OL 2-7210  
 Howard, Sam, Agency ..... Oldfield 2-3872  
 Ingersoll, George, Agency ..... HOLLYWOOD 7-0862  
 Irwin, Lou ..... CRestview 1-7131  
 Jackson, Edith ..... HOLLYWOOD 7-0155  
 Jaffee Agency ..... OLYmpia 7-2710  
 Kaufman, Milton ..... CR 5-5028  
 Kingston, Al, Enterprises ..... CRestview 6-8538  
 Kohner, Paul ..... CRestview 1-5165  
 Kumin-Olenick Agency ..... CRestview 4-7281  
 Lance, Leon O. .... OL 7-1060  
 Lauren, J. W., Agency ..... CRestview 3-3550  
 Levee, Sid ..... CRestview 4-8631  
 Longenecker, Robt. .... OLIVE 3-3770  
 MacQuarrie, Earl ..... CRestview 4-8919  
 Marion, Paul Agency ..... OL 2-9540  
 Marx, Bert ..... CRestview 4-8555  
 McMillan, Hozel, Agency ..... CR 6-3603  
 Medford, Ben ..... CRestview 1-7021  
 Meyers, Walter ..... OL 6-1950  
 Middleton, Wallace, Agency ..... Oldfield 6-4460  
 Mishkin Agency ..... OLIVE 2-0944  
 Montgomery, Jock, Agency ..... OL 6-4460  
 Moore, Lolo ..... HOLLYWOOD 7-8729  
 Morris, William ..... BRAdshaw 2-4111  
 Ochs, Al ..... HOLLYWOOD 9-6470  
 Oliver, Maurice ..... OL 7-1250  
 Omega Artists, Inc. .... TR 8-2024  
 Payton, Bob ..... OL 6-1880  
 Pearson, Ben ..... CRestview 4-5488  
 Pomeray, Jack ..... HOLLYWOOD 9-6366  
 Raison-Finger Agency ..... Oldfield 2-2446  
 Rose, Arnold L. Assocs. .... CRestview 4-5459  
 Rosen, Jerry, Agency ..... BRAdshaw 2-2345  
 Ryan, Frank ..... OL 2-8904  
 Saphier, James L., Agency ..... CRestview 1-7231  
 Schuller, William Agency ..... CRestview 4-6949  
 Schwartz Agency ..... OLIVE 3-0400  
 Screen Children's Guild Agency ..... HOLLYWOOD 9-6231  
 Shauer, M. A. .... CRestview 1-1103  
 Shaw, Glenn ..... OLIVE 5-6956  
 Sheldon Agency ..... ST 5-6666  
 Shiffin-Hyland Agency ..... CR 4-7643  
 Shipley-Ishimoto ..... CRestview 6-6251  
 Shurr, Louis ..... CRestview 4-8111



## LOS ANGELES TELEPHONE NUMBERS

Sindell Agency	.....CRestview	4-8181
Small, Lillian Schary, Associates	.....BRadshaw	2-0496
Snitzer, Lou-Fritschi, Al, Inc.	.....HOLlywood	9-6271
Stempel, Frank	.....CRestview	4-8343
Swanson, H. N.	.....OL	2-5385
Swoverland, Harold	.....OLive	6-0900
Talent Inc.	.....HOLlywood	2-0913
Thompson, Lionel B.	.....CRestview	1-2188
Ullman, George	.....CRestview	4-5238
Wadsworth, J. B.	.....CRestview	6-0698
Weiner, Jack	.....OLympia	2-1140
Weintraub, Murry	.....OLive	2-3892
White, Al, Agency	.....ST	9-8681
Wilkins, Paul	.....CRestview	1-6188
Willson, Henry	.....OLdfield	2-7452
World Artists Management Agency	.....CRestview	1-7294
Wormser, Jack, Agency	.....HOLlywood	4-8138
Zimmerman, Herman Agency	.....CRestview	6-0266

### **RADIO-TELEVISION DAILY** **HOLLYWOOD 9-3951**

Sponsor	.....HOLlywood	4-8089
TV Guide	.....HOLlywood	5-2103
Variety	.....HOLlywood	9-1141

### **Radio-TV Audience Surveys**

American Research Bureau	.....RA	3-8536
Facts Consolidated	.....TR	8-0910
Moffett Research Co.	.....DU	3-7096
National Audience Board	.....CR	1-8141
Pulse, Inc.	.....OL	3-7733

### **Publications**

Billboard, The	.....HOLlywood	9-5831
Box Office Magazine	.....HOLlywood	5-1186
Broadcasting Magazine	.....HOLlywood	3-3148
Film Daily, The	.....HOLlywood	9-5358
Hollywood Reporter	.....HOLlywood	4-7411
Media Agencies Clients	.....OL	7-1440

### **Airlines**

American Airlines	.....MA	5-7241
British Overseas Airways Corp. (BOAC)	.....BR	2-8866
Delta Air Lines	.....MA	7-9669
Pan American World Airways	.....MA	4-0192
TWA	.....MA	4-8141
United Airlines	.....HU	2-3300
Western Airlines	.....	646-4321

**FOR LOCAL ADDRESSES AND  
PERSONNEL OF ABOVE FIRMS  
SEE  
EDITORIAL INDEX, PAGE 7  
UNDER CATEGORIES OF  
AM STATIONS, FM STATIONS,  
TV STATIONS, NETWORKS,  
STATION REPS, ADVERTISING  
AGENCIES, PUBLICATIONS,  
NEWS ASSOCIATIONS, TALENT  
AGENCIES, ORGANIZATIONS  
UNIONS & GOVT. AGENCIES,  
RADIO-TV PROGRAM, RECORD  
& TRANSCRIPTION CO.'S, TV  
FILM PRODUCERS-DISTRIBUTORS**

SINCE 1898 . . . . . THE AGENCY OF THE SHOW WORLD  
DEDICATED TO THE PRINCIPLE OF CREATIVE MANAGEMENT



**WILLIAM MORRIS AGENCY, INC.**



presents

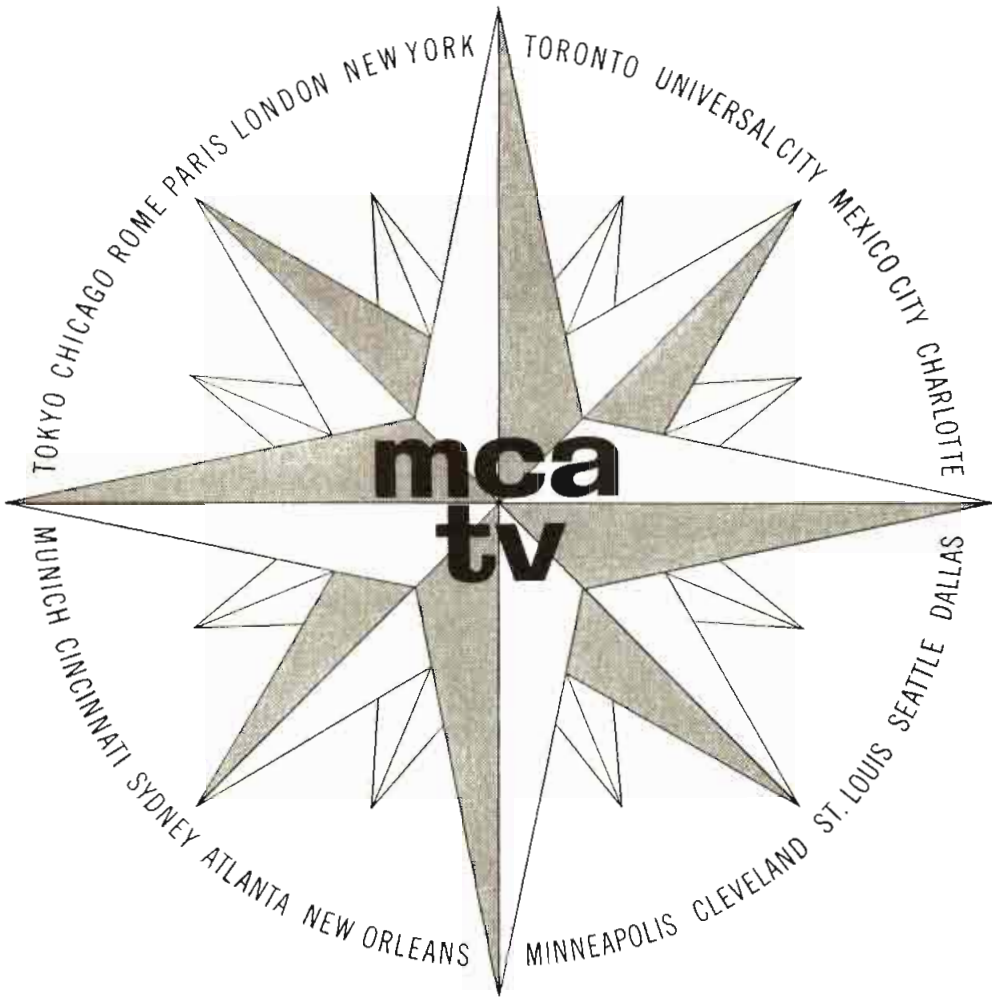
**ADVERTISING  
AGENCIES**



**EXECUTIVE PERSONNEL  
BRANCH OFFICES**

**CANADIAN AGENCIES**

**1963**



TOKYO CHICAGO ROME PARIS LONDON NEW YORK

TORONTO UNIVERSAL CITY MEXICO CITY CHARLOTTE

MUNICH CINCINNATI SYDNEY ATLANTA NEW ORLEANS

DALLAS SEATTLE ST. LOUIS CLEVELAND MINNEAPOLIS

**mca**  
**tv**



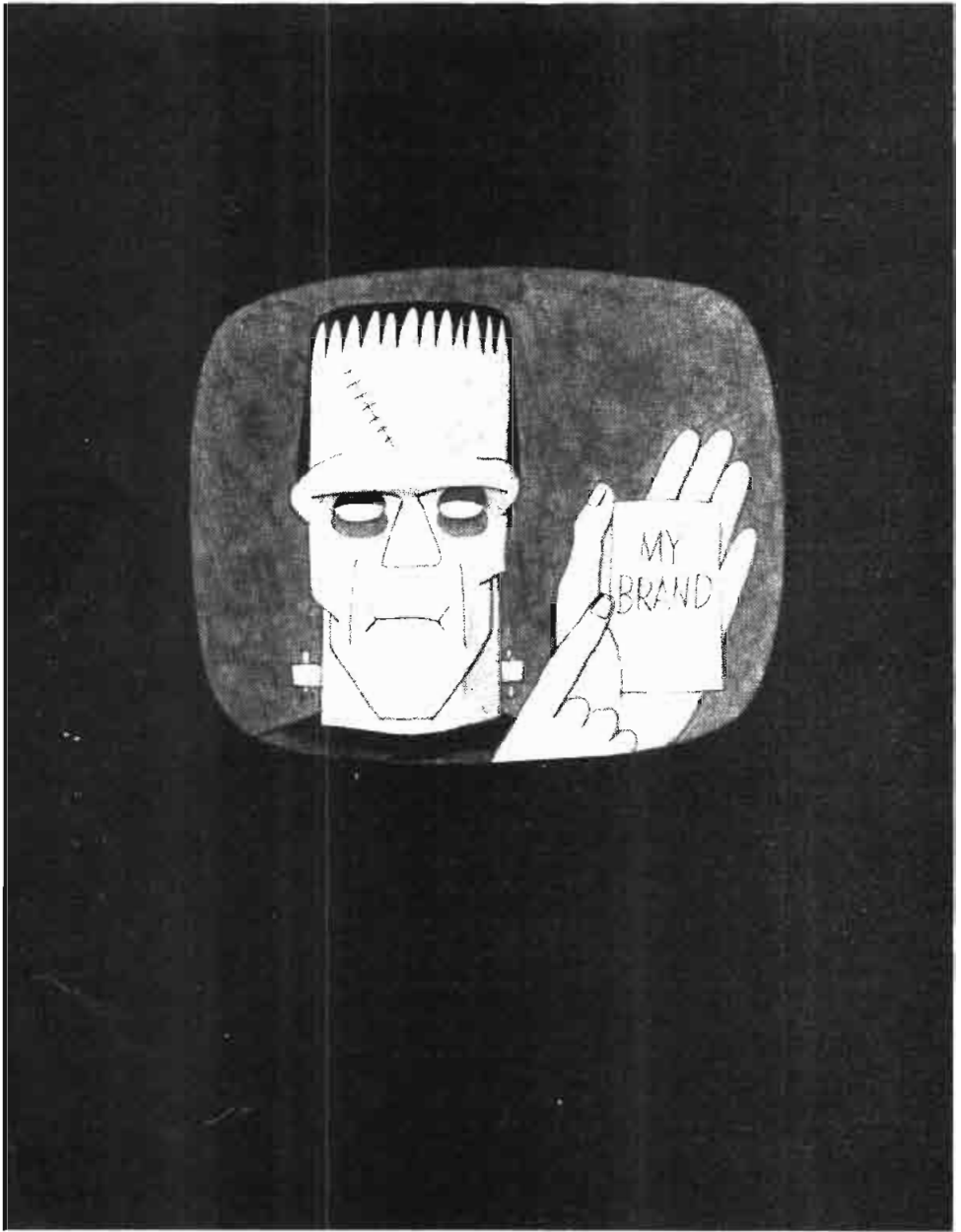
# TV Stations Reporting a Profit or Loss Classified by the Amount of Profit or Loss

(Stations Operating Full Year Only)

— 1961 —

	<i>Type of Station:</i>	
	<u>VHF</u>	<u>UHF</u>
Total Number of Stations Reporting .....	439	71
Number of These Stations Reporting Profits .....	346	28
Profitable Stations as Percent of Total.....	78.8%	39.4%
Number of Stations Reporting Profits of:		
\$3,000,000 and over.....	13	—
1,500,000-3,000,000 .....	26	—
1,000,000-1,500,000 .....	29	—
600,000-1,000,000 .....	33	—
400,000- 600,000 .....	26	—
200,000- 400,000 .....	52	2
100,000- 200,000 .....	48	10
50,000- 100,000 .....	49	4
25,000- 50,000 .....	32	6
Less than 25,000 .....	38	6
Number of Stations Reporting Losses .....	93	43
Unprofitable Stations as Percent of This Total .....	21.2	60.6
Number of Stations Reporting Losses of:		
Less than \$ 10,000 .....	12	5
10,000- 25,000 .....	21	12
25,000- 50,000 .....	15	10
50,000- 100,000 .....	17	8
100,000- 200,000 .....	18	5
200,000- 400,000 .....	5	3
400,000 and over.....	5	—

Source: FCC



Dr. Frankenstein believed a human being is a formula . . . Add two arms, two legs, etc., and you create a person.

He tried.

We know what happened.

However, there persists the Dr. Frankenstein school of advertising. You graft a headline that worked, to a picture that worked, to copy that worked. Sometimes the results *do* work. Often they *don't*.

The Dr. Frankenstein school forgets that people, and their emotions, can't be figured out with the nice finality of the mathematician.

The best advertising ideas are like people. You find in them a life force, a creative spark, an individual personality.

Average advertising can be made by formula. But the best advertising is created. It is born. And it comes alive.

**Young & Rubicam, Advertising**

# Advertising Agencies

## — AGENCY RECOGNITION SYMBOLS —

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

### A. D. ADAMS ADVERTISING, INC.

145 East 52nd St., New York 22, N. Y.  
 Phone: PLaza 5-0845  
 ABP

President.....A. D. Adams  
 TV & Radio Consultant.....Marcia Forrest

### WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-5210  
 AAAA—ABP—ANPA—AFA

Pres.-Treas.....William Hart Adler  
 V.P., Radio-TV.....Alidor R. Belskis  
 V.P.'s.....John Petrie,  
 Frank Karoly, Arthur Warren  
 Secretary.....B. L. Martin

### ADMASTERS ADVERTISING, INC.

1808 Connecticut Ave., Washington 9, D. C.  
 Phone: 265-2848

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

### 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  
 Research Dir., Publicity..Edward Goldsmith  
 Radio-TV Time Buyer.....Alan Bobbe  
 Radio-TV Dir.....Allen Gray

### R. H. ALBER CO.

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

Exec. Vice-Pres.....Pauline Hagen  
 Secretary-Treas.....Evelyn R. Jones

### 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. U. Allen

### ALLEN & REYNOLDS, INC.

3104 Farnam Street, Omaha 31, Neb.  
 Phone: 342-0150  
 AAAA—ABC—ABP—ANPA—AFA

ANA  
 Ch. of Board, President..Milton H. Reynolds  
 V.P. & Treas.....Robert H. Reynolds  
 V.P. & Sect.....Helen Moeller  
 Vice Presidents....O. Earl Lowry, Edward C.  
 Whelan, Quentin H. Moore, Lyle DeMoss,  
 Don B. Amsden, Milo Hejkal  
 Radio-TV Director.....Tom Mack  
 TimeBuyers.....Marilyn Hayes, Tom Mack

### ALLIED ADV. AGENCIES INC.

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

President.....W. Fehr Gardner  
 Time Buyer.....Maxine Blankenship  
 Acct. Exec.....Wayne La Com

### THE AMBASSADOR ADV. AGENCY

401 W. Imperial, LaHabra, Calif.  
 Phone: OWen 1-7785

President.....Al Sanders  
 Treasurer.....Paul Schwepker  
 Time Buyers..Thomas E. Steele, Jerry Jensen  
*Estimated Radio Billings: \$250,000.*

### ARKWRIGHT ADVERTISING CO., INC.

Time & Life Bldg., New York 20, N. Y.  
 Phone: CLrCle 5-6612

President.....M. Schofield  
 Vice President.....Jack Wilcher  
 Radio-TV Prod., Dir.....Thos. Mannos

### ASSOCIATED BROADCAST ADV.

1188 S. Muirfield Road, Los Angeles 19, Calif.  
 Phone: WEBster 6-5564

Owner, Sales Mgr.....Irwin T. Porter  
 Partner, Prog. Mgr.....Gertrude T. Porter

# **Television Productions of America, Inc.**

**77 West 55th St., New York 19, N. Y. LT 1-1130**

**NORMAN BAER**

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Production Mgrs...Don Williams, Noel Tyler  
Gen. Mgr., Media Dir...Sylvester J. Bernstein

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Phone: 329-1600

AAAA-ABP-ANPA

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V.P.'s...Donald McGuiness, Dixon L. Harper  
Secretary.....John Copeland  
Treasurer.....Ann E. Ferngren  
Radio-TV Traffic.....Grace Patrick  
Time Buyers.....Joan E. Lindell, Adel Wind, Jean Warn  
*Estimated Radio Billings:* \$850,000.  
*Estimated TV Billings:* \$10,000.

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

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Phone: WALnut 5-0100

ANPA-ABP-ABC

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V.P., Exec. Dir., Art Dept...Charles T. Coiner  
V.P. Special Copy.....Kenneth W. Slifer  
V.P., Exec. Dir. Copy.....John J. Pullen  
V.P., Mng. Dir. Copy...Edward G. Gallagher  
V.P., Copy.....E. A. Kindle, P. Willon  
V.P. Chg. Plans-Mkt...Harry G. Groome, 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. Ser...Hans L. Carstensen, Jr.  
Dir., Info. Services.....Theodore G. Heck  
V.P. Special Copy.....Geo. W. Cecil  
V.P. Copy Res.....Mrs. Margaret H. Rogers  
V.P., Bus. Dev.....Seymour Morris  
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*Branch Offices*

Time and Life Bldg., New York 20, N. Y.  
Phone: PLaza 7-5700

Vice-President & Mgr.....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

Program.....T. H. Calhoun  
V.P., Chg. of Comm Prod..William J. Ratcliff  
V.P., Chg. Pub. Rel.....Robert Van Riper  
V.P.'s.....D. C. Van Meter,  
Chas. Hogen, J. Vance Bahh, Robt. C. Alexander, John W. Esau, Newton C. Cunningham, Neal O'Connor, Jerry Jordan  
V.P. Bus. Devel.....Geo. T. Sweetser

920 Statler Office Bldg., Boston 16, Mass.  
Phone: HUBbard 2-4970

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135 S. LaSalle St., Chicago 3, Ill.  
Phone: ANdover 3-7111

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Vice President.....F. W. Heckel, III  
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Phone: WOODward 5-3322

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Phone: HOLLYwood 3-4871

V.P., Mgr.....Edmund H. Rogers, Jr.  
235 Montgomery St., San Francisco, Calif.  
Phone: SUtter 1-2534

V.P., Manager.....Harry C. Graybill  
1060 Bishop St., Honolulu, Hawaii  
Phone: HONolulu 50-3681

Manager.....Alwyn W. Knight  
*Estimated Radio Billings:* \$16,000,000.  
*Estimated TV Billings:* \$41,000,000.

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AAAA

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V.P. & Prod. Mgr.....Roger I. Helm  
V.P., Media Director.....Jo Moore

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2960 Harrison, Beaumont, Tex.  
Phone: TW 2-2693

Manager.....Jack Dahmer  
3415 Cedar Springs, Dallas, Tex.

Manager.....Walter Clark  
211 East Harrison, Harlingen, Tex.

Manager.....Michael B. O'Neill

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Art Director.....Glen Lawrence  
Production Manager.....Eliz. Harriman

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Radio-TV Dir.....N. Pahlen  
Media Director.....D. E. Gillespie  
Media Mgr.....H. L. Howerth  
Radio-TV Mgr.....H. Blair  
Radio-TV Producer.....W. Krantz  
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Mgr., Prod. Dept.....C. L. Williams



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Sr. V.P. & Research Dir.....Jack M. Kline  
V.P., Media Dir.....James D. Evans  
V.P., Dir. of Creative Act.....S. Carter, III  
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Secretary.....Dorothy K. Smith  
Radio-TV Dir.....Thomas McDonnell

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Joseph R. Coleman

Secy.-Treas.....Arthur M. Speers  
Radio-TV Dir.....Richard Grimsbaw  
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*Branch Office*

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Phone: ST 5-5813  
V.P., Gen. Mgr.....Peter L. Johnson

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V.P., Creat. Dir.....Frank M. Huff  
V.P.'s...Norman B. Foster, Jack Buchanan,  
Phil Franklin  
Radio-TV Dir.....Glenn W. Michel  
Time Buyers.....Glenn Michel,  
Sally Saunders

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251 Kearny St., San Francisco, Cal.  
Phone: EX 7-0477

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

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Phone: JUDson 6-0600

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Vice Bd. Chmn.....John M. Lyden  
Vice Bd. Chmn. &  
Exec. Comm.....W. H. Kearns  
President .....Rudolph Montgelas  
Sr. V.P., Bdst. Op., Dir...R. A. R. Pinkham  
Sr. V.P., Creat. Oper.....Jeremy Gury  
Sr. V.P., Media Oper.....Edward A. Grey

Sr. V.P., Treas.....William E. Hatch  
Sr. V.P.'s...Ronald C. Bradley, Herbert G. Drake, Archibald McG. Foster, William A. O. Gross, Thomas J. Carnese, E. L. Hill, J. Ross MacLennan, Walter W. McKee, D. Robert Parman, Dan Rodgers, Allen M. Whitlock, Donald Anderson, William L. Ballard, T. Howard Black, Jr., C. James Fleming, Jr., David C. Loomis, Carl H. Rush, Rolt J. Smith

Sr. V.P., Sec.....A. M. Frothingham  
V.P., Bus. Mgr., Radio & TV.....H. J. Saz  
V.P., Dir. Network Rel.....John E. Kucera  
V.P., Mgr. Network Rel....Mitchell Lipman  
V.P., TV Creat. Co-ord....Zachary Schwartz  
V.P. Comm. Best. Prod....Robert Margulies  
Asst. V.P., Comm. Best. Prod...W. E. Watts  
V.P.'s & Media Dirs.....William T. Kammerer, Robert P. Engelke, Donald W. Servern, Winston K. Kirchert, Martin J. Murphy

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155 Gower St., Loudon W.C. 1, Eng.  
Phone: LAngham 3070

Chmn., Jr. Mng. Dir.....John W. Hobson  
790 Bay St., Toronto 2, Ont.  
Phone: EMpire 6-2811

Chairman, Dir.....G. F. Mills  
1155 Dorchester Blvd., W., Montreal, Can.  
Phone: 514-861-9721

Sr. V.P. in Chg.....J. H. Randle  
61, Avenue Hoche, Paris 8, France  
Phone: CARnot 25-19

President, Dir. Gen....Armand de Malherbs  
Schurbertrasse 20, Frankfurt am Main 6,  
Germany  
Phone: 77-46-25

Managers.....Robert Eaton, Fritz Wolf  
*Estimated Radio Billings:* \$5,500,000.  
*Estimated TV Billings:* \$110,500,000.

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

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

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Exec. V.P.'s.....E. A. Cashin, T. C. Dillon,  
Robert L. Foreman  
V.P.'s.....Clayton Huff, Herb Maneloveg,  
Wm. J. O'Donnell, James R. Schule, Arthur Bellaire, Larry Berger  
V.P., Mgr. Radio-TV....Herminio Traviesas  
V.P., Radio-TV Prog. & Plan...George Polk  
Talent & Cast.....Nan Marquand  
Programming....Martin Starger, Bill Brown  
Sports .....Tom Villante  
Radio Dir.....William Hoffmann  
Live Prod., Tape, Clsd. Circuit..Al Cantwell  
Radio Production.....Tom Anderson  
V.P., Film Prod.....Bernie Haber  
V.P., TV Art.....Larry Berger

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 Network & Spot Co-ord.....Dick McKeever  
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 Assoc. Media Dir.'s.....Bill Beste,  
 Jim Clinton, Mike Donovan, Joe Harris,  
 Ed Koehler, Ed Papazian (Head of Media  
 Analysis)  
 Media Supervisors.....(Print & Bcstg.)  
 Hal Duchin, Ed Fleri, Len Goldberg, John  
 Marting, Jim North, George Nuccio, Bud  
 Keane, Stan Rosenfeld, Ed Tashjian, Phil  
 Tocantins  
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 Hal Davis, Jack Duffy, Tom Hill, Hope  
 Martinez, Mal Murray, John Neilan, Betty  
 Powell, Walt Reinecke, Marv Shapiro,  
 Anne Slattery, Jack Smith, Bob Syers, Ted  
 Wallower, Ed Grosso  
 Asst. Buyers.....Gene Brown,  
 Steve Caspers, Bill Guion, Arnold Kohler,  
 Henry Rissmeyer, Ivan Rosenstrach, Mag-  
 gie Williams, Dave Yoder  
 Network Coord.....Bob Perlstein

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462 Boylston St., Boston 16, Mass.

Phone: COpley 7-7800

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 14 Lafayette Sq., Buffalo 3, N. Y.

Phone: TL 2-7915

V.P. in Chg.....D. G. Casto  
 919 N. Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-9200

Manager.....J. M. Bristow  
 Nat. City Bank Bldg., Cleveland 14, Ohio

Phone: TOwer 1-7270

V.P. in Chg.....J. Fogarty  
 223 Mercantile Continental Bldg.

1810 Commerce St., Dallas 1, Tex.

Phone: RIverside 8-7247

Manager.....J. McEntee  
 Penobscot Bldg., 645 Griswold Ave.,

Detroit 26, Mich.

Phone: WOodward 5-0620

V.P. in Chg.....R. E. Anderson  
 1717 N. Highland Ave., Hollywood 28, Calif.

Phone: HOllywood 6-1641

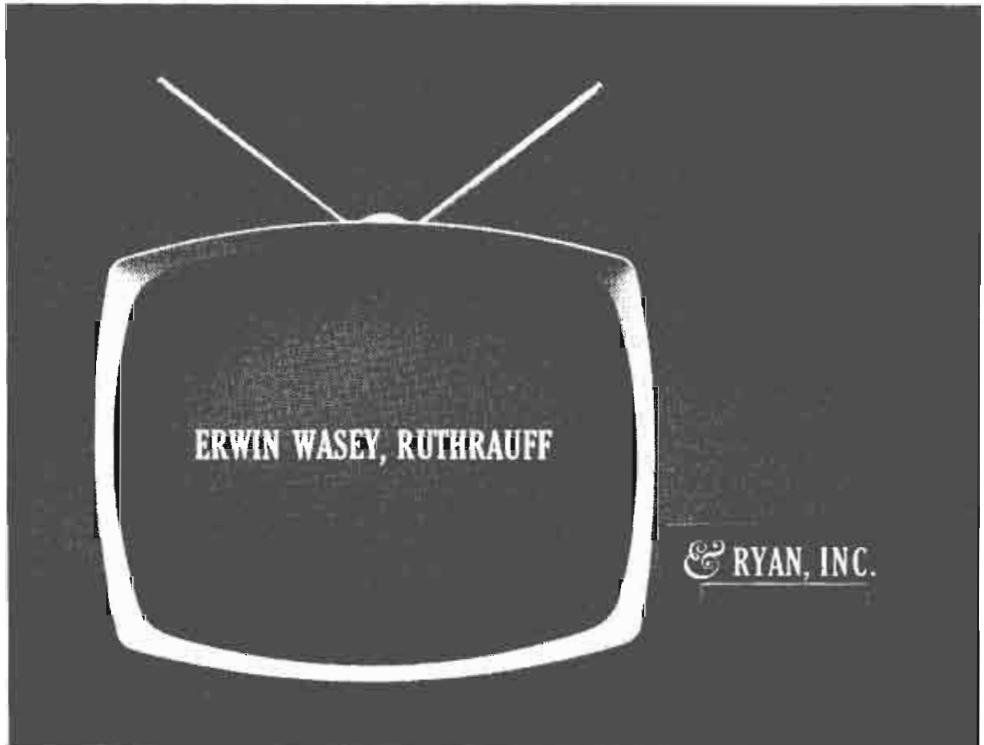
V.P. in Chg.....R. J. Stefen  
 5820 Wilshire Blvd., Los Angeles 36, Calif.

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120 Montgomery St., San Francisco 4, Calif.  
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Seattle 1, Wash.  
Phone: MAin 3-5500

Manager ..... W. G. Fitzsimons  
2 Carlton St., Toronto 2, Ont.  
Phone: EMpire 3-9461

V.P. in Chg. .... M. Hicks  
*Estimated Radio Billings:* \$16,800,000.  
*Estimated TV Billings:* \$84,000,000.

**BAUER-TRIPP-FOLEY, INC.**

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

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Roy L. Silver, E. Bradford Hening  
V.P., Radio & TV Dir. .... Elmer F. Jaspán  
Prod. Mgr. .... Harold J. Gribbin  
Time Buyer ..... Mrs. Stella Porter

**BEAN ADV. AGENCY**

4003 N. New Jersey St., Indianapolis 5, Ind.  
Phone: AT 3-6084

Owner ..... Harold Bean  
*Estimated Radio Billings:* \$10,000.

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6th & Walnut Sts., Reading, Pa.  
Phone: 375-4311

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V.P., Media Director ..... J. L. Sperling  
V.P.'s ..... R. A. Kline,  
N. H. Gimmy, J. H. Funk, K. W. Bailey  
Gen. Production Mgr. .... H. Fetterhoff  
Publicity Director ..... Alfred K. Walter  
Radio & TV Dir. .... Frank P. Innis, Jr.

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Phone: 882-4151

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Robert McKericher  
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Time Buyer ..... Beatty Anne Litzie

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Vice President ..... Ted Cramer  
1416 E. Morehead St., Charlotte, N. C.  
Phone: FRanklin 5-6088

Exec. V.P. .... Robert McKericher  
Mgr. Dir. .... M. M. Craig Spitz  
31 Ave du Prince Heritier, Brussels 15,  
Belgium

Phone Brussels 34, 34, 80  
Mgr. Dir. .... William N. Owens, Jr.

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Phone: JU 2-6200

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Wm. D. Tyler

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Sr. V.P., Plans Bd. Chmn. .... L. T. Steele  
Sr. V.P., Plans Bd. Mem. .... Geo. Chatfield  
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Sr. V.P. Chg. Research ..... Richard F. Casey  
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Treas., Ass't Sec'y ..... Ralph Neuman  
Secretary ..... A. M. Gilbert  
V.P., Dir. Best. Comm.

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V.P., TV Comm. Prod. Mgr. .... Ray Lind  
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V.P. Personnel ..... Frank W. Noetting  
V.P. Chg. Print Prod. & Art. .. Austin Thomas

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Phone: HOLlywood 4-9151

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1151 E. Memorial Blvd., Lakeland, Fla.  
Phone: MUtual 6-4165

Vice President ..... Harry E. Warren  
197 Knightsbridge, London SW 7, England  
Phone: KEnsington 1444

Chairman ..... 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:* \$2,500,000.  
*Estimated TV Billings:* \$80,000,000.

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511 No. La Cienega Blvd., Los Angeles, Calif.  
Phone: OLYmpia 2-2850

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Vice Pres., Sec. .... Frances H. Berghoff  
V.P., Treasurer ..... Diane C. Berghoff  
V.P., Radio-TV Time Buyer .. Marold Ross  
V.P., Radio-TV Dir. .... Rick Lazaar

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Vice President ..... Porter F. Leach

### BLACKSTONE-STEINER & BEEMAN, INC.

221 West 57th St., New York 19, N. Y.  
Phone: Circle 6-0910

Chairman ..... Jack Steiner  
President ..... Harry Beekman  
Prod. Mgr. .... H. Dobrin

### BLAINE-THOMPSON CO., INC.

234 West 44th St., New York 36, N. Y.  
Phone: LO 4-0300

ANPA—APA—ABC—NOAB—NBP

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V.P.'s ..... Fred Golden, Philip Solomon,  
Ingram Ash  
Controller ..... P. F. Tuttle  
Media Director ..... Lee Frankel

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Phone: JU 2-4733

APA

President ..... Ben B. Bliss

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Exec. Vice Pres. .... Barney McClure  
Sr. VP's ..... C. P. Constantine,

Stanley Swanberg

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Sec. Treas. .... Karl Bender  
Radio-TV Dir., Seattle ..... Tom Bloss

Radio-TV Dir., Portland ..... James E. Wierson

Radio-TV Dir., San Fran. .... Kay Shelton

*Time Buyers & Accounts:* James E. Wierson; Blue Cross of Ore., Kubla Khan Chinese Foods, Aireco; Kay Shelton; Filice & Perrelli Canning Co., Japan Air Lines, Calif. Turkey Promo, Advisory Bd., Calif. Prune Advisory Bd.; Tom Bloss; Olympia Brewing Co., Pacific Northern Airlines.

*Branch Offices*

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Phone: MAin 3-2384

President ..... Joseph Maguire

755 Sansome St., San Francisco 11, Calif.

Phone: YU'kon 2-7211

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JUdson 2-3474

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 Phone: MUrray Hill 5-8645  
*Estimated Radio & TV Billings: \$1,400,000.*

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Kiewit Plaza, Omaha, Neb.  
 Phone: 342-8030

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 V.P., Radio-TV Dir. .... Clair Gross  
 Production Manager... Sands F. Woodbridge

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 V.P., Radio-TV Dir. .... P. Rouda  
 1308 Tower Building, Seattle 1, Wash.  
 Phone: MUtual 2-6027

V.P. & Manager .... R. H. Wensberg  
 230 Park Ave., New York 17, N. Y.  
 Phone: MUrray Hill 6-4700

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 Phone: FEderal 9-8621

V.P. & Manager .... Sam Kaufman  
 Radio-TV Dir., Time Buyer .... M. Spicer  
 402 Fairfield Bldg., Shreveport, La.  
 Phone: 42-36124

V.P., Manager .... Walter T. Pfeiffer

3100 Audley St., Houston 6, Texas  
 Phone: JACkson 9-4981

Manager .... Don Martinson  
 501 Sheraton Bldg., Washington, D. C.  
 Phone: STerling 3-2406

V.P. & Mgr. .... James A. Morrissey  
 15 Lewis St., Hartford, Conn.  
 Phone: 522-1245

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

V.P., Manager .... Milt Stephan  
 3921 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUmkirk 9-1277

V.P., Manager .... Vincent R. Fowler  
 1803 N. Meridian, Indianapolis, Ind.  
 Phone: WALnut 3-4524

V.P., Manager .... Chas. A. Gallup  
 Radio-TV Dir. .... Barbara Lalén  
 307 Benson Bldg., Sioux City, Iowa  
 Phone: 5-8968

V.P. & Mgr. .... M. Bolstein

### R. C. BRETH, INC.

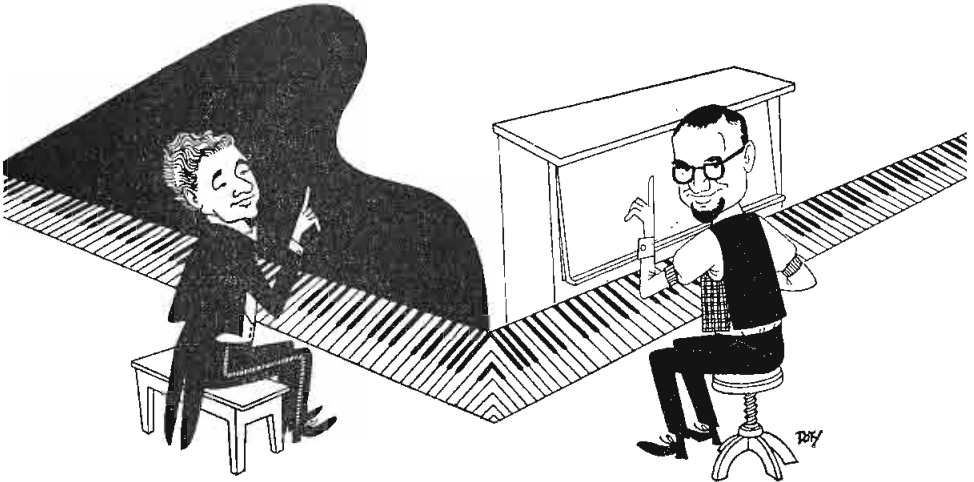
310 Pine St., Green Bay, Wisc.

Phone: HEMlock 2-4650  
 ABP—APA—ANPA

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

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## biever & stein productions, inc.

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PLaza 3-1147

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 President.....Kenneth G. Manuel  
 Sr. V.P.'s.....V. W. Canever, V. Corradi,  
 S. Moyer, F. E. Egan  
 V.P., Radio & TV Dir.....R. F. Reynolds  
 Asst. Radio-TV Dir.....Kenneth C. Baner  
 Business Mgr., Radio-TV.....John Webster  
 Vice Presidents...A. C. Cochran, Jr., L. R.  
 Mange, D. W. Walton, S. C. Brown, R. H.  
 Iliff, David Wines, R. E. Riordan, R. L.  
 Wolfe, L. E. Dean, C. Watts Wacker, J. R.  
 Hendrickson, R. G. McKown  
 V.P., Secretary-Treas.....C. J. Rudesill  
 Account Executives...I. W. Beaton, T. R.  
 Boyd, J. C. Martin, V. Corradi, J. C. Bar-  
 busack, T. H. Reid, H. P. Richardson, R. E.  
 Guerrier, J. Roper  
 V.P., Media Director.....C. Watts Wacker  
 V.P., Art Director.....L. R. Mange  
 Public Relations Dir.....G. H. Cushing  
 Mdse. Dir.....J. R. Hendrickson

### Branch Offices

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 Phone: DUmkirk 5-8288

West Coast V.P. & Mgr...A. C. Cochran, Jr.  
 720 Fifth Ave., New York, N. Y.  
 Phone: COlumbus 5-1004

Manager.....M. G. Furney

### BROWN, E. H. ADV. AGENCY

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

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown  
 Consultant.....Irving R. Allen  
 Production Mgr.....D. E. Meintzer  
 Media Buyer.....Eleanore Noble

### THE CHARLES BRUNELLE CO.

37 Lewis Street, Hartford 3, Conn.  
 Phone: 527-0726

ABP—AFA

President.....Charles Brunelle  
 Vice-Presidents.....H. W. Knettell  
 Joseph L. Baum  
 Secy.....Madeline McLaughlin  
 Time Buyer.....Robert L. Gurrier

### THE BRUNS ADVERTISING AGENCY, INC.

630 Third Ave., New York, N. Y.  
 Phone: MU 7-6171

President.....Frederick Bruns  
 V.P., Secretary.....Donald Bruns  
 Treasurer.....Frederick C. Bruns  
 Media Director.....Nina Flinn  
 Creative Director.....Peter S. Cardozo  
 Time Buyer.....Wendy Sugarman  
*Estimated Radio Billings:* \$50,000.  
*Estimated TV Billings:* \$3,500,000.

### LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.  
 Phone: CEntral 6-5959

AAAA—ABP—ANPA—NOAB

Chairman of Board.....Leo Burnett  
 Chmn. Exec. Comm.....Draper Daniels  
 President.....Edw. M. Thiele  
 Ch. Finance Comm.....Philip Schnaff  
 Senior V.P.'s.....DeWitt O'Kieffe  
 Exec. V.P.'s.....Leonard Matthews,  
 James Weber  
 V.P., Sr. Prog. Spsr.....Lee Bland  
 V.P., B'cstg. Business Div.....David Dole  
 V.P., Chg. TV. Comm.....Don Tennant  
 V.P., Network Rel.....Gene Accas  
 Mgr., Comm. Service.....Jack Phelps

### Branch Offices

477 Madison Ave., New York 22, N. Y.  
 Phone: PL 9-5959

V.P., Mgr. Prog. Dept.....W. McIlvain  
 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:* \$6,000,000.  
*Estimated TV Billings:* \$93,000,000.

### 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.....Herbert Wise, Leo A. McPherson  
 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 6-7600

AAAA—ANPA

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

### J. M. CAMP & COMPANY

333 S. Cross, Wheaton, Ill.  
 Phone: MOntrose 3-8000

ANPA—AFA

President.....John M. Camp  
 Secretary.....Orva I. Koenigsberg

### Branch Offices

15 E. 45th St., New York 17, N. Y.  
 Phone: MURray Hill 6-6488



## ADVERTISING AGENCIES

Exec-in-Chg.....Margaret Swan  
 1408 Washington, Racine, Wisc.  
 Phone: MELrose 2-4613  
 Exec-in-Chg.....Holger Jorgensen

### CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-6200  
 AAAA—ANPA—NOAB—APA—ABP—ABC  
 Chairman of Board.....Henry G. Little  
 Vice-Chmn. Bd., Sr. V.P.....J. J. Hartigan  
 Chrmn. of Exec. Comm., Sr. V.P.....L. R. Nelson  
 President.....Thomas B. Adams  
 Exec. V.P.'s.....Colin Campbell,  
 Clarence Hatch, Jr.  
 Sr. V.P.'s.....Edward A. Schirmer, John H.  
 Forshev, K. Jones  
 Treasurer.....H. P. Cook  
 Secy. & Personnel Dir.....S. J. Rozema  
 Comptroller & Asst. Treas.....E. M. Talbert  
 Vice-Presidents.....Walter B. Booth,  
 George W. Davis, W. P. Stewart, W. H.  
 Gage, Jr., W. W. Selover, J. L. Thornhill,  
 Robert C. Doran, Arthur Boyd, John W.  
 Clason, Francis L. Congdon, John V. Doyle,  
 Harold N. Duda, Harold J. Hubert, Charles  
 F. McLaughlin, Thomas D. Murray, Elmer  
 A. Schroeder, Eugene A. Trombley  
 V.P., Mgr. Radio-TV Dept.....Hugh Lucas  
 V.P., Media Dir.....Carl Georgi, Jr.  
 V.P., Radio-TV Creat. Dir.....Willard Klose  
 V.P., Assoc. Creat. Dir.....James N. Hastings  
 Radio-TV Business Mgr.....Lawson Paynter

#### Branch Offices

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-3400  
 V..P. and Mgr.....Frank W. Townshend  
 Radio & TV Creat. Dir.....A. J. Miranda III  
 230 N. Michigan Avenue, Chicago 1, Ill.  
 Phone: CENtral 6-1946  
 Manager.....Richard D. O'Connor  
 1717 N. Highland Ave., Hollywood 28, Cal.  
 Phone: HOLlywood 9-2931  
 V.P., West Coast Mgr.....Richard C. Francis  
 V.P., Radio-TV.....Richard L. Eastland  
 Radio-TV Creat. Dir.....Willard Hanes  
 315 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.....Donald R. Mallon  
 Bryan & Bullington Sts., Dallas 1, Texas  
 Phone: RIVerside 2-6889  
 Manager.....Lance C. Minor  
 802 Traders Nat'l Bank Bldg., Kansas City 6,  
 Mo.  
 Phone: JEFFerson 1-5601  
 Manager.....Kent B. Kennedy  
 441 Vine St., Cincinnati 2, Ohio  
 Phone: MAIn 1-0500  
 Manager.....D. A. LaFerte  
 1700 Broadway, Denver 2, Colo.

Phone: KEystone 4-4281  
 Manager.....John A. Hamill  
 Estimated Radio Billings: \$6,000,000  
 Estimated TV Billings: \$26,000,000

### CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
 Phone: FEderal 9-7383  
 AAAA—ABP—ANPA—APA—NBP—NOAB  
 Board Chairman.....Ray O. Mithun  
 President.....Albert R. Whitman  
 Asst. to President.....Richard H. Iverson  
 Exec. V.P.....Norman F. Best  
 Vice-Presidents.....Kenneth D. Ruble  
 B. E. Howard, R. L. Forrest, Arnold C.  
 Aslakson, E. W. Burke, B. Leonard Avery,  
 A. H. Lund, Charles R. Strotz, W. H. Case,  
 K. R. Oelschlager, William C. Barber,  
 Harry J. Deines, Peter R. Edmonds, Donald  
 H. Grawert, Joseph H. Hoffman, Harry M.  
 Johnson, Robert J. Nevin, Robert B. Pile,  
 Ralph F. Wittgraf  
 Media Director.....Harry M. Johnson  
 Production Dept. Mgr.....Glenn Adair  
 Radio-TV Bus. Mgr.....Richard L. Stevens  
 Radio-TV Adm. Svc. Mgr.....Russell Lipton  
 Secretary.....E. Brunette Flynn  
 Treasurer.....Beatrice N. Sandquist  
 TV Creative Supervisors.....G. F. Park,  
 J. Roddy, G. Zimbelman, Cyrille DeCosse,  
 Larry LaBelle  
 Best. Producers.....R. F. Berg, G. M. Hill  
 Time Buyers....B. G. Leightou, R. O. Marti,  
 F. P. Rolfes, M. Paul, J. Wilson

#### Branch Offices

913 Palmolive Bldg., Chicago 11, Ill.  
 Phone: DELaware 7-7553  
 Exec. V.P.....Lee A. Terrill  
 1213 Hollywood Taft Bldg.  
 Los Angeles 28, Cal.  
 Phone: HOLlywood 2-0715  
 V.P., Gen. Mgr.....Paul E. Morgan  
 517 Munsey Bldg., Baltimore, Md.  
 Phone: MU 5-0158  
 Acc't. Exes....Dave Guthridge, Fred Katter  
 Estimated Radio Billings: \$6,000,000  
 Estimated TV Billings: \$22,000,000

### CASMIR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-2014  
 ABP—APA  
 Pres., Treas.....Marvin Casmir  
 Radio Director.....Jack Partington  
 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.....Raymond Aronne  
 Media Dir.....Hy Crandall  
 Creative Director.....Fred Ladd

## ADVERTISING AGENCIES

### CHAMBERS, WISWELL & MOORE, INC.

1700 Summer St., Stamford, Conn.  
 Phone: FI 8-5351, N.Y.C. -LU 5-4680  
 Sr. V.P., Marketing.....Charles Woram  
 Vice President.....Robert M. Guilbert  
 Art Dir., Prod. Mgr.....John Inglehart  
 Copy Chief.....Edmond Troide  
 Media Director.....Beatrice Miles  
 Public Relations Dir.....Joan Churchill

### CHIRURG & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.  
 Phone: MUrray Hill 8-5800  
 AAAA-ANPA-ABP-PPA-NBP-APA  
 Bd. Chairman.....John A. Cairns  
 President.....Wallace L. Shepardson  
 Exec. V.P.....Thomas R. Vohs  
 Asst. Treas.....Harold E. Lester  
 Radio & TV Dir.....Channing M. Hadlock  
 V.P., Media Dir.....Murray Thomas  
 Time Buyer.....Norma Strassman

#### Branch Offices

824 Bolyston St., Chestnut Hill (Boston)  
 67, Mass.  
 Phone: REgent 4-1055  
 Vice Chmn. of Bd.....James T. Chirurg  
 V.P., Gen. Mgr.....T. Scott Costello  
 Time Buyer.....Ruth Gaeta

### CLEMENTS COMPANY, INC.

1405 Locust St., Philadelphia, Pa.  
 Phone: PE 5-5712  
 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

### 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

### COLE, FISCHER & ROGOW, INC.

660 Madison Ave., New York 21, N. Y.  
 Phone: PLaza 1-1780  
 ANPA  
 Chairman of the Board.....M. R. Cole  
 Pres., Ch. Exec. Comm.....Arthur A. Fischer  
 Vice-Presidents.....A. Moss, John Cody

### COMPTON ADVERTISING, INC.

625 Madison Ave., N. Y. 22, N. Y.  
 Phone: PLaza 4-1100  
 AAAA-ABC-ANPA-ABP  
 Bd. Chairman.....Robert D. Holbrook  
 President.....Barton A. Cumming  
 Treasurer.....Henry A. Haines  
 Sr. V.P., Media Dir.....F. Kemp

### Sr. V.P., Dir. of Radio-TV

Program.....Lewis Titterton  
 V.P., Comm. Prod.....Frank Brandt  
 Vice President.....Bert Mulligan  
 V.P., Assoc. Med. Dir.....W. Barber,  
 J. Brown, R. Liddel, H. Clochessy, M.  
 Sculfort  
 Head Time Buyer.....Graham Hay  
 Head Canadian Buyer.....Robert Pape  
 Time Buyers.....Noel Becker,  
 Joseph Burbeck, Douglas MacMullan, Carl  
 Sandberg, Genevieve Schubert, Lloyd Wer-  
 ner, Ethel Wieder

#### Branch Offices

111 W. Jackson Blvd., Chicago 4, Ill.  
 Phone: 427-4642  
 Sr. V.P., Mgr.....E. Dean Landis  
 6506 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-0100  
 V.P., Manager.....Alvin Kabaker  
 703 Market St., San Francisco, Calif.  
 Phone: GARfield 1-4854  
 V.P., Manager.....Joseph Cross  
 80-84 Charlotte St., London, W1, England  
 Manager.....I. W. Desbrow  
 106 Collins St., C.I. Melbourne, Australia  
 Manager.....Noel V. Nixon  
 Estimated Radio Billings: \$743,000.  
 Estimated TV Billings: \$70,657,000.

### COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.  
 Phone: TT 5-6187  
 Partners.....Henry W. Comstock,  
 H. Earl Close  
 Exec. Dir. Radio-TV.....Howard C. Schellenberg

### CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22  
 Phone: MU 2-1700  
 ABP  
 Bd. Chmn., Pres., TV Prod.....Lester L. Wolff  
 Exec. V.P., Prod., Time Byr.....Irving Herz  
 Assoc. Prod.....Walter Reed

### ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.  
 Phone: MUrray Hill 2-5645  
 President.....Robert S. Conahay  
 Exec. V.P.....Edward J. Gardner  
 Secretary.....Irene Sala  
 Production Mgr.....John S. Wassmer  
 Media Dir., Space &  
 Time Buyer.....Marie Hughes  
 Art Director.....Achille Pelizzari

### COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.  
 Phone: LOcust 3-7502  
 Owner.....Eugene R. Tanz  
 TV Director.....J. Kirk Connell  
 Continuity Director.....L. Nightingale  
 Art Director.....H. Brodsky  
 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  
 Media Buyers.....Ralph R. Swann, B. Bell

**CRAIG & REID, INC.**

1717 N. Highland Ave., Hollywood 28, Calif.

Phone: HO 4-8218

Ch. of Board, President.....Ellis E. Craig  
 Vice President.....David L. Foutz  
 V.P., Secretary.....Anthony Oliver  
 Treasurer .....Jan Craig  
 Radio-TV Prod. Head..George Wickham, Jr.  
 Asst. Radio-TV Prod. Head.Stanford Heilner  
 Time Buyers.....Ellis E. Craig,  
 Riviera Hotel, Las Vegas, Spiegel, Inc.,  
 Trans World Airlines, Pontiac Div., Gen-  
 eral Motors; David L. Foutz; House of  
 Paper, Skan Laboratories, L. A. Airport  
 Marina

Estimated Radio Billings: \$150,000.

Estimated TV Billings: \$500,000.

**THE CRAMER-KRASSETT CO.**

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

Phone: BRoadway 6-3500

AAAA—ABC—ABP—ANPA—AFA

Bd. Chmn., President.....A. W. Seiler  
 Exec. Vice-President.....H. N. Pasteur  
 Exec. Vice-Pres.-Treas.....C. W. Faude  
 Vice-Pres., Sec.....L. H. Ness  
 Vice-Presidents....H. Dyson, C. H. Brehm,  
 R. F. Timm, R. L. Christiansen, M. A. Lem-  
 kuhl, D. V. Malec, D. G. Mitchem, R. B.  
 Skeen, G. Soldatos, Hil Swenson, Walter  
 Mackey, T. J. Wing  
 V.P., Radio-TV Dir.....Ken Hegard  
 Radio Time Buyer.....Loretta Mahar  
 TV Acct. Exec.....Jim Lewis  
 Time Buyers.....Lorreta Mahan,  
 Ken Hegard, Jim Lewis

**CUNNINGHAM & WALSH, INC.**

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

Phone: MUrray Hill 3-4900

AAAA—ABC—ANPA—ABP—AFA—ANA

Chmn. Exec. Comm.....J. P. Cunningham  
 Board Chmn.....Robert R. Newell  
 President.....C. W. Nichols, Jr.  
 Exec. Vice Presidents E. H. Calhoun,  
 A. C. Chevius, J. D. Nelson, Jr.  
 Senior Vice Presidents.....R. Brisacher,  
 N. F. McEvoy, J. E. Rice, Jr., H. Thwaite,  
 S. Weeks, Jr.  
 Sr. V.P., Secy.....Edward G. Comstock  
 Sr. V.P., Treas.....George A. McMoran  
 V.P., Programming.....Richard Depew  
 V.P., Production.....Thomas DeHuff

*Branch Offices*

1717 N. Highland Ave., Los Angeles 28, Calif.

Phone: HO 6-3495

Manager.....Ben Norman  
 1660 Bush St., San Francisco 9, Calif.

Phone: PRospect 6-2600

V.P., General Manager.....Fred Hale  
 Braniff Bldg., Exchange Pk., Dallas, Tex.

Phone: FL 7-9900

Manager.....David Porter

Estimated Radio Billings: \$5,500,000.

Estimated TV Billings: \$17,500,000.

**CURTIS ADVERTISING COMPANY**

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

Phone: LE 2-3544

APA

President.....Lawrence R. Curtis  
 Vice-President.....R. D. Nathan  
 Secy.-Treas. ....Rose Berg  
 Art Director.....Leo Lobell  
 Publicity Director.....S. Maizel  
 Radio-TV Dir.....Dave Nathan

**DANCER-FITZGERALD-SAMPLE, INC.**

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

Phone: ORegon 9-0600

AAAA—ANPA—ABP—AFA

Bd. Chmn.....Clifford L. Fitzgerald  
 President.....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*

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

Phone: HOllwood 2-3256

V.P., Gen. Mgr.....Betty O'Hara  
 343 Sansome St., San Francisco 4, Cal.

Phone: YU 1-2010

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

V.P. & Mgr.....Gilbert Nunns  
 333 W. 1st St., Dayton 2, O.

Phone: BAIdwin 4-1001

V.P., Manager.....Thomas Pritchard  
 Estimated Radio Billings: \$8,000,000.

Estimated TV Billings: \$67,000,000.

**DANIEL & CHARLES, INC.**

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

Phone: MUrray Hill 6-7288

ANPA—APA—PPA

Ch. of Bd.....Charles Goldschmidt  
 President.....Daniel S. Karsch  
 V.P., Radio-TV Prod.....Lincoln Diamant  
 Asst. TV Dir.....Kermit Berger  
 Time Buyers.....Tory Jacobs, Bernice Gut-  
 mann, Doris Gould, Isabelle Stannard  
 Estimated Radio Billings: \$1,000,000  
 Estimated TV Billings: \$5,500,000

## ADVERTISING AGENCIES

### D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.

Phone: CEntal 1-6700

AFA—AAAA—ABP—ANPA—ABC

President..... Harry W. Chesley, Jr.  
 Vice Pres..... Marvyn D. McQueen  
 V.P., Mgr. Radio-TV..... Harry K. Renfro  
 V.P., Mgr. Radio-TV Prod..... R. E. Johnson  
 V.P., Treas..... E. D. Cronk

#### Branch Offices

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

Phone: PLaza 8-2600

Chm. of Bd..... Robt. M. Ganger  
 V.P., Mgr..... M. Peter Franceschi  
 V.P., Radio-TV Prod..... Allen Ducovny  
 55 Public Sq., Cleveland 13, O.

Phone: TOWer 1-3911

Vice President, Mgr..... Norbert Stammer  
 75 Bloor St. W., Toronto, Ontario, Can.

Phone: WALnut 1-3135

Vice-President, Mgr..... J. Payne  
 75 Eighth St. N.E., Atlanta 9, Ga.

Phone: TR 5-0611

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

Phone: DUNkirk 5-3171

Vice President, Mgr..... Merritt Willey  
 Prudential Plaza, Chicago, Ill.

Phone: MICHigan 2-5332

Vice President, Mgr..... W. C. Edwards  
 Mgr., Radio-TV Dept..... R. Young  
 Texas Nat'l Bank Bldg., Houston 2, Texas

Phone: CAPitol 4-9751

Vice-President..... J. Bob Wilson  
 2772 4th Ave., San Diego 3, Calif.

V.P. & Mgr..... G. E. Vinson  
 Time Buyer..... Robt. Steres

Estimated Radio Billings: \$9,000,000.

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

### DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood, Calif.

Phone: TRIangle 7-5358

President..... Don L. Davis

V.P.'s..... M. S. Davis, R. Vaughn,  
 S. Sloane, C. A. Clements, R. Uodgson

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..... V. M. Evans

### DITTMAN & KANE, INC. ADV.

225 S. 15th St., Philadelphia 2, Pa.

Phone: PE 5-1546

Pres. & Treas..... Jessie Kane Gimbel  
 Secretary..... Barbara Kevitch

Radio-TV Dir..... Phoebe J. Dorfman

### DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.

Phone: 582-1347

ANPA—ABP

Chairman..... Warwick Anderson

President..... D. Larry Barker

V.P., Treasurer..... Louis E. Schneider

Vice President..... Robert S. Allison

TV-Radio Director..... John L. Shaw

Sec., Media Buyer..... Miss G. P. Wagner

Estimated Radio Billings: \$64,200.

Estimated TV Billings: \$59,450.

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

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

Phone: YUKon 6-6500

AAAA—ABC—ABP—ANPA

Chr. of the Bd..... Donald K. Clifford

Pres..... William E. Steers

Treasurer..... Robert P. Clark

Sr. V.P.'s..... James F. Egan, Harry M. Ireland

V.P., Programming, Opera..... C. A. Winchester

V.P., Comm. Prod..... P. Cooper

V.P., Media Director..... S. B. Vitt

Best. Media Spvsr..... Robert Widholm

Time Buyers and Accounts: S. Tarricone

and R. Silberberg; Bordens, Muellers, Bristol-Myers, Noxema, Quinton Co., Wiedemann

Beer, Jax Beer; J. Giebel, R. Widholm; Air-

wick Grove Labs. Bristol-Myers, Triumph

Cars; R. Olson; Chesebrough-Ponds, Eastman

Chemical, Narragansett Beer, Pet Milk, Shul-

ton, U. S. Tobacco.

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

Estimated TV Billings: \$14,500,000.

### RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.

Richmond 19, Va.

Phone: MILton 3-1113

Pres-Treas..... Ralph L. Dombrower, Sr.

V.P..... Ralph L. Dombrower, Jr.

V.P., Sec'y..... Malcolm B. Dombrower

Art Director..... Hobart Britton

Radio, TV Dir., Talent

Buyer..... T. Michaux Moody

Media Dir., Time Buyer..... 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: CIRCLE 5-1000

ABP—ANPA

Chm. of Board..... Edward J. Churchill

President..... Donald E. West

Ch. Exec. Comm..... Walter Weir

V.P. Chg. Media..... Gerald T. Arthur

V.P. TV-Radio Dept..... Carl Rigrod

Business Manager..... Douglas Burmeister

Director of Media..... John Meskil

Media Supervisors..... Peter Dalton,

Beth Black, Cliff Greenspan



## ADVERTISING AGENCIES

Board Chairman.....James J. Houlahan  
 President .....J. Peace  
 Vice Bd. Chmn.....Dr. Wallace H. Wulfeck  
 Treasurer.....E. H. Cummings  
 V.P., TV Dir.....Mitchell Johnson  
 V.P. Chg. TV, Radio

Commercial .....Joseph Forest  
 V.P., Media Dir.....Mark F. Byrne  
 Time Buyers.....R. Crahil, H. Simpson

### Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOllywood 2-6301

V.P., W. Cst. Mgr.....Arnold J. Webster

Estimated Radio Billings: \$6,000,000.

Estimated TV Billings: \$60,000,000.

### FARQUHAR AND COMPANY, INC.

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

Phone: 2-6109

ABP

President, Radio-TV Dir...John T. Farquhar

Vice-President.....Ted R. Darvoe

Vice-President.....Robert F. MacFarland

Treasurer.....Jay C. Anderson

Secretary.....Roger H. Williams

Media Director.....Eleanor Crimmins

Prod. Mgr.....Kermit LaFave

### LAWRENCE FERTIG & CO., INC.

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

Phone: MURray Hill 9-7100

ABP—ANPA—APA—NBP

Chairman-Treasurer .....Lawrence Fertig

President .....Philip Lukin

V.P.'s....Henry Bretzfeld, Robert E. Wolfe

Media Director.....Miss Selma Grosswirth

Art Director.....Fred Widlicka

Production Manager.....Geo. Barrett

### FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.

Phone: HEnderson 2-8200

ANPA

Pres., Radio Dir.....Michael A. Fiore

V.P., TV Dir.....Albert A. Fiore

Secy.-Treas.....B. V. Fiore

Media Director.....John Critelli

### RICHARD A. FOLEY ADV.

#### AGENCY

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB

President.....Charles H. Eyles

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., W. B. Pritchard

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

Chmn., Bd. of Directors...Robert F. Carney

President .....Rolland W. Taylor

Ch. Exec. Comm.....Fairfax M. Cone

Sr. V.P.'s.....Fred Ludekens,

F. E. Delano, Elwood Whitney

V.P., Natl. Best. Dir.....John B. Simpson

V.P. Natl. Best. Bus. Mgr.....C. B. Oliver

V.P., Best. Dir., N. Y.....Roger Pryor

V.P., Dir. Media & Time Buyer.....Frank

Gromer

### Branch Offices

155 E. Superior Street, Chicago 11, Ill.

Phone: SUperior 7-4800

Sr. V.P., Mgr.....Charles S. Winston, Jr.

V.P., Dir. Media & Time Buyer..Edward M.

Stern

V.P., Dir. Bestg.....Homer Heck

Best. Bus. Mgr.....Harry Dieter

Mgr. Best. Svcs.....Myron Clark

Dir. Best. Prod.....John Libberton

Spvsr. Best. Facilities...Robert Daubenspeck

900 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MAdison 9-3611

V.P., Mgr.....Louis E. Scott

V.P., Dir. of Media & Time Buyers....Gene

Duckwall

V.P., Dir. of Bestg.....Sherman McQueen

235 Montgomery St., San Francisco 4, Calif.

Phone: SUtter 1-2355

V.P., Gen. Mgr.....W. C. Matthews

Time Buyer.....Helen Stenson

806 Main St., Houston 2, Texas

Phone: CApitol 8-0395

V.P. Mgr.....Ed. H. Badger

10 St. Mary St., Toronto 5, Ont., Can.

Phone: WAlnut 5-5961

Managing Dir.....Richard B. Bradshaw

Dir. Radio-TV.....Robert Simpson

1255 Phillips Sq., Montreal 2, Can.

Phone: VICTor 2-8781

Manager .....M. Chicoine

Avenida Insurgentes, Sur 102, Mexico City 6,

Mexico

Phone: 11-97-13

Pres., Gen. Mgr., Latin Div...P. Martin Kiek

82 Baker St., London W. 1, England

Phone: WELbeck 4426

Chmn. & Mng. Dir.....Brian F. MacCabe

Mgr., Radio-TV.....Ian Latimer

Kleiner Hirschgraben 16, Frankfurt am Main,

Germany

Phone: 28-241

Manager .....Don Cunningham

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

Estimated TV Billings: \$51,000,000.

### ALBERT FRANK-GUENTHER LAW

#### INC.

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

Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—NBP—ABC

Bd. Chairman.....Howard W. Calkins

Vice Bd. Chmn.....Howard C. Allen

President.....John V. McAdams

## ADVERTISING AGENCIES

Sr. Vice-Pres. .... Victor J. Cevasco  
 Vice-Pres. & Treas. .... S. A. Speake  
 Vice-Pres. & Secy. .... E. G. McAdie  
 Vice-President. .... Frank D. Cruikshank  
 V.P., Radio & TV. .... Robert W. Day  
 Manager, Radio-TV. .... Lawrence Butner  
 Radio-TV Prod. .... Brooks Clift  
 Radio-TV Traffic. .... Robert Gordon

### FRANK, CLINTON E., INC.

2400 Merchandise Mart, Chicago 54, Ill.  
 Phone: WHitehall 4-5900

AAAA—ABP—ANPA—NBP—NOAB

President. .... Clinton E. Frank  
 Sr. V.P., Radio-TV Dir. .... Buckingham Gunn  
 Treas. .... Carroll Cheverie  
 Comptroller. .... Walter C. Linden  
 Sr. V.P.'s. .... Philip E. Bash,  
 Hill Blackett, Jr., Wayde Grinstead, Bowman Kreer, Robert J. Reardon  
 V.P.'s. .... Herbert K. Butz,  
 Kenneth B. Karcher, Richard K. Montgomery, Arthur L. Meltzer, Robert J. Wanamaker, Louis E. Schueler, Eugene B. Shields  
 V.P., Media Dir. .... A. S. Trude, Jr.  
 Radio-TV Bus. Mgr. .... Helen Lydon  
 TV Prod. Spvrs. .... Donald H. Wallace,  
 Ransom P. Dunnell, Lee M. Langlois  
 Prod. Mgrs. .... Neil McGreavey,  
 Doris Johnson, Bernard Nagel  
 Time Supervisor. .... Ruth Babick Lewis  
 Time Buyers. .... Paul R. Hansen,  
 Mary Crisafulli, Patricia Burke  
 Director, P. R. & Pub. .... Frazier E. Nounnan  
 Asst. Time Buyer. .... Kaye Krueger

#### Branch Offices

1680 N. Vine St., Hollywood 28, Calif.  
 Phone: HO 9-0858

Manager. .... R. Davis  
 527 Madison Ave., New York 22, N. Y.  
 Phone: MU 8-1285

Manager. .... Jack Miller  
 1010 N. Thompson St., Richmond 30, Va.  
 Phone: 282-0771

V.P., Manager. .... Kenneth W. Erdman  
 2706 Richmond Ave., Houston 6, Tex.  
 Phone: JACKson 6-3645

President. .... Weldon T. Weekly

### FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.  
 Phone: DEArborn 2-5745

ABP—ANPA—APA—AAA

President. .... Jones B. Frankel  
 Prod. Mgr. .... Richard A. Tajbl

### FREDERICK-CLINTON CO., INC.

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

ABP—ANPA—APA—PPA

Pres., Treas., Radio-TV Dir.,  
 Time Buyer. .... H. S. Rieff  
 V.P., Art Director. .... Edward Gambole

### CURT FREIBERGER & CO.

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

AAAA—ANPA—ABP—PPA—NBP—APA

President. .... C. J. Freiberger  
 Vice President. .... Anne Freiberger  
 Robertson  
 Secy & Treas. .... Fern Oakley  
 Prod. Mgr. .... Leon E. Simpson

### FRIEND-REISS ADVERTISING, INC.

167 E. 56th St., New York, N. Y.  
 Phone: PLaza 2-2600

Chmn., Treasurer. .... B. M. Reiss  
 Vice-Chmn., Secy. .... Harold Reiss  
 Pres., Dir., Radio-TV. .... Lee Friend  
 Sr. Vice Pres. .... Norman Waters

### 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  
 Sr. V.P.'s. .... Charles E. Lewis,  
 V. E. Dent  
 V.P.'s. .... Austin Schoen,  
 Robert Hitchins, William Praetorius  
 Treasurer. .... Elizabeth Frazier  
 Secretary. .... I. L. Burns  
 Radio & TV Film Dir. .... Edwin Rooney, Jr.

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

260 Tremont St., Boston 16, Mass.  
 Phone: LIBerty 2-6140

ANPA—APA—ABP—NBP

President, Treasurer. .... Karl M. Frost  
 Vice Presidents. .... Florence A. Dondero,  
 Raymond E. McLaughlin, 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

President. .... R. E. Allen  
 V.P. & Mgr. .... Wilbiam Holden  
 Sr. V.P. Radio-TV. .... A. E. Duram  
 Sr. V.P. Admin. .... C. M. Skade  
 V.P., West Coast Network Prog. .... David  
 Mathews

V.P., Mgr., Radio-TV Dept. .... E. H. Mahoney

#### Branch Offices

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

V.P., Mgr. .... K. C. Tuttle  
 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. .... P. A. Cleland

## ADVERTISING AGENCIES

3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 5-2211

V.P. & Mgr. .... C. N. La Vene

909 Dan Waggoner 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: \$1,000,000.

Estimated TV Billings: \$12,500,000.

### GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.

Phone: PLaza 5-9141

President.....Harry J. Galland

V.P., Media Dir.....Marilyn Arko

### GARDNER ADV. CO.

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

Phone: CE 1-3200

ABP—ANPA—APA

Chairman & Pres.....Charles E. Claggett

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

Exec. Vice-Pres.....C. C. Humphrey

V.P. Radio-TV Pgm. Dir.....William Fisher

Branch Office

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

Phone: MURray Hill 9-2424

V.P., Chmn. Exec. Comm...William F. James

V.P., Exec. Dir., Radio-TV...Roland Martini

Chief Time Buyer.....Ruth Clinton

1717 N. Highland Ave., Hollywood 28, Calif.

Phone: HO 9-2719

### GAYNOR & DUCAS, INC.

850 Third Ave., New York 22, N. Y.

Phone: PLaza 5-2200

ANPA—ABP—NBP

President .....Paul Gaynor

Exec. Vice Pres.....John J. Ducas

Senior V.P.....R. Wooldridge

Production Manager.....R. W. Nelsen

Radio-TV Dir.....Robert Neuzer

Branch Office

291 S. La Cienega, Beverly Hills, Calif.

Phone: OLeander 5-8191

Senior V.P.....A. V. Cline

V.P., Adv.....Norm Church

Media Buyer.....J. Giddings

### 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

### GEYER, MOREY, BALLARD, INC.

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

Phone: PLaza 1-3300

AAAA—ABP—ANPA

Board Chairman.....Sylvester M. Morey

President.....Sam M. Ballard

Chmn. Exec. Comm.....B. B. Geyer

Exec. V.P.....Richard J. Farricker

Sr. Vice Presidents.....Edward A. Gumpert,

George C. Oswald

Admin. V.P.....John T. McHugh

V.P. & Radio-TV Prod.

Mgr. ....LeRoy Emmerich

Radio TV Bus. Mgr.....Donald W. McGuinn

Secretary.....William G. Carmody

Treasurer.....John R. Kunz

Assoc. Dir., Bestg.

Media.....Roeland J. van Emmerik

Time Buyers & Accounts: Werner R. Kut-

sche (N.Y.): Babbitt, Sinclair, Richfield,

Irish Interl. Airlines, Underwood, Kelvina-

tor; Jan van Emmerik (N.Y.): American

Motors; William Santoni (N.Y.): Max Fac-

tor; Jack H. Stilwill (Chicago): Central

Nat'l Bank of Chicago, William Cooper &

Nephews, Inc., I. J. Grass Noodle Co., Illi-

nois State Toll Highway Comm., John Mor-

rell & Co., New England Fish Co.; Wendell

W. Unfer (Chicago): DeKalb Agricultural

Assoc., Inc.; Lloyd Ver Steegh (Chicago):

Allied Mills, Inc.; Catherine Hamm (Day-

ton): State Fidelity Federal Savings & Loan

Assn., Rambler Dealers Assoc. of Dayton;

Neal Nyland (Detroit): Rambler Dealer

Assoc.; George Koenig (Los Angeles):

Union Pacific Railroad; Robert J. Living-

ston (Omaha): Union Pacific Railroad;

R. H. Galley (Omaha): Nebraska Savings &

Loan; John T. Bruce (Portland): Rambler

Dealer Assoc.; Allan Halverson (Portland);

Pool Line Railroad, Union Pacific Railroad;

Tom Kallas (Racine): West Bend Co.;

Charles Might (Racine): J. I. Case Co.,

Badger Northland, Inc.

#### Branch Offices

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

Phone: 228-4154

Vice Pres.....E. G. Frost

14250 Plymouth Rd., Detroit 32, Mich.

Phone: WEbster 3-5520

V.P.'s. Daniel A. Packard, John F. Henry, Jr.

5455 Wilshire Blvd., Los Angeles, Calif.

Phone: 937-0510

Vice Pres.....M. E. Welborn

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

Phone: MO 4-8400

Chm. of Exec. Comm.,

West Div.....Donald J. Powers

2130 S. W. Fifth Ave., Portland 1, Ore.

Phone: CAPitol 6-2981

Vice Pres.....R. J. Livingston

1504 Dodge St., Omaha 2, Neb.

Phone: 342-7795

Vice Pres.....R. J. Livingston

610 Wisconsin Ave., Racine, Wisc.

Phone: MELrose 4-6605

Vice Pres.....Edward F. Krein

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

### 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

## ADVERTISING AGENCIES

Sec'y., Radio-TV Dir.,  
Time Buyer.....Frances Scott  
Radio-TV Div.....Ronald Dawson

### GILLHAM ADVERTISING AGENCY, INC.

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

Phone: DAVis 8-0281  
ABP—ANPA—ANA

President.....M. C. Nelson  
Exec. Vice Pres.....Lon Richardson, Sr.  
Vice-President.....Robert F. Rohlfling  
Vice-President.....Wendell J. Ashton  
Vice President.....J. Y. Tipton  
V.P., Dir. Radio-TV.....Arthur W. Atack  
Secretary.....Richard H. Ogaard  
Radio-TV Acct. Exec.....Lowell Jackson  
Time Buyers & Accounts: Robert F. Rohlfling: Hotel Utah & Utah Motor Lodge, Union Pacific R.R., Lowell Jackson: American Oil Co., Pet Dairy (Sego Milk), Utah Power & Light Co., Glazier Const., West. Colo. Power; Arthur W. Atack: First Security Bank, Ogden First Fed., Petty Ford Co., 1st Federal Savings & Loan, Amer. Dairy Assn., GE, Lucky Lager, Mountain Fuel Supply Co.

### 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 Carison  
Best. Media.....Esther Block  
Copy Dir.....Harold Nelson

### GLENN ADVERTISING INC.

3410 Republic Bank Bldg., Dallas, Tex.  
Phone: RI 8-9851

ANPA—ABP—AAAA—ABC—AEA—ANA

Ch. of Board.....Ward M. Wilcox  
President, Treasurer.....John H. Stewart  
V.P., Media Director.....Duke Burgess  
Vice President.....Liemer Temerlin  
Dir., Air Media.....Gene Dennis  
Radio-TV Director.....John Hicks  
Time Buyer.....Mrs. Sue Hooks

#### Branch Offices

Ft. Worth Nat'l Bank Bldg., Fort Worth, Tex.  
Phone: ED 2-4476

Vice President.....Merle Bell  
1101 Majestic Bldg., San Antonio, Tex.

Phone: CApiitol 7-6311

Vice President.....J. Schlichenmaier  
3915 Essex, Houston, Texas  
Phone: MO 6-1855

Manager.....Ed Chalmers  
Suite B, Southwest Natl. Bldg., El Paso, Tex.  
Phone: KE 2-3606

Manager.....I. E. Carson  
651 Skirvin Tower, Okla. City, Okla.  
Phone: CEntal 6-8582

Vice President.....J. S. Bell

### GOODMAN ORGANIZATION

7165 W. Sunset Blvd., Los Angeles 46, Calif.  
Phone: HO 6-5221

President.....Mort Goodman  
Radio-TV Dir.....David Horowitz  
Asst. Media Buyer.....Shirley Ross

### GOTHAM-VLADIMIR ADVERTISING, INC.

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

ABP—AFA—ANPA—AAAA

Vice-Chmn. of Bd.....G. Ellsworth Harris  
President, Dir.....Arthur A. Kron  
Sr. Vice Presidents.....Rufus Choate,  
Richard H. Hobbs, Daniel C. Kaufherr  
Vice Presidents.....Robert F. Kendall,  
C. G. Rourke, Frank Bird-sall, William V.  
Rieglane, A. L. Beyea

Media Dir.....Robert J. Rieglane  
Secretary.....Chester A. Priest  
Dir. Radio & Television.....Sally Allen  
Dir. Pub. Relations.....Kay Long  
Dir. Research.....Margaret E. Stark

#### Branch Offices

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

Sr. Vice President.....Richard H. Hobbs  
2223 Centro East, Tiburon, Calif.

Phone: GE 5-1073

Vice President.....Frank A. Birdsall  
Avenida Munoz Rivera, Esquina Luis  
Gonzales

Hato Rey, Puerto Rico

President.....Thomas Clark

### GRANT ADVERTISING, INC.

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

ANPA—APA—ABP—SNPA—NOB

Board Chairman.....Will C. Grant  
Exec. V.P.....Greg Sherry  
Sr. Admin. V.P.....Christopher Cross  
Secretary.....Mary Waller Grant  
V.P., Research Dir.....George Bauder  
V.P., Comptroller.....R. Runtz  
V.P., Media Dir.....Reginald L. Dellow  
V.P., Creative Dir.....Ernest Allen  
Radio & TV Dir. (Chicago).....Gail Light  
Production Mgr.....Don V. Seyfried

#### Branch Offices

711 Third Ave., New York 17, N. Y.  
Phone: OXFord 7-5800

President.....E. W. Plowe  
V.P. Media.....J. Le Brecht  
1600 Vaughn Bldg., Dallas 2, Tex.

Phone: RI 1-3251

V.P., Gen. Mgr.....Joe K. Hughes  
Media Director.....Mrs. Dean Hulse  
405 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-6275

V.P., Gen. Manager.....Francis Martin, Jr.  
801 2nd Ave., Seattle, Wash.

Phone: MAIn 1-3232

V.P., Gen. Mgr.....Dan Madden



## ADVERTISING AGENCIES

13th St. at Second Ave., S.W., Miami 36, Fla.  
Phone: FRanklin 3-6611  
Exec. V.P., Gen. Mgr.,  
Caribbean Oper.....John A. Day  
1680 N. Vine, Los Angeles, Calif.  
Phone: HO 1-9231

V.P., Gen. Mgr.....R. L. Dellinger  
*Estimated Radio Billings:* \$3,000,000.  
*Estimated TV Billings:* \$9,000,000.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.  
Phone: WALnut 2-4808  
ANPA—ABP—ABC—AAAA

Partner.....Jerome B. Gray  
Partner-Copy Chief....Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, William B. Edwards,  
Atherton Sceley, Daiv B. Arnold, Albert R.  
Bochroch, William Kinney, Henry R.  
Hallowell

Superv. Radio-TV Dept...Edmund H. Rogers  
Program & Mgmt. Dir....Walter M. Erickson  
Production Director.....Chester R. Cooper  
Media Director.....Edward Papazian  
Asst. Media Dir.....Charlotte Baumann  
744 Broad St., Newark, N. J.  
Phone: MARket 3-7345

Manager.....Richard N. Gulick  
*Estimated Radio Billings:* \$900,000.  
*Estimated TV Billings:* \$1,100,000.

### 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.....Harry Bargamian  
Media Dir.....Harry Schulman  
Copy Chief.....Dave Dember  
Prod. Mgr.....Joseph Bogiano  
Art Director.....Otto Luther  
Assoc. Art Dir.....Ed Brodtkin,  
Low 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.....L. Chesnar  
TV Time Buyer.....Annette Kercheval  
Publicity Director.....Maudeen Marks

### GREY ADVERTISING, INC.

430 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3500  
AAAA—ABC—AFA—NOAB

Ch. of Board.....Arthur C. Fatt  
President.....Herbert D. Strass  
Ch. Exec. Comm.....Lawrence Valenstein  
Exec. V.P., Chg.

Radio-TV Dept.....Alfred L. Hollender  
V.P., Chg. Comm. Prod.....Jack Davis  
V.P., Media Dir.....E. L. Deckinger  
V.P. Assoc. Media Dir.....Harold Miller  
Spot Best. Media Spvsr.....Joan G. Stark  
Network Media Spvsr.....Helen Wilbur

### Branch Offices

25 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-8401  
Vice-Pres.....Robert D. Wolfe  
1908 Sherbrooke St., Montreal, P.Q., Can.  
Phone: WELLington 7-9521  
Vice. Pres. ....Peter Golick  
*Estimated Radio Billings:* \$7,700,000  
*Estimated TV Billings:* \$26,200,000

### GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 14, O.  
Phone: TOWer 1-3232  
AAAA—ABP—ANPA—ABC—AFA

Board Chrm., Treas.....Jonathan F. Davis  
President .....Charles Farran  
V.P.'s.....Robert L. Baumgardner,  
L. R. Canfield, V. C. Kenney, E. M. Marker,  
F. W. Beckinsale, John P. Conde, Harry M.  
Grinton, Jack Higgins, Lowell S. Monroe,  
David Skylar, Heinz A. Stadthagen,  
William A. Weaver  
Dir., Radio-TV Production..Ralph A. Borzi  
Time Buyer, Cleveland.....Helen Lott  
Time Buyer, Chicago.....Ralph Rozema

### Branch Offices

307 N. Michigan Blvd., Chicago 1, Ill.  
Phone: STate 2-8927  
Manager.....H. W. Stoetzel  
Grant Bldg. Penthouse, Pittsburgh 19, Pa.  
Phone: 471-5701  
Manager.....Ronald P. Taylor  
*Estimated Radio & TV Billings:* \$1,100,000.

### JULIAN GROSS & ASSOCIATES, INC.

709 Main St., Hartford 3, Conn.  
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross  
Prod. Mgr.....B. K. Hensey  
Secretary.....G. Ray  
Time Buyers.....J. Gross, J. J. Long,  
B. J. Kreft

### GRUBB ADVERTISING, INC.

111 N. Market St., Champaign, Ill.  
Phone: 356-3766  
ABC—ABP—ANPA—AFA

President.....Robert F. Grubb  
V.P., Best. Aet.....Dale R. Arvidson  
Radio-TV Coord.....Howard F. Babbs  
Secretary.....F. E. Wilder  
Asst. Treasurer.....Virginia P. Weinman  
Media Dir.....J. J. Dombrowske  
Time Buyer.....Mrs. Barbara Fairfield

### Branch Office

3231 N. Meridian, Indianapolis, Ind.  
Phone: WA 3-2385  
Manager.....J. C. Crosbie  
*Estimated Radio Billings:* \$125,000.  
*Estimated TV Billings:* \$800,000.

### GUILD, BASCOM & BONFIGLI, INC.

222 Columbus Ave., San Francisco 11, Calif.  
Phone: YUKon 2-8400  
AAAA—ABP—ANPA

## ADVERTISING AGENCIES

President ..... Walter Guild  
 Bd. Chrmn. .... David Bascom  
 Exec. V.P. .... Dante Bonfigli  
 General Manager. .... Ben Franklin  
 V.P., Best. Prod. Head. Alexander Anderson  
 V.P.'s. .... Maxwell Arnold, Ernest J. Hodges,  
 Rod MacDonald, Walter Lawrence  
 TV Creative Dir. .... David Fulmer  
 TV Opera. & Radio Prod. Dir. Curt Baldwin  
 Sec. Treasurer. .... John H. Rolfs  
 Time Buyers. .... Rod MacDonald,  
 Lyn Gross, Peg Harris, Kathie Dellaven

### Branch Offices

575 Lexington Ave., New York, N. Y.  
 Phone: PLaza 1-3979

V.P., Office Mgr. .... Hank Buccello  
 V.P., Dir. Network Rel. .... Reggie Schuebel  
 1750 N. Vine St., Hollywood 28, Calif.  
 Phone: HO 9-8217

Office Mgr., TV Bus. Mgr. .... George Allen  
 TV Conml. Prod. .... Dan Lindquist  
 Dir. of TV Pgmng. .... Sam Pierce  
 1609 Tower Bldg., Seattle 1, Wash.  
 Phone: MAin 4-8790

Office Mgr. .... Angus Woodbury

### GULF STATE ADVERTISING AGENCY, INC.

2714 S.W. Freeway, Houston 5, Texas  
 Phone: JAcKson 6-2111  
 AAAA-ABP-ANPA-AFA

President, Time Buyer. .... Adie Marks  
 V.P., Treas. .... Seymour Cohen  
 Prod. Mgr., Time Buyer. .... Mrs. Margaret Denney  
 Radio-TV Dir., Time Buyer. .... Mrs. 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. .... Morron Freund  
 VP in Chg Prod. .... Herman Kornblum  
 V.P. in Chg. Art. .... Hershel Bramson  
 Vice President. .... Sumner Wyman  
 TV Prod. .... Edgar Kenner  
 TV Creat. Dir. .... M. Sasanoff  
 Time Buyers. .... Dorothy Barnett,  
 J. Murphy, A. Wasserman, George Blinn,  
 Paul Fitzgerald

### GUTMAN ADVERTISING AGENCY

Peoples Federal Bldg., Wheeling, W. Va.  
 Phone: 233-4700  
 ANPA-AFA

President. .... D. Milton Gutman  
 Secretary. .... Phyllis Kalany  
 V.P., Radio-TV Prod. .... 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. .... Carol Lundie  
 Art Director. .... A. H. Hitchins

### HART-CONWAY ADV. CO., INC.

300 Triangle Bldg., 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. .... John P. Street  
 Vice-Presidents. .... E. Ward Phillips,  
 John M. Nixon

### 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  
 Vire Pres. .... David R. Coey,  
 William H. Aaron, Robert S. Cole  
 V.P., Art Dir. .... Alfred Festen  
 Secretary. .... George H. Hartman, Jr.  
 V.P., Radio & TV Director. .... John D. Berg  
 Radio & TV Dir.-Prod. .... Jack Leonard  
 Time Buyers. .... Gloria McNamee,  
 Audrey Thorelius

### Branch Office

420 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 9-8637

Branch Office Mgr. .... Jolin Berg

### HEINTZ & COMPANY, INC.

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

President. .... Robert P. Heintz  
 Exec. V.P. .... Herbert Dickow  
 Radio-TV Dir. .... Kenneth Higgins

### 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

### HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-5600  
 ABP-ANPA

Ch. of Board. .... E. Harold Greist  
 President. .... Charles V. Skoog, Jr.  
 Ch. Exec. Comm. .... Thomas J. Maloney  
 Exec. Vice Pres. .... Harry L. Hicks, Jr.  
 Sr. V.P. .... Theodore J. Grunewald  
 V.P., Radio-TV Dir. .... Vincent J. Daraio  
 V.P., Treasurer. .... K. A. Hamilton  
 V.P., Media Director. .... Stanley Newman  
 Exec. Producer. .... John Donnelly

### Branch Office

420 Boylston St., Boston 16, Mass.  
 Phone: KEnmore 6-1207

President. .... Robert F. O'Brien  
*Estimated Radio Billings:* \$2,800,000.  
*Estimated TV Billings:* \$3,070,000.

## ADVERTISING AGENCIES

### 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  
Vice President.....Harry S. Cooper

#### Branch Office

1000 16th St., N. W., Washington 6, D. C.  
Phone: STerling 3-0270

Vice President.....Robert Gray

### HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-7515  
ABP—ANPA

President.....Paul Provandie  
Treasurer.....Myron L. Eastwood  
Exec. Vice-President.....Langley C. Keyes  
Senior Vice President.....Thomas J. Bowen  
Vice Presidents....W. Quinn, R. F. Barbour  
V.P., Creat. Dir.....Leo A. Harrington  
Production Mgr.....John Patterson  
Comptroller.....Lincoln D. Wright  
Art Dir.....George F. Wilson  
Radio-TV Dir.....Richard Lombardi  
Media Dir.....Rosemary Rohmer

### HONIG-COOPER & HARRINGTON

1275 Columbus Ave., San Francisco 11, Calif.  
Phone: OR 3-4469  
AAAA—ABC—ABP

President.....Louis Honig  
Bd. Chmn.....Eugene I. Harrington  
V.P.'s.....Eric Bellingall,  
Robert Haumesser, Sherman Slade  
Secy-Treas.....John W. Davis  
Dir., Best. Media.....Clarice McCreary  
Asst. Media Dir.....C. M. Robinson  
Radio-TV Prod. Dir.....George Watson

#### Branch Office

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

Exec. V.P., Mgr.....Sherman R. Slade

### 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  
Vice President.....Edwin R. Deady  
Production Mgr.....Herb Weaver  
Radio-TV Director.....Richard Burton

### CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA  
President.....Everett W. Hoyt  
Chairman of Bd.....Winthrop Hoyt  
Vice Presidents.....A. W. Fargo,  
R. H. Dingwall, Raymond Arnig, William  
A. Baumert, H. L. Roth, H. J. Stiefel, T. S.  
Watson, Jr., Jack R. McCormack  
Treasurer.....F. J. Becker  
V.P., Dir. Radio-TV.....Thomas A. Lee, Jr.

Asst. to Bd. Chmn....Charles B. H. Parker  
V.P., Media Rel.....C. B. Donovan  
V.P., Prod. Mgr.....N. S. Lampert  
Radio-TV Time Buyer.....D. H. Humm

### 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. Childs  
Art Director.....Don Loewen

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.  
Phone: HAmilton 6-1160

President, Treas.....Frank M. Hutchins  
V.P.'s.....William F. Lacey, John P.  
McCarthy, A. R. Tomkinson, B.J. Peters  
Time Buyers & Acct. Execs....Robert Burns,  
Margaret H. Carl, John Doud, James L.  
Gould, Frank M. Hutchins, William F.  
Lacey, Margaret Nugent, Wm. D. O'Toole,  
Wilson Royer, William Batchellor, Ray  
M. Small, A. Russell Tomkinson, Jack  
Rafield, Bob A. Wolf, William Wygant

#### Branch Office

33-35 Hayden St., Toronto, Ont., Canada  
Phone: WA 4-3753

Manager.....William Bounsall

### INTERPUBLIC INCORPORATED

750 Third Ave., New York 17, N. Y.  
Phone: TN 7-1122

AAAA—ABP—APA—ANPA—NPB—NOAB  
SAAA—CAA—CAB—CPAA

Chmn. Bd. & Pres.....Marion Harper, Jr.  
Vice Chmn. Bd.....Robert E. Healy  
Exec. Vice Pres.....Frank A. Sherer  
Treasurer.....William S. Taggart  
Sec. & Gen. Counsel....J. Donald McNamara  
McCANN-ERICKSON, INC.

President.....Emerson Foote  
Admin. Vice Pres.....T. Jack Henry

#### Eastern Region

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

Exec. V.P. Chg. Eastern  
Operations.....Paul E. Foley  
Sr. V.P.'s.....John P. Beresford,  
J. L. Deane, Neal Gilliatt, Farish A. Jen-  
kins, Russ Johnston, Thomas J. King,  
Daniel D. Kinley, Thomas P. Losee, Robert  
P. Mountain, William W. Mulvey, George  
B. Park, Roger A. Purdon  
V.P. & Mgr. Media Svcs.  
Div.....H. Nevin Gehman  
V.P. & Mgr. Media Dept....Kelso M. Taeger  
Eastern Branches  
615 Peachtree St., N.E., Atlanta, Ga.

# ADVERTISING AGENCIES

Phone: 875-0221  
 200 Berkeley St., Boston, Mass.  
 Phone: Liberty 2-7382  
 Manager.....Gerald A. Higgins  
 1060 National Bank Bldg., Detroit, Mich.  
 Phone: Woodward 5-7550  
 Sr. V.P. & Mgr.....T. J. King  
 900 Lovett Blvd., Houston, Tex.  
 Phone: Jackson 9-4994  
 V.P. & Manager.....J. B. Wilkinson

*Western Region*  
 114 Sansome St., San Francisco, Calif.  
 Phone: YUkon 1-2262  
 Exec. V.P. Chg. Western  
 Operations.....Phipps L. Rasmussen  
 Adm. V.P. & Asst. Treas.....Joseph R. Fox  
 V.P. & Mgr.....Frederick H. McCrea

*Western Branches*  
 318 S. Michigan Ave., Chicago, Ill.  
 Phone: WEBster 9-3700  
 Sr. V.P. & Manager.....Chester L. Posey  
 3325 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUNKirk 5-3302  
 V.P. & Manager.....David J. Hopkins  
 Public Service Bldg., Portland, Ore.  
 Phone: CApital 6-4844

Manager.....Robert A. Brown  
 1508 Northern Life Tower, Seattle, Wash.  
 Phone: MAin 3-1572  
 V.P. & Manager.....F. G. Mullins  
 McCANN-MARSHALK CO., INC.  
 Time-Life Bldg., Rockefeller Center,  
 New York, N. Y.  
 Phone: OXFord 7-4250

Pres. & Gen. Mgr.....Stuart D. Watson  
 Vice Chmn. Bd.....Samuel L. Meulendyke  
 Exec. Vice Pres.....Ralph B. Koser  
 Sr. V.P.'s.....Robert Cole,  
 Charles A. Mittelstadt, Harlan C. Parks, G.  
 Lester Williams, Jr.

*Branch Offices*  
 335 Euclid Ave., Cleveland, Ohio  
 Phone: CHerry 1-6850  
 V.P. & Manager.....Bill M. Sansing  
 795 Peachtree St., N.E., Atlanta, Ga.  
 Phone: TRinity 5-0221  
 V.P. & Manager.....Charles A. Richardson  
 100 Biscayne Blvd., S., Miami, Fla.  
 Phone: FRanklin 9-2821

V.P. & Manager.....James H. Cobb  
 Sr. Vice Pres.....George H. Giese

**HOLST & MALE, INC.**  
 (Sub. of McCann-Erickson, Inc.)  
 1370 Kapiolani Blvd., Honolulu, Hawaii  
 Phone: 9-5291  
 President.....M. O. Holst  
 Sr. V.P.'s.....J. Carson Magill,  
 Zaida Male

**M-E PRODUCTIONS**  
 (Television & Radio)  
 185 Lexington Ave., New York, N. Y.  
 Phone: OXFord 7-6000  
 President.....Sylvester L. Weaver, Jr.  
 Exec. Vice Pres.....Harold J. Graham, Jr.  
 Admin. Vice Pres.....Benjamin F. Holme, Jr.  
 3325 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 5-3301  
 Vice Pres.....Thomas F. Greenhow  
**JACK TINKER & PARTNERS**  
 30 West 54th St., New York, N. Y.  
 Phone: OXFord 7-6000

Managing Partner.....John H. Tinker, Jr.  
 Other Partners.....Donald G. Calhoun,  
 Herta M. Herzog, Myron C. McDonald

**COMMUNICATIONS AFFILIATES INC.**  
 750 Third Ave., New York, N. Y.  
 Phone: OXFord 7-6484

Ch. & Gen. Mgr.....Donald B. Armstrong, Jr.  
 Pres. & Asst. Gen. Mgr.....Frank A. Armstrong  
 Exec. Vice Pres.....Sydney Morrell  
 Pres. Marplan Div.....F. Russell Schneider  
 Pres. CCI Div.....Chester Burger  
 Pres. SCI Div.....James C. Wickersham

**McCANN-ERICKSON CORP.**  
 (INTERNATIONAL)  
 485 Lexington Ave., New York, N. Y.  
 Phone: OXFord 7-6000

Chm. & Gen. Mgr.....Sylvester L. Weaver, Jr.  
 Pres. & Asst. Gen.  
 Mgr.....Armando M. Sarmiento

*Estimated Radio Billings:* \$24,000,000.  
*Estimated TV Billings:* \$68,000,000

**RALPH H. JONES COMPANY**  
 3100 Carew Tower, Cincinnati 2, O.  
 Phone: GARfield 1-2300  
 AAAA-ABP-ANPA

Ch. of Board.....Stanley A. Willer  
 Pres., Treas.....C. M. Robertson, Jr.  
 Exec. V.P.....Paul D. Myers  
 V.P., Creat. Dir.....Stuart M. Ganon  
 V.P., Art Dir.....Robert T. Hayes  
 Secretary.....Edward C. Eilers  
 Radio TV Head.....Eula Reggin

*Time Buyers & Accounts:* Lyle Allen;  
 Strickmann; Eula Reggin; Miami Margarine  
 Co., Provident Bank, Ashland Oil, Cincinnati  
 Enquirer, Heekin, GE, Pease Woodwork,  
 Hanna Paint, Nationwide Ins.

*Branch Office*  
 1500 W. 3rd St., Suite 31, Columbus 12, O.  
 Phone: 486-0293

Manager.....Robert Schroer

**ROSS JURNEY & ASSOCIATES**  
 178 Social Hall Ave., Salt Lake City, Utah  
 Phone: EM 3-6758

Partner, Gen. Mgr.....Miss Ross Journey  
 Partner, Sr. Acct. Ex.....A. H. Garrigues  
 Account Exec.....William J. Brennan  
 Account Executive.....John A. Garrigues

*Time Buyers & Accounts:* Ross Journey;  
 Meadow Gold Dairies; A. H. Garrigues;  
 Fisher Baking Co., American Savings & Loan,  
 Peoples Finance & Thrift; Wm. J. Brennan;  
 Beehive State Bank, Blue Cross-Blue Shield,  
 Capital Chevrolet, S. East Furniture; John  
 A. Garrigues; Pelton's Spudnuts.

*Estimated Radio Billings:* \$171,000.  
*Estimated TV Billings:* \$121,000.



## ADVERTISING AGENCIES

### KAL, EHRLICH & MERRICK, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.  
Phone: FEderal 7-5500

Chrmn. of Board.....Norman C. Kal  
President.....Harry L. Merrick  
Exec. V. P.....Alvin Q. Ehrlich  
Sr. V.P.....William B. Mullett  
V.P., Secretary.....Bernard R. Linkins  
V.P.'s.....Philip Berne, Frederick M. Harris,  
R. Edward Hotze, William G. Roberts  
Radio-TV Dir.....David P. Thomas  
Public Rel. Dir.....Florenz Hinz  
Radio-TV Time Buyer.....Nella Manes

### KAMENY ASSOCIATES, INC.

35 West 45th St., New York 36, N. Y.

Phone: CO 5-8060  
APA—ANPA—ABP

Ch., Creative Dir.....Seymour Kameny  
President, Acct. Supvr.....Nat Kameny  
Exec. V.P., Mdse. Dir.....Ray Solomon  
Sales Prom. Dir.....William Ruben  
Research, Media Dir.....Joe Lesly  
Radio-TV Director.....Vernon Delston  
V.P., Art Director.....Gil Laufman  
Production Manager.....William Egan  
Film Prod. Dir.....Allen Schneider

### LAWRENCE KANE & ARTLEY, INC.

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

Phone: PLaza 1-4120  
ANPA—ABP

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

### THE KAPLAN AGENCY, INC.

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

Phone: MU 5-9210

President.....Alvin Kaplan  
Exec. V.P.....Sidney M. Weiss  
Vice Pres.....Mrs. Betti S. Kaplan

### 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 Filton  
Chmn. Plans Bd.....J. William Atherton  
Exec. Vice Pres.....Robert Haag  
V.P., Media Dir.....Jack B. Peters  
Radio-TV Producer.....Richard King  
Radio-TV Time Buyer.....Dorothy Glasser

### 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. Allenback  
Exec. Art Director.....Eugene T. Hoover, Jr.  
Public Rel. Dir.....Robert R. Denny

### KEELOR & STITES CO.

318 Broadway, Cincinnati 2, Ohio

Phone: 721-1310

ABP—ANPA—ABC—AFA

Pres., Treas.....J. T. Nolan, Jr.  
V.P.'s.....H. J. Darby, A. A. Radkey  
Secretary.....John R. Helmsderfer  
Radio-TV Dir.....A. A. Radkey  
Asst. Radio-TV Dir.....David J. Clarke

### DON KEMPER COMPANY, INC.

608 S. Main St., Dayton 2, Ohio

Phone: Baldwin 3-6216

AAAA—ABP—ANPA—ABC

President.....Don H. Kemper  
Exec. V.P.....Robert A. Hilton  
Vice President.....James D. Parker  
Media Director.....Mary A. Whittington  
Art Director.....John H. Bach  
Production Manager.....Carl Deibel  
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  
Vice Pres.....Phelps Johnson  
Vice Pres.....A. E. Staley  
Media Director.....Gerald Saperstein  
655 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 2-7755

President.....Don H. Kemper  
Exec. V.P.....Robert A. Hilton  
Vice Pres.....Betty McGonigle  
Media, Radio-TV Dir.....Susan Hallberg

### KENNEDY-HANNAFORD, INC.

1706 Broadway, Oakland 12, Calif.

Phone: 835-8300

ABP

Ch. of Board.....Helen A. Kennedy  
President.....Peter D. Hannaford  
V. P., Creative Dir.....Robert C. Dolman  
Media Director.....Harry Derdivanis

#### Branch Office

447 Sutter St., San Francisco 8, Calif.

Phone: 835-8300

Manager.....Robert C. Dolman

### KENYON & ECKHARDT, INC.

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

Phone: YUkon 6-9000

AAAA—ABP—ANPA—PPA—ABC

NOAB—APA

Chrmn. of Bd.....William B. Lewis  
President.....David C. Stewart  
Sr. V.P.'s.....Victor Armstrong,  
W. Stephens Dietz  
V.P., Dir. Radio-TV.....James S. Bealle  
Administrative V.P.....H. Wasserman

# ADVERTISING AGENCIES

V.P., Treasurer..... F. Hennessy  
 V.P.'s..... Joseph B. Braun,  
 Jerome Cowen, Frederick Hauser, Milton  
 Margolis, Norman H. Bertels, Harry Stod-  
 dart, Leonard Carlton, Frederick Flanagan,  
 Budd Hemmick, Stanley Tannenbaum,  
 Paul Baur, Frank Lionette, Carroll  
 Pfeifer, John Shannon, James A. Dearborn,  
 F. Hennessy, L. Dickson Griffith, John W.  
 Keeshan, Richard M. Kelly, Robert Ellis,  
 E. W. Newsom, Sidney B. Silieck, John  
 Gardner, William Rienecke, Alvin N.  
 Sarasohn, W. Martin, G. Rossini, J. Stone,  
 T. Harder, L. Parker, W. Phillips, R.  
 Martell, Edward Harbert, C. F. Korten,  
 Edward C. Mante, Lee Abbott, Seymour  
 Lieberman  
 Secretary..... A. A. Norcott

## Branch Offices

645 Griswold St., Detroit 26, Mich.

Phone: WOODWARD 5-0300

St. Vice Pres. & Mgr..... Robert Dearth  
 620 Market St., San Francisco  
 Phone: EXbrook 7-0900

Mgr..... Robert Welsh  
 Wash. Bldg., 15th St. & N. Y. Ave.,  
 Washington 5, D. C.  
 Phone: ST 3-1191

6253 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HO 9-9044  
 334 Boylston St., Boston, Mass.  
 Phone: COpley 7-8550

V.P., Mgr..... John Baldwin  
 221 N. LaSalle St., Chicago, Ill.  
 FINancial 6-4020

V.P..... Robert B. Shirey  
 321 Bloor St., E., Toronto, Ont.  
 Phone: WALnut 5-8931

V.P..... Edgar B. Ferrec  
 Kenyon & Eckhardt De Mexico, S. A.  
 Avenida Insurgentes Sur  
 102 Mexico, D. F.  
 Phone: 11-81-73

V.P..... William Miller  
 Estimated Radio Billings: \$4,000,000.  
 Estimated TV Billings: \$40,000,000.

## J. M. KESSLINGER & ASSOCIATES

65 E. 35th St., New York 22, N. Y.

Phone: PLaza 2-2310

ANPA—APA—NBP—PPA

Owner, Pres..... J. M. Kesslinger  
 Mgr., New York..... Irving Berk  
 Media Director..... H. C. R. Kesslinger  
 Research Director..... Mitchell Krauss  
 Account Executives..... Morton Howard  
 Roth, Paul Weisman, Joseph Dietz, Ben  
 Becker

## KETCHUM, MacLEOD & GROVE, INC.

Four Gateway Center, Pittsburgh 22, Pa.

Phone: COurt 1-5100

AAAA—ABP—ANPA

President..... George Ketchum  
 Exec. V.P., Administration... W. S. Redpath  
 Exec. V.P., Service..... E. T. Parrack

V.P..... Emil Hofsoos  
 V.P., P. R. Dir..... Howard B. Anderson  
 V.P.'s..... Robert C. Alberts,  
 Robert M. Brown

Vice Pres., Secy..... William R. Parker  
 V.P., Creative Dir..... W. E. Pensyl  
 Treasurer..... B. B. Jones  
 Radio-TV Mgr..... Warren C. Rossell  
 Time Buyer..... Peter Turk

## Branch Offices

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

Phone: MUrray Hill 7-5640

V.P., Manager..... James Cochran  
 V.P., Radio-TV Dir..... E. J. Donaldson  
 1000 Conn. Ave. N.W., Washington, D. C.  
 Phone: STerling 3-6554

Manager..... G. T. Urquhart  
 1205 Holman Ave., Houston 4, Tex.  
 Phone: JAcKson 6-1834

Adv. Spvsr..... Don A. Colvin

## 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

Chrmn. of Bd..... Freeman Keyes  
 President..... Howard A. Jones  
 Exec. Vice Pres..... Lee J. Marshall  
 V.P., Gen. Mgr..... Robert W. Allrich  
 Sec.-Treas..... Harry H. Maus  
 Mgr., Radio-TV Dept..... Janct Conger  
 V.P.'s..... Fred Wilson,  
 Charles Chappell, Leslie C. Green, Jay P.  
 Herbert, Dale Mehrhoff

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

V.P., Manager..... Jack Bailhe  
 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..... Jack Wood

## LEW KING ADVERTISING, INC.

5112-A N. 7th St., Phoenix, Arizona

Phone: 264-5896

President..... Lew King  
 V.P..... E. G. King  
 Executive Producer..... Bill Reed  
 Assoc. Producer..... Don Mullen  
 Sales Director..... Vince Burger  
 Time Buyer..... Dottie Heinsohn

## KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio

Phone: 293-3191

AAAA—ABP

Pres., Creative Dir..... Ralf C. Kircher  
 V.P.'s..... Norman Van Zant,  
 Jack J. Westerman

Exec. V.P..... Watson B. Metcalf  
 Secretary..... R. L. Mills  
 Radio & TV Dir..... Donald R. Lyons

## ADVERTISING AGENCIES

### KOEHL, LANDIS & LANDAN, INC.

41 East 42nd 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  
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., Creat. & TV Dir. .... Raymond Armbruster  
Vice Pres. .... A. Harvey Brown  
Media Mgr. .... Charles W. Haines, Jr.  
Time Buyers. .... Margaret Pautler, Natalie  
Schneiderman, Jacqueline Wille

### KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ANPA—APA—NBP—AAAA

Bd. Chairman. .... C. M. Rohrabough  
Pres., Ch. Exec. Comm. .... Charles R. Hook, Jr.  
Exec. V.P. .... Robert M. Watson  
Sr. Vice Pres. .... Robert B. Betts  
Vice Presidents. .... William A. McDonough,  
James F. Black, Robert W. Bode, Sr., John  
H. Sheldon  
Secy., Treas. .... Carl Phares, Jr.  
Asst. Sec.-Treas. .... Emily A. Whitehill  
Pub. Dir. .... J. L. Nanovic  
Radio-TV Prod. .... Edgar C. Kahn  
Best. Media Spvsr. .... John P. Marsich  
Radio-TV Dept. Mgr. .... Charles C. Allen

### LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: JACKson 5-1571

ANPA—ABP

President ..... Avron Spiro  
Secy-Treas. .... M. M. Shurman  
Media, Plans. .... C. Shurman, A. Spiro, Jr.  
Account Executive. .... Jack C. Legler  
Publicity Director. .... Al R. Capley  
Dir. Creative Work. .... Jane Zussman  
Radio-TV Time Buyers. .... Mrs. L. Simmons,  
Jack Callicott

### LAMBERT & FEASLEY, INC.

850 Third Ave., New York 22, N. Y.

Phone: PLaza 2-7800

President. .... Frank W. Mace  
Exec. V.P. .... William R. Hillenbrand  
V.P., Gen. Mgr. .... J. L. Johnston, Jr.  
Sr. V.P., Acct. Spvsr. .... Merrell Boyce  
V.P., Radio & TV. .... William A. Wylie  
V.P.'s, Account Spvsr. .... Gerald Blake II,  
Mark Reardon  
Treasurer ..... A. J. Mahoney  
V.P., Marketing Dir. .... H. A. Vosburg  
Copy Chiefs, V.P.'s. .... Richard S. Bridgman,  
John F. McKay  
Media Director. .... William B. Hinman

Supvr., Traffic Prod. .... Edmund A. Zito  
Time Buyers. .... William H. Millar, Jr.,  
Frank D. Sweeney, James D. Watterson

### LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.

Phone: JUDson 6-0588

ANPA

Owner ..... Erberto Landi  
Media Dir. .... Rose Peters Gatto  
Promotion ..... Ellen Perl  
Italian Accts. .... Miryam Camerini

### LANDO ADVERTISING AGENCY, INC.

725 Liberty Ave., Pittsburgh 22, Pa.

Phone: 281-5887

President. .... Robert N. Lando  
Vice President. .... Bernice G. Preisser  
Radio-TV Prod. Mgr. .... Ken Peters  
Radio Time Buyer. .... H. L. Rothchild

Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.

Phone: 456-2975

Manager ..... T. M. House

### PHILIP J. LANE ADVERTISING

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

Phone: PLaza 3-9327

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

Branch Office

105 S. Western Ave., Los Angeles, Calif.

Phone: DU 8-9666

West Coast Mgr. .... H. Shaw

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: PROspect 1-0300

AAAA—ABC—ABP—ANPA

President. .... H. Jack Lang  
V.P.-Treasurer. .... Fred P. Stashower  
Vice-Pres., Radio-TV Dir. .... Alvin B. Fisher  
Vice Pres. .... Martin J. Cohn  
Asst. Mgr., Radio-TV Exec.

Prod. .... John L. Rose  
Creative Director. .... Donald A. Bianchi  
Prod. Mgr., Radio-TV. .... Edward T. Noll  
Business Manager. .... Wayne M. Schakel  
Asst. Prod. Mgrs. .... Joe Mills, Jim Reilly  
Time Buyers & Accounts: G. C. McKelvey;  
Carling Brewery; Tom Rice; Cleveland  
Trust, Richman Bros., Stein Stores, Sugardale  
Provision Co., Union Saving & Loan, Cleve-  
land Transit System, Ohio Mattress, Fisher  
Foods, Cedar Point, Super Pool; Charles  
Knepper & R. King Patterson; Carling Brew-  
ing Co.

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

575 Lexington Ave., New York 22, N. Y.

Phone: PLaza 5-7711

ANPA—AAAA—NBP—APA—NOAB—ABP  
Chairman. .... Chester J. LaRoche  
President. .... William H. Howard  
V.P., Gen. Mgr. .... C. R. La Roche  
Sr. V.P. Radio-TV. .... Tom Lewis  
V.P., Sta. Rel. .... H. Greig  
V.P., Mgr. TV Prodn. .... Jay Bottomley

## ADVERTISING AGENCIES

TV Art Dir.....P. Tomlinson  
*Branch Office*  
 6269 Selma Ave. Hollywood 28 Calif.  
 Phone: HOLLYWOOD 9-3656  
 Vice Pres.....William Zeitung

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.  
 Phone: LOcust 8-5600

President.....Al Paul Lefton  
 Exec. V.P.....Paul Brown  
 V.P., Secy.....Al Paul Lefton, Jr.  
 V.P., Radio-TV.....Irwin W. Solomon  
 Mgr., Radio-TV Dept.....J. B. Creamer

#### *Branch Offices*

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

President.....Al Paul Lefton  
 Vice Pres. & Mgr.....Grayson F. Lathrop  
 Hollywood-Taft Bldg., Hollywood 28, Calif.  
 Phone: HO 6-4347  
 V.P., Mgr.....Robert J. Fenton

### 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  
 Sr. V.P., Secy-Treas.....John D. Speirs  
 Sr. V.P.'s & Mgmt. Acct. Suprvs.... Thos. H. Lane, Jackson Taylor, Gordon Cates, John Schneider, Phillip P. Hoffman, Wm. Dash-eff, Elkin Kaufman, F. M. Cambria, H. Tibbetts, Elliott W. Reed, James DeWolfe, Robert C. Kelly, Kevin Kennedy, Philip Lukin, Jas. L. Ferguson, John L. Southard, Leo A. Kelmanson  
 Sr. V.P., Dir. of Art.....Richard Mancini  
 Sr. V.P., Radio-TV Dir.....Nicholas E. Keesely  
 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  
 Sr. V.P., Dir. of Copy.....E. L. Frisard  
 Sr. V.P., Creative Dir.....Curtis Berrien  
 V.P., Radio-TV General

Mgr.....Francis C. Barton  
 V.P., TV Comm. Prod. Dir.....George Wolf  
 V.P. Mngmt. Acct. Superv.

Int'l. Div.....Robert A. Grant  
 V.P., Mngmt. Acct.

Superv.....Philip E. Penberthy  
 V.P., Media Dir.....H. Zeltner  
 V.P., Comm'l. Prod.....Edward F. Flynn  
 V.P., Coord., Prod. &

Traffic.....Frank J. O'Hare  
 V.P., Controller.....G. J. Muller

#### *Branch Offices*

9033 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CR 1-7221

V.P., Mgr.....T. Huston  
 V.P., Mgr. TV.....Elizabeth M. Williams  
 248 Battery St., San Francisco, Calif.  
 Phone: YU 2-8778

Sr. V.P., Mgr. W. Coast  
 Oper.....Marshall J. Weigel  
 Estimated Radio Billings: \$2,500,000.  
 Estimated TV Billings: \$58,000,000.

### 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  
 V.P., Public Rel. Dir.....Richard E. Hodges, Jr.

#### *Branch Office*

10 Rockefeller Plaza, New York, N. Y.  
 Phone: CI 5-2380

Manager.....Beverly Jensen

### W. E. LONG COMPANY

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

ABC—ABP—AFA

Advertising Director.....F. B. Leonard  
 Asst. Advertising Dir.....R. A. Gilbertz  
 Radio-TV Dir.....John Pesick  
 Media Director.....R. Rynerson  
 Time Buyers.....R. A. Gilbertz,  
 R. D. Rynerson, R. T. Williamson

### LOWE & STEVENS

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

AAAA—ABP—ANPA—APA—NBP

Partners.....Robert C. Lowe, Jr., John H. Stevens

Art Director.....J. D. Hawkins  
 Production Mgr.....O. L. Shelley  
 Media Director.....Audrey Jones  
 Copy Chief.....Don McKelvey

### L. H. LUCKOFF & COMPANY, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.  
 Phone: WOODward 2-0707

President.....Louis H. Luckoff  
 V.P., Gen. Mgr.....Robert Goldfarb  
 Secy. Radio-TV Dir.....Alan E. Luckoff

### EARLE LUDGIN & CO.

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

AAAA—ABP—ANPA—ANA

Bld. Chairman.....Earle Ludgin  
 President.....David G. Watrous  
 Exec. Vice President.....George Rink  
 V.P., Creat. Dir.....V. Hugh Wells, Jr.  
 V.P., Copy Dir.....I. E. Chapman  
 Vice President.....James L. Lucie  
 Secretary.....Edward Erinstein  
 Bdeast. Prod. Mgr.....Don Hockstein  
 Treasur. Media Mgr.....Earl E. Kraft  
 Head Time Buyer.....Esther Andersen



## ADVERTISING AGENCIES

### LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.  
Phone: 822-7182  
ABP-ANPA

Ch. of Board, Pres.....S. C. B. Lynn  
Vice Presidents.....Matt W. Fields,  
Donald A. Smith  
Secretary.....Sara B. Lynn  
Treasurer.....Frank Vnuk  
Media Dir., Time Buyer...W. P. McLaughlin

### W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa  
Phone: EMpire 4-9141  
AAAA-ABP-ANPA

Chairman.....W. D. Lyon  
President.....R. B. Creswell  
Research, Media Dir.....Dr. Robert Ames  
Radio-TV Time Buyer.....Eileen Burns  
Radio-TV Director.....Sue Callaway  
Prod. Mgr.....J. A. Rasley, Jr.  
Creative Dir.....Lester Jacobs

### McKENZIE, KING & LANSDALE

8330 W. Third St., Los Angeles 48, Calif.  
Phone: 653-2523

President.....Phil Lansdale  
Vice Presidents.....Don McKenzie,  
William King, Jr.  
Time Buyer.....Bev Anthony

### MacFARLAND, AVEYARD & CO.

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

Chairman.....Hays MacFarland  
President.....David Guerrant  
Exec. V.P., Gen. Mgr.....Walter C. Power  
Sr. Vice-President.....David W. Stotter  
V.P.....Norman A. Fox  
V.P., Art Dir.....Walter Solarz  
V.P., Radio-TV Dir.....H. G. Atkinson  
Radio-TV Time Buyer.....Esther Andersen  
V.P., Media Director.....G. H. Hendry  
Treasurer.....J. Terry  
Production Mgr.....Arthur L. Smith

### 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.....C. J. Chandler  
V.P. & Dir., Radio-TV.....F. H. Horler  
V.P. Creat. Planning.....G. M. Elliott  
Media Dir.....D. C. Linton  
Group Creative Dir's.....D. H. Murray,  
Ross Ballard, A. Ness  
Mgr., Radio-TV Service.....H. E. Hough  
Time Buyer.....F. K. Campbell

#### Branch Offices

550 Sherbrooke St., W. Montreal, Quebec  
Phone: VI 5-1222  
Vice Pres.....H. M. Snell

911 Electric Railway Chambers  
Winnipeg, Manitoba  
Phone: WHitehall 2-6321

Manager.....E. P. Thomson  
1112 West Pender St., Vancouver, B. C.  
Phone: MUtual 2-5651  
Manager.....W. D. M. Patterson  
635 Ouellette Ave., Windsor, Ont.  
Manager.....J. R. Robb

### MacMANUS, JOHN & ADAMS, INC.

Woodward Ave. & Long Lake Rd.,  
Bloomfield Hills, Mich.  
Phone: MIIdwest 6-1000

Pres., Ch. Exec. Comm.....Ernest A. Jones  
Exec. V.P.....Charles F. Adams  
Sr. V.P., Dir., Best.  
Div.....Henry G. Fownes, Jr.  
Sr. V.P.'s.....William B. Bachman,  
Jr., Robert E. Britton, Robert L. Garrison,  
Fred J. Hatch, John R. MacManus, Robert  
S. Marker  
Sec.-Treas.....Leo A. Hillebrand  
Best. Media Spvsr.....Richard Sheppard  
Best. Prod. & Traffic Mgr...R. A. Forsyth, Sr.  
*Time Buyers & Accounts:* Richard Shep-  
pard: American Oil, Dow Chemical, MMM,  
Ex-Cell-O; David Balnaves: Cadillac Motor  
Car Div., Dow Chemical, S. S. Kresge, Mich.  
Consolidated Gas, Packer Pontiac, Wolverine  
Shoe.

#### Branch Offices

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

Sr. V.P., Mgr.....Robert L. Garrison  
5455 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WE 7-1000  
V.P., Manager.....D. E. Jones  
1750 Hennepin Ave., Minneapolis, Minn.  
Phone: FEderal 9-0441  
V.P. Acct. Svcs.....Wm. B. Everson  
V.P. Admin.....John T. Foley  
600 University Ave., Toronto 2, Ont., Can.  
Phone: EM 4-0204  
V.P., General Mgr.....Les McMahon

### 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 ORGANIZATIONS, INC.

1000 Connecticut Ave., N.W.,  
Washington 6, D. C.  
Phone: ME 8-0060

President.....J. Gordon Manchester  
Exec. Vice President.....Richard P. Ebst  
V.P., Radio-TV Dir.....Joseph W. Browne  
V.P., Time Buyer.....Theodore P. Noyes, Jr.

## ADVERTISING AGENCIES

### ROBERT M. MARKS & CO., INC.

32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

Pres. & Secy.....Robert M. Mark  
Media Dir.....T. H. Parker  
Art Dir.....Don Bearard  
Radio-TV Dir.....Walter McGraw  
Pub. Dir.....Vic Dallaire

### HAROLD MARSHALL ADVERTISING INC.

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

Phone: MUrray Hill 6-5652

ABP—ANPA

President .....Harold Marshall

### MARWEL ADVERTISING, INC.

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

Phone: JUdson 6-4270

ABP—ANPA—NBP—PPA

President.....William W. Weltman  
Exec. V.P.....Bruce Marchin  
V.P., Art Dir.....Charles Jefferson  
Media Dir.....Geri Propeack

### J. M. MATHES, INC.

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

Phone: LExington 2-7450

ABP—ANPA—ABC

President.....W. T. Okie  
Exec. V.P. & Dir.....Wilfred S. King  
V.P., Director.....J. H. Meyer  
V.P., Dir. Radio-TV.....Roy Passman  
V.P., Treas. & Dir.....A. E. Cox  
V.P., Secretary.....Donald Halstead  
V.P.'s.....Leonard Marshall,  
R. Peterson, J. McClure, Miss Eve Thiel,  
C. D. Clarke, R. R. French, G. I. Hipwell,  
E. C. Hoffman, A. R. Kracht, A. F. Monroe,  
R. L. Passman, Wm. Ryder  
V.P., Radio-TV Media Dir...Edna S. Cathcart  
Prod. Spvsr.....Frank Huber  
Time Buyers.....Pat Hartnett,  
Olga Hoffman

#### Branch Office

186 S.W. 13th St., Miami, Fla.

Phone: FR 3-6449

Vice President.....William Ryder

### MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: BRoadway 6-7181

ABP—ANPA

President.....C. A. Mathisson  
Exec. Vice President.....Joe Mauning  
V.P., Treas.....Ralph W. Henkel  
Radio-TV Dir.....Robert Geary  
Time Buyers.....Louis K. Fuller, R. Geary

### MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-5710

ANPA—ABC

President.....Lou R. Maxon  
Sr. Vice President.....Stanley Keyes  
V.P., Treasurer.....John W. Bray

Secretary.....Ralph Dennis  
V.P., Radio-TV.....V. Kenyon  
V.P.'s.....Hunter Hendee,  
Arthur Wible, W. D. Laurie, Sr., W. C.  
Eversman, Alfred A. Anthony, Thomas A.  
Gullette

#### Branch Offices

12 E. 53rd St., New York 22, N. Y.

Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony  
V.P., Dir. Radio-TV.....Al Hodshire  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitelall 4-1676

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

Mgr.....Charles C. Hawkins  
Estimated Radio Billings: \$5,500,000.  
Estimated TV Billings: \$17,500,000.

### McCANN-ERICKSON, INC.

(See Interpublic, Inc.)

### McCANN-MARSCHALK CO.

(See Interpublic, Inc.)

### THE McCARTY COMPANY

3600 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUncirk 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. Radio-TV.....Herbert C. Brown  
V.P., Dir. Acct. Plng.....Arnold D. Duncan  
Media Dir.....C. W. Fisher  
Art Director.....Harry Franz  
Time Buyer.....Mrs. Sharon West

#### 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

### McCUTCHEON ADV.

918 N. Second St., Phoenix, Ariz.

Phone: AL 8-8374

AAAA—ABP—ANPA—APA—NBP

Pres., Treas.....David McCutcheon  
Prod. Mgr.....Peggy Melton  
Creative Dir.....Hal Ackerman  
Media Dir.....Adelle Davis  
Copy.....Helen Grant  
Acct. Exec's.....David McCutcheon,  
Ed Lane

### M-E PRODUCTIONS

(See Interpublic, Inc.)

## ADVERTISING AGENCIES

### 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  
Sr. 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

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

165 Post St., San Francisco 8, Calif.

Phone: YUkon 2-5877

AAAA—ABC—ABP

President.....Richard N. Meltzer  
Exec. V.P.....Wallace X. Aron  
Vice Pres., Art Dir.....Richard Lemen  
Media Dir.....Barbara Cochran  
Sec. ....Bertram S. Silver  
Treas. ....Harold Shein

#### Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.

Phone: WEbster 8-2993

Mgr. ....R. Berggren

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

Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann  
2372 First National Bldg., Detroit 26, Mich.  
Phone: WOODward 1-4810

President .....Richard Meltzer

### THE METLIS & LEBOW CORP.

200 West 57th St., N. Y. C. 19

Phone: JUDson 2-3474

President .....Stanley E. Lebow  
Exec. V.P., Radio Dir.....Sanford H. Metlis  
Sr. V.P., TV Dir.....Stevens P. Jackson  
General Manager.....Walter Blum  
Radio-TV Prod. Dir.....Jack Kurs  
Publicity Director.....Rita West

### ARTHUR MEYERHOFF ASSOC.

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

Phone: DELaware 7-7860

ANPA—AAAA

President.....Arthur E. Meyerhoff  
V.P.'s .....George Taylor,  
Myron E. Chon, Roger J. Mohr, Stuart L.  
Novy, Thomas S. Magsino

Secretary.....George A. Taylor  
Treasurer.....John A. Johnston  
Business Manager.....Ann Cates  
Mgr., Radio-TV

Time Buying.....Francine Goldfine  
Time Buyers..Evelyn Adell, Roseanna Gray,  
Ed. Kasser, Thos. Spasari, Carol Spring,  
Rose J. Paras

#### Branch Offices

550 Sherbrooke W., Montreal, Canada

Phone: VICTor 9-9141

Mgr. ....Roger Lack

100 University Ave., Toronto Ont., Can.

Phone: EMPIre 3-3128

Manager .....John Ketter

### BEN MOCHAN ASSOCIATES

665 Orange Center Rd., Orange, Conn.

President .....B. Mochan

### MOGUL, WILLIAMS & SAYLOR, INC.

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

Phone: TEmpleton 8-7100

AAAA—ABC—ABP—ANPA

Ch. of Bd., President.....Emil Mogul

Exec. V.P.....Sidney M. Weiss

V.P., Radio-TV Dir.....Leslie L. Dunier

V.P.'s.....Seth D. Tobias,

Milton Guttenplan, William Jacoby, Jules

Lennard, Nat C. Wildman, Alan Green,

Lawrence V. Stapleton, Edward Klein,

Alfred P. Berger, Gerald Gould, Wray

Kennedy, Bernard Kramer, Arthur Poretz,

Robert Blend, Michael Reise, Leona

Bowman

Secretary .....Norman Cohen

Treasurer .....H. Mogul

Time Buyers and Accounts: Joyce Peters:

Breakstone Foods, Transogram, Howard

Clothes, Pacific Mills, Adam Hats, Rootes

Motors; David Rapaport; Barney's, Rayco,

Rite Diet, Ronzoni, National Shoes, Chad-

bourn-Gotham, Gem Oil.

#### Branch Office

2301 West 3rd St., Los Angeles 57, Calif.

President .....Robert M. Davis

Estimated Radio Billings: \$2,100,000.

Estimated TV Billings: \$6,800,000.

### MORSE INTERNATIONAL, INC.

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

Phone: OXFord 7-2100

APA

Chairman .....J. Patterson

Exec. Vice Pres.....Paul Elliott-Smith

V.P., Art.....J. Skolnik

Media Dir.....O. E. Christy, Jr.

Dir. of Radio-TV Prod.....C. Buffington

Prod. Mgr.....Don Wheatley

### MOSS, GRAFF ASSOCIATES, INC.

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

Phone: MUrray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss

Exec. V.P.....Richard Behrman

Exec. V.P.....E. Jonny Graff

TV Director.....B. Math

Art Director.....Sidney Fischer

Prod. Mgr.....Carl Radom

Copy Chief.....Raphael Malagold

Media Director.....Frances Marotta

### NAHAS-BLUMBERG CORP.

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. Zelikov

TV Director.....Diana Muth

Radio Director.....Jean Arnold

# 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, Gerard Viola  
Secy., Treas.....John D. Barone  
Art Director.....William Murphy  
Radio & TV Director.....Klaus Werner  
Media Director.....Ronald Corcillo  
Copy Chief.....Manuel De J. Sainz

## 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: 527-3400

AAAA—ANPA—ABP

Chairman.....Maurice H. Needham  
President.....Paul C. Harper, Jr.  
Exec. V.P.'s.....James L. Isham,  
Richard H. Needham  
Sr. V.P., Chg. Radio-TV  
Programs.....James G. Cominos  
Sr. V.P., Dir. Radio-TV  
Creative Proj.....Kenneth C. Snyder  
Senior Vice Presidents.....Melvin Brorby,  
Paul E. Belknap, Vinton H. Hall  
V.P., Dir. of Radio-TV  
Programs.....John S. Keck  
V.P., Mgr. Radio-TV  
Promotion.....Harold A. Smith  
V.P., Dir. Best.

Facilities.....Arnold E. Johnson  
Secretary, Treas.....John F. Whalley  
Radio-TV Program Mgr.,

Hollywood.....Frederick H. Brogger  
*Time Buyers and Accounts:* Marianne  
Monahan; Campbell Soup Co., International  
Minerals & Chemical Corp., S. C. Johnson &  
Son, Morton Salt Co., Mark S. Oken; Hum-  
ble Oil & Refining Co., Kraft Foods, Mars,  
Inc., State Farm Insurance Co., Wieboldt  
Stores, Inc.; John B. Stetson; General Mills,  
Household Finance Corp., Massey-Ferguson,  
Inc.

Media Svcs.....Peter Triolo, Clifford Botway,  
Ann Janowicz, Gordon Link, Richard  
Simon

### Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 3-2330

Sr. V.P., Mgr.....K. C. T. Snyder  
730 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-0333

V.P. & Mgr.....R. F. Steinhoff

121 Richmond St., W., Toronto 1, Ont., Can.

Phone: EMpire 4-1492

V.P., Mng. Dir.....John A. Willoughby  
615 Dorchester Bldg., W., Montreal 2,

Quebec, Canada

Phone: 866-9382

Manager.....Gerard W. Normandin

*Estimated Radio Billings:* \$5,859,975.

*Estimated TV Billings:* \$18,118,100.

## GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.

Phone: FRanklin 4-4135

Pres., TV Dir.,

Time Buyer.....Robert S. Cragin

## NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.

Phone: EX 8-9721

ABP—ANPA—APA—PPA

Bd. Chmn.....Hunter Lynde

President.....W. E. Scheu

V.P., Gen. Mgr.....Ned Hubbard

V.P.'s.....David E. Robeson, John A. Bunker

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

Vice Presidents.....Rose-lou Planagan,

Marvin Antonowsky, Samuel Bernstein,

Kitty D'Alessio

V.P., Media Director.....Murray Roffis

V.P., Media Relations.....Eugenie C. Stampler

V.P., Best. Media.....Fredric Horton

V.P., Best. Oper.....Walter Tibbals

V.P., TV Production.....William Moseley

Asst. V.P., Mgr., Bestg.

Bus. Affairs.....L. V. Koch

TV Art Director.....Raymond Krivacsy

TV Traffic Coordinator.....J. Robert Pigott

V. P.'s Account Supervisors.....Frederick M.

Mitchell, Gerald Shapiro, Herbert Arnold,

Warren Falos, Ronald Mullins

V.P., Creat. Plans Dir., Richard W. Bowman

V.P., Creative Plans

Superv.....Helen Van Slyke

### Branch Office

8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OL 7-1530

Asst. V.P., W. Coast Pgm.

Coord.....John M. White

Bd. of Trade Bldg., Chicago 4, Ill.

Phone: WAbash 2-8701

Manager.....C. Paneff

159 Bay St., Toronto 1, Canada

Exec. V.P., Gen. Mr., William M. Chantler

Adam House, 1 Fitzroy Sq., London W.1,

England

Phone: EUston 8071

Chm., Joint Mng. Dir., C. Austen Barnes

*Estimated Radio Billings:* \$3,100,000.

*Estimated TV Billings:* \$31,100,000.



## ADVERTISING AGENCIES

### NORTH ADVERTISING, INC.

2100 Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 4-5030

ANPA—ABC—AAAA—ABP

President.....Donald P. Nathanson  
 Ch. of Board.....Bert Goldsmith  
 Exec. Vice Pres.....Bruce M. Dodge  
 V.P.'s.....Fred Klein, Lester A. Delano,  
 Richard F. Fehleiner, George H. Gruen-  
 wald, James W. Green, N. T. Garrabrant,  
 Alice M. Westbrook  
 V.P., Sec. & Treas.....Harold Rosenzweig  
 Radio-TV Prod. Mgr.....Len Levy  
 Time Buyers.....Betty Lavaty,  
 Barbara Swedeen, Marge Flotron, Sarah  
 Hoyer, Marianne Lixie

#### Branch Offices

770 Lexington Ave., New York 21, N. Y.

Phone: TEmpleton 8-8700

Exec. V.P.....Bruce Dodge  
 Radio-TV Prod. Mgr.....Herb Straus  
 846 N. Cahuenga Blvd., Hollywood, Calif.  
 Phone: HO 7-2151

Exec. in Charge.....Edward Feldman  
*Estimated Radio Billings:* \$500,000.  
*Estimated TV Billings:* \$9,000,000.

### NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 3, R. I.

Phone: GAspee 1-2087

AAAA—ABP—ANPA

President, Treas.....Frederick C. Noyes  
 Sr. Vice Pres., Secy.....Carroll H. Rickard  
 V.P.'s.....E. George Cloutier, A. E. Van  
 Wagner, Richard M. Compton  
 Spvsr., Radio-TV, Time  
 Buyer.....Henry C. Hart, Jr.

### OGLIVY, BENSON & MATHER INC.

2 East 48th St., New York 17, N. Y.

Phone: MU 8-6100

AAAA—ABP—ANPA—AFA—ABC

Chmn. of the Board.....David Ogilvy  
 President.....E. Esty Stowell  
 Sr. V.P.'s.....David P. Crane,  
 John Elliott, James Heekin, Reva Korda,  
 Rollin C. Smith, Clifford Field  
 Sr. V.P., Secy-Treas.....Shelby H. Page  
 V.P., Bcst. Dir.....John Hoagland  
 V.P., Dir. Comm. Prod.....Newt Mitzman  
 V.P., Media Dir.....Sam Frey  
 Bus. Mgr., Bcst. Dept.....Phillip L. Tomalin  
 Mgr. Program & Prod.

Development.....Engue S. Schiess  
 Bcst. Spvsrs.....Gordon Link,  
 Richard Simon, Radford Stone

#### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.

Phone: CR 5-6165

Vice President.....Oliver Barbour  
 624 S. Michigan Ave., Chicago, Ill.  
 Phone: 922-9935

Account Exec.....Robert Powell  
 235 Montgomery St., San Francisco, Calif.  
 Phone: YU 2-9598

Account Executive.....William Wright  
 88 University Ave., Toronto 1, Ont., Can.  
 Phone: 362-7711

Mng. Dir.....Andrew Kershaw  
*Estimated Radio Billings:* \$1,048,000.  
*Estimated TV Billings:* \$22,615,000.

### JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: Copley 7-7430

President.....Jerome M. O'Leary  
 Vice President.....William I. Oranburg  
 Media Director.....Louise Doherty  
 Radio & TV Director.....H. W. Cowling  
 Production Manager.....Edward J. Stoner  
 Radio & TV Traffic Mgr.....Nancy J. Young

### W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIngsley 6-4140

Ch. of Board, President...Norman T. Hayes  
 Vice Presidents.....Daniel M. Wise,  
 Bosh Pritchard  
 Secretary-Treas.....Williard W. Hughes  
 Time Buyer.....Robert Dunkel

### PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.

Phone: MURray Hill 7-4090

ABP

President.....Elias Schonberger  
 V.P.'s.....Peter Frenkel, Milton Bagley,  
 S. I. Altman  
 Radio-TV Dir.....Sidney Kallner  
 Sec'y & Treas.....Max Weintraub

### 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. Sprague  
 Treasurer.....Calvin W. Franklin  
 Media Dir., Time Buyer, Gertrude M. Nyman

#### Branch Offices

1115 West Broadway, Spokane, Wash.

Phone: FAirfax 7-9585

Manager.....Ken Degerness  
 829 N.W. 19th Ave., Portland 9, Ore.  
 Phone: CApitol 2-1021

V.P., Manager.....G. P. Griffis

### PAPERT, KOENIG, LOIS, INC.

9 Rockefeller Plaza, New York 20, N.Y.

Phone: JUDson 6-7300

Board Chairman.....Frederic S. Papert  
 President.....Julian Koenig  
 1st V.P., Creative Dir.....George Lois  
 Exec. V.P., Treasurer.....Norman Grulich  
 V.P., Media & Rsch. Dir. William A. Murphy  
 Media Supervisors...Tim McClintock, John  
 Collins

## ADVERTISING AGENCIES

Media Buyers...Carole Lewis, Elaine Art,  
Joseph McCarthy, Ruben Preerdi, Sandra  
Goldstein  
*Estimated Radio & TV Billings:* \$9,000,000.

### PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-6400

Ch. Bd., President.....Edward Kletter  
V.P., Dir. Radio-TV.....Don Blauhut  
V.P.'s.....Philip Agisim, Alfred Eichler  
Radio-TV Media Dir.....Herbert Gruber  
TV Supervisor.....Joan McCormack  
West Coast TV Superv.....Irv Ross  
TV Opera. Mgr.....Helen Lawin  
TV Art Director.....Rodlow Willard  
1616 N. Vine St., Hollywood 28, Calif.  
Phone: HO 5-0066

TV Supervisor.....Irv Ross  
*Time Buyers & Accounts:* Herbert Gruber;  
J. B. Williams Co.; Ruth Bayer; J. B.  
Williams Co.; Pearl Sheridan; Liggett-Rex-  
all Drug Stores  
*Estimated TV Billings:* \$14,000,000.

### PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.  
Phone: YUkon 6-7795

#### ANPA

Pres., Radio Time Buyer....C. H. Pearson  
V.P. ....Byrnes Pearson  
V.P., Secy.....Cecilia H. Pearson

### PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.  
Phone: BElmont 4-6401

President.....Charles C. Ramsey  
V.P.'s.....T. E. Ables,  
R. F. Lewis, R. L. Phillips, R. Page Jones  
Radio-TV Dir.....  
Sec.-Treas. ....Mrs. Orva W. Huff  
Art Dir.....L. T. Shaekelford  
Media Director.....Rod Willeford

### 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

### POST, MORR & GARDNER, INC.

919 No. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 3-2880

#### ABP--ANPA--APA--NBP--NOAB

President.....Carl M. Post  
Exec. V.P., Sec'y.....Frank E. Morr

V.P., Chron. Plans

Board .....Donald S. Manchester  
V.P., Media Director.....Edwin A. Trizil  
Treasurer.....Alan W. Bergstedt  
Radio-TV Media Mgr.....Helen Wood  
Radio-TV Prod. Mgr.....John C. Clark

### 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, C. F. McGill,  
C. Lahey, R. R. Sanford, R. M. Robinson,  
J. M. Gaughan, Clarence H. Russell, Jack  
Macdonald  
Radio-TV Dir.....A. Christy  
Admin. V.P., Sec.-Treas.....C. C. McMillan  
Prod. Mgr.....Charles W. Wilson  
Radio-TV Prod.....William J. Brewer  
Research Director.....Willard Young  
Chief Time Buyer.....Bill Smith  
Asst. Time Buyers.....F. Calandro,  
L. Carhart

#### Branch Offices

1700 Broadway, Denver 2, Colo.  
1270 Ave. of the Americas, New York, N. Y.  
Phone: JUdson 6-8370

### PRITCHARD, WOOD, INC.

6 East 45th St., New York 17, N. Y.  
Phone: MUrray Hill 7-2186

Ch. of Board.....Victor A. Bennett  
President.....Walter H. Johnson  
Vice Presidents.....Edward D. Kahn,  
J. Desmond Slattery  
Time Buyers.....John Lucinatelli,  
Robert Geller

#### Branch Office

Russ Building, Montgomery St.,  
San Francisco, Calif.  
Manager.....M. M. Craig Spitz

### J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.  
Phone: YUkon 6-7725

President.....J. G. Proctor  
V.P. & Acct. Exec.....Ray Hanna  
Secretary.....M. S. Proctor  
Art Dir. & Prod. Mgr.....M. Sholle

### PRODUCT SERVICES

17 E. 45th St., New York City  
Phone: MUrray Hill 7-0204

President.....Les L. Persky  
V.P.....Harold L. Tuers  
TV Dir.....Richard DeMaio  
Art. Dir.....Milt Kimmel  
Copy Dir.....D. Young  
Time Buyer.....B. P. Pettick

### L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-8155

#### ANPA--APA--NBP--NOAB

President.....A. C. Naeckel  
Vice President.....Richmond M. Lloyd

## ADVERTISING AGENCIES

Secy.....G. E. Bischoff  
 Vice-President.....N. B. Langworthy  
 Treasurer.....W. J. Henderson  
 Art Director.....E. J. McCabe

### Branch Office

111 East 3rd St., Davenport, Iowa  
 Phone: 326-0157

Media Director.....Glenn Mayo

### THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.  
 Phone: 527-1179

President.....Wilbur W. Randall  
 Art Director.....Robert N. Berger  
 Radio & TV Director.....Jack Reynolds  
 Secretary.....E. Alexandria Dapko

### REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.  
 Phone: PLaza 1-7300

69 Washington St., Newark, N. J.  
 Phone: MArket 3-5100

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach  
 President.....Harold L. McClinton  
 Exec. V.P., Gen. Mgr.....Robert W. Robb  
 Sr. V.P., Art Dir.....Everett W. Sahrbeck  
 Sr. V.P., Treas.....D. M. Bernheim  
 V.P., Copy Dir.....Herman Raucher  
 V.P., Mgr. Newark.....Donald Mayer  
 V.P., Radio-TV Dir.....Werner Michel  
 V.P., Assoc., Art Dir.....Marce Mayhew  
 V.P. & Research Dir.....Paul Keller  
 V.P., Media Dir.....Philip C. Kenney  
 N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.  
 Pub. Dir.....Phil Wasserman  
 Assoc. Dir., Radio-TV.....James K. Graham  
 Radio-TV Prod.....Merl Bloom  
 Time Buyers.....Herb Stone,  
 Rene Rcyes, Irene Bourgozin  
 Estimated Radio Billings: \$500,000.  
 Estimated TV Billings: \$9,100,000.

### Branch Offices

Prudential Bldg., Chicago 1, Ill.  
 Phone: SUPERior 7-9722

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. Ludke, Jr.  
 1235 Statler Bldg., Boston, Mass.  
 Phone: LIBerty 2-6100

Pres. ....John M. McCullough

### 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—AFA  
 NOAB—PPA—ABC

Ch. of Bd., President....Robert W. Stafford

Ch. Exec. Comm., V.P. Oper....P. R. Phillips  
 V.P., Radio-TV Dir.....Russ Neff  
 Asst. Radio-TV Dir.....Glen Banmann  
 V.P., Creative Dir.....Dwight Bohmbach  
 V.P., Mktg. Res. Dir.....G. B. Brown  
 V.P., Exec. Art Dir.....Loren Herder  
 Account Managers.....Ralph Klapperich,  
 Thomas Kilbride, James Rahders, Howard  
 W. Jones

Secretary.....Kenneth Anderson  
 Administrative Dir.....Vincent R. Else  
 Media Director.....Wendell Eastling  
 Media Manager.....John Hackett  
 Time Buyers.....Phillip Archer,  
 Abbot Davis, Paul Ewing, Lois Lindenberg

### Branch Office

John Hancock Bldg., New Orleans 13, La.  
 Phone: 529-3161

V.P., Office Mgr.....Roy Schwarz

### REGAL ADVERTISING ASSOCIATES CORP.

850 Third Ave., New York 22, N. Y.  
 Phone: PLaza 2-6300

Chairman of Board.....Garson Reiner  
 President.....Harvey Siegel  
 Exec. V.P., Gen. Mgr.....Stanley Grayson  
 V.P., Programming.....Arnold Fetbrod  
 Dir., Station Rela. &  
 Legal Dept.....Sidney B. Hoenig  
 Account Execs.....Margaret McDonald,  
 Arnold Fetbrod  
 Time Buyers.....Sandra Aronwitz,  
 Laura K. Fliashnick

### REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-7440

ABP—ABC—ANPA—APA—NBP

Bd. Chmn.....Wallace Meyer  
 President.....Charles A. Reincke  
 V.P.'s.....Joseph J. Finn, Charles Fleming,  
 S. W. Jewell, George E. Taylor  
 Sec.-Treas.....Arthur L. Reincke  
 Radio-TV Director.....Lew Green  
 Media Director.....John Priebe

### REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.  
 Phone: TEmplebar 2-2408

ABP—ANPA

President.....Emil Reinhardt  
 Time Buyer.....A. Leo Bowman  
 TV & Radio Dir.....Fred Ittner

### RICH-LEE ADVERTISING INC.

110 W. 40th St., New York 18, N. Y.  
 Phone: LAckawanna 4-3895

President.....Sigmund C. Aiken

### Branch Office

700 Equitable Bldg., Baltimore, Md.  
 Phone: LE 9-0136

Exec-in-Chg. ....Ramon P. Steinberg  
 Media Dir., Time Buyer....Jo Anne Kaplan

## ADVERTISING AGENCIES

### FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

730 Fifth Ave., New York 19, N. Y.  
Phone: JU 6-5400

AAAA-ABC ANPA-AFA-ANA

Board Chairman.....Bradley A. Walker  
President.....Bryan Houston  
Chmn. Exec. Comm.....Fletcher D. Richards  
V.P., Dir. Radio-TV.....Seymour J. Frolick  
Treasurer.....Dorothy Steitz  
Secretary.....Evelyn King  
V.P.'s.....Robert Boulware,  
Richard A. Stevens, Sanford C. Smith,  
Alexander Coan, Sylvia Harris, Raymond  
P. Durrell, Warren Rebell, E. A. Gray,  
Norton Leo, Laurel Cutler, Bernard Eck-  
stein, Sanders Maxwell, John M. Van Hor-  
son, John Devine, Robert Evans  
V.P., Dir. of Media.....William Dekker  
Dir., Pub. Rel.....Frank Hefter  
Assoc. Dir., Radio-TV.....Robert Nugent  
TV Art Director.....Victor Miranda  
TV-Radio Traffic.....Ruth Jaffe,  
Georgette McCarthy

Time Buyers & Accounts.....James Kelly;  
U. S. Rubber; Elizabeth Griffiths; J. P.  
Stevens & Co.; John Van Horson; Heu-  
blein, Inc.; Patricia McGuinn; Eastern Air  
Lines

#### Branch Offices

400 N. Michigan Ave., Chicago 1, Ill.  
Phone: 467-5970

Vice President.....George Jahnke  
58 Sutter St., San Francisco 4, Calif.  
Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris  
3200 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: 384-1161

Vice President.....Nelson Carter  
Joseph Vance Bldg., Seattle 1, Wash.  
Phone: MAin 2-1555

Vice Pres.....Frank Caspers  
1776 Peachtree Rd., N.W., Atlanta, Ga.  
Phone: 381-1161

Vice President.....Dick Stern  
20 Carlton St., Toronto 2, Ont., Can.  
Phone: EMpire 3-6361

Pres.....Warren H. Wilkes  
550 Sherbrooke St., W., Montreal 2, Can.  
Phone: Victor 4-8821

Gen. Mgr.....Hal Tingle  
Estimated Radio Billings: \$3,819,334.  
Estimated TV Billings: \$3,387,239.

### ROBERTS & ASSOCIATES

1901 Broadway, Santa Monica, Calif.  
Phone: 477-4191

President.....Martin Roberts  
Copy Director.....M. Zarcoff

### ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-3175

ANPA-APA

President.....Robert Power Reimers  
Exec. Vice Pres.....M. W. Nichols

V.P., Media Dir.....John K. Lucken  
Creative Director.....John W. Dav  
Prod. Mgr.....James West  
V.P., Art Director.....Hugh Ryan  
Vice President.....Casper Pinsker, Sr.

### ROBERTSON ADV., INC.

108 North State St., Chicago 2, Ill.  
Phone: STate 2-0268

ABC ABP-ANPA-AFA

Pres., Treas.....Scott Robertson  
V.P., Secy.....John H. Swan  
Time Buyer.....Shirley Waterloo

### ROBINSON & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: HUntley 2-2050

ABP ANPA-APA-PPA

President.....Elwood J. Robinson  
Secretary.....Eola E. Cass  
Exec. V.P.....John W. Haynes  
V.P., Merchandising.....Charles P. Culbert  
V.P., Radio-TV Dir.....Lee Laufer  
V.P., Media Dir., Treas.....Robert C. Neuman  
Prod. Mgr.....James Kroll

### ROCHE, RICKERD, HENRI, HURST, INC.

520 N. Michigan Ave., Chicago, Ill.  
Phone: RAndolph 6-9760

ABP-ANPA-APA-NBP-NOAB

Chmn. of the Bd.....J. L. Probsting  
President.....C. E. Rickerd  
Exec. V.P.....K. C. August  
Sr. V.P.....J. E. Schwenck  
V.P., Asst. to Pres.....Al Bonk  
V.P. Chg. of Media.....Frank Hakewill  
V.P. Chg. of Copy.....R. A. L. Herweg  
V.P., Creative Dir.....J. W. Harpham  
Vice Presidents.....A. J. Cason,  
William H. Savin, Stewart Weston, M. F.  
Williamson, J. Walker, Frank Duggan,  
W. P. McWilliams, Frank O'Beirne, J. J.  
Odell, M. T. Singer

Sec.-Treas.....C. W. Anderson  
Dir., Radio-TV.....K. Knight  
Dir., Pub. Rel.....H. Burnett

### ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.  
Phone: RAndolph 6-2324

President.....Irving Rocklin  
Secy-Treas.....Leah Rocklin  
Talent Dir.....Trine Shuchat  
Account Exec.....Edward Lovinger  
Research Dir.....Geraldine Zwerling  
Time Buyers.....Irving Rocklin,  
Edward Lovinger, Jerrold Rocklin

### ROGERS & SMITH ADVERTISING AGENTS, INC.

505 North Ervay, Dallas 1, Tex.  
Phone: RI 6044

ABP-ANPA

President.....Percy C. Fewell  
Vice President.....Randall E. Brooks  
Secy-Treas.....Geo. C. Huppertz  
Radio-TV Dir.....Sheldon L. Kaplan

## ADVERTISING AGENCIES

### RONALDS-REYNOLDS & CO.

154 University Ave., Toronto 1, Ont.

Phone: EM 2-2381

CAAA—CAB—ABP—ANPA

President .....C. W. Reynolds  
 Exec. V.P. ....Frank deB. Walker  
 Sec.-Treas. ....F. J. Banks  
 V.P., Radio-TV Dir. ....H. E. Karpus  
 Time Buyer .....Vera Hopkins

#### Branch Office

2055 Peel St., Montreal, Que.

Phone: 849-9401

Manager .....F. De B. Walker

### ROSE-MARTIN, INC.

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

Phone: PLaza 2-4040

ABP—ANPA—AAAA

President .....Irl W. Rose, II  
 Exec. V.P. ....John A. Boulle  
 V.P., Media Director .....G. M. Rundbaken  
 Direc., Media Planning ....George F. Haller  
 Art Director .....Anthony M. Alonso  
 Prod. & Traffic Mgr. ....Ethel J. Whelan  
 Account Executive .....Sid Rendely  
 Account Executive .....Marjorie Dorrance

### IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer .....Irving Rosen

### ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

Bd. Chmn. ....Ross Roy  
 President .....Walter Ayers  
 Sr. V.P. ....Robert R. Roy  
 Exec. V.P. ....J. S. Pingel  
 Sr. V.P., Creative Dir. ....W. W. Shaul  
 V.P. Pub. Rel. ....Hubert F. Roy  
 V.P.'s .....L. C. Barlow,  
 O. A. Brady, R. Lyon, R. D. Gaul, C.  
 Hicks, F. H. Larson, D. R. Lena, D. C.  
 Longyear, L. P. Morse, J. R. Neall, R. E.  
 Reins

Media Dir. ....Ronald A. Post  
 V.P., Controller .....Harry W. Mellen  
 V.P., Media .....H. E. Rumble  
 V.P., Dir. Prod. Analysis..Kenneth S. Loring

#### Branch Offices

52 Vanderbilt Ave., New York 17, N. Y.

Phone: MU 6-1800

President .....W. C. Ayers  
 Ross Roy of Canada, Ltd.  
 Canada Trust Bldg., Windsor, Ont.  
 Phone: Clearwater 6-2371

### RUDER & FINN, INC.

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

Phone: PLaza 9-1800

ABP—ANPA

Bd. Chmn., President .....David Finn  
 Chmn., Exec. Comm. ....Paul Zucker

Sr. V.P.'s...Charles Lipton, Richard Weiner,

Norman Weissman, Stanley Thea

V.P.'s.....Joseph Field, Robert Fleisher,  
 Alfred G. Paulson, Frank Saunders, Harold  
 Wolfson

Time Buyer.....Seymour Thompson

#### Branch Office

438 S. Vicente Blvd., Los Angeles, Calif.

Dir. West Coast Opera.....J. S. Nathanson

### 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. ....N. A. Gallagher  
 V.P.'s.....C. N. Gleason, J. S. Warren, J. E.  
 Troskosky, F. F. Harned, F. B. Lynch,  
 J. L. Heffron, J. R. Van Arsdale, D. B.  
 Miller, R. D. Dunning, Lois McLaughlin,  
 E. F. Novak  
 Secy., Treas. ....H. R. Hanson  
 Prod. Mgr. ....R. H. Peters

#### Branch Offices

10 Lafayette Sq., Buffalo, N. Y.

Phone: TL 3-6020

V.P., Manager .....D. J. Atkinson

Vice Pres. ....H. R. Keating

1512 Genesee St., Utica, N. Y.

Phone: SWift 7-2850

V.P. & Manager .....L. B. Riegler

V.P. ....H. T. Duffy

1 Rockefeller Plaza, New York, N. Y.

Phone: PLaza 7-8022

V.P., Gen. Mgr. ....B. Jones

### LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: Central 6-3521

ABC—AAAA—ABP

President .....Lowe Runkle  
 Exec. V.P. ....Howard Neumann  
 Vice-Presidents .....Roger Pishny,  
 Vernon Morelock, Monty Mann, Oscar  
 Heuser  
 Treasurer .....George A. Mitten  
 Radio, TV Director .....Mack Fuller

### 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., Radio-TV .....William Pitts  
 Radio-TV Dir. ....Joseph Battaglia, Jr.  
 Radio-TV Coord. ....Virginia Shields  
 Time Buyer .....Richard Goldsmith  
 Copy Chief .....Margot Mallary  
 Media Director .....William Galker  
 Acct. Execs. ....Glenda Sullivan, Theodore  
 Herrmann, George Miller, Austin P. Kel-  
 ley, Milton Mensch, Lewis Nemerson,  
 William Pitts, Donald Temple, Milton  
 Greenwald, Dewaine Wall, Edward L.  
 Breining, Morton P. Trachtenberg



# ADVERTISING AGENCIES

## WALKER SAUSSY ADVERTISING, INC.

1820 St. Charles Ave., New Orleans, La.  
Phone: 524-3282  
ANPA-ABP-ABC

President ..... Boatner Reily  
V.P., Gen. Mgr. .... P. J. Stakelum, Jr.  
Vice Presidents ..... D. W. Ziegelasch,  
Edward Curtis  
Acct. Execs. .... Boatner Reily, P. J. Stakelum,  
Jr., J. H. Epstein, Dwight W. Ziegelasch,  
Harold R. Huffman, Dorothea Schlesinger,  
John Brown, Peter A. Mayer, Donald H. Halsey  
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.

## ALLEN SAVAGE AGENCY

30 East 54th St., New York, N. Y.  
Phone: EL 5-1434

Owner ..... Allen Savage

## FRANK B. SAWDON, INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-6660

Pres., Treas. .... Frank B. Sawdon  
Exec. V.P., Media Dir. .... Ardien B. Rodner  
V.P.'s ..... Allan Moll, Edward Tabibian  
Secretary ..... Dorothy Prentice  
Radio-TV Dir.-Prod. .... John Paul Jones  
Time Buyer ..... Jean Hickson

### Branch Office

6115 Selma Ave., Hollywood, Calif.  
Phone: HOLLYwood 4-7579

W. C. Mgr. .... Allan Moll

## A. A. SCHECHTER ASSOC., INC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1150

President ..... A. A. Schechter  
V.P., Radio-TV ..... Michael Roskind  
Secretary ..... M. M. Goddard

### Branch Offices

333 No. Michigan Ave., Chicago 3, Ill.  
Phone: FIancial 6-9511

Manager ..... Ross Delue  
1540 N. Highland Ave., Hollywood 28, Calif.  
Manager ..... Dorothy Furman

## SCHECK ADV. AGENCY, INC.

(Affil. with Lewis Adv. Agency)

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. .... Marc Santiago  
Copy Chief ..... E. Bimberg

## SCHNEIDER-ALLEN-WALSH, INC.

180 Madison Ave., New York 16, N. Y.  
Phone: LExington 2-4914

President ..... Joseph P. Schneider  
V.P., Treasurer ..... M. Barry Schneider  
Vice President ..... Jeff Allen  
Vice President ..... Alfreda Walsh  
Secretary ..... Ellen Schneider

## SCHWAB, BEATTY, & PORTER, INC.

660 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-5911  
ABP-ANPA-NBP

President ..... Victor O. Schwab  
Exec. V.P. .... Richard Porter  
Dir. Radio-TV, Time  
Buyer ..... George F. Perkins

## SCOPE ADVERTISING, INC.

12 East 41st St., New York 17, N. Y.  
Phone: MUrray Hill 4-0615

President ..... Herman Zuckerman  
Vice President ..... Frederick L. Hyman  
Account Executive ..... William P. Brown

## ED SHAPIRO INC.

1831 Chestnut St., Philadelphia 3, Pa.  
Phone: LO 4-2877  
ANPA-ABP-NBP

President ..... H. Hyman Shapiro  
Vice President ..... Elinor L. Brown

## JOHN W. SHAW ADVERTISING, INC.

200 E. Ohio St., Chicago 11, Ill.  
Phone: MO 4-3300

Bd. Chairman, Pres. .... John W. Shaw  
Exec. V.P.'s ..... H. L. Brand, Charles Allen  
V.P.'s ..... Norman Anderson,  
E. L. Renno, G. A. Wilcox, Joyce Turovlin,  
Ralph Stewart, William Ries, William Pullman

V.P., Sec. .... Sigmund Seaman  
V.P., Creative Dir. .... George E. Filipetti  
Radio-TV Prod. Mgr. .... Stuart Berg  
Time Buyers ..... Marie Lehan, June Kemper,  
Isabell McCaulay

### Branch Office

5225 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WE 8-2675

Mgr. .... Jack R. Schullter

## SILTON BROS., CALLAWAY & HOFFMAN, INC.

131 Clarendon St., Boston 16, Mass.  
Phone: CO 7-3730  
ABP-ANPA-NBP

President ..... Myron L. Silton  
Exec. V.P. .... Jason N. Silton  
Senior V.P. .... Earle W. Hoffman  
Treasurer ..... Ramon N. Silton  
Media Director ..... Marie Kachinski

## SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.  
Phone: Woodward 3-3000

AAAA-ANPA-ABP-APA-NBP

## ADVERTISING AGENCIES

Partners.....Leonard N. Simons,  
Lawrence J. Michelson  
Prod. Mgr.....Arthur H. Copland  
Radio-TV Dir.....Morton Zieve

### SMITH/GREENLAND COMPANY

655 Madison Ave., New York 21, N. Y.  
Phone: PLaza 2-5500

President.....Leo Greenland  
V.P.'s.....Peter G. Weinberg, Murray Platte  
Sec.-Treas.....Martin L. Smith  
Media Director.....Beryl Seidenberg  
Time Buyers.....William Graham,  
Sharon Tillman

### RAYMOND SPECTOR CO., INC.

445 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-4407  
ABP—ANPA—APA—NBP

President, Treas.....Raymond Spector  
Art Director.....Irving Trabich

### SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.  
Phone: 9-5581  
ABP—ANPA

Owner, Acct. Exec.....William Spitz  
Art Director.....Alex Benthin  
Copy Chief.....P. Pehizotto  
Radio-TV Dir.....Gay Praml

### 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  
Copy Chief.....S. Elstad  
Art Dir.....F. C. Williams  
Media Dir.....A. W. Gudelman

### HAL STEBBINS, INC.

9229 Sunset Blvd., Los Angeles, Calif.  
Phone: CR 3-0750  
ANPA—AAAA—ABC—ABP

President.....Hal Stebbins  
Exec. Vice Pres.....K. J. Mau  
Vice President.....Rudy Perkal  
Secretary-Treasurer.....Ruth Winberg  
Time Buyer.....Jane Darden

#### Branch Office

599 N. Mathilda, Sunnyvale, Calif.  
Phone: REgent 9-4160

V.P., Mgr.....R. Citron

### STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.  
Phone: 381-5600  
AAAA—ABP—ANPA

Chmn. of Bd.....Ranald S. West  
Pres., Treas.....C. Thomas Martin  
Exec. Vice Pres.....B. A. Schloemer  
Sr. Vice President.....R. A. McDowell  
V.P. Media & Res.....Leo F. McMullin  
V.P., Art Director.....Robert Helmich  
Mgr., Radio & TV Dept.....Syd Cornell

### STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.  
Phone: BAKER 5-9140

Bd. Chmn., President.....Morry Storm  
V.P., Sec.....Barbara B. Herman  
V.P.'s.....Gerald P. Deppe,  
Vincent Marcone, Glen S. Jennings  
Time Buyers & Accounts: Barbara B. Her-  
man; PUNCHINELLO 7-Fruit Drink, Tobin Pack-  
ing Co.

#### Branch Offices

71 Maryland Plaza, St. Louis 8, Mo.  
Phone: FOrest 1-8750

Exec. V.P., Gen. Mgr.....G. P. Deppe  
Professional Bldg., 180 Old Loudon Rd.,  
Latham, N. Y.  
Phone: ST 5-5888

Gen. Mgr.....Thomas J. Morton

### SUDLER & HENNESSEY, INC.

130 East 59th St., New York 22, N. Y.  
Phone: PLaza 1-1250

President, Chmn.....A. E. Sudler  
Exec. Vice President.....M. J. Hennessey  
Radio-TV Director.....Hal Davis

### DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.  
Phone: HANcock 6-7643

AAAA—ABP—ANPA—AFA—ANA

President.....Daniel F. Sullivan  
Vice Pres.....Robert N. Sullivan  
Treasurer.....William H. Sullivan  
Operations Mgr.....James G. Hajjar  
Prod. Mgr.....Herman Piquette

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-1600  
ANPA—AAAA

Ch. of Board.....S. Heagan Bayles  
President.....Alfred J. Seaman  
Ch. Exec. Comm.....Raymond F. Sullivan  
Vice Ch. of Bd.....Brown Bolte,  
Clifford Spiller  
Sr. V.P.'s.....J. W. Cantwell,  
Douglas J. Coyle, Herbert A. Vitriol, Bar-  
rett Welch, Mary Ayres  
Sr. V.P., TV Pgmng.....Harry Ommerle  
Sr. V.P. & Creative Dir.....Richard W. Wylly  
V.P., Dir. Radio-TV Dept.....Philip H. Cohen  
V.P., Dir. of Sta. Rel.....Frank J. Reed  
V.P., Radio-TV.....Rodney Albright,  
James Hayes  
V.P., Media Dir.....Lloyd Harris  
V.P., Admin.....Francis Minehan  
Treasurer.....Nelson Argueso  
Assoc. Media Dirs.....Edward Fonte,  
Ira Gonsier, Bertrand Wagner, Paul Ben-  
son, William D. Birkbeck  
Broadcast Spvsr.....Vera Brennan  
Time Buyers.....Nicholas Imbornone,  
Donald Ross, Wayne Silhersack, Jeanne  
Sullivan, Charles Woodruff, Bob Bridge,  
Jim McCollum

## ADVERTISING AGENCIES

### Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 4-2119  
Vice Pres. .... Robert W. Ballin  
605 Avenida Condado, Santurce, P. R.  
Phone: 724-2706  
Manager ..... Francisco Alvarez  
*Estimated Radio Billings:* \$6,000,000.  
*Estimated TV Billings:* \$12,000,000.

### SWAN & MASON ADVERTISING, INC.

509 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-3263  
ANPA

Pres., Treas. .... Willard W. Mason  
Exec. V.P. .... George Crandall  
Vice Pres. .... Anthony Azzato  
Secretary .... Marguerite Cunningham

### TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.  
Phone: HARRISON 7-3700  
AAAA—ABP—ANPA

Bd. Chairman ..... Arthur E. Tatham  
President ..... J. Kenneth Laird  
Treasurer, Admin. Dir. .... Fred Winter  
Secretary ..... Mary Kyak  
V.P., Market Res. Dir. .... Arthur A. Simon  
V.P., Dir., Radio-TV Prod. .... Thomas Cadden  
Vice Presidents ..... George A. Bolas, Bernard Anastasis, George Bamberger, Jack J. Bard, Harry Barnhart, Robert Bassindale, William Bienenmann, Jerome Birn, Herbert Daniels, Dr. Donald Kanter, Edwin Kuhn, Lester Lilliston, John Luick, Eldon Rohrsen, John Singleton, Charles R. Standen, Roy A. Boyer, Dan McGrath  
Broadcast Media Mgrs. .... Joan Dressel, George Stanton, A. Malpede, M. Rodger.

### Branch Offices

114 Madison Ave., New York 22, N. Y.  
Phone: PLaza 2-1111

V.P., Managing Dir. .... Robert Hayes  
V.P., Dir., Radio-TV Prod. .... Chester Kulesza  
1680 Vine, Hollywood 38, Calif.  
Phone: HOLLYWOOD 1-9228  
V.P., Manager ..... Vic Hunter  
*Estimated Radio-TV Billings:* \$14,000,000.

### TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.  
Phone: SUmmyside 4-3800

Pres., Exec. Prod., Radio-TV .... Ron Terry  
V.P., Radio & Elec. Trans. Dir. .... Al Richman  
V.P.'s ..... Peter Fleishmann, Filmore E. Mandl  
TV Dir., Secretary-Treas. .... Gloria Lynn  
Production Mgr. .... Sanford Sorokin  
Press Dept. Mgr. .... Ben W. Glassman  
Time Buyers ..... Ron Terry, Gloria Lynn, Ben W. Glassman, Peter Fleishmann, Filmore E. Mandl

### J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 6-7000  
AAAA—ABC—AFA—ANA

President ..... Norman H. Strouse  
Exec. Vice Pres., Dir. .... Wallace Elton  
Exec. V.P., Sec. .... Howard Kohl  
Exec. V.P., Dir. .... William D. Laurie, Jr.  
Exec. V.P., Dir. .... George Reeves  
Exec. V.P. .... Edward G. Wilson  
Sr. V.P., Dir. .... Arthur C. Farlow  
Directors ..... Samuel W. Meek, Theodore P. Jardine, Garrit A. Lydecker, Charles A. Rheinstrom, Edward N. Robinson, O'Neill Ryan, James W. Young  
Sr. V.P.'s ..... Kennett W. Hinks, Dan Seymour

V.P.'s ..... P. R. Albright, S. Aubrey, R. C. Barker, W. F. Benoit, A. T. Blomquist, J. E. Boyle, R. E. Buchanan, R. C. Carman, A. J. Cole, R. T. Colwell, L. D'Aloise, R. E. Dennison, R. D. Karp, E. Gordon, H. R. Herrmann, R. F. Hurd, A. H. Johnson, H. Klintrop, G. A. Lydecker, R. C. McKee, R. E. Meade, S. A. Olson, C. A. Rheinstrom, W. A. Seibert, Jr., W. W. Bianchi, D. E. Charnas, J. H. Cobb, John F. Devine, M. K. Eddy, N. Findlow, W. H. Gibbs, C. Hathaway, R. W. Hawes, S. Haynes, E. W. Hicks, C. M. Holland, H. M. Jackson, R. P. Jones, D. R. Longman, R. E. McDonald, W. D. McNeill, J. L. McQuigg, J. Monsarrat, W. G. Moore, G. Mooser, P. F. Mygatt, A. K. Nelson, T. F. O'Grady, H. F. Parker, W. F. Parker, A. A. Porter, P. Proctor, S. C. Ralis, H. Rex, E. N. Robinson, J. R. Roller, O'Neill Ryan, T. R. Santacroce, E. J. Smith, E. B. Stephenson, N. F. Stephenson, D. R. Thornburn, H. W. Treleven, G. Tripp, E. H. Walker, S. P. Walker, R. R. Weikart, E. B. Wilson, H. S. W. Wolf

V.P., Radio-TV Pgmng. .... Thomas McAvity  
V. P., Treasurer ..... Howard Brundage  
Media Director ..... Richard P. Jones  
Media Manager ..... Robert D. Lilien  
Media Research Dir. .... Jack Green  
Associate Media Directors ..... James English, Thomas Glynn, Ruth Jones, Robert Welty, Harold Wilt, Anne Wright

Time Buyers ..... Joan Ashley, Polly Allen, Madeline Blount, Allan Barrows, Jack Bissell, Doris Corrigan, Helen Davis, Ernest Emerling, Roy Glah, Florence Gulla, Jerry Golden, Norman Goluskin, Ron Grathwohl, John Gray, George Heffernan, Eugene Hobicorn, William Hinman, Gordon Johns, Edmund Judy, Mario Kircher, Marge Lewin, Denis Lee, Ed Lockwood, Bill Landgraf, Thom Leidner, Sam Luddy, Jack McDougal, Don Miller, Dick Macaluso, Bill Millar, Roger Morrison, Peter McLean, Seymour Parker, Lawrence Reynolds, Walter Sullivan, Nancy Smith, Charles Spencer, Jayne Shannon, John Sisk, Carrie Senatore, Frank

## ADVERTISING AGENCIES

Sweeney, Melita Skalbergs, Martha Thoman, Dorothy Thornton, Jeanne Tregre, Dominic Venturella, Harold Veltman, Louis West, Sara Wind.

### Branch Offices

410 No. Mich. Ave., Chicago, Ill.  
Phone: MOhawk 4-6700

Exec. Vice Pres., Mgr. . . . . George C. Reeves  
535 Griswold St., Detroit, Mich.  
Phone: WO 2-8890

Exec. V.P., Mgr. . . . . W. D. Laurie, Jr.  
6505 Wilshire Blvd., Los Angeles, Calif.  
Phone: OL 3-0300

V.P.'s, Mgrs. . . . . M. C. Borland, W. Wilgus  
2 Gateway Center, Pittsburgh 22, Pa.  
Phone: AT 1-8616

Manager . . . . . Walter Prior  
299 Alhambra Circle, Coral Gables, Fla.  
Phone: Highland 5-1391

Manager . . . . . Joseph J. Kelleher, Jr.  
320 California St., San Francisco, Calif.  
Phone: GA 1-3510

V.P., Mgr. . . . . Harry A. Lee  
700 Hartford Bldg., Dallas, Tex.  
Phone: RIVERSIDE 1-4584

Manager . . . . . J. William Brauer  
621 17th St., Denver 2, Colo.  
Phone: AMherst 6-3861

Mgr. . . . . Stephen Hull  
3376 Peachtree Rd., N.E. Atlanta 5, Ga.  
Phone: 231-3547

Manager . . . . . Jack Moore  
234 Loyola Ave., New Orleans 12, La.  
Phone: 524-7654

Manager . . . . . Robert P. Stevens  
3620 Carew Tower Bldg., Cincinnati, O.  
Phone: Du 1-1325

Manager . . . . . William J. Downes  
424 Nicobolas Rd., Kansas City, Mo.  
Phone: WE 1-4452

Manager . . . . . Ben Blausler  
1737 De Salles St. N.W., Washington, D. C.  
Phone: NAtional 8-6140

Mgr. . . . . John J. Barnhill  
913 Capitol Club Bldg., Raleigh, N. C.  
Phone: TEmpLe 3-7295

Manager . . . . . John D. Minter  
*Estimated Radio Billings:* \$10,000,000.  
*Estimated TV Billings:* \$123,000,000.

### TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22  
Phone: ELdorado 5-4404  
ABP—ANPA—APA—NBP

Chairman of Board . . . . . Wm. Irwin Tracy  
Pres. . . . . Frank S. Kent  
Treas., Secy. . . . . George M. Pease  
Prod. Mgr. . . . . H. V. Kelly

### TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas  
Phone: RI 8-4741

AAAA—ABP—ANPA—ABC—AFA

President . . . . . Morris Hite  
V.P., Treas. . . . . John H. Wellenkamp  
V.P.'s . . . . . F. E. Rowe, G. G. Addington  
V.P., Radio TV . . . . . Lawrence E. DuPont

Media Dir. . . . . Ernestine Parker  
Radio-TV Director . . . . . Howard Fisher  
Time Buyers . . . . . Paul Girard,  
Glenna Tinkler

### Branch Office

900 N. E. Military Dr., San Antonio 9, Tex.  
Phone: TA 6-3251

Exec V.P. & Mgr. . . . . William J. James

### VAN BRUNT & COMPANY ADVERTISING-MARKETING, INC.

355 Lexington Ave., New York 18, N. Y.  
Phone: MU 7-0770

AAAA-AFA-ABC-ANPA-ABP

President . . . . . Albert D. Van Brunt  
Exec. V.P., Treas. . . . . Edwin Van Brunt  
V.P., Marketing . . . . . Marvin Newman  
Production Manager . . . . . William I. Sanders  
Public Relations Dir. . . . . Peter L. Rothholz  
Account Executive . . . . . Oscar Harris

### JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.  
Phone: MARKET 3-8487  
N. Y. Phone: BA 7-6474

ABP—ANPA

President . . . . . Jay Victor  
Ch. Exec. Comm. . . . . Harold Markowitz  
V.P., Radio-TV . . . . . Krine Laffler  
Vice Pres. . . . . Harvey Victor  
V.P., Public Rel. . . . . Hal Gold  
Secretary . . . . . Eli Scolnick  
Treasurer . . . . . Henry L. Metger  
Prod. Mgr. . . . . Donald Martinetti  
Traffic Mgr. . . . . Frederica Weigner

### WABE, INCORPORATED

730 Fifth Ave., New York 19, N. Y.  
Phone: CI 6-7242

President . . . . . Charles Bernard  
Asst. to Pres. . . . . Bryna Milberg  
Art Dir. . . . . Leonard Kessler

### WADE ADVERTISING INC.

20 N. Wacker Drive, Chicago 6, Ill.  
Phone: FInancial 6-2100

ANPA—ABP—AAAA

Bd. Chmn. . . . . Albert G. Wade II  
President . . . . . H. Thurher  
Exec. V.P. . . . . F. F. Owen, Jr.  
Sr. V.P.'s . . . . . M. Harms, L. J. Nelson  
Exec. Art Director . . . . . Bruce Collins  
Prod. Mgr. . . . . E. Beane, Jr.  
Dir. Best. . . . . Richard Dunn  
Bus. Mgr., Broadcasting . . . . . Edward Carey  
Producers . . . . . G. Allen, R. Alcott, J. West

### Branch Offices

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 5-1990

Mgr. . . . . Henry J. Opperman  
1717 N. Highland Ave., Los Angeles, Calif.  
Phone: HOLlywood 6-1631

V.P., Manager . . . . . Snowden Hunt  
Radio-TV Dir. . . . . E. Pierce  
*Estimated TV Billings:* \$22,000,000.

# ADVERTISING AGENCIES

## WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4700

President.....H. Paul Warwick  
Exec. Vice Pres.....John P. Warwick  
V.P., Exec. TV Prod.....Andrew V. Christian  
Director, Programming.....Frank Fitzgerald  
TV Producer.....Walter Sachs  
V.P., Media.....R. S. Bean  
V.P., Charge of Copy.....Howard Connell  
V.P., Dir. of Art.....N. Leslie Silvas

## WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Bldg., Tulsa 19, Okla.  
Phone: LU 3-7571

### AAAA—ABP—ANPA—AFA

Pres., Treas.....Oscar E. Payne  
Vice Presidents.....Leslie S. Hauger,  
Donald S. Mitchell  
Production Mgr.....Steve Snyder  
Radio-TV Dir.....Don S. Mitchell  
Secretary.....Jack W. Tubb  
*Estimated Radio Billings:* \$250,000.  
*Estimated TV Billings:* \$200,000.

## WEBB ASSOCIATES, INC.

8 West 40th St., New York 18, N. Y.  
Phone: LO 5-6462

President.....Bernard Schiff  
TV Dir.....Elaine B. Hudson  
Production Mgr.....Lee Kris  
Controller.....Lillian Habib  
*Estimated TV Billings:* \$2750,000.

## EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.  
Phone: Central 6-7252

President.....Edward H. Weiss  
Exec. V.P.....Bernard Gross  
Vice Chmn.....Irving D. Auspitz  
V.P., Creat. Dir.....N. Lee King  
V.P., Dir. Mkt. Svc.....Jack Bard  
V.P., Research Dir.....John Tarini  
V.P., Copy Chief.....Robert Wanamaker  
V.P., Radio-TV Dir.....Rolf Brandis  
V.P., Media Dir.....Nathan Pinsof

### Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.  
Phone: JUdson 6-8313

V.P., Manager.....Peggy Schilling  
6363 Wilshire Blvd., Los Angeles, Calif.  
Phone: OLive 3-8360  
Vice Pres.....David R. Fenwick  
Radio Director.....Les Goldsmith

## WEISS & GELLER

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-4070

President.....Max A. Geller  
Exec. V.P., Media Dir.....Max Tendrich  
Sr. V.P., Creative Dir.....Lawrence Wisser  
Time Buyer.....Jack Geller

## WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.  
Phone: Pennypacker 5-1688  
APB—APA—NOAB—ANPA

President.....Davi Wermen  
Exec. V.P.....J. Leonard Schorr

Vice President.....Jay Beneman  
Vice President.....Lester J. Harmon  
Dir., Radio-TV.....Jerome Samuelsohn  
Production Supervisor.....Richard Standridge  
Time Buyers.....Terry Falgiatore,  
Mary Gillespie

Estimators.....Nancy Pilla, Helen McIton  
Broadcast Talent.....Maryanne Keeler  
Broadcast Traffic.....Jean Borrelli, Judy Fallon

## WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
Phone: MU 8-4050

Chairman.....Larry Schwartz  
President.....Martin Solow  
Exec. Vice Pres.....Adrian Price  
Vice Pres.....George Gilbert  
V.P., Radio-TV Dir.....John Eckstein  
Secy.-Treas.....Howard Wechsler  
Time Buyer.....Jeff Fine

## WILLIS/CASE/HARWOOD, INC.

Talbot Bldg., Dayton 2, Ohio  
Phone: 222-5542

APA—ANPA—AAAA—ABP—CAAN—AFA  
President.....Paul B. Willis  
V.P., Creative Director.....Harley Case  
V.P., Radio-TV.....F. R. Harwood  
Radio-TV Director.....Bil Hilz  
Time Buyer.....Donna Shultz

## WINFIELD ADV. AGENCY, INC.

8012 Bonhomme, St. Louis 5, Mo.  
Phone: VO 3-4524

### ABC—ABP—ANPA

President, Treas.....Robert O. Scott  
V.P., Radio-TV Dir.....Barbara Block  
Vice President.....Lynden E. Anderson  
Secretary.....Dorothy Frese  
Time Buyer.....Frances Calandro

## WINN-McLANE ASSOCIATES

1004 International Life Bldg., Austiu 1, Texas  
Phone: GR 6-3061

President.....J. Bonner McLane  
Vice President.....Windy Winn  
TV Director.....Bob Peck  
Radio Director.....Joe Roddy

## DEL WOOD ASSOCIATES

1271 Ave. of the Americas, N.Y. 20, N.Y.  
Phone: PLaza 7-9292

President.....Peter Frank  
Exec. V.P.....Charles J. Weigert  
Vice President.....Sidney J. Barbet

### Branch Office

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-6027

## MARVIN YOUNG ASSOCIATES

432 Farmdale Ave., No. Hollywood, Calif.  
Phone: POplar 3-5347

Head Associate.....Marvin Young  
Associates.....Joel Corbett, Neil Petry,  
Maruska Petrusek, Lee Hanson

## YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 9-5000

AAAA—APA—NOAB—ABC—ABP—ANPA



# ADVERTISING AGENCIES

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 Exec. V.P.....Harry Harding  
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 Sr. V.P., Chrmn. Plans Board...William J. Colihan, Jr.  
 Sr. V.P., Client Services..James P. Wilkerson  
 Sr. V.P., Chrmn., Creative Review Bd.

Charles Feldman  
 V.P., Dir. Business Devel.....Oscar Labow  
 Assistant to President.....Sylvia Simmons  
 V.P., Dir., TV Art & Prod..John Sidebotham  
 V.P., Dir., Pub. and Pub. Rel.

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 Vice Presidents..Harry B. Carpenter, David Miller, Dermott F. McCarthy, Steve Frankfurt, Jack M. Anthony, William Brownell, Thomas W. Lapham, Mary E. O'Meara, Pete Peabody, Schuyler Van Vechten, Frank Harrel, Frederick W. Frost, Warren A. Bahr, Joseph F. St. Georges, Henry L. Sparks, Hadley P. Atlass, Gilbert J. Headley, George D. Roberts, Peter Langhoff, William T. Moran.

V.P., Account Supervisors..H. Edward Alleman, Jr., Robert Belden, James Cameron, Walter C. Chamberlain, Dave Cleary, Kent Dennon, Jerome Entis, Allan R. Gardner, H. Brereton Hall, John H. Hatheway, Kosciuski Kemper III, John Lamb, Edwin F. Lewis, Ollie M. Lyon, Gilbert McDonald, J. Layng Martine, Arthur M. Menardier, James Mortensen, Douglas J. Murphy, Robert B. Osburn, Bernard Pagenstecher, William M. Richardson, Dave Salembier, Eldon E. Smith, Mark Stroock, Edgar B. Van Winkle, H. James Watt, Jr., Luis G. Weil, Frank Yahner, Charles C. Young, III.

Sr. V.P., Dir., TV-Radio Dept....Chas. Barry  
 V.P., Assoc. Dir., TV, Radio..William Craig  
 V.P. TV-Radio.....Wickliffe Crider  
 V.P., Dir., Radio-TV Publicity..Harry Rauch  
 Manager, TV-Radio....David Y. Bradshaw  
 TV-Radio Supervisors...Thomas J. Adams, Richard J. Cox, Richard Dana, Marvin H. Koslow, Colgan Schlank, Martin G. Waldman, Kenneth A. Wood, Jr.

Treasurer.....George Farrand  
 Asst. Treas....Paul J. Muller, Dwight F. Smith  
 Controller.....Wray Witten

## Branch Offices

1 East Wacker Dr., Chicago 1, Ill.  
 Phone: 329-0750  
 Vice Pres. in Charge.....Carl F. Vollmer  
 645 Griswold St., Detroit 26, Mich.  
 Phone: Woodward 1-7050  
 V.P., Mgr.....Joseph Standart  
 Hlywd. & Hyland Ave., Hollywood 28, Calif.  
 Phone: HO 2-7181  
 V.P., Radio-TV Dir.....Walter Bunker  
 120 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-1838  
 V.P.-in-Chg.....William P. Reilly  
 615 So. Flower St., Los Angeles 17, Calif.  
 Phone: MADison 6-7641

V.P.-in-Chg.....James C. Armstrong  
*Young & Rubicam, International Division*  
 Sr. V.P., Director.....Francis E. Gearon  
 Mgr., N. Y. Int'l Services.....Marc DeVos  
 250 University Ave., Toronto 1, Ont., Canada  
 Phone: EMpire 2-3921

V.P., Managing Dir.....Trevor G. Goodman  
 1155 Dorchester Blvd. West, Montreal 2, Que., Canada  
 Phone: UNiversity 6-8941

V.P. Manager.....Gabriel Lalonde  
 Plaza de la Republica 26, Mexico 1, D. F.  
 Phone: Mexico City 46-48-60

President, General Mgr...Edward J. Noble  
 1508 Avenida Ponce de Leon, San Juan, Puerto Rico  
 Phone: SAnturce 3-2080

V.P., General Mgr.....J. L. Brandi  
 Edificio Luz Electrica de Venezuela, Avenida Urdaneta, Caracas, Venezuela  
 Phone: CAracas 54-65-51

V.P., General Mgr.....Ben J. Mione  
 1A Calle Poniente 1104, San Salvador, El Salvador

V.P., General Mgr.....Ruben Rossell  
 Edificio Panamerica, Apartado Postal #3278, Panama  
 Phone: #2-47-51

Manager.....Donald Reynolds  
 8 Baker St., W.I., London, England  
 Phone: Hunter 5511

Managing Director.....Wilson H. Kierstead  
 Grosse Gallusstrasse 16, Frankfurt/Main, Germany  
 Phone: FRankfurt 2-88-81

Managing Director.....Kenneth B. Loftus  
 Via Speronari 8, Milan, Italy  
 Phone: Milan, 866-335

Managing Director.....Smner J. Winebaum  
*Estimated Radio Billings: \$9,100,000.*  
*Estimated TV Billings: \$88,100,000.*

## THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.  
 Phone: MU 4-0830  
 ABP-ANPA

Partners.....Alvin Zakin, Theo. Eiser  
 Admin. Dir.....Jeanne Kur  
 Treasurer.....Sa  
 Production Manager.....P  
 Copy Chief.....  
 Art Director.....Wi  
 Public Relations Dir.....

## PETER ZANPHIR AD

633 5th Ave., New Y  
 Phone: PLa  
 AP  
 President.....

# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Ardiel Advertising Agency, Ltd.	4 Lawton Ave.	Toronto	HUnter 5-6541-5	B. Glen Gill	B. Glen Gill
Ardiel Advertising Agency, Ltd.	180 Parkdale Ave. N.	Hamilton	LI 9-2419	B. R. Martinson	J. N. Elliott
Backman Advertising Ltd.	Lord Nelson Bldg.	Halifax, N.S.	423-8164	Ann Archibald	
Baker Advertising Agency Ltd.	1670 Bayview Ave.	Toronto	487-1511	N. Pahlen	D. O. Kimball
Baker Advertising Agency Ltd.	1420 Sherbrooke St. W.	Montreal	Victor 5-2191	G. St. Denis	
Batten, Barton & Durstine & Osborne Inc.	2 Carlton St.	Toronto	EM 3-9461	Frederick Thorne	Colin Campbell
Batten, Barton & Durstine & Osborne Inc.	1010 St. Catherine St. W.	Montreal	UNiversity 8-2655	Philippe Garcia Pierre Pelletier (French)	Mrs. Mildred MacLeod
Beedham & Beecroft Adv. Ltd.	217 St. Clair Ave., W.	Toronto	924-8431	Miss R. Shaw	
Bleasdale Advertising Ltd.	608 Fort St.	Victoria, B.C.	EV 2-6741	Harry S. Bleasdale	Violet Perry
Breithaupt, Milson, & Benson	120 Eglinton Ave. E.	Toronto	483-3531	F. J. Dearden	J. E. Palmer
Brown, Mitchell & Wright, Ltd.	Davie St. 1033	Vancouver	MU 4-7277		John G. Service
Brown, Mitchell & Wright, Ltd.	537 8th Ave., SW.	Calgary	AM 2-4767	Alex D. Wood	Flora Sayer
Burnett Leo Co. of Canada, Ltd.	133 Richmond St., W.	Toronto	EM 6-5801	James B. McRae	Miss Colleen Burke
Burnett Leo Co. of Canada, Ltd.	550 Sherbrooke St., W.	Montreal	VI 4-3939	Aliette Dufour	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St., W.	Montreal	WE 5-5257	L. St. Amand	
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	M. Fontaine	Claude G. Jarry
Canadian Advertising Agency	790 Bay St.	Toronto	368-7646	Irwin Teitel	
Canadian Advertising Agency	1131 Richards St.	Vancouver	MU 4-4151	K. L. Johnson	Lee Harrison
Cardon, Rose, Ltd.	1411 Crescent St., W.	Montreal	VI 2-9581	Norman Cardon	
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	924-2505	Garry J. Carter	

Cockfield, Brown & Co., Ltd.....	Canada Cement Bldg.	Montreal	UN 1-1771	R. W. Harwood	E. W. Box
Cockfield, Brown & Co., Ltd.....	185 Bloor St., E.	Toronto	924-5492	P. C. Logan	
Cockfield, Brown & Co., Ltd.....	804 Electric Railway Chambers	Winnipeg	WH 2-0811	J. E. Holmes	J. R. Cameron
Cockfield, Brown & Co., Ltd.....	1200 Burrard Bldg.	Vancouver	MU 1-1111	Miss Madigan	
Collyer Advertising, Ltd.....	2100 Drummond St.	Montreal	VI 2-8672	K. Chase	Nan Freser
Collyer Advertising, Ltd.....	20 Carlton St.	Toronto	EM 3-2647	M. L. Graves	
Cooper Advertising Co., Ltd.....	105-7 Marigold Bldg.	Saskatoon, Sask.	CH 4-4696	Mrs. Grace Atkinson	
Cooper Advertising Co., Ltd.....		Regina, Sask.	LA 7-3855	William Frederick	
Copeland, Don., H., Advertising Ltd.....	2510 Yonge St.	Toronto	488-6151	Mrs. V. M. Copeland	
Grombie Advertising Co., Ltd.....	391 St. James St., West	Montreal	VI 9-5246	V. P. Gray	
Grombie Advertising Co., Ltd.....	100 Adelaide St., W.	Toronto	924-7204	Mrs. J. Watson	
Dancer-Fitzgerald-Sample Adv. Can. Ltd..	200 St. Clair Ave., W.	Toronto	924-8425	Mrs. Ruth Pedley	
Desbarats Rayment Advertising Ltd. ....	485 McGill St.	Montreal	UN 6-4835	D. Tasker	
Dominion Advertising Inc.....	1395 Fleury St.	Montreal	381-6033	A. Desautels	
Donahue & Coe (Canada) Ltd.....	1010 St. Catherine St. W.	Montreal	UN 6-8851	Mrs. P. Charlebois	
Dreher Monroe F., Ltd.....	1155 Dorchester St. W.	Montreal	881-8341	Mrs. W. F. Byrd	
Erwin Wasey, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WA 1-5187	Edward W. Karthaus	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton, Ont.	JA 9-1116	C. T. Dickson	R. L. Simpson
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 5-5961	Mona Harper	
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	924-4681	Miss M. Newton	
Foster Advertising, Ltd.....	550 Sherbrooke St., West	Montreal	VI 9-5343	Miss C. Toupin	Pierre Petel
Foster Advertising, Ltd.....	140 St. Portage Ave.	Winnipeg	WH 2-0776	Laurie A. Mainster	
Foster Advertising, Ltd.....	63 Sparks St.	Ottawa	CE 6-5909	J. R. Foster	
Goodis, Goldberg Soren, Ltd.....	288 Lawrence Ave., W.	Toronto	RU 9-1101	Mrs. C. Kireluk	R. Blazer
Goodis, Goldberg Soren, Ltd.....	Birks Bldg.	Montreal	UN 6-6181		
Goodis, Goldberg Soren, Ltd.....	818 8th Ave., S.W.	Calgary	AM 2-7474	Jay L. Joffe	
Goodwin, Ellis Advertising, Ltd.....	1161 Melville St.	Vancouver	MU 1-3474	W. E. Ellis	
Goodwin, Ellis Advertising, Ltd.....	1239 8th Ave., S.W.	Calgary	AM 2-4262	G. Stewart Menzies	
Grant Advertising of Canada, Ltd.....	170 University Ave.	Toronto	EM 3-2144	K. R. MacDougall	

# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Grant Advertising of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-7828	W. B. Wilbraham	
Grey Advertising Ltd.	2005 Peel St.	Montreal	VI 4-1766	E. Abrahamson	
Grosberg, Pollock & Gwartzman, Ltd.	234 Eglinton	Toronto	487-4717	Chas. A. Grosberg	
Hallmark V. Ltd.	99 Avenue Rd.	Toronto	823-7341	T. R. Hansen	William Stinson
Hayhurst, F. H. Co. Ltd.	55 Eglinton Ave., E.	Toronto	HU 7-4371	R. D. Amos	J. Gibson
Hayhurst, F. H. Co. Ltd.	1420 Sherbrooke St., W.	Montreal	VI 5-0251	G. Gendron	Mrs. U. McLean
Heggie Advertising Co., Ltd.	97 Eglinton Ave., E.	Toronto	HU 1-5125	Miss Phyllis Sivell	
Huot, Publicitee, Ltee	353 St. Nicholas St.	Montreal	VI 2-9011	Jean C. Fournier	
Hutchins Advertising of Canada, Ltd.	35 Hayden St.	Toronto	924-3753	P. J. Bounsaal	
Imperial Advertising, Ltd.	38 Blower St.	Halifax, N.S.		G. E. MacDonald	
Industrial Advertising Agency, Ltd.	385 Madison Ave.	Toronto	924-6671	Mrs. V. Percival	
Industrial Advertising Agency, Ltd.	1500 Stanley St.	Montreal	VI 2-5281	A. G. Temple	
Industrial Advertising Agency, Ltd.	177 Russell Ave.	St. Catharines, Ont.	MU 2-9443	D. C. Williamson	
Jan Advertising Agency Ltd.	207 Greenwich	Brantford	6-6116	James Morris	
Jarvis, Albert, Ltd.	1466 Crescent St.		AV 8-9234	George Turner	
Kelley, Russell T. Co., Ltd.	627 Main St., E.	Hamilton, Ont.	JA 2-1155	J. D. McNie	
Kenyon, & Eckhardt, Ltd.	321 Bloor St., E.	Toronto	WA 5-8931	J. A. Winter	Mrs. Dorothy Iler
Lovick, James & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	Mrs. A. Bothamley	
Lovick, James & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	R. Freiman	Olive Jennings
Lovick, James & Co., Ltd.	200 Queens Ave.	London, Ont.	GE 8-6141	J. M. Hunter	
Lovick, James & Co., Ltd.	428 Portage Ave.	Winnipeg	WH 3-0623	A. B. Jenkins	

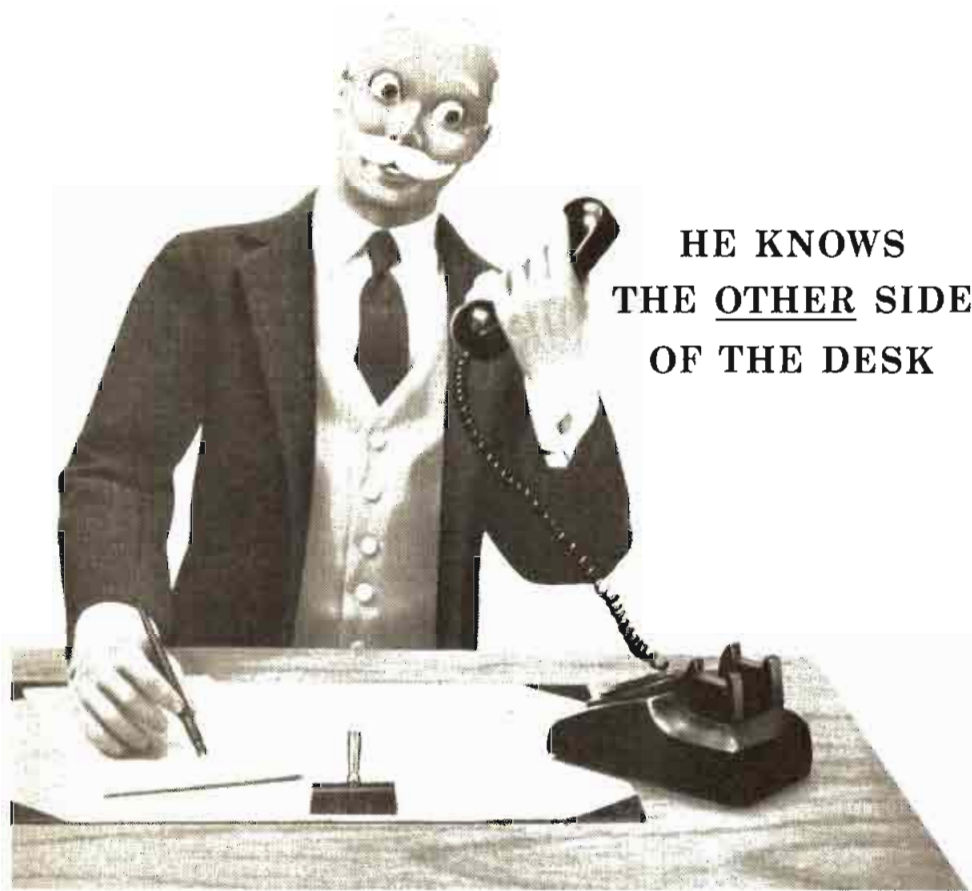
Lovick, James & Co., Ltd.....	629 7th Ave., S.W.	Calgary	AM 2-6161	C. N. York
Lovick, James & Co., Ltd.....	401 Kerr Block	Regina, Sask.	LA 3-7570	Geo. R. Bothwell
Lovick, James & Co., Ltd.....	10830 Jasper Ave.	Edmonton, Alta.	GA 4-2181	J. M. Younie
Lovick, James & Co., Ltd.....	623 Dominion Square Bldg.	Montreal	UN 6-8391	Mrs. Stella Slattery
Maclaren Advertising Co., Ltd.....	111 Richmond St., W.	Toronto	EM 3-2244	H. E. Hough
Maclaren Advertising Co., Ltd.....	550 Sherbrooke St., W.	Montreal	VI 5-1222	Miss L. Henuset
Maclaren Advertising Co., Ltd.....	635 Ouellette Ave.	Windsor, Ont.	CL 3-1414	Jas. A. Robb
Maclaren Advertising Co., Ltd.....	911 Electric Ry. Chambers	Winnipeg	WH 2-6321	E. P. Thompson
Maclaren Advertising Co., Ltd.....	1240 W. Pender St.	Vancouver	MU 5-6268	J. A. Ferry
McCann-Erickson (Canada) Ltd.....	200 Bloor St., E.	Toronto	WA 5-3231	Miss M. Tiemann
McCann-Erickson (Canada) Ltd.....	2055 Peel St.	Montreal	VI 9-8341	Yves Bourassa
McCann-Erickson (Canada) Ltd.....	1030 W. Georgia St.	Vancouver	MU 3-5608	Miss F. Asson
McConnell, Eastman & Co., Ltd.....	291 Dundas St.	London, Ont.	GE 4-4528	R. A. McCall
McConnell, Eastman & Co., Ltd.....	234 Eglinton Ave., E.	Toronto	HU 7-4601	D. J. MacMillan
McConnell, Eastman & Co., Ltd.....	Dominion Square Bldg.	Montreal	UN 6-6771	Miss J. Johnston
McConnell, Eastman & Co., Ltd.....	379 Broadway Ave.	Winnipeg	WH 2-3491	R. I. Morton
McConnell, Eastman & Co., Ltd.....	512 6th Ave. S.W.	Calgary	AM 3-7040	Mrs. J. Loetscher
McConnell, Eastman & Co., Ltd.....	10020 109th St.	Edmonton, Alta.	GA 2-5107	Clarke Wallace
McCracken, W. A., Ltd.....	1198 W. Pender St.	Vancouver	MU 3-2161	W. A. McCracken
McGregor Deaville Advertising.....	153 St. Clair Ave., W.	Toronto	924-0721	Arthur E. McGregor
McKim Advertising, Ltd.....	1175 Bay St.	Toronto	WA 2-4864	Peel Stevan
McKim Advertising, Ltd.....	1155 Dorchester Blvd. W.	Montreal	861-8422	Jean Monte
McKim Advertising, Ltd.....	1407 Yonge St.	Toronto	924-0981	G. W. Leech
McKim Advertising, Ltd.....	379 Broadway Ave.	Winnipeg	WH 2-3491	R. I. Morton
McKim Advertising, Ltd.....	1030 West Georgia St.	Vancouver	MU 3-8121	Miss E. Fox
Muter, Culiner, Frankfurter & Gould, Ltd..	89 Avenue Rd.	Toronto	924-5738	E. Gould
Nattall & Maoney, Ltd.....	108 12th Ave., S.W.	Calgary, Alta.	AM 9-3054	Mrs. P. McVean
Nattall & Maoney, Ltd.....	10666 103rd St.	Edmonton, Alta.	GA 4-4910	D. A. Williams
				J. N. Milne
				P. Distasid
				S. D. Bennett
				Mary McGowan
				Austin Moran
				J. McCallum
				Mrs. Rotha Webb
				J. R. Matheson
				G. Rafaelman
				Miss J. A. Brown



# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Needham, Louis & Brorby of Canada, Ltd.	121 Richmond St., W.	Toronto	EM 4-1492	D. C. McLean	Denise Curran
O'Brien Advertising, Ltd.	1030 W. Georgia St.	Vancouver	MU 1-9174	A. J. Collins	
O'Brien Advertising, Ltd.	117 LaFleche Bldg.	Edmonton	GA 2-5450	A. E. Nightingale	
O'Brien Advertising, Ltd.	1278 La Fleche Bldg.	Ottawa	TA 8-5554	Major W. L. Jewel	
Ogilvy, Benson & Mather (Canada) Ltd.	88 University Ave.	Toronto	362-7711	J. M. Brown	
Orr, William R., Ltd.	240 Eglinton Ave., E.	Toronto	HU 5-9367	Ann Chalcraft	
Otto, Robt. & Co. (Canada) Ltd.	1670 Bayview	Toronto	487-1511	W. R. Baker	
Paul, Phelan & Perry, Ltd.	6 Crescent Rd.	Toronto	WA 5-3436	G. P. Vale	
Paul, Phelan & Perry, Ltd.	1500 Stanley	Montreal	VI 9-8061	M. Gauthier	
Payeur Publicite, Inc.	639 8th Ave.	Quebec City	529-3322	J. P. Vogel	
Pemberton, Freeman, Mathes & Milne	42 Charles East	Toronto	924-6243	Peter F. W. Percival	
Pemberton, Freeman, Mathes & Milne	1980 Sherbrooke St. W.	Montreal	WE 5-5287	Miss M. Henault	
Pennell Advertising	145 Yonge St.	Toronto	EM 4-2079	Miss M. Barrer	
Plant, Elton M., Advertising, Ltd.	586 Ouellette Ave.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Purkis, Thornton Ltd.	330 Bay St.	Toronto	EM 4-3762	Miss G. Race	
Reimer C., Advertising, Ltd.	407 Graham Ave.	Winnipeg	WH 2-1868	C. L. Reimer	M. D. Reimer
Ronalds-Reynolds & Co.	154 University Ave.	Toronto	EM 2-2381	Vera Hopkins	Miss E. Y. Leslie
Ronalds-Reynolds & Co.	2055 Peel	Montreal	849-9401	M. Provost	M. Laphkas
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-2371	R. A. Post	
Sauviat, G. R. & Associates	1500 Stanley	Montreal	AV 8-4171	G. R. Sauviat	J. P. Champagne
Schneider Cardon, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	H. M. Schneider	
Smith, R. C. & Son, Ltd.	140 Merton St.	Toronto	HU 1-2253		G. Alex Phare

Spitzer & Mills & Bates, Ltd.....	790 Bay St.	Toronto	EM 6-2811	R. A. Stevenson
Spitzer & Mills & Bates, Ltd.....	1155 Dorchester	Montreal	861-9721	D. McCrimmon
Stanfield, Johnson & Hill, Ltd.....	1200 Dominion Sq., Bldg.	Montreal	UN 6-8741	R. H. Geary
Stanfield, Johnson & Hill, Ltd.....	255 Davenport Rd.	Toronto	924-8481	W. C. Bopp
Stevenson & Scott, Ltd.....	1260 University St.	Montreal	UN 6-9361	Miss Jean Sweeny
Stevenson & Scott, Ltd.....	100 Adelaide St. W.	Toronto	EM 3-5773	S. C. Young
Stevenson & Scott, Ltd.....	402 Pender St., W.	Vancouver	MU 3-5696	Miss Sherill Adair
Stevenson & Scott, Ltd.....	95 Dresden Row	Halifax, N.S.		R. H. Kitley
Tames Advertising Agency, Ltd.....	1395 Bayview	Toronto	HU 1-2291	John G. Tames
Tandy Richards Advertising, Ltd.....	20 Carlton St.	Toronto	EM 2-6362	A. C. Haight
Tandy Richards Advertising, Ltd.....	550 Sherbrooke St., W.	Toronto	VI 4-8821	H. A. Tingle
Thompson Co., Ltd., J. Walter.....	1600 Dorchester Blvd., W.	Montreal	WE 4-1331	R. Humphries
Thompson Co., Ltd., J. Walter.....	600 University Ave.	Toronto	362-3471	E. Hay
Thompson-Petersen Adv. Agency, Ltd.....	215 Victoria St.	Toronto	368-8091	J. MacCrimmon
Thompson-Petersen Adv. Agency, Ltd.....	1121 St. Catherine St., W.	Montreal	VI 2-1881	Wm. Wheatstone
Torobin Advertising, Ltd.....	4823 Sherbrooke W.	Montreal	WE 7-3501	H. V. Petersen
Vamplew Colby Advertising, Ltd.....	57 Bloor W.	Toronto	923-8491	P. Fiset
Vickers & Benson, Ltd.....	Keefe Bldg.	Montreal	UN 6-7701	J. MacCrimmon
Vickers & Benson, Ltd.....	980 Yonge St.	Toronto	925-9393	Gerard Delage
Wallace Advertising Ltd.....	132-6 Roy Bldg.	Halifax, N.S.	423-7142	Mrs. J. Guerin
Walsh Advertising Co., Ltd.....	1980 Sherbrooke W.	Windsor, Ont.	CL 6-2671	D. T. Hardman
Walsh Advertising Co., Ltd.....	2 Carlton St.	Toronto	EM 3-3053	C. E. Howard
Walsh Advertising Co., Ltd.....	1980 Sherbrooke St. W.	Montreal	WE 3-6756	T. S. Lawton
Willis Advertising, Ltd.....	165 Bloor St. W.	Toronto	WA 5-3804	R. A. Norman
Yanef, Chris, Ltd.....	119 Isabella	Toronto	924-6678	H. Dumont
Young & Rubicam.....	1255 University St.	Montreal	UN 6-8941	W. A. Willis
Young & Rubicam.....	250 University Ave.	Toronto	EM 2-3921	Chris Yanef
				G. Lalonde
				D. C. Dunlop
				P. N. MacKenzie
				M. Fogel
				J. D. Pare



HE KNOWS  
THE OTHER SIDE  
OF THE DESK

PGW Television Colonels worked for advertising agencies for 70 years before they joined us. Our Radio Colonels put in nearly half a century with companies that market goods and services. Altogether, we have been on the other side of the advertising desk for 173 years.

They were very productive years for many of us. Because of them, the PGW Colonel is very much at home with advertisers . . . and advertisers are at home to the Colonel.

*That's why the Colonel is always on the go!*

PETERS, GRIFFIN, WOODWARD, INC.

*Pioneer Station Representatives Since 1932*

**TELEVISION DAILY**

INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



presents

**STATION  
REPRESENTATIVES**



EXECUTIVE PERSONNEL

BRANCH OFFICES

**1963**



# Radio & TV Station Representatives

## ABC TELEVISION SPOT SALES, INC.

663 Fifth Ave., New York 22, N. Y.  
Phone: SU 7-5000

Exec. V.P., Gen. Mgr. .... James Conley  
V.P., Central Division. .... D. Thomas Miller  
Eastern Sales Mgr. .... Fred Netter  
Business Manager. .... Mark S. Elleutuck

### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: AN 3-0800

Sales Manager. .... John McElfresh  
1539 N. Vine St., Los Angeles 29, Calif.

Phone: NO 3-3311

Sales Manager. .... Richard Beesmyer  
915 Olive St., St. Louis 1, Mo.

Phone: CH 1-4647

Sales Manager. .... Robert Sullivan  
41 Sutter St., San Francisco 4, Calif.

Phone: YU 2-4155

Sales Manager. .... James Osborn

## AM RADIO SALES COMPANY

666 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-4567

President. .... W. H. Losce  
*Branch Offices*

400 N. Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-6555

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Phone: DOUGlas 2-4560

Executive-in-Charge. .... Charles Rembert  
6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLIVE 1-4720

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Account Executive.....Serge T. Popper  
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 Phone: WOOdward 1-6030

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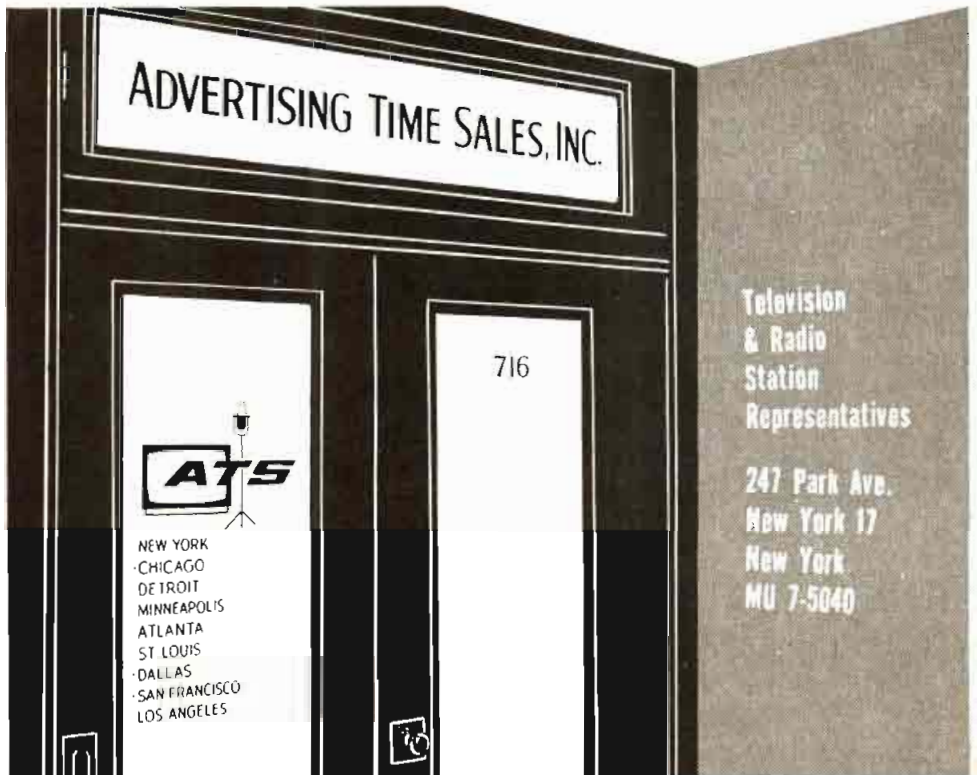
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Manager.....Steve Beard  
 1375 Peachtree St., N.E., Atlanta 9, Ga.  
 Phone: 875-7567

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Phone: 525-4953

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Sales Manager.....William O'Donnell

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Eastern Sales Mgr.. Theodore W. O'Connell

Business Manager.....Gerald E. Marenoff

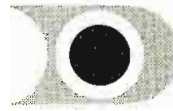
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Phone: FRanklin 2-2095

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V.P., Sales ..... Joseph P. Cuff

Vice President ..... Frank L. Boyle

Secretary ..... Lee A. Lahey

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Vice President ..... Joel B. Fairfax

#### Branch Offices

3650 W. 115 Place, Chicago, Ill.

Phone: 388-6533

Manager ..... R. Lovingfoss

41 Sutter St., San Francisco 4, Calif.

Phone: YUkon 1-1199

Exec. in Charge ..... Alhert Chance

### FM BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-8900

President ..... Sidney J. Wolf

Vice President ..... E. R. Peterson, Jr.

Sec., Nat'l Sales Mgr. .... E. R. Peterson, Sr.

#### Branch Offices

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

Phone: ELdorado 5-3720

Manager ..... Noel A. Rhys

612 Penobscot Bldg., Detroit, Mich.

Phone: WOodward 2-4504

Manager ..... E. R. Peterson, Jr.

3142 Wilshire Blvd., Los Angeles 5, Calif.

## STATION REPRESENTATIVES

Phone: DUnkirk 3-2910  
Manager ..... William Bayer  
75 Post St., San Francisco, Calif.  
Phone: SUtter 1-7410  
Manager ..... Roger Coombe

### FM UNLIMITED

5449 Augusta Blvd., Chicago 51, Ill.  
Phone: 379-7557  
President ..... Charles Kline

### FORJOE & COMPANY, INC.

230 Park Ave., New York 17, N. Y.  
Phone: ORegon 9-6820  
President ..... Joseph Bloom  
Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.  
Phone: CEntal 6-7858  
Manager ..... Paul Elsberry  
72 Eleventh St., N.E., Atlanta 11, Ga.  
Phone: TRinity 5-0404

Manager ..... Robert W. Jensen.  
659 Book Bldg., Detroit 2, Mich.  
Phone: WOODward 1-6036

Manager ..... Paul Pequinet  
681 Market St., San Francisco 5, Calif.  
Phone: SUtter 1-7569

Manager ..... Ted Hall  
1540 N. Highland Ave., Los Angeles 28, Calif.  
Phone: HOLlywood 6-7279

Managers ..... Sandy Kahn, Jim Lucas

### GATES-HALL INC.

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: 462-6676

Manager ..... James Gates  
681 Market St., San Francisco 5, Calif.  
Phone: EX 2-1507

Manager ..... Ted Hall  
Branch Offices

535 Fifth Ave., New York 17, New York  
Phone: EX 2-1507

435 N. Michigan, Chicago 11, Ill.  
Phone: 467-7070

1610 Book Bldg., Detroit, Mich.  
Phone: WO 1-2685

### GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-4740

President ..... Helen Gill  
Exec. Vice-Pres. .... John J. Perna, Jr.  
Branch Offices

75 E. Wacker Drive, Chicago, Ill.  
Phone: FInancial 6-9393

Midwest Sales Mgr. .... Walter Beadell  
2915 Book Bldg., Detroit 26, Mich.  
Phone: WO 2-7022

Manager ..... Daniel W. Bowen  
2252 W. Beverly Rd., Los Angeles 57, Calif.  
Phone: DUnkirk 8-7115

Manager ..... Bambie C. Herrington  
57 Post St., San Francisco, Calif.  
Phone: Sutter 1-5568

Manager ..... Joe Keller  
William-Oliver Bldg., Atlanta, Ga.  
Phone: IACkson 4-0451

Manager ..... Harry J. Cannon

## GOOD MUSIC BROADCASTERS, INC.

355 Lexington Ave., New York, N. Y.  
Phone: YUkon 6-2680  
Nat. Sales Mgr. .... Jack Fenster  
Manor Road, Philadelphia 28, Pa.  
Phone: IVyridge 2-6000  
President ..... Raymond S. Green

## H-R TELEVISION, INC.

### H-R REPRESENTATIVES, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-6800  
Pres. & Treas. .... Frank M. Headley  
Exec. Vice Pres. & Secy. .... Frank E. Pelleguin  
Exec. Vice Pres. .... Dwight S. Reed  
Vice Pres., Radio. .... James M. Alspaugh  
V.P., Sales Devel. .... Miss Avery Gibson  
V.P., Creative Sales. .... Max M. Everett  
V.P., National Sales Mgr. .... John H. White

#### Branch Offices

1100 Statler Office Bldg., Boston, Mass.  
Phone: LIberty 2-0178  
Manager ..... Santo Crupi  
35 East Wacker Drive, Chicago 1, Ill.  
Phone: FInancial 6-6440

Exec. Vice President. .... Dwight S. Reed  
1065 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 1-1148

Manager ..... Gene Gioe  
1004 Paramount Bldg., Des Moines, Ia.  
Phone: ATLantic 2-0201

Manager ..... Donald G. Peterson  
1182 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 872-7701

Manager ..... Cal Cass  
211 N. Ervay Bldg., Dallas, Tex.  
Phone: RIverside 8-6035

Manager ..... Robert Dalchau  
321 Bush St., San Francisco 4, Calif.  
Phone: YUkon 2-5837

Manager ..... Joe Friedman  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HOLlywood 2-6453

Manager ..... William F. MacCrystall  
1137 Northwestern Bank Bldg.,  
Minneapolis, Minn.  
Phone: FEderal 8-7017

Manager ..... Terrence Hughes  
One E. Penn Sq., Philadelphia 7, Pa.  
Phone: LOcust 3-1296

Manager ..... Thomas Wood  
915 Olive St., St. Louis, Mo.  
Phone: CH 1-4193

Manager ..... Arthur D. Kelley

## ARTHUR H. HAGG & ASSOCIATES

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: CEntal 6-7553  
President ..... K. W. Hagg  
Vice President. .... R. D. Hagg  
Branch Offices

205 East 42nd St., New York 17, N. Y.  
Phone: MU 4-4250

Exec. in Charge. .... Ed Volckmann  
2201 Grand Ave., Kansas City, Mo.



## STATION REPRESENTATIVES

Phone: HA 1-7155  
Exec. in Charge.....R. J. Anderson  
3222 Center St., Omaha 5, Neb.  
Phone: 342-7620  
Exec. in Charge.....Howard W. Harvey

### HARDY RADIO & TELEVISION, LTD.

2 Carlton St., Toronto, Ont., Can.  
Phone: EM 3-9433  
General Manager.....A. C. Harrison  
Branch Office  
1500 Stanley St., Montreal, Que.  
Phone: VI 2-1101  
Manager .....M. Legault

### HARRINGTON, RIGHTER & PARSONS, INC.

415 Madison Ave., New York 17, N. Y.  
Phone: MU 8-7050  
President & Treas.....Volney Righter  
Vice Pres. & Secy.... John E. Harrington, Jr.  
Vice President.....James O. Parsons, Jr.  
V.P., Research, Prom.....M. Rashbaum, Jr.  
V.P., Bd. Member.....John F. Dickinson  
V.P., Eastern Sales Mgr.... Arthur C. Elliot

#### Branch Offices

Tribune Tower, Chicago, Ill.  
Phone: WIlitehall 4-0310  
Vice President.....Robert L. Gilbertson, Jr.  
235 Montgomery St., San Francisco, Calif.  
Phone: Sutter 1-4125  
Manager .....Franklin Dougherty  
1430 W. Peachtree St., Atlanta 9, Ga.  
Phone: TRinity 5-8458  
Manager .....Frank B. Rice  
80 Boylston St., Boston 16, Mass.  
Phone: LIberty 2-7537  
Manager .....Carter S. Knight  
1717 N. Highland, Hollywood 28, Calif.  
Phone: HO 6-4129  
Manager .....Byington F. Colvig  
915 Olive St., St. Louis, Mo.  
Phone: MAIn 1-7475  
Manager .....Richard M. Gardner

### GEORGE P. HOLLINGBERY CO.

307 North Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-6060  
Chairman of the Bd...George P. Hollingbery  
Vice-chairman.....F. E. Spencer, Jr.  
President (Radio).....Fred Hague  
President (TV).....Harry Wise, Jr.  
Sales Manager, Radio.....Robert Pierce  
Vice Pres., TV.....Warren Nelson

#### Branch Offices

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.  
Director Sales Develop.....Philip Corper  
1776 Peachtree St., N.W., Atlanta 9, Ga.  
Phone: 875-9629  
V.P., Exec-in-Chg.....Richard N. Hunter

2214 Guardian Bldg., Detroit, Mich.  
Phone: WOODward 1-3555  
Executive-in-Charge.....Harry Betteridge  
3325 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUmkirk 5-2071  
V.P., Exec-in-Charge.....Roy S. Edwards  
155 Montgomery, San Francisco 4, Calif.  
Phone: YUkon 1-2110  
Exec-in-Charge.....George Hemmerle  
211 N. Ervay, Dallas, Tex.  
Phone: RIverside 8-0057  
Executive-in-Charge.....George L. Pettett

### HAL HOLMAN COMPANY

307 N. Michigan Ave., 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  
703 Market St., San Francisco 3, Calif.  
Phone: EXbrook 2-6444  
Manager .....Charles Morin

### 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 1-3822  
Exec-in-Charge.....Tom Corlett  
205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096  
Execs-in-Charge.....Hooper Joues,  
Laurie Thompson  
111 N. LaCienega Blvd., Beverly Hills, Cal.  
Phone: OL 5-8326  
Exec-in-Charge.....Jim Walsh  
501-2 William Oliver Bldg., Atlanta, Ga.  
Phone: JACkson 4-0454  
Exec-in-Charge.....Harry Cannon

### 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  
35 E. Wacker Dr., Chicago, Ill.  
Phone: FI 6-9227  
Vice Pres.....Robert Bell  
8430 Santa Monica Blvd., Los Angeles 69, Cal.  
Phone: OLdfield 6-7200  
Manager .....Norman Berk  
58 Sutter St., San Francisco 4, Calif.  
Phone: YUkon 1-3676  
Vice Pres.....Leslie Ray Rhodes  
1401 Peachtree St., N.E., Atlanta, Ga.  
Phone: TR 5-9403  
Manager .....Bernard Ochs

## STATION REPRESENTATIVES

### HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.  
Phone: FEderal 9-7179  
Owner & President.....Harry S. Hyett

### INDIE SALES, INC.

15 East 40th St., New York 16, N. Y.  
Phone: LExington 2-5055  
General Manager.....Hal Walton  
Controller.....Jim Popper  
Dir., Station Relations.....Leonard Baker

#### Branch Offices

658 Book Bldg., Detroit 16, Mich.  
Phone: WOODward 1-6036  
Manager.....Paul Pequinot  
35 E. Wacker Drive, Chicago 1, Ill.  
Phone: Sate 2-8196  
Manager.....Paul Elsberry

### INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-0884  
President.....Argentina Ramos  
Treasurer.....Jose Oviedo

### INTERCONTINENTAL SERVICES, LTD.

20 East 46th St., New York 17, N. Y.  
Phone: YU 6-0320  
President.....Harry M. Engel  
V.P., Sales Mgr.....John P. Barton  
V.P., Treas.....Jeanette F. Sytsma

#### Branch Offices

6331 Hollywood Blvd., Los Angeles, Calif.  
Phone: HO 2-2289  
Manager.....William L. Wallace  
155 Montgomery St., San Francisco, Calif.  
Phone: YU 6-5366  
Manager.....Frank Waters

### INTERPROVINCIAL BROADCAST SALES LTD.

76 St. Clair Ave., W., Toronto, Ont.  
Phone: 925-2291  
Exec. Vice Pres.....John R. Markey  
Branch Office  
1117 St. Catherine St., W., Montreal, Que.  
Phone: VIctor 9-5221  
V.P., Manager.....Lionel Morin

### 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  
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  
Treasurer.....H. J. Grenthot  
TV Sales Mgr., West.....Walter Nilson  
TV Sales Mgr., East.....Michael T. Membrado  
Branch Offices  
Prudential Plaza, Chicago 1, Ill.  
Phone: MOhawk 4-7150

Manager.....Alan T. Axtell  
TV Sales Mgr., East.....Joseph Hogan  
TV Sales Mgr., West.....Robert Rohde  
Radio Sales Mgr.....William Lec  
Penobscot Bldg., Detroit 26, Mich.  
Phone: 963-8420

V.P., Manager.....William W. Joyce  
1393 Peachtree St., N.E., Atlanta 9, Ga.  
Phone: TRinity 5-1627  
Manager.....John G. Bolton, Jr.  
3505 Turtle Creek Blvd., Dallas 19, Texas  
Phone: LAKeside 6-7941

Manager.....D. Rutledge  
Russ Bldg., San Francisco 4, Calif.  
Phone: DOUGlas 2-7628

Manager.....Franklin C. Wheeler  
5455 Wilshire Blvd., Los Angeles, Calif.  
Phone: WEbster 3-8171

Manager.....Gerald J. Jones  
915 Olive St., St. Louis 1, Mo.  
Phone: CEntal 1-1868

Manager.....James Muse  
1905 First Natl. Bank Bldg.,  
Minneapolis, Minn.  
Phone: FEderal 3-6201

Manager.....John Brennan  
20 Providence St., Boston 16, Mass.  
Phone: LIberty 2-5458

Manager.....John King  
1192 Land Title Bldg., Philadelphia 10, Pa.  
Phone: LOcust 3-4543

Manager.....Arne N. Ramberg

### 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

500 Fifth Ave., New York 36, N. Y.  
Phone: CH 4-0119  
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

### J. A. LUCAS CO.

1540 N. Highland Ave., Los Angeles 28, Calif.



## STATION REPRESENTATIVES

Phone: Hollywood 6-7279  
 President .....James A. Lucas

*Branch Offices*  
 681 Market St., San Francisco, Calif.  
 Phone: EXbrook 2-8038  
 40 East 49th St., New York 17, N. Y.  
 Phone: PLaza 3-3337  
 400 N. Michigan Ave., Chicago, Ill.  
 Phone: 467-6106

### LUSTER ASSOCIATES

150 West 55th St., New York, N. Y.  
 Phone: CIRCLE 6-1952  
 President .....Betty Luster

### JACK MASLA & COMPANY, INC.

575 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 2-6450  
 President .....Jack Masla  
 Vice President.....Allan S. Klamer  
*Branch Offices*

75 E. Wacker Dr., Chicago, Ill.  
 Phone: CEntRAL 6-7974  
 Manager .....Robert Wencel  
 1610 Book Bldg., Detroit, Mich.  
 Phone: 961-2685  
 Manager .....Bernard Pearce  
 111 N. La Cienega Blvd., Beverly Hills, Calif.  
 Phone: OL 2-1313  
 Manager .....Lee O'Connell  
 681 Market St., San Francisco, Calif.  
 Phone: EX 2-8038  
 Manager .....Ward Glenn  
 1012 Baltimore Bldg., Kansas City, Mo.  
 Phone: GRand 1-7822  
 Manager.....Eugene F. Gray  
 915 Olive St., St. Louis, Mo.  
 Phone: CE 1-9151  
 Manager.....Eugene F. Gray

### McGAVREN/GUILD CO., INC.

60 East 56th St., New York 22, N. Y.  
 Phone: PLaza 1-4650  
 President .....Daren F. McGavren  
 Exec. V.P., Gen. Sales Mgr.....Ralph Guild  
 N. Y. Sales Mgr.....Ed Argow

*Branch Offices*  
 110 Sutter St., San Francisco, Cal.  
 Phone: YUKON 6-4112  
 Manager .....Alexander McKay  
 35 E. Wacker Dr., Chicago, Ill.  
 Phone: FRanklin 2-1370  
 Manager.....Mike McNally  
 1216 Dime Bldg., Detroit, Mich.  
 Phone: WO 2-5777  
 Manager .....Robert Mahlman  
 1741 Ivar Ave., Los Angeles, Cal.  
 Phone: HOLLYWOOD 4-7331  
 V.P., Manager.....Walter Lake  
 915 Olive St., St. Louis 1, Mo.  
 Phone: CH 1-5201  
 Manager .....Tom Sullivan  
 805 Peachtree St., N.E., Atlanta 9, Ga.  
 Phone: 876-2589  
 Manager .....Chuck Hedstrom

### JOHN L. McGUIRE & CO.

1150 Delaware St., Denver 4, Colo.  
 Phone: TABOR 5-7585  
 Owner.....John L. McGuire

### MEDIA REPRESENTATIVES, INC.

630 Fifth Ave., New York 20, N. Y.  
 Phone: CI 6-1320  
 Manager .....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., Chg. of Sales.....Charles E. Standard  
 V.P., Station Relations....Robert L. Dndley  
 Acct. Executives.....John B. Dalton,  
 Herb Hahn, John C. Kriete, Lynn Hall,  
 Eugene MacLean  
 Research & Prom. Dir.....Martin Mills  
 Sales Development.....Jack Hardingham  
 Office Manager .....Vivian Dagasso

*Branch Offices*  
 333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CE 6-1742  
 Vice-president .....Carl Jewett  
 Acct. Execs....Chas. Compton, F. E. Bauman  
 Office Manager.....Barbara Engelhardt  
 55 New Montgomery, San Francisco 5, Calif.  
 Phone: YU 6-4940  
 Vice President.....Edgar B. Filion  
 Manager .....Don Pontius  
 Office Manager.....Joan Marie Comerford  
 6362 Hollywood Blvd., Los Angeles 28, Cal.  
 Phone: HOLLYWOOD 2-6501  
 Manager .....Don Palmer  
 Office Manager.....Stephanie Stratton

### CLYDE MELVILLE CO.

1300 Tower Petroleum Bldg., Dallas 1, Tex.  
 Phone: RIVERSIDE 8-5239  
 Pres. ....Clyde Melville

### METRO RADIO SALES

3 East 54th St., New York 22, N. Y.  
 Phone: PLaza 2-8228  
 V.P., Director.....H. D. Neuwirth  
 N. Y. Sales Mgr.....Robert Coppinger  
*Branch Offices*  
 410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: 467-6340

Midwest Sales Mgr.....Richard Kelliher  
 19th & Walnut Sts., Philadelphia, Pa.  
 Phone: LOcust 8-2900  
 Manager .....William S. Dallmann  
 1410 Fisher Bldg., Detroit 2, Mich.  
 Phone: 873-8600  
 Manager .....William Lauer  
 915 Olive St., St. Louis 1, Mo.  
 Phone: MAIn 1-4800  
 Manager .....LeRoy Rizer  
 3600 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: 385-1424  
 Manager.....Robert Jones  
 155 Montgomery St., San Francisco 4, Calif.  
 Phone: DOUGLAS 2-1945  
 Manager .....Richard Schutte

## STATION REPRESENTATIVES

### METRO TV SALES

3 East 54th St., New York 22, N. Y.

Phone: PLaza 2-8228

V.P., Director.....John B. Sias  
East. TV Sales Mgr.....John W. Doscher

#### Branch Offices

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

Phone: 467-6340

Midwest Sales Mgr.....Thomas Tilson  
19th & Walnut Sts., Philadelphia, Pa.

Phone: LOcust 8-2900

Manager.....William S. Dallmann  
1410 Fisher Bldg., Detroit 2, Mich.

Phone: 873-8600

Manager.....William L. Lauer  
915 Olive St., St. Louis 1, Mo.

Phone: MAin 1-4800

Manager.....George Diederich  
3600 Wilshire Blvd., Los Angeles 5, Calif.

Phone: 385-1424

Manager.....Richard E. Drummy, Jr.  
155 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-1945

Manager.....Graham Moore

### MICHIGAN SPOT SALES, INC.

Sheridan Cadillac Hotel, Detroit, Mich.

Phone: WO 1-3353

President.....Charles J. Sitta

### MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: RA 2-3886

Owner.....Ralph Meador  
Branch Office

P. O. Box 358, Lexington, Mo.

Phone: ALpine 9-3232

Sales.....Jock Beretta

### MID-WEST TIME SALES

1012 Baltimore, Kansas City, Mo.

Phone: BA 1-0077

President.....Irv Schwartz

### ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President.....Art Moore  
Branch Office

520 S. W. 6th Ave., Portland 4, Ore.

Phone: 228-7284

Manager.....Ed Henry

### TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-2351

Owner.....Tracy Moore  
Sales Manager.....Jerome A. Moore

#### Branch Office

703 Market St., San Francisco, Calif.

Phone: EXbrook 2-6444

Manager.....Charles E. Morin

### PAUL MULVIHILL & COMPANY, LTD.

77 York St., Toronto, Ont., Can.

Phone: EMpire 3-8814

President.....Paul Mulvihill

Manager, TV.....N. C. Bonnell

Manager, Radio.....W. H. Wallace

### NATIONAL SALES DIVISION,

#### RKO GENERAL, INC.

Time & Life Bldg., 1271 Ave. of Americas,  
New York 20, N. Y.

Phone: LOngacre 4-8000

Director of Nat'l Sales.....Donald J. Quinn

Dir. of Agency/Client Rel.....Sidney P. Allen

Dir., Research & Promotion.....Frank C. Boehm

Controller.....Kenneth Lyons

TV Sales Executives.....Richard B. Colburn,

John J. Fernandez, James A. Gaes, Gordon

Lawhead, James V. Marino, Gerald N.

Molfese, Morton Zimmerman

Radio Sales Executives.....Victor E. Forker,

James H. Fuller, Thomas J. Green, Frank

McNally, Henry W. Simmon, John Tormey

#### Branch Offices

Tribune Tower, Chicago, Ill.

Phone: 644-270

V.P., Midwestern Mgr.....George R. Jeneson  
5515 Melrose Ave., Los Angeles, Calif.

Phone: HOLlywood 2-2133

TV Sales Exec.....Edwin C. Metcalf

Radio Sales Exec.....Robert L. Fox

415 Bush St., San Francisco, Calif.

Phone: YUKon 2-9200

TV Sales Exec.....George Whitney

Radio Sales Exec.....Dennis Holt

1182 W. Peachtree N.W., Atlanta, Ga.

Phone: TR 5-9539

Executive-in-Charge.....Grady Berry  
2533 McKinney St., Dallas, Tex.

Phone: RI 2-5148

Executive-in-Charge.....Clarke R. Brown  
3300 Guardian Bldg., Detroit, Mich.

Phone: WO 1-7200

Executive-in-Charge.....Joseph Campeau

### NATIONAL TIME SALES

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

Phone: MUrray Hill 2-4500

V.P., Gen. Sales Mgr.....Arthur Gordon  
Sales Promotion Dir.....Al Alperton

#### Branch Offices

205 W. Wacker Dr., Chicago 6, Ill.

Phone: 346-7421

Manager.....Buck Harris  
1680 N. Vine St., Hollywood 28, Calif.

Phone: HO 4-7395

Manager.....Harlan Oakes  
166 Geary St., San Francisco 8, Calif.

Phone: EXbrook 7-4827

Manager.....Don Pickens  
1401 Peachtree St. N.W., Atlanta, Ga.

Phone: TRinity 5-9403

Manager.....Barney Ochs

### NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Phone: CIrcle 7-8300

## STATION REPRESENTATIVES

V.P., Spot Sales.....Richard H. Close  
 Director, Radio Sales.....Fred Lyons  
 Director, TV Sales.....Byron Goodell  
 Dir., New Bus. & Promo....Wilbur Fromm

### Branch Offices

Merchandise Mart, Chicago 54, Ill.  
 Phone: SUPERIOR 7-8300

Central Radio Sales Mgr.....Frank DeRosa  
 Central TV Sales Mgr.....Richard Bergh  
 Sunset & Vine, Hollywood 28, Calif.  
 Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde  
 Mgr., L.A. TV Spot Sls.....William Loudan  
 Salesman .....Jack Jennings  
 Taylor & O'Farrell Sts., San Francisco 2, Cal.  
 Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay  
 Mgr., S.F. TV Spot Sls.....R. Anderson  
 710 Peachtree St. N.E., Atlanta, Ga.  
 Phone: TRinity 6-3726

Sales Representative.....Bomar Lowrance  
 Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: RIVERSIDE 2-8206

Sales Representative.....Robert Keefe  
 1422 New Britain Ave., W. Hartford 10, Conn.  
 Phone: ADAMS 2-9188

New Eng. Sls. Rep.....David Scott

### NEW ENGLAND SPOT SALES, INC.

100 Boylston St., Boston 16, Mass.  
 Phone: HUBBARD 2-4370

President.....George C. Bingham  
 Vice President.....Charles Bell, Jr.  
 Account Exec.....John R. Lavallee

### HARLAN G. OAKES & ASSOCIATES

Rm. 304, Taft Bldg., Hollywood & Vine,  
 Hollywood 28, Cal.  
 Phone: HO 4-7395

Managers.....Harlan Oakes, Hugh Wallace  
 Branch Offices  
 166 Geary St., San Francisco 8, Cal.  
 Phone: EX 7-4827

Manager .....Don Pickens  
 122 E. 42nd St., New York, N. Y.  
 Phone: MURRAY Hill 2-4500

Manager .....Arthur Gordon

### THE BERNARD I. OCHS CO.

1401 Peachtree St., N.E., Atlanta 9, Ga.  
 Phone: TRinity 5-9403

President.....Bernard I. Ochs

### LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.  
 Phone: OLYMPIA 2-1313

President.....Lee F. O'Connell  
 Branch Office

690 Market St., San Francisco 5, Calif.  
 Phone: EX 7-0536

Manager.....Dave Sandeberg

### OHIO STATIONS REPRESENTATIVES, INC.

203 Fidelity Bldg., Cleveland 14, O.  
 Phone: 781-0036

Pres., Gen. Mgr.....Leonard F. Auerbach  
 Account Exec.....Geren W. Mortensen

### PACIFIC BROADCAST SALES

249 Pine St., San Francisco 4, Calif.  
 Phone: EX 7-6286

Manager.....Robert R. Allen  
 Branch Office

1258 N. Highland Ave., Hollywood 38, Calif.  
 Phone: HOLLYWOOD 6-4251

Manager.....N. Arthur Astor

### PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
 Phone: MURRAY Hill 2-4500

Excc. Vice Pres.....Eugene Bernald  
 Sales Prom.....Al Alperton

#### Branch Offices

1680 N. Vinc St., Hollywood 28, Calif.  
 Phone: HO 4-7395

Manager .....Harlan Oakes  
 166 Geary St., Francisco 8, Calif.

Phone: EXbrook 7-4827  
 Manager.....Don Pickens

### PEARSON NATIONAL REPRESENTATIVES, INC.

405 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-3366

President .....Joseph Savalli  
 Sales Execs...Samuel F. Jackson, A. Russel  
 Walker, William M. Wilson, F. A. Wurster

#### Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: State 2-7494

Manager .....Robert Flanigan  
 1901 W. 8th St., Los Angeles 5, Calif.  
 Phone: HUBBARD 3-9671

Manager .....Clark Barnes  
 58 Sutter St., San Francisco 4, Calif.  
 Phone: DOUGLAS 2-7159

Manager .....Sue Masterson  
 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. Vice Pres.....Russel Woodward  
 V.P., Treas.....Jones Scovern  
 President-TV .....Lloyd Griffin  
 V.P., Dir. TV Sls. Dev...George C. Castleman  
 V.P., TV Prom. Mgr.....Lon A. King  
 V.P., Television.....Charles R. Kinney  
 V.P., Radio.....Ray M. Stanfield  
 V.P., East. TV Sales Mgrs.....William G.  
 Walters, Arthur E. Muth

#### Branch Offices

Prudential Plaza, Chicago 1, Illinois  
 Phone: FRanklin 2-6373

## STATION REPRESENTATIVES

V.P., Midwest Sales Mgr. (Radio)... **A. Bagge**  
 V.P., Midwest Sales Mgr. (TV)... **W. Tynan**  
 Vice Pres..... **John A. Cory**  
 Chicago Sales Mgrs. (TV)..... **W. Donald**  
**Roberts, Jr., Louis J. Hummel, Jr.**  
 1371 Peachtree St., N.E. Atlanta, Ga.

Phone: 875-7763

Asst. V.P. TV Sales Mgr... **William J. Stubbs**  
 Radio Sales..... **William O. Jones**  
 Penobscot Bldg., Detroit 26, Mich.  
 Phone: **WOODWARD 1-4255**

Vice Pres., Radio..... **William W. Bryan**  
 TV Sales..... **James R. Sefert**  
 818 Olive St., St. Louis 1, Mo.  
 Phone: **CHestnut 1-3171**

TV Sales ..... **Arnold K. Knippenberg**  
 Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: **Riverside 7-9921**

TV Sales..... **W. Hal Thompson**  
 Radio Sales..... **John G. Butler**  
 5455 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: **WEBster 8-3585**

TV Sales Mr..... **John P. Haskell**  
 Radio Sales..... **Robert G. Hinds**  
 1375 Russ Bldg., San Francisco 4, Cal.  
 Phone: **YUKon 2-9188**

TV Sales Mgr..... **John M. Brigham**  
 Radio Sales..... **G. E. Hurst**  
 12 South 12th St., Philadelphia 7, Pa.  
 Phone: **WAlnut 3-0455**

TV Sales..... **Donald K. Heller**  
 First Nat'l Bank Bldg., Minneapolis 2, Minn.  
 Phone: 333-2425

TV Sales..... **John J. Cameron**

### EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.  
 Phone: **MURray Hill 8-0200**

#### Radio Division

Board Chairman..... **Edward Petry**  
 President..... **Edward E. Voynow**  
 Exec. Vice-Pres..... **Martin L. Nierman**  
 Vice President in Chg..... **Ben H. Holmes**  
 V.P., Eastern Sales Mgr.... **Martin Percival**  
 Sales Prom. Mgr..... **William Steese**

#### TV Division

Exec. Vice President.... **Martin L. Nierman**  
 V.P., Sales Prom. Mgr.... **Robert L. Hutton, Jr.**  
 V.P., Eastern Sales Mgr.... **Edward C. Page**  
 Marketing Mgr..... **William B. Rohm**

#### 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)**  
 1375 Peachtree St., N.E., Atlanta 9, Ga.  
 Phone: 875-8547

Sales Mgrs..... **Joseph Sierer (AM)**  
**Richard Hughes (TV)**  
 Russ Bldg., San Francisco 4, Cal.  
 Phone: **YUKon 2-3631**

Sales Managers.... **Lloyd McGovern (AM)**  
**George Ledell (TV)**  
 3424 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: **DUNKirk 8-1143**

Sales Mgrs..... **Garry Hollihan (AM)**  
**L. D. Larimer (TV)**  
 915 Olive St., St. Louis 1, Mo.  
 Phone: **CHestnut 1-7191**

Sales Mgrs..... **Sam Hall (AM)**  
**Junius Zolp (TV)**  
 801 Statler Bldg., Boston 16, Mass.  
 Phone: **HUBbard 2-6440**

Sales Mgr..... **Frank Howard (AM & TV)**  
 211 N. Ervay Bldg., Dallas 1, Tex.  
 Phone: **RIVERSide 1-9454**

Sales Mgrs..... **Barney Broiles (AM)**  
**David C. Milam (TV)**

### PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.  
 Phone: **CH 7-4510**

President ..... **Morton Lowenstein**  
**VIC PIANO ASSOCIATES, INC.**

211 East 53rd St., New York, N. Y.  
 Phone: **PL 9-1044**

President ..... **Vic Piano**  
 Exec. Vice Pres..... **Claude Piano**

### PRESTIGE REPRESENTATION ORGANIZATION

441 Lexington Ave., New York 17, N. Y.  
 Phone: **MU 7-3380**

Pres., Gen. Mgr..... **Sam Brownstein**  
 Eastern Sales Mgr..... **John Cook**  
 Midwest Sales Mgr..... **Harley L. Ward**  
 Western Sales Mgr..... **Jim Lucas**

#### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: **CE 6-6269**

Manager..... **Harley L. Ward**  
 1713 Spruce St., Philadelphia, Pa.  
 Phone: **KI 5-4334**

Manager ..... **Paul S. O'Brien**  
 1540 N. Highland, Hollywood 28, Calif.  
 Phone: **HO 6-7272**

Manager ..... **Jim Lucas**  
 681 Market St., San Francisco, Calif.  
 Phone: **EX 2-8038**

### RADIO REPRESENTATIVES, LTD.

76 St. Clair Ave. W., Toronto 7, Ont., Can.  
 Phone: 924-0727

President, Gen. Mgr..... **T. G. Ferris**  
 Radio Sales Manager..... **H. E. Pepler**

#### Branch Offices

1411 Crescent St., Montreal, Que., Canada  
 Phone: **AV 8-4257**

Manager..... **S. A. Green**  
 171 McDermod Ave., Winnipeg, Man., Canada  
 Phone: **WH 3-9574**

Manager..... **A. J. Messner**  
 1131 Richards St., Vancouver, B. C., Canada  
 Phone: **MU 5-0288**

Manager..... **W. E. J. Hall**

### RADIO T. V.

### REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.  
 Phone: **MU 8-4340**



## STATION REPRESENTATIVES

President .....Peggy Stone  
 V.P., Eastern Sales Spvsr. ...George Schmidt  
 Treasurer .....Saul Frischling  
 Vice President.....Seymour Thomas

### Branch Offices

75 East Wacker Dr., Chicago 1, Ill.

Phone: 372-0910

V.P., Gen. Mgr.....Sy Thomas  
 72 Eleventh St., N.E., Atlanta 9, Ga.

Phone: 876-6464

Manager .....Bob Jensen  
 100 Boylston St., Boston 16, Mass.

Phone: HU 2-4370

Manager .....George Bingham  
 111 N. LaCienega Blvd., Los Angeles, Calif.

Phone: OL 5-7597

Manager .....Lee O'Connell  
 Morgan Bldg., Portland 4, Ore.

Phone: CA 7-5754

Manager .....Cliff Engel  
 690 Market St., San Francisco 5, Calif.

Phone: EX 7-0536

Manager .....Dave Sandeberg  
 Tower Bldg., Seattle 1, Wash.

Phone: MA 3-1868

Manager .....Hugh Feltis

### 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.....Stnart M. Kelly

### Branch Offices

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

Phone: 644-4473

Manager.....John H. Wrath  
 2949 Penobscot Bldg., Detroit 26, Mich.

Phone: 963-0764

Manager.....Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.

Phone: 462-2376

Manager .....John D. Gale  
 1504 Russ Bldg., San Francisco 4, Calif.

Phone: YUkon 1-1833

Manager .....J. Milton Seropan  
 1627 Peachtree St., N.E., Atlanta, Ga.

Phone: 873-3519

Manager.....Edward D. Brandt  
 306 Mercantile Securities Bldg., Dallas, Tex.

Phone: Rlverside 1-5663

Manager .....Ralph Widman

### ROBERT RICHER REPRESENTATIVES, INC.

441 Lexington Ave., New York, N. Y.

Phone: PLaza 2-6462

President.....Robert E. Richer  
 V.P., Director.....Sam Brownstein

### RKO GENERAL, INC.

(See National Sales Div., RKO General, Inc.)

### SCHARF BROADCAST SALES LTD.

305-1030 West Georgia St., Vancouver 5, B. C.

Phone: MU 4-6277

President.....C. A. Brian Scharf

### SELECT STATION REPRESENTATIVES, INC.

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

Phone: PLaza 8-1850

Exec. Vice President.....Albert B. Shepard

### Branch Offices

333 N. Michigan Ave., Chicago, Ill.

Phone: 332-0946

Manager.....Irwin W. Unger  
 1610 Book Bldg., Detroit 26, Mich.

Phone: 961-2685

Manager .....Bernard P. Pearse  
 249 Pine St., San Francisco, Calif.

Phone: EXbrook 7-6187

Manager .....Bob Allen  
 1258 N. Highland Ave., Los Angeles 38, Calif.

Phone: HOLlywood 6-5427

Manager .....Art Astor

### SKYLINE ADVERTISERS' SALES, INC.

Box 2191, Idaho Falls, Idaho

Phone: 523-4567

President, Gen. Mgr.....Melvin B. Wright

Vice Pres.....Joseph S. Sample

Office Manager.....Melva Searle

### SPOT TIME SALES INC.

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

Phone: PL 3-3337

President.....John E. Erickson

### Branch Offices

400 N. Michigan, Chicago 11, Ill.

Phone: 467-6106

V.P., Manager.....Carleton F. Loucks  
 681 Market St., San Francisco 5, Calif.

Phone: EX 2-8038

Manager .....Ward Glenn  
 1540 N. Highland Blvd., Los Angeles 28, Cal.

Phone: HO 6-7279

Manager .....Jim Lucas  
 1401 Peachtree Bldg., N.E., Atlanta, Ga.

Phone: 875-7144

Manager .....Ken Willson  
 544 Okeechobee Rd., Miami, Fla.

Phone: 887-4242

Manager .....Guy Zwahlen

### STORER TELEVISION SALES INC.

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

Phone: PLaza 2-7600

President.....Peter Storer

V.P. & Gen. Mgr.....Francis P. Barron

Promotion Mgr.....Joseph Dowling

### Branch Office

333 North Michigan Avenue, Chicago, Ill.

Phone: CEntral 6-9550

Midwest Sales Mgr.....Julian Kanter  
 New Center Bldg., Suite 521, Detroit 2, Mich.

Phone: 873-2383

Manager.....James E. Goldsmith  
 338 So. Western Ave., Los Angeles 5, Calif.

Phone: DU 9-3138

West Coast Manager.....Henry R. Flynn  
 235 Montgomery, 939 Russ Bldg.,  
 San Francisco, Calif.

Manager .....William Exline



## STATION REPRESENTATIVES

1018 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 875-8576  
Southern Sales Mgr. .... Buzz Hassett

### E. S. SUMNER CORPORATION

1250 Ave. of the Americas, New York 20, N. Y.  
Phone: LT 1-8330

President.....Eugene S. Sumner  
Vice President.....Todd R. Gaulocher  
Branch Office  
307 N. Michigan Ave., Chicago, Ill.  
Phone: STate 2-0650

Manager.....E. H. Alnwick

### TELE-RADIO & TV SALES, INC.

733 Third Ave., New York 17, N. Y.  
Phone: JU 6-9717

President, Treasurer.....H. Scott Killgore  
Secretary.....Marie DeMott  
General Mgr.....Warren A. Shunan  
Branch Offices

1540 N. Highland Ave., Los Angeles 28, Calif.  
Phone: HO 6-7279

Manager.....Jim Lucas  
100 California St., San Francisco 11, Calif.  
Phone: YU 2-9933

Manager.....Frank T. Crennan

### TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-3456

President.....LARRY Israel  
Exec. V.P.....Robert McGredy  
V.P., Mkt. & Research.....Robert Hoffman  
Eastern Sales Mgr.....Marvin L. Shapiro  
V.P., Asst. to Pres.....B. Margolis  
Business Mgr.....R. Arcua

#### Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.  
Phone: WH 4-4567

Manager.....William Condon  
2768 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 5-6454

Manager.....R. Newsham  
155 Montgomery St., San Francisco 4, Calif.  
Phone: PR 6-9494

Manager.....Harry Diner  
1717 Highland Ave., Los Angeles 28, Calif.  
Phone: HOLlywood 6-1144

Manager.....Dick Loughrin  
1776 Peachtree Rd., N.W., Atlanta, Ga.  
Phone: 876-8843

Manager.....J. Thrash

### TELEVISION REPRESENTATIVES LTD.

76 St. Clair Ave., W., Toronto, Ont.  
Phone: 924-0727

President, Gen. Mgr.....T. G. Ferris  
Sales Manager.....R. H. Quinn  
Account Executives.....E. Vicary,  
W. Davidson, B. Young

#### Branch Offices

1111 Crescent St., Montreal, Que., Canada  
Phone: AV 8-4257

Manager.....Stewart Green

171 McDermot Ave., Winnipeg, Man., Canada  
Phone: WH 3-9574

Manager.....A. J. Messner  
1131 Richards St., Vancouver, B. C., Canada  
Phone: MU 5-0288

Manager.....W. E. J. Hall

### UBC SALES, INC.

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig  
Branch Office

410 N. Michigan, Chicago, Ill.  
Phone: 367-1632

Manager.....Warren Daniels

### VENARD, TORBET & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.  
Phone: MU 8-1088

President.....Lloyd George Venard  
Exec. Vice President.....Alan L. Torbet  
Vice Pres., Treas.....James V. McConuell  
Vice President, Sec.....Stephen R. Rintoul

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.  
Phone: ST 2-5260

Vice President.....Howard B. Meyers  
808 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-1075

Manager.....James A. Brown  
1258 N. Highland Ave., Los Angeles, Calif.  
Phone: HOLlywood 6-5427

Manager.....Arthur Astor  
249 Pine St., San Francisco 4, Calif.

Phone: EXbrook 7-6187

Vice President.....Robert Allen  
1505 Elm St., Dallas, Tex.

Phone: RIVERSide 2-5101

Manager.....Al Hazelwood

### WM. J. WAGNER & ASSOC.

1001 Tower Bldg., 7th & Olive,  
Seattle 1, Wash.

Phone: MAIn 4-6333

President.....Wm. J. Wagner

### WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 3-5830

President.....J. Wylie Walker  
Vice President.....C. Otis Rawalt

#### 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  
Taft Bldg., Los Angeles, Calif.

Phone: HO 4-7395

Manager.....Harlan Oakes  
166 Geary St., San Francisco, Calif.

Phone: EXbrook 7-4827

Manager.....Don Pickens  
11th & Central, Kansas City, Mo.

Phone: GRand 1-7822

Manager.....Eugene F. Gray

## STATION REPRESENTATIVES

### HAL WALTON & CO., INC.

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

Phone: LExington 2-5055

President ..... Hal Walton  
Comptroller ..... Jim Popper  
Dir., Station Relations..... Leonard Baker

#### Branch Offices

35 E. Wacker Drive, Chicago 1, Ill.

Phone: STate 2-8196

Manager ..... Paul Elsherry  
658 Book Bldg., Detroit 2, Mich.

Phone: WOODward 1-6036

Manager ..... Paul Pequinot

### WAYNE-EVANS & ASSOCIATES

1138 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

Manager ..... William Cummings

#### Branch Offices

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

Phone: 236-5818

Manager ..... Kenneth Schaefer  
681 Market St., San Francisco 4, Calif.

Phone: EXbrook 7-4512

Manager ..... Gregor Macafec  
111 N. LaCienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

Manager ..... Lec O'Connell

### WEED RADIO CORP.

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

Phone: TN 7-2600

President..... C. C. Weed

Vice President..... Joseph J. Weed

V.P., Sales..... E. J. Fitzsimmons

Salesmen (Radio) ..... Bob Guthrie,

Bob Aissa, Dave Simmons

Sales Prom. Mgr..... Winifred Schaefer

#### Branch Offices

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

Phone: 467-7070

Executive-in-Charge..... C. C. Weed  
1610 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-2685

Executive-in-Charge..... Bernard P. Pearse  
Henry Grady Bldg., Atlanta, Ga.

Phone: 524-3516

Executive-in-Charge ..... George Swearingen  
6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-6676

Executive-in-Charge..... J. C. Gates  
681 Market St., San Francisco 5, Calif.

Phone: EXbrook 2-1507

Executive-in-Charge..... Boyd Rippy  
Statler Bldg., Boston, Mass.

Phone: HUBbard 2-6117

Executive-in-Charge ..... Nona Kirby  
Tower Bldg., Seattle, Wash.

Phone: MAIn 4-6333

Exec-in-Charge..... William J. Wagner

7603 Forsythe Blvd., St. Louis 5, Mo.

Phone: PArkview 7-7375

Exec-in-Charge ..... Jack Hetherington  
233 Guaranty Bank Bldg., Denver, Colo.

Phone: TAbor 5-7585

Exec-in-Charge..... John L. McGuire  
807 Wilcox Blvd., Portland, Ore.

Phone: CApiTal 6-3973

Exec-in-Charge..... H. S. Jacobson

### WEED TELEVISION CORP.

535 Fifth Avenue, New York, N. Y.

Phone: TN 7-2600

President..... Joseph J. Weed

V.P.'s..... Neal Weed, E. Fitzsimmons

Sales Staff..... Bob Guthrie,

Bob Aissa, Dave Simmons

Traffic ..... Florence Eimer

Sales Promotion..... Winifred Schaefer

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

Vice President..... C. C. Weed

Staff..... Dan Ruffo, C. C. Weed, Jr.

(Other Branches same as Weed Radio Corp.)

### ADAM YOUNG, INC.

3 East 54th St., N. Y. 22, N. Y.

Phone: PLaza 1-4848

President ..... Adam Young

Executive V.P..... James F. O'Grady, Jr.

V.P. TV Sales.... Stephen A. Machcinski, Jr.

V.P. Radio Sales.... Clifford J. Barborka, Jr.

#### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MIchigan 2-6190

Manager ..... R. John Stella

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..... Roger H. Sheldon

105 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-5366

Manager TV..... William R. Peavey

Manager Radio..... Robert J. Somerville

1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 3-2564

Manager..... Harold M. Parks

2940 Book Bldg., Detroit 26, Mich.

Phone: WOODward 3-6919

Manager..... Richard L. Freeman

1300 Tower Petroleum Bldg., Dallas, Tex.

Phone: RI 8-5239

Manager ..... Clyde Melville

129 Newberry St., Boston, Mass.

Phone: CO 2-1145

Manager..... William A. Queen

### YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.

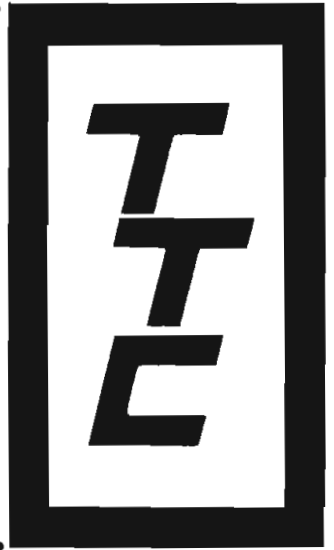
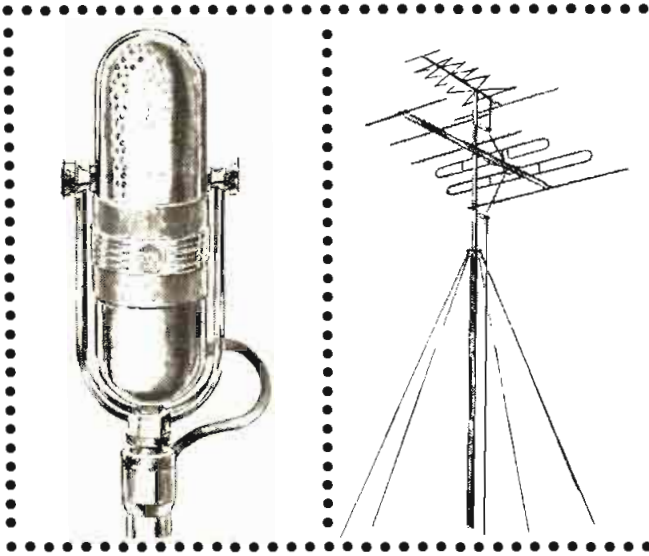
Phone: PLaza 1-4848

President ..... Adam Young

Vice-President..... Thomas F. Malone

Branch Offices & Personnel

(Same as Adam Young, Inc.)



Symbol of  
Radio

Symbol of  
Television

Symbol of  
Service

...in  
both  
mediums

This is the symbol for eight radio and five television stations in six important U.S. markets. What they share in common is a belief in quality programming and high standards of operation. What they deliver is an indispensable service to viewers and listeners in their markets.

TELEVISION: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego  
• KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre

RADIO: KFMB and KFMB-FM San Diego • WDAF and WDAF-FM Kansas City  
• WDOK-AM and WDOK-FM Cleveland • WGR and WGR-FM Buffalo

## **TRANSCONTINENT TELEVISION CORPORATION**

380 MADISON AVENUE, NEW YORK 17, N. Y.







presents

**RADIO  
NETWORKS**



EXECUTIVE PERSONNEL  
OWNED & OPERATED STATIONS  
NETWORK MAPS  
BYLINE ARTICLES

**1963**

## Sales Honesty Reaps Rewards As Ballyhoo Boys Bow Out



By  
ROBERT R. PAULEY  
President  
ABC Radio Network  
our network.

WHO knows more about the broadcasting industry than the broadcasters themselves? Nobody. But when it comes to buying time on radio, several advertising agencies hire young and—in many cases—inexperienced men as “experts” on the subject.

These are the men who make the decisions about media buying.

The blame for this situation does not rest with the agencies. It rests with the broadcasters. WE are the ones who forced the agencies to do so. WE are the ones who only a few short years ago hired as salesmen con-men and charlatans who went out to “get that sale at any cost.”

To the credit of most broadcasters, the past few years have brought about marked improvement in the quality of radio salesmen. But there are still a few ballyhoo people left in responsible sales positions.

The men I’m talking about are the glib, fast-talking boys who think only on terms of that fast buck. In the end, they finally overreach themselves; their reputations become known, and they are inevitably put aside.

ABC Radio has always prided itself in its sales force. We hire pitchmen, yes. Successful radio salesmen must be good pitchmen. But they must pitch their product with honesty and integrity. There is no need for radio to use ballyhoo and fast talk as sales weapons.

If proof is required that advertisers know the strength of radio, let’s examine our own books.

Who is buying network radio today? The major companies—the Bristol Myers, the Liggett & Myers, the Mennens, the R. J. Reynolds, the Rexalls, the General Motors. These are just a few of the top advertisers on

Why are they buying network radio? First, because they are fully aware of this medium’s reach. Radio buying has undergone a vast and important change during the past year-and-a-half. Courageous advertisers have stopped buying according to outmoded ratings systems and have taken an educated second look at radio — its specific audience, its potential reach and its cost. Their success stories have paved the way for other advertisers to follow in their footsteps.

Second, for the first time in the history of network radio, a new and more realistic ratings service has come along to challenge what up ’till now has been network radio’s only continuing measurement service. Those advertisers, then, that still buy for the numbers can — for the first time on a regular basis — learn exactly where their money will be going, where their messages are being heard and the buying plans of this audience.

And third, radio is being bought because today’s radio salesmen are presenting themselves — and, therefore, all of the radio industry — in a new and more respected light. Our policy here has been — and is — to hire experienced, down-to-earth media men as salesmen.

If radio is to maintain the high esteem broadcasters wish it to, then the broadcasters must wash their hands of the few remaining charlatans. This policy has worked for us. It can for any network — for any station — that has an honest product to sell.



# American Broadcasting Co. Radio Network

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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Stephen C. Riddleberger . . . . . V.P. & Pres. AM O & O Stas.

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## NEW YORK

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Edward Graessle	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services
Charles Smith	Chief Accountant
Sam Barr	Mgr. of Data Processing
Grace Johnson	Dir. of Continuity Acceptance
Henry Epstein	Art Director

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Edward Masket	Dir. of Pgm. Bus. Affairs
Robert Kaufman	Gen. Attorney for Sales & Pgm. Contracts
Charles DeBare	Gen'l Attorney for AM Network & Owned & Operated Stations

(Continued on Page 190)



**WHO GREW THE MOST?**



 These are only three reasons why the *facts about network radio have changed importantly* during the last twelve months.

At that time, for example, *SIX 50-THOUSAND WATT STATIONS* found it made the best broadcasting and business sense to join the ABC Radio Network:

WCTA, Corpus Christi

WHAS, Louisville

WHAM, Rochester

WRAK, Sacramento

KWKH, Shreveport

WWVA, Wheeling

Three of these stations came to us directly from other network affiliations. Three more had dropped other network affiliations to become independent and then joined ABC Radio. Their reasons?

“... we have been impressed by the aggressive fashion in which ABC administers its network. This coincides with our strong convictions about Radio as an important medium to the people.”

That statement by WHAS Management is typical.

## **ABC RADIO GREW THE MOST IN NEW STATIONS, NEW PROGRAMMING and NEW ADVERTISERS!**

Our other affiliates haven't stood still either. Forty-three percent of them effected power increases during 1962, furthering their coverage and competitive effectiveness. That's why advertisers on the ABC Radio Network were able to conclude a 26 or 52-week campaign with considerably more than they started! Six months from now these facts, as the facts about network radio, will have changed because our

stations will have grown still more. And that's a promise!

But there's more to the story, such as our unmatched news coverage (we can document it), our new programming (Tom Harmon and Bob Considine, for example) and the many new advertisers who have found they can buy both quality *and* service economically on the ABC Radio Network—and there more than anywhere else.

Sindlinger Research and Audience Measurement is another example of our growth. We inaugurated the service to measure *all* radio so that realistic figures might be available for out-of-home listening to *specific* programming. Knowing that people were there—in total—didn't seem quite satisfactory by itself.

What it all means is simply: if you have not re-evaluated radio networks within the last twelve months, you will find that *the facts about network radio have changed considerably!*



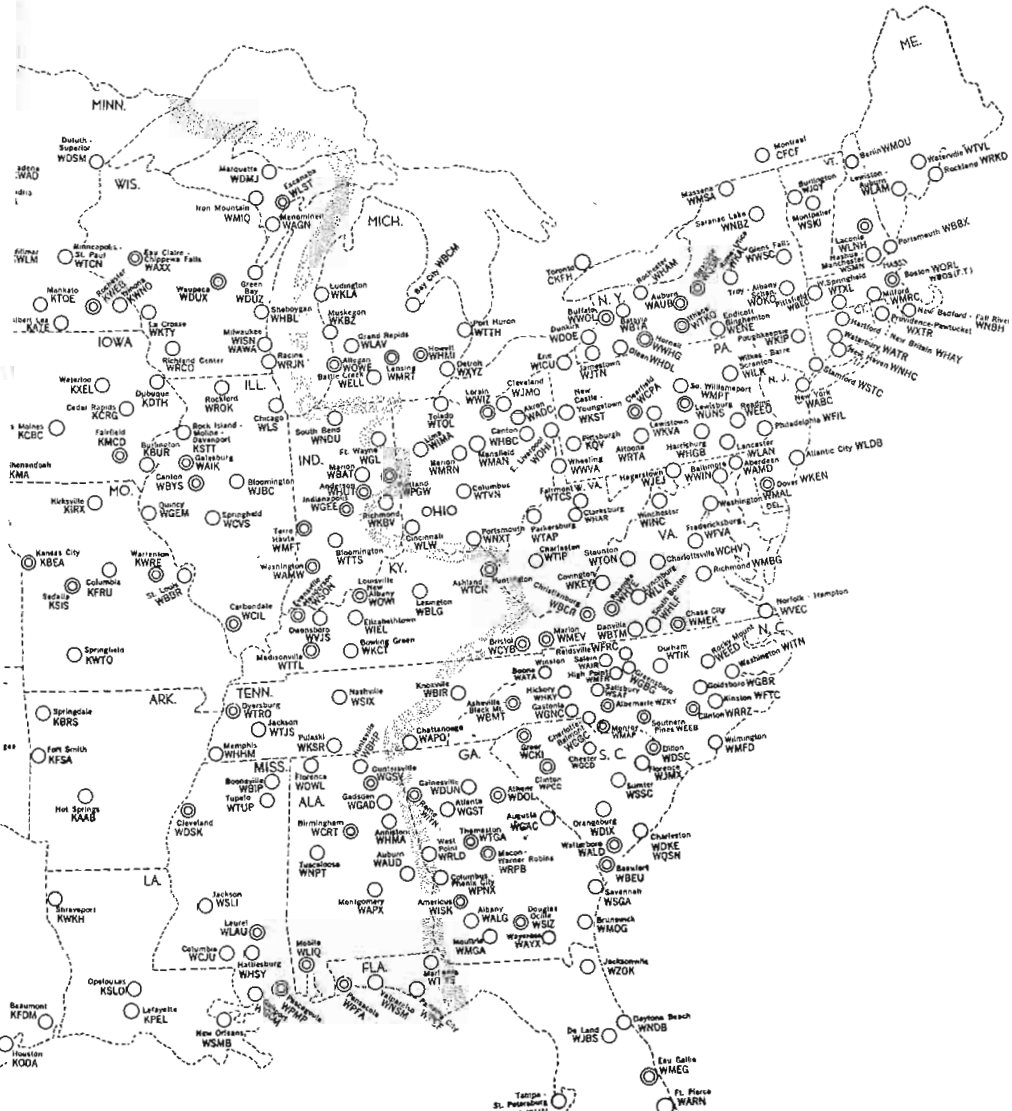
### **ABC RADIO**

Where growth and progress  
are a matter of record.





# Company Radio Network



- FULL TIME AM STATION
- DAYTIME ONLY AM STATION
- \* INTERMOUNTAIN GROUP
- NEW MEXICO GROUP

(Continued from Page 185)

## News, Sp. Events & Pub. Affairs

James C. Hagerty . . . . . V.P. in Charge  
 Thomas Velotta . . . . . V.P. in Chg. of Admin.  
 Robert E. Lang . . . . . V.P. in Chg. of Oper. & Sales  
 John Madigan . . . . . Dir. of News & Pub. Affairs  
 Darryl Griffin . . . . . Asst. to Dir. of News & Pub. Aff.  
 Donald Coe . . . . . Dir. of Sp. Events and Opera.  
 Cecelia Fiore . . . . . Asst. to Dir. of Sp. Events & Oper.  
 Thomas O'Brien . . . . . National Radio News Editor  
 Walter Porges . . . . . Asst. Nat. Radio News Editor  
 Wiley Hance . . . . . Manager of Public Affairs

## Program

William Rafael . . . . . V.P. & Nat'l Pgm. Dir.  
 Maurice Benkoil . . . . . Asst. to V.P. & Nat'l Pgm. Dir.  
 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

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 William H. Cochran . . . . . Western Rep., Stations Dept.  
 Richard Rader . . . . . Western Sales Svc. Mgr.  
 Elizabeth Myburgh . . . . . Western Prog. Opera. Mgr.  
 James Withrow . . . . . Western Account Svc. Rep.,  
 Station Clearance

## ABC Radio Network

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 Cent. Div.  
 William MacCallum . . . . . Cent. Div. Program Dir.

## CHICAGO (WLS)

1230 Washington Blvd., Chicago, Ill.  
 Ralph Beaudin . . . . . President & Gen. Mgr.  
 John Allen . . . . . Contoller  
 Armand Belli . . . . . Sales Mgr.  
 Eugene Tong . . . . . Program Director

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 Robert Baker . . . . . Radio Pgm. Manager  
 John Reynolds . . . . . Contoller  
 Harold Christian . . . . . V.P. in Charge of  
 Merchandising  
 Allen Franco . . . . . Prom. & Pub. Mgr.  
 Charles Kocher . . . . . Chief Engineer  
 Robert Baldrica . . . . . Radio Sales Mgr.  
 David Davenport . . . . . Prod. Manager

## HOLLYWOOD (KABC)

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 Ben Hoberman . . . . . V.P. & Gen. Mgr.  
 J. Clifford Anderson . . . . . Dir. of Spec. Service  
 Dorothy L. Brown . . . . . Continuity Accept. Mgr., W. D.  
 Philip Brestoff . . . . . Sls. Mgr.  
 Ralph C. Denechand . . . . . Mgr. of Traffic & Comm.  
 Arthur Harvey . . . . . Dir. Labor Rel. & Bus. Affairs  
 Milt Fishman . . . . . Dir. Radio-TV News, W. D.  
 Theodore Grenier . . . . . Chief Engineer, W. D.  
 Jon Meyers . . . . . Prog. Mgr. KABC Radio  
 Robert P. Myers . . . . . Pacific Coast Counsel—ABC  
 Florence T. Schiro . . . . . Personnel Director  
 John C. Wagner . . . . . Contoller, Western Division

## PITTSBURGH (KQV)

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 Edward Smith . . . . . Sls. Mgr.  
 Edward Tracy . . . . . Contoller  
 Richard Drury . . . . . Operations & Community Svc. Dir.  
 George Kleeb . . . . . Chief Engineer

## SAN FRANCISCO (KGO)

#### 277 Golden Gate Ave.

#### San Francisco 2, California

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 Harry Jacobs . . . . . Chief Engineer & Building  
 Maintenance Manager  
 George Rodman . . . . . Dir. of Publ. Adv.  
 Delbert Gore . . . . . Sales Manager  
 Edith Kirby . . . . . Traffic Manager  
 Lorraine Pederson . . . . . Continuity Acceptance Editor  
 Henry Saroyan . . . . . Comptroller & Purchasing Agent  
 Edward Smith . . . . . Program Manager  
 Ronald Wren . . . . . Mgr. Adv. Prom. & Pub.

## WASHINGTON

#### 1735 DeSales St., N.W., Wash., D. C.

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 Robert Fleming . . . . . Mgr. of News, Washington Off.  
 Lew Shollenberger . . . . . Dir. of Sp. Events & Oper.,  
 Washington Office

## NEW YORK (WABC)

#### 7 West 66th Street

#### New York 23, New York

Hal Neal . . . . . General Manager  
 Margaret Michaud . . . . . Bus. Mgr.  
 Herbert Mendelsohn . . . . . Sales Manager  
 John Owen . . . . . Dir. of Adv. & Promotion  
 Sam Holman . . . . . Program Supervisor

## 3 Big A's for Network Radio: Affiliates; Audiences; Advertisers



By  
ARTHUR HULL  
HAYES  
President  
CBS Radio

**E**VEN the most objective observer of network radio today must conclude that a distinct change in its fortunes is under way. One has only to look at three key areas: Affiliates; Audiences; and Advertisers.

In each of these "A's," network radio clearly is on the rise, after a period of doldrums.

Let's take them in order. Affiliates come first because a network cannot exist without them. While I cannot speak for other networks, we at CBS Radio have noticed a good deal of new interest among stations across the country in a network affiliation. The number of station inquiries crossing my desk keeps increasing. Another evidence: CBS Radio affiliated station clearances for network programs are at an all-time high.

What accounts for all this? We believe the answer is to be found in the second "A"—the audience. The U.S. radio audience has changed, or evolved, in its radio tastes and needs over the last years. And a radio network, such as ours, is uniquely able to satisfy those needs.

The appetite for radio news and information of all kinds is very great. This coincides with a similar change in reading habits as well. The American Library Association recently reported that Americans are "reading more seriously and are more concerned with domestic politics and the role of the United States in World affairs." Non-fiction book sales have never been higher.

In light of this, it's not surprising that radio stations which emphasize news, information, local politics and related subjects are rapidly increasing in audience. (Increases like 50% at some of our owned stations.)

And so this program approach is

on the upswing, as a survey of U.S. radio programming, 1960-1961, has revealed. More than one quarter of the 712 stations surveyed said that they had changed program policy. And the most statistically significant changes involved those stations previously classified as "Top Tune" and "Adult."

Over 80% of the Top Tune stations said that they had changed FROM this category. Only 20.8% changed TO it. And in Adult radio, while 18.0% of the stations changed away from it, 32.8% changed TO it. Moreover, 42.4% of the stations already carrying news and talk increased this programming, while .4% decreased it.

I think the picture is plain. Audiences want "reality programming" from radio—an increased understanding of the world around us. Our network, for one, and radio in general, as indicated above, have been responsive to this public interest. And when both radio and its audiences are moving in the same direction, the third "A," advertisers, cannot afford to be far behind! So, speaking again for the network I'm familiar with, our sales picture has seldom been brighter in recent years than in the first quarter of 1963. This quarter was not only well ahead of the comparable 1962 quarter, it also topped the last quarter of '62. In other words, the trend is up.

The three "A's" — Affiliates, Audiences, Advertisers—are the cornerstones on which network radio must stand or fall. On the basis of the response from all three today, I would say our report card needs straight A's!

# CBS Radio Division Columbia Broadcasting System, Inc.

## 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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 Cornelius V. S. Knox, Jr.....Eastern Sales Mgr.  
 Louis J. Riggio.....Dir., Sales Development  
 Jack Stuppler.....Business Mgr.

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**Chicago Office, 630 N. McClurg Court**

Roger K. Huston.....Sales Manager

**Detroit Office, Fisher Bldg.**

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 Howard F. Miller...Mgr., Coverage & Marketing  
 Research  
 Patricia C. Kenety...Supervisor, Rating Services

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 Richard F. Hess.....Asst. to Vice Pres.

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**WEEI and WEEI-FM**  
**182 Tremont St., Boston 11**  
**Massachusetts**

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 Robert Sinnett.....Sales Manager  
 Richard Covington.....Program Director  
 Joseph Cullinane.....Sales Promotion &  
 Advertising Manager  
 Vincent Maloney.....Director of News

(Continued on Page 198)



# Think of CBS

## ***The listeners do:***

Again in 1962, the CBS Radio Network led the other nationwide networks measured by Nielsen with the largest average audience for sponsored programs (25% ahead of Network B and 83% ahead of Network C).

*Source: NRI, January-December 1962 Reports*

# first Radio

***The advertisers do:***

Again in 1962, the CBS Radio Network attracted the greatest number of advertisers who use one radio network exclusively. When you make a move into this medium (and you should) here's the first place to be!

# Columbia Broadcasting







# COLUMBIA BROADCASTING SYSTEM

(Continued from Page 193)

## WBBM and WBBM-FM

630 N. McClurg Court, Chicago 11  
Illinois

E. H. Shomo.....V.P. & General Manager  
John J. Burke.....Sales Manager  
Len Schlosser.....Program Director  
Arthur Barnes.....Sales Promotion Manager  
Ben Larson.....News Director

## KNX and KNX-FM and

Columbia Radio Pacific Network  
6121 Sunset Blvd., Los Angeles 28  
California

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James Ingraham.....Sales Manager  
Arthur Wittum.....Dir. of Information Services  
Barney Miller.....News Director  
Harfield Weedon.....Program Director

## WCBS and WCBS-FM

485 Madison Ave., New York 22  
New York

Sam J. Slate.....V.P. & General Manager  
Ralph Goshen.....Sales Manager  
Joseph Dembo.....Dir. of News & Pub. Affairs  
James F. X. Mullen.....Advertising & Sales  
Promotion Manager  
Joseph Cook.....Dir. of Public Information  
Gene King.....Program Director

## WCAU and WCAU-FM

City & Monument Aves., Phila. 31  
Pennsylvania

John O. Downey.....V.P. & General Manager  
Eugene Litt.....Sales Manager  
Fred Birnbaum.....Promotion Director  
Al Ringle.....News Director  
Mike Grant.....Program Director

## KMOX and KMOX-FM

1144 Hampton Ave., St. Louis 10  
Missouri

Robert F. Hyland.....V.P. & General Manager  
Alice Koch.....Asst. to General Manager  
William T. Dean.....Sales Manager  
Aline Daly.....Advertising & Sales Prom. Dir.  
Rev. Davis.....Dir. of News & Public Affairs

KCBS and KCBS-FM  
Sheraton-Palace Hotel,  
San Francisco 5  
California

Jules Dundes.....V.P. & General Manager  
Seymour Whitelaw.....Sales Manager  
Robert E. Harris.....Advertising & Sales Prom. Dir.  
Hank Basayne.....Program Director  
Don Mozley.....Director of News  
and Public Affairs

## CBS RADIO SPOT SALES

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Ronald M. Gilbert.....New York Sales Manager  
George Arnold.....Dir. of Marketing  
Robert DiMattina.....Director of Operations  
Frank Quillinan.....Research Manager  
Norman S. Ginsburg.....Sales Promotion Director  
Neil Harold.....Sales Research Manager  
Peggy Vorhis.....Contract Mgr.  
Mary John.....Sales Service Manager  
Allan J. Hughes, Jr.....Client Rel. Mgr.

Chicago Office, 630 N. McClurg Ct.

Charles E. Burge.....Sales Manager

Atlanta Office, 15 Peachtree St. Bldg.

George R. Swearingen.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr.....Sales Manager

Los Angeles Office, 6121 Sunset Blvd.

Roland H. McClure.....Sales Manager

San Francisco Office,  
Sheraton-Palace Hotel

Joseph K. Marshall.....Sales Mgr.

St. Louis Office, 1144 Hampton Ave.

William O'Donnell.....Sales Manager

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Research Mgr.  
Donald A. Panzer.....Personnel Policy Admin. Mgr.

## Small-Market Radio Areas Hold Big National Advertising \$



By  
SIDNEY J. WOLF  
President  
Keystone  
Broadcasting System

**R**ADIO'S successes and its impact continue to be dramatic . . . yet it still is a medium that is taken for granted by many of its own devotees, stations and advertisers alike. Almost 95 million people tune to radio at least once a day. Probably 60 million of these individuals are tuned daily to one of our station affiliates in the national link of 1,130 facilities affiliated with us.

A. C. Nielsen projections estimate that Keystone affiliates reach 23 million homes every day, and it's reasonable to assume there are three persons for every home, particularly in the small-town and rural markets.

These areas are the prime C and D counties—the counties which account for about 30% of the entire national population and of the dollars spent. We have an imposing national reach of 83%, going into more than eight in every 10 of the 3,000-plus U.S. counties. In the smaller counties—the C counties with from 30,000 to 100,000 people and the D counties with fewer than 30,000—we cover, respectively, 80% and 88% of the homes.

C and D counties and markets, unfortunately, constitute one of the most neglected areas of advertising activity by the national advertiser. Yet the sales appeal of the small-town and rural station is well-known to local businessmen and community advertisers. About eight in every 10 dollars spent on these stations is invested by businessmen who know exactly what they're getting. They live in the community, know the pull-in power of the individual station, set a sales pace that their big-brother advertisers in major market centers should follow. These local advertisers get day-to-day, measurable response from their radio advertising.

Many national advertisers use this small-market tactic of penetration and selling. They have benefited greatly, and have gotten tangible evidence of radio's sales impact. A number of national campaigns on Keystone have tied-in with local retailers or distributors or dealers in gaining further local-level sales proof of radio's results. In many instances, a local retailer will match the dollar amount invested by the national advertiser. In still other cases, the local advertiser will out-spend the national advertiser in pushing the same effort.

In one of our campaigns, which was also carried by the four wired networks, the KBS affiliates contributed more tie-in spots than did the affiliates of ALL the other four networks, this despite the fact that our stations in the schedule were restricted to the 200 markets beyond the influence of the 1,200 radio stations comprising the four wired networks.

Radio is on the rise despite an industry year in which many spokesmen talked only of gloom and doom. In the last six months of 1962, our key executives have seen a terrific resurgence in interest as well as in action.

This interest, of course, is reflected in buying patterns sanctioned by the management of advertiser companies. Most of the interest generated is directed to our total network, but many new advertisers are indicating buying intention for our sub-networks as well—our Farm Network of 865 radio stations, the Negro Network of 360 affiliates and the College Network of 355 stations.

# Keystone Broa



# sting System





# Keystone Broadcasting

## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WBCA Bay Minette  
 WEBJ Brewton  
 WPRN Butler  
 WRAG Carrollton  
 WEIS Centre  
 WKUL Cullman  
 WMSL Decatur  
 WXAL Demopolis  
 WLRB Enterprise  
 WULA Eufaula  
 WBLO Evergreen  
 WABF Fairhope  
 WWWW Fayette  
 WJDI Florence  
 WHEP Foley  
 WZOB Fort Payne  
 WETD Gadsden  
 WGEA Geneva  
 WGYV Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WERB Hamilton  
 WHEP Huntsville  
 WTHG Jackson  
 WWWW Jasper  
 WJAM Marion  
 WAFCC Monroeville  
 WHHY Montgomery  
 WCRB Oneonta  
 WJHO Opelika  
 WFHK Pell City  
 WPID Piedmont  
 WELR Roonoke  
 WWWW Russellville  
 WROS Scottsboro  
 WHEB Selma  
 WFEW Sylacauga  
 WNUZ Talladega  
 WJDB Thomasville  
 WTBF Troy  
 WNPT Tuscaloosa  
 WABT Tuskegee  
 WETU Wetumpka

## ARIZONA

KPIN Casa Grande  
 KAWT Douglas  
 KCLS Flagstaff  
 KDJI Holbrook  
 KIKO Miami  
 KNOG Nogales  
 KENT Prescott  
 KATD Safford  
 KYND Tempe  
 KMOP Tucson

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 KBBA Benton  
 KBRI Brinkley  
 KAMD Camden  
 KLYR Clarksville  
 KCON Conway  
 KCCB Corning  
 KAGH Crossett  
 KELD El Dorado  
 KBJT Fordyce  
 KXIK Forrest City  
 KHOZ Harrison  
 KFFA Helena  
 KXAR Hope  
 KAAB Hot Springs  
 KBTM Jonesboro  
 KBOK Malvern  
 KPCA Marked Tree  
 KVSAC McGehee  
 KENA Mona  
 KHM Mantiello  
 KVOM Morrilton  
 KLOM Mountain Home  
 KBHC Nashville  
 KDXE N. Little Rock  
 KOSE Osceola  
 KORS Paragould

KCLL Paris  
 KADL Pine Bluff  
 KPQC Pochontas  
 KXRI Russellville  
 KWCB Searcy  
 KUOA Sileam Springs  
 KBRS Springdale  
 KWAOK Stuttgart  
 KFOF Van Buren  
 KRLL Walnut Ridge  
 KWRF Warren

## CALIFORNIA

KENL Arcata  
 KAH1 Auburn  
 KWAC Bakersfield  
 KIOT Barstow  
 K1BS Bishop  
 KWUN Concord  
 KP1LY Crescent City  
 KRDU Dinuba  
 KXO El Centro  
 KOWN Escondido  
 KPER Gilroy  
 KCHV Indio  
 KRKC King City  
 KLES Los Banos  
 KODL Mojave  
 KDAL Mojave  
 KVON Napa  
 KPRL Paso Robles  
 KTOB Petaluma  
 KAHK Redding  
 KRCK Redcrest  
 KRGO Sonoma  
 KSUS Sunnville  
 KTKR Taft  
 KCEY Turlock  
 KUKI Ukiah  
 K1QS Willows  
 KAGR Yuba City

## COLORADO

KGIW Alamosa  
 KBRN Brighton  
 KRNL Canon City  
 KPJK Colorado Springs  
 KVCFC Cortez  
 KRAI Craig  
 KLIR Denver  
 KIUP Durango  
 KZ1X Fort Collins  
 KFTM Fort Morgan  
 KWSL Grand Junction  
 KYOU Greeley  
 KGUC Gunnison  
 KBRR Leadville  
 KLMD Longmont  
 KLOV Loveland  
 KSLV Montrose Viste  
 KUBC Montrose  
 KAVI Rocky Ford  
 KGCK Sterling  
 KCRT Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WAPG Arcadia  
 WTR1 Bradenton  
 WWIB Brooksville  
 WMGC Chipley  
 WTAN Clearwater  
 WGNU Crestview  
 WDCF Dade City  
 WELE Daytona Beach  
 WSPB De Funiak Springs  
 WDOO Deland  
 WPAF Fernandina Beach  
 WINK Fort Myers

WARN Fort Pierce  
 WPUP Gainesville  
 WZRD Jacksonville Beach  
 WKWF Key West  
 WGR0 Lake City  
 WIPC Lake Wales  
 WL1Z Lake Worth  
 WLB6 Leesburg  
 WPRP Live Oak  
 WMAF Madison  
 WTOT Marianna  
 WSRA Milton  
 WNOG Naples  
 WTMCC Ocala  
 WOKC Okechobee  
 WWPF Palatka  
 WDLF Panama City  
 WPCA Pensacola  
 WPRY Perry  
 WCNH Quincy  
 WFOY St. Augustine  
 WL1Z St. Petersburg Beach  
 WTRR Sanford  
 WKXY Sarasota  
 WJCM Sebring  
 WRGR Starke  
 WSTU Stuart  
 WAXE Vero Beach  
 WALIC Wauhatcha  
 WXIV Windermere

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 WCCS Atlanta  
 WDEC Americus  
 WDOI Athens  
 W81A Augusta  
 WMGR Bainbridge  
 WHAB Baxley  
 WBBK Blakely  
 WWCW Bremen  
 WMOG Brunswick  
 WDMF Buford  
 WGRA Cairo  
 WCLB Camilla  
 WLBB Carrollton  
 WBHF Cartersville  
 WGAA Cedartown  
 WCLA Claxton  
 WRWH Cleveland  
 WPNX Columbus  
 WMJM Cordele  
 WBLJ Dalton  
 WDWD Dawson  
 WDMG Douglas  
 WRLT Dublin  
 WTTJ East Point  
 WSSG Elberton  
 WBHB Fitzgerald  
 WFPF Fort Valley  
 WGGG Gainesville  
 WKEU Griffin  
 WCEH Hawkinsville  
 WGML Hinesville  
 WBGR Jesup  
 WLFA Lafayette  
 WLAG La Grange  
 WPEH Louisville  
 WYTH Madison  
 WCRY Macon  
 WFDR Manchester  
 WBIE Marietta  
 WDXA McRae  
 WMVG Milledgeville  
 WGSR Milton  
 WMRB Monroe  
 WMGA Moultrie  
 WNEA Newnan  
 WPGA Perry  
 W5FB Quitman  
 WPLK Rockmart  
 WRGA Rome  
 WWSN Statesboro  
 WSYL Sylvania  
 W5FT Thomaston  
 WKTG Thomasville  
 WTWA Thomas  
 WWSG Tifton  
 WLET Tooele  
 WJEM Valdosta  
 WVPD Vidalia  
 WKLE Washington  
 WAYX Waycross  
 WBMK West Point  
 WIMO Winder

## HAWAII

KIMO Hilo  
 KAIM Honolulu

## IDAHO

KBAR Burley  
 KC10 Caldwell  
 KVN1 Cnear d'Alone  
 KORT Grangeville  
 K1FI Idaho Falls  
 KRPL Moscow  
 KLER Orofino  
 KEOK Pavette  
 KSNN Pocatello  
 KPST Preston  
 KRXX Rexburg  
 KSRA Salmon  
 KSP2 Sandpoint  
 KBRV Soda Springs  
 KSKI Sun Valley  
 KEEP Twin Falls

## ILLINOIS

WRMS Beardstown  
 WBYS Canton  
 WEIC Charleston  
 WITY Danville  
 WF1W Fairfield  
 WGNU Granite City  
 WERQ Harrisburg  
 WJPF Herrin  
 WLOS Jacksonville  
 WJBM Jerseyville  
 WMOK Metropolis  
 WVMC Mt. Carmel  
 WNI1 Moundsboro  
 WZOE Piasa  
 WTAJ Robinson  
 WJSP St. Charles  
 WJBD Salem  
 WGRA Watseka  
 WFRX West Frankfort

## INDIANA

WRNL Bonville  
 W1LO Frankfort  
 WHLT Huntington  
 WITZ Jasper  
 WBTO Linton  
 WGRX Madison  
 WPCO Mount Vernon  
 W0W1 New Albany  
 WPGW Parland  
 WSLM Salem  
 WJCD Sevmour  
 WSVL Shelbyville  
 WTCJ Tell City  
 WMFT Terre Haute  
 WAMW Washington

## IOWA

KLGA Alcona  
 KASI Ames  
 K1AN Atlantic  
 KWBG Boone  
 KCOG Centerville  
 KCHA Charles City  
 KCHE Cherokee  
 KSWI Council Bluffs  
 KMCD Fairfield  
 KXGI Fort Madison  
 KGRN Grinnell  
 KXIG Iowa City  
 KNIA Knoxville  
 KMAQ Maquoketa

KWPC Muscatine  
 KOLS Perry  
 KAYL Storm Lake  
 KWVY Waverly  
 K1FJ Webster City

## KANSAS

KCRG Chanute  
 KNCK Concordia  
 KMDO Fort Scott  
 KIUL Garden City  
 KLOE Goodland  
 KWBW Hutchinson  
 K1ND Independence  
 KALN Iola  
 K1CO Leavenworth  
 KL1B Liberal  
 KMAN Manhattan  
 KNDY Marvsville  
 K1EX McPherson  
 K1RG Newlin  
 K1KA Phillipsbur:  
 KSEK Pittsburg  
 KWSK Pratt  
 KRSL Russell

## KENTUCKY

WANY Albany  
 WRRT Bardstown  
 WCBL Benton  
 WLB1 Bowling Green  
 WTCO Campbellsville  
 WNF5 Central City  
 WAIN Columbia  
 WCTT Corbin  
 WCPM Cumberland  
 WVCN Cynthiana  
 WHIR Danville  
 W1EL Elizabethtown  
 WFKN Franklin  
 WAXU Georgetown  
 WKAY Glasgow  
 WHBN Harrodsburg  
 WKIC Hazard  
 WSON Henderson  
 WKOA Hopkinsville  
 W1RV Irving  
 WLBN Lebanon  
 WMTL Leitchfield  
 WBLG Lexington  
 WFMW Madisonville  
 WWXL Manchester  
 WNGO Mayfield  
 WFTM Maysville  
 WMIK Middlesboro  
 WFLW Monticello  
 WMOR Morehead  
 WMST Mt. Sterling  
 WNKY Neon  
 W5IP Paintsville  
 WKX1 Paris  
 WPKE Pikeville  
 WPRT Prestonsburg  
 WPKY Princeton  
 WEKY Richmond  
 WRUS Russellville  
 WLCK Scottsville  
 W5FC Somerset

## LOUISIANA

KOBS Alexandria  
 KV0B Bastrop  
 W1KC Bogalusa  
 WARB Covington  
 K5IG Crowley  
 WLB1 Denham Springs  
 KOLA De Ridder  
 KEUN Eunice  
 KHAL Homer  
 KCIL Houma



# System Stations

KJEF Jennings  
 KTDC Jonesboro  
 KPCL Lafayette  
 KIKS Lake Charles  
 KLPL Lake Providence  
 KLLA Leesville  
 KABC Mansfield  
 KAPB Marksville  
 KASO Minden  
 KLIC Monroe  
 KMRC Morgan City  
 KNOC Natchitoches  
 KANE New Iberia  
 KREH Oakdale  
 KWCL Oak Grove  
 KRHH Rayville  
 KRUS Ruston  
 KCJJ Shreveport  
 KBSF Springhill  
 KTLD Tallulah  
 KVPI Ville Platte  
 KEVL White Castle  
 KVCL Winnfield  
 KMAR Winnsboro

## MAINE

WDEA Ellsworth  
 WHOU Houlton  
 WRUM Rumford  
 WGHM Skowhegan

**MARYLAND**

WABW Annapolis  
 WEMD Easton  
 WPTX Lexington Park  
 WICO Salisbury  
 WTTX Westminster

## MASSACHUSETTS

WREB Holyoke  
 WRNO Marlboro  
 WMRC Milford  
 WCAT Orange  
 WARE Ware

## MICHIGAN

WALM Albion  
 WOVE Allegan  
 WLEW Bad Axe  
 WBRN Big Rapids  
 WLST Escanaba  
 WMRP Flint  
 WSHN Fremont  
 WGHN Grand Haven  
 WPLB Greenville  
 WMPH Hancock  
 WBSH Hastings  
 WCSR Hillsdale  
 WHMI Howell  
 WIKB Iron River  
 WJMS Ironwood  
 WJPD Ishpeming  
 WKLA Ludington  
 WMTL Manistee  
 WDOE Marine City  
 WAGN Manominee  
 WCEN Mt. Pleasant  
 WMAE Munising  
 WNIL Niles  
 WHLS Port Huron  
 WMIC St. Helen  
 WIOS Tawas City

## MINNESOTA

KKIN Aitkin  
 KASM Albany

KXRA Alexandria  
 KBUN Bemidji  
 KBMO Benson  
 KBMW Breckenridge  
 WKLK Cloquet  
 KROX Crookston  
 WELY Ely  
 KQVE Eveleth  
 KOZY Grand Rapids  
 KDUI Hutchinson  
 KFDB International Falls  
 KEYL Long Prairie  
 KRFO Owatonna  
 WCMP Pine City  
 KLOH Pipestone  
 WAVE Stillwater  
 KDOM Windom  
 KAGE Winona

## MISSISSIPPI

WAMY Amory  
 WBLE Batesville  
 WELZ Belzoni  
 WGMG Biloxi-Gulfport  
 WBIP Boonville  
 WJMB Brookhaven  
 WDOB Canton  
 WGLC Centerville  
 WROX Clarksdale  
 WCLD Cleveland  
 WCJU Columbia  
 WBCI Columbus  
 WOMA Corinth  
 WMAG Forest  
 WJPR Greenville  
 WGRM Greenwood  
 WNAG Grenada  
 WXXX Hattiesburg  
 WJMC Hazlehurst  
 WOCB Houston  
 WDLT Indianola  
 WJQS Jackson  
 WKOZ Kosciusko  
 WAML Laurel  
 WXTN Lexington  
 WLSM Louisville  
 WBHT Osceola  
 WNBC Macon  
 WSJC Magee  
 WAPF McComb  
 WMOX Meridian  
 WMIS Natchez  
 WNAU New Albany  
 WSHU Oxford  
 WMPM Pascagoula  
 WRJW Picayune  
 WSSO Starkville  
 WELO Tupelo  
 WQBC Vicksburg  
 WABO Waynesboro  
 WRWB West Point  
 WONA Winona  
 WAZF Yazoo City

## MISSOURI

KBLR Bolivar  
 KBHM Branson  
 KAOL Carrollton  
 KDMD Carthage  
 KCRV Carthageville  
 KCHR Charlestown  
 KCHI Chillicothe  
 KCGM Columbia  
 KDEX Dexter  
 KESM El Dorado Springs  
 KEBL Fairington  
 KWOS Jefferson City  
 KIRX Kirksville  
 KLWT Lebanon  
 KCTB Malden  
 KNIM Maryville  
 KNCM Moberly  
 KRMO Monett  
 KLRS Mountain Grove  
 KBTN Neosho  
 KNEM Nevada  
 KRMS Osage Beach  
 KWOC Poplar Bluff  
 KMIS Portageville  
 KYRO Potosi  
 KTTR Rolla

KSGM Ste. Genevieve  
 KSMO Salem  
 KDRO Sedalia  
 KICK Springfield  
 KALM Thayer  
 KTTN Trenton  
 KLPP Union  
 KOKO Warrensburg  
 KWRE Warrenton  
 KWPM West Plains

## MONTANA

KBMN Bozeman  
 KGLE Glendive  
 KUDJ Great Falls  
 KLYQ Hamilton  
 KOJM Havre  
 KGEZ Kalispell  
 KLCB Libby  
 KPRIK Livingston  
 KATL Miles City  
 KXLL Missoula  
 KSEN Shelby  
 KVCK Wolf Point

## NEBRASKA

KGDW Alliance  
 KJSK Columbus  
 KGMT Fairbury  
 KTNC Falls City  
 KHUB Fremont  
 KHAS Hastings  
 KUVR Holdrege  
 KIMB Kimball  
 KGFW Kearney  
 KBRLL MeCook  
 KNCY Nebraska City  
 KODY North Platte  
 KOGA Ogallala  
 KBRX O'Neill  
 KOSD Sidney  
 KRFS Superior  
 KAWL York

## NEVADA

KBET Reno

**NEW HAMPSHIRE**

WKXL Concord  
 WSMN Nashua  
 WCNL Newport

## NEW JERSEY

WMVB Millville  
 WNNJ Newton

## NEW MEXICO

KALG Alamogordo  
 KARA Albuquerque  
 KQVP Artesia  
 KARS Belen  
 KAVE Carlsbad  
 KLMX Clayton  
 KCVI Clovis  
 KOTS Deming  
 KYVA Gallup  
 KWEV Hobbs  
 KOBEL Las Cruces  
 KRSN Los Alamos  
 KENM Portales

KRTN Raton  
 KBIM Roswell  
 KTRC Santa Fe  
 KSYX Santa Rosa  
 KSQL Silver City  
 KSRK Socorro  
 KCHS Truth or Consequences  
 KTNM Tucumcari

## NEW YORK

WMBO Auburn  
 WCCR Canadigua  
 WFLR Dundee  
 WDOE Dunkirk  
 WEHH Elmira Heights  
 WOSR Fulton  
 WSET Glens Falls  
 WBAZ Kingston  
 WLFH Little Falls  
 WICY Malena  
 WREM Remsen  
 WGGO Salamanca  
 WNBZ Saranac Lake  
 WIPS Ticonderoga  
 WDLA Walton

## N. CAROLINA

WABZ Albemarle  
 WGRW Asheville  
 WCGC Belmont  
 WBMT Black Mountain  
 WATA Boone  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WCJF Edenton  
 WCNC Elizabeth City  
 WBLA Elizabethtown  
 WFAI Fayetteville  
 WBBB Forest City  
 WFSC Franklin  
 WFGV Fuquay Springs  
 WLTC Gastonia  
 WFMC Goldsboro  
 WOOV Greenville  
 WHNC Henderson  
 WHKP Hendersonville  
 WHPE High Point  
 WELS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBUY Lexington  
 WYRN Louisburg  
 WTSB Lumberton  
 WMMH Marshall  
 WMAP Monroe  
 WMBL Morehead City  
 WMNC Morgantown  
 WPAQ Mount Airy  
 WKRK Murphy  
 WRNB New Bern  
 WNNC Newton  
 WKXN N. Wilkesboro  
 WOXF Oxford  
 WPNC Plymouth  
 WFRC Reidsville  
 WCEC Rocky Mount  
 WWGP Sanford  
 WOHSS Shelby  
 WMPM Smithfield  
 WEEB Southern Pines  
 WTOE Spruce Pine  
 WSiC Statesville  
 WMSJ Sylva  
 WTAB Tabor City  
 WTYN Tryon  
 WADE Wadesboro  
 WLSE Wallace  
 WEEN Washington  
 WHCC Waynesville  
 WCNF Weldon  
 WKSK W. Jefferson  
 WLLY Wilson

## NORTH DAKOTA

KQDI Bismarck  
 KOAK Carrington  
 KNDC Hottelinger  
 KEYJ Jamestown  
 KQDY Minot  
 KEYD Oakes  
 KGCA Rugby  
 KDVC Valley City

## OHIO

WNCO Ashland  
 WILE Cambridge  
 WBEX Chillicothe  
 WEHJ Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WLMJ Jackson  
 WWIZ Lorain  
 WTIG Massillon  
 WMVO Mount Vernon  
 WPTW Piqua  
 WIOI Portsmouth  
 WBLY Springfield  
 WERT Van Wert  
 WCHD Washington Court House  
 WKOV Wellston  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KQWH Altus  
 KALV Alva  
 KVSD Ardmore  
 KLTR Blackwell  
 KWCO Chickasha  
 KWPR Claremore  
 KWQE Clinton  
 KRND Duncan  
 KSEO Durant  
 KELR El Reno  
 KBKE Elk City  
 KCRC Enid  
 KTAT Frederick  
 KKRW Guthrie  
 KRND Guyton  
 KTJS Hobart  
 KIHN Hugo  
 KTMK McAlester  
 KGCL Miami  
 KNOR Norman  
 KBVE Oklahoma City  
 KOKI Okmulgee  
 KVLH Pails Valley  
 KLCO Poteau  
 KOLS Prvrr  
 KREK Sapulpa  
 KSPI Stillwater  
 KTLO Tahlequah  
 KWSH Tri-City  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KVAS Astoria  
 KBKR Baker  
 KBND Bend  
 KURY Brookings  
 KRNS Burns  
 KROD Coquille  
 KLOD Corvallis  
 KWVR Enterprise  
 KASH Eugene  
 KGRO Gresham  
 KUIK Hillsboro  
 KAGO Klamath Falls  
 KAPT Klamath  
 KGAL Lebanon  
 KCMC McMinnville  
 KSRV Ontario  
 KUMA Pendleton  
 KRAF Redwood  
 KOHF St. Helens  
 KAPL The Dalles  
 KODL The Dalles

# KEYSTONE BROADCASTING SYSTEM STATIONS

## PENNSYLVANIA

WAVL Anolis  
 WNCC Barnesboro  
 WBFD Bedford  
 WBRX Berwick  
 WISR Butler  
 WCDL Carbondale  
 WESA Charleroi  
 WDTR Corry  
 WEZN Elizabethtown  
 WFAR Farrell  
 WHUN Huntingdon  
 WVDAD Indiana  
 WADP Kane  
 WACB Kittanning  
 WAKU Latrobe  
 WUNS Lewisburg  
 WKRR Oil City  
 WPTS Pittston  
 WPME Pottsville  
 WKMC Rearing Spring  
 WATS Sayre  
 WMAJ State College  
 WLVC Williamsport

## RHODE ISLAND

WWRI West Warwick

## S. CAROLINA

WABV Abbeville  
 WAKN Aiken  
 WAIM Anderson  
 WWBD Bamberg  
 WBAW Barwell  
 WBRL Batesburg  
 WBEU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WDKE Charleston  
 WCRE Cheraw  
 WGGD Chester  
 WPCC Clinton  
 WDSC Dillon  
 WELP Easley  
 WDLS Florence  
 WFIS Fountain Inn  
 WFTN Gaffney  
 WGSW Greenwood  
 WEAB Greer  
 WBHC Hampton  
 WHSC Hartsville  
 WDKD Kingstree  
 WLCM Lancaster  
 WLSC Loris  
 WYMB Manning  
 WJAY Mullins  
 WKDK Newberry  
 WTND Orangeburg  
 WRHI Rock Hill  
 WQIZ St. George  
 WSNW Seneca  
 WFIG Sumter  
 WBCU Union  
 WALD Walterboro

## SOUTH DAKOTA

KBFS Belle Fourche  
 KBBH Hot Springs  
 KJAM Madison

KOLY Moberg  
 KGFX Pierre  
 KEZU Rapid City

## TENNESSEE

WLAR Athens  
 WBDL Boivar  
 WPHG Bristol  
 WFWL Camden  
 WRKM Carthage  
 WPKP Chattanooga  
 WJZM Clarksville  
 WCLE Cleveland  
 WKRM Columbia  
 WHUB Cookeville  
 WLSB Copperhill  
 WKBL Covington  
 WAEW Crossville  
 WDNT Dayton  
 WDKN Dyers  
 WDSS Okeburg  
 WEKR Fayetteville  
 WAGG Franklin  
 WHIN Galatin  
 WGRV Greeneville  
 WIRJ Humboldt  
 WDXI Jackson  
 WCLC Jamestown  
 WKXV Knoxville  
 WLAJ La Follette  
 WDXE Lawrenceburg  
 WLIL Lenoir City  
 WJLM Lewisburg  
 WDXL Lexington  
 WMSR Manchester  
 WCAP Maryville  
 WAKI McMinnville  
 KWAM Memphis  
 WHEY Millington  
 WCRK Morristown  
 WGRS Murfreesboro  
 WENO Nashville  
 WLIK Newport  
 WATO Oak Ridge  
 WBNT Onelda  
 WTPR Paris  
 WKSR Pulaski  
 WTRB Ripley  
 WRKH Rockwood  
 WRGS Rogersville  
 WDRM Savannah  
 WLJH Shelbyville  
 WEPG S. Pittsburg  
 WDBL Springfield  
 WDEH Sweetwater  
 WENK Union City  
 WCDT Winchester

## TEXAS

KOPY Alice  
 KVLF Alpine  
 KBUY Amarillo  
 KACT Andrews  
 KBUD Athens  
 KALT Allanta  
 KRUN Ballinger  
 KIDX Bay City  
 KWBA Baytown  
 KAYC Beaumont  
 KBYG Big Spring  
 KFFN Bonham  
 KBBB Borger  
 KBAN Bowie  
 KNEL Brady  
 KSTB Breckenridge  
 KWHI Brenham  
 KBWD Brownwood  
 WTAW Bryan  
 KBEN Carrizo Springs  
 KGAS Carthage  
 KCTX Childress  
 KCAR Clarksville  
 KVLB Cleveland  
 KSTA Colman  
 KVMC Colorado City  
 KMCD Comroe  
 KAND Corsicana  
 KCRM Crane  
 KIVY Crockett  
 KXIT Dalhart  
 KDLK Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KEPS Eagle Pass  
 KERC Eastland  
 KINT El Paso  
 KPSS Ft. Worth  
 KFLD Floydada  
 KFST Ft. Stockton  
 KNAF Fredericksburg  
 KBRZ Freenort  
 KRAF Gainesville  
 KCTI Gonzales  
 KSWA Graham  
 KQVL Greenville  
 KCLW Hamilton  
 KWRD Henderson  
 KPAN Hereford  
 KHBR Hillsboro  
 KSAM Huntsville  
 KTXJ Jasper  
 KMBL Junction  
 KAML Kenedy  
 KERB Kermit  
 KERV Keroville  
 KDCA Kilgore  
 KLEN Kilteen  
 KVLG Lagrange  
 KPET Lamesa  
 KVDZ Laredo  
 KLVN Levelland  
 KZ7N Littlefield  
 KVLJ Livingston  
 KLUK Longview  
 KRBA Lufkin  
 KMHT Marshall  
 KBUS Mexia  
 KJBC Midland  
 KGOR Mineral Wells  
 KIRT Mission  
 KVKM Monahans  
 KIMP Mt. Pleasant  
 KEEE Nacogdoches  
 KGNB New Braunfels  
 KOGT Orange  
 KNET Palestine  
 KHSH Pampa  
 KFTV Paris  
 KIUN Pecos  
 KVOP Plainview  
 KBOP Pleasanton  
 KOLE Port Arthur  
 KUKO Post  
 KOLJ Quanah  
 KSDX Raymondville  
 KTLU Rusk  
 KTXL San Angelo  
 KBAL San Saha  
 KSEY Seymour  
 KBYP Shamrock  
 KDSX Sherman  
 KCAS Slaton  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stenhouseville  
 KSSS Sulphur Springs  
 KXOX Sweetwater  
 KTAE Taylor  
 KTER Terrell  
 KTFB Texarkana  
 KTLW Texas City  
 KTUE Tulia  
 KTBB Tyler  
 KVOU Uvalde  
 KVWC Vernon  
 KVIC Victoria  
 KBEC Waxahachie  
 KZEE Weatherford

## UTAH

KVNU Logan  
 KDAL Price  
 KEYE Provo  
 KDXU St. George  
 KSDP Salt Lake City  
 KDYL Tooele City  
 KVEL Vernal

## VERMONT

WSNO Barre  
 WWSR St. Albans

## VIRGINIA

WIVE Ashland  
 WICLV Bristol  
 WFHG Bristol  
 WELK Charlottesville  
 WMEK Chase City  
 WBCR Christiansburg  
 WKEY Covington  
 WCVA Culpeper  
 WEVA Emporia  
 WFAJ Falls Church  
 WYSR Franklin  
 WFLS Fredericksburg  
 WFRF Front Royal  
 WBOB Galax  
 WGBT Gate City  
 WDDY Gloucester  
 WMNA Groton  
 WHAP Hopewell  
 WLES Lawrenceville  
 WREL Lexington  
 WBRG Lynchburg  
 WMEV Marion  
 WMVA Martinsville  
 WNVA Norton  
 WJMA Orange  
 WPVA Petersburg  
 WPUV Pulaski  
 WRIC Richlands  
 WRIS Roanoke  
 WYTI Rocky Mount  
 WHLF South Boston  
 WAFS Staunton  
 WLPM Suffolk  
 WESR Tasley  
 WEER Warrenton  
 WNNT Warsaw  
 WYVE Wytheville

## VIRGIN ISLANDS

WIVI Christiansted

## WASHINGTON

KARI Blaine  
 KELA Centralia  
 KCLX Colfax  
 KCVL Coville  
 KULE Ephrata  
 KNBX Kirkland  
 KEOD Longview  
 KGY Olympia  
 KRSC Othello  
 KPKW Pasco  
 KONP Port Angeles  
 KARY Presser

KAYE Puyallup  
 KAPA Raymond  
 KREW Sunnyside  
 KTEL Walla Walla  
 KUEN Wenatchee

## WEST VIRGINIA

WKDY Bluefield  
 WBUC Buckhannon  
 WBOY Clarksburg  
 WDNE Elkins  
 WTCS Fairmont  
 WLOG Logan  
 WEPM Martinsburg  
 WHJC Matwam  
 WGLG Morgantown  
 WPAR Parkersburg  
 WLOH Princeton  
 WMOV Ravenswood  
 WVAR Richmond  
 WPOW Revereville  
 WSPC Spencer  
 WELC Welch  
 WHAW Weston

## WISCONSIN

WAPL Appleton  
 WATW Ashland  
 WUIS Black River Falls  
 WERL Eagle River  
 WECL Eau Claire  
 WDUZ Green Bay  
 WTKM Hartford  
 WHSM Hayward  
 WLDY Ladysmith  
 WDLB Marshfield  
 WRJC Mauston  
 WIGM Medford  
 WMNE Menomonee  
 WXMT Merrill  
 WIXK New Richmond  
 WPPF Park Falls  
 WSWW Platteville  
 WPLY Plymouth  
 WIBU Poynette  
 WRDB Reedsburg  
 WJMC Rice Lake  
 WRCO Richland Center  
 WTGH Shawano  
 WCDW Sparta  
 WDOR Sturgeon Bay  
 WQMN Superior  
 WTRW Two Rivers  
 WISV Viroqua  
 WTTN Watertown  
 WDXU Waunapa  
 WHVF Wausau  
 WBKV West Bend

## WYOMING

KBSB Buffalo  
 KWVO Cheyenne  
 KWIV Douglas  
 KLUK Evanston  
 KIML Gillette  
 KOWB Laramie  
 KASL Newcastle  
 KPDW Powell  
 KRAL Rawlins  
 KQRS Rock Springs  
 KWYO Sheridan  
 KRTR Thermopolis  
 KYNK Thermoland  
 KWOR Worland

# Keystone Broadcasting System, Inc.

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Phone: DUnkirk 3-2910

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Henry G. Eschen.....	Sales Mgr-West Coast

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Phone: SUTter 1-7440

Roger Coombe.....	Account Executive
-------------------	-------------------

## *Detroit*

612 Penobscot Bldg.

Phone: WOODward 2-4505

## 'A Service to Indie Stations' Is Radio's True Role Today



By  
ROBERT F.  
HURLEIGH  
President  
Mutual Broadcasting  
System

ON June 2, 1957, the Mutual Broadcasting System made a clean break with traditional network programming. Starting that day, after taking a long, hard look at the changing economics and new requirements of advertisers, we became "a service to independent stations"—a program service to our more than 500 affiliates on a continuous, 18-hour a day basis, seven days a week—a program service with a greater emphasis on news, special events, and features of various nature.

That this new programming concept has succeeded is demonstrated by the clearances we receive from affiliated stations for advertisers, which in turn have resulted in a profit to the network for the first time in 10 years.

Today, there are continuing numerous indications that radio advertising is becoming healthier. We are now far beyond the stage when advertisers would select a program just because they liked it themselves. Today, astute sponsors are choosing programs because they reach, please, and render a service to a specific audience representing a customer market, and thereby provide the highest possible sales returns per dollar expended.

Research continues as an important factor in helping radio advertising to produce greater sales response, although we have become increasingly aware that radio needs a more effective, universal, impartial standard of measurement of potential audiences of stations and networks.

With 183 million radio sets in use in 1962, and almost 30 million sold every year, four out of five of which are self-powered, or car radios, it is obvious that more adequate listening

measurements should be developed to give advertisers a true picture of radio's size.

I would like to propose that the RAB—the Radio Advertising Bureau—consider the possibility of meeting with the proper people in the major rating services in an attempt to clarify why there are differences and where these differences occur. I suggest RAB because it is a "radio only" organization and has accomplished much in the cause of radio. If we could have a group of station owners appointed to meet with the executives of the rating services on an informational basis—to be able to present to the radio industry a report which could be an advisor on the use of the different surveys—much would be accomplished.

Reviewing radio's growth in 1962—especially Mutual's—we become more aware of the tremendous effect of its prevalence in American life today. We knew that a new formula for network programming was needed—its format had to change since television became the glamor medium. We concluded that radio network's true role today is as a service organization, bringing to its affiliates news, discussion, commentary, public affairs and special events programming which individual stations cannot develop simply because they do not have the resources and facilities with which to do so.

We take it as a compliment to our foresight that our competitors have followed our lead in this news concept of cross-country broadcasting.



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1440 Broadway, New York 18, N. Y. BRyant 9-7600

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Dist. 3—Roger Beane. WSSV, Petersburg, Va.  
Dist. 4—Carter Peterson. WBYG, Savannah, Ga.  
Dist. 5—Gene Trace. WBBW, Youngstown, O.  
Dist. 6—Mig Figi. WAUX, Milwaukee, Wis.  
Dist. 7—Lewis Heilbronner. WJQS, Jackson, Miss.  
Dist. 8—Ralph McElroy. KWVL, Waterloo, Ia.  
Dist. 9—Durward Tucker. WRR, Dallas, Tex.  
Dist. 10—Frank Carmen. KLUB, Salt Lake City  
Dist. 11—Sherwood Gordon. KSDO, San Diego,  
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Dist. 2—Victor Diehm. WAZL, Hazleton, Pa.  
Dist. 3—E. Z. Jones. WBBB, Burlington, N. C.  
Dist. 4—Jess Swicegood. WDIG, Dothan, Ala.  
Dist. 5—Mike Layman. WSFC, Somerset, Ky.  
Dist. 6—George Frechette. WFHR, Wisc. Rapids,  
Wisc.  
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Dist. 8—Ed Breen. KVFD, Ft. Dodge, Ia.  
Dist. 9—Richman Lewin. KTRF, Ludkin, Tex.  
Dist. 10—Donald Thomas. KRRL, Lewiston, Ida.  
Dist. 11—Keith Munger. KCOK, Tulare, Calif.





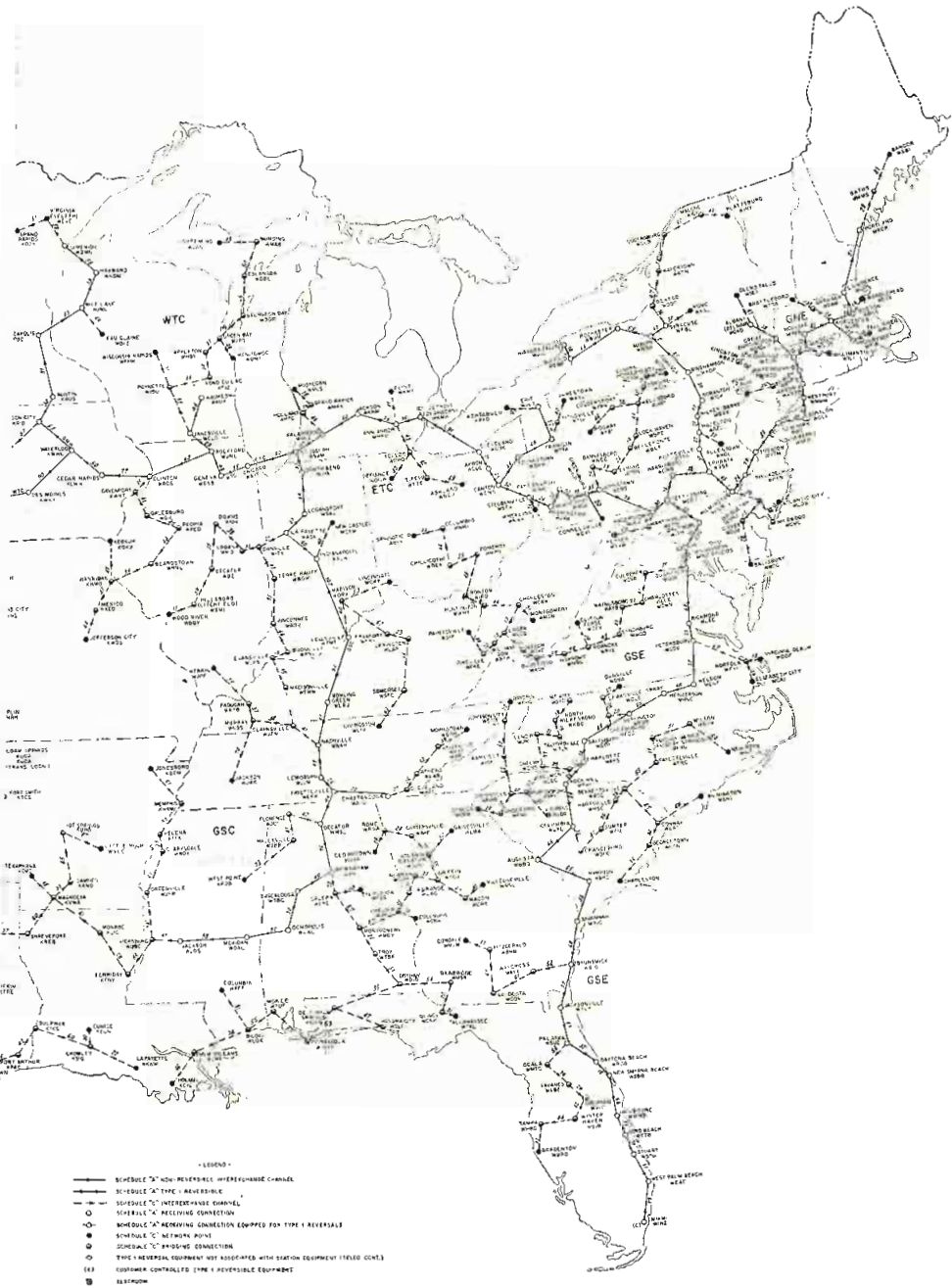
**TO REACH MAIN STREET U.S.A., TURN AT MUTUAL**—Swing along Mutual Street to get to Main Street U. S. A. And these are just some of the people you'll meet on the way... newscasters of note like: Whitney Bolton, George Hamilton Combs, Tony Marvin, Steve McCormick, Van Patrick, Del Sharbutt, Frank Singiser, Bill Stern, Westbrook Van Voorhis.

Remember, the road to market has to pass Main Street. Main Street U. S. A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street U. S. A. lock, stock and big-town-with 500 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. **LANDMARK:** Mutual delivers 97 of the top 100 Main Streets in America.

**Mutual Radio**   
A SERVICE TO INDEPENDENT STATIONS



# ing System



## Closing the 'Measuring Gap' To Reflect Radio's True Growth



By  
WILLIAM K.  
McDANIEL  
Executive V.P.  
NBC Radio Network

In the annals of radio history, I think that 1962 will be remembered as the year the tide was turned in the campaign to measure the total radio audience. We have long suspected that we are being short-changed by outmoded circulation measurement techniques which do not reflect total listening. Important strides are now being taken to correct this gap.

Paradoxically, this weakness in measurement is a result of radio's lusty growth, for every hour approximately 2,700 new radios are purchased. Every four seconds, three radios are bought. Annually some 25 million new radios are sold.

This rate of growth is gratifying. But at the same time it is horrifying. Because it is audience growth that is not adequately measured.

Today the country has some 183 million radio sets. There are about as many radios in the country as there are people. The age of individual listening is here. And therein lies the problem.

Three-quarters of radio sets purchased today are self-powered. They are in automobiles. They are in shirt pockets. They move. They do not stand still. They do not plug into the wall.

Thus they cannot be measured by stationary mechanical devices. Such mechanical measurement was for years a reliable indication of our circulation. But the great bulk of today's listening—and the growing part—is pretty much unmeasured. This is a tremendous handicap to all of us.

NBC Radio has been watching this trend for years. Accordingly, in the fall of 1961, we were the first network to take positive action, commissioning a research organization to undertake a pilot study. This study

was an encouraging indication of the tremendous size of the self-powered radio audience. We have since met with officials of other research companies, discussing development of more effective measurement methods.

There is no doubt that the audience with car and portable radios is huge. For example, we have indications that, on a Sunday afternoon, it is nearly double the audience listening to plug-in sets.

Radio manufacturers have been most ingenious in producing multi-millions of auto and miniature radios. We must apply a similar ingenuity in finding methods to measure the circulation they represent.

Over the past few years the techniques of buying and selling advertising media have been developed to a highly scientific degree. The "emotional buy" still occurs but the great majority of media selections are made on the basis of thorough analyses of media characteristics as they fit the advertising requirements of a particular product.

It therefore becomes the obligation of the seller to provide the buyer with as complete an analysis of his medium as possible. Unfortunately, the ideal measurement situation does not exist for network radio. You do not have to look very far or very often to realize that automobile radios and self-powered radios account for the bulk of total radio listening. Efforts are being made to accomplish this total measurement but there is great room for improvement. This, unfortunately, is a problem which the whole broadcast industry must face.





# ADVERTISERS GO FOR NBC RADIO

... CONSISTENTLY THE LEADER IN SPONSORED HOURS

# National Broadcasting Co., Inc. NBC Radio Network

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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(Continued on Page 218)



# ADVERTISING GOES FURTHER ON **NBC RADIO**

THE LARGEST WEEKLY AUDIENCES IN NETWORK RADIO ARE REACHED BY NBC ADVERTISERS. THROUGH 1962, THEY AVERAGED 7 OF THE TOP 10 PLACES IN NRI.



# Company Radio Network





(Continued from Page 214)

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 Joseph Frazer . . . . . Manager, Sales  
 William Schwarz . . . . . Manager, Programs  
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 Jack Dorr . . . . . Manager, Advertising and Promo.  
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4001 Nebraska Ave. N.W.

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 Howard Keegan . . . . . Manager, Programs  
 Robert McAuliffe . . . . . Manager, Sales  
 Hugh Del Regno . . . . . Director, Business Affairs  
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 Julius L. Ross.....Manager, Audits  
 Ulrich F. Caro.....Dir., Capital Budgets &  
 Office Services  
 Randall McMillin...Dir., Purchasing & Materials  
 James White.....Director, Accounting  
 Patrick J. Burke, Jr.....Chief Accountant  
 Charles Ochsenreiter...Mgr., Systems & Data  
 Processing  
 Albert E. Walker.....Manager, Transportation  
 William A. Williams...Assistant Treasurer  
 Jerrold Wollison...Manager, Contract Admin.

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Robert D. Kasmire...Director, Corporate Info.  
 Kathryn S. Cole.....Manager, Information  
 Willis Grant.....Co-ord., Corp. Info.

**Legal**

Thomas E. Ervin.....V.P. & General Attorney  
 James A. Stabile...V.P. & Assoc. Gen. Attorney  
 Richard H. Graham...V.P., Law, West Coast  
 Howard Monderer...Asst. Gen. Attorney,  
 Washington

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 John A. Cimperman...Director, Practices  
 Carl M. Watson...Director, Broadcast Standards  
 Doris S. Williams.....Coordinator

**Planning and Research**

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 Allen R. Cooper.....Dir., Corporate Planning  
 Barry T. Rumble...Mgr., Broadcast Economics  
 Thomas E. Coffin...Director, Research  
 Marvin Baiman.....Mgr., Research Projects  
 William Rubens...Mgr., Audience Measurement  
 William S. Duttera...Dir., Allocation Eng.

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 J. Noel Deutscher...Manager, Organization  
 Planning & Management Devel.  
 Richard Goldstein...Director, Labor Relations  
 Dr. Bernard J. Handler...Company Physician  
 Henry O. Lumb.....Director, Personnel  
 Oscar C. Turner...Manager, Personnel & Labor  
 Rel., West Coast

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 Harry T. Floyd...Manager, Western Sales  
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 Robert A. Wood...Mgr., Broadcast Standards  
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 Richard H. Graham...Vice President, Law

## Principal Expense Items of AM & AM-FM Stations with Time Sales of \$25,000 or More Classified by Volume of Revenues

### (Stations Operating Full Year)

Broadcast Revenues	No. of Stations Reporting	Total Broadcast Expenses	Average Per Station Reporting					Royalties and License Fees
			Salaries and Wages (As a proportion of total broadcast expenses)	Depreciation	News (other than salaries)	Talent		
\$2,500,000 and over.....	11	\$2,424,556	38.1	3.6	1.4	17.7	5.3	
1,000,000-\$2,500,000 .....	45	1,242,990	45.1	3.3	1.6	12.3	3.6	
500,000- 1,000,000 .....	109	592,572	51.6	5.3	1.9	5.4	3.6	
250,000- 500,000 .....	256	336,917	52.1	7.1	1.9	3.1	3.0	
200,000- 250,000 .....	164	215,151	53.1	7.4	1.8	2.3	2.9	
150,000- 200,000 .....	291	168,237	54.3	6.9	2.0	1.9	3.1	
100,000- 150,000 .....	636	123,797	52.9	7.5	2.4	1.7	2.8	
75,000- 100,000 .....	551	86,642	53.1	7.3	3.0	1.4	2.8	
50,000- 75,000 .....	673	62,935	52.7	7.4	3.8	1.4	2.8	
25,000- 50,000 .....	592	40,669	51.1	8.5	6.6	1.0	2.8	
Total .....	3,328	\$ 153,424	51.0	6.5	2.4	4.4	3.2	

Note: Not all stations reported all expense items.  
Source: FCC





presents

**AM RADIO  
STATIONS**



**STATION INDEX  
ALPHABETICAL LISTING  
BY STATES AND CITIES  
EXECUTIVE PERSONNEL**

**1963**

## Audience Action Through 'Focal Point' Programming



By  
DONALD H. MCGANNON  
President  
Westinghouse  
Broadcasting Co.

THROUGHOUT the country, the citizen sees state, town and city governments struggling to cope with the huge problems of communities in transition. The needs of a growing population are coupled with extensive demands for new public services.

Time has shown that these twentieth century community crises cannot be adequately handled in a nineteenth century way. You might say that our community problems have outgrown the ability of our institutions to handle them.

Along with the rapidly multiplying complexities of our civic lives, there has burgeoned a widespread but very natural voter apathy. Many citizens who once possessed semblances of civic pride have joined the parade of the pessimists chanting, "You can't fight City Hall."

At the nucleus of this attitude is a serious absence of public understanding. In spite of the numerous editorials, documentaries, special programs and community projects initiated and presented by radio and television stations, it is still apparent that many citizens in their communities do not comprehend the real causes of their troubles or the possible remedies.

To communicate better the causes and remedies, over two years ago we initiated a programming project at our Baltimore station (WJZ-TV) called "Focal Point." In great detail, the station has examined on a continuing basis Baltimore's civic problems: urban renewal, taxes, police administration park facilities, racial problems, to mention a few. In Boston, on WBZ radio and TV, the "Focal Point" concept is now exploring "Government 1963," local and state, in the areas of morality, modernization and manpower.

In both Boston and Baltimore, "Focal Point" focuses on critical community problems, seeking to diagnose the basic issues involved and to present workable solutions. Most importantly, the concept is designed to arouse public opinion and to bring that opinion to bear in full force on those responsible for providing remedies.

"Focal Point" aims to marshal all the forces of mass communications, including the press, on a set of particular problems throughout an entire year. If this were all there was to it, the experiment could fail. After all, for years now, enlightened pressmen and broadcasters have expended time and talent to explain and meet civic crises. The mass media have had to achieve continuing significant results, without one important, absent ingredient—audience action.

With this in mind, the WBC stations have purposely designed "Focal Point" to move citizens to communicate their definite recommendations to their Councilman, Alderman, Selectman, Representative or Senator; to encourage citizen participation in hearings on proposed legislation; to generate active party participation; to inspire active interest in young people.

It is our hope that this concept of public action activated by local stations and coordinated with the press will spread across the country and at the very least result in renewed citizen response. Audience action, even in minimum proportions, is an important weapon in surmounting the public apathy that endangers our expanding communities.



# Population, Families, Radio Homes And Radio Stations, Listed by State

January 1, 1963\*

State	Population	Families	Radio Homes	Radio Stations
Alabama	3,320,000	880,000	850,000	113
Alaska	250,000	65,500	64,000	14
Arizona	1,410,000	415,000	390,000	55
Arkansas	1,775,000	500,000	475,500	71
California	16,800,000	5,321,500	5,103,500	206
Colorado	1,850,000	515,500	502,000	61
Connecticut	2,670,000	788,500	770,500	34
Delaware	475,000	140,000	135,000	9
District of Columbia	770,000	224,500	218,000	10
Florida	5,115,000	1,564,500	1,507,000	172
Georgia	4,070,000	1,064,000	1,020,000	146
Hawaii	670,000	206,000	167,000	18
Idaho	685,000	203,500	200,000	39
Illinois	10,275,000	3,161,000	3,089,000	108
Indiana	4,798,000	1,479,500	1,440,500	65
Iowa	2,790,000	860,000	848,500	66
Kansas	2,205,000	699,000	691,000	51
Kentucky	3,055,000	841,000	809,000	87
Louisiana	3,375,000	959,000	925,500	81
Maine	980,000	283,000	280,000	28
Maryland	3,275,000	945,000	905,000	37
Massachusetts	5,235,000	1,517,000	1,480,000	58
Michigan	8,000,000	2,333,000	2,272,000	104
Minnesota	3,500,000	1,032,000	1,011,000	68
Mississippi	2,180,000	576,000	533,500	79
Missouri	4,500,000	1,409,500	1,364,000	87
Montana	685,000	210,000	194,500	39
Nebraska	1,430,000	442,000	432,000	39
Nevada	305,000	99,500	94,000	19
New Hampshire	615,000	186,000	180,500	20
New Jersey	6,275,000	1,847,000	1,804,000	26
New Mexico	1,025,000	282,000	263,000	47
New York	17,225,000	5,225,000	5,106,000	140
North Carolina	4,660,000	1,188,500	1,145,000	165
North Dakota	637,000	173,000	168,000	22
Ohio	9,925,000	2,998,500	2,926,000	94
Oklahoma	2,380,000	728,000	705,500	56
Oregon	1,825,000	596,000	588,000	78
Pennsylvania	11,500,000	3,318,000	3,239,000	156
Rhode Island	875,000	258,000	254,000	15
South Carolina	2,400,000	607,500	590,000	80
South Dakota	690,000	199,500	196,500	25
Tennessee	3,625,000	998,000	965,500	118
Texas	10,050,000	2,972,000	2,894,000	262
Utah	940,000	268,500	262,000	29
Vermont	393,000	111,500	109,000	16
Virginia	4,125,000	1,101,000	1,059,000	108
Washington	2,950,000	937,000	918,000	83
West Virginia	1,850,000	495,000	484,000	52
Wisconsin	4,025,000	1,192,000	1,140,000	81
Wyoming	340,000	102,000	98,500	26
<b>Total</b>	<b>184,278,000</b>	<b>54,519,000</b>	<b>52,241,500</b>	<b>3,655</b>

\* From Census Bureau and other sources.

# New Radio Stations Set to Open in 1963

## ALABAMA

WBMH—Birmingham  
WAGC—Centre  
WJWT—Demopolis  
WMOE—Mobile

## ARIZONA

KVRD—Cottonwood  
KMVS—Sierra Vista  
KTPM—Sun City  
KOBV—Tucson  
KXEW—Tucson

## ARKANSAS

KGKO—Benton  
KJBS—Paris

## CALIFORNIA

KWUN—Concord  
KIRV—Fresno  
KKOK—Lompoc  
KAOR—Oroville  
KJAY—Sacramento  
KCTY—Salinas  
KGUD—Santa Barbara  
KHER—Santa Maria  
KTHO—Tahoe Valley  
KGRB—West Covina

## COLORADO

KDEY—Boulder

## DELAWARE

WNRK—Newark

## FLORIDA

WVBF—Apopka  
WFSG—Boca Raton  
WSLC—Clermont  
WRIZ—Coral Gables  
WENG—Englewood  
WXYC—Ft. Myers  
WGNP—Indian Rocks Beach  
WIXX—Oakland Park

## GEORGIA

WISK—Americus  
WSNE—Cumming  
WLKB—Decatur  
WSEM—Donaldsonville  
WVOH—Hazlehurst  
WYIN—Rome  
WHTN—Thomaston

## HAWAII

KZOO—Honolulu  
KNUI—Makawao

## ILLINOIS

KSGM—Chester  
WNSH—Highland Park  
WJRC—Joliet

## INDIANA

WADM—Decatur  
WIGO—Indianapolis

## IOWA

KBAB—Indianola

## KANSAS

KUDL—Fairway  
KSRI—Salina  
KFLA—Scott City

## KENTUCKY

WCDS—Glasgow  
WRSL—Stanford

## LOUISIANA

WYNE—Baton Rouge

## MARYLAND

WMEW—Baltimore  
WSER—Elkton  
WISZ—Glen Burnie

## MASSACHUSETTS

WTT—Amherst  
WMLO—Beverly

## MICHIGAN

WYNZ—Ypsilanti

## MINNESOTA

KPRM—Park Rapids  
KRWB—Roseau  
WVAI—Sauk Rapids

## MISSISSIPPI

WJAQ—Jackson  
WSEL—Pontotoc  
WRPM—Poplarville

## MISSOURI

KDFN—Doniphan  
KFTW—Frederickton

## NEBRASKA

KTTT—Columbus  
KNOP—No. Platte

## NEW HAMPSHIRE

WLTN—Littleton

## NEW JERSEY

WHWH—Princeton

## NEW MEXICO

KWNF—Albuquerque  
KDCE—Española  
KLHS— Lordsburg

## NEW YORK

WAFS—Amsterdam  
WIZR—Johnstown  
WLNG—Sag Harbor

## OHIO

WAQI—Ashtabula  
WBCO—Bucyrus  
WCMS—Celina  
WGLD—Chadron  
WELW—Willoughby

## OKLAHOMA

KTOW—Sand Springs  
KREK—Sapula

## OREGON

KRLY—Gold Beach  
KBEV—Portland

## PENNSYLVANIA

WZUM—Carnegie

## SOUTH CAROLINA

WLOW—Aiken  
WEAC—Gaffney  
WHHL—Holly Hill  
WAGL—Lancaster  
WBEB—Moneks Corner  
WQIZ—St. George

## TENNESSEE

WPTN—Cookeville  
WFLI—Lookout Mountain

## TEXAS

KTSL—Burnet  
KVWG—Pearsall

## UTAH

KSTU—Logan

## VIRGINIA

WRAA—Luray  
WPMH—Portsmouth  
WBVA—Waynesboro

## WASHINGTON

KOVU—Bellevue  
KOQT—Bellingham  
KMAS—Shelton

## WEST VIRGINIA

WMDT—Hinton

## WISCONSIN

WFAW—Ft. Atkinson

## WYOMING

WSGT—Jackson  
KMER—Kemmerer

## PUERTO RICO

WRJS—San German

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KBBS	570	KBTM	256	KCLO	343	KDIX	460
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WTHP	449	WTVN	316	WWNC	493	WYZE	378
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Pop.: 3,820,000  
Families: 880,000

# Alabama

Radio Homes: 850,000  
AM Stas. in State: 112

## WAVU—Albertville—1948

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 411  
Tel.: 878-1311 Independent  
Newspaper Affilia Sand Mt. Reporter  
President Pat M. Courington  
Gen. Sta. Manager Bill Hagler  
Commercial Manager Harry Culp  
Program Director Robert Graham  
Chief Engineer Deleon Hooper

## WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By Piedmont Service Corp.  
Address 138 Main St.  
Tel.: Adams 4-2566 KBS  
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.: 222-1144 KBS  
Pres., Gen. Mgr. J. Dige Bishop  
Station, Comm. Mgr. Donald Cooke  
Program Director Jeanette Powell  
Chief Engineer J. D. Bishop

## WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned By Gadsden Radio Co.  
Address Box 609  
Tel.: AD 7-1627 Independent  
President C. L. Graham  
Gen., Sta. Manager Charles G. Gardner  
Program Director Mary McCrelles  
Chief Engineer Joe Burney

## WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 1 kw. d., 250 w. n.  
Owned By Potts Broadcasting Co. Inc.  
Address Box 1290  
Tel.: Adams 6-8291 Independent  
President, Gen. Mgr. Thomas S. Potts  
Asst. Sta. Mgr. Robert M. Price  
Commercial Mgr. William I. Giddens  
Program Director Dennis Sullivan  
Chief Engineer Roland Walls

## WHMA—Anniston—1938

Frequency: 1390 Kc. Pw.: 5000 d.; 1000 W. n.  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Address 1330 Noble St.  
Tel.: AD 6-7545 ABC  
Newspaper Affil. Anniston Star  
Reps. Walker-Rawalt Co.; Dora Clayton  
President Harry M. Ayers

General Manager Malcolm Street  
Commercial Manager Ralph Burges  
Program Director Lee Thomas  
Chief Engineer James A. Hudson

## WRAB—Arab—1961

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned By Marshall County Bcstg. Co.  
Address P. O. Box 333  
Tel.: 586-4123 Independent  
Station Representative C. K. Beaver & Assocs.  
President J. B. Falt, Jr.  
General Manager Bill McLain  
Commercial Manager H. Taylor  
Program Dir., Chief Engr. Robert Sullivan

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Address Box 386  
Tel.: 565 Independent  
Pres.-Gen. Mgr. Homer F. Dunnivant

## WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By Southland Bcstg. Co.  
Address Craig St.  
Tel.: 368-2128 Independent  
Station Rep. Continental Radio Sales  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Program Manager Julia Mintard

## WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 1 Kw., 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 391  
Tel.: TU 7-3401 ABC  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Gen., Comm. Mgr. Bill Murchison  
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.: 937-2281 KBS  
Newspaper Affiliation Baldwin Times  
President J. H. Faulkner  
Chief Engineer C. J. Carmack  
Owners of: WLBB, Carrollton, Ga.

## WYAM—Bessemer—1960

Frequency: 1450 Kc. Power: 1 Kwd., 250 W. N.  
Owned By Trans-American Bcstg. Corp.  
Address Box 1053  
Tel.: HAmilton 8-0146 Independent

Station Reps.. Charles Bernard; Dora-Clayton  
 President ..... Cal Young  
 General Manager ..... Hal Hodgens  
 Commercial Manager ..... Dave Binns  
 Program Director ..... Tony Lee  
 Publicity Director ..... Terri Malone  
 Owners of: WENO, Nashville, Tenn.; WGUS,  
 Augusta, Ga.

### WAPI—Birmingham—1922

Frequency: 1070 Kc.. Power: 50 Kw d.; 5 Kw n.  
 Owned By..... Alabama Bcstg. System, Inc.  
 Address ..... P. O. Box 1310  
 Tel.: FA 3-6141 ..... NBC  
 Representative ..... Henry I. Christal  
 Pres. & Gen. Mgr. .... Charles F. Grisham  
 Program Dir. .... C. Davis  
 Promotion Director..... James Chenoweth  
 Chief Engineer..... J. V. Sanderson

### WATV—Birmingham—1958

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... American Electronix  
 Address ..... Thomas Jefferson Hotel  
 Tel.: FA 4-2541 ..... CBS  
 Pres. General Mgr. .... E. C. Atkerson  
 Commercial Manager..... Bob 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 ..... ABC-MBS  
 Sta. Representative ..... Katz  
 President ..... Hulbert Taft, Jr.  
 General Manager ..... James E. Bailey  
 Program Director ..... Claude Roney  
 Chief Engineer ..... Harry Lawson  
 Owners of: WKRC-AM-TV, Cincinnati, O.; WFTN-  
 AM-TV, Columbus, O.; WBRC-TV, WKYT-TV,  
 Lexington.

### WCRT—Birmingham—1953

Frequency: 1260 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... Chapman Radio-TV Co.  
 Business Address ..... Town House Hotel  
 Tel.: AL 2-3019 ..... ABC  
 Sta. Representative ..... Weed  
 President ..... W. A. Chapman  
 General Comm. Mgr. .... W. R. Kennedy  
 Program Dir. .... George Chapman

### WEZB—Birmingham—1953

Frequency: 1220 Kc..... Power: 1 Kw. d.  
 Owned By ..... Radio Birmingham, Inc.  
 Address ..... 1417 4th Ave. N.  
 Tel.: FA 3-5274 ..... MBS  
 Station Representative ..... Walker-Rawalt  
 President, Gen. Mgr. .... Vincent Sheehy Jr.  
 Station Manager ..... Dorothy Carlisle  
 Commercial Manager..... M. Bobbyarchack  
 Publicity Director..... S. Weiks  
 Sales Promotion Mgr. .... H. Pearlman  
 Program Director..... Boh Rawlinson  
 Chief Engineer..... C. M. Kirkpatrick

### WENN—Birmingham—1950

Frequency: 1320 Kc..... Power: 5000 Watts d.  
 Owned By..... McLendon Birmingham Bcstg. Co.  
 Business Address ..... Box 1469  
 Tel.: FA 4-1026 ..... Independent  
 Station Rep. .... Pearson  
 President, Gen. Mgr. .... John McLendon  
 Station Manager..... Joe Lackey

### WJLD—Birmingham—1942

Frequency: 1400 Kc.. Power: 1 Kw.d., 250 W. n.  
 Owned By..... Johnston Bcstg. Co.  
 Business Address ..... P.O. Box 5867  
 Tel.: FA 4-3466 ..... Independent  
 Station Representative ..... Bolling  
 President ..... Rose H. Johnston  
 General, Sta. Mgr. .... Otis Dodge  
 Asst. Manager ..... Joe E. Stokes  
 Program Director ..... Mary Vail  
 Sales, Publicity ..... Nell Pitts  
 Chief Engineer ..... Cliff Goggans  
 Owner of: WDEB, Pensacola.

### WSGN—Birmingham—1927

Frequency: 610 Kc.. Power: 5 Kw. d., 1 Kw. n.  
 Owned..... Winston-Salem Broadcasting Co.  
 Address ..... 2320 7th Avenue South  
 Tel.: 322-3434 ..... Independent  
 Reps..... Venard, Torbet & McConnell; Ayers  
 President..... James W. Coan  
 General, Station Mgr. .... Ben K. McKinnon  
 Program Director ..... Charles Peterson  
 Commercial Manager ..... Warren Merrin  
 Sales, Publicity Director ..... Ann Howell  
 Chief Engineer ..... Emmett J. Smith  
 Owners of: WTOB, Winston-Salem; KTHT,  
 Houston, Texas.

### 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 Reps., Inc.  
 Pres., Gen., Sta. Mgr. .... Iraleee W. Benna  
 Comm., Sales Promo. Mgr. .... Ira Leslie  
 Publicity Director ..... Dan Brennan  
 Chief Engineer ..... James L. Ginn

### WYDE—Birmingham—1957

Frequency: 850 Kc.. Power: 10 Kw. d.; 1 Kw. n.  
 Owned By ..... Basic Communications, Inc.  
 Address ..... 1901 Montgomery Hi-Way  
 Tel.: FAirfax 2-4511 ..... Independent  
 Station Representative ..... Eastman  
 Chmn. of Bd., Gen. Mgr. .... Ira Herbert  
 President ..... Emil Mogul  
 Program Director ..... William Sanders  
 Chief Engineer ..... James Gray  
 Owners of: WAKE, Atlanta; WWVA, Wheeling,  
 W. Va.

### WBSA—Boaz—1959

Frequency: 1300 Kc ..... Power: 1 Kw.d.  
 Owned By ..... Radio Sand Mountain  
 Address ..... P. O. Box 597  
 Tel.: 593-4264 ..... Independent

# ALABAMA

Pres., General Manager . . . Glenn M. Cornelious  
Program Director . . . Dale Johnson  
Sales Prom. Mgr. . . . . Alton Landers  
Commercial Manager . . . Beecher B. Hyde  
Publicity Director . . . . . Janice Hayes  
Chief Engineer . . . . . Wayne Hamby

## WEBJ—Brewton—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Brewton Bcstg. Co.  
Business Address . . . . . P. O. Box 870  
Tel.: UNderhill 7-5717 . . . . . KBS  
Gen. Mgr., Chief Eng. . . . . J. Wesley Gardner  
Program, Publicity Director . . . Catherine Gardner

## WBTS—Bridgeport—1961

Frequency: 1480 Kc. . . . . Power: 1 Kw. d.  
Owned By . . . . . Bridgeport Bcstg. Co.  
Address . . . . . Box 263  
Tel.: HYacinth 5-2530 . . . . . Independent  
General Mgr., Ch. Eng. . . . . Roy C. McCloud

## WPRN—Butler—1959

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Radio Butler Co.  
Address . . . . . P. O. Box 566  
Tel.: 459-3222 . . . . . KBS  
Sta. Mgr., Ch. Eng. . . . . Paul D. Nichols  
Commercial, Sales Pro. Mgr. Houston L. Pearce  
Program, Publicity Dir. . . . . Jim Clayton

## WBYE—Calera—1957

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Shelby County Adv. Corp.  
Address . . . . . P. O. Bx 428  
Tel.: NOrth 8-7751 . . . . . Independent  
President . . . . . Ralph W. Sears  
Gen. Mgr., Ch. Eng. . . . . Marion P. Jones

## WRAG—Carrollton—1951

Frequency: 580 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Pickens County Bcstg. Co.  
Address . . . . . Box 71  
Tel.: EMpire 7-2364 . . . . . KBS  
General Manager . . . . . C. Sauceman

## WKLF—Clanton—1947

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Southeastern Bcstg. Co.  
Address . . . . . 703½ 2nd Ave. N.  
Tel.: Clanton . . . . . Independent  
General Mgr. . . . . L. L. Hudson

## WFMH—Cullman—1949

Frequency: 1460 Kc. . . . . Power: 5000 Watts, d.  
Owned-Operated By . . . . . The Voice of Cullman  
Address . . . . . Box 265  
Tel.: 734-3271 . . . . . Independent  
General, Commercial Manager . . . B. C. Eddins

## WKUL—Cullman—1946

Freq.: 1340 Kc. . . . . Power: 1 Kw. d., 250 Watts n.  
Owned-Oper. By . . . . . Cullman Bcstg. Co.  
Address . . . . . Drawer 620  
Tel.: 734-3171 . . . . . KBS  
Pres., Gen., Sta. Mgr. . . . . Hudson C. Millar, Jr.  
Program Director . . . . . Dan Gletty  
Chief Eng. . . . . Art Bachman

## WAJF—Decatur—1953

Freq.: 1490 Kc. . . . . Power: 1 Kw. d., 250 Watts n.  
Owned-Oper. By . . . . . J. B. Falt, Jr.  
Business Address . . . . . 112 Grant St., S.E.  
Tel.: ELgin 3-9231 . . . . . Independent  
Owner . . . . . J. B. Falt, Jr.  
General Manager . . . . . Hamilton Masters  
Sales Prom. Mgr. . . . . Jimmy De Lones  
Program Director . . . . . Tommy Allen  
Owners of: WFIN, Huntsville, WRAB, Arab, Ala.

## WHOS—Decatur—1948

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
Owned By . . . . . N. Alabama Bcstg. Co.  
Address . . . . . Johnston St., Decatur, Ala.  
Tel.: 353-1810 . . . . . Independent  
Representative . . . . . T. F. Clark  
General Manager . . . . . Louis C. Blizzard  
Commercial Director . . . . . Ross Hawkins  
Sales Promotion Mgr. . . . . Roy Smith  
Program Director . . . . . Mrs. E. Mullican  
Chief Engineer . . . . . Mack Bramblet

## WMSL—Decatur—1935

Freq.: 1400 Kc. . . . . Power: 1 Kw. d., 250 Watts n.  
Owned By . . . . . Tennessee Valley Radio-TV Corp.  
Address . . . . . 701 Bank St.  
Tel.: ELgin 3-0361 . . . . . MBS-KBS  
Station Reps. . . . . Gill-Perna; Clarke Brown  
Pres., Gen. Mgr. . . . . Frank Whisenant  
Sales Promotion Mgr. . . . . Gene Harwell  
Program, Pub. Dir. . . . . Alice Whisenant  
Chief Engineer . . . . . Kenneth Casey  
Owners of: WMSL-TV.

## 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  
Station Manager . . . . . A. Caldwell

## 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  
Station Manager . . . . . Fred C. Moseley

## WDIG—Dothan—1947

Freq.: 1450 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned-Operated By . . . . . Houston Bcasters.  
Address . . . . . Box 828  
Tel.: SY 2-2161 . . . . . MBS  
Gen. Mgr. . . . . Jess Swicegood  
Prog. Dir. . . . . M. McGowen

## WOOF—Dothan—1948

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 . . . . . Independent  
Station Reps. Thomas F. Clark, Harlan G. Oakes  
General Manager . . . . . Mrs. Agnes D. Simpson  
Commercial Manager . . . . . Truman Duckett



Sales Promotion Mgr. .... Mrs. C. C. McEachin  
 Program Director ..... Max McGowan  
 Chief Engineer ..... Dale Miller

**WIRB—Enterprise—1948**

Frequency: 600 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... The Wiregrass Bcstg. Co.  
 Address..... 30 Dothan Highway  
 Tel.: Enterprise ..... KBS  
 Gen. Mgr..... R. E. James

**WULA—Eufaula—1948**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By..... Dixie Radio Inc.  
 Address..... Box 301  
 Tel.: 687-2066..... MBS-KBS  
 President, Gen. Mgr..... C. A. McClure  
 Station Manager..... M. J. Darity  
 Chief Engineer..... L. Williams

**WBLO—Evergreen—1957**

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned..... C. W. Mapoles  
 Address..... Box 350  
 Tel.: 500..... KBS  
 General Manager..... H. Ellington

**WABF—Fairhope—1961**

Frequency: 1220 Kc. .... Power: 1000 Watts, d.  
 Owned By..... Eastern Shore Bcstrs., Inc.  
 Address..... Section & Pecan Sts.  
 Tel.; WAverly 8-2384..... KBS  
 President..... J. D. Bishop  
 General Manager..... Sam Price, Jr.  
 Commercial Manager..... Bill Murchison  
 Sales Prom. Mgr., Pub. Dir.... Richard Priesgen  
 Program Director..... Barbara Hoffman  
 Chief Engineer..... Kenneth Brister

**WWF—Fayette—1949**

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address..... 505 Temple Ave.  
 Tel.: 932-5294..... KBS  
 Gen. Mgr..... Jack Black  
 Chief Engineer..... P. Slattton

**WTCB—Flomaton—1955**

Frequency: 990 Kc. .... Power: 500 Watts d.  
 Owned..... Tri-City Broadcasting Co., Inc.  
 Address..... P. O. Box 278  
 Tel.: CY 6-2466..... Independent  
 President, Gen. Mgr..... Ben Haskew  
 Commercial Mgr..... William J. Dykes  
 Chief Engineer..... Hoyt Bonds

**WJOI—Florence—1945**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Florence Bcstg. Co., Inc.  
 Address..... Box 137  
 Tel.: AT 2-8121..... MBS-KBS  
 President, Gen. Mgr..... Joe T. Van Sandt  
 Program Director..... R. Newborn  
 Chief Engineer..... Paul Shannon

**WOWL—Florence—1945**

Freq.: 1240 Kc. .... Power: 1 Kw. d., 250 Watts n.  
 Owned By..... Radio Muscle Shoals, Inc.  
 Address..... Box 2220  
 Tel.: 764-7714 ..... ABC  
 Station Reps..... Grant Webb; Bernard Ochs  
 President..... Richard B. Biddle  
 General Manager..... William A. Mapes  
 Station Manager..... George A. Box  
 Comm., Program Director ..... Joe Oliver  
 Sales Promotion Mgr..... Julian Nichols  
 Publicity Director ..... Ben Knight  
 Chief Engineer..... Mel G. Hunt  
 Owners of: WOWL-TV.

**WHEP—Foley—1953**

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
 Owned By..... Stewart Broadcasting Co.  
 Address..... Highway 59  
 Tel.: WH 3-7131..... Independent  
 Station Representative ..... Hopewell  
 Owner, General Manager..... Jim Stewart  
 Program Director..... Jim Hughes  
 Publicity Director..... Don Wallace  
 Chief Engineer ..... Robert Kruger

**WFPA—Ft. Payne—1949**

Frequency: 1400 Kc. .... Power: 250 watts  
 Owned..... Geo. A. Gothberg Jr.  
 Address..... Box 391  
 Tel.: 845-2620..... Independent  
 Newspaper Affil..... De Kalb County News  
 Station Representative..... Gene Bolles Co.  
 Pres..... George Gothberg, Jr.  
 Vice President..... Mrs. Ozelle G. Gothberg  
 Gen., Comm. Manager..... W. D. Holderfield  
 Chief Engineer..... Edley Houston

**WZOB—Ft. Payne—1950**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Glenn M. Gravitt  
 Address..... P. O. Box 126  
 Tel.: 845-2810..... KBS  
 General, Station Mgr..... Glenn M. Gravitt  
 Comm. Mgr., Program Dir.... John B. Gravitt  
 Publicity Dir..... F. L. Pierce  
 Chief Engineer..... Jess R. Moore

**WAAX—Gadsden—1947**

Freq.: 570 Kc. .... Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By... Etowah Bdcstrs., Inc.  
 Address..... Rainbow Drive  
 Tel.: Liberty 3-6301..... CBS  
 Newspaper Affiliation... Gainesville D. Times  
 Pres., Gen. Mgr..... Mike McDougald  
 Commercial Manager ..... Claude Roney  
 Secy.-Treas. .... Charles Smithgall  
 Program Director ..... Robert Mayne  
 Chief Engineer..... W. G. Anderson  
 Owners of: WGGGA, Gainesville, Ga.; WRGA,  
 Rome, Ga.

**WETO—Gadsden—1950**

Frequency: 930 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Gadsden Radio Co.

## ALABAMA

Address ..... 722 S. 12th St.  
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 6-1611 ..... ABC  
Station Reps. .... Walker-Rowatt; Dora Clayton  
President, General Manager ..... E. Z. Carrell  
Commercial Manager ..... Charles F. Boman  
Prog., Publicity Dir. .... Adrian Gibson  
Chief Engineer ..... Hallie Williams  
Owners of: WGSV, Guntersville, WEYY, Talladega,  
both Ala.

### WGEA—Geneva—1953

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
Owned By ..... Geneva County Bcstg.  
Address ..... P. O. Box 337  
Tel.: 684-2271 ..... KBS  
Station Rep. .... Indie Sales  
President ..... Miles Ferguson  
General, Sta. Mgr. .... Emery McCullough  
Commercial Manager ..... Wayne Perkins  
Program Director ..... Gretchen Miller  
Chief Engineer ..... Marvin Beasley

### WGYV—Greenville—1948

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Greenville Bcstg. Corp.  
Business Address ..... P. O. Box 227  
Tel.: DU 2-4444 ..... KBS  
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.: 582-4131 ..... ABC-KBS  
Gen., Comm., Ch. Eng. .... Lavell Jackson

### WJBB—Haleyville—1949

Freq: 1230 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned By ..... Haleyville Bcstg. Co., Inc.  
Address ..... Box 191  
Tel.: HU 6-2277 ..... MBS-KBS  
Representative ..... C. K. Beaver  
President, Gen. Mgr. .... John L. Slatton  
Comm., Prom. Mgr. .... J. 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 ..... Highway 78, South  
Tel.: Walnut 1-3481 ..... KBS  
Pres. Gen. Mgr. .... Kate F. Fite  
Program, Chief Engineer ..... Edgar Clayton

### WHRT—Hartselle—1956

Frequency: 860 Kc. .... Power: 250 Watts d.

Owned By ..... Dorsey E. Newman  
Address ..... Hartselle  
Tel.: SPruce 3-7370 ..... Independent  
Pres., Gen. Mgr. .... D. G. Newman  
Chief Engineer ..... S. D. Boster

### WAAY—Huntsville—1947

Freq.: 1550 Kc. .... Power: 5000 W. d.; 500 W. n.  
Owned By ..... Smith Bcstg. Inc.  
Business Address ..... P. O. Box 986  
Tel.: 534-871 ..... Independent  
Representative ..... Walker-Rowatt  
President, Sta. Mgr. .... M. D. Smith III  
General, Comm. Manager ..... H. G. Beam  
Chief Engineer ..... William Wilkes  
Owners of: WJHG, Talladega; WNUE, Ft. Walton.

### WBHP—Huntsville—1937

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Wilton H. Pollard  
Address ..... P.O. Box 770  
Tel.: 534-3521 ..... ABC-KBS  
President ..... W. Pollard  
General Manager ..... A. D. Elliott, Jr.

### WEUP—Huntsville—1958

Frequency: 1600 Kc. .... Power: 5000 Watts  
Owned By ..... Garrett Broadcasting Service  
Address ..... 2609 Ardmore Highway  
Tel.: 536-0713 ..... Independent  
Station Rep. .... Continental Radio Sales  
President, General Manager ..... Leroy Garrett  
Sales Promo. Manager ..... Andrew E. Dawkins  
Program Director ..... Mrs. Viola Garrett  
Chief Engineer ..... Euple Palmer

### WFIJ—Huntsville—1945

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Huntsville Bcstg. Co., Inc.  
Address ..... 410 Holmes Ave., N.W.  
Tel.: 534-5641 ..... Independent  
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 ..... Highway 43  
Tel.: 2413 ..... KBS  
Owners ..... Rowdy McGee, Fred Huggins

### WARF—Jasper—1956

Frequency: 1240 Kc. .... Powers: 1 Kw.  
Owned ..... Walker County Bcstg. Co., Inc.  
Address ..... 1303-78 Highway, West  
Tel.: FuLton 4-5577 ..... Independent  
President ..... Hudson C. Millar, Jr.  
General Manager ..... Jerdan Bullard  
Sta. Mgr., Ch. Eng. .... Wayne Sims  
Program Director ..... Tom Sanford  
Owners of: WKTF, Cullman.

### WWWB—Jasper—1946

Frequency: 1360 Kc. .... Power: 1 Kw. d.  
Owned-Operated By ..... Bankhead Bcstg. Co., Inc.

Address.....Bankhead Long Bldg.  
Tel.: FU 4-3461.....KBS  
President.....J. H. Bankhead  
Gen. Mgr.....William C. Edgemon

**WJAM—Marion—1950**

Frequency: 1310 Kc....Power: 5000 Watts d.  
Owned-Oper. By.....Radio Marion, Inc.  
Address.....Highway 5  
Tel.: MU 3-7111.....KBS  
President.....J. Dige Bishop  
Gen., Sta. Manager.....John M. Driskill  
Program Director.....Mrs. Frances Lord  
Commercial Manager.....Bob Morris  
Chief Engineer.....Jerry Northington

**WABB—Mobile—1948**

Frequency: 1480 Kc....Power: 5000 Watts  
Owned By.....Radio WABB  
Address.....Box 1476  
Tel.: HE 2-5572.....Independent  
Representative.....Eastman  
General Manager.....J. W. Dittman

**WALA—Mobile—1930**

Freq.: 1410 Kc. ....Powers 5 Kw.  
Owned By.....Pape Television Co.  
Bus.-Studio Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Reps.....Select Station Reps.: Clarke Brown  
President.....W. O. Pape  
Vice President.....W. B. Pape  
General Manager.....Tom Jackson  
Commercial Manager.....Joseph Strada  
Sales Promotion Mgr.....Bob Grimes  
Program Director.....Paul Du Bose  
Chief Engineer.....Raymond Hurley  
Owners of: WALA-TV.

**WGOK—Mobile—1958**

Frequency: 900 Kc....Power: 1000 Watts d.  
Owned By.....WGOK, Inc.  
Address.....800 Gum St.  
Tel.: HE 2-8661.....Independent  
Sta. Representative.....Bernard Howard  
President.....Jules J. Paglin  
General Manager.....Stanley Ray Jr.  
Station Manager.....Robert Grimes  
Program Director.....A. J. Crawford  
Chief Engineer.....Jack Yerkes

**WKRK—Mobile—1946**

Freq.: 710 Kc....Power: 1000 Kw. d.; 500 W. n.  
Owned-Operated By.....WKRK-TV, Inc.  
Address.....Box 1184  
Tel.: HE 2-5503.....CBS  
Newspaper Affiliation...Mobile Press Register  
Station Representative....H.R. Representatives  
President.....Kenneth R. Giddens  
General Manager.....Charles E. Trainor

**WLIQ—Mobile—1961**

Frequency: 1360 Kc....Power: 5000 Watts d.  
Owned By....Jemcon Broadcasting Co., Inc.  
Address.....303 St. Francis St.  
Tel.: HEmlock 2-1844.....ABC

President.....Frank Conwell  
Gen., Sta. Mgr.....Richard V. McMullen  
Commercial Manager.....Frank Sturgess  
Chief Engineer.....Jack Wolfe

**WMOZ—Mobile—1953**

Frequency: 960 Kc....Power: 1000 Watts d.  
Owned By.....WMOZ, Inc.  
Address.....P.O. Box 228  
Tel.: 471-5353.....Independent  
Sta. Reps.....Dora Clayton; Bob Dore  
Pres. Gen. Mgr.....Edwin H. Estes  
Commercial Manager.....W. H. Dutton  
Sales Promotion Mgr.....Robert Pope  
Program Director.....Jimmy Jones  
Publicity Director.....Beverly Gardiner  
Chief Engineer.....Vernon Floyd  
Owners of: WPPA, Pensacola, Fla.

**WTUF—Mobile—1947**

Frequency: 840 Kc....Power: 1000 Watts  
Owned.....Radio Mobile, Inc.  
Address.....525 Donald Street  
Tel.: 477-6345.....MBS  
Representative...Venard, Torbet & McConnell  
President.....Jim Smith  
General Manager.....Jack Howat  
Sales Manager.....Gene Coleman  
Chief Engineer.....Clifford Sizemore  
Owners of: WNVX, Pensacola.

**WMFC—Monroeville—1952**

Frequency: 1360 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Monroe Bdcstg. Co.  
Address.....Mt. Pleasant Ave.  
Tel.: 743-3281.....KBS  
Newspaper Affiliation.....Monroe Journal  
Station Representative Continental Radio Sales  
President; General Manager...W. M. Stewart  
Comm., Sales Promo. Mgr.....Leon Tyree  
Program Dir., Chief Engineer...Harold Harris

**WAPX—Montgomery—1947**

Frequency: 1600 Kc....Power: 1000 Watts  
Owned By.....Walton of Montgomery  
Address.....Box 2028  
Tel.: 263-7569.....Independent  
President, Gen. Mgr.....Leon S. Walton

**WBAM—Montgomery—1953**

Frequency: 740 Kc....Power: 50 Kw. d.  
Owned.....Deep South Bcastg. Co.  
Address.....P.O. Box 1447  
Tel.: 262-3851.....Independent  
Representative.....Radio-TV Reps.  
President, General Manager...W. J. Brennan  
Commercial Manager.....Felix Robinson, Jr.  
Sales Promotion Mgr.....W. D. Douglass, Jr.  
Prog. Dir., Chief Eng.....Cyril G. Brennan

**WCOV—Montgomery—1939**

Freq.: 1170 Kc....Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Southern Bcastg. Co.  
Address.....P. O. Box 2505  
Tel.: 265-3561.....CBS

# ALABAMA

Representative... Venard, Torbet & McConnell  
President..... Oscar P. Covington  
General Manager..... Hugh M. Smith  
Station Mgr..... Henry Amerson  
Program Director..... Ray Butts  
Chief Engineer..... W. D. Weatherly

## WHHY—Montgomery—1929

Freq.: 1440 Kc..... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Bcstg. Serv. of Montgomery  
Business Address..... Box 1841  
Tel.: 264-2288..... NBC-KBS  
Station Representative..... Hollingbery  
President, Gen. Mgr..... R. N. Robinson  
Program Director..... Ken Fuller  
Sales Prom. Mgr..... John H. Hale  
Chief Engineer..... W. B. Stevenson  
Owners of: WISY, Hattiesburg; WINY, McComb.

## WMGY—Montgomery—1946

Frequency: 800 Kc..... Power: 1000 Watts d.  
Owned-Operated By... Radio Montgomery Inc.  
Address..... 358 N. Capitol Pkwy.  
Tel.: 262-5245..... MBS  
General Manager..... C. McClure

## WRMA—Montgomery—1953

Frequency: 950 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... WRMA Bcstg. Co.  
Business Address..... 135 Commerce St.  
Tel.: AM 2-1475..... Independent  
President..... S. Raymond  
General Manager..... J. Sparling

## WLAY—Muscle Shoals—1933

Frequency: 1450 Kc..... Power: 250 Watts  
Owned Oper. By..... Slatton-Quick Co.  
Business Address..... Box 230, Sheffield, Ala.  
Tel.: 383-2525..... Independent  
Representative..... C. K. Beaver  
President..... J. L. Slatton  
Gen., Station Manager..... Julian A. Flint  
Chief Engineer..... D. Self  
Associated with: WJBB, Haleyville, Ala.; WTRQ,  
Dyersburg, Tenn.; WSJH, Oxford, Miss.

## WCRL—Oneonta—1952

Frequency: 1570 Kc..... Power: 1,000 Watts  
Owned By..... Blount Count Bcstg. Service  
Address..... Box 481  
Tel.: 274-2289..... Independent  
Pres., General Mgr..... L. D. Bentley, Jr.  
Commercial Mgr..... J. Hudson  
Program Director..... Max Bynum  
Chief Engineer..... Henry C. McPherson

## WJHO—Opelika—1940

Frequency: 1400 Kc. Power: 1 Kw.d., 250 W. N.  
Owned Oper. By... Opelika-Auburn Bcstg. Co.  
Address..... P.O. Box 710  
Tel.: 745-2084..... KBS-MBS  
Representative..... Indie Sales  
Gen. Mgr., Ch. Eng..... John E. Smollon  
Comm. Mgr..... Lurlene Smollon  
Sales Promo. Manager..... Bill Damerall  
Program Director..... Jim M. Kilpatrick  
Publicity Director..... Jim Cunningham

## WAMI—Opp—1953

Frequency: 860 Kc..... Power: 1000 Watts. d.  
Owned-Oper. By..... Opp Bcstg. Co.  
Business Address..... Box 169  
Tel.: HY 3-6591..... Independent  
Gen. Mgr..... J. Williams

## WOZK—Ozark—1953

Frequency: 900 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Ozark Bcstg. Corp.  
Address..... Box 742  
Tel.: PR 4-5600..... Independent  
General Mgr., Ch. Eng..... Howard Parrish, Jr.

## WFHK—Pell City—1956

Frequency: 1430 Kc..... Power: 1 Kw; d.  
Owned By..... St. Clair Bcstg System  
Address..... P. O. Box 606  
Tel.: Edgewood 8-2238..... KBS  
President..... Fate L. Gossett, Sr.  
General Manager..... Charles L. Abbott  
Chief Engineer..... J. F. Norris

## WPNX—Phenix City—1952

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By..... R. M. Greene, Inc.  
Address..... 504 14<sup>th</sup> St.  
Tel.: 298-2535..... ABC  
Station Rep..... Charles Bernard  
President, General Manager... Roy M. Greene  
Commercial Manager..... D. M. Mitchell  
Sales Promo. Manager..... L. Moore  
Program Director..... Jerry Youcrough  
Publicity Director..... Janie Greene  
Chief Engineer..... Ronnie Jones

## WPID—Piedmont—1952

Frequency: 1280 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... C. L. Graham  
Address..... Atlanta Highway  
Tel.: Gibson 7-2231..... KBS  
President..... C. L. Graham  
Gen., Comm. Mgr..... Hank Smith

## WSIM—Prichard—1954

Frequency: 1270 Kc..... Power: 1000 Watts d.  
Owned By..... Ecst. Service of Mobile  
Address..... 74 Main St.  
Tel.: GL 2-2202..... Independent  
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. Bultman

## WWR—Russellville—1949

Frequency: 920 Kc..... Power: 1000 Watts d.  
Owned-Oper. By... Bankhead Bcstg. Co. Inc.  
Address..... Underwood Road  
Tel.: 647..... KBS  
President..... John W. Bankhead  
General, Station Mgr..... Hal Kirby  
Owners of: WWWB, Jasper; WWWF, Fayette.

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Pat M. Courington  
Address.....Lee Highway  
Tel.: 574-1050.....Independent  
Gen. Mgr.....Jim Thompson  
Program Director.....B. Huber

**WROS—Scottsboro—1952**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Scottsboro Bcstg. Co.  
Business Address.....717 Scott St.  
Tel.: 156.....KBS  
Gen. Mgr.....Rose M. Kirby  
Program Dir.....Jerry Gentles  
Sales Prom. Dir.....Bill Prickett, Jr.  
Comm., Ch. Eng.....Bill Prickett, Sr.

**WGWC—Selma—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Robert J. Martin  
Address.....Box 686  
Tel.: TR 4-6697.....CBS  
Station Reps.....Hal Holman; Dora Clayton  
Owner, Chief Engineer.....Robert J. Martin  
Program Director.....Phyllis K. Lee  
Publicity Director.....Phil Lee

**WHBB—Selma—1935**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Talton Bcstg. Co.  
Address.....Box 26  
Tel.: TR 4-8296.....KBS  
President, Gen. Mgr.....J. E. Talton

**WRWJ—Selma—1956**

Frequency: 1570 Kc.....Power: 5 Kw. days  
Owned.....Central Alabama Bcstg. Co.  
Address.....729 Dallas Ave.  
Tel.: TR 4-9062.....Independent  
Sta. Representative.....Thomas F. Clark  
Gen. Mgr., Chief Eng.....Roland Jordan, Jr.  
Comm. Mar.....H. S. Chapman  
Program Director.....C. W. Moore

**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  
Chief Engineer.....Conrad Pickren

**WMLS—Sylacauga—1948**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Marble City Bcstg. Co., Inc.  
Business Address.....P. O. Box 511  
Tel.: CH 5-4354.....Independent  
Pres., Gen. Manager.....Curtis O. Liles  
Chief Engineer.....James C. Rutledge

**WEYY—Talladega—1956**

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned By.....Tallabama Bcstg. Co.

Address.....Box 292  
Tel.: 362-4965.....Independent  
Station Rep.....Clark  
President.....Ed Carroll

**WNUZ—Talladega—1945**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Ala. Inc.  
Address.....P. O. Box 974  
Tel.: 362-2205.....KBS  
Station Representative.....Hal Walton  
President.....James L. Coley  
General, Sta. Manager.....Royce Faulkner  
Comm. Mgr., Pub. Dir.....Carl Hanners  
Sales Promo. Mgr., Prog. Dir.....Jim Vice  
Chief Engineer.....Glynn Rogers

**WTLS—Talladega—1954**

Frequency: 1300 Kc.....Power: 1 Kw. d.  
Owned By.....Ne-Ler Co.  
Address.....Box 786  
Tel.: AT 3-8535.....Independent  
Gen. Mgr.....Ned Butler

**WJDB—Thomasville—1956**

Frequency: 630 Kc.....Power: 1000 Watts d.  
Owned.....WJDB Radio Inc.  
Address.....Box 757  
Tel.: 636-4438.....KBS  
Pres., Gen. Mgr.....Cecil Goodreau  
Chief Engineer.....Del King

**WTBF—Troy—1947**

Freq.: 970 Kc.....Power: 5 Kw. d., 500 W., n.  
Owned-Operated By.....Troy Bcstg. Corp.  
Address.....McKinley Drive  
Tel.: 980.....MBS-KBS  
President.....J. R. Crow  
Gen. Mgr.....Jess Jorden  
Commercial Manager.....Bob Tolbert  
Production Director.....Asa Dudley  
Chief Engineer.....Joe Gilchrist

**WACT—Tuscaloosa—1958**

Frequency: 1420 Kc.....Power: 5,000 Writts  
Owned By.....New South Radio  
Business Address.....P. O. Box 112  
Tel.: 759-5786.....Independent  
Station Representative.....Webb; Beaver  
President.....F. E. Holladay  
General Manager.....Clyde W. Price  
Commercial Mgr.....H. S. Holman  
Program Director.....Norman Beebe

**WJRD—Tuscaloosa—1936**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....John C. Cooper Jr.  
Business-Studio Address.....2216½ Broad St.  
Tel.: 754-4464.....Independent  
President, Gen. Mgr.....John C. Cooper, Jr.  
Station, Sales Promo. Mgr.....Jean Phillips  
Commercial Manager.....Inez Hammond  
Chief Engineer.....David Peacock

**WNPT—Tuscaloosa—1951**

Freq.: 1280 Kc.....Power: 5 Kw. d; 500 W. n.



## ALABAMA-ALASKA

**Owned-Oper. By** . . . . . W. Alabama Bdcstg. Co.  
**Address** . . . . . P. O. Box 487  
**Tel.**: PL 8-3311 . . . . . ABC-KBS  
**Station Representative** . . . . . Masla  
**President, General Manager** . . . . . Ruth Harris  
**Station Manager** . . . . . Joe Langston  
**Commercial Mgr.** . . . . . Lehman M. Mayer  
**Chief Engineer** . . . . . William G. Harris

### WTBC—Tuscaloosa—1946

**Frequency**: 1230 Kc. . . . . Power: 250 Watts  
**Owned By** . . . . . Tuscaloosa Bcstg. Co.  
**Address** . . . . . Radio Center  
**Tel.**: 758-5523 . . . . . MBS  
**General, Station Manager** . . . . . Bert Bank

### WTUG—Tuscaloosa—1958

**Frequency**: 790 Kc. . . . . Power: 500 Watts; d.  
**Owned By** . . . . . Tri Cities Bcstg. Co. Inc.  
**Address** . . . . . Box 33  
**Tel.**: PLaza 9-1204 . . . . . Independent  
**Station Reps.** . . . . . National Time Sales; Ochs  
**General Manager** . . . . . W. I. Dove  
**Station Manager** . . . . . Jay Gilbert

### WRCK—Tuscumbia—1960

**Frequency**: 1410 Kc. . . . . Power: 500 Watts d.  
**Owned By** . . . . . Bcstg. Corp. of the S.W.  
**Address** . . . . . P. O. Box 62  
**Tel.**: 381-1862 . . . . . Independent  
**President** . . . . . R. Kent

### WVNA—Tuscumbia—1955

**Frequency**: 1590 Kc. . . . . Power: 5 Kw. d.  
**Owned-Oper. By** . . . . . Elton H. Darby  
**Address** . . . . . 509 N. Main St.  
**President** . . . . . Elton H. Darby  
**Tel.**: 383-2727 . . . . . CBS  
**President** . . . . . Elton H. Darby  
**Gen. Manager** . . . . . Eulus O. Whitehead  
**Station Manager** . . . . . Jim Hall  
**Commercial Manager** . . . . . Jack Voorhies  
**Sales Prom. Manager** . . . . . Mary Ann Franck  
**Program Director** . . . . . Jim Crabb  
**Publicity Director** . . . . . Billy Banks  
**Chief Engineer** . . . . . Jim Miller

### WABT—Tuskegee—1952

**Frequency**: 580 Kc. . . . . Power: 500 Watts d.  
**Owned-Oper. By** . . . . . Radio Tuskegee, Inc.  
**Address** . . . . . P. O. Box 577  
**Tel.**: 580 . . . . . KBS  
**Manager** . . . . . J. A. Bowers

### WETU—Wetumpka—1954

**Frequency**: 1250 Kc. . . . . Power: 5000 Watts, d.  
**Owned** . . . . . Elmore Service Corp.  
**Address** . . . . . P.O. Box 60  
**Tel.**: Jorden 7-6481 . . . . . KBS  
**Station Rep.** . . . . . Walton  
**President** . . . . . Lem Coley  
**General Mgr.** . . . . . Ed Morgan  
**Chief Engineer** . . . . . David Conley

Pop.: 250,000  
 Families: 65,500

## Alaska

Radio Homes: 64,000  
 AM Stas. in State: 14

### KBVR—Anchorage—1948

**Frequency**: 1270 Kc. . . . . Power: 1000 Watts  
**Owned-Oper By** . . . . . Radio Anchorage, Inc.  
**Business-Studio Address** . . . . . P. O. Box 1960  
**Tel.**: FA 24120 . . . . . Independent  
**Sta. Reps.** . . . . . N.T.S.; Oakes; Feltis, Dove, Cannon  
**President** . . . . . J. C. Gordon  
**General Sta. Mgr.** . . . . . Richard H. Garvin  
**Commercial Manager** . . . . . Kay Guthrie  
**Program Dir.** . . . . . Merrill Mael  
**Chief Engineer** . . . . . Gail Allred  
**Owners of: KFRB, Fairbanks; KJNO, Juneau,**  
**both Alaska.**

### KENI—Anchorage—1948

**Frequency**: 550 Kc. . . . . Power: 5000 Watts  
**Owned By** . . . . . Midnight Sun Bcstrs.  
**Address** . . . . . Box 1160  
**Tel.**: BR 52201 . . . . . ABC-NBC-MBS  
**President, Gen. Mgr.** . . . . . Alvin Bramstedt  
**Comm. Mgr.** . . . . . William Stewart  
**Chief Engineer** . . . . . Charles Gray  
**Owners of: KFAK AM-TV, Fairbanks; KTKN,**  
**Ketchikan; KENT-TV.**

### KFQD—Anchorage—1924

**Frequency**: 730 Kc. . . . . Power: 10,000 Watts

**Owned By** . . . . . KFQD, Inc.  
**Address** . . . . . Box 1040  
**Tel.**: FA 2-2410 . . . . . CBS  
**Sta. Reps.** . . . . . Weed; Wm. J. Wagner & Assoc.  
**President, Chf. Engr.** . . . . . William E. Duck  
**Gen. Sta. Mgr.** . . . . . Ernest Spink

### KHAR—Anchorage—1961

**Frequency**: 590 Kc. . . . . Power: 5 Kw.  
**Owned By** . . . . . Sourdough Bcstrs.  
**Address** . . . . . Pouch No. 7-018  
**Tel.**: Diamond 4-1898 . . . . . Independent  
**Reps.** . . . . . Vernard, Torbet & McC.; Art Moore  
**President, Gen. Mgr.** . . . . . Willis R. Harpel  
**Sta., Commercial Manager** . . . . . William B. Allen  
**Program Director** . . . . . Ray Wipperman  
**Chief Engineer** . . . . . Richard Zook

### KLAM—Cordova—1954

**Frequency**: 1450 Kc. . . . . Power: 250 Watts  
**Owned** . . . . . Northern Light Broadcasting Corp.  
**Address** . . . . . Box 278  
**Tel.**: GARfield 4-3222 . . . . . CBS  
**President** . . . . . Charles L. Buck  
**General Mgr., Chief Eng.** . . . . . Donald B. Upham

**KFAR—Fairbanks—1939**

Frequency: 660 Kc.....Power: 10,000 Watts  
 Owned By.....Midnight Sun Broadcasters, Inc.  
 Business Address.....Lathrop Bldg.  
 Tel.: GL 2-2125.....NBC-ABC-MBS  
 Station Reps.....Fletcher; Day-Wellington  
 President, Gen. Mgr.....Alvin O. Bramstedt  
 Station Mgr.....Donald Andon  
 Comm., Sales Promo. Mgr.....Bob Parsons  
 Program, Publicity Dir.....Bill Walley  
 Chief Engineer.....James O'Kelley  
 Owners of: KFAR-TV, KENI-AM-TV, Anchorage;  
 KTKN, Ketchikan, all Alaska.

**KFRB—Fairbanks—1948**

Frequency: 900 Kc.....Power: 10,000 Watts  
 Owned By..Fairbanks Radio Broadcasters, Inc.  
 Address.....2nd and Cushman  
 Tel.: GLobe 2-2155.....CBC  
 Station Representative..National Time Sales  
 President.....J. Chester Gordon  
 General Manager.....Richard Garvin  
 Station Mgr.....Bob Edwards  
 Sales Promotion Mgr.....James Branch  
 Program Director.....Paul Garwood  
 Chief Engineer.....Herb Holeman  
 Owners of: KJNO, Juneau; KBYR, Anchorage,  
 both Alaska.

**KINY—Juneau—1934**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Juneau Bcstg. Inc.  
 Business Address.....231 S. Franklin  
 Tel.: JU 6-1800.....CBS  
 Station Reps.....Weed; Wagner  
 President, Station Manager...Jerry McKinley

**KJNO—Juneau—1952**

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
 Owned By...South Eastern Alaska Bcstrs., Inc.  
 Address.....Box 2231  
 Tel.: JU 6-3630.....Independent  
 Sta. Rep.....National Time Sales  
 President.....J. C. Gordon  
 General Manager.....E. Pournelle  
 Station Manager.....E. Emery  
 Commercial Manager.....Vern Metcalf  
 Chief Engineer.....Ted McIntyre  
 Owners of: KBYR, Anchorage; KFRB, Fairbanks.

**KTKN—Ketchikan—1942**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned By.....Midnight Sun Bcstrs.  
 Address.....Dock St.  
 Tel.: 2191.....CBS-NBC-ABC  
 President.....A. O. Bramstedt

**KICY—Nome—1960**

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned By.....Arctic Broadcasting Assoc.  
 Address.....Box 303  
 Tel.: 443-2445.....Independent  
 President.....Ralph P. Hanson  
 Station Manager.....Ernest L. Hanson  
 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.: CA 4-5525.....CBS  
 Sta. Reps...Weed; Wagner; Alaska Radio-TV  
 Station Manager.....R. Travers

**KIFW—Sitka—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Sitka Broadcasting Co., Inc.  
 Business Address.....Box 299  
 Tel.: 747-3244.....CBS  
 Station Rep.....Alaska Radio-TV Sales  
 Pres., Sta. Mgr., Ch. Engr.....Harry C. Lanz  
 Program Director.....John Hope

**KSEW—Sitka—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Christian Broadcasters, Inc.  
 Address.....Box 258  
 Tel.: 747-3236.....Independent  
 President.....T. M. Moore  
 Gen. Mgr., Ch. Eng.....Ed Schoiz  
 Sales Promotion Mgr.....Buster Borhauer



**PROGRESSIVE STATIONS  
 PREFER THE  
 PRESTIGE NEWS SERVICE**

Pop.: 1,410,000  
Families: 415,000

# Arizona

Radio Homes: 390,000  
AM Stas. in State: 55

## KSUN—Bisbee—1933

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Carleton W. Morris  
Address: Drawer C, Lowell Station  
Tel.: HE 2-2277 ABC  
Station Representative: Bob Dore  
President: C. W. Morris  
Station Manager: Arlo Woolery  
Owners of: KHFH, Sierra Vista.

## 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 KBS  
Station Representative: J. A. Lucas  
Owner, General Manager: John W. Parham  
Commercial Manager: Gene Haws  
Sales Promotion Mgr.: Don Wier  
Program Director: Bettie Parham  
Publicity Director: Larry West  
Chief Engineer: Keith Delano

## KAPR—Douglas—1958

Frequency: 930 Kc. Power: 1000 Watts  
Owned By: KAPR, Inc.  
Address: Gadsden Hotel, 1040 G Ave.  
Tel.: EMpire 4-8403 Independent  
Station Representative: Harlan Oakes  
President: Bill Mende  
General Manager: Katherine Mende  
Chief Engineer: Norman Robb

## KAWT—Douglas—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Hillcrest Bcstg. Co.  
Address: Box 1118  
Tel.: EMpire 4-3484 ABC-KBS  
Sta. Representative: Avery-Knodel  
President, General Mgr.: Herb Newcomb  
Chief Engineer: A. Griffiths

## KCLS—Flagstaff—1950

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By: Saunders Bcstg. Co.  
Address: Box 1580  
Tel.: PRospect 4-2581 NBC  
Pres., General Manager: Charles J. Saunders  
Station Manager: Bob Osterberg  
Chief Engineer: Miles Shepherd

## KEOS—Flagstaff—1958

Frequency: 1280 Kc. Power: 1 Kw. d.  
Owned By: Plateau Broadcasting, Inc.  
Address: 13 N. San Francisco  
Tel.: 774-7511 Independent  
President, Gen. Mgr.: Jack P. Bird  
Station Manager: Allan Dean  
Program Director: Clint E. Wager  
Chief Engineer: William Fickett

## KFGT—Flagstaff—1962

Frequency: 930 Kc. Power: 1,000 Watts d.  
Owned By: Eugene C. Phillippi  
Address: 1903 Talkington Drive  
Tel.: 774-3622 Independent  
General Mgr., Chief Eng.: Eugene C. Phillippi  
Program Director: Ted Kerby

## KJKJ—Flagstaff—1962

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Dateline Broadcasters  
Address: P.O. Box 476  
Tel.: 774-2749 Independent  
President, Chief Engr.: Joseph Brandt  
Commercial Manager: Joseph Patrick  
Program Director: Jack Hughes  
Sales Promotion Director: Bob Polk

## KVNA—Flagstaff—1950

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Frontier TV, Inc.  
Address: P.O. Box 310  
Tel.: 774-6638 ABC  
President: Roy L. Albertson Jr.  
General Manager: A. Reinke  
Chief Engineer: Ron Pesha

## KIKO—Globe-Miami—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: KIKO Radio  
Address: Copper Hills Motor Hotel  
Tel.: GA 5-4471 NBC  
Representative: Avery-Knodel  
President, Gen. Mgr.: Willard Shoecraft  
Chief Engineer: Frank C. Hancock

## KDJI—Holbrook—1955

Frequency: 1270 Kc. Power: 1000 W. d.  
Owned By: Radio KDJI  
Address: Box 430  
Tel.: 524-3994 KBS  
Reps.: Tracy Moore; Continental Radio Sales  
President: Harold J. Arnoldus  
General Sta. Manager: Walter V. Love  
Program Director: Jon Steele  
Chief Engineer: Jimmy C. Weldon

## KAAA—Kingman—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Stonybrook Broadcasting Co.  
Business Address: Jackson & Monroe  
Tel.: SKYline 3-2537 NBC  
Station Representative: Avery-Knodel  
Pres., Gen. Mgr.: Wallace E. Stone  
Station Manager, Chief Eng.: B. Wilson  
Program Dir.: W. Rocz

## KALF—Mesa—1962

Frequency: 1510 Kc. Power: 10,000 Watts  
Owned By: Maricopa County Bcstrs., Inc.

Address..... P.O. Box 1510  
 Tel.: 964-5641..... Independent  
 Station Representative..... Gates/Hall, Inc.  
 President, General Mgr..... Sheldon Engel  
 Commercial Manager..... Hal Hirschmann  
 Program Director..... Michael D'Arcy  
 Publicity Director..... Jo Hitchcock  
 Chief Engineer..... David Cxman

**KNOG—Nogales—1948**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Madelon Harper Cowling  
 Address..... 1120 Grand Ave.  
 Tel.: ATwater 7-4696..... ABC-KBS  
 General Manager..... Charles H. Cowling  
 Station Manager..... Tom L. Matteson  
 Chief Engineer..... Ray Holsclaw

**KPGE—Page—1961**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Wendell Motter  
 Address..... Box 1567  
 Tel.: Midway 5-2314..... Independent  
 President, Chief Engr..... Wendell Motter  
 General, Comm. Manager..... Robert D. Zellmer  
 Program Director..... Margaret LaRue

**KBUZ—Phoenix—1946**

Frequency: 1310 Kc..... Power: 5 Kw. d.  
 Owned By..... Greater Phoenix Bcstg. Co.  
 Address..... 3800 N. Central  
 Tel.: 264-2148..... MBS  
 Station Representative..... Adam Young  
 President..... Sherwood R. Gordon  
 General, Sta. Manager..... Ray Bluestein  
 Sales Promotion Mgr..... John Hamilton  
 Program Director..... Gary Suggs  
 Chief Engineer..... Vernon Hathcock  
 Owners of: KSDO, San Diego.

**KCAC—Phoenix—1962**

Frequency: 1010 Kc..... Power: 500 Watts, d.  
 Owned By..... KCAC Bcstg., Inc.  
 Address 5589 Lonna Linda Dr., Long Beach, Calif.  
 Tel.: Long Beach, Calif..... Independent  
 President..... Harold Lampel

**KHAT—Phoenix—1958**

Frequency: 1480 Kc..... Power: 500 Watts  
 Owned By..... KHAT Radio Inc.  
 Business Address..... 2714 W. McDowell Rd.  
 Tel.: BR 2-2606..... Independent  
 Station Rep..... Charles Bernard  
 President, Gen. Mgr..... Ray Odom

**KHEP—Phoenix—1956**

Frequency: 1280 Kc..... Power 1000 Watts d.  
 Owned By..... Grand Canyon Bcstrs., Inc.  
 Address..... 3883 N. 38th Ave.  
 Tel.: AP 8-5555..... Independent  
 General Mgr..... Jack Willis  
 Chief Engineer..... Don Bradley

**KIFN—Phoenix—1949**

Frequency: 860 Kc..... Power: 1000 Watts d.

Owned-Operated By..... Western Bcstg. Co.  
 Address..... Box 430  
 Tel.: 253-6155..... Independent  
 Sta. Reprs. Harlan Oakes; NTS; Bernard Ochs  
 President..... H. Walker Harrison  
 General, Comm. Manager..... John K. Redfield  
 Asst. Mgr., Program Dir..... Arturo Velazquez  
 Chief Engineer..... Jose O. Armendariz

**KOOL—Phoenix—1947**

Frequency: 960 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KOOL Radio-TV Inc.  
 Business-Studio Address..... 511 W. Adams  
 Tel.: BR 1-2345..... CBS  
 Representative..... Hollingbery  
 Board Chairman..... Gene Autry  
 President..... Tom Chauncey  
 V. P., General Manager..... Homer Lane  
 Commercial Manager..... Pat McCallion  
 Program Director..... Al Taylor  
 Promotion Director..... Marge Injasoulion  
 Publicity Dir..... Thomas L. King  
 Chief Engineer..... Albin Hillstrom  
 Owners of: KOOL-TV, Phoenix.

**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.: 258-8181..... ABC  
 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 By..... Meredith Broadcasting 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  
 Program Director..... Larry Burroughs  
 Dir. of Promotion..... Blue Wright  
 Director of Engineering..... George McClanathan  
 Owners of: KPHO-TV; WHEN-AM-TV, Syracuse;  
 WOW-AM-FM-TV, Omaha; KCMO-AM-FM-TV,  
 Kansas City, Mo.

**KRIZ—Phoenix—1950**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned By..... Shamrock Bcstrs., Inc.  
 Address..... 2345 Westward Blvd.  
 Tel.: AL 4-8436..... Independent  
 Station Representative..... Robert Eastman  
 Pres., Gen. Manager..... Frank Flynn  
 Chief Engineer..... Joseph Melendrez

**KRUX—Phoenix—1946**

Freq.: 1360 Kc..... Power: 5000 Watts d., 500 n.  
 Owned By..... Bisbee Bcstg. Co.  
 Address..... Coronet Hotel  
 Tel.: 258-1551..... Independent  
 Representative..... McGavren-Guild

## ARIZONA

President.....Leland S. Bisbee, Jr.  
General, Sta. Manager.....G. P. Lasley  
Nat'l Sales Mgr.....James G. Wells  
Local Sales Mgr.....Robert J. Zimmerman  
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  
Pres., Station Mgr.....Richard O. Lewis  
Radio Manager.....Ray C. Smucker  
Commercial Manager.....Hayes Stewart  
Program Director.....Ray Cox  
Sales Prom. Manager.....Bryan Hickox  
Publicity Director.....Georgette Wilhite  
Chief Engineer.....Harold Haughwout  
Owners of: KYUM, Yuma; KYCA, Prescott; KTAR,  
Phoenix

### **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  
General Manager.....H. Bader  
Publicity Director.....Louis Henderson  
Prog. Dir.....B. McNulty

### **KXIV**—Phoenix—1960

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Camelback Bcstg., Inc.  
Address.....3323 E. Van Buren  
Tel.: BRidge 3-7171.....Independent  
Station Representative.....Meeker Co.  
President, General Mgr.....E. J. Churchill  
Station Manager.....Bob Nelson  
Sales Promotion Mgr.....Mike Churchill  
Program Supervisor.....Tom Churchill  
Chief Engineer.....Irv Faulkner

### **KENT**—Prescott—1958

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Harvey Odom  
Address.....105 S. Cortez  
Tel.: HICKory 5-5757.....KBS  
President, Gen. Mgr.....Harvey Odom

### **KNOT**—Prescott—1957

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Thunderbird Bcstg. Corp.  
Address.....P. O. Box 151  
Tel.: 445-5211.....ABC  
Sta. Reps.....Vernard, Torbet & McC.; Masla  
President.....Roy L. Albertson Jr.  
General Manager.....Warren C. Rashleigh  
Program Director.....Ralph Eckoff  
Chief Engineer.....F. E. Brown  
Owners of: KVNA, Flagstaff.

### **KYCA**—Prescott—1940

Frequency: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
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

### **KATO**—Safford—1961

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Willard Shoecraft  
Address.....Safford  
Tel. 428-1800.....NBC, KBS  
Station Representative.....Avery-Knodel  
General Manager.....Gene Espinoza  
Commercial Manager.....John Morgan  
Program Director.....Bob Hardy  
Chief Engineer.....Frank C. Hancock

### **KWBY**—Scottsdale—1956

Frequency: 1440 Kc.....Power: 5 Kw.  
Owned By.....Scottsdale Bcstg. Co.  
Address.....Safari Hotel  
Tel.: WHitney 5-1440.....Independent  
Representative.....Forjoe  
President, Gen. Mgr.....John C. Cox, Jr.

### **KVWM**—Show Low—1957

Frequency: 1050 Kc.....Power: 250 Watts  
Owned By.....S. J. Woodworth  
Address.....Box 660  
Tel.: 537-2345.....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 By.....C. W. Morris  
Address.....Carmichael at De Palma  
Tel.: GLadstone 8-4329.....Independent  
President.....Carleton W. Morris  
General Mgr.....John Bonnett, Jr.

### **KUPD**—Tempe—1960

Frequency: 1060 Kc.....Power: 500 Watts  
Owned By.....Tri-State Broadcasting, Inc.  
Address.....1017 N. 3rd St., Phoenix  
Tel.: 258-3434.....Independent  
Station Rep.....Venard, Torbet & McConnell  
President.....Wm. H. Clifford  
General Mgr.....I. L. Lavin  
Station Manager.....James C. Spero  
Commercial Manager.....Wallace Imes  
Program Director.....Frank Pollack  
Chief Engineer.....Don Jackson

### **KYND**—Tempe—1960

Frequency: 1580 Kc.....Power: 50 Kw. d.  
Owned By.....KYND Radio Corp.  
Address.....P.O. Box M  
Tel.: WO 7-0900.....Independent  
President, Gen. Mgr.....Dick Gilbert  
Comm. Sales Prom. Mgr.....Stan Worlund  
Program Director.....Alma Gilbert  
Publicity Director.....Leona Maggiore  
Chief Engineer.....Dick Williams

### **KZON**—Tolleson—1960

Frequency: 1190 Kc.....Power: 250 Watts



Owned By..... Glendale Bcstg. Co., Inc.  
 Address..... Box 926  
 Tel.: 936-3381..... Independent  
 President, General Mgr..... E. O. Smith  
 Publicity Director..... John E. Smith

**KAIR—Tucson—1957**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned By..... KAIR Broadcasting, Inc.  
 Address..... Box 951  
 Tel.: 624-0401..... Independent  
 President..... Josephine Griffith Maye  
 Gen. Mgr., Ch. Eng..... Thomas Wallace, Jr.  
 Commercial Manager..... Calvin Moore  
 Program Director..... Vic Ives

**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  
 Station Representative..... Meeker Co.  
 President..... David S. Drubeck  
 General Manager..... Ray Owen  
 Commercial Manager..... Joseph P. Aley  
 Program Director..... Bob Brown

**KCUB—Tucson—1929**

Frequency: 1290 Kc..... Power: 1000 Watts  
 Owned By..... Canyon State Bcstg.  
 Business Address..... 219 W. Elm St.  
 Tel.: MAin 3-4323..... Independent  
 President..... Oscar I. Dodek  
 Station Manager..... Bill Rudd  
 Chief Engineer..... Gerald Walker

**KEVT—Tucson—1953**

Frequency: 690 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Tucson Radio Inc.  
 Address..... 400 N. Shawnee Ave.  
 Tel.: MA 4-5588..... Independent  
 Station Reps..... Oakes; Nat. Time Sls.; Ochs  
 General Mgr., Ch. Eng..... Peter Trowbridge  
 Comm. Mgr..... Linn Trowbridge  
 Program Director..... Claudio Jimenez

**KFIF—Tucson—1961**

Frequency: 1550 Kc..... Power: 50 Kw. d.  
 Owned By..... Southwest Bcstg Co.  
 Address..... 248 W. Lester St.  
 Tel.: MAin 3-5731..... Independent  
 Station Representative..... Spot Time Sales  
 General Manager..... George Bradley

**KMOP—Tucson—1957**

Frequency: 1330 Kc..... Power: 500 Watts, d.  
 Owned By..... Pima Bcstg. Co.  
 Address..... P.O. Box 5084  
 Tel.: MAin 3-7501..... KBS  
 Station Representative..... Bernard Howard  
 President..... L. B. Clayton  
 General, Sta. Mgr..... K. W. Ferguson  
 Chief Engineer..... George Ferguson

**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..... Hollingbery  
 President..... Tom Chauncey  
 V.P., General Manager..... E. S. Mittendorf  
 Commercial Manager..... Bernie Perlin  
 Station, Program Director..... Joe Crystall  
 Publicity Director..... Jack Trustman  
 Chief Engineer..... Howard Smith  
 Owners of: KOLD-TV.

**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..... NBC  
 Sta. Rep..... Gill-Perna  
 Pres., Gen. Mgr..... Harry B. Chambers

**KTKT—Tucson—1949**

Frequency: 990 Kc. Power: 10 Kw. d., 1 Kw., n.  
 Owned-Operated By..... Copper State Bcstg.  
 Address..... Arizona Land Title Bldg.  
 Tel.: MAin 2-6711..... Independent  
 Station Rep..... McGavren/Guild  
 President..... Leland Bisbee  
 General Manager..... George P. Lasley  
 Station Manager..... Phil Richardson  
 Commercial Manager..... George M. Smith  
 Program Director..... Louis D. Moorhead  
 Sales Prom. Mgr..... Jim Wells  
 Publicity Director..... Guy Williams  
 Chief Engineer..... H. F. Hudson

**KTUC—Tucson—1926**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Tucson Bcstg. Co.  
 Address..... 1511 E. 16th St.  
 Tel.: MA 2-3344..... ABC  
 Station Rep..... Radio-TV Reps.  
 President, General Mgr..... C. Van Haften  
 Commercial, Sales Prom. Mgr..... Ben L. Slack  
 Program, Pub. Dir..... Tom Maples  
 Chief Engineer..... Bob Lebsack

**KAKA—Wickenburg—1960**

Frequency: 1250 Kc..... Power: 500 Watts  
 Owned By..... Wickenburg Broadcasting Co.  
 Address..... P. O. Box KK  
 Tel.: MU 4-2793..... Independent  
 President & Gen. Mgr..... P. E. Mullenix  
 Chief Engineer..... Victor Tarbottom

**KWCX—Willcox—1959**

Frequency: 1250 Kc..... Power: 1,000 Watts  
 Owned By..... Cochise Bcstg. Co.  
 Address..... 488 North Haskell Ave.  
 Tel.: DUDley 4-2780..... MBS  
 General Manager..... J. T. Lely

**KINO—Winslow—1962**

Frequency: 1230 Kc..... Power: 250 Watts

## ARIZONA-ARKANSAS

Owned By.....Willard Shoecraft  
Address.....Winslow, Ariz.  
Tel.: Winslow.....NBC  
General Manager.....Eric Manola

### KBLU—Yuma—1959

Frequency: 1320 Kc.....Power: 500 Watts  
Owned By.....Desert Bcatg. Co.  
Address.....1320 4th Ave.  
Tel.: SUNset 2-3881.....Independent  
Station Rep.....Grant Webb  
Gen. Mgr., Chief Engineer....Robert W. Crites

### KOFA—Yuma—1952

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Radio KOFA  
Address.....P. O. Box 1430  
Tel.: SU 3-8341.....MBS  
President.....Paul C. Shafer

### KVOY—Yuma—1950

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Colonial Bcstg. Corp.  
Address.....699 Ave. B.  
Tel.: SUNset 2-4321.....ABC  
Sta. Representative.....Radio-TV Reps.  
General Manager.....Neil W. Sargent  
Commercial Manager.....Don M. Ness  
Program Director.....Edward C. Ennis  
Chief Engineer.....Fred Pelger

### KYUM—Yuma—1945

Frequency: 560 Kc.....Power: 1000 Watts  
Owned By.....KTAR Bcstg. Co.  
Address.....1901 First St.  
Tel.: SU 3-3305.....NBC  
Sta. Representative.....Avery-Knodel  
General. Comm. Mgr.....Hobart E. Lewis

Pop.: 1,775,000  
Families: 500,000

## Arkansas

Radio Homes: 475,500  
AM Stas. in State: 71

### KVRC—Arkadelphia—1947

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Arkadelphia Bcstg. Co.  
Business-Studio Address.....South Third St.  
Tel.: CH 6-4561.....KBS  
Gen., Sta. Mgr.....Bill Deaton  
Chief Engineer.....John Riggle

### KBTA—Batesville—1950

Frequency: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....White River Valley Bcstrs. Co.  
Address.....Box 1112  
Tel.: Rlverside 3-3861.....KBS  
Station Representative.....George Hopewell  
Gen., Comm. Manager.....J. F. Higginbottom  
Sales Prom. Mgr., Pub. Dir....Murray Schroyer  
Program Director.....Myrline B. Morgan  
Chief Engineer.....C. Smith

### KBBA—Benton—1953

Frequency: 690 Kc.....Power: 250 Watts, d.  
Owned-Oper. By.....Benton Bcstg. Service  
Business Address.....Highway 67-70  
Tel.: SP 8-2690.....Independent  
General Manager.....Lovelie Langley  
Chief Engineer.....Preston Bridges

### KTHS—Berryville—1958

Frequency: 1480 Kc.....Power: 1 Kw; d.  
Owned By.....Ozark Radio-Equip. Co.  
Address.....P. O. Box 191  
Tel.: GARfield 3-2148.....Independent  
President, Gen. Mgr.....Ernie Howard  
Chief Engineer.....Dan Patterson

### 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 Rep.....Pearson  
President, General 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.....KBS  
Newspaper Affiliation.....Brinkley Argus  
President.....Mason W. Clifton  
Gen., Commercial Manager.....W. Hi Mayo  
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.....KBS, MBS  
President.....Walter E. Hussman  
Station Director.....Donald Cathey  
Program Director.....Cal Carter  
Chief Engineer.....Herb Daily

### 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. Mgr., Chief Engr.....Roy Forrester

**KCON—Conway—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Conway Bcstg. Co.  
 Address: ASTC Campua  
 Tel.: 189. KBS  
 Gen. Mgr.: James E. Clayton  
 Program Dir.: S. F. Morehead  
 Chief Engineer: Edwin McClendon

**KVEE—Conway—1961**

Frequency: 1330 Kc. Power: 500 Watts d.  
 Owned By: Central Arkansas Bcstrs.  
 Address: Box 462  
 Tel.: FAirview 9-3819. Independent  
 President: J. C. Willis  
 General, Sta. Manager: Murray Schroyer  
 Prog. Dir., Chief Eng.: Garrell Doggett  
 Owners of: KVOM, Morrilton, Ark.

**KCCB—Corning—1959**

Frequency: 1260 Kc. Power: 500 Wts, d.  
 Owned By: Eulis W. Cochran  
 Address: 434 W. 2nd Street  
 Tel.: ULster 7-2261. KBS  
 General, Comm. Mgr.: James Reedy  
 Chief Engineer: Edward Travis

**KAGH—Crossett—1952**

Frequency: 800 Kc. Power: 250 Watts, d.  
 Owned-Operated By: Radio KAGH  
 Address: 900 Main  
 Tel.: FO 4-2181. KBS  
 Station Reps.: Melville; Beaver  
 General Mgr.: Julian Haas  
 Chief Engineer: Preston Derryberry

**KDQN—De Queen—1956**

Frequency: 1390 Kc. Power: 500 Watts, d.  
 Owned By: Radio De Queen  
 Address: 419 S. Fourth St.  
 Tel.: JU 4-2446. Independent  
 General, Comm. Mgr.: A. Sizemore  
 Chief Engineer: R. McKeever

**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.  
 Chief Engineer: Bob Russell

**KELD—El Dorado—1935**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By: Radio Enterprises, Inc.  
 Address: 208½ N. Washington  
 Tel.: UN 3-6126. CBS  
 Representative: Walker-Rawalt  
 Pres., Gen. Mgr.: W. N. McKinney  
 Commercial Manager: Joe Duerson  
 Sales Promo. Mgr., Prog. Dir.: Jerame Orr  
 Chief Engineer: Troy B. Eddins

**KFAY—Fayetteville—1957**

Frequency: 1250 Kc. Power: 1 Kw. d.  
 Owned By: H. Weldon Stamps  
 Address: Lewis Ave. at Highway 16  
 Tel.: Hillcrest 2-9859. Independent  
 Station Representative: Pearson  
 General, Sta. Manager: H. Weldon Stamps  
 Chief Engineer: Randall Caselman

**KHOG—Fayetteville—1946**

Frequency: 1440 Kc. Power: 1,000 Watts  
 Owned-Oper. By: Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address: 103 West Mountain  
 Tel.: HI 2-2322. Independent  
 Station Representative: Walker-Rawalt  
 General Manager: Ed Gideon  
 Program Director: Dave Bledsoe  
 Chief Engineer: Harold Lindsey

**KBJT—Fordyce—1959**

Frequency: 1570 Kc. Power: 250 Watts, d.  
 Owned By: KBJT, Inc.  
 Address: Box 659  
 Tel.: 352-2170. KBS  
 Owners: Mack & Jesse Smith  
 Station Manager: 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  
 Chief Engineer: Walter Smith, Jr.

**KFPW—Fort Smith—1930**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By: George T. Herneich  
 Business Address: 2415 N. Albert Pike  
 Tel.: SU 3-8984. CBS  
 Station Reps.: G. Il-Perna; Clarke Brown  
 Chief Engineer: D. Sanders  
 President: George Herneich  
 General, Sta. Manager: Jack B. Freeze  
 Sales Promotion Mgr.: Richard Carroll  
 Program Director: Joe Roppollo  
 Publicity Director: Maurice Rankin  
 Owners of: KZNG, Hot Springs; KAIT-TV, Jonesboro, both Ark.

**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  
 Newspaper Affiliation: Times Record  
 Station Rep.: Bolling  
 President: Donald W. Reynolds  
 General Manager: Gene Reynolds  
 Comm. Manager: Edwin P. Hicks  
 Program Director: John Candler  
 Sales Prom. Manager: Emma Cox  
 Chief Engineer: Willard Matten  
 Owners of: KOKL, Okmulgee; KORK, Las Vegas;  
 KFSA-TV, KGNS-TV, Laredo; KFOY-TV, Hot Springs;  
 KOLD-TV, Reno; KLRJ-TV, Las Vegas;  
 KBRS, Springdale, Ark.

# ARKANSAS

## KTCS—Fort Smith—1956

Frequency: 1410 Kc. Power: 500 Watts d.  
Owned By.....KTCS Radio  
Business Address.....4120 Towson Ave.  
Tel.: Mission 8-1611.....Independent  
Station Representative.....Pearson  
President.....Chas. Fite  
General, Sta. Mgr.....Thomas L. Fite  
Commercial Manager.....Bill Harper  
Chief Engineer.....Bill Grauley

## KWHN—Fort Smith—1947

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By...KWHN Bcastg. Co., Inc.  
Address.....421 Garrison Ave.  
Tel.: SU 3-8967.....Independent  
Station Rep.....Masla Associates  
President.....M. Bershof  
Station Mgr.....Glenn A. O'Neal  
Chief Engineer.....Raymond Armstrong

## KHOZ—Harrison—1946

Frequency: 900 Kc. Power: 1000 Watts. d.  
Owned-Operated by...Harrison Bcastg. Corp.  
Address.....P. O. Box 120  
Tel.: Empire 5-2301.....KBS  
Station Representative.....Walker-Rawalt  
Gen. Mgr.....Robert S. Wheeler, Jr.  
Station Manager.....W. J. Wheeler  
Commercial Manager.....Everett Horton  
Prom. Mgr.....Marc Williams  
Chief Engineer.....Henry Welytok

## KFFA—Helena—1941

Frequency: 1360 Kc. Power: 1,000 Watts  
Owned-Operated By.....Helena Bcastg. Co.  
Address.....215 York St.  
Tel.: HI 4-2361.....MBS, KBS  
President.....Sam W. Anderson  
Commercial Manager.....Wendell Atchison  
Publicity, Prom. Director.....Katherine M. Klizer  
Program Director.....Bill Holland  
Chief Engineer.....Earl Hodges

## KXAR—Hope—1947

Frequency: 1490 Kc. Power: 250 Watts. d.  
Owned-Operated By.....Hope Bcastg. Co.  
Address.....P. O. Box 138  
Tel.: Prospect 7-3601.....KBS  
Newspaper Affiliation.....Hope Star  
President.....A. H. Washburn  
General Manager.....Haskell Jones  
Commercial Manager.....R. M. Jones  
Publicity Director.....Nancy Cross  
Chief Engineer.....Norman W. Bradford

## KAAB—Hot Springs—1941

Freq.: 1340 Kc. Power: 500 W. d., 250 W. n.  
Owned-Operated By.....Phoenix Co.  
Address.....821 Central Ave.  
Tel.: NAtional 4-3193.....ABC  
Station Reps.....Bolles; Beaver  
President, Gen. Mgr.....Harman I. Mosely

Commercial Manager.....C. J. Dickson  
Sales Prom. Manager.....M. Janet Mozrall  
Program Director.....Jack Wolever  
Chief Engineer.....H. I. Watts

## KBHS—Hot Springs—1953

Frequency: 590 Kc. Power: 5000 Watts d.  
Owned By.....Tim Timothy, Inc.  
Address.....113 Third St.  
Tel.: NA 3-6881.....MBS  
Station Representative.....Adam Young, Inc.  
President, Station Mgr.....B. P. Timothy  
Assistant Manager.....Ed Appler  
Program, Publicity Dir.....Jim Henderson  
Chief Engineer.....James Melton

## KZNG—Hot Springs—1953

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned By.....George T. Hernreich  
Address.....1011 Central  
Tel.: NA 4-3313.....Independent  
Station Representative.....Gill-Perna  
President.....George T. Hernreich  
Gen., Sta. Manager.....Henry Steele  
Chief Engineer.....R. G. King  
Owners of: KFEW, Ft. Smith, Ark.

## 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

## 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  
Station Reps.....Gill-Perna; Beaver  
President.....Ernest Farabee  
Gen., Sta. Mgr.....Deloss Walker  
Chief Engineer.....Harold Baker

## KAAY—Little Rock—1924

Frequency: 1090 Kc. Power: 50 Kw.  
Owned By.....LIN Broadcasting Corp.  
Address.....8th and Icard St.  
Tel.: FR 5-5311.....Independent  
Station Rep.....H-R Representatives, Inc.  
President.....Frederic Gregg, Jr.  
General, Station Mgr.....Thomas Bishop  
Commercial Manager.....Lin Carl Voth  
Program Director.....Mike McCormick  
Chief Engineer.....Cecil L. Suitt

## KAJI—Little Rock—1927

Freq.: 1250 Kc. Power: 1 Kw. d., 500 w n.  
Owned-Oper. By.....Helmer, Inc.  
Address.....P. O. Box 3099  
Tel.: FR 2-0166.....Independent  
Station Representative.....Adam Young, Inc.  
President.....Michael J. Heller  
Chief Engineer.....Ray Vandusen

**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  
 President...T. K. Barton  
 Exec. Vice President...Douglas Romine  
 Director of Sales...Lee Bryant  
 Program Director...Harris Owen  
 Promotion, Publicity Mgr...Shirley R. Kennedy  
 Chief Engineer...Dan Winn  
 Owners of: KARK-TV, Little Rock.

**KLRA—Little Rock—1926**

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By...KLRA, Inc.  
 Business-Studio Address...Box 550  
 Tel.: FRanklin 5-7319...Independent  
 Station Rep...Radio-TV Reps.  
 President, General Manager...Leonard Coe  
 Program Director...Mary Helfington  
 Sales Prom., Pub. Director...Anne Lumpkin  
 Chief Engineer...Blande Perry

**KOKY—Little Rock—1956**

Frequency: 1440 Kc. Power: 5000 Watts d.  
 Owned By...McLendon Little Rock Bcstg. Co.  
 Address...P. O. Box 1956  
 Tel.: FR 2-0391...Independent  
 Representative...Pearson  
 Pres., Gen. Mgr...John M. McLendon  
 Station Manager...O. M. Teate

**KVLC—Little Rock—1947**

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned By...Victor Bcstg. Co.  
 Address...4015 West Capitol  
 Tel.: MOhawk 6-2821...MBS  
 Station Reps...Webb; Clarke Brown  
 President...Joseph Trantino  
 Gen., Sta. Mgr...Henry H. Steele  
 Commercial Manager...Russell Skyrmes  
 Program Director...Earl Davis  
 Chief Engineer...Ken Bogue

**KVMA—Magnolia—1948**

Frequency: 630 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Magnolia Bcstg. Co.  
 Business-Studio Address...212 N. Jefferson St.  
 Tel.: CE 4-5862...MBS  
 Representative...Pearson  
 President...Dr. J. F. Rushton  
 Gen. Mgr...William M. Bigley  
 Chief Engineer...Clyde Chaffin

**KBOK—Malvern—1951**

Frequency: 1310 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Malvern Bcstg. Co.  
 Address...Highway 270 West  
 Tel.: ED 2-6981...KBS  
 Representative...Melville  
 Pres., Gen. Mgr...Kermit L. Richardson  
 Commercial Manager...W. D. Stroud  
 Chief Engineer...Robert Padgett

**KZOT—Marianna—1961**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned By...Lee Broadcasting, Inc.  
 Address...Willey Building  
 Tel.: CYpress 4-2195...Independent  
 President...Ross Hayes  
 General Manager...Marvin S. Jones  
 Commercial Manager...Jeff Holt  
 Program Director...Jack Fisher  
 Chief Engineer...Fred Campbell

**KPCA—Marked Tree—1955**

Frequency: 1580 Kc. Power: 250 Watts, d.  
 Owned By...Poinsett County Radio Bcstg.  
 Address...Box 17  
 Tel.: 1580...KBS  
 President...L. V. Ritter, Jr.  
 General Manager...De Witt Waites  
 Program Director...Wayne Toombs  
 Publicity Director...Deloyce Phillips  
 Chief Engineer...Mack Howerton

**KVSA—McGehee—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.  
 Address...U. S. Highway 65  
 Tel.: CA 2-4200...KBS  
 Pres., Gen. Mgr...Abbott F. Kinney  
 Commercial Mgr...Mrs. M. F. Kinney  
 Program Director...Herschell E. Parent  
 Chief Engineer...James S. Hunt

**KENA—Mena—1951**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...KENA Bcstg. Co.  
 Address...S. Reine St.  
 Tel.: 1450...Independent  
 Owner...E. M. Hughes  
 Comm. Mgr...Bill Hughes  
 Program Dir...Marjorie Brink  
 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  
 Station Reps...Hopewell; Beaver  
 General Station Mgr...Keith Baker  
 Publicity Director...Evelyn H. Baker  
 Chief Engineer...Al Cooper

**KVOM—Morrilton—1952**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned By...J. C. Willis  
 Address...P. O. Box 541  
 Tel.: FL 4-2484...KBS  
 President, General Manager...J. C. Willis  
 Comm. Manager...Gene Cooper  
 Prog. Dir., Chief Eng...Hugh C. Jones

**KTLO—Mountain Home—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...Mountain Home Bcstg. Corp.



# ARKANSAS

Address.....Hwy 5, N.  
Tel.: 425-3101.....KBS  
President, General Mgr.....A. Strickles  
Station Manager, Ch. Eng.....K. Wilkins  
Commercial Mgr.....L. E. Cranor

## **KBHC—Nashville—1959**

Frequency: 1260 Kc.....Power: 500 Watts  
Owned By.....Robert G. McKeever  
Address.....P.O. Box 236  
Tel.: 746.....KBS  
General Manager.....R. G. McKeever  
Station Comm. Mgr.....Glen D. Hammons  
Program Dir.....Ina Hammons  
Chief Engineer.....J. Bollinger  
Owners of: KDQN, De Queen.

## **KNBY—Newport—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Newport Bcstg. Co.  
Address.....Box 218  
Tel.: JA 3-5891.....Independent  
President.....Harold Sudbury  
General Station Manager.....Gene Howe  
Program Director.....Jerry Grojean  
Chief Engineer.....J. Long

## **KDXE—N. Little Rock—1957**

Frequency: 1380 Kc.....Power: 1 Kw.  
Owned By.....Sim C. Callon  
Address.....Box 3623  
Tel.: MO 4-3600.....ABC-KBS  
General Manager.....Wally Hoy  
Station Manager.....Bill Campbell  
Commercial Mgr.....A. E. Shirey  
Publicity Mgr.....Bill Dixon  
Chief Engineer.....Les Baden

## **KXLR—N. 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  
Sta. Representative.....Bolling  
President.....J. Sanders  
General Manager.....Ray Nichols

## **KOSE—Osceola—1949**

Frequency: 860 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Osceola Bcstg. Corp.  
Business Address.....P. O. Box 311  
Tel.: LO 3-2641.....KBS  
General Station Manager.....Don Whitney

## **KDRS—Paragould—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....KDRS, Inc.  
Business Address.....Box 491  
Tel.: CE 6-7626.....KBS  
Pres., General Manager.....Ted Rand  
Business Manager.....T. M. Self  
Commercial Manager.....Doyle F. Bateman  
Program Dir.....Wilma Wheelis  
Chief Engineer.....Charles Complied

## **KCCL—Paris—1959**

Frequency: 1460 Kc.....Power: 500 Watts, d.  
Owned By.....Logan Cty. Bcstg.  
Address.....Hixson Bldg.  
Tel.: YO 3-3100.....KBS  
President.....Gordon Hixson  
General Manager.....John Tucker  
Sales Promotion Mgr.....Jimmy Davis  
Chief Engineer.....Manuel Johnson

## **KADL—Pine Bluff—1960**

Frequency: 1270 Kc.....Power: 5 Kw.  
Owned By.....Jefferson County Broadcasting  
Address.....P. O. Box 1944  
Station Rep.....Charles Bernard  
Tel.: JE 5-1270.....KBS  
General Mgr.....A. M. Smith  
Station & Comm. Mgr.....Chester Pierce

## **KCLA—Pine Bluff—1947**

Frequency: 1400 Kc...Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By...Radio Engineering Service  
Business-Studio Address.....2900 W. 28th Ave.  
Tel.: JE 5-1241.....Independent  
General Station Mgr.....Kenneth Kesterson  
Commercial Manager.....Dave Wallis  
Program Dir., Chief Eng.....Charles Penix

## **KOTN—Pine Bluff—1934**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Joellen Bcstg.  
Address.....Box 957  
Tel.: JE 4-8732.....Independent  
Pres.....W. J. Dean  
General, Sta. Manager.....D. Jacobson  
Program Director.....Dave Carrico  
Chief Engineer.....R. D. Robinson

## **KPBA—Pine Bluff—1957**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....Radio Pine Bluff, Inc.  
Address.....1607 W. 6th St.  
Tel.: JE 4-1523.....Independent  
Station Representative.....Gene Bolles Co.  
President.....W. L. Kent  
Gen., Sta. Mgr.....Howard M. Peters  
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

## **KTPA—Prescott—1959**

Frequency: 1370 Kc.....Power: 500 Watts d.  
Owned By.....Cochran & Cochran Bcstg. Co.  
Address.....Broadway Hotel  
Tel.: TU 7-2638.....KBS  
President.....E. W. Cochran  
General Manager.....R. Cochran  
Chief Engineer.....B. DeMay  
Owners of: KCCB, Corning; KCCL, Paris.

**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-Rawalt  
 Pres., Gen. Mgr. G. Don Thompson  
 Sta., Comm. Mgr. W. E. Dacus

**KXRJ—Russellville—1947**

Frequency: 1490 Kc. 1 Kw. d., 250 W. n.  
 Owned-Oper. By C. R. Horne  
 Address Second & Boulder Sts.  
 Tel.: Woodlawn 7-1233 KBS  
 President C. R. Horne  
 Station, Gen. Manager L. L. Bryan  
 Commercial Mgr. B. J. Dunn  
 Program Dir. Betty J. Kelley  
 Publicity Director Marge Crabaugh  
 Chief Engineer William C. McKenney  
 Owners of: KWCB, Searcy.

**KWCB—Searcy—1951**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned By White County Bcstg. Co.  
 Address P. O. Box 95  
 Tel.: 1281 KBS  
 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.: 524-3154 MBS-KBS  
 Station Representative Devney Organization  
 President John E. Brown, Jr.  
 Gen. Mgr., Ch. Eng. Cecil Smith  
 Program Director Ralph Kennedy, Jr.  
 Commercial Mgr. Roger Cox, Jr.

**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 ABC  
 Newspaper Affiliation Southwest American  
 President Donald W. Reynolds  
 General Manager Phil H. Phillips  
 Commercial Manager Curtis C. Hornor, Jr.  
 Program Director Jim G. Wilkerson  
 Chief Engineer Charles Doyle

**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 KBS  
 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 CBS  
 Representative Pearson  
 Gen. Manager Tom E. Dillahunty

**KDFD—Van Buren—1958**

Frequency: 1580 Kc. Power: 1000 Watt, d.  
 Owned By Broadcasters, Inc.  
 Address P.O. Box 550  
 Tel.: GRanite 4-6311 KBS  
 President George Domerese

**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 KBS  
 Gen. Mgr. Wm. H. Cate

**KWRF—Warren—1953**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned By Pines Broadcasting Co.  
 Address Box 480  
 Tel.: CA 6-2653 KBS  
 Representative Hopewell  
 President, Gen. Manager Weldon Sledge  
 Station Comm. Manager Bill Wells

**KSUD—West Memphis—1961**

Frequency: 730 Kc. Power: 250 Watts d.  
 Owned By Newport Broadcasting Co.  
 Address 104 N. Fifth St.  
 Tel.: REgent 5-6622 Independent  
 President Harold Sudbury  
 General, Commercial Mgr. Harold Penn  
 Program Director Bill Fury  
 Chief Engineer Ed Beck

**KWYN—Wynne—1956**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned E. Arkansas Bcstrs, Inc.  
 Address P.O. Box 225  
 Tel.: BE 8-4141 Independent  
 President, Gen. Mgr. Raymond O. Raley  
 Chief Engineer Art Rogers

For Radio

Station Index

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Pop. 16,300,000  
Families: 5,321,000

# California

Radio Homes: 5,103,500  
AM Stas. in State: 206

## KCNO—Alturas—1951

Frequency: 570 Kc. Power: 5000 Watts d.  
Owned-Operated By: R. W. Hansen  
Address: P.O. Box 1650  
Tel.: 2531  
Independent  
Representative: Tracy Moore  
President: R. W. Hansen  
St. Mgr., Chief Engineer: Paul Sovercool  
Commercial Manager: Don Bowden  
Sales Prom. Mgr., Prog. Dir.: Ralph Baird

## KEZY—Anaheim—1959

Frequency: 1190 Kc. Power: 1000 Watts  
Owned By: Radio Orange City, Inc.  
Address: Disneyland Hotel  
Tel.: Prospect 4-5170  
Independent  
Station Reps.: Gill/Pema; Pacific Bcst. Sales  
President, Gen. Mgr.: Cliff Gill  
Commercial Manager: Ira Laufer  
Station Manager: Dan Russell  
Program Director: John Gunn

## KPON—Anderson—1959

Frequency: 1580 Kc. Power: 1000 Watts  
Owned By: Big Four Bcstg.  
Address: White City Shopping Center  
Tel.: EM 5-2711  
Independent  
General Manager: R. Golden

## KAVR—Apple Valley—1954

Frequency: 960 Kc. Power: 5 Kw. d.  
Owned By: BHA Enterprises, Inc.  
Address: P.O. Box 960  
Tel.: CH 7-7251  
Independent  
Representative: Gates/Hall, Inc.  
President: M. D. Buchen  
General, Sta. Mgr.: Alan B. Skuba  
Commercial Mgr.: Don Edlund  
Program Dir.: Neil Linder  
Chief Engineer: Dean Kiner  
Owners of: KNEZ, Lompoc, Calif.

## KENL—Arcata—1956

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Humboldt Bcstrs.  
Address: KENL Bldg.  
Tel.: VA 2-2941  
Independent  
Pres., Gen. Mgr.: Mel Marshall  
Chief Engineer: H. Bender, Jr.

## KCJH—Arroyo Grande—1962

Frequency: 280 Kc. Power: 500 Watts d.  
Owned By: Radio Station KCJH  
Address: P.O. Box 187  
Tel.: HUnter 9-4201  
Independent  
Station Representative: Bcst. Time Sales  
President: Christina M. Jacobson  
General, Sales Promo. Mgr.: Les Hacker  
Program Director: Daryl Waiters  
Chief Engineer: Harold Jensen

## KAHI—Auburn—1957

Frequency: 350 Kc. Power: 5 Kw. d.  
Owned By: Don C. Reeves  
Address: Box 950  
Tel.: TU 5-5636  
KBS  
Sta. Representative: Pacific Broadcast Sales  
President, Ch. Eng.: Don C. Reeves  
General, Comm. Mgr.: Gene Ragle  
Program Dir.: Ron Knight

## KBIG—Avalon—1952

Frequency: 740 Kc. Power: 10,000 Watts  
Owned-Operated By: John Poole Bcstg. Co.  
Address: 5540 Sunset Blvd., Los Angeles 28  
Tel.: HO 3-3205  
Independent  
Representative: Advertising Time Sales  
President: Kevin B. Sweeney  
V.P., General Manager: William A. Sawyers  
Program Director: Allen A. Davis  
Publicity Director: William Schubert  
Chief Engineer: Glynn Covington

## KAFY—Bakersfield—1946

Frequency: 550 Kc. Power: 1000 Watts  
Owned By: Tullis & Hearne, Inc.  
Address: P.O. Box 6128  
Tel.: Empire 6-4411  
Independent  
Station Representative: Robert Eastman  
President: Howard Tullis  
Gen. Mgr.: Paul Battisti  
Program Director: Al Anthony  
Chief Engineer: Robert E. Magg  
Owners of: KFXM, San Bernardino; KDEO, San Diego.

## KBIS—Bakersfield—1950

Frequency: 970 Kc. Power: 1000 Watts  
Owned: Eastern Electrosonic Industries  
Address: 2013 Chester Ave.  
Tel.: FAirview 4-6093  
Independent  
General Manager: C. R. Christianson  
Chief Engineer: Leon K. Jones

## KERN—Bakersfield—1932

Frequency: 1410 Kc. Power: 1000 Watts  
Owned By: Radio KERN, Inc.  
Business Address: 1535 17th St.  
Tel.: FA 5-7475  
CBS  
Representative: Paul H. Raymer  
Sta. Mgr.: Tom Flynn  
Chief Engineer: Don Gatz

## KGEE—Bakersfield—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: KGEE, Inc.  
Address: El Tejon Hotel  
Tel.: FA 7-3587  
NBC  
Sta. Reps.: Tele-Radio & TV Sales; Gates/Hall

Gen. Mgr., Ch. Eng.....C. D. Hammond  
 Commercial Mgr.....R. Tuten  
 Program Dir.....V. Jones

**KLYD—Bakersfield—1958**

Frequency: 1350 Kc....Power: 1000 Watts;d.  
 Owned By.....Kern County Bdsg. Co.  
 Business Address.....2831 Eye St.  
 Tel.: FAirview 7-7511.....Independent  
 Station Representative.....Hollingsbery  
 President, Gen. Mgr.....Edward E. Urner  
 Commercial Mgr.....William Walker  
 Station Manager.....Dave Maxwell  
 Chief Engineer.....Vernon G. Tucker  
 Owners of: KLYD-TV.

**KPMC—Bakersfield—1932**

Frequency: 1560 Kc....Power: 10,000 Watts  
 Owned-Oper. By.....Pioneer Mercantile Co.  
 Address.....P.O. Box 1709  
 Tel.: FA 7-5121.....ABC  
 Reprs. Venard, Torbet & McConnell; Grant Webb  
 President.....F. G. R. Schamblin  
 Station Manager.....L. A. Schamblin  
 Comm. Mgr.....Paul R. Biermann  
 Chief Eng.....Leo P. Jarvis

**KUZZ—Bakersfield—1958**

Frequency: 800 Kc....Power: 250 Watts; d.  
 Owned By.....Valley Bcstg. Co.  
 Address.....910 Chester  
 Station Rep.....Charles Bernard  
 Tel.: FAirview 7-4401.....Independent  
 President, Gen. Mgr.....Herb Henson  
 Program Director.....Larry Daniels

**KWAC—Bakersfield—1955**

Frequency: 1490 Kc..Power: 1 Kw. d., 250 W n.  
 Owned.....KMAP, Inc.  
 Address.....1330 Chester Ave.  
 Tel.: FA 7-9711.....KBS  
 Sta. Reprs., Masla; Venard, Torbet & McConnell  
 Pres., Gen. Mgr.....Gordon B. Sherwood, Jr.  
 Comm., Sales Prom. Mgr.....Ed Hopple  
 Program Director.....Dan Gates

**KPAS—Banning—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Stevens Bcstg. Inc.  
 Address.....4425 W. Ramsey St.  
 Tel.: VI 9-4557.....Independent  
 President.....Calvin Jasshon  
 General Manager.....R. Leach  
 Chief Engineer.....J. Ledbetter

**KIOT—Barstow—1960**

Frequency: 1310 Kc....Power: 500 Watts d.  
 Owned By.....Beam Broadcasting Co., Inc.  
 Address.....850 E. Williams  
 Tel.: CLinton 6-2175.....Independent  
 Station Reprs.....Harlan Oakes; Walker-Rawalt  
 President.....Henry R. Phipps  
 Station Manager.....James King  
 Program Dir.....Ivan Brady  
 Publicity Dir.....Earline Sumner  
 Chief Engineer.....Nick Howard

**KWTC—Barstow—1947**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By Mojave Valley Bcstg. Co.  
 Address.....Box 697  
 Tel.: CLinton 6-3511.....Independent  
 Station Representative.....Pearson Natl. Reprs.  
 Pres., Gen. Mgr.....W. T. Brown  
 Station Manager.....J. D. Parler  
 Program Director.....Don Allen  
 Chief Engineer.....Fred Mull

**KRE—Berkeley—1923**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By...Central Calif. Bcstrs., Inc  
 Address.....601 Ashby Avenue  
 Tel.: THornwall 8-7715.....Independent  
 General Mgr.....Arthur Westlund  
 Sta. Mgr.....Don Hambly  
 Prog. Dir.....Les Avery  
 Chief Engineer.....Robert I. Sampson

**KOWL—Bijou—1956**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned. Tahoe Broadcasters, Lake Tahoe, Inc.  
 Address.....Box 132, Stateline, Calif.  
 Tel.: LUdlow 8-6681.....Independent  
 Station Rep.....Lucas  
 President.....Ed J. Frech  
 Station Manager.....John J. Murphy  
 Chief Engineer.....Ken Cayton

**KIBS—Bishop—1953**

Frequency: 1230 Kc..Power: 1 Kw. d.,250 W. n.  
 Owned.....Southeastern Sierra Bcstg. Corp.  
 Address.....Box 757  
 Tel.: Upton 2-4411.....ABC, KBS  
 President, Gen. Mgr.....R. S. Deming  
 Station Mgr., Chief Eng....Elwayne Clement  
 Sales Prom. Mgr., Pub. Dir.....John Hemler

**KYOR—Blythe—1947**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned By.....KYOR, Inc.  
 Address.....Box 668  
 Tel.: 2231.....Box 668  
 Representative.....Venard, Torbet & McConnell  
 President.....T. E. Foster  
 General Station Manager.....Robert Roddy  
 Prog. Dir., Chief Eng.....Charles C. Bolland  
 Publicity Director.....Al Guthrie

**KROP—Brawley—1946**

Frequency: 1300 Kc...1000 Watts d., 500 n.  
 Owned By.....KROP, Inc.  
 Address.....P.O. Box 238  
 Tel.: 1300.....Independent  
 General Manager.....Ed Silvera  
 Chief Engineer.....Dave Matton  
 Owners of: KPRO, Riverside; KREO, Indio; KYOR,  
 Blythe.

**KBLA—Burbank—1952**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Oper. By.....G. E. Cameron, Jr.

# CALIFORNIA

Address . . . . . 11518 Oxnard St., N. Hollywood  
Tel.: POplar 2-1195 . . . . . Independent  
Newspaper Affil. . . . . Desert Sun, Palm Springs Calif.  
General Manager . . . . . Mel Leeds  
Commercial Manager . . . . . Robert Marshall

## KRML—Carmel—1957

Frequency: 1410 Kc. . . . . Power: 500 Watts, d.  
Owned By . . . . . Carmel Bcastg.  
Address . . . . . Route 2, Box 552  
Tel.: MAyfair 4-1215 . . . . . Independent  
Station Representative . . . . . Bolling  
President, Gen. Mgr. . . . . Sam S. Smith  
Station, Comm. Mgr. . . . . Beryle I. Gonzales  
Publicity Director . . . . . Shirley J. Bass  
Chief Engineer . . . . . Fritz Haas

## KHSL—Chico—1935

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Operated . . . . . Golden Emprle Bcastg. Co.  
Address . . . . . Box 1041  
Tel.: FIreside 2-0141 . . . . . CBS  
Sta. Rep. . . . . Bolling  
Pres., Gen. Mgr. . . . . Mrs. Mickey McClung  
Station Manager . . . . . Charles H. Kinsley, Jr.  
Chief Engineer . . . . . Russell Pope

## KPAY—Chico—1949

Frequency: 1060 Kc. . . . . Power: 10,000 Watts  
Owned . . . . . J. Ned. Richardson  
Address . . . . . P.O. Box 369  
Tel.: 342-4211 . . . . . MBS  
Representative . . . . . Hollingbery  
Gen. Mgr. . . . . I. Ned Richardson  
Station Manager . . . . . Ted L. Snider  
Comm. Mgr. . . . . Frank J. Mertz  
Chief Engineer . . . . . William Pope

## KBMX—Coalinga—1950

Frequency: 1470 Kc. . . . . Power: 500 W. d.  
Owned By . . . . . Charles E. Kelly  
Address . . . . . Box 1164  
Tel.: 935-0735 . . . . . Independent  
Sta. Rep. . . . . Grant Webb  
Owner . . . . . Charles E. Kelly  
Station Manager . . . . . Jack Miller  
Program Dir. . . . . David Barnett  
Sales Manager . . . . . Glenn Adams

## 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 . . . . . Lucas  
President . . . . . James F. Hadlock  
V.P., Gen. Mgr. . . . . Naum Healy  
Comm. Manager . . . . . Sherm Horn  
Publicity Director . . . . . Bob Cochems  
Chief Engineer . . . . . Walter Rees  
Owners of: KDAN, Eureka, Calif.

## KPLY—Crescent City—1950

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Del Norte Bcastg. Co.

Address . . . . . Box 248  
Tel.: INgersoll 4-59100 . . . . . KBS  
Station Representative . . . . . Tracy Moore  
Owners . . . . . M. C. Deaver, Virginia McWhorter  
Comm., Sta. Mgr. . . . . H. Frank Walters  
Chief Engineer . . . . . Herbert Newman

## KPOD—Crescent City—1959

Frequency: 1310 Kc. . . . . Power: 1,000 Watts, d.  
Owned By . . . . . H. Frank & Wanda M. Walters  
Address . . . . . 857 Second St.  
Tel.: IN 4-5060 . . . . . Independent  
Station Reps. . . . . Sandeberg; Gates/Hall  
President, Ch. Eng. . . . . H. Frank Walters  
General, Station Mgr. . . . . James R. Sumbler  
Sales Promo. Mgr. . . . . William R. Baker  
Program Director . . . . . Jack Chunn  
Publicity Director . . . . . Richard H. Minor  
Owners of: KWNA, Winnemucca, Nev.

## KCHJ—Delano—1951

Freq.: 1010 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Charles Herman Johns  
Address . . . . . P.O. Box 1000  
Tel.: Delano 8676 . . . . . Independent  
President, Chief Eng. . . . . Charles H. Johns  
Station Manager . . . . . Jean G. Johns  
Comm. Mgr. . . . . Jim Turner  
Program Dir. . . . . Joe McFolin

## KRDU—Dinuba—1946

Frequency: 1130 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Radio Dinuba Co.  
Address . . . . . Box 157  
Tel.: LY 1-1130 . . . . . KBS  
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 By . . . . . Tullis & Hearne Bcastg. Co.  
Address . . . . . P.O. Box 20188, San Diego  
Tel.: JU 3-9100 . . . . . Independent  
Station Representative . . . . . Robert Eastman  
President . . . . . Howard Tullis  
General, Sta. Manager . . . . . Joe Cahill  
Program Director . . . . . Noel Confer  
Chief Engineer . . . . . Ed Murphree  
Owners of: KAFY, Bakersfield; KEXM, San Berna-  
dino, both Calif.

## KAMP—El Centro—1958

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Fresno Bcastrs.  
Address . . . . . P. O. Box 1018  
Tel.: ELgin 2-2277 . . . . . Independent  
Sta. Reps. . . . . Venard, Torbet & McConnell; Webb  
General Mgr. . . . . A. Androetti  
Prog. Dir., Sales Prom. Mgr. . . . . Bob Weaver  
Chief Engineer . . . . . Arch Thistle

## KICO—El Centro—1946

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Charles R. Love



Address .....Box 861  
 Tel.: ELgin 2-1490.....ABC  
 Sta. Reprs.....Weed; Gates/Hall  
 Owner .....Charles R. Love  
 General, Comm. Manager.....W. L. Gleeson  
 Program Director.....Joseph Arnaldo

**KXO—El Centro—1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....RadioActive, Inc.  
 Business Address.....Box 140  
 Tel.: EL 2-1230.....NBC-KBS  
 President, Gen. Mgr.....Marc Haman  
 Sales Promotion Manager.....Robert Ordonez  
 Program, Publicity Dir.....Gordon Belson

**KOWN—Escondido—1958**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Palomar Broadcasting Co.  
 Address.....1226 Hale Ave.  
 Tel.: SHerwood 5-5811.....KBS  
 Pres., Gen. Mgr.....Julia C. Owen  
 Commercial Manager.....Bruce McLean  
 Program Director.....Jay Raymond  
 Chief Engineer.....Wallace A. Simonson

**KDAN—Eureka—1956**

Frequency: 790 Kc.....Power: 5 Kw.  
 Owned .....Radio KDAN  
 Address .....Box 993  
 Tel.: HI 2-0611.....Independent  
 Station Rep.....Lucas  
 President.....James F. Hadlock  
 General Mgr.....Steve Schoen  
 Commercial Mgr.....Earl Madray  
 Program Dir.....Bud Morris  
 Chief Engineer.....Guy Saleme

**KINS—Eureka—1946**

Freq.: 980 Kc.....Power: 5 Kw., c., 500 W. n.  
 Owned-Oper. By.....Eureka Bcstg.  
 Address .....Box "O"  
 Tel.: HI 2-5744.....CBS  
 Station Representative.....Grant Webb  
 Pres., Gen. Mgr.....Wendell Adams  
 Station Comm. Mgr.....Doyle Seely  
 Chief Engineer.....Dean Elliott

**KRED—Eureka—1933**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned By.....Calif. Oregon Radio Co.  
 Address.....P. O. Box 1021  
 Tel.: 443-1621.....MBS  
 Station Rep.....Adam Young  
 V.P., Manager.....Newton L. Steward  
 Opera. Manager.....Barry Adams  
 Chief Engineer.....Don King  
 Owners of: KIEM-FM-TV, Eureka.

**KDAC—Fort Bragg—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Fort Bcstg. Co.  
 Address .....2100 E. Oaks St.  
 Tel.: YO 4-3251.....Independent  
 General Manager, Ch. Eng.....Craig N. Smith

**KLIP—Fowler—1961**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned By.....Morris Mindel  
 Address.....P.O. Box 1177  
 Tel.: Fowler.....Independent  
 General Manager.....Morris Mindel

**KARM—Fresno—1938**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....H. & G. Harm Enterp-  
 Address.....7535 N. Van Ness Ave.  
 Tel.: BA 24441.....ABC  
 Representative.....Hollingbery  
 General Mgr.....George Harm  
 Program Director.....Bill Dallas  
 Chief Engineer.....Elbert Dean

**KBIF—Fresno—1947**

Frequency: 900 Kc.....Power: 1000 Watts, d.  
 Owned .....KBIF, Inc.  
 Address.....261 N. Broadway  
 Tel.: AM 6-0791.....Independent  
 President.....Norwood J. Patterson  
 General, Comm. Mgr.....Robert Hickling  
 Program Director.....Charles Turner  
 Chief Engineer.....Larry Woods

**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.....Avery-Knodel  
 Pres., Gen. Mgr.....Herbert J. Edelman  
 Chief Engineer.....Elbert Dean

**KFRE—Fresno—1936**

Frequency: 940 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Triangle Publications  
 Business-Studio Address..T. W. Patterson Bldg.  
 Tel.: AM 8-6441.....CBS  
 News Affil.....Phila. Inquirer, Phila. D. News  
 Representative.....John Blair  
 Vice President.....Roger W. Clipp  
 General Manager.....Kenneth M. Curto  
 Local Sales Manager.....Robert Steinhilber  
 Asst. Gen. Mgr. (Radio Sales)..Guy Farnsworth  
 Program Director.....Robert Klose  
 Promotion Manager.....Don Sheppard  
 Chief Engineer.....Keith L. Mealey  
 Owners of: WFIL - AM - FM - TV, Philadelphia;  
 WNEF-AM-FM-TV, Binghamton, N. Y. WFBG-  
 AM-FM-TV, Altoona, Pa.; WNHC-AM-FM-TV,  
 New Haven, Conn.; WLXH-TV, Lebanon, Pa.;  
 KFRE-AM-TV, KRFM, Fresno.

**KGST—Fresno—1949**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned By.....International Radio, Inc.  
 Address.....1244 'O' St.  
 Tel.: AM 6-9901.....Independent  
 President, Gen. Mgr.....Richard E. Ryan  
 Comm., Sales Prom. Manager....Jack Reavley  
 Program Director.....Bernardo Mendoza  
 Chief Engineer.....Stanley Thatcher

# CALIFORNIA

## KMAK—Fresno—1953

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By ..... Fresno Bcstrs.  
Address ..... 2020 McKinley Ave.  
Tel.: AM 6-9448 ..... Independent  
Station Rep. .... McGavren-Guild  
General Manager ..... T. Thrumston  
Chief Engineer ..... Ed Nickel

## 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  
Program Mgr. .... Jeff Nagle  
Sales Mgr. .... Roy Swanson  
Chief Engineer ..... William Wallace  
Owners of: KMLJ-FM-TV, Fresno; KPBK-AM-FM,  
Sacramento; KBBE, Modesto, all Calif.; KOTI,  
Reno, Nev.

## KXEX—Fresno—1962

Frequency: 1550 Kc. Power: 500 Watts d.  
Owned By ..... Atlas Broadcasting Co.  
Address ..... P.O. Box 1613  
Tel.: 233-8803 ..... Independent  
Sta. Reps., Dora-Clayton; Tele-Radio & TV Sales  
General. Sales Promo. Mgr., John W. Sonder  
Commercial Manager ..... Sylvia Sonder  
Program Director ..... Manolo Rosillo  
Chief Engineer ..... Harold O. Torosian

## KYNO—Fresno—1947

Frequency: 1300 Kc. Power: 5000 wts. d, 1000 n.  
Owned-Oper. By ..... Radio KYNO  
Address ..... 2125 N. Barton Ave.  
Tel.: CL 5-8383 ..... MBS  
Reps. .... Vernard, Torbet & McC.; Art Moore  
General Manager ..... Gene Chenault  
Program Dir. .... Dave Belman  
Nat'l. Sales Manager ..... Wayne Decker  
Chief Engineer ..... Bert Williamsor

## KPER—Gilroy—1957

Frequency: 1290 Kc. Power: 1000 Watts, d.  
Owned ..... Radio KPER  
Address ..... 59 N. Monterey St.  
Tel.: VI 2-3155 ..... KBS  
Station Representative ..... J. A. Lucas  
General Manager ..... John Gregory  
Commercial Manager ..... Ben Gutierrez  
Program. Comm. Dir. .... Dave Belman  
Nat'l Sales Manager ..... Wayne Decker  
Chief Engineer ..... Don Bernard

## KIEV—Glendale—1933

Frequency: 870 Kc. Power: 250 Watts  
Owned By ..... Southern California Bcstg. Co.  
Address ..... 106 N. Glendale Ave.  
Tel.: Chapman 5-2388 ..... Independent  
President, Gen. Manager ..... William J. Beaton  
Program Director ..... Beach Rogers  
Chief Engineer ..... Andrew Costello

## KNGS—Hanford—1948

Freq.: 620 Kc. Power: 1 Kw.  
Owned-Oper. By ..... Kings Bcstg. Corp.  
Business Address ..... P.O. Box 620  
Tel.: LUDlow 2-0361 ..... ABC  
President, Gen. Mgr. .... John C. Cohan  
Station Rep. .... H.R. Reps.  
Station Manager ..... Robie F. Shull  
Sales Promotion Mgr. .... Carl L. Switzer

## KHSJ—Hemet—1958

Frequency: 1320 Kc. Power: 500 Watts  
Owned By ..... Ramona Bcstg Co.  
Address ..... P.O. Box 1196  
Tel.: OLiver 8-7113 ..... Independent  
President, Program Dir. .... Robert T. Griffin, Sr.  
Commercial Mgr. .... Paul Sprague  
Chief Engineer ..... Al Copeland

## KGHT—Hollister—1962

Frequency: 1520 Kc. Power: 500 Watts d.  
Owned By ..... Hollister Broadcasting, Inc.  
Address ..... P.O. Box 931  
Tel.: 637-7171 ..... Independent  
President ..... Richard M. Godfrey  
General Mgr., Chief Engr. .... J. W. Warren  
Program Director ..... Diane Warren

## KDAY—Hollywood—1947

Frequency: 1580 Kc. Power: 50,000 Watts, d.  
Owned By ..... Continental Bcstg. of Calif., Inc.  
Address ..... 1549 No. Vine St.  
Tel.: HO 1-9981 ..... Independent  
Representative ..... Continental Broadcasting  
President ..... O. Wayne Rollins  
General Manager ..... Albert R. Lanphear  
Commercial Manager ..... Lon Boutin  
Program Director ..... Kelley Daniels  
Chief Engineer ..... Bob Dye  
Owners of: WCHS-AM-TV, Charleston, W. Va.;  
WNJR, Newark, N. J.; WBEE, Harvey, Ill.;  
WAMS, Wilmington, Del.; WRAP, Norfolk, Va.;  
WGEF, Indianapolis, Ind.; WPTZ, Plattsburgh,  
N. Y.; WEAR, Pensacola, Fla.

## KCHV—Indio—1954

Frequency: 970 Kc. Power: 1 Kw., d.  
Owner ..... Coachella Bcstg. Co.  
Address ..... Box 112  
Tel.: EXpress 8-5534 ..... KBS  
Representative ..... Moore & Assoc.  
Pres. .... Edward Gorges  
General, Sta. Manager ..... Ed Staples  
Comm. Mgr. .... Doug Caplette  
Chief Engineer ..... Rodney Gorges

## KREO—Indio—1946

Frequency: 1400 Kc. Power: 250 Watts  
Owned By ..... KREO, Inc.  
Address ..... P.O. Box 697  
Tel.: Diamond 7-3403 ..... Independent  
General Manager ..... Lee Ellis  
Station Manager ..... Ed. Silveira  
Chief Engineer ..... Dave Matton  
Owners of: KPRE, Riverside; KROP, Brawley,  
KYOR, Blyth,

**KTYM—Inglewood—1958**

Frequency: 1460 Kc. Power: 5 Kw. d.  
 Owned By.....A. J. Williams  
 Address.....125 S. Grevillea Ave.  
 Tel.: OREGON 8-3731.....Independent  
 President, Sta. Mgr.....A. J. Williams  
 Program Director.....Claire T. Honovich  
 Chief Engineer.....Victor M. Sanders

**KRKC—King City—1958**

Frequency 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....KRKC, Inc.  
 Address.....P.O. Box 625  
 Tel.: 385-5421.....KBS  
 Station Representative.....Sandberg  
 President.....Bob McVay  
 Program Director.....Stan White  
 Publicity Director.....Nancy Pozzi  
 Chief Engineer.....Ben Spells

**KAVL—Lancaster—1950**

Freq.: 610 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Antelope Bcstg. Co.  
 Address.....2501 West Ave.  
 Tel.: WH 2-1121.....MBS  
 President.....W. B. Carter  
 General Mgr.....H. L. Comstock

**KBVM—Lancaster—1956**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned By.....Tri-County Bcstgrs., Inc.  
 Address.....43321 N. Sierra Highway  
 Tel.: WH 2-8461.....Independent  
 Station Representative.....Gates/Hall, Inc.  
 President.....Donald Lewis  
 General, Station Mgr.....D. Dean Roper  
 Commercial Manager.....Barbara Wood  
 Publicity Dir., Chief Engr.....Jerold Miles

**KLAN—Lemoore—1960**

Frequency: 1320 Kc. Power: 1000 Watts, d.  
 Owned By.....Radio Lemoore  
 Address.....422 N. Douty St., Hanford, Calif.  
 Tel.: LU 4-4466.....Independent  
 Station Rep.....Lee F. O'Connell  
 President.....Joseph E. Gamble  
 Station Manager.....Mel Vierra  
 Commercial Manager.....Nate Alberstein  
 Program Director.....Mike Cleland  
 Chief Engineer.....Fred Volken  
 Owners of: KJOY, Stockton, Calif.; KJAX, Sacramento, Calif.

**KCVR—Lodi—1946**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned By.....Radio KCVR  
 Business Address.....P. O. Box 600  
 Tel.: EN 8-0628.....Independent  
 Station Rep.....Hollingbery  
 General Manager.....Floyd Farr  
 Station Mgr., Chief Engr.....George Sampson  
 Program Director.....Jimmy James

**KLOM—Lompoc—1962**

Frequency: 1330 Kc. Power: 1,000 Watts d.

Owned By.....Lompoc Broadcasting Co.  
 Address.....Lompoc  
 Tel.: Lompoc.....Independent  
 President, General Mgr.....Charles Trotter

**KNEZ—Lompoc—1958**

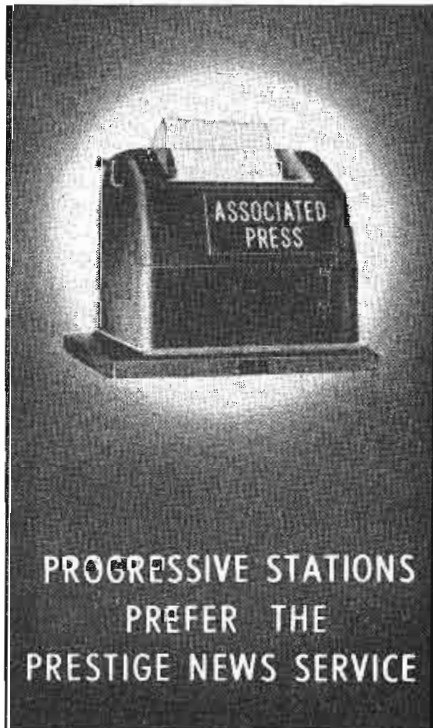
Frequency: 960 Kc. Power: 500 Watts  
 Owned By.....South Coast Bcstg.  
 Business Address.....P.O. Box 338  
 Tel.: REgent 6-3421.....Independent  
 Station Rep.....Venard, Torbet & McConnell  
 President.....M. Buchen  
 Station Mgr.....Les Leslie  
 Asst. Manager.....Alan Beach

**KFOX—Long Beach—1923**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned By.....Illinois-California Bcstg.  
 Address.....220 E. Anaheim Street  
 Tel.: HE 6-7281.....Independent  
 Station Representative.....Adam Young  
 President.....Egmont Sonderling  
 General Mgr.....Dick Schofield  
 Chief Engineer.....Al Mutter  
 Owners of: WDLA, Memphis, Tenn.; KDIA, Oakland, Calif.; WOPA-AM-FM, Oak Park, Ill.; KFOX-FM; Long Beach, Calif.

**KGER—Long Beach—1926**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By...John Brown Schools of Calif., Inc.  
 Business-Studio Address.....3745 Atlantic



# CALIFORNIA

Tel.: GARfield 7-7907.....Independent  
 President.....Dr. John E. Brown  
 Gen. Sta., Comm. Mgr.....E. William George  
 Program Director.....Irene Cook  
 Chief Engineer.....Luke Crumbaugh

## KABC—Los Angeles—1929

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....AB-PT, Inc.  
 Address.....3321 S. La Cienega Blvd.  
 Tel.: NO 3-3311.....ABC  
 Representative.....Kaiz  
 President.....Leonard H. Goldenson  
 V.P., General Manager.....Ben Hoberman  
 Sales Manager.....Douglas Campbell  
 Program Dir.....Jack Meyers  
 Sales Promotion Manager.....Jack Pavis  
 Publicity Dir.....Virginia West  
 Chief Engineer.....Art Sterman  
 Owners of: WABC AM-TV, New York; WXYZ AM-TV, Detroit; WIS, Chicago; KGO AM-TV, San Francisco; KABC AM-TV, Los Angeles; KQV, Pittsburgh; WBKB-TV, Chicago.

## KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned By.....Cleveland Broadcasting  
 Bus. Studio Address.....5773 Wilshire Blvd.  
 Tel.: WE 8-0181.....Independent  
 Station Rep.....Hollingbery  
 Gen. Comm. Mgr.....Calvin J. Smith

The  
 Conversation  
 Station  
 of Los Angeles

**KABC**  
**conversation**  
**RADIO 79**

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.....George A. Wagner  
 Station Manager.....Charles Hamilton  
 Commercial Manager.....A. William Oster  
 Sales Promo. Mgr., Pub. Dir.....Russell Smith  
 Program Director.....Pat Kelly  
 Co-Chief Eng's.....H. L. Blatterman, C. W. Mason

## KFWB—Los Angeles—1925

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Crowell-Collier Bcstg. Corp.  
 Business-Studio Add.....6419 Hollywood Blvd.  
 Tel.: HO 5-3131.....Independent  
 Representative.....Blair  
 President.....J. C. Drilling  
 General Manager.....J. J. Bernard  
 Dir. of Operations.....Theola Sanders  
 General Sales Manager.....Robert E. Sharon  
 Program Director.....Jim Hawthorne  
 Advertising Director.....Warren Earl  
 Manager of Engineering.....Ed Benham  
 Owners of: KEWB, San Francisco; KDWB, St. Paul, Minn.

## KGBS—Los Angeles—1925

Frequency: 1020 Kc.....Power 50,000 Watts d.  
 Owned By.....Standard Bcstg. Co.  
 Business-Studio Add.....338 S. Western Ave.  
 Tel.: DU 8-2345.....Independent  
 Station Rep.....Peters, Griffin, Woodward  
 President.....George B. Storer, Jr.  
 V.P., General Manager...Wendell B. Campbell  
 General Sales Manager...Edward F. McLaughlin  
 Program. Pub. Manager...William C. Thompson  
 Sales Promotion Mgr.....Robert M. Storer  
 Chief Engineer.....Ernest Underwood  
 Owners of: WJBR-AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WJLN, New York, N. Y.  
 WGBS, AM-FM, Miami, Fla.; WJBG-AM-FM, Phila., Pa.; WITF-TV, Milwaukee.

## KGFJ—Los Angeles—1926

Frequency: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Ben S. McGlashan  
 Address.....4550 Melrose Ave.  
 Tel.: NOrmandy 3-3181.....Independent  
 Station Representative.....Bernard Howard  
 General Manager.....Thelma Kirchner  
 Assistant Manager.....Juanita Bart  
 Sales Mgr.....Molly C. Low  
 Program Director.....Tom B. Hawkins  
 Chief Engineer.....Homer Obuchon

## KHJ—Los Angeles—1922

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....RKO General  
 Address.....5515 Melrose Ave.  
 Tel.: HO 2-2133.....MBS

Sta. Rep. . . . . RKO General Nat'l Sales  
 Division Director . . . . . Harry Trenner  
 Program & Prod. Mgr. . . . . Arnold Schorr  
 General Sales Mgr. . . . . Morton Sidley  
 Promotion Director . . . . . Frank Barron  
 Chief Engineer . . . . . Robert Bullock

**KLAC—Los Angeles—1924**

Freq.: 570 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned By . . . . . Hall Bcstg. Co.  
 Address . . . . . 5828 Wilshire Blvd.  
 Tel.: WE 7-0110 . . . . . Independent  
 Station Representative . . . . . Edward Petry  
 President . . . . . M. W. Hall  
 Exec. V.P., Gen. Mgr. . . . . Robert H. Forward  
 Commercial Manager . . . . . Cy Ostrup  
 Program Manager . . . . . Roger Barkley  
 Sales Promo. Manager . . . . . Gene Williams  
 Publicity Director . . . . . John Dickson  
 Transmitter Supervisor . . . . . Ross McGough

**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  
 Exec. V.P., General Mgr. . . . . Loyd Sigmon  
 V.P., Sales . . . . . Stanley Spero  
 V.P., Promotion . . . . . John M. Asher  
 Program Director . . . . . Hugh Heller  
 V.P., Engineering . . . . . Tom Crosnoe  
 Owners of: KSFO, San Francisco, Calif.; KVI,  
 Seattle, Wash.; KEX, Portland.

**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 . . . . . Robert Sutton  
 General Sales Mgr. . . . . Jim Ingraham  
 Sales Promo., Merch. Mgr. . . . . Ted Pettit  
 Dir. of Info. Services . . . . . Arthur Wittum  
 Program Director . . . . . Harfield Weedin  
 Chief Engineer . . . . . Ted Denton

**KPOL—Los Angeles—1952**

Frequency: 1540 Kc. Power 50 Kw. d. 10 Kw. n.  
 Owned-Oper. By . . . . . Coast Radio Bdcstg. Corp.  
 Address . . . . . 4628 Wilshire Blvd.  
 Tel.: WE 8-2345 . . . . . Independent  
 Station Representative . . . . . Rayerm Co.  
 President, Gen. Mgr. . . . . Hugh R. Murchison  
 Station, Comm. Mgr. . . . . Frederick Custer  
 Program Director . . . . . Robertson C. Scott  
 Chief Engineer . . . . . Conrad Sprenger

**KRKD—Los Angeles—1927**

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By . . . . . L. C. O. F. G., Inc.  
 Business-Studio Address . . . . . 1050 Montecito Drive  
 Tel.: CA 5-4116 . . . . . Independent

Station Representative . . . . . Weed Radio Corp.  
 General Manager . . . . . M. D. Buchen  
 Operations Manager . . . . . Charles Clifton  
 Program Director . . . . . Leon Tate  
 Sales Manager . . . . . Clifford Levine  
 Chief Engineer . . . . . Jim Mayfield

**XTRA—Los Angeles—1934**

Frequency: 690 Kc. . . . . Power: 50 Kw.  
 Owned By . . . . . Radio Difusora del Pacifico, S.A.  
 Address . . . . . Box 100, Tijuana, B. Cta., Mexico  
 Tel.: WEBster 7-2424 . . . . . Independent  
 Station Representative . . . . . McGavren/Guild  
 President . . . . . Lauro Villalon  
 General Sales Manager . . . . . Homer Odum  
 Managing Editor . . . . . Russ Barnett  
 Chief Engineer . . . . . Jose Marquez

**KLBS—Los Banos—1961**

Frequency: 1330 Kc. . . . . Power: 500 Watts d.  
 Owned By . . . . . Los Banos Broadcasting Co.  
 Address . . . . . P.O. Box 672  
 Tel.: 826-4996 . . . . . Independent  
 Station Representative . . . . . Pearson Nat'l Reps.  
 President . . . . . James Rose  
 General Manager . . . . . John McAdam  
 Sales Promotion Manager . . . . . Allen Olson

**KHOT—Madera—1956**

Frequency: 1250 Kc. . . . . Power: 500 Watts, d.  
 Owner . . . . . Glomar Music Bcstg. Co.  
 Address . . . . . Box 67  
 Tel.: OR 4-8888 . . . . . Independent  
 Mgr. . . . . Bob L. Moran  
 Chief Engineer . . . . . J. Bell

**KMYC—Marysville—1940**

Frequency: 1410 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned By . . . . . Carlton Bcstg. Corp.  
 Business Address . . . . . P. O. Box 631  
 Tel.: SH 2-2396 . . . . . MBS, ABC  
 Station Representative . . . . . Grant Webb  
 President . . . . . Jack Sterling  
 General, Station Mgr. . . . . Carroll V. Hansen  
 Commercial, Sales Promo. Mgr. . . . . Dale Fairlee  
 Program Director . . . . . Ruth Hansen  
 Chief Engineer . . . . . Dick Smart

**KWIP—Merced—1956**

Frequency: 1580 Kc. . . . . Power: 500 Watts, d.  
 Owned By: . . . . . Yosemite Bcstrs. Inc.  
 Address . . . . . Hotel Tioga  
 Tel.: RA 2-3838 . . . . . Independent  
 Station Reps. . . . . Bob Dore; Gates/Hall  
 President, General Mgr. . . . . Ellsworth Peck  
 Comm., Sales Promo. Mgr. . . . . Vince Palmer  
 Program Director . . . . . Vicki Daly  
 Chief Engineer . . . . . Malcolm Beavers

**KYOS—Merced—1936**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned By: . . . . . Radio Div., McBride Corp.  
 Address . . . . . 1735 "I" St.  
 Tel.: RA 2-6251 . . . . . ABC-MBS  
 Station Rep. . . . . Venard, Torbet & McConnell  
 President . . . . . T. E. McBride



# CALIFORNIA

General Station Mgr. . . . . George Weber  
Commercial Manager . . . . . Harry Carmichael  
Program Director . . . . . Michael Lundy  
Chief Engineer . . . . . Richard Jerome

## **KBEE—Modesto—1951**

Frequency: 970 Kc. . . . . Power: 1000 Watts  
Owned . . . . . McClatchy Bcstg. Co.  
Address . . . . . 14th & Eye St.  
Tel.: LA 3-7756 . . . . . CBS  
Newspaper Affil. . . . . McClatchy Newspapers  
Representative . . . . . Paul Raymer  
President . . . . . Eleanor McClatchy  
Station Manager . . . . . Thomas Flynn  
Chief Engineer . . . . . Albert Schneider  
Owners of: KFRK-AM-FM, Sacramento; KMJ-AM-  
FM-TV, Fresno; KBEE-FM, Modesto; all Calif.;  
KOH, Reno, Nev.

## **KFIV—Modesto—1950**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . KFIV, Inc.  
Address . . . . . Box 1360  
Tel.: 529-0228 . . . . . Independent  
Station Rep. . . . . Venard, Torbet & McConnell  
President . . . . . A. J. Krisik  
General Manager . . . . . Ted Wolf  
Program Director . . . . . Bob Barnett  
Opera. Manager . . . . . Gene D'Accardo  
Nat'l Commercial Mgr. . . . . Judd Sturtevant  
Chief Engineer . . . . . James Roddy

## **KTRB—Modesto—1933**

Frequency: 860 Kc. . . . . Power: 10,000 d.; 1000 n.  
Owned-Operated By . . . . . KTRB Bcstg. Co., Inc.  
Address . . . . . P.O. Box 3839  
Tel.: LA 3-0737 . . . . . Independent  
Station Rep. . . . . Venard, Torbet & McConnell  
Pres.-Gen. Station Mgr. . . . . William H. Bates, Jr.  
Comm. Sales Prom. Mgr. . . . . Richard Brown  
Chief Engineer . . . . . W. H. Bates

## **KDOL—Mojave—1961**

Frequency: 1340 Kc. . . . . Power: 100 Watts  
Owned By . . . . . Mojave Broadcasters  
Address . . . . . P.O. Box 968  
Tel.: VALLEY 4-4221 . . . . . ABC, KBS  
Owners . . . . . F. W. & A. I. Ogan  
General Manager . . . . . Wes Parson  
Program Director . . . . . Frank Stanley  
Chief Engineer . . . . . Forrest Ogan

## **KIDD—Monterey—1955**

Frequency: 630 Kc. . . . . Power: 1 Kw.  
Owned By . . . . . Monterey Pen Bcstg. Inc.  
Address . . . . . Box 1070  
Tel.: FRontier 2-8154 . . . . . Independent  
Representative . . . . . Hollingbery  
President, General Mgr. . . . . Robert Sherry  
Commercial, Prom. Mgr. . . . . Jack G. Hamilton  
Publicity Director . . . . . Victor Rugh  
Chief Engineer . . . . . J. King

## **KMBY—Monterey—1949**

Freq.: 1240 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . John Burroughs

Business Address . . . . . 651 Cannery Row  
Tel.: FR 2-4541 . . . . . Independent  
Station Rep. . . . . Venard, Torbet & McConnell  
President . . . . . John Burroughs  
General Mgr. . . . . Galyn Hammond  
Program Director . . . . . Don Hofmann  
Chief Engineer . . . . . Frank Denney

## **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  
Reps. . . . . Venard, Torbet & McC.; Cont. Radio Sales  
Gen. Mgr., Ch. Eng. . . . . David Rees  
Program Dir. . . . . Iola Huntingdon

## **KVON—Napa—1947**

Frequency: 1440 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Lawrence & Janice Lynn  
Address . . . . . 1124 Foster Road  
Tel.: BALdwin 6-2023 . . . . . MBS  
Station Representative . . . . . Pearson  
Owners . . . . . Lawrence & Janice Lynn

## **KSFE—Needles—1952**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . James Parr  
Address . . . . . P.O. Box 738  
Tel.: EAsTgate 6-2101 . . . . . MBS  
Station Rep. . . . . Grant Webb  
President . . . . . James Parr  
Commercial Manager . . . . . Leslie V. Gilbert  
Program Dir., Chief Engineer . . . . . David Barnett  
Sales Promo. Mgr. . . . . Grant Holcomb, Jr.  
Publicity Director . . . . . Lynne Holcomb

## **KABL—Oakland—1959**

Frequency: 960 Kc. . . . . Power: 1000 Watts. d.  
Owned-Oper. By . . . . . McLendon Corp.  
Address . . . . . 464 19th St.  
Tel.: TW 3-9600 . . . . . Independent  
Station Representative . . . . . McGavren/Guild  
President . . . . . Gordon B. McLendon  
General Manager . . . . . Richard H. Wilcox  
Program Director . . . . . Al Hart  
Commercial Manager . . . . . Charles Payne  
Chief Engineer . . . . . Howard Imnekus  
Owners of: KLIJ, Dallas, Tex.; KILT, Houston,  
Tex.; WSAJ, Buffalo, N. Y.; KTSJ, San Antonio,  
Tex.; WYNR, Chicago, Ill.

## **KDIA—Oakland—1942**

Frequency: 1310 Kc. . . . . Power: 1000 Watts  
Owned . . . . . KDIA, Inc.  
Business Studio Address . . . . . 327 22nd St.  
Tel.: TE 4-4262 . . . . . Independent  
Station Rep. . . . . Bernard Howard  
President, Gen. Mgr. . . . . E. Sonderling  
Station Manager . . . . . W. Conway  
Sales Prom. Manager . . . . . Pat Madden  
Program Director . . . . . John W. Doubleday  
Chief Engineer . . . . . John Rolih  
Owners of: WOPA, Oak Park, Ill.; WDIA, Mem-  
phis, Tenn.; WFOX, Long Beach, Calif.

**KEWB—Oakland—1922**

Frequency: 910 Kc. Power: 5 Kw.  
 Owned-Operated By: Crowell-Collier Bcstg. Co.  
 Business Address: 2150 Franklin St.  
 Tel.: TEmplebar 6-0910. Independent  
 Station Representative: H.R. Representatives  
 President: Joseph C. Drilling  
 General, Sta. Manager: John M. McRae  
 Sales Manager: Richard B. Ullman  
 Program Director: Arthur Nelson  
 Sales Prom. Manager: Warren Earl  
 Chief Eng.: Roswell S. Smith  
 Owners of: KFWB, Los Angeles, Calif.; KDWB, St.  
 Paul, Minneapolis.

**KUDE—Oceanside—1956**

Frequency: 1320 Kc. Power: 500 Watts  
 Owned By: Dolph-Petty Bcstg. Co.  
 Address: 2950 Canyon Drive  
 Tel.: SA 2-8294. Independent  
 President: Herbert L. Petty  
 Gen. Station Mgr.: Lyle R. Richardson  
 Comm. Manager: Larry Thomas  
 Program Director: Joe Siegle  
 Sales Prom. Manager: George Nagle  
 Chief Engineer: Mike Stevens

**KASK—Ontario—1947**

Frequency: 1510 Kc. Power: 1000 Watts  
 Owned By: D. & J. W. O'Connor, F. H. Babcock  
 Address: P.O. Box 593  
 Tel.: YUkon 2-8888. Independent  
 General Manager: Jerry Jones  
 Chief Engineer: Manuel Barraza

**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  
 Station Rep.: California Spot Sales  
 Pres., Chief Eng.: Paul R. Schneider  
 Comm., Sales Prom. Mgr.: Robert J. Mohr

**KCMJ—Palm Springs—1946**

Freq.: 1010 Kc. Pwr: 1 Kw., d.; 500 W., n.  
 Owned By: Westminster Bcstg. Corp.  
 Business Address: Box KK  
 Tel.: 325-2253. CBS  
 Station Representative: Lucas  
 President: Morris H. Bergreen  
 General, Station Manager: Patrick Raymond  
 Program Director: William Hesson  
 Chief Engineer: Glen Barnett

**KDES—Palm Springs—1956**

Frequency: 920 Kc. Power: 1000 Watts, d.  
 Owned: Cameron Bcstg. Co.  
 Address: 611 S. Palm Canyon Dr.  
 Tel.: 324-1212. Independent  
 Newspaper Affiliation: Desert Sun  
 Station Reps.: Gates/Hall, Weed  
 President, Owner: Geo. E. Cameron, Jr.  
 Gen. Station Mgr.: Norman W. Lothuis  
 Commercial Manager: Adam Waran  
 Prog. Dir., Chief Eng.: Cliff Miller  
 Owners of: KBLA, Burbank, Calif.

**KPAL—Palm Springs—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner: KPAL Bcstg. Corp.  
 Address: 1983 N. Palm Canyon Dr.  
 Tel.: 324-9171. ABC  
 Station Representative: Pearson Nat'l Reps.  
 President: Harry Maizlish  
 General, Station Mgr.: Alfred Yullen  
 Commercial Manager: Helen Quirk  
 Sales Promotion Manager: Arthur Hersh  
 Program Director: Allan Simpson, Jr.  
 Chief Engineer: Benjamin Smith  
 Owners of: KRHM-FM, Los Angeles.

**KUTY—Palmdale—1957**

Frequency: 1470 Kc. 5 Kw., d.  
 Owned By: Tarlow Associates  
 Address: P. O. Box 5  
 Tel.: Windsor 7-3107. Independent  
 Station Reps.: Harlan Oakes; Weed  
 President: Sherwood J. Tarlow  
 General, Sta. Manager: Robert B. Mitchell  
 Program Director: Bobby Vann  
 Sales Promotion Mgr.: Mike Porter  
 Chief Engineer: Jack Kautman  
 Owners of: WHUL-AM-FM, Boston, Mass.; WAKE,  
 Ware, Mass.; WLOB, Portland, Me.; WWOK,  
 Charlotte, N. C.

**KIBE—Palo Alto—1949**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By: Sundial Bcstg. Corp.  
 Address: 230 Town & Country Village  
 Tel.: DA 3-1341. Independent  
 Rep.: Walker-Rawalt  
 General Mgr.: Edward Davis

**KNGL—Paradise—1960**

Frequency: 936 Kc. Power: 500 W. d.  
 Owned By: Arthur L. Bray  
 Address: P. O. Box 1147  
 Tel.: Trinity 7-6241. ABC  
 President & Gen. Mgr.: Arthur L. Bray

**KRLA—Pasadena—1959**

Freq.: 1110 Kc. Power: 50 Kw. d., 10 Kw., n.  
 Owned-Operated By: 1110 Bcstg. Corp.  
 Address: 1401 S. Oak Knoll  
 Tel.: MU 1-6991. Independent  
 Representative: Cooke  
 President: Donald Cooke  
 General Manager: John Barrett  
 General Sales Manager: Larry Buskett  
 Sales Promotion Mgr.: Betty Hudson  
 Program Director: James Washburne  
 Chief Engineer: Jack Reeder

**KWKW—Pasadena—1942**

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw., n.  
 Owned By: Lotus Theatre Corp.  
 Address: 6233 Hollywood Blvd., Hollywood  
 Tel.: HOLLYWOOD 5-6171. Independent  
 Station Reps.: Nat'l Time Sales; Gates/Hall  
 President, Gen. Mgr.: Howard Kalmenson  
 Comm. Manager: Andy James  
 Chief Engineer: Henry Gripp

# CALIFORNIA

## **KPRL—Paso Robles—1946**

Freq.: 1230 Kc. Power: 1 Kw. d. 250 W. n.  
Owned By.....KPRL, Inc.  
Address.....32nd & Oak Streets  
Tel.: 238-1600.....MBS  
Newspaper Affiliation.....Paso Robles Press  
Station Representative.....Gates/Hall  
President, Gen. Mgr.....Arthur C. Youngberg  
Station, Com. Mgr.....Charles E. Todd  
Prog. Dir., Ch. Eng.....Joe Aleman

## **KTOB—Petaluma—1950**

Freq.: 1490 Kc. Power: 1 Kw. d. 250 W. n.  
Owned By.....Top of the Bay, Inc.  
Address.....Box 590  
Tel.: PO 3-1505.....KBS  
Station Reps.....Forjoe, United Spot Sales  
President.....William T. Stubblefield  
Commercial Manager.....Dick Fuller  
Chief Engineer.....Ken Phillips

## **KKIS—Pittsburg—1949**

Frequency: 990 Kc. Power: 5 Kw.  
Owned By.....Pace-Shear Radio  
Address.....230 East 4th St.  
Tel.: HE 2-2964.....Independent  
President, Gen. Mgr.....John H. Pace

## **KKAR—Pomona—1960**

Frequency: 1220 Kc. Power: 250 Watts  
Owned By.....Intrastate Broadcasters, Inc.  
Address.....1430 E. Phillips Blvd.  
Tel.: NATIONAL 3-3434.....Independent  
Station Rep.....J. A. Lucas Co.  
President, Gen. Mgr.....Abbott London  
Commercial Mgr.....Jay Jones  
Program Dir.....Joe Scott  
Sales Promo. Mgr.....J. R. Dick  
Chief Engineer.....Jack Calaway

## **KWOW—Pomona—1947**

Freq.: 1600 Kc. Power: 1 Kw. d. 500 W. n.  
Owned-Oper. By.....Valley Bdcstg. Co.  
Business-Studio Address.....So. Mills & Olive  
Tel.: NATIONAL 8-5541.....Independent  
Station Representative.....Harlan Oakes  
President, Gen. Mgr.....Dean H. Wickstrom  
Station, Commercial Mgr.....Jim Robinson  
Program Director.....Jim Louis  
Chief Engineer.....John Young

## **KTIP—Porterville—1946**

Freq.: 1450 Kc. Power: 1 Kw. d. 250 W. n.  
Owned By.....Gateway Bcstrs., Inc.  
Business-Studio Address.....Box 1312  
Tel.: SU 4-1450.....Independent  
President, Gen. Mgr.....Gareth F. Garland  
Program Director.....Lawrence D. Cotta  
Chief Engineer.....R. D. Edmonds

## **KACY—Port Hueneme—1958**

Freq.: 1520 Kc. Power: 10 Kw. d. 1 Kw., n  
Owned By.....KACY, Inc.  
Address.....P.O. Box 1520, Oxnard, Calif.  
Tel.: HUNter 3-1520.....Independent  
Station Rep.....Venard, Torbet & McConnell  
President.....Lincoln Dellur

V.P. Gen. Mgr.....Glenn D. Lockhart  
Sales Mgr.....Ron Thompson  
Program Dir.....Jerry Stevens  
Chief Engineer.....Bob Lee Richards

## **KBLF—Red Bluff—1946**

Freq.: 1490 Kc. Power: 1 Kw. d. 250 W. n  
Owned-Oper. By.....Victor Indust., Corp.  
Address.....405 Walnut  
Tel.: FI 2-5614.....Independent  
Station Rep.....Sandberg Co.  
President, Gen. Mgr.....Clay McGowan  
Station Mgr.....Bill Baumgarten  
Chief Engineer.....Howard Parsons  
Owners of: KYLC, Little Rock, Ark.

## **KAHR—Redding—1958**

Frequency: 1330 Kc. Power: 5000 Watts, d.  
Owned By.....Hi Fidelity Stations, Inc.  
Address.....P.O. Box 997  
Tel.: 243-5511.....KBS  
Station Rep.....Harlan G. Oakes & Assoc.  
President, Station Mgr.....Tom Kelly  
Commercial Mgr.....Hal Jackson

## **KQMS—Redding—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owner.....Radio Redding, Inc.  
Address.....Box 887  
Tel.: 243-2454.....Independent  
Station Representative.....Gates/Hall  
President.....Jean L. Carpenter  
Program Director.....Mona Carpenter  
Chief Engineer.....Jack R. Short

## **KRDG—Redding—1956**

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Redding Broadcasting Co.  
Address.....1347 Yuba St.  
Tel.: CHEstnut 3-0343.....ABC  
Station Rep.....Bernard Howard  
Station Mgr., Chf. Eng.....Howard N. Martineau  
Program Director.....Edith Martineau

## **KVCV—Redding—1937**

Frequency: 800 Kc. Power: 1000 Watts  
Owned-Oper. By.....Golden Empire Bcstg. Co.  
Address.....Hotel Redding  
Tel.: CH 3-1515.....CBS  
Station Representative.....Avery-Knodel  
President, Gen. Mgr.....Mrs. H. McClung

## **KVIP—Redding—1957**

Frequency: 540 Kc. Power: 1 Kw.  
Owned.....Shasta Bcstg. Corp.  
Address.....Box 919  
Tel.: 241-1540.....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.....Independent  
President.....B. Corren

**KLOA—Ridgecrest—1956**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Ridgecrest Bcstg. Co.  
 Address.....Box 696  
 Tel.: RI 8-9211.....Independent  
 Station Rep.....Venard, Torbet & McConnell  
 Owner, Chief Engineer.....I. Sinofsky

**KRCK—Ridgecrest—1956**

Frequency: 1360 Kc. Power: 1 Kw.  
 Owned.....Indian Wells Radio  
 Address.....350 W. Ridgecrest Blvd.  
 Tel.: RI 8-4061.....KBS  
 President.....Victor M. Farel  
 Station Mgr.....Harry Nungester  
 Chief Engineer.....Paul Byass

**KACE—Riverside—1957**

Frequency: 1570 Kc. Power: 1 Kw., d.  
 Owned.....KACE Radio, Inc.  
 Address.....7351 Lincoln Ave.  
 Tel.: OV 8-1570.....Independent  
 Station Reps.....Walker Rawalt; Harlan Oakes  
 Pres., Gen. Mgr.....Ray Lapica  
 Prog. Dir., Chief Engineer.....J. Wiseley

**KPRO—Riverside—1941**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned By.....KPRO, Inc.  
 Address.....3401 Russell Street  
 Tel.: OV 6-0260.....Independent  
 Station Rep.....Pearson  
 General Manager.....D. Taylor

**KCRA—Sacramento—1955**

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Kelly Broadcasting Co.  
 Business Studio Address.....310 Tenth St.  
 Tel.: 444-7300.....NBC  
 Sta. Representative.....Petry  
 Partner.....Robert E. Kelly  
 Partner, Gen. Mgr.....Jon S. Kelly  
 V.P., Asst. Gen. Mgr.....Howard J. Smiley  
 Commercial Mgr.....Ted Richeson  
 Program Director.....Robert Parent  
 Merchandising Manager.....Ted Hardy  
 Chief Engineer.....W. Herbert Hartman  
 Owners of: KCRA-TV-FM.

**KFBK—Sacramento—1922**

Frequency: 1530 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....McClatchy Newspapers  
 Business Studio Address.....Twenty-First & Q  
 Tel.: GI 2-0476.....CBS  
 Newspaper Affiliation.....McClatchy Newspapers  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Station Manager.....Frank M. Devaney

**KGMS—Sacramento—1952**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned By.....Capitol Bcstg.  
 Address.....1235 H St.  
 Tel.: GI 1-3133.....Independent  
 President.....Anthony C. Morici  
 Chief Engineer.....L. T. Waterman

**KRAK—Sacramento—1926**

Frequency: 1140 Kc. Power: 50 Kw.  
 Owned By.....Golden Valley Bcstg. Co.  
 Address.....Hotel Senator  
 Tel.: Gilber 1-6464.....ABC  
 Station Rep.....Adam Young  
 President, Gen. Mgr.....Manning Slater  
 Station Mgr., Publicity Director.....Jay Hoffer  
 Comm. Mgr., Prog. Dir.....Felix Adams  
 Chief Engineer.....Robert La Rue

**KROY—Sacramento—1937**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....John Carey, Inc.  
 Business-Studio Address.....1010 11th St.  
 Tel.: GI 3-2525.....Independent  
 Reps.....McGavren/Guild; Feltis/Dove/Cannon  
 President.....Lincoln Dellar  
 General, Station Mgr.....William H. Weaver  
 Comm., Sales Prom. Mgr.....Gary Willson  
 Program Director.....Buck Herring  
 Chief Engineer.....Bob Stofan

**KXOA—Sacramento—1945**

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Cal-Val Radio  
 Business Address.....Box 3094  
 Tel.: WA 5-2717.....Independent  
 Station Representative.....Howard  
 President.....Riley R. Gibson  
 Chief Engineer.....Maurice Hill

**KDON—Salinas—1935**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned By.....KDON, Inc.  
 Business Address.....425 N. Main St.  
 Tel.: HA 2-6464.....Independent  
 Station Representative.....Eastman  
 Pres., Gen. Mgr.....John B. Rushmer  
 Chief Engineer.....James Parrish

**KSBW—Salinas—1948**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Salinas Valley Bcstg. Corp.  
 Address.....238 John St.  
 Tel.: HARRISON 2-7484.....ABC  
 Station Representative.....H-R Representatives  
 Pres., Gen. Mgr.....John C. Cohan  
 Station Manager.....Richard Logan  
 Sales Promo. Mgr.....Clarke Bradley  
 Commercial Manager.....John Margraf  
 Publicity Director.....Penne Bennett  
 Program Director.....Keith Bryden  
 Chief Engineer.....Bill Hargan  
 Owners of: KVEC, KSBY-TV, San Luis Obispo,  
 Calif.; KSBW-TV, Salinas, Calif.; KNGS, Han-  
 ford, Calif.

**KCKC—San Bernardino—1947**

Freq.: 1350 Kc. Power: 500 W. d., 250 W. n.  
 Owned-Oper. By.....M. V. W. Radio Corp.  
 Business Address.....770 Mill St.  
 Tel.: TU 5-0245.....ABC  
 Station Rep.....George P. Hollingbery

# CALIFORNIA

General Mgr. . . . . Joseph H. McGillvra  
 Station Mgr. . . . . Agnes I. McGillvra  
 Program Director . . . . . Joe Cronin  
 Chief Engineer . . . . . F. Hall

## KFXM—San Bernardino—1929

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . KFXM Broadcasting Co.  
 Address . . . . . 512 Fifth Street  
 Tel.: TU 9-3636 . . . . . Independent  
 Station Representative . . . . . Eastman  
 President . . . . . Howard L. Tullis  
 General Manager . . . . . Norman Keats  
 Commercial Mgr. . . . . Bob Bunnell  
 Program Dir. . . . . Roy L. Cordell  
 Chief Engineer . . . . . Lyle Kilgore  
 Owners of: KATY, Bakersfield; KDEO, San Diego.

## KMEN—San Bernardino—1947

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Radio Associates, Inc.  
 Address . . . . . Box 1290  
 Tel.: TU 9-2651 . . . . . Independent  
 Station Representative . . . . . McGavren/Guild  
 President . . . . . Fin Hollinger  
 General Manager . . . . . Jerry A. Jolstead  
 Program Director . . . . . Bill Watson  
 Chief Engineer . . . . . James Markham

## KRNO—San Bernardino—1947

Freq.: 1240 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned . . . . . KRNO, Inc.  
 Address . . . . . 990 Colton Ave  
 Tel.: TU 5-6555 . . . . . Independent  
 Sta. Rep. . . . . Bolling  
 President . . . . . Cecil Trigg  
 Vice President . . . . . David Scribner  
 General Mgr. . . . . Hal Hirschmann  
 Operations Director . . . . . Robin Hill  
 Owners of: KONA-AM-TV, Odessa; KR0D-AM-TV,  
 El Paso; KVI, Amarillo, all Texas.

## KCBQ—San Diego—1946

Freq.: 1170 Kc. . . . . Power: 50 Kw. d; 5 Kw. n.  
 Owned-Oper. By . . . . . KCBQ, Inc.  
 Business Address . . . . . 7th Ave. at Ash  
 Tel.: BE 2-7161 . . . . . Independent  
 Representative . . . . . John Blair  
 Pres., Mgr. Dir. . . . . Lee Bartell  
 Program Director . . . . . James Neill  
 Chief Engineer . . . . . Morris Jones  
 Owners of: WOKV, Milwaukee, Wis.; WADD, New  
 York, N. Y.

## KFMB—San Diego—1941

Frequency: 540 Kc. . . . . Power: 5 Kw.  
 Owned By . . . . . Transcontinent TV Corp.  
 Bus-Studio Address . . . . . 1405 Fifth Ave.  
 Tel.: BE 2-2114 . . . . . CBS  
 Representative . . . . . Petry  
 President . . . . . David C. Moore  
 V.P., Gen. Mgr. . . . . George Whitney  
 Station Manager . . . . . Jack Kelner  
 Commercial Manager . . . . . Virgil Clemons  
 Program, Publicity Dir. . . . . Geoff Edwards

Sales Promotion Mgr. . . . . Joe Miller  
 Chief Engineer . . . . . Charles Abel  
 Owners of: WGR-AM-FM-TV, Buffalo, N. Y.;  
 WDAF-AM-TV, Kansas City; KFMR-FM-TV,  
 San Diego, Calif.; KERO-TV, Bakersfield;  
 WNEP-TV, Scranton; WDOI-AM-FM, Cleveland.

## KGB—San Diego—1922

Freq.: 1360 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . KGB, Inc.  
 Address . . . . . 4141 Pacific  
 Tel.: 297-2201 . . . . . ABC  
 Representative . . . . . H-R  
 President . . . . . Willet H. Brown  
 General Mgr. . . . . Howard L. Wheeler  
 Chief Engineer . . . . . Charles N. Duncan

## KOGO—San Diego—1926

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Time-Life Broadcast, Inc.  
 Business Address . . . . . P.O. Box 628  
 Tel.: 262-2421 . . . . . NBC  
 Representative . . . . . Katz Agency  
 President . . . . . Hugh B. Terry  
 Vice President . . . . . William E. Goetze  
 Station Manager . . . . . Wilson Edwards  
 Local Sales Mgr. . . . . U. S. Altman  
 Merchandising Dir. . . . . Bruce Seratti  
 Promotion Director . . . . . Keith Nicholson  
 Program Director . . . . . Dick Roberts  
 Chief Engineer . . . . . LeRoy Bellwood  
 Owners of: KOGO-FM-TV, San Diego; KJZ-AM-  
 FM-TV, Denver, Colo.; WBFM-AM-FM-TV, In-  
 dianapolis, Ind.; WOOD-AM-FM-TV, Grand  
 Rapids, Mich.; WTCN-AM-TV, Minneapolis,  
 Minn.

## KSDO—San Diego—1959

Freq.: 1130 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned By . . . . . Gordon Bcstg. Co.  
 Address . . . . . 1551 Camino Del Rio  
 Tel.: 297-0311 . . . . . MBS  
 Station Rep. . . . . Adam Young  
 President, Gen. Mgr. . . . . Sherwood R. Gordon  
 Station, Comm. Manager . . . . . Dwight Case  
 Sales Promo. Mgr., Pub. Dir. . . . . Danny Martin  
 Program Director . . . . . Richard L. Venturino  
 Chief Engineer . . . . . Jonas Heiser  
 Owners of: KBLZ, Phoenix.

## KSON—San Diego—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Bcacadmcor Bcstg. Corp.  
 Address . . . . . U.S. Grant Hotel  
 Tel.: 233-3131 . . . . . Independent  
 Sta. Representative . . . . . Hollingsbery  
 President . . . . . Dan McKinnon  
 General Manager . . . . . Benton Paschall  
 Program Director . . . . . Allen D. Morgan  
 Publicity Director . . . . . Carol Stevens  
 Chief Engineer . . . . . Jack Rabell

## KGIL—San Fernando—1947

Frequency: 1260 Kc. Power: 5 Kw., d; 1 Kw., n.  
 Owned-Oper. By . . . . . Buckley Jaeger Bcstg Corp.  
 Address. 13325 Van Nuys Blvd., Pacoima, Calif.  
 Tel.: TR 7-3457 . . . . . Independent  
 Station Representative . . . . . Robert Eastman  
 President . . . . . Norman Boggs



**KCBS—San Francisco—1909**

Frequency: 740 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System  
 Address . . . . . Sheraton Palace Hotel  
 Tel.: YU 2-7000 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 V.P., General Mgr. . . . . Jules Dundes  
 Commercial Mgr. . . . . Catherine Leuer  
 Sales Promotion Mgr. . . . . Robert E. Harris  
 Program Director . . . . . H. S. Basayne  
 Chief Engineer . . . . . Alan Cormack  
 Owners of: WCBS-AM-TV, New York; WBBM--  
 AM-TV, Chicago; WCAU-AM-TV, Philadelphia;  
 WEEI, Boston; KMOX-AM-TV, St. Louis;  
 KNX, Los Angeles; KNXT, Los Angeles, Calif.

**KFAV—San Francisco—1960**

Freq.: 1100 Kc. . . . . Power: 50 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . Argonaut Bcstg. Co.  
 Business Studio Address . . . . . 1470 Pine St.  
 Tel.: OR 3-4148 . . . . . Independent  
 President, General Mgr. . . . . A. J. Krisik  
 Station, Commercial Mgr. . . . . John F. Bayliss  
 Program Director . . . . . Robert Emery  
 Chief Engineer . . . . . Roger Roberts

**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 . . . . . RKO National Sales  
 President . . . . . Thomas F. O'Neil  
 General, Station Mgr. . . . . Alfred Racco  
 Sales Prom., Pub. Dir. . . . . Bill Sweeney  
 Program Dir. . . . . George Crowell  
 Chief Engineer . . . . . Thos. D. Razovich  
 Owners of: WOR-AM-TV-FM, New York; KHJ-  
 AM-TV-FM, Los Angeles; WNAZ-AM-TV;  
 WRKO-FM, Boston; CKLW-AM-FM-TV, Detroit;  
 KFRC-AM-FM, San Francisco; WGMS-AM-FM,  
 Washington; WRBQ-AM-TV, Memphis.

**KGO—San Francisco—1923**

Frequency: 810 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper By . . . . . ABC-PT, Inc.  
 Business Address . . . . . 277 Golden Gate Ave.  
 Tel.: UNDERhill 3-0077 . . . . . ABC  
 Representative . . . . . John Blair  
 General Manager . . . . . Don B. Curran  
 Sales Manager . . . . . Kenneth Leslie  
 Publicity Director . . . . . Ron Wren  
 Program Director . . . . . Leslie Stein  
 Chief Engineer . . . . . Harry N. Jacobs

**KKHI—San Francisco—1956**

Frequency: 1550 Kc. . . . . Power: 10 Kw.  
 Owned By . . . . . Atlass Bcstg. Co.  
 Address . . . . . 340 Mason St.  
 Tel.: YUKon 6-2151 . . . . . Independent  
 Station Representative . . . . . Adam Young  
 General Manager . . . . . Frank Atlass  
 Commercial Manager . . . . . Richard Gravett  
 Chief Engineer . . . . . Ken Warren

**KNBR—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 Station Mgr. . . . . William Dæcker  
 Sales Manager . . . . . Richard S. Calender  
 Merch., Prom. Mgr. . . . . Delwin H. Enzinger  
 Program Director . . . . . Jack Wagner  
 Publicity Director . . . . . Jane Morrison  
 Chief Engineer . . . . . Curtis D. Peck

**KSAN—San Francisco—1922**

Frequency: 1450 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Golden Gate Broadcasting Corp.  
 Address . . . . . 1111 Market Street  
 Tel.: MA 1-8171 . . . . . Independent  
 Sta. Reps. . . . . Bob Dore; Dora Clayton  
 General Manager . . . . . Stanley LeVine  
 National Sales Mgr. . . . . J. Walter Carroll  
 Chief Engineer . . . . . R. Skelton

**KSAY—San Francisco—1957**

Frequency: 1010 Kc. . . . . Power: 10 Kw. d.  
 Owned By . . . . . Grant R. Wrathall  
 Address . . . . . 988 Market St.  
 Tel.: EX 7-6900 . . . . . Independent  
 Station Reps. . . . . Venard, Torbet & McConnell  
 President . . . . . Grant R. Wrathall  
 General Manager . . . . . Deane Banta  
 Sales Manager . . . . . Larry Coy  
 Program Director . . . . . Gordon Woodward

**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  
 Commercial Manager . . . . . James A. Brown  
 Sales Prom., Pub. Dir. . . . . Louise Z. Jorjorian  
 Program Director . . . . . Allan Newman  
 Chief Engineer . . . . . Harry Bartolomei  
 Owners of: KMPC, Los Angeles; KVI, Seattle;  
 KEX, Portland, Oreg.

**KYA—San Francisco—1926**

Freq.: 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned By . . . . . Churchill Bcstg. Corp.  
 Business Address . . . . . 1 Nob Hill Circle  
 Tel.: EXbrook 7-2500 . . . . . Independent  
 President, Gen. Mgr. . . . . Clinton D. Churchill  
 V.P., Gen. Sales Mgr. . . . . Lewis H. Avery  
 Program Director . . . . . Bill Drake  
 Chief Engineer . . . . . Paul Beck

**KALI—San Gabriel—1946**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Tele-Broadcasters of Calif, Inc.  
 Address . . . . . 5723 Melrose Ave., Los Angeles

# CALIFORNIA

Tel.: HO 6-6161. Independent  
Station Representative ..... T.R. TV Reps  
President. .... H. Scott Killgore  
Gen. Mgr. .... James Coyle  
Chief Engineer ..... Charles McKee  
Owners of: WPOP, Hartford, Conn.; KUDI, Kansas  
City, Mo.; KOPX, San Mateo, Calif.

## KEEN—San Jose—1947

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By ..... United Bcastg. Co.  
Business Studio Address ..... Hotel De Anza  
Tel.: CY 4-0344. Independent  
Representative ..... Hollingbery  
President. .... George M. Mardikian  
Gen. Mgr. .... Floyd Farr  
Commercial Mgr. .... P. G. Philley  
Sales Prom. Mgr. .... Oscar Bradley  
Publicity Dir. .... Jean Martin  
Prog. Dir., Chief Eng. .... George Snell

## KLIV—San Jose—1946

Freq.: 1590 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By ..... Cal Radio, Inc.  
Address ..... P.O. Box 995  
Tel.: 293-8030 ..... MBS  
Station Rep. .... Bernard Howard & Co.  
Pres., Gen. Mgr. .... Riley R. Gibson  
Station, Comm. Mgr. .... Bob Sobelman  
Program Dir. .... Bob Holmes  
Chief Engineer. .... Maurice Hill  
Owners of: KXOA, Sacramento.

## 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.: 251-5170. Independent  
Station Reps. .... Oakes; NTS; Ochs  
President. .... E. L. Barker  
General Manager. .... R. E. Ryan  
Program Director. .... Ruth P. Fish  
Sales Promotion Mgr. .... E. H. Grigg  
Chief Engineer. .... Terry D. Lloyd

## KRRX—San Jose—1948

Freq.: 1500 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... San Jose Bcastg. Co.  
Address ..... P. O. Box 167  
Tel.: Cypress 2-5080. Independent  
Station Reps. .... Venard, T & McC.; A. Moore  
Pres., Gen. Mgr. .... Joe E. Levitt  
Opera. Manager. .... Frank G. Kilpatrick  
Gen. Sales Mgr. .... Chuck Christianson  
Program Dir., Pub. Dir. .... Robert W. Donnelly  
Chief Engineer. .... Herman Stalberg

## KATY—San Luis Obispo—1949

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By ..... KATY of San Luis Obispo, 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  
Program Director. .... Barbara Rice

## KSLY—San Luis Obispo—1960

Frequency: 1400 Kc. Power: 250 Watts  
Owned By ..... Berry Bcstrs., Inc.  
Address ..... 1214 Higuera  
Tel.: LI 3-9400. Independent  
Station Reps. .... Gates/Hall  
President, General Mgr. .... Reg Streeter  
Commercial Manager. .... Ray Cawein  
Sales Promotion Mgr. .... Sylvain Lassalette  
Program Director. .... John Borba  
Chief Engineer. .... Robert D. Brister

## KVEC—San Luis Obispo—1937

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.  
Owned By ..... KVEC Radio  
Address ..... P.O. Box 787  
Tel.: Liberty 3-8830. ABC  
Station Representative ..... H.R.  
President ..... John C. Cohan  
General, Station Mgr. .... Bob Brown  
Program, Pub. Director. .... Daryl Kruse  
Chief Engineer ..... Charlie Mitchell  
Owners of: KSBW-AM-FM-TV, Salinas; KNGS,  
Hanford; KSBY-TV; KVEC-FM, Luis Obispo.

## KOFY—San Mateo—1946

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By ..... Intercontinental Radio  
Address ..... 100 California St., San Francisco  
Tel.: YU 2-9933. Independent  
President. .... H. Scott Kilgore  
Gen. Mgr. .... F. T. Crennan  
Sales Promotion Mgr. .... Al Bullock  
Program Director. .... Charles Lynn  
Chief Engineer. .... Carl Roliff  
Owners of: WPOP, Hartford, Conn.; KUDL, Kan-  
sas City, Mo.; KALL, San Gabriel, Calif.; KUFY,  
Redwood City, Calif.

## 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  
Station Representative. .... George Hopewell  
President. .... Roy A. Brown  
Gen. Mgr., Chief Eng. .... Hugh Turner  
Commercial Mgr. .... C. F. Pendleton  
Program Director. .... Bill Thompson  
Publicity Dir. .... Karl Barron

## KWIZ—Santa Ana—1926

Freq.: 1480 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned. .... Volce of the Orange Empire Inc.  
Business Address ..... 105 E. 5th St.  
Tel.: KI 7-5581. Independent  
Station Reps. .... Gates/Hall; Weed Radio  
President, General Mgr. .... Ernest L. Spencer  
Station Manager. .... George C. Allen  
Commercial Manager. .... Reid McLeod  
Program Director. .... Jim S. Harrison  
Chief Engineer. .... William Harmegnies

## KACL—Santa Barbara—1962

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned By ..... Riviera Broadcasting Co.

Address ..... Radio Square  
 Tel.: Woodland 3-1436 ..... Independent  
 President ..... R. P. Dolley  
 V.P., General Mgr. .... R. L. Hagadone  
 Program Director ..... Tom McManus  
 Chief Engineer ..... Bern Solyn

**KDB—Santa Barbara—1935**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KDB Broadcasting Co.  
 Address ..... Mar Monte Hotel  
 Tel.: 966-4131 ..... Independent  
 Station Reps. .... Gates/Hall; Weed  
 Gen. Comm. Mgr. .... Len Menard  
 Chief Engineer ..... Dick Johnston

**KIST—Santa Barbara—1946**

Freq.: 1340 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By ..... Western States Radio  
 Business-Studio Address ..... 735 State St.  
 Tel.: WO 6-3981 ..... Independent  
 Representative ..... George P. Hollingbery  
 Pres., Gen. Mgr. .... J. P. Wardlaw, Jr.  
 Comm. Sta. Mgr. .... Robert L. Jones  
 Chief Engineer ..... Ray Kubly

**KTMS—Santa Barbara—1937**

Frequency: 1250 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... News-Press Publish. Co.  
 Business-Studio Address ..... News-Press Bldg.  
 Tel.: WO 6-3911 ..... ABC-NBC  
 Representative ..... Paul H. Raymer  
 President ..... Thomas M. Storke  
 Gen. Mgr. .... Joe Benes

**KSCO—Santa Cruz—1947**

Freq.: 1080 Kc. .... Power: 10 Kw. d., 500 W. n.  
 Owned-Operated By ..... Radio Santa Cruz  
 Business Address ..... 2300 Portola Drive  
 Tel.: 475-1080 ..... Independent  
 Station Rep. .... Grant Webb & Co.  
 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 ..... ABC  
 Station Rep. .... Venard, Torbet & McConnell  
 Pres., Gen., Sta. Mgr. .... James H. Ranger  
 Comm. Promo Mgr. .... Ed J. Zuchelli  
 Program, Publicity Mgr. .... Ed Mack  
 Chief Engineer ..... Fred Ray

**KSEE—Santa Maria—1961**

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Cal-Coast Broadcasters  
 Address ..... P.O. Box 442  
 Tel.: WALnut 2-1777 ..... Independent  
 Station Representative ..... George Hollingbery  
 General Manager ..... Edward E. Urner  
 Station Manager ..... Bill Sinclair  
 Program Director ..... Pete Moller  
 Chief Engineer ..... Phil Wahl

**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  
 Managers. James M. Hagerman, John I. Groom

**KSPA—Santa Paula—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KSPA Radio  
 Address ..... 110 Middle Road  
 Tel.: JACKson 5-6333 ..... Independent  
 General Manager ..... Frank James

**KHUM—Santa Rosa—1959**

Frequency: 1580 Kc. .... Power: 500 Watts d.  
 Owned By ..... Bay Area Electronics, Inc.  
 Address ..... 2200 Santa Rosa Ave.  
 Tel.: LIBerty 5-1881 ..... Independent  
 General Mgr. .... Richard N. Taylor

**KJAX—Santa Rosa—1959**

Freq.: 1150 Kc. .... Power: 5000 W. d., 500 W. n.  
 Owned By ..... KJAX, Inc.  
 Address ..... Hotel Santa Rosa  
 Tel.: LIBerty 5-9060 ..... Independent  
 President ..... J. K. Withers

**KSRO—Santa Rosa—1937**

Frequency: 1350 Kc. .... Power: 5,000 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 Dir. .... Merle Ross  
 Sales Promotion Mgr. .... Gordon Loifgren  
 Publicity Director ..... Jim Grady  
 Chief Engineer ..... Hilmar Cann

**KVRE—Santa Rosa—1962**

Frequency: 1460 Kc. .... Power: 1 Kw. d.  
 Owned By ..... Santa Rosa Bcstg. Co.  
 Address ..... 2555 Bennett Valley Road  
 Tel.: LIBerty 5-2024 ..... Independent  
 Station Rep. .... Grant Webb  
 President ..... Thomas L. Brennen  
 General Manager ..... Joseph T. Nixon  
 Station Mgr. .... Ralph Emery  
 Commercial Mgr. .... Bert Pinkerton  
 Sales Promotion Mgr. .... Arlene Brennen  
 Program Director ..... Miles Richmond  
 Publicity Director ..... Biff Collie  
 Chief Engineer ..... Jim Young

**KVML—Sonora—1949**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned By ..... Sonora Bcstg. Co.  
 Address ..... Box 967  
 Tel.: JE 2-7426 ..... ABC-KBS  
 Station Representative ..... Grant Webb  
 President, Chief Engineer ..... R. P. Bowen  
 Commercial Manager ..... John Camp

**KJOY—Stockton—1947**

Frequency: 1280 Kc. .... Power: 1000 Watts

# CALIFORNIA

Owned-Oper. By... Joseph Gamble Stations, Inc.  
Business-Studio Address... 110 N. Eldorado St.  
Tel.: HOWard 6-2844..... Independent  
Station Representation..... McGavren Guild  
President..... J. E. Gamble  
General Manager..... Ort Loithus  
Commercial Manager..... Ken Minyard  
Sales Prom. Mgr..... Carolyn Pribyl  
Program Director..... Ron Reynolds  
Publicity Dir..... Alan Oak  
Chief Engineer..... James Tracewell  
Owners of: KLAN, Lemoore, Calif.

## **KSTN—Stockton—1949**

Freq.: 1420 Kc....Power: 5000 W. d., 1 Kw. n.  
Owned-Operated By... San Joaquin Bcstg. Co.  
Business Address..... 2171 Ralph Ave.  
Tel.: HOWard 4-7338..... Independent  
Representative..... Hollingbery  
President..... Knox La Rue  
Station Manager..... Coy Baker  
Program Director..... Ray Golden  
Chief Engineer..... Jerry Brock

## **KWG—Stockton—1921**

Freq.: 1230 Kc....Power: 1 Kw. d., 250 W. n.  
Owned By..... Royal Bear Bcstrs.  
Address..... P.O. Box 5007  
Tel.: HOWard 5-2611..... ABC  
Station Rep..... Venard, Torbet & McConnell  
President, Gen. Mgr..... Roland B. Vaile  
Station, Comm. Mgr..... Ted Carlsen  
Program Director..... Ed Jeffery  
Chief Engineer..... John Moline

## **KSUE—Susanville—1948**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 wts. n.  
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: 1000 Watts d.  
Owned-Oper. By..... Mann Bcstg. Co.  
Business Address..... P.O. Box "WW"  
Tel.: ROger 5-6101..... KBS  
Station Manager..... Gerald Mann  
Program Director..... Louise E. Mann

## **KHOE—Truckee—1959**

Freq.: 1400 Kc....Power: 1 Kw. d., 250 W. n.  
Owned By..... Calif.-Nev. Bcstg. Co.  
Address..... Box 247  
Tel.: LU 7-9986..... MBS  
Station Representative..... Pearson  
President..... Robert Sherman  
General Manager..... L. L. Spangenburg  
Chief Engineer..... J. Lansman

## **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  
Station Rep..... Sandeberg  
Pres., Gen. Mgr..... Keith Munger  
Commercial Manager..... Dane Simpson  
Program Director..... Casey Santos  
Chief Engineer..... Elbert Dean

## **KGEN—Tulare—1956**

Frequency: 1370 Kc....Power: 1 Kw.  
Owned By..... Melden Bcstg. Co.  
Address..... Box 122, Hanford, Calif.  
Tel.: MU 6-3406..... Independent  
Sta. Representative..... Webb  
President..... Meldean Upp  
Station Mgr..... Donna Dean Upp  
Publicity Dir..... Rodney Hardin  
Chief Engineer..... D. Lee  
Owners of: KBMS, Coalinga.

## **KCEY—Turlock—1949**

Frequency: 1390 Kc....Power: 5000 Watts  
Owned-Oper. By..... KTUR, Inc.  
Address..... P. O. Box 1390  
Tel.: ME 2-1390..... KBS-ABC  
Station Representative..... Gates/Hall  
President..... Harrison M. Fuerst  
General, Station Mgr..... Jay Drennan  
Comm., Sales Prom. Mgr..... Howard Allred  
Program Director..... James P. Francois  
Chief Engineer..... Mel Freedman

## **KDHI—Twenty-Nine Palms 1961**

Frequency: 1250 Kc....Power: 1000 W. d.  
Owned By..... Hi-Desert Bcstg. Corp.  
Address..... Box 908  
Tel.: 367-2345..... Independent  
Station Reps..... Continental; H. Oakes  
President, General Mgr..... Art Sipherd  
Commercial Mgr., Chief Eng..... George Osborn

## **KMSL—Ukiah—1960**

Frequency: 1250 Kc....Power: 500 Watts d.  
Owned By..... Edward B. Mulrooney  
Address..... P.O. Box 645  
Tel.: HOMestead 2-8621..... MBS  
Station Rep..... Pearson Nat'l Reps.  
President, General Mgr..... Ed Mulrooney

## **KUKI—Ukiah—1950**

Freq.: 1400 Kc....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By..... Radio Station KUKI  
Address..... P. O. Box 638  
Tel.: HO 2-4771..... KBS  
Owner..... Marguerite Siems  
General Mgr. Ch. Eng..... John Franklin

## **KNBA—Vallejo—1947**

Frequency: 1190 Kc....Power: 250 Watts d.  
Owned By..... M. Elizabeth Reid  
Business Address..... Box 1112  
Tel.: MI 4-8944..... Independent  
Station Rep..... Gates/Hall  
General Manager..... Don Curzon

# CALIFORNIA-COLORADO

## KUDU—Ventura—1948

Frequency: 1590 Kc. Power 1000 Watts  
 Owned By.....Tri-County Public Service  
 Business Address.....South Mills Road  
 Tel.: Miller 2-2125.....Independent  
 Station Reps.....Oakes & Walker-Rawall  
 General, Sta. Mgr.....Claude E. Brimm  
 Commercial Mgr.....David Schwartz

## KVEN—Ventura—1947

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Coast Ventura Co.  
 Address.....Box 1611  
 Tel.: MI 3-8675.....MBS  
 Station Rep.....Pearson Nat'l Reps.  
 President.....Carroll Hauser  
 Station Manager.....Sid Held  
 Sales Manager.....Mike Thomas  
 Program Dir., Chief Engr.....Fred Hall

## KCIN—Victorville—1961

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned By.....Victor Valley Bcstrs., Inc.  
 Address.....Victor Valley Shopping Center  
 Tel.: Chapel 5-8635.....Independent  
 Station Rep.....Venard, Torbet & McConnell  
 President.....Jerry Carr  
 Commercial Manager.....D. Wood  
 Program Director.....S. Janwick  
 Chief Engineer.....R. Calia

## KONG—Visalia—1949

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Airwaves, Inc.  
 Address.....Box 1429  
 Tel.: RE 4-5811.....Independent  
 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 8-2145.....Independent  
 President.....E. J. Peters  
 Chief Engineer.....Herbert J. Ratzlaff

## KOMY—Watsonville—1937

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....KOMY, Inc.  
 Business Address.....40 Atkinson Lane  
 Tel.: Parkway 4-5641.....MBS  
 Station Representative.....Pearson  
 President.....Robert Dolph

## KSYC—Yreka—1947

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Northern Bcstg. Co.  
 Address.....Lawrence Lane, S. Oregon St.  
 Tel.: VI 2-4158.....ABC  
 President.....R. W. Lake  
 Sta., Comm. Manager.....Holt C. Wardrip

## KAGR—Yuba City—1953

Frequency: 1450 Kc. Power: 100 Watts  
 Owned By.....Ballard & Behr  
 Address.....826 Plumas St.  
 Tel.: SH 3-7343.....KBS  
 General Manager.....B. Ballard

## KUBA—Yuba City—1947

Freq.: 1600 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By.....Peachbowl Bcstrs., Inc.  
 Address.....424 5th St., Marysville, Calif.  
 Tel.: 743-7309.....Independent  
 Station Rep.....Gates/Hall  
 Pres., Co-Owner.....C. V. Ullom  
 Gen. Mgr., Co-Owner.....Roger R. Hunt  
 Station Manager.....Lloyd Klemp  
 Commercial Manager.....Robert McCann  
 Sales Promotion Mgr.....Don Taylor  
 Program Director.....Ric Young  
 Publicity Director.....Hedley Hall  
 Chief Engineer.....Carl W. Pendergraft

Pop.: 1,850,000  
 Families: 515,500

# Colorado

Radio Homes: 502,000  
 AM Stas. in State: 61

## KGIW—Alamosa—1929

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....KGIW  
 Address.....P. O. Box 179  
 Tel.: Juniper 9-2569.....ABC-KBS-MBS  
 Rep.....Avery-Knodel  
 General Mgr., Chief Engineer.....Lloyd Allen  
 Comm. Manager.....Katholeen Allen  
 Sales Prom. Mgr., Pub. Dir.....Dave Melton  
 Program Director.....Ken Fenter

## KDAB—Arvada—1962

Frequency: 1550 Kc. Power: 10 Kw. d.  
 Owned By.....Denver Area Bcstrs.  
 Address.....P.O. Box 1  
 Tel.: 421-1550.....Independent

General Manager.....Ron Curtis  
 Commercial Manager.....Joe Sutton  
 Program Director.....Jack Diamond  
 Sales Promotion Dir.....Marlene Williams  
 Chief Engineer.....Stan Ransom

## KBOL—Boulder—1946

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Boulder Radio KBOL, Inc.  
 Address.....Box 146  
 Tel.: HI 2-2242.....ABC  
 Station Rep.....Holman  
 Pres., Gen. Mgr.....Russel Shaffer  
 Commercial Manager.....Gene Palm  
 Program Director.....Roger Cracraft  
 Chief Engineer.....Fred Bodenham



# COLORADO

## **KBRN**—Brighton—1956

Frequency: 800 Kc. Power: 500 Watts  
Owned By: Mile High Bcstg. Co.  
Business Address: 77 South 4th Ave.  
Tel.: 799  
General Manager: A. Steinbach  
Chief Engineer: William Dexter

## **KRLN**—Canon City—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Royal Gorge Bcstrs., Inc.  
Address: P.O. Box 858  
Tel.: 275-2400  
Station Rep.: ABC-KBS-MBS  
President, Gen. Mgr.: Edward Petry & Co.  
Chief Engineer: Ray M. Beckner  
L. Jay Aldridge

## **KPIK**—Colorado Springs—1957

Frequency: 1580 Kc. Power: 5 Kw. d.  
Owned: Western Bcstg. Co.  
Address: Box 2422  
Tel.: 634-1503  
President: D. P. Pinkston  
General Manager: Don Drennan  
Commercial Manager: L. C. Jackson  
Program Director: Kenney Randol  
Chief Engineer: James Green  
Owners of: KZUP, Amarillo; KDAV, Lubbock;  
KPEP, San Angelo; all Texas.

## **KRDO**—Colorado Spgs.—1947

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Pikes Peak Bcstg. Co.  
Business-Studio Address: 399 S. 8th St.  
Tel.: ME 2-1515  
Station Representatives: Independent  
AT&T; McGuire  
Pres., Gen. Mgr.: Harry W. Hoth, Jr.  
Station Manager: Wesley W. Bradley, Jr.  
Chief Engineer: C. Upton  
Owners of: KRDO-TV.

## **KSSS**—Colorado Springs—1959

Frequency: 740 Kc. Power: 1 Kw. d.; 250 wts. n.  
Owned-Oper. By: Hill-Smith Bcstg. Co.  
Address: Antlers Hotel Penthouse  
Tel.: 634-5511  
Station Representative: Independent  
Hal Holman  
President, Gen. Mgr.: J. D. Hill  
Sales Promotion Mgr.: John Dunne  
Program Director: Bob Mansur  
Chief Engineer: Jay Blakesley

## **KVOR**—Colorado Springs—1921

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By: KVOR, Inc.  
Address: Broadmoor Hotel  
Tel.: 632-3536  
Station Representative: CBS  
President: Harrison Fuerst  
General Manager: S. Singer  
Chief Engineer: W. Robson

## **KYSN**—Colorado Springs—1956

Freq.: 1460 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Oper. By: KYSN Bcstg. Co.  
Address: 30 S. Tejon St.

Tel.: 633-2608  
Independent  
Station Representative: Spot Time Sales  
Pres., Gen. Mgr.: Donald T. Harding, Jr.  
Commercial Manager: John H. Lambert  
Program Director: Gene Towne  
Chief Engineer: Walt Hart

## **KVFC**—Cortez—1955

Freq.: 740 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: KVFC, Inc.  
Address: Box 740  
Tel.: LO 5-3463  
President: ABC-KBS  
Jack Hawkins  
Station, 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  
Station Mgr.: Dick Bonderud  
KBS

## **KDTA**—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Monarch Broadcasting Co.  
Address: P.O. Box 452  
Tel.: TR 4-4544  
President, Gen., Sta. Mgr.: D. E. Towne  
Prog. Dir.: Rose Mary Towne

## **KBTR**—Denver—1961

Frequency: 710 Kc. Power: 5000 Watts  
Owned By: Mullins Bcstg. Co.  
Address: 1089 Bannock St.  
Tel.: 266-3601  
Station Rep.: ABC  
Edward Petry & Co.  
President: John C. Mullins  
General Manager: Jackson Fleming  
Commercial Manager: Bob Fehr  
Program Director: Hal Starr  
Sales Prom. Mgr., Pub. Dir.: Dick Braun  
Chief Engineer: Joe Finch  
Owners of: KBTU, Denver.

## **KDEN**—Denver—1956

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned: KDEN Broadcasting Co.  
Address: 1601 West Jewell Ave.  
Tel.: WE 5-3525  
Station Representative: Independent  
The Meeker Co.  
President, Sta. Mgr.: E. E. Koepke  
Gen. Mgr., Pub. Dir.: Frank E. Amole, Jr.  
Program Dir.: Lloyd Knight  
Chief Engineer: Wall Wilson

## **KFML**—Denver—1955

Frequency: 1390 Kc. Power: 1000 Watts d.  
Owned By: Fine Arts Bcstg. Co.  
Address: 262 Fillmore St.  
Tel.: DEXter 3-1509  
Station Representative: Independent  
Meeker  
President: Bill Daniels  
General Manager: James F. Brown  
Commercial Manager: Michael Mango  
Sales Promotion Mgr.: Tim O'Connor  
Chief Engineer: Howard Dempsey

**KFSC—Denver—1954**

Frequency: 1220 Kc. Power: 1 Kw.  
 Owned..... Francisco V. Sanchez  
 Address..... 2185 Broadway  
 Tel.: AC 2-8935..... Independent  
 Station Representative..... Oakes  
 President..... F. V. Sanchez  
 Station Mgr..... Levi Beall

**KHOW—Denver—1925**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned By..... TCA Bcstg. Corp.  
 Address..... Petroleum Club Bldg.  
 Tel.: AMherst 6-2611..... Independent  
 Representative..... Peters, Griffin, Woodward  
 Ch. Exec. Officer, Sta. Mgr.... Thomas B. Wilson  
 General Sales Mgr..... W. W. Fillingham  
 Assistant to Gen. Mgr..... Kay Howe  
 Program Director..... Harvey Ellsworth  
 Chief Engineer..... Lonnie Licata

**KIMN—Denver—1922**

Frequency: 950 Kc. Power: 5 Kw.  
 Owned By..... KIMN Bcstg. Co.  
 Address..... 5350 W. 20th Ave.  
 Tel.: 237-2734..... Independent  
 Station Representative..... John Blair  
 President..... J. C. Hunter  
 General Manager..... K. E. Palmer  
 National Sales Mgr..... Thomas Duggan  
 Local Sales Mgr..... L. T. Jones  
 Sales Promotion Mgr..... Sandra Johnson  
 Program Director..... Glenn Bell  
 Publicity Director..... Judy Wilkinson  
 Chief Engineer..... Sheridan Gilbert

**KLIR—Denver—1953**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... KLIR, Inc.  
 Address..... 6535 W. Jewell  
 Tel.: WA 2-1189..... KBS  
 Sta. Representative..... Biddick  
 Pres., Gen. Manager..... G. B. Anderson  
 Station Manager..... Harold G. Kineacid  
 Commercial Manager..... Bert Tracy  
 Program Director..... F. L. Anderson  
 Chief Engineer..... D. M. Smith  
 Owners of: KJSK, Columbus, Neb.; KCLO-AM-  
 FM, Leavenworth, Kan.; KJRG-AM-FM, New-  
 ton, Kan.

**KLZ—Denver—1920**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned By..... Time-Life Bcst. Inc.  
 Business-Studio Address..... 131 Speer Blvd.  
 Tel.: MA 3-4271..... CBS  
 Representative..... Katz  
 President, Gen. Mgr..... Hugh B. Terry  
 Station Mgr..... E. Lee Fondren  
 Local Sales Mgr..... Lew Hunter  
 Promotion Manager..... Robert J. Stewart  
 Program Dir..... Charles Roberts  
 Chief Engineer..... Gene Jenkins  
 Owners of: WFBI AM-FM-TV, Indianapolis;  
 WOOD-AM-TV, Grand Rapids, Mich.; WTCN-  
 AM-TV, Minneapolis; KLZ-FM, Denver, Colo.;  
 KOGO-AM-FM-TV, San Diego, Calif.

**KOA—Denver—1924**

Frequency: 850 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Metropolitan TV Co.  
 Address..... P.O. Box 5012  
 Tel.: CHerry 4-4141..... NBC  
 Representative..... Christal  
 President..... William W. Grant  
 Exec. V.P., Gen. Mgr..... Ralph Radetsky  
 Commercial Manager..... Gene Grubb  
 Promotion, Merch. Mgr..... Steve Fox  
 Program Director..... Jim Atkins  
 Chief Engineer..... Sid Davidson  
 Owners of: KOA-FM-TV, Denver; KOAA-TV,  
 Pueblo, Colo.

**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..... MBS  
 Station Representative..... McGavren-Guild  
 Pres., Gen. Mgr..... W. L. Armstrong  
 Commercial Manager..... Robert N. Kindred  
 Chief Engineer..... James Church

**KTLN—Denver—1948**

Frequency: 1280 Kc. Power: 5 Kw.  
 Owned-Operated By..... Radio-Denver, Inc.  
 Address..... 1160 East Colfax Ave.  
 Tel.: AC 2-4811..... Independent  
 Station Representative..... Eastman  
 Pres., Gen. Mgr..... Richard B. Wheeler  
 Program Director..... Joe Finan  
 Commercial Manager..... Kay Trott  
 Publicity Director..... George Tews  
 Chief Engineer..... Lee Arnett  
 Owners of: KRIZ, Phoenix.

**KDGO—Durango—1958**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By..... Basin Bcstg. Co., Inc.  
 Address..... 3112 Main St.  
 Tel.: 247-1407..... ABC  
 President..... Robert Tobey

**KIUP—Durango—1935**

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... KIUP, Inc.  
 Address..... P. O. Box 641  
 Tel.: 247-4464..... KBS  
 Station Reps..... Masla; Venard, Torbet & McC  
 President, General Mgr..... Ralph L. Atlas  
 Commercial Mgr..... Al Gare  
 Chief Engineer..... Frank Toomey

**KGMC—Englewood—1952**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned By..... MacLee Radio Corp.  
 Address..... 3 W. Princeton  
 Tel.: SU 1-4481..... Independent  
 Pres., Gen. Mgr..... Robert B. McWilliams  
 Assistant Mgr..... Tim Sullivan  
 Chief Engineer..... D. F. White

**KCOL—Ft. Collins—1947**

Frequency: 1410 Kc. Power: 1000 Watts

## COLORADO

**Owned-Oper. By**... Northern Colo. Bcstg. Co.  
**Address**... 1612 La Porte  
**Tel.**: 482-5991... ABC  
**Station Reps.**... Edward Petry & Co.  
**Pres., Gen. Mgr.**... Ellis Atteberry  
**Commercial Manager**... Lloyd Walker  
**Program Director**... Jerry Webb  
**Chief Engineer**... Joe Kilgore

### **KZIX—Fort Collins—1959**

**Frequency**: 600 Kc. ... **Power**: 1000 Watts d.  
**Owned By**... Horsetooth Bcstg. Co., Inc.  
**Address**... Central Bldg.  
**Tel.**: 484-0466 ... MBS-KBS  
**Station Representative**... Holman  
**President**... Les Ware  
**General Manager**... Ken Roberts  
**Program Director**... Bill Pollard  
**Chief Engineer**... Jim Kuykendall  
**Owners of**: KLPW, Union; KYRO, Potosi; KJPW, Waynesville; KEME, Laramie, Mo.

### **KFTM—Fort Morgan—1950**

**Frequency**: 1400 Kc. ... **Power**: 250 Watts  
**Owned-Oper. By**... Morgan County Bcstg. Co.  
**Address**... Highway 6 & 34  
**Tel.**: 867-5674 ... KBS  
**Gen. Station Manager**... Mason Dixon  
**Commercial Manager**... Phyllis Lovejoy  
**Prog. Dir., Chief Eng.**... 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

### **KICM—Golden—1957**

**Frequency**: 1250 Kc. ... **Power** 1000 Wis. d.  
**Owned By**... Norman Broadcasting  
**Address**... P.O. Box 15469, Denver  
**Tel.**: 279-5595 ... Independent  
**Owner, Gen. Mgr.**... George I. Norman, Jr.  
**Station Manager**... Gerald Fay  
**Commercial Manager**... Dan Norman  
**Sales Promo. Mgr., Pub. Dir.**... John Morrill  
**Program Director**... Robert Lee  
**Chief Engineer**... Charles Brandt  
**Owners of**: KSYN, Ogden, Utah.

### **KEXO—Grand Junction—1948**

**Frequency**: 1230 Kc. ... **Power**: 250 Watts  
**Owned-Oper. By**... Voice of Western Colo., Inc.  
**Address**... 2508 North Ave.  
**Tel.**: 243-1230 ... ABC  
**Representative**... Edward Petry & Co.  
**President**... D. Spencer Grow  
**Vice Pres., Gen. Manager**... Abbott Tessman  
**Commercial Manager**... Al Schultz  
**Sales Promo. Mgr., Prog. Dir.**... Doc Lemon  
**Publicity Director**... Mildred Fuller  
**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.  
**Address**... P. O. Box 270  
**Tel.**: 242-5000 ... CBS  
**Representative**... Hal Holman  
**Pres., Gen. Mgr.**... Rex Howell  
**V.P., Station Mgr.**... Robert McMahan  
**Program Director**... Jack Welch  
**Chief Engineer**... James Meyer  
**Owners of**: KGLN, Glenwood Springs; KREN-FM-TV, Grand Junction; KREY-TV, Montrose; all Colo.

### **KSTR—Grand Junction—1957**

**Frequency**: 620 Kc. ... **Power**: 5 Kw., d.  
**Owned**... Mountain States Bcstg. Corp.  
**Address**... Box 1110  
**Tel.**: 243-1722 ... Independent  
**Station Reps.**... Pearson Nat'l Reps.  
**President, Gen. Mgr.**... E. Anson Thomas  
**Station, Program Manager**... Jack B. Lewis  
**Sales Promotion Mgr.**... Jim Schaeffer  
**Publicity Dir.**... Jim Biber  
**Chief Engineer**... Norm Price

### **KWSL—Grand Junction—1961**

**Frequency**: 1340 Kc. ... **Power**: 250 Watts  
**Owned By**... Mesa Bcstg. Co.  
**Address**... 200 N. Sixth St.  
**Tel.**: CHapel 2-7800 ... Independent  
**General, Comm. Mgr.**... Wally Geiger  
**Chief Engineer**... M. L. Davis

### **KFKA—Greeley—1921**

**Frequency**: 1310 Kc. ... **Power**: 1000 Watts  
**Owned-Oper. By**... Mid-Western Radio Corp.  
**Address**... P.O. Box K  
**Tel.**: 352-4421 ... Independent  
**Newspaper Affil.**... Record Stockman, Inc.  
**Representative**... Hal Holman  
**President**... H. E. Green  
**Gen. Station Manager**... Ralph H. Green  
**Comm. Mgr.**... Mrs. Virginia Sears  
**Sales Promotion Mgr.**... Lorene Briggs  
**Program Director**... Mae Hansen  
**Chief Engineer**... Harry Brewer

### **KYOU—Greeley—1948**

**Frequency**: 1450 Kc. ... **Power**: 1 Kw. d., 250 W. n.  
**Owned-Oper. By**... Meroco Bcstg. Co.  
**Address**... 2424 Sixth Ave.  
**Tel.**: ELgin 2-0262 ... ABC-KBS-MBS  
**Pres., Gen. Manager**... Ellwood Meyer

### **KGUC—Gunnison—1960**

**Frequency**: 1490 Kc. ... **Power**: 250 Watts  
**Owned By**... Roger W. Pepperd  
**Address**... 1st Nat'l Bank Bldg.  
**Tel.**: 871 ... ABC-MBS-KBS  
**General, Sales Mgr.**... Roger W. Pepperd  
**Program Director**... Enid C. Pepperd  
**Chief Engineer**... Robert Edelen

### **KBZZ—La Junta—1937**

**Frequency**: 1400 Kc. ... **Power**: 250 Watts

Owned-Oper. By.....Grady F. Maples  
 Address.....Box 485  
 Tel.: DUdley 4-2541.....Independent  
 Representative.....Indie Sales  
 General Manager.....C. J. Logan  
 Station Manager.....Reed Harris  
 Chief Engineer.....Donald W. Maples

**KLAK—Lakewood—1955**

Freq.: 1600 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Lakewood Bcstg. Service  
 Address.....1315 Oak St., Denver, Colo.  
 Tel.: CH 4-8681.....Independent  
 Station Reps.....Meeker; Chas. Bernard  
 President, General Mgr.....Ed Scott  
 Chief Engineer.....Jim Wayne

**KLMR—Lamar—1948**

Freq.: 920 Kc....Power: 1000 W. d., 500 W. n.  
 Owned By.....KLMR, Inc.  
 Address.....P. O. Box 890  
 Tel.: 336-2206.....ABC  
 President.....Douglas Kahle  
 General Manager.....Dennis Behan  
 Commercial Manager.....Kent Roberts  
 Prog. Dir., Ch. Eng.....Ken Roberts

**KBRR—Leadville—1960**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Continental Divide Bcstg., Inc.  
 Address.....P.O. Box 968  
 Tel.: 1237.....KBS  
 President.....Thomas T. Farley  
 V.P., General Manager.....John H. East  
 Commercial Manager.....R. C. Peyton  
 Program Dir., Chief Engr.....Ronald Pesha

**KMOR—Littleton—1957**

Frequency: 1510 Kc.....Power: 1000 Watts  
 Owned By.....M-O-R Bcstg.  
 Address.....140 Woodlawn Center  
 Tel.: 794-4211.....Independent  
 Pres., Gen. Mgr.....Bob Martin  
 Commercial, Promo. Mgr.....Hal Taft  
 Program Dir.....Bob Rubin  
 Chief Engineer.....Ray Doane

**KLMO—Longmont—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned By.....Radio Longmont, Inc.  
 Address.....Box 799  
 Tel.: PRospect 6-2323.....KBS  
 Station Representative.....Continental  
 President, Gen., Sta. Mgr.....Wm. G. Stewart  
 Commercial Manager.....Hal Halvorson  
 Chief Engineer.....Gene Baldwin

**KLOV—Loveland—1955**

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned By.....Evergreen Ent. Inc.  
 Address.....308 East 5th  
 Tel.: 667-1570.....KBS  
 Pres., General Mgr.....William Green  
 Sta., Sales Prom. Mgr.....Charles D. Gerrard  
 Program Director.....Joel M. Deuth  
 Publicity Director.....Don McGranahan  
 Chief Engineer.....L. Schnurr

**KCMS—Manitou Spring—1953**

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned By.....Garden of Gods Bcstg. Co.  
 Address.....68 Minnehaha Ave.  
 Tel.: MUIberry 5-5776.....Independent  
 Pres., Chief Eng.....C. M. Edmonds  
 General, Comm. Mgr.....Mrs. C. M. Edmonds

**KSLV—Monte Vista—1954**

Freq.: 1240 Kc....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Colorado Radio Corp.  
 Business Address.....109 Adams St.  
 Tel.: ULster 2-3581.....KBS  
 President.....George O. Cory  
 General, Station Mgr.....George Norvell  
 Program, Chief Engineer.....Jim Crosslin  
 Owners of: KUBC, Montrose; KRAI, Craig; KRAC,  
 Alamogordo.

**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  
 Station Mgr.....E. De Julio

**KAPI—Pueblo—1958**

Frequency: 690 Kc.....Power: 250 Watts d.  
 Owned By.....Centennial Radio Corp.  
 Address.....2829 Lowell  
 Tel.: LIncoln 5-2883.....Independent  
 President, Gen. Mgr.....Ray J. Williams  
 Chief Engineer.....D. Redlingshater

**KCSJ—Pueblo—1947**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned By.....Sangre de Cristo Bcstg.  
 Address.....2226 TV Lane  
 Tel.: 545-4106.....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 4-5846.....Independent  
 Station Representative.....Devney-Org.  
 Pres., Gen. Mgr., Chief Eng.....D. B. Crouch  
 Comm. Prog. Dir.....William H. Beck

**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

**KGHF—Pueblo—1928**

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.  
 Owned By.....KGFH, Inc.  
 Address.....P.O. Box 293

WTIC  
50,000 watts

Hartford, Connecticut



38 years of  
RADIO WITH  
A REASON  
in rich, rich  
Southern  
New England



Broadcast House



## COLORADO-CONNECTICUT

Tel.: LI 2-5570.....ABC  
 Sta. Rep.....Gill-Perna, Inc.  
 President, Gen. Mgr.....Robert D. Ellis  
 Station, Comm. Manager.....William Beck  
 Program Director.....Fred Abernathy  
 Chief Engineer.....Tony Mejia  
 Owners of: KKTU, Pueblo, Colo. Springs.

### KTUX—Pueblo—1959

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned By...Steel City Broadcasting Co., Inc.  
 Address.....4211 Elizabeth St.  
 Tel.: Lincoln 4-9586.....Independent  
 President, Gen. Mgr.....Alvin Perry

### KAVI—Rocky Ford—1956

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned By.....Patrick-Ridner Bcstg. Co.  
 Address.....P. O. Box 632  
 Tel.: 254-7427.....KBS  
 Sta. Representatives.....Pearson; McGuire  
 General Mgr., Prog. Dir.....Edward J. Patrick  
 Station Mgr., Chief Eng.....Lloyd A. Ridner

### KVRH—Salida—1948

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Wm. J. Murphy  
 Address.....P. O. Box 166  
 Tel.: 539-2575.....Independent  
 General Manager.....Wm. J. Murphy

### KGEK—Sterling—1925

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGEK, Inc.  
 Address.....Fleming Road  
 Tel.: LA 2-1607.....KBS-ABC  
 President.....Al Ross

### KOLR—Sterling—1955

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Sterling Broadcasting Corp.  
 Address.....217 N. Front St.  
 Tel.: LA 2-1740.....ABC-MBS  
 Representative.....Hal Holman  
 General Mgr.....Bob Kath

### KCRT—Trinidad—1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCRT, Inc.  
 Address.....100 Fisher Drive; Box 772  
 Tel.: 846-3212.....ABC-KBS  
 Station Representative.....Edward J. Petry  
 Pres., Gen. Mgr., Ch. Eng.....E. M. Cooper  
 Program Director.....Francis Hayes

### 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

Pop.: 2,670,000  
 Families: 788,500

## Connecticut

Radio Homes: 770,500  
 AM Stas. in State: 34

### WADS—Ansonia—1956

Freq.: 690 Kc.....Power: 500 Watts d.  
 Owned By.....Valley Broadcasting Co.  
 Address.....290 Main St.  
 Tel.: RE 5-4606.....MBS  
 Station Rep.....Walker-Rawalt  
 Pres., Gen., Sta. Mgr.....Sydney E. Byrnes  
 Commercial Mgr.....Wes Hobby  
 Chief Engineer.....Angelo Gruttadauria

### WICC—Bridgeport—1926

Freq.: 600 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Conn.-N. Y. Broadcasters  
 Address.....2190 Post Rd., Fairfield, Conn.  
 Tel.: CL 6-0461, N.Y. CI 5-0688.....Independent  
 Representative.....Adam Young  
 President, Gen. Mgr.....Kenneth M. Cooper  
 V.P., Business Mgr.....John E. Metts  
 Sales, Sta. Mgr.....Ray Colonari  
 Program Director.....Frank Delfino  
 Owners of: WICC-TV; WJZZ-FM, Bridgeport.

### WNAB—Bridgeport—1941

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WNAB, Inc.  
 Business-Studio Address.....991 Broad St.  
 Tel.: FO 6-1803.....ABC  
 President.....Harold Thomas  
 Chief Engineer.....N. Howard

### WBIS—Bristol—1948

Frequency: 1440 Kc.....Power: 500 Watts, d.  
 Owned-Oper. By.....The Bristol Bcstg. Corp.  
 Business-Studio Address.....183 Main St.  
 Tel.: LU 3-9265.....Independent  
 Station Rep.....Prestige Rep. Org.  
 President.....Eric Hatch  
 General Manager.....Richard C. Kilbourn  
 Commercial Manager.....Val McCormick  
 Program Director.....George Lowe  
 Chief Engineer.....Lee Steele

### WLAD—Danbury—1947

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Berkshire Bcstg. Corp.  
 Address.....198 Main St.  
 Tel.: 748-3565.....Independent  
 Station Representative.....Bill Creed Assocs.  
 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

# CONNECTICUT

Owned By..... Radio WSUB  
 Address.....1064 Poquonnock Rd.  
 Tel.: Hilltop 5-2494.....Independent  
 Station Reps.....Avery-Knodel; N. E. Spot Sales  
 General Mgr.....Lawrence A. Reilly  
 Commercial Manager.....Warren F. Haas  
 Program, Ch. Eng.....Armand J. Bernard  
 Owners of: WFNL, Springfield, Mass.

## WDEE—Hamden—1960

Frequency: 1220 Kc.....Power: 1 Kw. d.  
 Owned By...Southern New England Bcstg. Corp.  
 Address.....473 Denslow Hill Road  
 Tel.: AT 8-3561.....Independent  
 Station Reps. Bolling; New England Spot Sales  
 President, Ch. Eng.....Vincent L. DeLaurentis  
 General, Station Mgr.....Delbert Raycee  
 Sales Manager.....Stanley Puzycski  
 Program Director.....Bob Scott  
 Publicity Director.....Lucy A. D'Agostino  
 Owners of: WDEE-FM, Hamden.

## WCCC—Hartford—1947

Frequency: 1290 Kc.....Power: 500 Watts, d.  
 Owned By.....Greater Hartford Bcstg. Corp.  
 Address.....338 Asylum St.  
 Tel.: 525-6648.....MBS  
 Sta. Reps.....Paul Raymer; Bill Creed  
 President.....William M. Savitt  
 Station, Comm. Manager.....Ralph H. Klein  
 Secretary, Treas.....Max M. Savitt

I detest  
 good  
 music  
 and I  
 forbid  
 my  
 family to  
 listen to



# WCCC GOLDEN SOUND RADIO

Free musical entertainment  
 at its best in HARTFORD.

**129 AM - 106.9 FM**  
 THE SAVITT STATIONS

Sales Promotion Mgr.....Mal Morse  
 Program Dir.....Burt Lacoce  
 Chief Engineer.....Justin Tarnowski

## WDRC—Hartford—1922

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Buckley-Jaeeger Bcstg. Corp.  
 Address.....Box 151, Blue Hills Sta.  
 Tel.: 242-7751.....Independent  
 Station Representative.....John Blair  
 V.P., Gen., Comm. Mgr.....William Crawford  
 Program Director.....Charles R. Parker  
 Chief Engineer.....Charles Lynch

## WPOP—Hartford—1935

Frequency: 1410 Kc.....Power: 5,000 Watts  
 Owned.....Tele-Broadcasters of Conn., Inc.  
 Business-Studio Address.....410 Asylum St.  
 Tel.: JA 7-9131.....Independent  
 Representative.....Adam Young  
 President.....H. Scott Kilgore  
 V.P., General Manager.....Philip A. Zoppi  
 Promotion Manager.....Walter Stewart  
 Chief Engineer.....Don Muckel  
 Owners of: KUDL, Kansas City, Mo.; KALI, Los  
 Angeles; KOFY, San Francisco.

## WTIC—Hartford—1925

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Travelers Bcstg. Service  
 Address.....3 Constitution Plaza  
 Tel.: 525-0801.....CBS  
 Representative.....Christal  
 President.....Paul W. Morency  
 V.P., Program Director.....Bernard Mullins  
 Vice President, Sales.....Robert S. Tyrol  
 Promotion Mgr.....Eugene J. Muriaty  
 Information Director.....Richard F. Ahles  
 Dir. of Engineering.....Harold A. Dorschug  
 Plant Mgr., Ch. Eng.....Herman D. Taylor  
 Owners of: WTIC-FM-TV.

(See Page 282 For Ad)

## WINF—Manchester—1958

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Manchester Broadcasting Co.  
 Address.....376 R. West Middle Turnpike  
 Tel.: 643-2491.....CBS  
 Station Representative.....Avery-Knodel  
 Owner, Gen. Manager.....John Deme  
 Program Director.....Paul Edwards  
 Chief Engineer.....Henry Robert

## WMMW—Meriden—1947

Frequency: 1470 Kc.....Power: 1000 Watts, d.  
 Owned By.....Meriden Radio, Inc.  
 Address.....99 Colony St.  
 Tel.: BE 5-5747.....Independent  
 Station Rep.....Continental Bcstg. Co.  
 President.....Ralph Weil  
 V.P., General Manager.....Donald Laufer  
 Comm., Sales Prom. Mgr.....Bernie Kaufman  
 Program Director.....Lester H. Fox  
 Chief Engineer.....Hillis Holt

**WCNX—Middletown—1948**

Frequency: 1150 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Middlesex Bcstg. Co.  
 Address.....River Road  
 Tel.: Diamond 7-2565.....Independent  
 Sta. Reps.....Devney Org.; Nona Kirby  
 Managing Dir.....R. J. W. J. O'Brien  
 Station Mgr., Prog. Dir.....Bill Glynn  
 Sales Director.....Peter M. O'Brien  
 Chief Engineer.....Rogers Holt

**WOWW—Naugatuck—1961**

Frequency: 860 Kc.....Power: 250 W. d.  
 Owned By.....Naugatuck Valley Service  
 Address.....142 Meadow St.  
 Tel.: 729-2291.....Independent  
 Station Representative.....Walker-Rawalt  
 President, General Mgr.....John T. Parsons  
 Commercial Manager.....B. Thompson  
 Program Director.....Brad Drawbridge  
 Chief Engineer.....Rogers Holt

**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  
 Station Rep.....New Eng. Spot Sales  
 President.....Patrick J. Goode  
 General Mgr.....Aldo DeDominicis  
 Station Manager.....Charles Bell, Jr.  
 Chief Engineer.....Hillis Holt

**WRYM—New Britain—1946**

Frequency: 840 Kc...Power: 1000 Watts d.  
 Owned By.....Hartford County Bcstg. Corp.  
 Address..1056 Willard Ave., Newington, Conn.  
 Tel.: 666-5646.....Independent  
 Station Reps.....Hollingbery; Eckels  
 President.....Louis A. Sodokoff  
 Station, Sales Prom. Mgr.....Anthony Pansullo  
 Program, Publicity Dir.....Frank Michals  
 Chief Engineer.....W. Frank Pingree

**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  
 Representatives.....Hollingbery, Kettell-Carter  
 Chairman of the Board.....Victor W. Knauth  
 President.....Daniel W. Kops  
 Exec. Vice Pres.....Richard J. Monahan  
 V. P. & Gen. Mgr.....Marvin B. Rosenblatt  
 Station Manager.....Lee Manson  
 Sales Manager.....Marshall Pite  
 Publicity Director.....Sam Barstein  
 Chief Engineer.....Ralph Carrano  
 Owners of: WTRY, Troy, N. Y.

**WELI—New Haven—1935**

Frequency: 960 Kc.....Power: 5 Kw.  
 Owned By.....Conn. Radio Foundation, Inc.  
 Business-Studio Address.....221 Orange St.  
 Tel.: UN 5-1133.....Independent

Sta. Representative.....H. R. Reps.  
 Pres., Sta., Gen. Mgr.....Richard W. Davis

**WNHC—New Haven—1944**

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By...Triangle Publications, Inc.  
 Address.....135 College St.  
 Tel.: 777-3611.....ABC  
 Newspaper Affil.....Phila. Inquirer  
 Station Rep.....McGavren/Guild  
 V.P. Radio-TV Div.....Roger W. Clipp  
 General Mgr.....Stanley H. Edwards  
 Asst. General Mgr.....Carl H. Grande  
 Chief Engineer.....Carmine Iannucci  
 Owners of: WFL-AM-FM-TV, Philadelphia;  
 WNBE-AM-FM-TV, Binghamton, N. Y.; WFBG-  
 AM-FM-TV, Altoona, Pa.; WNHC-FM-TV, New  
 Haven, Conn.; WLXH-TV, Lebanon, Pa.; KFRE-  
 AM-TV, KRFM, Fresno, Calif.

**WNLC—New London—1936**

Frequency: 1510 Kc.....Power: 5000 Watts  
 Owned-Operated By..The Thames Bcstg. Corp.  
 Business-Studio Address.....281 State St.  
 Tel.: Gibson 2-5328.....Independent  
 Station Reps.....Masla & Co.; Kettell-Carter  
 Pres., Gen. Manager.....Gerald J. Morey  
 Comm., Sales Promo. Mgr.....Irving Lowenthal  
 Program, Pub. Dir.....Leslie Morson  
 Chief Engineer.....Randolph Barrett



Daniel W. Kops,  
 • President  
 Richard J. Monahan,  
 • Executive Vice President



**WTRY**  
 Albany • Schenectady  
 • Troy

REPRESENTATIVE  
 • John Blair & Co.



REPRESENTATIVES  
 • Geo. P. Hollingbery Co.  
 • Kettell-Carter, Inc.

**WAVZ**  
 New Haven, Conn.

# CONNECTICUT

## WNLK—Norwalk—1948

Frequency: 1350 Kc. Power: 1 Kw. d., 500 W. n.  
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  
Station Representative: Bill Creed  
President: Donald Lasser  
General Station Mgr.: Richard Reed  
Commercial Manager: John A. MacAdie  
Sales Prom., Pub. Director: Edward Adler  
Chief Engineer: Alexander Dubenetsky

## WLIS—Old Saybrook—1956

Frequency: 1420 Kc. Power: 500 Watts  
Owned: Long Islnd Sound Radio Corp.  
Address: Conn. Turnpike  
Tel.: EV 8-3546. MBS  
Sta. Representative: Hopewell  
Pres., Gen. Mgr.: Joseph P. Trantino  
Commercial Mgr.: Alex Pernal  
Station Mgr.: Vivian N. Trantino  
Chief Engineer: M. Tavarles

## WWCO PULSE and HOOPER AGREE

#  
**1**

BY A WIDE MARGIN

## WWCO

1240 Non-Directional  
24 Hours a Day

Waterbury Connecticut  
Telephone 754 — 5141

Represented by  
Radio-TV Representatives, Inc.  
ECKELS & CO. Boston, Mass.

## WINY—Putnam—1953

Frequency: 1350 Kc. Power: 1 Kw.  
Owned By: Winny Bcstg. Co.  
Address: 15 Grove St.  
Tel.: WA 8-2721-2. MBS  
President: H. C. Rice  
Gen. Mgr.: R. C. Rice

## WSTC—Stamford—1946

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: W. Conn. Bcstg. Co.  
Business-Studio Address: 270 Atlantic St.  
Tel.: 327-1400. ABC  
Newspaper Affiliation: Stamford Advocate  
Station Reps.: N. E. Spot Sales: Jack Masla  
President: Kingsley Gillespie  
Gen. Manager: Julian Schwartz  
Chief Engineer: Lisle Dorrian

## WBZY—Torrington—1947

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned By: Pioneer States Bcstrs., Inc.  
Business-Studio Address: 127 Main St.  
Tel.: HU 9-4173. Independent  
Station Rep.: Breen & Ward  
President, Gen. Mgr.: Bernard J. Zucker  
Station Manager: Patricia S. McGee  
Commercial Manager: Robert L. Kursman  
Chief Engineer: James M. Dunlap

## 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 Reps.: Walker-Rawalt; Masla  
Pres., Gen. Mgr.: Edmund W. Waller  
Sta., Comm. Mgr.: Alfred G. Eyre  
Program Director: Ed Harrigan  
Chief Engineer: Don Freeman

## WATR—Waterbury—1934

Freq.: 1320 Kc. Power: 5 Kw., d., 1 Kw., n.  
Owned-Oper. By: WATR, Inc.  
Business-Studio Address: 440 Meadow St.  
Tel.: 755-1121. ABC  
Sta. Representative: Masla  
Gen., Sta. Mgr.: Sam R. Elman  
Chief Engineer: Robert Corbett

## WWCO—Waterbury—1946

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper.: WWCO, Inc.  
Business-Studio Address: 65 Bank St.  
Tel.: 754-5141. MBS  
Station Reps.: Radio-TV Reps: Eckels  
President: Herbert Bloomberg  
Vice President: Ruth R. Goddard

## WBRV—Waterbury—1932

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By: Crystal-Tone Bcstg. Co.  
Address: 136 Grand St.

## CONNECTICUT-DELAWARE

Tel. 753-1125.....CBS  
Sta. Reps.....Bolling Co.; Bill Creed  
President.....Gustave Nathan  
Gen. Station Manager.....Robert S. Holczer  
Comm., Sales Prom. Mgr.....Murray Grossman  
Publicity Director.....Robert Gillespie  
Chief Engineer.....John Tomaszewicz

### WMMM—Westport—1959

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned By.....Westport Bcstg. Co.  
Business Address.....163 Main St.  
Tel.: CApital 7-5133.....MBS  
Station Representative.....Prestige  
President.....Sydney J. Flamm  
Station Mgr., Prog. Dir.....Bob Roberts  
Comm. Manager.....John Newhouse  
Sales Promotion Mgr.....Betty James  
Chief Engineer.....James M. Orre

### WILI—Willimantic—1957

Frequency: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By....."Willie" Corp.  
Address.....Bcstg. House, Main St.  
Tel.: HA 3-1621.....MBS  
Pres., Gen. Manager.....Herbert C. Rice  
Comm. Manager.....Robert C. Rice  
Sales Prom. Manager.....Ethel A. Rice  
Program Director.....Roger Baker  
Chief Engineer.....John Roache  
Owners of: WINY, Putnam, Conn.

### WSOR—Windsor—1961

Frequency: 1480 Kc.....Power: 500 Watts, d.  
Owned By.....The Tobacco Valley Bcstg. Co.  
Address.....118 Poquonock Ave.  
Tel.: 688-4948.....MBS  
Station Reps.....Breen & Ward; Nona Kirby  
President, Gen. Mgr.....Sydney E. Byrnes  
Chief Engineer.....Art Castagno

Pop.: 475,000

Families: 140,000

# Delaware

Radio Homes: 135,000

AM Stas. in State: 9

### WDOV—Dover—1948

Frequency: 1410 Kc.....Power: 5000 Watts d.  
Owned.....Dover Bcstg. Co.  
Address.....P.O. Box 727  
Tel.: 734-5816.....MBS  
Station Representative.....Breen & Ward  
President.....Henry Rau  
General, Comm. Mgr.....William S. Cook  
Program Director.....Hugh Delaney  
Chief Engineer.....Lloyd Smith  
Owners of: WOL, Washington, D. C.; WARK,  
Hagerstown; WNAV, Annapolis.

### WKEN—Dover—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.  
Owned By.....Drew O'Keefe & Howard Parsons  
Address.....Treadway Inn  
Tel.: RE 4-5797.....ABC  
Sta. Representative.....Grant Webb  
Owners.....Drew O'Keefe, Howard Parsons  
Station Manager.....John Masters  
Commercial Manager.....Ed Bowen  
Chief Engineer.....Jim Gentry

### WJWL—Georgetown—1951

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Scott Bcstg.  
Address.....DuPont Highway  
Tel.: 856-2567.....Independent  
Station Rep.....Continental Broadcasting  
President.....Herbert Scott  
General Manager.....Edward Marzoc  
Program Director.....Robert Smith

### WKSB—Milford—1953

Frequency: 930 Kc.....Power: 500 Watts  
Owned-Oper. By.....Kent-Sussex Bcstg. Co.  
Address.....Box 356  
Tel.: 422-8881.....Independent  
Gen., Comm., Prom. Mgr.....H. M. Griffith, Jr.  
Ch. Eng., Oper. Mgr.....E. M. Welch

### WSUX—Seaford—1955

Frequency: 1280 Kc.....Power: 1000 Watts  
Owner-Oper. By.....E. & W. C. Evans  
Address.....Dual Hwy, 13  
Tel.: NATIONAL 9-7933.....KBS  
Pres., Gen. Mgr.....Elizabeth Evans

### WAMS—Wilmington—1947

Frequency: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned.....Rollins Broadcasting Co.  
Address.....414 French St.  
Tel.: OL 4-8881.....Independent  
Station Representative.....Eastman  
President.....O. Wayne Rollins  
General, Station Mgr.....Paul Downs  
Comm., Sales Promo. Mgr.....Don Meriman  
Program, Publicity Dir.....Lee Davis  
Chief Engineer.....Fitzgerald MacDaniels  
Owners of: WCHS-AM-TV, Charleston; WPTZ-TV,  
Plattsburgh; WEAR-TV, Pensacola; WRAP, Nor-  
folk; WBEE, Harvey, Ill.; WNJR, Newark;  
WGEE, Indianapolis; KDAY, Los Angeles.

### WDEL—Wilmington—1922

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Delmarva Bcstg. Co., Inc.



## DELAWARE-DISTRICT OF COLUMBIA

Address.....2727 Shipley Road  
Tel.: OLYMPIA 2-3311.....NBC  
Representative.....Meeker Co.  
Station Executive.....Clair R. McCollough  
Station Manager.....Harvey C. Smith  
Gen. Sales Mgr.....J. Robert Gulick  
Program Manager.....Richard Aydelotte  
National Sales Manager.....Harry J. Shaub, 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.....MBS  
Representative.....Bolling Co.

President, Gen. Mgr.....Ewing B. Hawkins  
Chief Engineer.....Eugene Szymanski

### WTUX—Wilmington—1946

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Port Frere Bcstg. Co., Inc.  
Address.....1400 Market St.  
Tel.: OL 5-8821.....Independent  
Station Representative.....Pearson Nat'l Reps.  
Pres., Sta. Mgr.....Gordon K. MacIntosh  
Commercial Manager.....William S. Ewing  
Sales Prom. Mgr.....Henry Cook  
Program Director.....Donald Mathewson  
Publicity Director.....David Kaigler  
Chief Engineer.....Ed Kennedy

Pop.: 770,000

Families: 224,500

## Dist. of Columbia

Radio Homes: 218,000

AM Stations: 10

### WGMS—Washington, D. C.—1947

Frequency: 570 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned By.....RKO General, Inc.  
Address.....Hotel Harrington  
Tel.: EXecutive 3-8676.....Independent  
Station Rep.....RKO General Natl. Sales  
President.....Thomas F. O'Neil  
General Manager.....Perry S. Ury  
Commercial Manager.....James Barker  
Program Director.....Victor R. Hirsh  
Promotion, Publicity Dir.....Beth Parrish  
Owners of: WOR-AM-FM-TV, New York; KHJ-AM-FM-TV, Los Angeles; WNAC-AM-TV, WRKO-FM, Boston; KERC-AM-FM, San Francisco; WHBQ-AM-TV, Memphis; CKLW-AM-FM-TV, Detroit; WHCT-TV, Hartford.

### 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.  
V.P., General Manager.....Fred S. Houwink  
Radio Manager.....Andrew M. Ockershausen  
Controller.....Richard S. Stakes  
Program Manager.....Harold L. Green  
Chief Engineer.....Allan Powley  
Owners of: WMAL-FM-TV, Washington, D. C.; WWSA-AM-FM-TV, Harrisonburg, Va.

### WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....Washington Bcstg. Co.  
Address.....2000 P. St., N.W.  
Tel.: HObart 2-3900.....MBS  
Station Representative.....Breen-Ward  
Pres., Gen. Mgr.....Henry Rau  
Commercial Manager.....Malcolm Campbell

Promotion Manager.....Stan Barclay  
Director of Engineering.....Lloyd Smith  
Chief Engineer.....Joe Velsmid  
Owners of: WDOV, Dover, Del.; WNAV, Annapolis, Md.; WARK, Hagerstown, Md.; WOT-FM, Washington, D. C.

### WOOK—Washington, D. C. 1940

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....United Bcstg. Co.  
Address.....5321 First Place, N.E.  
Tel.: TU 2-2500.....Independent  
Station Representative.....UBC Sales  
President.....Richard Eaton  
V.P. & Gen. Mgr.....John A. Panagos  
Program Director.....Cliff Holland  
Chief Engineer.....Ernest E. Stephens

### WPGC—Washington, D. C.—1954

Frequency: 1580 Kc.....Power: 10,000 Watts d.  
Owned-Operated By.....WPGC, Inc.  
Business Address.....4421 Southern Ave., SE  
Tel.: JORDAN 8-6677.....Independent  
Station Representative.....Gill-Perna  
President.....M. E. Richmond  
General Manager.....Robert Howard  
Program Director.....Dean Griffith  
Chief Engineer.....George R. Sanner, Jr.

### WQMR—Washington, D. C. 1945

Frequency: 1050 Kc.....Power: 1,000 Watts  
Owned By.....Connie B. Gay Bcstg. Corp.  
Address.....Wisconsin Bldg.  
Tel.: WHITEhall 6-1050.....Independent  
Station Representative.....Spot Time Sales  
President, General Manager.....Ed Winton  
Station Manager.....Ted Dorf  
Publicity Director.....Roger Craig  
Chief Engineer.....Earl Castine  
Owners of: WTKR, Ashland.

## DISTRICT OF COLUMBIA

### 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  
 V. P., General Mgr.: Joseph Goodfellow  
 Station Manager: Harry A. Karr Jr.  
 Sales Manager: Arch McDonald  
 Business Manager: William Callaway  
 Publicity Manager: Charlotte Walch  
 Chief Engineer: John Rogers  
 Owners of: WNBC-AM-TV-FM, N. Y.; WRCV-AM-TV, Phila.; WRC-TV-FM; WMAQ-FM, Chicago; KNBR, San Francisco; WAMP, Pittsburgh; WNBO, Chicago; KNBC, Los Angeles; WFMP, Pittsburgh.

### WTOP—Washington, D. C. 1926

Frequency: 1500 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Washington Post Co.  
 Address: Broadcast House  
 Tel.: EM 2-9300  
 CBS  
 Newspaper Affiliate: Washington Post  
 Representative: CBS Radio Spot Sales  
 Pres., Bcst. Div.: John S. Hayes  
 General Manager: Lloyd Dennis, Jr.  
 Sales Mgr.: Peter V. O'Reilly  
 Dir., Sales Develop.: George Titus



**WWDC... the station  
that keeps people in mind**

*Radio Washington*  
 Represented nationally  
 by John Blair & Co.



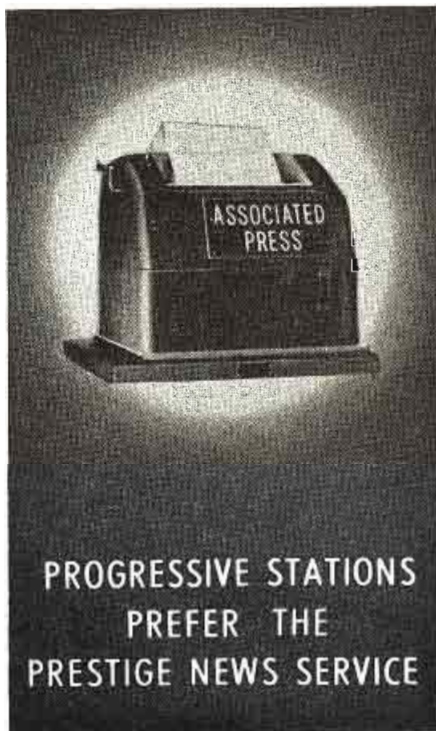
Program Director: Patricia A. Searight  
 Publicity Director: Margaret Nelson  
 Chief Engineer: Granville Klink

### WUST—Washington, D. C. 1947

Frequency: 1120 Kc. Power: 250 Watts  
 Owned-Operated By: Atlantic Bcstg. Co.  
 Address: 815 V St., N.W.  
 Tel.: HO 2-0011  
 Independent  
 Station Representative: Bernard Howard  
 President: Daniel Diener  
 General, Comm. Mgr.: Perry Walders  
 Chief Engineer: Bob Wine  
 Owners of: WFPG, Atlantic City, N. J.; WJMD, Washington, D. C.

### 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  
 V.P., Gen. Sales Mgr.: Max Sherman  
 Program Director: Irv Lichtenstein  
 Sales Prom. Mgr.: Jo Wilson  
 Publicity Director: Maury Povich  
 Chief Engineer: Ross H. Beville  
 Owners of: WWDC-AM-FM, Washington, D. C.



Pop.: 5,115,000  
Families: 1,564,500

# Florida

Radio Homes: 1,507,000  
AM Stas. in State: 172

## WAPG—Arcadia—1956

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned By..... Arcadia-Punta Gorda Bcstg. Co.  
Address..... Box 676  
Tel.: WA 8-6111..... KBS  
President..... H. D. Ryals  
General Manager..... W. W. Benton  
Comm., Prog. Dir..... Bert G. Erickson  
Chief Engineer..... Paul Howell

## WKTZ—Atlantic Beach—1958

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned By..... Good Music Bcstg.  
Address..... 709 Barnett Natl. Bank Bldg.  
Tel.: 353-3083..... Independent  
Gen. Mgr., Chief Eng..... Robert K. Lynch  
Program Dir..... Bernie Adams

## WTWB—Auburndale—1956

Frequency: 1570 Kc. Power: 5 Kw., d.  
Owned By..... L. M. Hughey  
Address..... P. O. Box 1  
Tel.: Woodlawn 7-1129..... Independent  
President..... L. M. Hughey  
Gen. Mgr., Program Dir..... Richard Boyce  
Chief Engineer..... Fred N. Potter

## WAVP—Avon Park—1957

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned By..... Ridge Broadcasting  
Address..... Jacaranda Hotel  
Tel.: GL 3-3852..... Independent  
General, Station Mgr..... John W. Wright  
Commercial Manager..... James Hanchey  
Program Director..... Perry Woods  
Publicity Director..... Harriet Davee  
Chief Engineer..... Jerry Brush

## WBAR—Bartow—1954

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... WBAR, Inc.  
Address..... Box 820  
Tel.: 533-8021..... Independent  
President..... J. E. Yarbrough  
General Mgr., Ch. Eng..... John A. Buning

## WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Seminole Bcstg. Co.  
Address..... Box 786  
Tel.: WYman 6-2063..... MBS  
Station Representative..... Gill-Perna  
Chrm. of Bd..... E. D. Rivers, Jr.  
President..... M. B. Rivers  
General Manager..... Marvin Smith  
Program Director..... Al Harris  
Chief Engineer..... C. S. Clemans

## WZZZ—Boynton Beach—1962

Frequency: 1510 Kc. Power: 1.000 Watts d.  
Owned By..... Boynton Beach Bcstg. Co.  
Address..... P.O. Box 1206  
Tel.: 2468..... Independent  
Station Reps..... Hopewell; Continental  
President..... Robert A. Andrews  
General Manager..... Edgar J. Sperry  
Commercial Manager..... Robert A. Massey  
Program Director..... William B. Andrews

## WBRD—Bradenton—1957

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned..... Sunshine State Bcstg. Co., Inc.  
Address..... P. O. Box 1038  
Tel.: 746-2183..... MBS  
Station Rep..... Pearson  
Pres., Gen. Mgr..... Robert R. Nelson  
Commercial Manager..... Hal Meyer  
Program Director..... Woody Wooden  
Chief Engineer..... Richard Wetherbee

## WTRL—Bradenton—1946

Frequency: 1480 Kc. Power: 250 Watts  
Owned By..... Fletcher-Mitchell Corp.  
Address..... Memorial Pier  
Tel.: 3-1490..... Independent  
President..... James I. Mitchell  
General Manager..... David W. Albright  
Program Director..... Gordon Wyllie  
Chief Engineer..... Marlen Hager  
Owners of: KCBC, Des Moines.

## WWJB—Brooksville—1958

Frequency: 1450 Kc. Power: 250 Watts  
Owned By..... Brooksville Bstg. Service  
Address..... 30 E. Liberty St.  
Tel.: 796-2020..... KBS  
President, Gen. Mgr..... W. W. Johnson  
Program Director..... Bert Christopher  
Publicity Director..... W. W. Johnson, Jr.  
Chief Engineer..... Joseph E. Ahnell

## WBCC—Chipley—1956

Frequency: 1240 Kc. Power: 250 Watts  
Owned By..... Lee-San Corp.  
Address..... Drawer 430  
Tel.: ME 8-0234..... KBS  
President, Gen. Mgr..... John Sanders  
Station, Prog. Mgr..... Mrs. Lee Sanders  
Chief Engineer..... Gerald McKechnie

## WAZE—Clearwater—1959

Frequency: 860 Kc. Power: 500 Watts  
Owned By..... Radio Clearwater, Inc.  
Address..... 201 S. Ft. Harrison Ave.  
Tel.: 446-8575..... Independent  
President, Comm. Mgr..... Charles H. Adams  
Gen. Mgr., Ch. Eng..... Gene Allen Robinson  
Program Director..... Scott Dilworth

**WTAN—Clearwater—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Clearwater Radio, Inc.  
 Business Address..... 200 Pierce Blvd.  
 Tel.: 446-3084 ..... KBS  
 Pres., Gen. Mgr..... H. Dennison Parker  
 Chief Engineer..... Frank L. Reid

**WOWY—Clewiston—1961**

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned By..... People's Broadcasting Service  
 Address..... WOWY Bldg.  
 Tel.: YUKon 3-1590..... Independent  
 President..... H. E. Evans

**WSUG—Clewiston—1959**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned By..... William Finch  
 Address..... Box 265  
 Tel.: YU 3-1711 ..... ABC  
 Pres., Ch. Eng..... William Finch

**WEZY—Cocoa—1957**

Frequency: 1350 Kc. Power: 500 W. d., 1 Kw. n.  
 Owned By..... WEZY, Inc.  
 Address..... 740 Clearlake Rd.  
 Tel.: Newton 6-4411..... Independent  
 Station Representatives... Grant Webb; Ochs  
 President, Gen. Mgr..... Irving Braun  
 Comm., Sales Promo. Mgr..... Ralph Grover  
 Program Director..... Richard Olson  
 Publicity Director..... Al Seeschaaf  
 Chief Engineer..... Mark Manucy

**WKKO—Cocoa—1952**

Frequency: 860 Kc. Power: 1 Kw. d.  
 Owned By..... WKKO Radio, Inc.  
 Address..... Box 1308  
 Tel.: NE 6-2411..... Independent  
 Station Reps..... Dora Clayton; Gene Bolles  
 President, Gen. Mgr..... Marvin Rothschild  
 Sta. Mgr., Prog. Dir..... Ronald Rothschild  
 Comm. Manager..... Stan Freed  
 Chief Engineer..... Pete Wiltjer

**WRKT—Cocoa Beach—1959**

Frequency: 1300 Kc. Power: 500 Watts  
 Owned By..... C. S. Smith, Jr.  
 Address..... 425 W. Orange Ave.  
 Tel.: SU 3-2416..... Independent  
 Station Rep..... Continental Radio Sales  
 President..... C. S. Smith, Jr.  
 Gen., Comm. Mgr..... John Fox  
 Program Director..... Charles Shaw  
 Sales Promotion Mgr..... Bill Diamond  
 Publicity Director..... George Allen  
 Chief Engineer..... Fred Jaye

**WVCC—Coral Gables—1948**

Frequency: 1070 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Peninsular Bcastg. Corp.  
 Business Address..... 377 Alhambra Circle  
 Tel.: 445-5411..... Independent  
 Sta. Representative..... Meeker Co.  
 President..... George W. Thorpe

Admn. V. P..... Warren Blackmon  
 Commercial Manager..... Timothy J. Carney  
 Program Director..... Barbara Binns  
 Chief Engineer..... Thomas F. Middleton

**WCNU—Crestview—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Gulf Shores Bcastg. Co.  
 Address..... Box 518  
 Tel.: MU 2-2330..... KBS  
 General Manager..... S. F. Townsend  
 Chief Engineer..... James Whitaker

**WJSB—Crestview—1954**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Crestview Bcastg. Co.  
 Address..... Box 267  
 Tel.: MU 2-3040..... Independent  
 Pres., Gen. Mgr..... Everett M. McCrary  
 Commercial Manager..... Bob Lynn  
 Program Director..... Cordel Whitlock  
 Chief Engineer..... Russ White

**WGTO—Cypress Gardens  
1955**

Frequency: 540 Kc. Power: 50,000 Watts  
 Owned By..... Hubbard Broadcasting, Inc.  
 Address..... Box 123  
 Tel.: CY 3-4103..... Independent  
 Sta. Representative..... Edward Petry & Co.  
 President..... Stanley E. Hubbard  
 Comm., Station Manager..... Max Kimbrel  
 Program Director..... Bill Gramer  
 Chief Engineer..... Dave Schick  
 Owners of: KSTP-AM-TV, St. Paul; KOB-AM-TV,  
 Albuquerque.

**WDCC—Dade City—1954**

Frequency: 1350 Kc. Power: 1 Kw. d.  
 Owned..... Pasco Bcastg. Co.  
 Address..... Box 1077  
 Tel.: 567-3879 ..... MBS-KBS  
 General Manager..... B. Bailey

**WELE—Daytona Beach—1957**

Frequency: 1590 Kc. Power: 1 Kw.  
 Owned..... Quality Bcasters. of Daytona, Inc.  
 Address..... Box 4006  
 Tel.: CL 5-1448..... KBS  
 President..... R. Kelvin Shivers  
 Gen. Mgr., Chief Engineer..... Henry Murray

**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  
 Station Reps..... Gill-Perna; Ayers  
 President..... John Creutz  
 General Mgr., Chief Eng..... Jack Siegel  
 Sta. Mgr., Publicity Mgr..... Dick Clark

**WNDB—Daytona Beach—1947**

Frequency: 1150 Kc. Power: 1,000 Watts  
 Owned-Operated By..... News-Journal Corp.

# FLORIDA

**Business-Studio Address**....128 Orange Ave.  
**Tel:** CL 2-1511.....**ABC**  
**Newspaper Affil.**.....M. Journal; E. News  
**Sta. Representative**.....Thomas F. Clark  
**President**.....Julius Davidson  
**Gen., Sta. Mgr.**.....R. Y. Huffman  
**Commercial Manager**.....John Pitts  
**Chief Engineer**.....Stephen B. Searle

## WQXQ—Daytona Beach—1957

**Frequency:** 1380 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....Volusia County Bcstg. Corp.  
**Address**.....Box 5038  
**Tel:** CLinton 5-3636.....Independent  
**Station Representative**.....Hal Walton  
**President, Ch. Eng.**.....Lyman W. Menard  
**General Mgr.**.....Don Ritter  
**Commercial Manager**.....Jerry Norman

## WROD—Daytona Beach—1947

**Frequency:** 1340 Kc.....**Power:** 1 Kw. d., 250 W. n.  
**Owned By**.....WROD, Inc.  
**Business Address**.....Box 991  
**Tel:** CL 2-4626.....MBS  
**Newspaper Affiliation**.....Mining Journal, Ltd.  
**Gen. Mgr., Chief Eng.**.....James F. McDonough  
**Commercial Mgr.**.....James Crist  
**Sales Prom., Publicity**.....Ken Steele

## WDSP—DeFuniak Springs 1956

**Frequency:** 1280 Kc.....**Power:** 5000 Watts d.  
**Owned By**.....Collins, Perley & McDermott, Inc.  
**Business Address**.....8th Street  
**Tel:** TW 4-8361.....MBS  
**President, Gen. Mgr.**.....Cal Perley  
**Sta. Mgr., Ch. Eng.**.....Laverne Foster  
**Program Director**.....Mike Tate

## 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

## WJBS—DeLand—1948

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned By**.....Radio De Land, Inc.  
**Address**.....220 E. Hubbard Ave.  
**Tel:** RE 4-1725.....ABC  
**President, Gen. Mgr.**.....Ralph S. Hatcher  
**Station Manager**.....Wally King

## WOOO—DeLand—1956

**Frequency:** 1310 Kc.....**Power:** 5000 Watts d.  
**Owned By**.....Polaris Bcstg., Inc.  
**Address**.....112½ W. New York  
**Tel:** RE 4-3422.....KBS  
**President, General Manager**.....Don Potter  
**Station Manager**.....Otto J. Allen  
**Commercial Manager**.....Judith Bohren Moore  
**Sales Promo. Mgr., Prog. Dir.**.....Garry Moore  
**Publicity Director**.....Don Ammon  
**Chief Engineer**.....Richard Pierce

## WDBF—Delray Beach—1954

**Frequency:** 1420 Kc.....**Power:** 5 Kw. d.  
**Owned By**.....Sunshine Bcstg.  
**Address**.....P.O. Box 1420  
**Tel:** CR 8-1420.....Independent  
**President**.....Roscoe Miller  
**Gen., Sta. Manager**.....John Weber  
**Chief Engineer**.....Bob Schulz

## WMEG—Eau Gallie—1956

**Frequency:** 920 Kc.....**Power:** 1000 Watts d.  
**Owned**.....Mel-Eau Broadcasting Corp.  
**Address**.....P.O. Box 1318  
**Tel:** AL 4-2282.....ABC  
**Station Representative**.....Pearson Nat'l Reps.  
**President**.....Charles E. Varner  
**General Manager**.....Dean C. Wilson  
**Asst. Mgr., Sales Promo. Mgr.**.....Hugh Robinson  
**Commercial Manager**.....Alan White  
**Program Director**.....Helen Cary  
**Chief Engineer**.....James A. Thomas

## WLCO—Eustis—1955

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned By**.....Floyd W. Hess  
**Address**.....Drawer AX  
**Tel:** 357-4191.....Independent  
**Owner, Gen. Mgr.**.....Floyd W. Hess  
**Commercial Manager**.....George Rogers  
**Program Director**.....Earl F. Hagar  
**Chief Engineer**.....Denny A. Newberry

## WPAP—Fernandina Beach 1955

**Frequency:** 1570 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....D. T. Brannen  
**Address**.....Box 691  
**Tel:** 3667.....KBS  
**General Manager**.....D. T. Brannen

## WFTL—Fort Lauderdale 1958

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WFTL Bcstg. Co.  
**Address**.....P.O. Box 1400  
**Tel:** LOfan 6-9621.....Independent  
**Sta. Representative**.....Jack Masla & Co.  
**President, Gen. Mgr.**.....Walter B. Dunn  
**Chief Engineer**.....Charles E. Vanderford, Jr.

## WLOD—Ft. Lauderdale—1959

**Frequency:** 980 Kc.....**Power:** 1,000 Watts d.  
**Owned By**.....Franklin Broadcasting Co.  
**Address**.....P.O. Box 108  
**Tel:** LO 6-8318.....Independent  
**Station Representative**.....Spot Time Sales  
**President**.....William F. Johns Jr.  
**General, Station Mgr.**.....George V. Liddy  
**Commercial Manager**.....Robert A. Roberts  
**Sales Promotion Mgr.**.....Michael E. Thomas  
**Program Director**.....Donald Smith  
**Chief Engineer**.....Herb Kravitz  
**Owners of:** KOMA, Tulsa, Okla.; WMIN, St. Paul, Minn.; WWOM, New Orleans, La.; WEW, St. Louis, Mo.



**WWIL—Ft. Lauderdale—1955**

Frequency: 1580 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Florida Air-Power, Inc.  
 Address.....1580 N. Davie Road  
 Tel.: LU 1-1580.....Independent  
 Station Rep. ....Gill-Perna  
 President.....William A. Roberts  
 V.P., General Manager.....Al Kahane  
 Program Director.....Jack Swart  
 Chief Engineer.....Donald E. Kimberlin

**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 4-1131.....KBS, CBS  
 Station Representative.....United Spot Sales  
 General Manager.....A. J. Bauer  
 Chief Engineer.....B. Caughey

**WMYR—Ft. Myers—1952**

Freq.: 1410 Kc. Power: 5 Kw. d., 5 w. n.  
 Owned-Operated By.....Robert Hecksher  
 Address.....2835 Hanson St.  
 Tel.: ED 5-1175.....Independent  
 Owner-Gen. Mgr.....Robert Hecksher

**WARN—Fort Pierce—1952**

Frequency: 1330 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....South Jersey Bcstg. Co.  
 Address.....P.O. Box 1343  
 Tel.: Howard 4-1330.....ABC  
 Sta. Reps.....Cont. Radio Sales; C. K. Beaver  
 President.....Maj. Ramul Compton  
 General Mgr., Ch. Eng.....Charles C. Castle  
 Commercial Mgr.....George F. Van Houten  
 Program Director.....Al G. Radlein  
 Sales Prom. Mgr.....William Morris  
 Publicity Director.....William Marlin  
 Owners of: WKDN-AM-FM, Camden, N. J.; WARN-  
 FM, Fort Pierce.

**WIRA—Fort Pierce—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Indian River Bcstg. Co.  
 Address.....Melody Lane  
 Tel.: HOward 4-1400.....NBC  
 Sta. Representative.....United Spot Sales  
 Pres., Gen. Mgr.....James L. Howe  
 Program Director.....Don Raffensberger  
 Commercial Manager.....J. Kingsley Butt  
 Chief Engineer.....Robert Money

**WFTW—Ft. Walton Beach  
 1953**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owner.....Vacationland Bcstg. Co.  
 Address.....P.O. Box 10  
 Tel.: CH 3-3123.....Independent  
 President.....Wilbur R. Powell  
 Commercial Mnnager.....Bill Richards  
 Publicity Director.....Art Munson  
 Chief Engineer.....John Davidson

**WNUE—Ft. Walton Beach  
 1956**

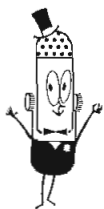
Frequency: 950 Kc. Power: 1 Kw.  
 Owned By.....Smith Radio Inc.  
 Address.....Wright Ave.  
 Tel.: CH 4-5685.....Independent  
 President.....M. D. Smith III  
 General Manager.....B. Borthwick  
 Chief Engineer.....John Davison

**WDVH—Gainesville—1954**

Frequency: 980 Kc. Power: 5 Kw. d.  
 Owned-Operated By.....WDVH, Inc.  
 Address.....P. O. Box 103  
 Tel.: FR 2-2528.....Independent  
 President.....R. A. Vaughn  
 Gen. Mgr., Chief Engr.....Tom Hanssen  
 Comm., Sales Prom. Manager...Gene A. Bowen  
 Program, Publicity Dir.....Bill Marr

**WGGG—Gainesville—1948**

Frequency: 1230 Kc. Power 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Radio Gainesville, Inc.  
 Business Address.....Box 501  
 Tel.: FR 6-3922.....CBS  
 Sta. Representative.....Jack Masla  
 General Manager.....Leon E. Mims  
 Program Director.....John Thomas  
 Publicity Director.....Win Brown  
 Chief Engineer.....Gene Bardo



**WWIL**  
 AM & FM  
 1580 kc. • 103.5 Mgc.

*Top Radio  
 at the Top of the Dial  
 in  
 FT. LAUDERDALE, FLORIDA  
 From Palm Beach to Miami  
 10,000 watts Day  
 5,000 watts Night  
 (and WWIL-FM with 33,000 watts  
 covering all of South Florida)  
 Broward County's Most Powerful Voice*

Contact: Gill-Perna, Inc.  
 or William A. Roberts, President  
 Al Kahane, Vice President and Gen'l. Mgr.  
 WWIL, WWIL-FM  
 P.O. Box 8067, Ft. Lauderdale, Fla.

**FLORIDA**

**WPUP—Gainesville—1962**

Frequency: 1390 Kc. Power: 5 Kw. d.  
 Owned By... Southern Bcstg. Co. of Marianna  
 Address... 1021 E. University Ave.  
 Tel.: FRanklin 6-2688... KBS  
 Station Representative... Gene Bolles  
 President... John A. Dowdy  
 V.P., General Manager... O. R. Buckler  
 Commercial Manager... Gilbert M. Kelley  
 Sales Promotion Manager... Frank Johnson  
 Program Director... Frank Kennedy  
 Chief Engineer... Edward Slimak

**WRUF—Gainesville—1928**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned By... University of Florida  
 Business Address... P.O. Box 2757  
 Tel.: FR 6-7575... NBC  
 General Manager... Kenneth F. Small  
 Commercial Mgr... Robert L. Black  
 Program Dir... Pierre A. Bejanc  
 Chief Engineer... Bertram MacNamara

**WHAN—Haines City—1960**

Frequency: 930 Kc. Power: 500 Watts d.  
 Owned By... Haines City Bcstrs.  
 Address... Box 1265  
 Tel.: Haines City... Independent  
 General Manager... Peggy R. Cook  
 Chief Engineer... Richard L. Cook

**WGMA—Hollywood—1953**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned By... Melody Music, Inc.  
 Address... Hollywood Beach Hotel  
 Tel.: 927-1777... Independent  
 President... Jack Barry  
 Gen. Mgr., Sta. Mgr... C. Edward Little  
 Sales Prom. Mgr... Betty Cochran  
 Program Manager... Bob Gaynor  
 Publicity Director... Howe Sadler  
 Chief Engineer... Al O'Hara

**WIII—Homestead—1957**

Frequency: 1430 Kc. Power: 500 Watts, d.  
 Owned By... Seven League Prod.  
 Business Address... 507 N.W. 2nd St.  
 Tel.: CI 7-2445... Independent  
 President... Richard M. Gillaspay  
 Station Manager... L. A. Cutshall  
 Commercial Manager... Fred Allen  
 Sales Promotion Mgr... Jack McCormack  
 Program Director... Catherine B. Landry  
 Publicity Director... Sandra S. Anderson  
 Chief Engineer... Erwin Fuller

**WAPE—Jacksonville—1958**

Frequency: 690 Kc. Power: 25,000 Watts, d.  
 Owned By... Brennan Bcstg. Co.  
 Address... P. O. Box 1103  
 Tel.: FLanders 9-9000... Independent  
 Station Rep... Radio-TV Reps.

*Don't SHOOT  
 Your ad budget*



*'til you see the whites of our I's*

**WIII RADIO...**

*The only sound in sight  
 on the "Quiet Gold Coast"\**

\* South Miami to the Keys

Pres., Gen. Mgr. .... William J. Brennan  
 Commercial, Sales Prom. Mgr. .... Jim Atkins  
 Chief Engineer. .... C. G. Brennan

**WIVY—Jacksonville—1948**

Frequency: 1050 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... WIVY, Inc.  
 Address. .... 1639 Atlantic Blvd.  
 Tel.: FL 9-2521. .... Independent  
 Sta. Representative. .... Jack Masla  
 President. .... Edward J. Oberle  
 Chief Engineer. .... B. Baker

**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  
 Sta. Rep. .... H-R Reps  
 Commissioner in Charge. .... J. D. Kennedy  
 General Mgr. .... J. W. Douglass  
 Program Supervisor. .... Mrs. Margarete Scott  
 Chief Engineer. .... Kenneth B. Kroter

**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. .... Blair Radio  
 President. .... Ben Strouse  
 General Mgr. .... Sidney L. Beighley, Jr.  
 Station Manager. .... Donald R. Smith  
 Chief Engineer. .... C. Roy King

**WOBS—Jacksonville—1947**

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 Manager. .... Al Keirsey  
 Station Manager. .... G. W. Johnston  
 Program Director. .... Johnny Shaw  
 Chief Engineer. .... Tommy Thomas

**WPDQ—Jacksonville—1942**

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... WPDQ, Inc.  
 Address. .... Atlantic Coast Line Bldg.  
 Tel.: EL 4-4421. .... Independent  
 Newspaper Affil. .... Brush-Moore Newspaper  
 Station Rep. .... Venard, Torbet & McConnell  
 President. .... E. Carr  
 V.P., General Mgr. .... Robert C. Fehlman  
 Commercial Manager. .... Harry Talbert  
 Sales Promotion Manager. .... Margaret Murrey  
 Program Director. .... William Earman  
 Chief Engineer. .... Ernest E. Haralson  
 Owners of: WHBC, Canton; WONE, Dayton.

**WQIK—Jacksonville—1955**

Frequency: 1280 Kc. .... Power: 5,000 Watts d.  
 Owned-Operated By. .... Rowland Bcstg. Corp.

Address. .... 30 W. Adams St.  
 Tel.: ELgin 4-4501. .... Independent  
 Station Rep. .... Charles Bernard  
 Pres., Gen. Mgr. .... M. W. Rowland  
 Commercial Manager. .... Charles R. Witt  
 Chief Engineer. .... William V. Johnson

**WQTY—Jacksonville—1960**

Frequency: 1220 Kc. .... Power: 1 Kw. d.  
 Owned By. .... Rahall Broadcasting, Inc.  
 Address. .... P.O. Box 8103  
 Tel.: RAYmond 5-2400. .... Independent  
 Station Rep. .... Bolling  
 President. .... Sam G. Rahall  
 General Manager. .... William J. Brown  
 Commercial Manager. .... Dave Picus  
 Program Director. .... Ted Jones  
 Chief Engineer. .... Ron Brown  
 Owners of: WKAP, Allentown; WNAR, Norris-  
 town; WWNE, Beckley; WLCY, Tampa.

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... WRHC, Inc.  
 Address. .... 247 Margaret St.  
 Tel.: EL 6-0461. .... Independent  
 Station Representative. .... Hal Walton  
 President. .... Harold S. Cohn Sr.  
 Gen. Mgr. .... Harold S. Cohn, 2nd  
 Station Mgr. .... Ronald H. Cohn  
 Chief Engineer. .... Charles Trice

**WZOK—Jacksonville—1940**

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned By. .... Peninsular Life Bcstg. Co.  
 Business Address. .... Peninsular Life Bldg.  
 Tel.: ELgin 6-1373. .... ABC  
 Station Representative. .... Brown  
 President, Gen. Mgr. .... C. Macri  
 Program Director. .... Reed Gardner  
 Chief Engineer. .... William Cooper

**WZRO—Jacksonville Beach  
 1947**

Frequency: 1010 Kc. .... Power: 1 Kw. d.  
 Owned By. .... Radio Station WZRO  
 Address. .... P.O. Box 278  
 Tel.: Cherry 6-3222. .... KBS  
 Owner. .... Andrew B. Letson  
 General Manager. .... Emery Evans  
 Comm., Sales Promo. Mgr. .... Lee Edwards

**WKIZ—Key West—1959**

Frequency: 1500 Kc. .... Power: 250 Watts  
 Owned By. .... Florida Keys Bcstg. Corp.  
 Address. .... P.O. Box 1487  
 Tel.: CY 4-2523. .... Independent  
 Station Rep. .... Breen & Ward  
 President. .... R. E. Hook  
 General, Station Mgr. .... Gayle Swofford  
 Program Director. .... Pete Sheppard  
 Chief Engineer. .... Bill Cassel

**WKWF—Key West—1945**

Frequency: 1600 Kc. .... Power: 500 Watts  
 Owned-Operated By. .... John M. Spottswood

# FLORIDA

Business Address.....P.O. Box 1300  
Tel.: CY 6-2222.....ABC KBS-MBS  
Owner, Gen. Mgr.....John M. Spottswood  
Sta., Sales Prom. Mgr.....Ray A. Schoneck  
Prog. Dir.....B. Leach  
Chief Eng.....Charles R. Lowe

## **WKBX—Kissimmee—1954**

Frequency: 1220 Kc.....Power: 250 Watts  
Owned By.....King & Walker  
Address.....Lago Vista Blvd.  
Tel.: TI 6-7181.....Independent  
Owners.....Howard King, Rodney Walker

## **WDSR—Lake City—1946**

Frequency: 1340 Kc.....1 Kw. d., 250 W. n  
Owned By.....Alfred & Alma Temple  
Address.....Box 826  
Tel.: 752-1340.....Independent  
Owners.....Alfred & Alma Temple

## **WGRO—Lake City—1958**

Frequency: 960 Kc.....Power: 500 Watts  
Owned By.....Columbia County Bcstg. Co.  
Address.....30 N. Hernando St.  
Tel.: 752-0960.....KBS  
Sta. Representative.....Hopewell  
President.....Donald E. Dockery  
General Manager.....Bob Dobelstein  
Chief Engineer.....Philip L. Corbin

## **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.....H. Wolfe

## **WLIZ—Lake Worth—1959**

Frequency: 1380 Kc.....Power: 500 Watts  
Owned By.....Gold Coast Bcstg. Co.  
Address.....1939 Seventh Ave. N.  
Tel.: JJustice 5-5533.....KBS  
Station Rep.....United Spot Sales  
President.....Sam C. Phillips  
Station, Commercial Mgr.....Jack McCormack  
Chief Engineer.....David E. Hubertz

## **WLAK—Lakeland—1936**

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned/Oper. By.....Florida Central Bcstg. Co.  
Address.....1412 East Lime St.  
Tel.: MU 2-3143.....NBC  
Pres., Station Mgr.....Frank W. Nesbitt  
V. P., Sales Prom. Mgr.....Howard W. Cann, Jr.  
Commercial Manager.....Powell Adams  
Program Director.....Garland Burt  
Chief Engineer.....William P. Lee

## **WONN—Lakeland—1949**

Frequency: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....WONN, Inc.  
Address.....Box 2038  
Tel.: 682-8184.....Independent  
Representative.....Donald Cooke, Inc.

President, Ch. Eng.....Duane F. McConnell  
Station Manager.....Tom Dell  
Comm. Mgr., Pub. Dir.....John Gilman  
Program Director.....Mark Wheeler

## **WYSE—Lakeland—1957**

Frequency: 1330 Kc.....Power: 1 Kw.  
Owned.....Polk Radio Inc.  
Address.....207½ E. Main St.  
Tel.: Mutual 6-8127.....Independent  
General Mgr., Ch. Eng.....Tom Barber

## **WBIL—Leesburg—1957**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
Owned By.....Thompson K. Cassel  
Address.....P. O. Box 638  
Tel.: 787-2313.....Independent  
General Manager.....Richard D. Lundy  
Commercial Manager.....Jack Klineholfer  
Program Director.....Blake Tabor  
Publicity Director.....Norma C. Hendricks  
Chief Engineer.....Jack Darrell  
Owners of: WATS, Sayre; WCHA, Chambersburg.

## **WLBE—Leesburg—1949**

Frequency: 790 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WLBE, Inc.  
Address.....P. O. Box 790  
Tel.: EL 7-2790.....MBS-KBS  
President, Gen. Mgr.....Paul A. Husebo  
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.: FOrrest 2-1250.....KBS  
Owner, Gen. Mgr.....Norman O. Protsman  
Program Director.....Faith Protsman  
Chief Engineer.....C. S. Parker

## **WMAF—Madison—1956**

Frequency: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....Norman O. Protsman  
Address.....Box 621  
Tel.: HU 3-6333.....KBS  
Owner.....Norman O. Protsman  
Station Manager.....Bob Lay

## **WFFG—Marathon—1961**

Frequency: 1300 Kc.....Power: 500 Watts d.  
Owned By.....Key Broadcasting Co., Inc.  
Address.....Box 332  
Tel.: 743-5563.....Independent  
President.....J. W. Betts  
General Mgr., Pub. Dir.....C. E. Corrill

## **WTOT—Marianna—1958**

Frequency: 980 Kc.....Power: 1 Kw.  
Owned By.....Chipola Corp.  
Address.....104 S. Caledonia St.  
Tel.: HUDson 2-3046.....KBS  
President.....F. T. MacKinnon  
General Manager.....F. Huggins  
Chief Engineer.....O. Lanman

**WTYS—Marianna—1948**

Freq.: 1340 Kc. Power 1 Kw. d.; 250 Wts. n.  
 Owned-Operated By.....James W. Tate  
 Address .....Box 777  
 Tel.: HU 2-2131.....ABC  
 General Manager.....James W. Tate  
 Commercial Manager.....Bart W. Lincoln  
 Chief Engineer.....Gerald McKechnie

**WMMB—Melbourne—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Indian River Radio, Inc.  
 Address .....Front St.  
 Tel.: PA 3-1661 .....MBS  
 General Manager.....Howard L. Green

**WAME—Miami—1958**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned By.....WAME Bcstg. Co.  
 Address .....1850 N.W. Lejeune Rd.  
 Tel.: 633-0633.....ABC  
 Sta. Reps.....V., T. & McConnell; Ayers  
 President, General Manager.....Ted Wilson  
 Sta. Mgr., Pub. Dir.....Murry Woroner  
 Sales Manager.....Jack Speigel  
 Chief Engineer.....Stan Brown

**WFAB—Miami—1958**

Frequency: 990 Kc. Power: 5000 Watts  
 Owned By.....WFAB, Inc.  
 Address .....12th and Biscayne Blvd.  
 Tel.: MO 6-3361 .....Independent  
 President.....R. Eaton  
 General Manager.....Arthur Gordon

**WFUN—Miami—1961**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned By.....Rounsaville of Miami Beach, Inc.  
 Address .....Box 879, McArthur Causeway  
 Tel.: Jefferson 2-5535 .....Independent  
 Station Representative.....Robert Eastman  
 President.....Robert W. Rounsaville  
 General, Sales Prom. Mgr. . .Wm. A. Selley, Jr.  
 Station, Commercial Mgr.....Arnold Kaufman  
 Program Director.....Gary Mack  
 Publicity Director.....Bill Holley  
 Chief Engineer.....Paul Cram  
 Owners of: WCIN, Cincinnati; WTMP, Tampa;  
 WVOL, Nashville; WLOU, Louisville; WYLD,  
 New Orleans.

**WGBS—Miami—1944**

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned.....Storer Bcstg. Co.  
 Address .....1605 Biscayne Blvd.  
 Tel.: FR 9-2401.....Independent  
 Newspaper Affiliation.....Miami Beach Sun  
 Station Representative.....Katz Agency, Inc.  
 President.....George B. Storer, Jr.  
 V.P., General Manager.....Bernard E. Neary  
 General Sales Mgr.....Robert Mitchell  
 Sales Manager.....Ed Trent  
 Promotion Director.....Ken Malden  
 Program Director.....Robert B. Martin

Chief Engineer.....Edward C. Lockwood  
 Owners of: WJBK-AM-FM-TV, Detroit; WSPD-  
 AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-  
 AM-FM-TV, Cleveland; WHN, New York, N. Y.;  
 WGBS-AM-FM, Miami, Fla.; WJBO-AM-FM,  
 Phila., Pa.; WITI-TV, Milwaukee; KGBS, Los  
 Angeles.

**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.....MBS  
 Representative.....Petry  
 President.....Rex Rand  
 V.P., General Manager.....Frank Craig  
 Sales Manager.....Dick Kelsey  
 Program Director.....Mark Prichard  
 Chief Engineer.....Andy Teplany  
 Owners of: WEAT-AM-TV, West Palm Beach;  
 WINQ, Tampa, Fla.

**WIOD—Miami—1956**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned By.....Miami Valley Bcstg.  
 Address .....1401 N. Bay Causeway  
 Tel.: 759-4311 .....NBC  
 Station Rep.....Hollingbery  
 President.....James M. Cox, Jr.  
 Station Director.....James LeGate  
 Comm. Manager.....Cy Swingle  
 Publicity Director.....Sid Knight  
 Program Director.....Buddy Holiday  
 Chief Engineer.....Gene Rider

**WMET—Miami—1954**

Frequency: 1220 Kc. Power: 250 Watts  
 Owned By.....Latin Bcstg. Corp.  
 Address .....350 N.E. 71st St.  
 Tel.: 751-9743.....Independent  
 Sta. Rep.....Tele Radio & TV Sales  
 President.....Marvin Tavel  
 V.P., General Manager.....Richard D. Baker  
 Commercial Manager.....Omar Vaillant  
 Chief Engineer.....Vernon Ellis

**WMIE—Miami—1947**

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By.....WMIE, Inc.  
 Address .....1448 N. W. 36 St.  
 Tel.: 633-0161.....Independent  
 Representative.....National Time Sales  
 President.....E. D. Rivers, Sr.  
 Station Manager.....Jack E. Nobles  
 Program Director.....Douglas Hatton  
 Sales Prom. Mgr.....Lawrence Lunker  
 Chief Engineer.....Russell Bennett

**WQAM—Miami—1921**

Frequency: 560 Kc. Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By.....Storz Brcstg. Co.  
 Address .....McAllister Hotel  
 Tel.: FRanklin 7-3535.....Independent  
 Representative.....John Blair  
 President.....Todd Storz  
 V.P., General Manager.....Jack Sandler



# FLORIDA

Program Dir. .... Charles Murdock  
Chief Engineer ..... James Hampton  
Owners of: WHB, Kansas City, Mo. WTX, New Orleans; WDG, Minneapolis; KXOK, St. Louis; KOMA, Oklahoma City.

## WSPK—Miami—1956

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WSPK, Inc.  
Address ..... 420 S.W. 2nd Ave.  
Tel.: FR 1-1307 ..... Independent  
Station Rep. .... H. R. Representatives  
President ..... Bill O'Neil  
Gen. Mgr. .... R. C. O'Donnell  
Program Dir. .... Georgiana Fleming  
Chief Eng. .... Gerald G. Roberts

## WKAT—Miami Beach—1937

Freq.: 1360 Kc. .... 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... WKAT, Inc.  
Address ..... 1759 N. Bay Road  
Tel.: JE 1-5711 ..... CBS  
Sta. Representative ..... Gill Perna  
President ..... Mrs. A. Frank Katzentine  
General Manager ..... Sidney Levin  
Commercial Manager ..... Howard Jacobs  
Program Director ..... Bill Smith  
Chief Engineer ..... Arthur P. Smith, Jr.

## WMBM—Miami Beach—1949

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned By ..... Community Service Bcstrs.  
Address ..... 814 First St.  
Tel.: 532-6347 ..... Independent  
Station Rep. .... Bernard Howard  
President ..... Alexander S. Klein  
Vice Pres. .... Allan B. Margolis  
Program Director ..... Milton Smith

## WEBY—Milton—1954

Frequency: 1330 Kc. .... Power: 5000 Watts  
Owned ..... C. W. Mapoles  
Address ..... Ward Basin Rd.  
Tel.: NA 3-3425 ..... MBS  
Owner, Gen. Mgr. .... C. W. Mapoles  
Comm. Sta. Mgr. .... H. Byrd Mapoles  
Program Dir. .... D. Cooke

## WSRA—Milton—1958

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned By ..... Santa Rosa Bcstdg. Co.  
Address ..... P.O. Box 441  
Tel.: WY 4-5357 ..... KBS  
Station Representative ..... George Hopewell  
President, Gen. Mgr. .... F. A. Davis  
Chief Engineer ..... Earl Morgan

## WVGT—Mount Dora—1958

Frequency: 1580 Kc. .... Power: 1 Kw., d.  
Owned By ..... Robert A. Lewis  
Address ..... Box 956  
Tel.: 383-3110 ..... Independent  
General Manager ..... Robert A. Lewis

## WNOG—Naples—1954

Frequency: 1270 Kc. .... Power: 500 Watts  
Owned and Oper. By ..... Radio Naples Inc.  
Address ..... P.O. Box 1128  
Tel.: 2-5127 ..... KBS  
Representative ..... Geo. Hopewell  
President, Gen. Mgr. .... William J. Ryan  
Commercial Manager ..... Homer L. Dixon  
Sales Prom. Mgr. .... LaTelle Dixon  
Program Director ..... Lloyd Garten  
Publicity Director ..... Jean B. Southey  
Chief Engineer ..... David S. Traer

## WORT—New Smyrna Beach 1962

Frequency: 1550 Kc. .... Power: 250 Watts d.  
Owned By ..... Radio New Smyrna, Inc.  
Address ..... P.O. Box 276  
Tel.: 428-5333 ..... Independent  
President ..... John C. Dent  
Vice President ..... Robert Wasdon  
General Manager ..... Bill Diehl  
Chief Engineer ..... Mark J. Manucy

## WSBB—New Smyrna Beach 1951

Frequency: 1230 Kc. Power 1 Kw. d., 250 W. n.  
Owned-Operated By ..... Broadcasters, Inc.  
Business Address ..... Box 125  
Tel.: GA 8-9091 ..... MBS-KBS  
President, Gen. Mgr. .... A. V. Tidmore  
Station, Comm. Manager ..... A. L. Pruitt  
Chief Engineer ..... Sim Eagleson, Sr.

## WKOS—Ocala—1957

Frequency: 1370 Kc. .... Power: 5 Kw. d.  
Owned By ..... R. L. Gilliam  
Address ..... P.O. Box 1779  
Tel.: 622-8174 ..... ABC  
Gen., Comm. Manager ..... R. L. Bowles  
Program Director ..... Art Ross  
Chief Engineer ..... C. Gordon Huey

## WMOP—Ocala—1953

Frequency: 900 Kc. .... Power: 1000 Watts  
Owner ..... A. B. Letson  
Address ..... 311 Robertson Bldg.  
Tel.: 622-4118 ..... Independent  
President ..... A. B. Letson  
General Mgr. .... Jim Kirk  
Comm. Sls. Mgr. .... Vernon Arnette  
Chief Engineer ..... A. Turner

## WTMC—Ocala—1939

Frequency: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... WTMC, Inc.  
Address ..... 415 S. Magnolia  
Tel.: 622-4127 ..... KBS-MBS  
President, Gen. Mgr. .... Ray Gunckel Jr.  
Station Manager ..... C. T. Catalano  
Chief Engineer ..... W. P. Callahan

**WOKC—Okeechobee—1961**

Frequency: 1570 Kc. Power: 1 Kw. d.  
Owned By.....Sugarland Bcstg Co.  
Address.....Box 1027, Arcadia, Fla.  
Tel.: R0deo 3-3181.....KBS  
President.....Frank Denmead  
Chief Engineer.....Al Stokes  
Owners of: WSUG, Clewiston, Fla.

**WAYR—Orange Park—1960**

Frequency: 550 Kc. Power: 1000 Watts  
Owned By.....Dan Richardson  
Address.....Orange Park, Fla.  
Tel.: C0ngress 4-9587.....Independent  
President.....Dan Richardson  
General Manager.....Gordon R. Linscott  
Sales Promotion Mgr.....Joseph R. May

**WABR—Orlando—1954**

Frequency: 1440 Kc. Power: 5 Kw.  
Owned By.....Contemporary Bcstg. Co.  
Address.....P. O. Box 7547  
Tel.: GArden 5-6631.....MBS  
Sta. Rep.....Gill-Perna  
President.....I. Edward Edwards  
General Mgr.....J. D. Coombs  
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.....Blair  
Exec. V. P. Gen. Mgr.....Arnold F. Schoen, Jr.  
Dir., Radio Opns., Comm. Mgr.....Carl Hallberg  
Chief Engineer.....James E. Yarbrough  
Owners of: WDBO-TV.

**WHIY—Orlando—1957**

Frequency: 1270 Kc. Power: 5 Kw. d.  
Owned.....Orlando Radio & TV Bcstg. Corp.  
Address.....563 N. Orange Ave.  
Tel.: GA 4-8561.....MBS  
Station Rep.....Venard, Torbet & McConnell  
President.....Gordon Sherman  
General Manager.....Gene G. Cook  
Commercial Manager.....J. Douglas Coombs  
Program Director.....Art Spector  
Chief Engineer.....William Miller

**WHOO—Orlando—1948**

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.....Hollingsbery  
Pres., Gen. Mgr.....John T. Rutledge  
Commercial Manager.....Don Welsh  
Operations Mgr.....Gene Stuart  
Chief Engineer.....Charles K. Chrismon

**WKIS—Orlando—1947**

Frequency: 740 Kc. Power: 5 Kw. 1 Kw. n.

Owned-Oper. By.....Central Florida Bcstg. Co.  
Address.....P. O. Box 740  
Tel.: CYPress 5-0740.....NBC  
Station Rep.....Devney Organization  
Pres., Gen. Mgr.....Mrs. Naomi T. Murrell  
Commercial Manager.....William O. Murrell, Jr.  
Sales Promotion Manager.....Doc Pingree  
Program Director.....Glenn Smith  
Publicity Director.....Dick Ferrell  
Chief Engineer.....Jack Collingsworth

**WLOF—Orlando—1940**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By.....Mid-Fla. Radio Corp.  
Address.....P. O. Box 5756  
Tel.: Cypress 3-2431.....Independent  
Station Representative.....McGavren/Guild  
President.....Harris Thomson  
V. P., Gen. Mgr.....Howard S. Kester  
Program Director.....Ernest Legge  
Chief Engineer.....W. Dodd Daniel

**WSUZ—Palatka—1957**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned By.....WSUZ, Inc.  
Address.....P. O. Box 668  
Tel.: EAst 8-1434.....Independent  
President.....George Duck

**WWPF—Palatka—1947**

Freq.: 1260 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Hall Bcstg. Co.  
Address.....900 River St.  
Tel.: EA 5-4555.....KBS  
Gen. Mgr.....William R. Terry  
Chief Engineer.....M. Rivenburgh

**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.....NBC  
General, Station Mgr.....Art Rivera  
Chief Engineer.....Clyde Walkden

**WDLP—Panama City—1940**

Frequency: 590 Kc. Power: 1000 Watts  
Owned.....Dixie Radio Inc.  
Address.....323 West Beach Drive  
Tel.: PO 3-1777.....KBS  
Station Reps.....Gill-Perna; Felts, Dove, Cannon  
President.....Denver Brannen  
General Manager.....R. B. Mann  
Chief Engineer.....W. Alexander

**WPCF—Panama City—1949**

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By.....Bay County Bcstg. Co.  
Address.....2 Harrison Ave.  
Tel.: Sunset 5-6176.....ABC  
Sta. Reps.....Walker-Rawalt; Dora-Clayton  
Pres., General Mgr.....E. L. DuKate  
Publicity Director.....John McMullen  
Program Director, Ch. Eng.....John Boggess  
Owners of: WNSM, Valparaiso, Fla.

# FLORIDA

## WSCM—Panama City Beach 1958

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned By.....WSCM Bcstg., Inc.  
Address.....Box 4336  
Tel.: ADams 4-3128.....Independent  
Station Representative.....The Bolling Co.  
President.....Ted Nelson  
General, Comm. Manager.....Gene Milsteen  
Program Director.....John Rector  
Chief Engineer.....Ken McNaron

## WBOP—Pensacola—1956

Frequency: 980 Kc. Power: 1,000 Watts  
Owned-Oper. By.....Tri-Cities Brcstg. Co.  
Business Address.....431 West Belmont  
Tel.: HE 8-7543.....Independent  
Sta. Reps.....National Time Sales; B. I. Ochs  
President.....E. O. Roden  
General Mgr., Ch. Eng.....Zane D. Roden  
Commercial Manager.....W. I. Dove

## WBSR—Pensacola—1946

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....WBSR, Inc.  
Address.....P.O. Box 5668  
Tel.: 432-6173.....Independent  
Station Representative.....Jack Masla  
Pres., Gen. Mgr.....Don J. Lynch  
Commercial Manager.....Les Tackett  
Program Director.....Jerry Dee  
Chief Engineer.....Glenn Nichols

## WCOA—Pensacola—1926

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By.....WCOA Radio, Inc.  
Address.....Box 1669  
Tel.: Glendale 6-5751.....NBC  
Sta. Reps.....Bernard Howard; Clarke Brown  
President, Gen. Mgr.....J. McC. Miller  
Commercial Manager.....Bo Mitchell  
Program Director.....John Spears  
Chief Engineer.....Gene Plalzer

## WDEB—Pensacola—1959

Frequency: 610 Kc. Power: 500 Watts d.  
Owned By.....M. & V. Wheeler  
Address.....118 E. Intendencia  
Tel.: HEmlack 3-0062.....Independent  
Owners.....Mel & Vinny Wheeler  
General Manager.....James E. Connolly  
Station, Comm. Mgr.....Otis Dodge

## WNVY—Pensacola—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned By.....Radio Pensacola, Inc.  
Address.....807 W. Garden St.  
Tel.: Hemlock 3-5666.....Independent  
President.....J. Drees  
General Manager.....J. Howat

## 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.....ABC  
President.....Edwin H. Estes  
General, Station Mgr.....Harold Kennedy  
Program Director.....Marshall Bradley  
Chief Engineer.....Cliff Anderson  
Owners of: WMOZ, Mobile

## WPRY—Perry—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....WPRY Radio  
Address.....Drawer 821  
Tel.: 458-5741.....KBS  
Representative.....Continental Radio Sales  
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.....1607 S. Collins St.  
Tel.: 752-3123.....Independent  
President.....W. A. Smith  
Gen. Mgr., Chief Eng.....George Friend

## WPOM—Pompano Beach—1958

Frequency: 1470 Kc. Power: 5000 Watts d.  
Owned By.....Gold Coast Broadcasters, Inc.  
Address.....P. O. Box 10315, Ft. Lauderdale  
Tel.: LU 3-1470.....ABC  
President.....James C. Deam  
General Sta. Mgr.....Vern Bessler  
Chief Engineer.....George Ralston

## WJOE—Port St. Joe—1956

Frequency: 1570 Kc. Power: 250 Watts, d.  
Owned By.....Little Joe Enterprises  
Address.....P.O. Box 40  
Tel.: 227-2426.....Independent  
Station Representative.....George Hopewell  
General Mgr., Chief Eng.....Robert Sidwell  
Station, Comm. Mgr.....Guy N. Middleton  
Program Director.....Jim Vickers

## WCCF—Punta Gorda—1960

Frequency: 1580 Kc. Power: 1 Kw. d.  
Owned By.....Charlotte Radio Co.  
Address.....112 W. Olympia Ave.  
Tel.: NEptune 9-1580.....Independent  
Newspaper Affil.....Charlotte Herald  
Station Representative.....Gene Bolles  
President.....Loyal Phillips  
General, Sta. Mgr.....John R. Alston  
Program Director.....William T. Watrous  
Publicity Director.....Kay Robertson  
Chief Engineer.....William Q. Setliffe

## WCNH—Quincy—1948

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Big Bend Broad. Corp.  
Address.....P.O. Box 630  
Tel.: MA 7-6700.....MBS

**President, Gen. Mgr.**.....William S. Dodson  
**Station Manager**.....David C. Drew  
**Commercial Manager**.....B. E. Black  
**Publicity Director**.....Agnes Kingry  
**Program Director**.....Douglas Graham  
**Chief Engineer**.....Henry Bevis  
**Owners of:** WBSO, Bennettsville, S. C.

**WHEW—Riviera Beach—1960**

**Frequency:** 1600 Kc.....**Power:** 1000 Watts, d.  
**Owned By**.....Public Service Bcstg.  
**Address**..45th & Military Trail, W. Palm Beach  
**Tel.:** Overland 3-1600.....**Independent**  
**Owner, General Mgr.**.....Robert Hecksher

**WETH—St. Augustine—1954**

**Frequency:** 1420 Kc.....**Power:** 1 Kw. d.  
**Owned By**.....D & R Bcstg. Corp.  
**Address**.....900 Anastasia Blvd.  
**Tel.:** VA 9-9094.....**Independent**  
**Station Rep.**.....Charles Bernard  
**General Manager**.....J. H. Riggs

**WFOY—St. Augustine—1936**

**Frequency:** 1240 Kc...**Power:** 1 Kw. d., 250 W. n.  
**Owned-Oper. By**.....Ponce de Leon Bcsting  
**Address**.....Fountain of Youth Gardens  
**Tel.:** VA 9-3416.....**CBS**  
**Pres., Gen. Mgr.**.....John E. Bernhard, Jr.  
**Comm., Sales Prom. Manager**..Fred H. Schilling  
**Program Director**.....Mrs. Frank Walker  
**Publicity Director**.....Mrs. Alberta Dillin  
**Chief Engineer**.....Fred McCleary

**WLCY—St. Petersburg—1939**

**Frequency:** 1380 Kc.....**Power:** 5000 Watts  
**Owned By**.....WTSP, Inc.  
**Address**.....11450 Gandy Blvd.  
**Tel.:** HE 5-2131.....**Independent**  
**Station Rep.**.....H-R Reps., Inc.  
**President**.....Joe Rahall  
**General Manager**.....Sam G. Rahall  
**Asst. Station Mgr.**.....M. S. Cleaver  
**Commercial Manager**.....Donald L. Jones  
**Sales Prom. Mgr.**.....Wayne Sexour  
**Program Director**.....Roy Nilson  
**Publicity Director**.....Dick Stambaugh  
**Chief Engineer**.....Dan Lunin  
**Owners of:** WKAF, Allentown, Pa.; WNNR, Beck-  
 ley, W. Va.; WNAE, Norristown, Pa.; WQTY,  
 Jacksonville; WTSP-TV, St. Petersburg.

**WPIN—St. Petersburg—1950**

**Frequency:** 680 Kc.....**Power:** 1,000 Watts  
**Owned By**.....Fla. W. Coast Bcstrs., Inc.  
**Business Address**.....28th St. N. at 62nd Ave.  
**Tel.:** HEMlock 5-6161.....**Independent**  
**Station Rep.**.....Donald Cooke  
**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

**Address**.....Million Dollar Pier  
**Tel.:** 5-4121.....**ABC**  
**Reps.**.....Venard, Torbet & McConnell; Ayers  
**General Manager**.....Fred P. Shawn  
**Commercial Manager**.....Jack Weldon  
**Program Director**.....Bob Vaughn  
**Promotion Director**.....Carl Fuchs  
**Chief Engineer**.....William C. Coddling  
**Owners of:** WSUN-TV.

**WILZ—St. Petersburg Beach  
1957**

**Frequency:** 1590 Kc.....**Power:** 1 Kw. d.  
**Owned**.....Holiday Isles Bcstg. Co.  
**Address**.....P. O. Box 6267  
**Tel.:** 361-6031.....**KBS**  
**President**.....H. C. Spence  
**General Manager**.....D. L. Bigelow

**WSFR—Sanford—1956**

**Frequency:** 1360 Kc.....**Power:** 500 Watts  
**Owned**.....Sanford Seminole Bcstg. Co.  
**Address**.....Box 679  
**Tel.:** FAirax 2-8000.....**Independent**  
**President**.....Max Tavel  
**Gen., Sta. Manager**.....Elsie MacDougall  
**Chief Engineer**.....F. W. Ball

**WTRR—Sanford—1947**

**Frequency:** 1400 Kc...**Power:** 1 Kw. d., 250 W. n.  
**Owned By**.....Myron A. Reck  
**Address**.....P.O. Box 1568  
**Tel.:** FA 2-6112.....**KBS**  
**General Manager**.....Myron A. Reck  
**Commercial Manager**.....Jack Weible  
**Program Director**.....Nick Pfeifauf  
**Chief Engineer**.....Ralph L. Spotts

**WKXY—Sarasota—1949**

**Frequency:** 930 Kc...**Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By**.....Sarasota Bcstg. Co.  
**Address**.....2500 Tenth St.  
**Tel.:** 958-1151.....**Independent**  
**Sta. Representative**.....Thomas Clark  
**President, Gen. Mgr.**.....A. G. Fernandez  
**Commercial Manager**.....James M. Angel  
**Program Director**.....Charles Fernandez  
**Chief Eng.**.....Robert L. Kohlmeier

**WSAF—Sarasota—1961**

**Frequency:** 1220 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....Radio Sarasota, Inc.  
**Address**.....Box 305  
**Tel.:** 955-3308.....**Independent**  
**Station Reps.**.....Spot Time Sales; Ochs  
**Exec. Vice President**.....Charles Stewart  
**Sales Promotion Mgr.**.....Ed Owens  
**Program Director**.....Thomas Johnson  
**Publicity Director**.....Irene Marsden  
**Chief Engineer**.....Arnold Keck

**WSPB—Sarasota—1939**

**Frequency:** 1450 Kc...**Power:** 1 Kw. d., 250 W. n.

# FLORIDA

Owned-Oper. By ..... WSPB Bcstg. Co.  
Business Address ..... Box 1110, City Island  
Tel.: 388-2131  
Sta. Representative ..... Walker-Rawalt  
President ..... John Morgan Davis  
General Station Mgr. .... Paul F. Kelly  
Commercial Manager ..... J. E. Nichols  
Sales Promotion Mgr. .... Gerry Pike  
Program Director ..... David Hale  
Chief Engineer ..... G. W. McGougan  
Owners of: WALL, Middletown, N. Y.

## WYND—Sarasota—1959

Frequency: 1280 Kc. .... Power: 500 Watts d.  
Owned By ..... Gulf-Coast Bcstg Co., Inc.  
Address ..... 2101 N. Hammock Pl.  
Tel.: 958-5561  
Independent  
President, Gen. Mgr. .... G. S. Shaffer

## WJCM—Sebring—1950

Frequency: 960 Kc. .... Power: 1 Kw.  
Owned/Operated By ..... Progressive Publ. Co.  
Business Address ..... Assembly Pl. on Dinner Lake  
Tel.: Evergreen 5-7149  
KBS  
President ..... W. K. Ulerich  
Station Manager ..... Jack Hughes  
Program Director ..... Ron Wilson  
Chief Engineer ..... Robert Goshorn  
Owners of: WCPA, Clearfield; WMAJ, State  
College; WQAD, Indiana.

## WSEB—Sebring—1959

Frequency: 1340 Kc. .... Power: 250 W.  
Owned By ..... Highlands Bcstg. Corp.  
Address ..... P. O. Box 768  
Tel.: Evergreen 5-7141  
Independent  
General Mgr. .... W. K. Diehl  
Comm. Mgr. .... M. J. Hinlein

## WPXE—Starke—1957

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned By ..... George Gothberg Radio, Inc.  
Address ..... P.O. Box 357  
Tel.: 964-5001  
KBS  
President ..... George Gothberg  
Sales Promotion Mgr. .... Don Hogue  
Program Director ..... Dean Blackwell  
Chief Engineer ..... Donald Neele

## 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  
Station Manager ..... Bill Britton  
Commercial Manager ..... Ed Clay  
Program Director ..... Mike Sanders  
Chief Engineer ..... Bob Pike

## WMEN—Tallahassee—1954

Frequency: 1330 Kc. .... Power: 5,000 Watts d.  
Owned-Oper. By ..... WMEN, Inc.  
Address ..... Hotel Floridan  
Tel.: 3-2550  
Independent

Sta. Representative ..... Bernard-Howard  
President ..... B. F. J. Timm  
General Sta. Mgr. .... Clayton Wilkie  
Commercial Prom. Mgr. .... Carl Swanson  
Program Director ..... Harry Martin  
Chief Engineer ..... Glenn Boatright

## WRFB—Tallahassee—1959

Frequency: 1410 Kc. .... Power: 5000 Watts, d.  
Owned By ..... Emerson W. Browne  
Address ..... Lake Shore Drive  
Tel.: 385-1719  
ABC  
Station Rep. .... Charles Bernard  
Pres., Chief Eng. .... Emerson W. Browne  
Comm., Sales Prom. Manager. .... Ray Star  
Publicity Director ..... Jerry Conrad  
Program Director ..... Len Robinson

## WTAL—Tallahassee—1935

Frequency: 1270 Kc. .... Power: 5000 Watts  
Owned By ..... South Carolina Bcstg. Co.  
Business Address ..... Drawer "A"  
Tel.: 2-1270  
MBS  
Station Representative ..... Meeker  
General Mgr. .... Arthur Deters  
Program Director ..... Ron Martin  
Chief Engineer ..... Kenneth Mallory

## WTNT—Tallahassee—1946

Frequency: 1450 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned By ..... WTAL Radio  
Business-Studio Address ..... Hotel Duval  
Tel.: 222-1450  
CBS  
Representative ..... Devney Org.; Ayers  
Pres., Gen. Mgr., Ch. Eng. .... Frank W. Hazelton  
Commercial Manager ..... Hurley W. Rudd  
Program Director ..... R. S. Meigs

## WALT—Tampa—1947

Frequency: 1110 Kc. .... Power: 10 Kw. d  
Owned By ..... Eastern Bcstg. Corp.  
Address ..... 401 West Tyler Street  
Tel.: 2-7921  
Independent  
Sta. Representative ..... Gill-Perna  
General Manager ..... George W. Fee  
Sales Prom. Mgr. .... John Turner  
Publicity Director ..... Bob Poller  
Chief Engineer ..... Paul Gossett

## WDAE—Tampa—1922

Frequency: 1250 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Smiley Properties, Inc.  
Business Address ..... 101 N. Tampa St.  
Tel.: 229-0404  
CBS  
Representative ..... Katz  
President ..... Joseph F. Smiley  
General Manager ..... L. Spencer Mitchell  
Commercial Manager ..... Robert M. Weeks  
Program Director ..... Robert L. Hoffer  
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.: 229-0131 .....NBC  
 Newspaper Affiliation, Tampa Tribune-Times  
 Representative .....John Blair  
 President .....John C. Council  
 General Manager .....George W. Harvey  
 Sta., Comm. Mgr. ....John Alexander  
 Program Director .....Dan Valentine  
 Publicity, Sales Prom. Director. .Doug Duperrault  
 Chief Engineer .....Joseph Mitchell  
 Owners of: WFLA-TV-FM.

**WBBO—Tampa—1948**

Frequency: 1050 Kc. ....Power: 250 Watts d.  
 Owned By .....Floradio, Inc.  
 Business Address .....11011 Florida Ave.  
 Tel.: 935-3171 .....MBS  
 General, Commercial Mgr. ....Bob A. Martin  
 Program Director .....Bonita Fishback  
 Chief Engineer .....Bill Polk

**WINQ—Tampa—1960**

Frequency: 1010 Kc. ....Power: 50 Kw. d.  
 Owned By .....Rand Broadcasting  
 Address .....Hillsboro Hotel  
 Tel.: 229-6425 .....MBS  
 President .....Rex Rand  
 General Mgr. ....D. Mounsey

**WSOL—Tampa—1950**

Frequency: 1300 Kc. ....Power: 5 Kw. d.  
 Owned By .....WPIT, Inc.  
 Address .....113 E. La Fayette St.  
 Tel.: 229-8024 .....Independent  
 Station Rep. ....National Time Sales  
 President .....John L. Laux  
 Vice President .....Don Ioset  
 Station, Comm. Mgr. ....Albert B. Gale  
 Sales Prom. Mgr. ....Jack Faulkner  
 Publicity Director .....Eva Byron  
 Program Director .....Bill Beatty  
 Chief Engineer .....Maurice Scott

**WTMP—Tampa—1954**

Frequency: 1150 Kc. ....Power: 5000 Watts d.  
 Owned By .....Rounsaville of Tampa, Inc.  
 Address .....Box 1101, Washington Blvd.  
 Tel.: 626-4108 .....Independent  
 Station Representative .....Gill-Perna  
 President .....Robert W. Rounsaville  
 General Manager .....Edward F. Shadburne  
 Station Manager .....Charles Acton  
 National Sales Mgr. ....Ralph B. Johnson  
 Program Director .....Tom Hankerson  
 Chief Engineer .....Warren Kaufman  
 Owners of: WCIN, Cincinnati; WLOU, Louisville;  
 WFUN, Miami Beach; WYOL, Nashville; WYLD,  
 New Orleans; WTMP, Tampa, Fla.; WTAM-TV,  
 Louisville, Ky.; WATL-TV, Atlanta, Ga.

**WYOU—Tampa—1960**

Frequency: 1550 Kc. ....Power: 10,000 Watts, d.  
 Owned By .....John M. McLendon  
 Address .....P.O. Box 2150  
 Tel.: Tampa .....Independent  
 President .....John M. McLendon

**WRBB—Tarpon Springs—1954**

Frequency: 1470 Kc. ....Power: 5000 Watts  
 Owned By .....Consolidated Comm. Corp.

Address .....Box 1558, Clearwater  
 Tel.: 37-157 .....Independent  
 Newspaper Affil. ....Democrat Times  
 General, Comm. Mgr. ....Ross Charles  
 Program Director .....Leo McDevitt

**WRMF—Titusville—1957**

Frequency: 1050 Kc. ....Power: 500 Watts d.  
 Owned-Operated By .....WRMF, Inc.  
 Address .....Box 666  
 Tel.: 267-2141 .....Independent  
 Station Rep. ....Geo. Hopewell  
 President .....Richard M. Fairbanks  
 Gen., Sta. Mgr. ....Robert L. Bright  
 Program Director .....Joe Orlando  
 Sales Promotion Mgr. ....Bill Dotson  
 Publicity Director .....June Carter  
 Chief Engineer .....Abram Staggs

**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

**WAMR—Venice—1960**

Frequency: 1320 Kc. ....Power: 500 Watts d.  
 Owned By .....Venice Nokomis Bcstg. Co.  
 Address .....P. O. Box 1256  
 Tel.: 3-4931 .....Independent  
 President .....Larry Rhodes  
 General, Sta. Mgr. ....Richard Doudna  
 Commercial Mgr. ....George Miller  
 Chief Engineer .....Joe Barone

**WAXE—Vero Beach—1954**

Frequency: 1370 Kc. ....Power: 1 Kw.  
 Owned By .....WNMT, Inc.  
 Address .....P. O. Box 397  
 Tel.: Jordan 2-5405 .....KBS  
 Pres., Gen. Mgr., Ch. Eng. R. M. Chamberlin

**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

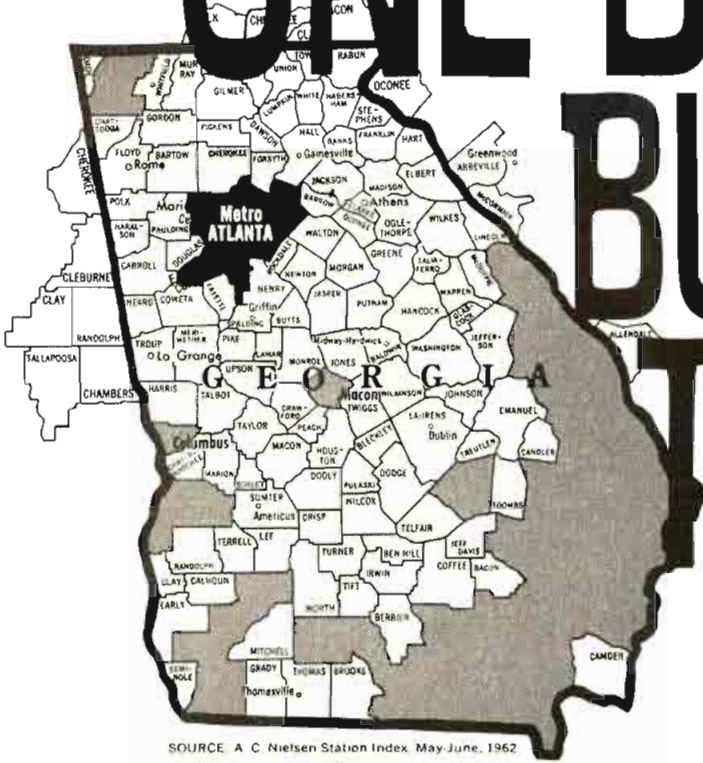
**WAUC—Wauchula—1958**

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 By .....WEAT-TV, Inc.  
 Address .....P. O. Box 70  
 Tel.: TE 3-9668 .....NBC  
 President .....Rex Rand  
 V.P., Gen. Mgr. ....Bertram Lebhax, Jr.  
 Chief Engineer .....Robert Leach

# ONE BUY TWO BUYS



SOURCE: A C Nielsen Station Index, May-June, 1962

**ONE:** You get dominant coverage (42.1% average share) in the five-county Metro Atlanta market, where retail sales soar to \$1,352,520,000 annually.

**TWO:** You reach 132 counties in Ga., Ala., S. C., N. C., and Tenn., where retail sales total \$3,869,409,000 annually.

Buy the one that gives you two . . .

## WSB RADIO

Georgia's 50,000 watt clear channel station



Represented by

Edward Petry & Co. Inc. Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

**WIRK—West Palm Beach  
1947**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Ken-Sell, Inc.  
Business Address.....711 S. Flagler Drive  
Tel.: 833-1711 .....Independent  
Sta. Representative.....Jack Masla  
Pres., Gen. Mgr.....Joseph S. Field, Jr.  
Comm., Sales Prom. Mgr.....Rome J. Hartman  
Program, Publicity Dir.....Bob Roberts  
Chief Engineer .....Pat Cerone

**WJNO—West Palm Beach  
1936**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....WJNO, Radio  
Bus. Address...1500 N. Flagler Dr., Box 189  
Tel.: TE 2-3638 .....CBS  
Station Representative .....Meeker  
Gen., Comm. Mgr.....H. V. McMillan  
Sales Prom. Mgr.....Charles W. Curtin  
Chief Eng.....Curtis Brinson

**WXIV—Windermere—1962**

Frequency: 1480 Kc. Power: 1,000 Watts d.  
Owned By.....Orange County Bcstg. Co.  
Address.....P.O. Box 456  
Tel.: 876-2300 .....Independent  
Owner, General Mgr.....Louis E. Latham

**WOKB—Winter Garden—1958**

Frequency: 1600 Kc. Power: 1 Kw.

Owned By .....Everbach Bcstg.  
Address.....1011 S. Division St.  
Tel.: GA 3-2218 .....Independent  
Station Reps....Nat'l Time Sales; Dora Clayton  
General Manager.....John B. Cook, Jr.

**WINT—Winter Haven—1958**

Frequency: 1360 Kc. Power: 1 kw., d.  
Owned By.....Winter Haven Bcstg. Co.  
Address.....P.O. Box 568  
Tel.: 293-5036 .....Independent  
Station Representative.....Hal Walton  
President, Chief Eng.....A. L. Fazzari  
Commercial Manager.....Bruce L. Parker  
Program Director.....Joe Trivette  
Publicity Director.....Gladys Wallace

**WSIR—Winter Haven—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Hundred Lakes Bcstg.  
Address.....665 S.W. Lake Howard Drive  
Tel.: CY 42-144.....MBS  
Pres., Gen. Mgr.....Lawrence Rollins  
Commercial Manager.....Arnold Silvert  
Program Director.....Richard Eyrich  
Chief Engineer.....L. Orden Craig

**WZRH—Zephyrhills—1962**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Zephyr Bcstg. Corp.  
Address.....P.O. Box 1022  
Tel.: 782-3399 .....Independent  
President.....John Dent  
General Manager.....Bill Diehl

Pop.: 4,070,000  
Families: 1,064,000

**Georgia**

Radio Homes: 1,020,000  
AM Stas. in State: 146

**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  
Vice President.....Maxine Shepherd  
Gen., Sta. Mgr.....Esther Shepherd  
Comm. Mgr., Chief Eng.....Hollis Suber

**WALG—Albany—1941**

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By.....Radio Albany, Inc.  
Address.....P. O. Box 1351  
Tel.: HE 5-8386.....Independent  
President, Gen. Mgr.....Allen M. Woodall  
Station Manager.....A. W. Murphy  
Chief Engineer.....Tommy Duke

**WGPC—Albany—1933**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Albany Bdcstg. Co.  
Business-Studio Address...New Albany Hotel  
Tel.: HE 2-1277.....Independent

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: 960 Kc. Power: 5000 Watts, d.  
Owned-Oper. By.....James S. Rivers, Inc.  
Address.....N. Slappey Drive  
Tel.: HE 2-7447.....KBS  
Station Representative .....Pearson  
President.....James S. Rivers  
Gen. Mgr.....Richard B. Smith  
Chief Engineer.....W. J. Hill

**WLYB—Albany—1962**

Frequency: 1250 Kc. Power: 1,000 Watts d.  
Owned By.....Lynne-Yvette Bcstg. Co.  
Address.....229 N. Jackson St.  
Tel.: 436-0123 .....Independent  
Station Representative .....Dora-Clayton  
President, General Mgr.....David Fleagle  
Commercial Manager.....B. J. Kayser  
Program Director.....Ben Rappa

# GEORGIA

## WCQS—Alma—1957

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By..... Queen City Bcstg. System  
 Address..... U.S. Highway #1, S.  
 Tel.: 632-4411..... KBS  
 Station Reps..... Feltis, Dove, Cannon  
 President..... Farnell O'Quinn  
 General Manager..... Dane Bruce  
 Station Manager..... Ralph Deen  
 Sales Prom. Manager..... Rose Fossett  
 Chief Engineer..... Roy Crosby

## WDEC—Americus—1947

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... The Americus Bcstg. Co.  
 Business-Studio Address..... Rembert Bldg.  
 Tel.: 3681..... KBS  
 Representative..... Dora-Clayton, Indie Sales  
 Pres., Gen. Mgr..... Charles C. Smith

## WMES—Ashburn—1961

Frequency: 1570 Kc. Power: 1 Kw. d.  
 Owned By..... Radio Ashburn  
 Address..... Box 32  
 Tel.: 567-3355..... Independent  
 President..... W. M. Forshee  
 General Manager..... Don H. Wingate

## WDOL—Athens—1957

Frequency: 1470 Kc. Power: 1 Kw. d.

Owned By..... University City, Inc.  
 Address..... Box 1607  
 Tel.: LI 8-1354..... KBS-ABC  
 Sta. Representative..... Thomas Clark  
 President..... James S. Rivers  
 Vice President..... William B. Hill  
 Gen. Mgr., Pub. Dir..... Frank Harmon, Jr.  
 Commercial Manager..... Comer Owens  
 Sales Promotion Mgr..... Jerry Keene  
 Program Director..... Mike Dodd  
 Chief Engineer..... M. D. Brown

## WGAU—Athens—1938

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By..... Clarke Bcstg. Corp.  
 Address..... 850 Bobbin Mill Rd.  
 Tel.: LI 6-6375..... CBS  
 Representative..... Pearson  
 President, Gen. Mgr..... H. Randolph Holder  
 Sales Prom. Mgr., Prog. Dir..... Mrs. Mary Betts  
 Chief Engineer..... Les Brooks

## WRFC—Athens—1948

Freq.: 960 Kc. Power: 5000 W. d., 500 W. n.  
 Owned-Operated By..... Radio Athens, Inc.  
 Address..... 255 S. Milledge Ave.  
 Tel.: Liberty 3-3411..... Independent  
 Representative..... Bob Dore; Dora-Clayton  
 President..... L. H. Christian  
 General Manager..... A. O. Healan  
 Station, Program Mgr..... Mrs. Sue Lawrence  
 Chief Engineer..... Gilmer Hulsey

## WAKE—Atlanta—1946

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By..... Basic Communications, Inc.  
 Address..... Georgian Terrace Hotel  
 Tel.: TR 5-8511..... Independent  
 Sta. Representative..... Robert E. Eastman  
 Chairman of Bd..... Ira Herbert  
 General, Comm. Mgr..... Lee R. Smith  
 Program Dir..... Buddy Moore  
 Chief Engineer..... Jerry Appling  
 Owners of: WYDE, Birmingham, Ala.; WVVA,  
 Wheeling, W. Va.

## WAOK—Atlanta—1954

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned By..... WAOK Bcstg. Co.  
 Business Address..... 110 Edgewood Ave., N. E.  
 Tel.: 668-3773..... Independent  
 Station Rep..... McGavren Guild  
 President, Comm. Mgr..... Stan Raymond  
 V.P., Program Director..... Zenas Sears  
 Sales Manager..... Ken Goldblatt  
 Chief Engineer..... I. Miles  
 Owners of: WRMA, Montgomery, Ala.

## WEAD—Atlanta—1959

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned By..... College Park Bcstg. Co., Inc.  
 Address..... Hilton Inn  
 Tel.: 766-2781..... Independent  
 Station Representative..... C. K. Beaver  
 President..... F. Richard Coughlan  
 Gen., Station Mgr..... Frank M. Lokey, Jr.  
 Chief Engineer..... Ben Williams

# WAOK

Atlanta, Ga.

1. \*top adult Negro circulation in Greater Atlanta
2. \*"liked best" by 51.2% of adult Negro listeners
3. \*(from Pulse's survey of the "Adult Negro Attitude Towards Atlanta Radio Stations.")

9 Years of Dominance

**WAOK**

5,000 WATTS — 24 HRS. A DAY

**REP. MCGAVREN-GUILD CO.**

**WERD—Atlanta—1949**

Frequency: 880 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, Dore  
 President, Gen. Mgr.....J. B. Blayton, Jr.

**WGKA—Atlanta—1955**

Frequency: 1600 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...Glenkaren Associates, Inc.  
 Address.....1140 Peachtree St., N.E.  
 Tel: 873-2848.....Independent  
 Representative.....Good Music Bcstrs.  
 President.....Locke E. Glenn  
 General Manager.....John P. Culver  
 Chief Engineer.....M. Sparkman

**WGST—Atlanta—1924**

Frequency: 920 Kc...Power: 5 Kw. d.; 1 Kw. n.  
 Owned By.....Ga. Inst. of Technology  
 Bus.-Studio Address.....Box 7254  
 Tel: TR 5-8441.....ABC  
 Gen., Sta. Manager.....Jack Collins  
 Ch. Eng.....John M. Van Horn

**WIIN—Atlanta—1959**

Frequency: 970 Kc....Power: 5 Kw.  
 Owned-Operated By.....WIIN, Inc.

Address .....1421 Peachtree St., N.E.  
 Tel.: 875-8453.....Independent  
 President.....I. T. Cohen  
 General Manager.....Fred W. Wagenvoord  
 Program Director.....Jim Stevenson  
 Chief Engineer.....Price Pethel

**WPLO—Atlanta—1959**

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  
 Station, Gen. Mgr.....H. L. Curry, Jr.  
 Comm., Sales Prom. Mgr.....Dean Aldrich  
 Chief Engineer.....James D. Ellzey  
 Owners of: WMPS-AM-FM, Memphis; WCAO-AM-  
 FM, Baltimore; WCOP-AM-FM, Boston; WJJD-  
 AM-FM, Chicago.

**WQXI—Atlanta—1948**

Frequency: 790 Kc...Power: 5 Kw. d.; 1 Kw. n.  
 Owned By.....Esquire Bcstg. Co.  
 Bus.-Studio Address. 3165 Mathieson Dr., N.E.  
 Tel.: 231-2970.....Independent  
 Station Rep. ....Blair  
 Managing Dir. (Radio-TV Div.) Barry Sherman  
 General Manager.....Charles Kent Burkhardt  
 General Sales Manager.....Gerald Blum  
 Publicity Director.....Burt Zollo  
 Technical Engineer.....Willard Shimski

**Responsibility and Response**

*the profitable balance  
 of salespower  
 in the South's  
 most vital city*

IN THE SOUTH YOU CAN'T MISS ATLANTA: IN ATLANTA YOU CAN'T MISS WQXI



**WQXI**

**ESQUIRE  
 RADIO  
 ATLANTA**

A Division of Esquire, Inc. • 3165 Mathieson Dr. • 231-2970

Represented Nationally by John Blair and Co.



# GEORGIA

## WSB—Atlanta—1922

Frequency: 750 Kc. Power: 50,000 Watts  
Owned-Oper. By: Atlanta Newspapers, Inc.  
Business Address: 1601 W. Peachtree N.E.  
Tel.: 875-7221 NBC  
Newspaper Affiliation: Atlanta Newspapers  
**Representative** ..... **Edward Petry**  
Exec. Dir. .... J. Leonard Reinsch  
Gen. Manager ..... Frank Gaither  
Commercial Manager ..... Lee Morris  
Promotion, P.R. Dir. .... Phil Harrison  
Prog. Dir. .... Elmo Ellis  
Chief Engineer ..... R. A. Holbrook  
Owners of: WSB-FM-TV, Atlanta; WULO-AM-FM-TV, Dayton, O.; WSOC-AM-TV, Charlotte, N. C.  
(See Page 304 For Ad)

## WYZE—Atlanta—1956

Frequency: 1480 Kc. Power: 5 Kw. d.  
Owned ..... Atlanta Bcstg. Co., Inc.  
Address ..... 1430 Merchandise Mart  
Tel.: 524-1953 CBS  
President ..... Roy V. Harris  
General Manager ..... Wayne Anderson  
Program Director ..... Ray Kinnamon  
Chief Engineer ..... Lawson Leake

## WAUG—Augusta—1952

Frequency: 1050 Kc. Power: 5000 Watts d.  
Owned ..... Garden City Bcstg.  
Address ..... Bon Air Hotel  
Tel.: REgent 3-4441 Independent  
Station Reps. .... Clarke Brown  
President ..... Chester H. Jones  
Exec. V.P., General Mgr. .... J. Louie Solomon  
Chief Engineer ..... Rabun Bobo

## WBBQ—Augusta—1946

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By: Savannah Valley Bcstg. Inc.  
Address ..... 515 15th St.  
Tel.: 724-5441 MBS  
Station Reps. .... Radio TV Reps., Inc.  
President ..... George Weiss  
Gen., Sta., Comm. Mgr. .... Edward H. Dunbar  
Sales Prom. Mgr., Pub. Dir. .... William D. Lenz  
Program Director ..... Paul T. Reidy  
Chief Engineer ..... Kenneth Freeman

## WBIA—Augusta—1946

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned ..... Augusta Broadcasting Co.  
Address ..... 1534 Walton Way  
Tel.: 724-2421 NBC-KBS  
Sta. Representative ..... Walker-Rawalt  
President, Gen. Mgr. .... W. Ray Ringson  
Commercial Manager ..... J. R. Owens, Jr.  
Program Director ..... George W. Fisher  
Chief Engineer ..... Walter A. Brumbelee

## 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.  
Station Manager ..... Benjamin F. Mayo  
Commercial Manager ..... Douglas L. Allford  
Chief Engineer ..... James E. Clegg

## WGUS—Augusta—1958

Frequency: 1380 Kc. Power: 1,000 Watts d.  
Owned By: Brdcg. Associates of Am.  
Address ..... Box 1475  
Tel.: 822-3576 Independent  
Station Reps. .... Charles Bernard; Don Clayton  
President ..... H. C. Young  
Vice President ..... Jerry Glaser  
General, Station Mgr. .... Patrick R. Mulherin  
Program Director ..... Claude Casey  
Sales Prom. Mgr. .... Richard Warner  
Chief Engineer ..... Randall Mears

## WRDW—Augusta—1930

Frequency: 1480 Kc. Power: 5000 Watts  
Owned By: Radio Augusta, Inc.  
Address ..... P.O. Box 1405  
Tel.: PA 2-8805 CBS  
Representative ..... Raymer  
President ..... George C. Nicholson  
General Manager ..... Cliff W. Bowers  
Program Director ..... Bob Ritter  
Chief Engineer ..... Carter Gwynn

## WAVO—Avondale Estates 1958

Frequency: 1420 Kc. Power: 1000 W.  
Owned By: Great Commission Gospel Assoc.  
Business Address: 414 Northern Ave.  
Tel.: 378-8808 Independent  
President ..... L. E. Latham  
General Manager ..... John H. Clark  
Chief Engineer ..... Gordon Linscott

## WAZA—Bainbridge—1958

Frequency: 1360 Kc. Power: 1000 Watts, d.  
Owned By: Radio Bainbridge, Inc.  
Business Address: 108 E. Broughton St.  
Tel.: CH 8-2935 Independent  
President ..... J. W. Woodruff, Jr.  
General Mgr. .... L. M. George  
Station Mgr. .... Joe Hill

## WMGR—Bainbridge—1946

Freq.: 930 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Operated By: Decatur Bcstg. Co.  
Address ..... Box 375  
Tel.: Cherry 6-1650 KBS  
Station Reps. .... Webb; Feltis, Dove, Cannon  
Pres., Gen. Mgr. .... John A. Dowdy  
Sta. Mgr., Ch. Engr. .... Walter Freeman  
Commercial Manager ..... R. Wesley

## WHAB—Baxley—1954

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By: WHAB Radio, Inc.  
Address ..... Box 285  
Tel.: 367-3000 KBS

President, General Mgr. . . . . Farnell O'Quinn  
 Comm., Sales Prom. Mgr. . . . . Marion Monk, Sr.  
 Program Director. . . . . Danny Ratliff  
 Chief Engineer. . . . . Eugene Harry Rogers  
 Owners of: WCQS, Alma; WFFE, Eastman, Ga.

**WBSG—Blackshear—1961**

Frequency: 1350 Kc. . . . . Power: 500 Watts d.  
 Owned By. . . . . Collins Corp. of Ga.  
 Address. . . . . Box 400  
 Tel.: Hickory 9-2401. . . . . Independent  
 President. . . . . F. K. Graham  
 General Manager. . . . . M. Dixon

**WBBK—Blakely—1959**

Frequency: 1260 Kc. . . . . Power: 1 Kw.  
 Owned By. . . . . Radio Blakely, Inc.  
 Address. . . . . Box 310  
 Tel.: 723-4000 . . . . . KBS  
 President. . . . . W. C. Woodall, Jr.  
 Station Mgr. . . . . Wayne Foster

**WWCC—Bremen—1957**

Frequency: 1440 Kc. . . . . Power: 1000 Watts d.  
 Owned By. . . . . Bremen Bcstg. Co.  
 Address. . . . . 111 Parkway Circle  
 Tel.: LE 7-3275. . . . . KBS  
 President, Chief Eng. . . . . J. Harold Shedd  
 Station Manager. . . . . Bob Gilreath  
 Commercial Manager. . . . . Reedy McLellan  
 Sales Promotion Mgr. . . . . Lee Williams  
 Program Director. . . . . Don Brooks

**WGIG—Brunswick—1949**

Freq.: 1440 Kc. . . . . 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. . . Brunswick Bcstg. Corp.  
 Business-Studio Address. . . 1801 Gloucester St.  
 Tel.: Amherst 5-3870. . . . . MBS  
 Station Representative. . . . . Bob Dore  
 President. . . . . E. M. Champion Sr.  
 General Manager. . . . . H. K. Tollison  
 Station Manager. . . . . John Lane  
 Comm. Mgr. . . . . Marvin Massey  
 Sales Prom. Mgr., Pub. Dir. . . . . Eddie Wade  
 Program Director. . . . . Clinton Pearson  
 Ch. Eng. . . . . Herman Lange

**WMOG—Brunswick—1940**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Radio Brunswick Inc.  
 Address. . . . . Box 100  
 Tel.: Amherst 5-5980. . . . . KBS-ABC  
 President. . . . . Allen M. Woodall  
 General Manager. . . . . George K. Wolfes  
 Program Director. . . . . Dale Dawson  
 Chief Engineer. . . . . Warren Asplin

**WDMF—Buford—1956**

Frequency: 1460 Kc. . . . . Power: 1 Kw.  
 Owned By. . . . . Lanier Bcstg. Co.  
 Address. . . . . P.O. Box 307  
 Tel.: 434-5555. . . . . KBS  
 Station Reps. . . . . Feltis, Dove, Cannon  
 President, General Mgr. . . . . Robert Thomas  
 Chief Engineer. . . . . Gary W. Joyner

**WGRA—Cairo—1950**

Frequency: 790 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Grady Mitchell Bcstg. Co.  
 Address. . . . . Box 120  
 Tel.: 2-4392 . . . . . KBS  
 Station Rep. . . . . Hopewell  
 Gen. Mgr. . . . . Lowell E. Takles

**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  
 Sales Prom. Mgr. . . . . Mrs. Judy Magill

**WCLB—Camilla—1954**

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
 Owned. . . . . Capel Bcstg. Co.  
 Address. . . . . P. O. Box 147  
 Tel.: 336-5351. . . . . KBS  
 Station Reps. . . . . Feltis, Dove, Cannon  
 President. . . . . Emerson Browne  
 General Mgr. . . . . Russell A. Browne  
 Chief Engineer. . . . . John Harter

**WCHK—Canton—1957**

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned. . . . . Cherokee Bcstg. Co., Inc.  
 Address. . . . . Box 1290  
 Tel.: Greenwood 9-2101. . . . . Independent  
 President, Gen. Mgr. . . . . Charles A. McClure  
 Station Manager. . . . . Robert D. Peterson  
 Commercial Manager. . . . . Jack E. Turner  
 Publicity Director. . . . . Byron Dobbs  
 Chief Engineer. . . . . John Hess

**WLBB—Carrollton—1947**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned By. . . . . S.W. Alabama Bcstg. Co.  
 Address. . . . . P. O. Box 569  
 Tel.: TE 2-7041. . . . . KBS  
 Commercial Manager. . . . . H. Bray  
 Program, Prom. Director. . . . . Harlan Parks  
 Chief Engineer. . . . . B. W. Moore

**WBHF—Cartersville—1946**

Freq.: 1450 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By. . . . . W. R. Frier  
 Address. . . . . 250 W. West Ave.  
 Tel.: EV 2-3000. . . . . MBS-KBS  
 Newspaper Affiliation. . . . . Barton Herald  
 General Manager. . . . . H. Wisebran  
 Ch. Eng. . . . . Horace E. Bridges

**WKRW—Cartersville—1961**

Frequency: 1270 Kc. . . . . Power: 500 Watts d.  
 Owned By. . . . . Bartow County Bcstg. Co.  
 Address. . . . . P.O. Box 1270  
 Tel.: 382-1270 . . . . . Independent  
 Station Representative. . . . . Bernard Ochs  
 General Manager. . . . . Don H. Kordecki  
 Commercial Manager. . . . . Charles L. Coleman

# GEORGIA

## WGAA—Cedartown—1941

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Polk County Bcstg. Co.  
 Address.....P.O. Box 807  
 Tel.: 748-1340.....KBS-MBS  
 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 427  
 Tel.: 739-3035.....KBS  
 Station Reps.....Feltis, Dove, Cannon  
 President.....Howard C. Gilreath  
 Gen. Mgr., Ch. Eng.....Don Sports  
 Program, Publicity Dir.....Faye Kemp  
 Owners of: WKIG, Glennville; WMAC, Metter;  
 WPGA, Perry, All Ga.

## WGHC—Clayton—1961

Frequency: 1570 Kc. Power: 1 Kw. d.  
 Owned By.....Blue Ridge Bcstg. Co.  
 Address.....Box 488  
 Tel.: 6560.....Independent  
 President, General Mgr.....J. A. Gallimore  
 Station, Comm. Mgr.....Carroll S. Lee  
 Sales Prom. Manager.....Aubrey Williamson  
 Program, Publicity Mgr.....Grace S. Lee  
 Chief Engineer.....Bruce D. Wilson  
 Owners of: WSNW-AM-FM, Seneca, S. C.; WRKH,  
 Rockwood, Tenn.

## WRWH—Cleveland—1958

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned By.....Newsic, Inc.  
 Address.....Box 181  
 Tel.: 865-3161.....KBS  
 President.....William C. Strange  
 General, Comm. Mgr.....Pete Barrett  
 Sales Prom. Mgr., Pub. Dir.....Kenneth Woodall  
 Program Director.....Jerilyn Humphries  
 Chief Engineer.....J. Sorrells

## 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

## WDAK—Columbus—1943

Freq.: 540 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By.....Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 Tel.: FA 2-5447.....NBC  
 Station Representative.....Eastman  
 President.....Allen M. Woodall  
 Vice President.....Allen M. Woodall, Jr.  
 Station Manager.....Ed Wein  
 Nat. Sales Mgr.....Mrs. Louise Morris  
 Commercial Manager.....Harry Thomason  
 Program Director.....Lamar Lynn  
 Chief Engineer.....Arnold White  
 Owners of: WALG, Albany; WMOG, Brunswick;  
 WAYX, Waycross; WDAK, McRae, Ga.

## WGBA—Columbus—1947

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....WGBA, Inc.  
 Address.....1415 Wynntca Road  
 Tel.: FA 3-3603.....MBS  
 Station Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....C. A. McClure  
 Prog. Dir.....W. L. Bowick Jr.  
 Chief Engineer.....F. Keith Brown  
 Owners of: WULA, Eufaula, Ala.; WMGY, Mont-  
 gomery, Ala.; WCHK, Canton, Ga.

## WOKS—Columbus—1959

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....Pam Radio, Inc.  
 Address.....P.O. Box 374  
 Tel.: 324-4331.....Independent  
 Station Reps.....Bernard Ochs; Bob Dore  
 President, General Mgr.....Philip Meltzer  
 Station, Commercial Mgr.....Bob Ruppel  
 Program Director.....Ed Mandel

## WRBL—Columbus—1928

Frequency: 1420 Kc. Power: 5 Kw.  
 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.  
 Station, Comm. Manager.....Glenn Siddall  
 Program Manager.....Dick McMichael  
 Publicity Director.....Joel Turner  
 Chief Engineer.....Joseph Gamble  
 Owners of: WRBL-FM-TV, Columbus.

## WJJC—Commerce—1957

Frequency: 1270 Kc. Power: 1 Kw.  
 Owned.....Jackson County Bcstg. Co.  
 Address.....Box 239  
 Tel.: 335-3155.....Independent  
 Station Representative.....Feltis, Dove, Cannon  
 President, Gen. Manager.....O. Grady Cooper  
 Program Director.....Elizabeth Layton  
 Chief Engineer.....Thomas Ashworth

## WMJM—Cordele—1940

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Southeastern Bcstg. System  
 Business-Studio Address.....20th Ave. B St.  
 Tel.: 273-1404.....MBS-KBS  
 Representative.....T. F. Clark  
 President.....James S. Rivers  
 General Station Mgr.....William E. Blizzard, Jr.  
 Program Director.....Bill Goodson

## WCON—Cornelia—1953

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Habersham Bcstg. Co.  
 Address.....1 Burrell St.  
 Tel.: 778-2241.....Independent  
 President.....H. L. Webster  
 General Manager.....J. C. Foster  
 Chief Engineer.....Boyd Anderson

**WGFS—Covington—1946**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned By.....R. William & Betty J. Hoffmann  
Address.....P. O. Box 869  
Tel.: 786-2337.....Independent  
Gen. Mgr., Ch. Eng.....Bill Hoffman  
Program Director.....Wayne Wood

**WBLJ—Dalton—1940**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Northern Ga. Radio  
Address.....P. O. Box 811  
Tel.: BRoadway 8-3300.....KBS  
Newspaper Affil.....Marietta Times-Journal  
President, Gen. Mgr.....Werner Wortsman  
Commercial Mgr.....Frank Painter  
Program Director.....Vic McConkey

**WRCD—Dalton—1954**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By.....Whitefield Bcstg. Co.  
Address.....104 Pentz St.  
Tel.: Broadway 8-5511.....Independent  
General Manager.....Jim Honey  
Comm. Manager.....H. Grant  
Chief Engineer.....S. Willis

**WDWD—Dawson—1948**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Dawson Bdcstg. Co.  
Address.....P. O. Box 390  
Tel.: Wyatt 5-5521.....KBS  
Representative.....Indie Sales  
General Manager.....W. C. Woodall, Jr.  
Program Director.....Barney Parmaco  
Chief Engineer.....Joe Stephens

**WGUN—Decatur—1947**

Frequency: 1010 Kc. Power: 50 Kw. d.  
Owned By.....WGUN, Inc.  
Address.....P.O. Box 10, Atlanta, Ga.  
Tel.: DR 3-2521.....MBS  
Station Representative.....Avery-Knodel  
President, Gen. Mgr.....John Fulton  
Program Director.....Dave Hill  
Chief Engineer.....Bill Loudermilk  
Owners of: WEAS, Savannah; KWAM, Memphis;  
WSWN, Belle Glade, Fla.

**WDMG—Douglas—1947**

Frequency: 860 Kc. Power: 5000 Watts  
Owned-Operated By.....WDMG, Inc.  
Address.....Box 590  
Tel.: 384-3250.....Independent  
Station Reps....Dora Clayton; Bernard Howard  
President.....B. F. J. Timm  
General Mgr.....Mary Jarrard  
Station, Comm. Mgr.....Roy L. Jones  
Program Director.....Bob Maupin  
Chief Engineer.....Bill Alford

**WMLT—Dublin—1945**

Frequency: 1330 Kc. Power: 5 Kw.  
Owned-Operated By.....Dublin Bdcstg. Co.  
Business Address.....Franklin & Moore Sts.

Tel.: Broad 2-4422.....MBS-KBS  
Station Reps.....Clark; Feltis, Dove, Cannon  
President.....W. Newton Morris  
General Mgr.....Frank Floyd Jr.  
Program Director.....Richard E. Killebrew  
Sales Prom. Mgr.....R. E. Hilliard  
Publicity Director.....Ted Wolfe  
Chief Engineer.....Leon Lloyd

**WXLI—Dublin—1958**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....Laurens County Bcstg. Co.  
Address.....P.O. Box 967  
Tel.: Broad 2-4282.....Independent  
Station Rep.....Bernard Ochs Co.  
President, Gen. Mgr.....Ted Kirby  
Station Manager.....Jessie Hagler  
Comm. Mgr., Chief Eng.....Jimmy Boyd  
Program Director.....Bill Thomas  
Publicity Director.....Frances Lord

**WTJH—East Point—1949**

Frequency: 1260 Kc. Power: 5000 Watts d.  
Owned By.....Radio WTJH  
Address.....2146 Dodson Drive  
Tel.: DI 4-2233.....KBS  
Station Rep.....Charles Bernard  
President.....James S. Rivers  
Station Mgr.....Wm. B. Hill

**WPFE—Eastman—1961**

Frequency: 1580 Kc. Power: 500 W. d.  
Owned By.....O'Quinn Bcstg. Co.  
Address.....731 College St.  
Tel.: 374-4168.....KBS  
President.....Farnell O'Quinn  
General Manager.....Gerald Franks  
Owners of: WHAB, Baxley, Ga.; WCQS, Alma, Ga.

**WSGC—Elberton—1946**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Elberton Bcstg. Co.  
Address.....Elberton  
Tel.: Elberton.....KBS-MBS  
Representative.....Continental  
Manager.....Melvin C. Gorman

**WBHB—Fitzgerald—1946**

Freq: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Ben Hill Bdcstg. Corp.  
Address.....601 W. Roanoke Drive  
Tel.: 2077.....MBS  
President.....Otto Griner  
General, Commercial Mgr.....Paul E. Reid  
Publicity Director.....Janet Willingham  
Chief Engineer.....Mike Pelton

**WFPM—Fort Valley—1951**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Rocket Radio, Inc.  
Address.....Roberta Road  
Tel.: TA 5-5547.....KBS  
Sta. Representative.....Indie Sales  
President, Gen. Mgr.....Paul Reehling  
Station Manager.....Ben Spears  
Commercial Manager.....Virginia Freshwater  
Chief Engineer.....Joe Stephens

# GEORGIA

## WDUN—Gainesville—1949

Freq.: 1240 Kc. Power: 1000 Watts d. 250 n.  
Owned-Oper. By..... N.E. Ga. Bcstg. Co.  
Address..... 1102 Thompson Bridge Rd., N.E.  
Tel.: 534-7331..... Independent  
Rep..... Thomas F. Clark; Dora-Clayton  
**Pres., Gen. Manager..... John W. Jacobs, Jr.**  
Station Mgr..... James N. Martin, Jr.  
Comm. Mgr..... Claire T. Palmour  
Program Director..... Jim Martin  
Sales Prom. Mgr..... Robert S. Culler  
Chief Engineer..... George R. Wilkes

## WGGA—Gainesville—1941

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.  
Owned By..... Southern Bcstg. Co.  
Business Address..... Press-Radio Center  
Tel.: LE 2-6211..... CBS  
Newspaper Affil..... Daily Times  
Station Representative..... Bernard Ochs  
President, Gen. Mgr..... A. R. MacMillan  
Operations Manager..... James Hartley  
Program Dir..... William A. Sellers  
Chief Engineer..... Wilbert Darracott  
Owners of: WAAX, Gadsden, Ala.; WPGA, Rome, Ga.

## WLBA—Gainesville—1957

Frequency: 1580 Kc. Power: 5 Kw., d.  
Owned..... Hall County Bcstg. Co.  
Business Address..... 117½ W. Washington St.  
Tel.: LE 2-6331..... MBS  
Station Representative..... C. K. Beaver  
**Pres., Gen. Mgr..... Ernest H. Reynolds, Jr.**  
Sales Promotion Mgr..... W. L. Savage  
Program Dir..... Dianne Crawford  
Chief Engineer..... John Cooper

## WKIG—Glennville—1961

Frequency: 1580 Kc. Power: 1 Kw. d.  
Owned By..... Tattal County Bcstg. Co.  
Address..... 226 E. Bolton St.  
Tel.: 654-3580..... KBS  
Station Representative..... Hal Walton  
Gen. Mgr., Chief Eng..... Don Cobb  
Commercial Manager..... Derrell Rogers  
Program Director..... Charles McPherson

## 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  
Chief Engineer..... Ralph Gaskins

## WKEU—Griffin—1934

Freq.: 1450 Kc. Power: 1 Wt. d., 250 Wt. n.  
Owned-Oper. By..... Radio Station WKEU  
Address..... Macon Rd.  
Tel.: 5507..... MBS-KBS  
General Mgr., Chief Eng..... A. W. Marshall, Jr.

## WRIX—Griffin—1960

Frequency: 1410 Kc. Power: 1 Kw. d.

Owned By..... Mrs. Gladys McCommon Johnson  
Address..... Box 156  
Tel.: 8-8496..... Independent  
Station Reps..... Feltis, Dove, Cannon  
General, Comm. Manager..... Jim Ricks  
Promotion Manager..... Bill Crutchley  
Chief Engineer..... J. Allen Primmer

## 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  
President..... Max G. Plaender  
General Mgr..... Burch Griffin  
Commercial Manager..... J. Vickery  
Chief Engineer..... Broadus McLane

## WCEH—Hawkinsville—1952

Frequency: 610 Kc. Power: 500 Watts  
Owned..... Tri-County Bcstg. Co., Inc.  
Address..... Eastman Highway  
Tel.: TW 3-3381..... KBS  
Station Reps..... Feltis, Dove, Cannon  
President..... D. R. Jackson  
Gen., Sta. Mgr..... J. D. Popwell  
Chief Engineer..... M. McKenzie

## WGML—Hinesville—1958

Frequency: 990 Kc. Power: 250 Watts d  
Owned By..... Liberty Bcstg. Co., Inc.  
Address..... Box 13  
Tel.: TR 6-3599..... KBS  
Station Reps..... Feltis, Dove, Cannon  
President..... Hugh K. Tollison  
V.P., General Mgr..... James H. Watson  
Station Manager..... Jack Chambers  
Chief Engineer..... Bobby Bellor

## WBCR—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  
President..... W. G. Thomas, Sr.  
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  
Station Reps..... Feltis, Dove, Cannon  
President..... J. A. Gallimore  
Gen., Sta. Mgr..... C. W. Gwyn

## WLAG—La Grange—1941

Freq.: 1240 Kc. Power: 1000 Watts d; 250 n.  
Owned-Operated By..... LaGrange Bdcstg. Co.  
Business Address..... WLAG Bldg.  
Tel.: 882—3505..... MBS, KBS  
President..... Roy C. Swank  
General Manager..... Edwin Mullinax  
Program Director..... Faye Scarbrough  
Publicity Director..... Linda Mullinax  
Chief Engineer..... James McKay



**WTRP—La Grange—1953**

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned.....Chattahoochee Bcstg. Co., Ltd.  
 Address.....Hammett Bldg.  
 Tel.: TUxedo 4-9877.....Independent  
 Sta. Representative.....Devney Organization  
 President, Gen. Mgr.....Byron H. Hurst  
 Sta. Mgr., Publicity Dir.....Frank E. Hurst  
 Comm. Prom. Mgr.....Julian P. Hurst  
 Chief Engineer.....Ray L. Relihan

**WLAW—Lawrenceville—1959**

Frequency: 1360 Kc.....Power: 1 Kw.  
 Owned By.....Radio Gwinnett, Inc.  
 Address.....829 Crogan St., N.E.  
 Tel.: TH 3-2222.....Independent  
 Station Representative.....Weed Radio  
 President.....Stephen B. McGarity  
 Station Manager.....Robert J. McGarity

**WPEH—Louisville—1960**

Frequency: 1420 Kc.....Power: 1 Kw. d.  
 Owned By.....Peach Bcstg. Co., Inc.  
 Address.....Box 425  
 Tel.: 625-7248.....KBS  
 President, Gen. Mgr.....Bradley L. Williamson  
 Station Manager.....Ott Stephens  
 Comm. Sales Prom. Mgr.....Jimmy Moore  
 Prog. Dir., Ch. Eng.....Lamar Canup

**WBTT—Lyons—1959**

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Collins Corp.  
 Address.....P.O. Box 389  
 Tel.: 2321.....Independent  
 President.....F. Graham  
 Exec. V.P.....J. Duggan

**WBML—Macon—1940**

Freq.: 1240 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Middle South Bcstg. Co.  
 Business Address.....230 Second St.  
 Tel.: Sherwood 3-5454.....Independent  
 Station Rep.....Paul H. Raymer Co.  
 President.....C. R. Rader  
 Gen. Comm. Mgr.....George W. Patton  
 Program, Publicity Director.....Don King  
 Chief Engineer.....C. L. Wilder

**WCRY—Macon—1957**

Frequency: 900 Kc.....Power: 250 Watts  
 Owned By.....Middle Georgia Bcstg.  
 Address.....1230 Cowan St.  
 Tel.: 746-6286.....MBS-KBS  
 Sta. Representative.....Bob Dore  
 President.....John T. Wheeler  
 Gen. Sta. Mgr.....Robert V. Rogers  
 Owners of: WGOU, Valdosta.

**WIBB—Macon—1948**

Frequency: 1280 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By...Peach State Bcstg. Co., Inc.  
 Business Address.....Professional Bldg.  
 Tel.: 742-2505.....Independent  
 Sta. Reps.....Bernard Howard, Dora-Clayton  
 Pres., Gen. Mgr.....Thomas H. Maxwell  
 Station, Comm. 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 6-7311.....CBS  
 Representative.....Avery-Knodel  
 Pres., Ch. Engr.....George P. Rankin, Jr.  
 General Manager.....Frank Crowther  
 Sales Promotion Mgr.....Joe Andrews  
 Owners of: WMAZ-FM-TV, Macon.

**WNEX—Macon—1945**

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned.....Macon Bcstg. Co.  
 Business-Studio Address...2254 Rogers Place  
 Tel.: SH 5-3301.....Independent  
 Newspaper Afilil...Macon Telegraph Pub. Co.  
 Station Representative.....Adv. Time Sales  
 President.....E. M. Lowe  
 Gen., Station Mgr.....Alfred Lowe  
 Commercial Manager.....Ken Lowe  
 Sales Promotion Mgr.....Jack Majors  
 Program, Publicity Dir.....Charlie Stewart  
 Chief Engineer.....Max F. Harper

**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, Prog. Dir.....Annie Lee Small  
 Chief Engineer.....Steven Malone

**WFDR—Manchester—1957**

Frequency: 1050 Kc.....Power: 500 Watts d.  
 Owned.....Radio Manchester, Inc.  
 Address.....Box 447  
 Tel.: 846-3115.....KBS  
 General, Sta. Mgr.....Jack Whitehorn  
 Comm. Prom. Mgr.....William Jarrell  
 Chief Engineer.....J. C. Loftin

**WBIE—Marietta—1955**

Frequency: 1050 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Marietta Bcstg. Co.  
 Address.....Box 91  
 Tel.: 428-0469.....KBS  
 President, Chief Eng.....James M. Wilder  
 Program Director.....Jack D. Verner  
 Commercial Manager....Dudley D. McCaskill

**WFOM—Marietta—1946**

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Woofum, Inc.  
 Address.....Box 131  
 Tel.: 428-3396.....Independent  
 President, Gen. Mgr.....Albert L. Jones  
 Program Director.....Jerry Crowe  
 Chief Engineer.....Jean Ludwick

**WDAX—McRae—1957**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned.....Radio Telfair, Inc.

## GEORGIA

Address.....Lumber City Highway  
Tel.: 6006.....KBS  
Sta. Representative.....James Ayers  
President, Gen. Mgr.....Allen M. Woodall  
Station Manager.....George Burton  
Comm. Sales Prom. Mgr.....Randy Bland  
Program Director.....Sara Teal  
Publicity Director.....Ira Caldwell  
Chief Engineer.....Morris Brown  
Owners of: WM0G, Brunswick; WAVX, Waycross;  
WDAK, Columbus; WMG, Albany; All Ga.

### WMAC—Metter—1961

Frequency: 1360 Kc.....Power: 500 Watts d.  
Owned By.....Howard C. Gilreath  
Address.....Box 238  
Tel.: 685-1360.....Independent  
Station Reps.....Feltis, Dove, Cannon  
Owner, Manager.....Howard C. Gilreath  
Prog. Dir., Ch. Eng.....Gale Coston

### WMVG—Milledgeville—1946

Freq.: 1450 Kc.....Power: 1 Wt. d., 250 Wts. n.  
Owned-Operated By.....Michael T. Landy  
Address.....701 S. Jefferson St.  
Tel.: 452-2250.....MBS  
Station Reps.....Feltis, Dove, Cannon  
Station Mgr., Chief Eng.....Joseph S. Boone  
Commercial Manager.....Michael T. Landy  
Program Director.....Josephine Ragsdale

### WGSR—Millen—1958

Frequency: 1570 Kc.....Power: 250 Watts  
Owned By.....Jenkins Broadcasting Sys.  
Business Address.....P. O. Box 908  
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.: 268-1711.....KBS  
Station Rep.....Charles Bernard  
Pres., Gen. Mgr.....Warren G. Gilpin  
Station Manager.....Derral Morris

### WMNZ—Montezuma—1961

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned By.....Macon County Bcstg.  
Address.....Box 510  
Tel.: 8-8888.....Independent  
Station Representative.....C. K. Beaver  
General Manager.....Lewis H. McKenzie  
Station, Comm. Mgr.....Cal Zeltmayr  
Program Director.....Jack Morse  
Chief Engineer.....William T. Moncrief

### WMGA—Moultrie—1939

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....WMGA  
Address.....Box 410  
Tel.: 985-1400.....ABC-KBS  
Station Reps.....Ayers; Hopewell  
Gen. Mgr.....John F. Pidcock  
Sta., Comm. Mgr.....Roy F. Zess  
Program Director.....Ron Hannon  
Chief Engineer.....Sam Dudas

### WMTM—Moultrie—1953

Frequency: 1300 Kc.....Power: 5 Kw. d.  
Owned-Oper. By.....Colquitt Bcstg. Co.  
Address.....S.E. Highway 33  
Tel.: YU 5-4517.....Independent  
Representative.....T. F. Clark  
General Mgr.....N. B. Mills  
Sta. Mgr., Chief Engr.....D. J. Turner

### WCOH—Newnan—1947

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Newnan Bcstg. Co.  
Address.....Lino Street  
Tel.: ALpine 3-4636.....MBS  
Representative.....Ochs  
Pres., Gen. Mgr.....James O. Hardin, Jr.  
Commercial Mgr.....J. T. Williams Jr.  
Chief Engineer.....Harold Ward

### WNEA—Newnan—1962

Frequency: 1300 Kc.....Power: 500 Watts d.  
Owned By.....Radio Newnan  
Address.....P.O. Box 405  
Tel.: 253-4711.....KBS  
General Manager.....Eathel Holley  
Commercial Manager.....Johnny Brown

### WSIZ—Ocilla—1961

Frequency: 1380 Kc.....Power: 5 Kw. d.  
Owned By.....Gold Leaf-Yellow Pine Bcstg.  
Address.....Box 202  
Tel.: 468-7427.....ABC  
Station Representative.....Thomas Clark  
Owner.....C. C. Wade  
General Manager.....Joe Vincent  
Commercial Manager.....Royce Plummer  
Program Director.....Gene Wade  
Publicity Director.....Tony Carter  
Chief Engineer.....Lester Hall

### WPGA—Perry—1960

Frequency: 980 Kc.....Power: 500 Watts d.  
Owned By.....Radio Perry  
Address.....P. O. Box 109  
Tel.: 429 2980.....KBS  
Station Reps.....Feltis, Dove, Cannon  
President.....Howard C. Gilreath  
General, Sta. Mgr.....Lowell L. Register  
Program Director.....Jim Lee  
Chief Engineer.....David Harrison

### WSFB—Quitman—1955

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Quitman Broadcasting Co.  
Address.....P. O. Box 632  
Tel.: 2681.....KBS  
Owner.....J. E. Boyd  
General Mgr.....J. S. Boyd

### WPLK—Rockmart—1959

Frequency: 1220 Kc.....Power: 500 Watts  
Owned By.....Georgia Radio Inc.  
Address.....P. O. Box 1  
Tel.: 684-3202.....Independent  
President, Ch. Eng.....L. E. Gradick  
Commercial Manager.....Nelle Reagan  
Program Director.....Ross Shackelford

**WLAQ—Rome—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned By: WLAQ, Inc.  
 Address: Box 298  
 Tel.: 232-7767  
 General Manager: Don Mitchell  
 Chief Engineer: John All

**WRGA—Rome—1929**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By: Rome Bcstg. Corp.  
 Business Address: P.O. Box 1187  
 Tel.: 232-9742  
 Newspaper Affil.: Gainesville Daily Times  
 Representative: Walker-Rawalt  
 President: Mather M. Payne  
 General Manager: Clarence Salmon  
 Commercial Manager: Ben Lucas  
 Program Director: Jim Roberts  
 Chief Engineer: R. A. Starr

**WRQM—Rome—1946**

Frequency: 710 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Coosa Valley Radio Co.  
 Address: P. O. Box 1546  
 Tel.: 232-0833  
 Sta. Representative: Devney Organization  
 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: Chattanooga Bcstg. Co.  
 Address: 270 N. Crest Rd., Chattanooga, Tenn.  
 Tel.: WYman 8-3346  
 President: I. Jay Sadow  
 Chief Engineer: John Andrews

**WSNT—Sandersville—1956**

Freq.: 1490 Kc. Power: 500 W. d., 250 W. n.  
 Owned By: WSNT, Inc.  
 Business Address: Box 150  
 Tel.: 3174  
 Sta. Representative: Bolles  
 President: J. R. Denny  
 Gen. Mgr.: J. J. Bailes  
 Station Manager: Jesse C. Branson  
 Sales Promotion Mgr.: Harry Williams  
 Program Director: Iola J. Daniel  
 Chief Engineer: William J. Evans, Jr.  
 Owners of: WJAT, Swainsboro; WBRO, Waynesboro. Both Ga.

**WBYG—Savannah—1946**

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By: Space Broadcasting, Inc.  
 Address: P.O. Box 943, DeSoto Hotel  
 Tel.: 232-4182  
 President, Gen. Mgr.: Carter C. Peterson  
 Operations Manager: Al Jennings  
 Chief Engineer: Michael Warth

**WEAS—Savannah—1951**

Frequency: 900 Kc. Power: 5000 Watts d.  
 Owned By: WEAS, Inc.  
 Address: 128 W. Taylor St.  
 Tel.: AD 4-7264  
 Chairman of Bd.: E. D. Rivers  
 General, Station Mgr.: Chris Watkins  
 Program Director: Bob Prather  
 Chief Engineer: J. Allen Brimmer  
 Owners of: WGUN, Atlanta, Ga.; WSVN, Belle Glade, Fla.; KWAM, Memphis, Tenn.

**WSAV—Savannah—1939**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Operated By: WSAV, Inc.  
 Address: 1430 East Victory Drive  
 Tel.: AD 6-0303  
 Station Representative: Eastman  
 Pres., Gen. Mgr.: Harben Daniel  
 Comm. Sales Prom. Mgr.: Duane Hatch  
 Opera. Mgr.: M. E. Thompson  
 Program Dir.: Burl Womack  
 Publicity Director: Mis. Barbara Hofer  
 Chief Engineer: Byron Strong  
 Owners of: WSAV-TV.

**WSGA—Savannah—1956**

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By: Coastal Bcstg. Inc.  
 Business-Studio Address: 409 E. Liberty St.  
 Tel.: AD 3-8807  
 Representative: George P. Hollingbery  
 Pres., Gen. Mgr.: Donald K. Jones  
 Commercial Manager: John M. Williams  
 Chief Engineer: Harvey Thackston

**WSOK—Savannah—1949**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By: Speidel Bcstg. Group  
 Address: Box 2118  
 Tel.: ADams 3-1170  
 Sta. Reps.: Howard; Dora Clayton  
 President: Joe Speidel  
 General Manager: Don Ferguson

**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  
 Representative: Avery-Knodel  
 Pres., Gen. Mgr.: William T. Knight, Jr.  
 Station, Comm. Manager: Ben Williams  
 Program Director: Dwight J. Bruce  
 Sales Prom. Mgr., Pub. Dir.: John Hasty  
 Chief Engineer: Kyle E. Goodman  
 Owners of: WTOC-FM-TV, Savannah.

**WWNS—Statesboro—1946**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By: WWNS, Inc.  
 Address: East Olift St.  
 Tel.: 764-5446  
 President, Gen. Mgr.: Donald O. McDougald  
 Program Director: Margaret Beachum  
 Chief Engineer: Marion C. Thornton

## GEORGIA

### WGTA—Summerville—1950

Frequency: 950 Kc. Power: 5 Kw. d.  
Owned-Oper. By: Tri-State Bcstg. Co.  
Business Address: Box 200  
Tel.: 404-857-3951 Independent  
Station Reps.: Hal Walton; Dora-Clayton  
President: William B. Farrar  
Commercial Manager: Charles C. 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: P.O. Box 371  
Tel.: BELmont 7-2011 Independent  
Sta. Representative: Gene Bolles  
President: James R. Denny  
General Manager: John J. Bailes  
Station Manager: Mrs. Doris M. Lewis  
Commercial Manager: H. E. Bullington  
Program Director: Richard Harvey  
Chief Engineer: Jim Slawson  
Owners of: WBRO, Waynesboro; WSNT, Sandersville, Both Ga.

### WSYL—Sylvania—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned By: Sylvania Bcstg. Sys.  
Address: Box 490  
Tel.: LO 4-6601 KBS  
Gen., Sta. Mgr.: Edwin H. Bass  
Sales Prom. Mgr.: Mildred E. Bass

### WSFT—Thomaston—1947

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By: Thomaston Bcstg. Co.  
Address: P.O. Box 689  
Tel.: 647-5421 KBS  
Gen. Mgr.: S. J. Carswell  
Sta. Mgr., Prog. Dir.: Bill Heule  
Comm. Mgr.: Claude Thames  
Chief Engineer: C. Tucker

### WKTC—Thomasville—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned By: Eunice M. Martin  
Address: P. O. Box 358  
Tel.: CA 6-5343 KBS, MBS  
Station Representative: Pearson  
General Manager: Edward T. Martin  
Commercial Manager: Robert Bond  
Program Director: Ray Williamson  
Chief Engineer: Harvey Willis

### WPAX—Thomasville—1934

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Radio Thomasville, Inc.  
Address: 117 Remington Ave.  
Tel.: Canal 6-4110 Independent  
Owners: D. C. Price, F. W. Hazleton

### WTWA—Thomson—1948

Frequency: 1240 Kc. Power: 250 Watts d.  
Owned-Oper. By: Hickory Hill Bcstg. Co., Inc.  
Business Address: Lumpkin St.  
Tel.: 777 MBS  
Pres., Gen. Mgr., Ch. Engr.: Gene D. Harden  
Comm. Sales Prom. Mgr.: James C. Whaley

### WTIF—Tifton—1957

Freq.: 1340 Kc. Power 1 Kw. d., 250 W. n.  
Owned By: WTIF, Inc.  
Address: P.O. Box 206  
Tel.: 382-4044 Independent  
Station Rep.: Dora-Clayton  
President: C. N. Todd  
General Station Mgr.: Clem Courney  
Sales Promotion Mgr.: Juanita Malcom  
Program Director: Wade Scaffe  
Publicity Director: Hy Davis  
Chief Engineer: Glen Massengil

### WWGS—Tifton—1946

Frequency: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Tifton Bcstg. Corp.  
Address: Box 34  
Tel.: 382-5400 KBS  
Station Rep.: Clark; Feltis; Dove; Cannon  
Pres., Gen. Mgr.: Ralph N. Edwards  
Chief Engineer: George Floyd

### WLET—Toccoa—1941

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned By: Virgle E. Craig  
Address: 423 Prather Bridge Rd.  
Tel.: 886-2191 Independent  
Sta. Representative: Thomas F. Clark  
Station Mgr., Prog. Dir.: Virgle E. Craig  
Commercial Manager: Gene Bollinger  
Publicity Director: Lamar Ramey  
Chief Engineer: C. H. Sutton

### WNEG—Toccoa—1956

Frequency: 630 Kc. Power: 500 W. d.  
Owned: Stephens County Bcstg. Co.  
Address: 108 E. Savannah St.  
Tel.: 886-3131 Independent  
Pres., Gen. Mgr.: Charles H. Gaines  
Sta., Comm. Mgr.: Roy E. Gaines  
Sales Prom. Manager: Gaynelle Thomason  
Program Director: Betty Faye Stowe  
Publicity Director: Wayne Sumner  
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  
President, Gen. Mgr.: George B. Cook  
Chief Engineer: C. H. Fletcher

### WGOV—Valdosta—1940

Frequency: 950 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By: Georgia-Florida Radio & TV Co.  
Address: Box 1182

Tel.: 242-4513.....MBS  
 Station Reps.....Bob Dore; Dora-Clayton  
 President, Gen. Mgr.....W. H. Keller, Jr.  
 Commercial Manager.....Mrs. A. B. Smith  
 Chief Engineer.....Bob Coker

**WJEM—Valdosta—1955**

Frequency: 1150 Kc....Power: 1000 Watts d.  
 Owned By...Lowndes County Broadcasting Co.  
 Address .....Box 368  
 Tel.: CH 2-1565.....KBS  
 Station Representative.....George Hopewell  
 President, Gen. Mgr.....J. C. Johnson  
 Station Mgr., Program Dir...Robert R. Wickus  
 Sales Promotion Mgr.....Willard Belote  
 Publicity Director.....Nadine Angel  
 Chief Engineer.....Gerald D. Weeks

**WVLD—Valdosta—1959**

Frequency: 1450 Kc..Power: 1 Kw. d., 250 W. n.  
 Owned By.....Al H. Evans  
 Address .....P.O. Box 1281  
 Tel.: Cherry 2-4821.....Independent  
 Gen. Mgr.....Al Evans  
 Station Mgr.....W. Belote

**WVOP—Vidalia—1946**

Frequency: 970 Kc.....Power: 5 Kw., d.  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address .....Box 391  
 Tel.: 537-7029.....KBS  
 Sta. Reps...Continental; Feltis, Dove, Cannon  
 President.....R. E. Ledford  
 General Manager, Chief Engr...H. L. Dorough  
 Commercial Manager.....Fred Tippett  
 Sales Promotion Mgr.....Lois W. Godbee  
 Program Director.....Elizabeth F. Dorough  
 Publicity Director.....Bruce Bostwick

**WRPB—Warner Robbins  
 1954**

Frequency: 1350 Kc.....Power: 5 Kw. 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  
 Station Mgr., Prog. Dir.....Chris Botsaris

**WKLE—Washington—1955**

Frequency: 1370 Kc....Power: 1000 Watts d.  
 Owned By.....James S. Carter  
 Address.....P. O. Box 639  
 Tel.: Osborn 8-2125.....KBS  
 Station Reps.....Feltis, Dove, Cannon  
 President, Ch. Eng.....James S. Carter  
 General Manager.....Robert W. Moody  
 Program Director.....William T. Thornton

**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.: 283-4660.....Independent  
 Representative .....Pearson  
 General Manager.....James S. Rivers Jr.  
 Commercial Manager.....Al Morris  
 Program Director.....John J. Koval  
 Chief Engineer.....William G. Allnoch

**WAYX—Waycross—1936**

Frequency: 1230 Kc..Power: 1 Kw. d., 250 W. n.  
 Owned By.....Johnny Reb Radio, Inc.  
 Business-Studio Address...1600 Carwell Ave.  
 Tel.: AT 3-7100.....KBS-NBC  
 Newspaper Affil.....Waycross Journal Herald  
 Representative .....Hal Holman  
 President .....C. Mayo  
 General Manager.....W. T. Parker  
 Sales Promotion Mgr.....H. E. Brooks  
 Program Director.....J. D. Dixon  
 Chief Engineer.....Hubert Williams

**WBRO—Waynesboro—1954**

Frequency: 1310 Kc....Power: 1000 Watts d.  
 Owned By.....WBRO, Inc.  
 Address .....Box 151  
 Tel.: 2139 .....Independent  
 Station Manager.....Jimmy Miller  
 Owners of: WJAT, Swainsboro, Ga., WSNT, Sandersville, Ga.

**WBMK—West Point—1958**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned By.....Radio Valley, Inc.  
 Address .....Box 427  
 Tel.: 645-2453.....KBS  
 President.....J. Dige Bishop  
 Gen., Sta. Mgr.....Jim Murphy  
 Chief Engineer.....Albert Stancil

**WRLD—West Point—1944**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Valley Bcstg. Co.  
 Address .....Box 312  
 Tel.: 64-22771 .....ABC  
 Sta. Representative.....Thomas F. Clark  
 President, Gen. Mgr.....Miles H. Ferguson  
 Sales Prom. Mgr., Prog. Dir.....Aileen Love  
 Publicity Director.....Dorothy Forrester  
 Chief Engineer.....Phil Murphree

**WIMO—Winder—1952**

Frequency: 1300 Kc...Power: 1000 Watts d.  
 Owned-Operated By...Winder-Monroe Bcstg.  
 Business Address.....P. O. Box 528  
 Tel.: 867-9158.....Independent  
 Station Representative.....George T. Hopewell  
 President, Gen. Mgr.....C. H. Grider  
 Sales Promotion Mgr.....E. V. Deaton  
 Program Director.....Kathleen Rhodes  
 Publicity Director.....Ethel W. Grider  
 Chief Engineer.....Mitchell Montgomery



Pop.: 670,000  
Families: 206,000

# Hawaii

Radio Homes: 167,000  
AM Stas. in State: 18

## **KHBC—Hilo—1936**

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By.....Honolulu Star Bulletin  
Address.....P. O. Box 581  
Tel.: 9-2011.....Independent  
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.....Naniiloa Hotel  
Tel.: Hilo 4-372.....KBS  
Station Representative.....Continental  
President, Ch. Eng.....James Jaeger  
General Manager.....Mrs. Lillian Cunningham  
Owners of: KAGR, Yuba City

## **KIPA—Hilo—1947**

Frequency: 1110 Kc. Power: 1,000 Watts  
Owned-Oper. By.....Big Island Bcstg. Co., Ltd.  
Business-Studio Address.....86 Mamo St.  
Tel.: 51-168.....NBC  
President.....Thomas J. MacBride  
Vice Pres., Manager.....R. W. Jaderstrom  
Program Director.....Larry Tavares

## **KAIM—Honolulu—1956**

Frequency: 870 Kc. Power: 5 Kw.  
Owned.....Christian Bcstg. Assoc.  
Address.....1148 12th Avenue  
Tel.: 71-985.....KBS  
President.....William F. Graham, Jr.  
Gen. Mgr.....Cornelius Keur  
Program Director.....Gerald M. Foglesong  
Chief Engineer.....Robert L. Lyon

## **KGMB—Honolulu—1930**

Frequency: 590 Kc. Power: 5000 Watts  
Owned By.....Honolulu Star-Bulletin, Inc.  
Address.....1534 Kaplalani Blvd.  
Tel.: 9-2011.....CBS  
Newspaper Affiliation.....Star-Bulletin  
Representative.....Peters, Griffin, Woodward, Inc.  
President.....Chinn Ho  
General Manager.....Joe Herold  
Station, Sales Promo. Mgr.....John DeMarco  
Commercial Manager.....Margot Todd  
Program Director.....Hal Boudreau  
Publicity Director.....Victor Amiel  
Chief Engineer.....Ronald T. Miyahira  
Owners of: KHBC, Hilo; KGMB-TV, Honolulu;  
KMAU-TV; Wailuku; KHBC-TV, Hilo.

## **KGU—Honolulu—1922**

Frequency: 760 Kc. Power: 10,000 Watts

Owned-Operated By.....Advertiser Pub. Co., Ltd.  
Address.....P.O. Box 3110  
Tel.: 5-2977.....NBC  
Newspaper Affil.....Advertiser  
Representative.....NBC Spot Sales  
President.....Thurston Twigg-Smith  
General, Sta. Manager.....William O. Paine  
Comm. Mgr.....George C. Mansfield  
Sales Prom. Mgr., Prog. Dir.....Ted Scott  
Chief Engineer.....T. Shigetani

## **KHVH—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  
Vice Pres.....Richard C. Rlock  
General Manager.....John Serrao  
Program Director.....Peter Taylor  
Publicity Director.....Robert Z. Kendall  
Chief Engineer.....Dan O. Hunter  
Owners of: KHVH-TV; KHJR-TV, Hilo.

## **KIKI—Honolulu—1951**

Frequency: 830 Kc. Power: 250 Watts  
Owned-Oper. By.....KIKI, Ltd.  
Address.....331-D Kamani St.  
Tel.: 6-3456.....Independent  
Station Reps.....Jack Masla; Gates/Hall  
Pres., Chief Eng.....Royal V. Howard  
Exec. V.P., General Mgr.....Angelo J. Rossi

## **KNDI—Honolulu—1960**

Frequency: 1270 Kc. Power: 5,000 Watts  
Owned By.....James T. Ownby  
Address.....International Market Place  
Tel.: 938-402.....CBS  
Owner, General Mgr.....James T. Ownby  
Program Director.....Janie Rice  
Chief Engineer.....Ronald Hontz

## **KORL—Honolulu—1946**

Frequency: 650 Kc. Power: 10,000 Watts  
Owned-Operated By.....Founders Corp.  
Address.....P.O. Box 5428  
Tel.: 936-581.....Independent  
Station Reps.....Venard, Torbet & McConnell  
President.....Robert G. Munro  
Program Director.....Ted Sax  
Chief Engineer.....William B. Murphy  
Owners of: WFBI, Syracuse, N. Y.; WSMB, New Orleans, La.

## **KOHO—Honolulu—1959**

Frequency: 1170 Kc. Power: 1,000 Watts  
Owned By.....Cosmopolitan Bcstg. Corp.  
Address.....1140-A 12th Ave.

# HAWAII-IDAHO

Tel.: 775511 ..... Independent  
 Newspaper Affiliation ..... Hawaii Times, Ltd.  
 President ..... Shiego Soga  
 General Manager ..... Hideo Sato  
 Sales Promotion Mgr. .... Francis M. Kihara  
 Program Director ..... Isao Murakami  
 Chief Engineer ..... Roy Fernie

## KPOI—Honolulu—1946

Frequency: 1380 Kc. .... Power: 5,000 Watts  
 Owned By ..... KPOI Broadcasting Co., Inc.  
 Business Address ..... 1701 Ala Wai Blvd.  
 Tel.: 995-395 ..... Independent  
 Sta. Representative ..... McGavren/Guild  
 President, Gen. Mgr. .... Fin Hollinger  
 Station Manager ..... Ray Gallagher  
 Commercial Mgr. .... Hector Hamilton  
 Program Dir. .... Tom Rounds  
 Chief Engineer ..... Ernest Lindemann  
 Owners of: KMAK, Fresno; KMEN, San Bernardino.  
 Both Calif.

## KTRG—Honolulu—1959

Frequency: 990 Kc. .... Power: 5 Kw.  
 Owned By ..... Ala Moana Broadcasting Co., Inc.  
 Address ..... 2227-A Kalakaua Ave.  
 Tel.: 933-147 ..... Independent  
 President ..... David Watumull  
 General Manager ..... Perry W. Carle  
 Program Director ..... John H. Russell  
 Publicity Director ..... Sheldon Bren  
 Chief Engineer ..... Henry Heeseman  
 Owners of: KTRG-TV, Honolulu.

## KULA—Honolulu—1947

Frequency: 690 Kc. .... Power: 10,000 Watts  
 Owned-Operated By ..... KULA Bcstg.  
 Address ..... 830 Ala Moana  
 Tel.: 8-3666 ..... Independent  
 Station Representative ..... Spot Time Sales  
 President ..... A. J. Krisik

General, Sta. Manager ..... Milton L. Hibdon  
 Program Director ..... Judith Lawton  
 Chief Engineer ..... Lee Evanson

## KLEI—Kailua—1953

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By ..... Oahu Bcstg. Co., Inc.  
 Address ..... Kailua Shopping Center  
 Tel.: 250-811 ..... Independent  
 President ..... Jack Latham  
 Gen., Comm. Mgr. .... Jack Irvine

## KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Garden Island Publ., Ltd.  
 Address ..... Box 1478  
 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  
 Sta. Representative ..... Thomas F. Clarke  
 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.: 274-071 ..... Independent  
 President ..... Dr. Timothy Wee  
 General Manager ..... Harry En Chu  
 Program Director ..... John Livingston  
 Chief Engineer ..... Robert Pearson

Pop.: 685,000  
 Families: 203,500

# Idaho

Radio Homes: 200,000  
 AM Stas. in State: 39

## 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  
 General Mgr. .... Gloria Dillard  
 Chief Engineer ..... Bob G. Shafer

## KATN—Boise—1961

Frequency: 1010 Kc ..... 1 Kw. d.  
 Owned By ..... Treasure Valley Bcstg.  
 Address ..... 9400 Fairview Ave.  
 Tel.: 375-1111 ..... Independent  
 Station Reps. .... Charles Bernard; Oakes  
 President, Gen. Mgr. .... Ralph F. Frazer

Station, Comm. Manager ..... Ken Bort  
 Sales Promotion Manager ..... Steve Gilbert  
 Chief Engineer ..... Gerry Moser

## KBOI—Boise—1947

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Boise Valley Bcstrs., Inc.  
 Bus-Studio Address ..... 1007 W. Jefferson  
 Tel.: 342-9331 ..... CBS  
 Reps. .... Peters, Griffin, Woodward; Art Moore  
 Pres., Gen. Mgr. .... Westerman Whillock  
 Sta., Comm. Mgr. .... Earl Glade, Jr.  
 Local Sales Mgr. .... Wayne Davis  
 Program Director ..... Hub Warner  
 Publicity Director ..... Wayne Henry  
 Chief Engineer ..... James Johntz, Jr.  
 Owners of: KBOI-FM-TV

# IDAHO

## KEST—Boise—1961

Frequency: 790 Kc. Power: 1 Kw. d.  
Owned By KEST Bcstgs. Assocs.  
Address 413 Idaho St.  
Tel.: 375-1550 Independent  
Station Representative Grant Webb  
Co-Owners Reid W. Dennis, John M. Bryan  
Station Manager R. Lee Norton  
Commercial Manager Richard Kersting  
Sales Prom. Manager Don Liebendorfer, Jr.  
Program Director Richard Cable  
Publicity Director Charles Rowe  
Chief Engineer William Koelsch

## KGEM—Boise—1946

Frequency: 1140 Kc. Power: 10,000 Watts  
Owned By Gem State Bcstg. Co.  
Address 5601 Cassia St.  
Tel.: 344-3511 MBS-ABC  
Representative Petry  
General Mgr. Homer K. Peterson  
Commercial Mgr. Robert Weisenburger  
Chief Engineer Milton Daniel

## KIDO—Boise—1927

Frequency: 630 Kc. Power: 5000 Watts  
Owned By Mesabi Western Corp.  
Address 1528 Vista Ave.  
Tel.: 344-8661 NBC  
Sta. Representative Weed  
President William E. Bosing, Jr.  
General Manager Jack J. Link  
Station Manager James M. Davidson  
Commercial Manager M. A. Ingalls  
Program Director James Blossiey  
Publicity Director Lon Dunn  
Chief Engineer John A. Maxson  
Owners of: KETO-AM-FM, Seattle, Wash.; KPAM,  
KPFM, Portland, Oreg.

## KYME—Boise—1955

Frequency: 740 Kc. Power: 500 Watts  
Owned-Operated By Keith & Elben Patterson  
Address P. O. Box 2794  
Tel.: 342-3575 Independent  
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 By Mini-Cassia Bcstg. Co.  
Address P.O. Box 461  
Tel.: 678-2244 KBS  
Reps. Pearson, Venard, Torbet & McConnell  
President Dean Leshner  
General Mgr. R. Saxvick  
Program Director C. Cheney  
Chief Engineer Al Lee

## KBGN—Caldwell—1960

Frequency: 910 Kc. Power: 1 Kw.  
Owned By Christian Bcstg. Co. of Idaho  
Address 3303 E. Chicago  
Tel.: 459-3635 Independent  
General Manager F. Demcy Mylar  
Chief Engineer Arden Casper

## KCID—Caldwell—1947

Frequency: 1490 Kc. Power 1 Kw. d., 250 W. n.  
Owned-Operated By Caldwell Bcstg. Co.  
Address 921 Cleveland Blvd.  
Tel.: 459-3608 KBS  
Station Rep. Harlan G. Oakes  
Pres., Gen. Mgr. Clair B. Hull  
Station Manager Duane D. Wolfe  
Chief Engineer Bill Neumann

## 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 KBS-MBS  
Pres., Sta. Mgr. Rex Koury  
Sales Prom. Mgr. Bernard Merriman

## KORT—Grangeville—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owner Kebco, Inc.  
Address Box 72  
Tel.: 51 KBS  
Station Reps. Feltis, Dove & Cannon  
President, Gen. Mgr. Edward M. Brainard  
Sales Prom. Manager John E. Ready  
Chief Engineer Dennis Dunn

## KID—Idaho Falls—1928

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Idaho Radio Corp.  
Address 1275 E. 17th St.  
Tel.: 522-5100 CBS  
Station Reps. Hellingbery; Moore  
Exec. V.P., General Mgr. J. Allen Jensen  
Station Manager Leonard Wasden  
Program Director Mel Richardson  
Chief Engineer Carroll Sechrist  
Owners of: KID-TV.

## 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.: 523-1171 ABC-KBS  
Newspaper Affil. Post. Register  
Station Representative Petry  
Pres., Gen. Mgr. J. M. Brady  
Commercial Manager Curt Empey  
Sales Promotion Mgr. Phil Riesen  
Program Director William James  
Publicity Director Darlene Latham  
Chief Engineer H. G. Haebele  
Owners of: KIFI-TV, Idaho Falls.

## KTEE—Idaho Falls—1960

Frequency: 900 Kc. Power: 1,000 Watts d.  
Owned By Benay Corp.  
Address P.O. Box 1896  
Tel.: JACkson 3-3710 MBS  
Station Reps. Gill-Perna; Feltis, Dove & Cannon  
President Lloyd Mickelson  
General Manager Leo Higham  
Commercial Manager Tom Fairchild  
Program Director Keith Clarke  
Chief Engineer E. O. Ferguson

**KUPI—Idaho Falls—1957**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned By..... KUPI, Inc.  
 Address..... P.O. Box 2557  
 Tel.: JA 2-1101..... Independent  
 Station Rep..... Gates/Hall  
 General Manager..... Paul Bragg  
 Program Director..... Rick Van  
 Chief Engineer..... B. J. Echo

**KART—Jerome—1956**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned..... K. Clark  
 Address..... Box 1176  
 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..... ABC  
 Sta. Representative..... Gill-Perna  
 Gen. Mgr., Co-Owner..... J. H. Matlock  
 Sta. Mgr., Co-Owner..... E. A. Hamblin  
 Commercial Mgr..... George Walton  
 Program Director..... Stan Haase  
 Sales Promotion Mgr..... Jerry Giedt  
 Publicity Director..... Jan Van Buskirk  
 Chief Engineer..... Jerry Chaudler  
 Owners of: KLER, Orofino

**KRLC—Lewiston—1935**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By..... KRLC, Inc.  
 Address..... Eighth & Stewart  
 Tel.: SH 3-1551..... MBS  
 Station Reps., Masla; Moore; Pacific Bcst. Sales  
 President, Gen. Mgr..... Donald Thomas  
 Commercial Mgr..... Douglas MacKelvie  
 Sales Prom. Mgr..... Beverly Swanson  
 Program Director..... Albin Nelson  
 Chief Engineer..... Harold Holbrook

**KRPL—Moscow—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned..... KRPL, Inc.  
 Address..... 1328 Pullman Road  
 Tel.: TU 2-1174..... KBS-MBS  
 Station Reps..... Art Moore; Gates/Hall  
 Pres., Gen. Mgr..... Gale Mix  
 Comm. Mgr..... James Sanberg  
 Station Mgr..... John Mix  
 Sales Prom. Mgr..... John Turner  
 Prog Dir., Ch. Eng..... Larry Ayer  
 Publicity Director..... Shirley Mix

**KFLI—Mountain Home—1962**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By..... Northwest Broadcasters, Inc.  
 Address..... P.O. Box 30-B  
 Tel.: 587-4425..... Independent  
 President..... Clyde M. Degler  
 General Manager..... Charles F. Degler  
 Commercial Manager..... Jim Mitchell  
 Chief Engineer..... John Sweeney

**KFXD—Nampa—1930**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned By..... Fletcher-Mitchell Corp.  
 Address..... P.O. Box 891  
 Tel.: 466-4611..... Independent  
 Representative..... Pearson Nat'l Reps.  
 President..... James I. Mitchell  
 General, Commercial Mgr..... Wayne C. Cornils  
 Sales Promotion Manager..... James Dalke  
 Program Director..... W. Shirl Black  
 Publicity Director..... Dan G. Smede  
 Chief Engineer..... Gilbert Rose  
 Owners of: KLIN, Lincoln, Neb.; KCBC, Des  
 Moines, Ia.; WTRI, Bradenton, Fla.

**KLER—Orofino—1958**

Frequency: 950 Kc. Power: 1,000 Watts d.  
 Owned By..... Clearwater Broadcasting Co.  
 Address..... P.O. Box 32  
 Tel.: Granite 2-5011..... KBS  
 Station Representative..... Feltis, Dove, Cannon  
 Station Manager..... L. Whitmore  
 Chief Engineer..... Garry Bell

**KWAL—Osborn—1938**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Metals Bcstg. Co.  
 Address..... Box 930, Wallace, Ida.  
 Tel.: OS 1-6101..... Independent  
 Station Reps..... Holman; Art Moore  
 Pres., Gen. Mgr..... R. Lee Black  
 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, Gen. Mgr..... E. S. Graham  
 Chief Engineer..... R. Montgomery

**KSEI—Pocatello—1926**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By..... Pioneer Bcstrs. Corp.  
 Business-Studio Address..... Box 31  
 Tel.: 233-2121..... NBC  
 Station Reps..... Weed; Art Moore  
 Pres., Gen. Mgr..... Henry H. Fletcher  
 Program Director..... Ruthe A. Fletcher  
 Publicity Director..... Olive L. Greene  
 Chief Engineer..... Ellis W. Call

**KWIK—Pocatello—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned..... Pocatello Radio, Inc.  
 Address..... P.O. Box 2005  
 Tel.: Cedar 3-1133..... ABC  
 Representatives..... Avery-Knodel; Pety  
 General Manager..... Ronald Kempf  
 Chief Engineer..... D. L. Lewis

**KSNM—Pocatello—1956**

Frequency: 1290 Kc. Power: 1 Kw. d.  
 Owned..... Pocatello Bcstg. Co.  
 Address..... 101 North Main

# IDAHO

Tel.: 232-6565 .....KBS  
 General Mgr. .... D. C. Libeg  
 Chief Engineer.....Dwight L. Zundel

## KPST—Preston—1948

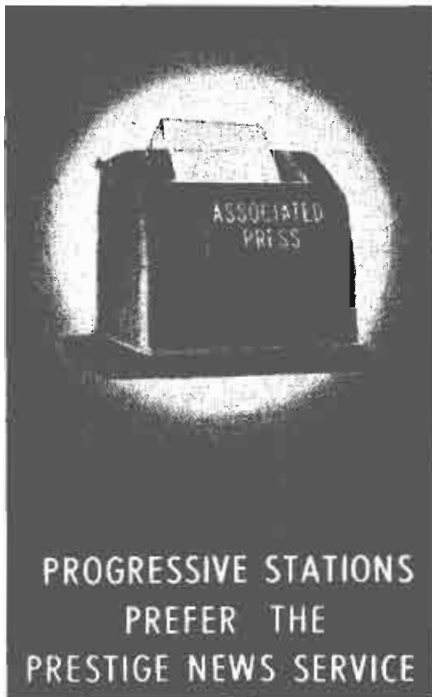
Frequency: 1340 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By....Voice of The Rockies, Inc.  
 Address ..... P.O. Box 235  
 Tel.: 852-1345 .....KBS  
 Station Reps.. Continental; Feltis, Dove, Cannon  
 President ..... R. Dunn  
 Gen. Mgr., Chief Eng..... D. A. Nash, Jr.  
 Program Director ..... Gwen Gibson

## KRXK—Rexburg—1951

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned.... Snake River Radio & TV Co., Inc.  
 Address ..... 455 S. 2nd East  
 Tel.: 356-5488 ..... KBS  
 Station Representative... Broadcast Time Sales  
 Pres., Gen. Mgr..... Gene Shumate  
 Comm. Mgr..... Wes Lawrence  
 Program Director ..... Don Ellis  
 Chief Engineer..... Dan Coltrane  
 Owners of: KSGT, Jackson, Wyo.

## KAYT—Rupert—1955

Frequency: 970 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By.....Inland Bcstg. Co.  
 Address ..... P.O. Box 427  
 Tel.: 436-4757 ..... Independent  
 Sta. Reps..... Hopewell; Art Moore  
 Pres., Gen. Mgr..... Mervin V. Ling  
 Sta. Comm. Mgr..... George McDonald  
 Chief Engineer..... E. C. Miller



PROGRESSIVE STATIONS  
 PREFER THE  
 PRESTIGE NEWS SERVICE

## KSRA—Salmon—1959

Frequency: 960 Kc.... Power: 1000 Watts, d.  
 Owned By..... Salmon River R-TV Co., Inc.  
 Address ..... Main & Water Sts.  
 Tel.: 756-2218 ..... KBS  
 President, Gen. Mgr..... David G. Ainsworth  
 Chief Engineer..... Louis A. Peressini

## KSPT—Sandpoint—1949

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 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  
 Address ..... 98 W. 2nd South  
 Tel.: 547-3307 ..... ABC-KBS-MBS  
 General Manager..... J. C. Wallentine  
 Station Manager..... R. Bruce  
 Chief Engineer..... J. Davis

## KSKI—Sun Valley—1960

Freq.: 1340 Kc.... Power: 1 Kw. d., 250 W. n.  
 Owned By..... Radio Sun Valley, Inc.  
 Address ..... Hotel Boise, Boise, Ida.  
 Tel.: 3131 ..... Independent  
 President..... R. L. Hagadone

## KEEP—Twin Falls—1946

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By..... Radio Sales Corp.  
 Address ..... P. O. Box 511  
 Tel.: 733-7512 ..... KBS  
 Station Rep. .... Feltis, Dove, Cannon  
 President, Gen. Mgr. .... R. W. Burden, Jr.  
 Asst. Manager..... W. F. Denney  
 Chief Engineer..... Walt Snow  
 Owners of: KFHA, Tacoma, Wash.

## KLIX—Twin Falls—1946

Frequency: 1310 Kc..... Power: 1000 Watts  
 Owned ..... KLIX Corp.  
 Business Address... Eastland & Elizabeth Ave.  
 Tel.: REDwood 3-5840 ..... ABC  
 President ..... G. Hatch  
 V.P., Gen. Sta. Mgr..... G. O. Glaszmann  
 Program Director..... L. Walton  
 Chief Engineer..... Dennis Lowe

## KTFI—Twin Falls—1928

Frequency: 1270 Kc.. Power: 5000 d., 1000 n.  
 Owned-Operated By..... Radio Bcstg. Corp.  
 Address ..... 241 Main Ave. W  
 Tel.: 733-3381 ..... NBC  
 Sta. Reps. .... Weed; Wagner  
 Pres., Gen., Sta. Mgr..... F. M. Gardner  
 Chief Engineer..... Carl Norris

## KWEI—Weiser—1947

Frequency: 1260 Kc.... Power: 1000 Watts d.  
 Owned By..... Oxbow Bcst. Co.  
 Address ..... Box 791  
 Tel.: 549-0886 ..... Independent  
 Station Representatives..... Hopewell; Moore  
 President, Ch. Eng..... Edwin C. Miller



Pop.: 10,275,000  
Families: 3,161,000

# Illinois

Radio Homes: 3,089,000  
AM Stas. in State: 110

## WOKZ—Alton—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.  
Owned-Oper. By.....Palen Bcstg. Corp.  
Address.....Godfrey Road  
Tel.: 466-3535.....Independent  
President.....Edward N. Palen  
General, Comm. Mgr.....Herman T. Bunyan  
Station Mgr., Prog. Dir.....R. Wayne Cox  
Chief Engineer.....Nicholas Bono

## WRAJ—Anna—1957

Frequency: 1440 Kc. Power: 500 Watts  
Owned.....Anna Bcstg. Co., Inc.  
Address.....Anna Hotel  
Tel.: 1440.....Independent  
Sta. Representative.....Bernard Howard  
President.....Pierce E. Lackey  
Gen. Mgr., Ch. Engr.....Donald C. Michel

## WKKD—Aurora—1960

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By.....Russell G. Salter  
Address.....1880 Plain Ave.  
Tel.: 898-1580.....Independent  
Station Rep.....Gill-Perna  
President, Sta. Mgr.....Russell G. Salter  
Sales Prom. Mgr., Prog. Dir.....Rog Shales  
Chief Engineer.....William H. Wardle  
Owners of: WBEL, S. Beloit; WIXN, Dixon;  
KCLN, Clinton; WKKD, Aurora, Ill.

## WMRO—Aurora—1938

Frequency: 1280 Kc. Power: 1 Kw. d. 500 n.  
Owned By.....WMRO, Inc.  
Business-Studio Address.....184 River St.  
Tel.: TW 7-4215.....Independent  
President.....Vincent G. Cotey  
Station Manager.....Ben A. Oswalt  
Commercial Manager.....Charles V. Hunter  
Prog. Dir.....Jeanne M. Doran  
Chief Engineer.....J. R. Kitner

## WRMS—Beardstown—1959

Frequency: 790 Kc. Power: 500 Watts  
Owned By.....Beardstown Bcstg., Inc.  
Address.....108 East Main St.  
Tel.: 790.....KBS-MBS  
President, Gen. Mgr.....R. W. Sudbrink  
Station Manager.....Burl Lauter  
Chief Engineer.....O. D. Kost

## WIBV—Belleville—1947

Frequency: 1260 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....Belleville Bcstg. Co.  
Address.....Route 159 at Mulligan Lane  
Tel.: AD 3-5000.....Independent  
Representative.....Indie Sales  
President, Gen. Mgr.....John W. Lewis  
Commercial Manager.....H. Glenn Deifendall  
Program Director.....Robert A. Armstrong  
Chief Engineer.....Marvin Mollring

## WJBC—Bloomington—1924

Frequency: 1230 Kc. Power: 1 Kw. d. 250 W. n.  
Owned-Oper. By.....Bloomington Bcstg. Corp.  
Address.....209 E. Washington  
Tel.: 825-2078.....ABC  
Newspaper Affil.....Daily Pantagraph  
Representative.....Pearson  
President.....Loring C. Merwin  
Vice President.....Vernon A. Nolte  
Station Manager.....Timothy R. Ives  
Commercial Manager.....John McDermott  
Program Dir.....Don Newberg  
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  
General, Comm. Manager.....Merrill C. Currier

## WBYS—Canton—1947

Frequency: 1560 Kc. Power: 250 Watts  
Owned-Operated By.....Fulton Cty. Bcstg. Co.  
Address.....1000 East Linn St.  
Tel.: 647-1560.....ABC, KBS  
News Affil.....Daily Ledger; News-Advertiser  
President.....Harriett B. Winsor  
General Manager.....Charles E. Wright  
Program Director.....Bruce Bagg  
Commercial Mgr.....Jean Marconnet  
Chief Engineer.....Larry Caldwell

## WCIL—Carbondale—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....Southern Illinois Bcstg.  
Business-Studio Address.....218 W. Main St.  
Tel.: 457-8114.....ABC  
General Manager.....Paul F. McRoy  
Commercial Manager.....Larry Doyle  
Program Director.....Paul H. McRoy  
Chief Engineer.....Pat Burns

## WROY—Carmi—1948

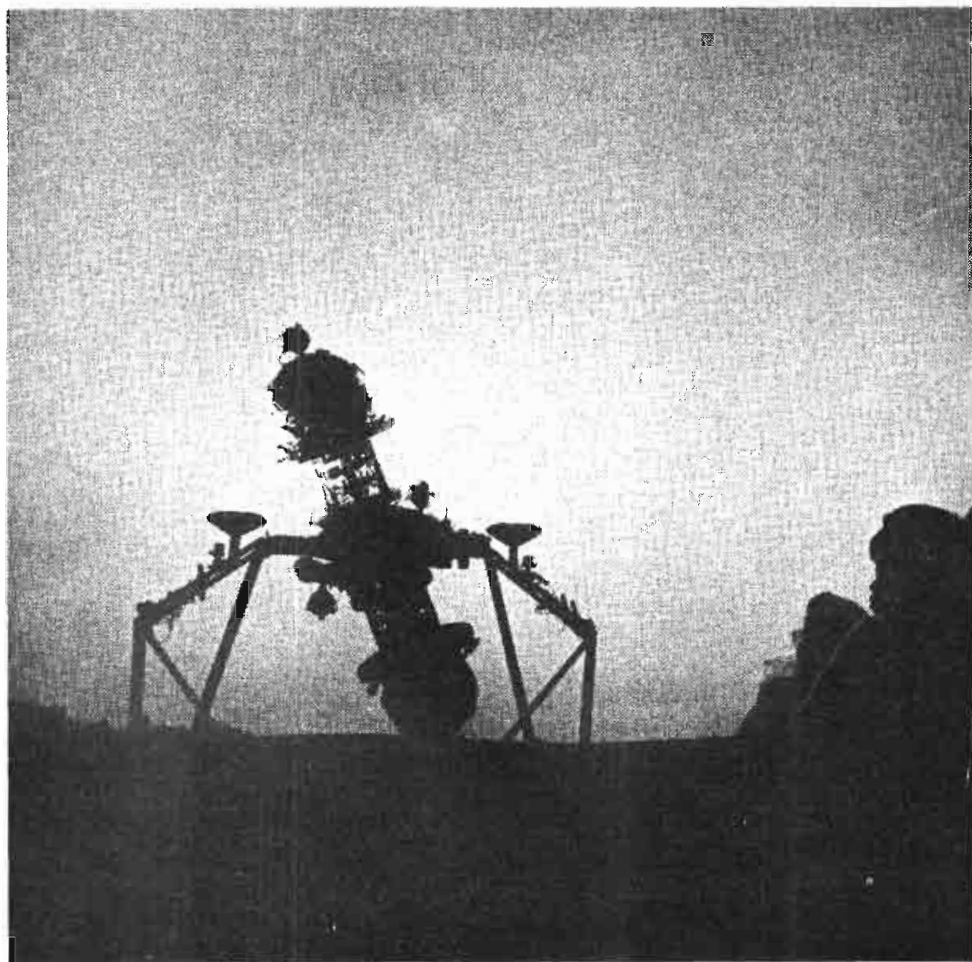
Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Carmi Bcstg Co.  
Address.....U. S. Route 460  
Tel.: 382-4161.....Independent  
Gen., Sta. Mgr.....S. A. Hassan  
Chief Engineer.....L. Bradley

## WCAZ—Carthage—1921

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Superior Bcstg. Service, Inc.  
Address.....502 Wabash Ave.  
Tel.: 357-3128.....Independent  
Station Rep.....Spot Time Sales  
Manager.....Jerry Nutt

# In Chicago

... the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



## In Chicago—WGN Radio

*reaches more homes\* and cars\*\* than any other Chicago radio station!*

\*NCS—1961

\*\*Chicago Auto Radio Audience Survey—1961



—the most respected call letters in broadcasting

*Join the Broadcast Pioneers—wear your pm with pride*

**WGN IS CHICAGO**

**WCNT—Centralia—1946**

Frequency: 1210 Kc. Power: 1000 Watts, d.  
Owned By Four County Bcstrs.  
Address Centralia  
Tel.: 532-1885 Independent  
President Ed Palen  
General Manager Jim Palen  
Commercial Manager Jim Brown  
Program Director Bruce G. Morrison  
Publicity Director Edward J. Briley  
Chief Engineer R. Millmaker  
Owners of: WOKZ-AM-FM, Aiton, Ill.

**WDWS—Champaign—1937**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owner... The Champaign News Gazette, Inc.  
Business Address 48 Main St.  
Tel.: 356-1855 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 Merle Sears

**WEIC—Charleston—1954**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned By Friendly Bcstrs., Inc.  
Address Charleston, Ill.  
Tel.: DI 5-2149. KBS  
Pres., Gen. Mgr. William Kepper  
Station, Sales Promo. Manager. James L. Seed  
Program Director Jerry Porter  
Chief Engineer Andrew Kirk

**WAIT—Chicago—1941**

Frequency: 820 Kc. Power: 5000 Watts  
Owned By WAIT Radio  
Bus.-Studio Address 188 W. Randolph St.  
Tel.: FR 2-0660 Independent  
Station Rep. Gill-Perna  
Executive Director Maurice Rosenfield  
General, Station Mgr. Frederick G. Harm  
Program Director John Cleary  
Publicity Director Fred Livingston  
Chief Engineer Harry Berg

**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.  
V.P., Gen Mgr. E. H. Shomo  
Sales Manager John J. Burke  
Sales Promotion Manager Arthur Barnes  
Publicity Director Paul Lazzaro  
Program Director Len Schlosser  
Production Manager Kenneth Carbonel  
Chief Engineer William Fligel

**WBBE—Chicago—1955**

Frequency: 1570 Kc. Power: 1000 Watts  
Owned By Continental Broadcasting

Address 75 E. Wacker Drive  
Tel.: Randolph 6-6842 Independent  
Station Representative Continental Bcstg.  
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  
Station Representative McGavren-Guild  
President William A. Lee  
Station Manager Thomas E. Haviland  
Program Director Bob Finnegan  
Chief Engineer Jack McKay

**WCRW—Chicago—1926**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Josephine A. White  
Address 2756 Pine Grove Ave.  
Tel.: EA 7-6860 Independent  
General Manager J. A. White

**WEDC—Chicago—1926**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Emil Denemark, Inc.  
Address 3860 W. Ogden Ave.  
Tel.: CR 7-4100 Independent  
President Emil Denemark  
General, Comm. Mgr. Bill Mack  
Chief Engineer Edward Jacker

**WGN—Chicago—1924**

Frequency: 720 Kc. Power: 50,000 Watts  
Owned-Operated By WGN, Inc.  
Address 2501 Bradley Place  
Tel.: LA 8-2311 Independent  
Newspaper Affiliation The Chicago Tribune  
Representative Edward Petry  
President J. Howard Wood  
Exec. V.P., General Mgr. Ward L. Quaal  
Station Manager Charles E. Gates  
Promotion Manager James G. Hanlon  
Program Director Robert Bradford  
Publicity Director Dan Calibraro  
Dir. of Engineering Carl J. Meyers  
Owners of: KDAL, Duluth, Minn.

**WIND—Chicago—1927**

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By Westinghouse Bcstg. Co.  
Business Address 400 N. Michigan Ave.  
Tel.: Whitehall 4-2170 Independent  
Representative AM Radio Sales  
President Donald H. McGannon  
Vice President Ralph L. Ailass  
Station Manager Edward Wallis  
Commercial Manager Don Frost  
Program Director Guy Harris  
Nat'l Sales Coordinator John P. Holland  
Advertising, Prom. Mgr. Paul N. Lindsay  
Publicity Director Dick Newton

# ILLINOIS

Chief Engineer.....Kenneth C. Shirk  
Owners of: WWOV, Fort Wayne, Ind.; WBZ-AM-  
FM-TV, Boston, Mass.; KYW-AM-FM-TV, Cleve-  
land, O.; KDKA-AM-FM-TV, Pittsburgh, Pa.;  
WJZ-TV, Baltimore, Md.; WFNS, New York,  
N. Y.; KPFA-TV, San Francisco, Calif.

## WJJD—Chicago—1924

Frequency: 1160 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Plough Bcstg. Co.  
Address.....230 N. Michigan Ave.  
Tel.: ST 2-5466.....Independent  
Representative.....Radio-TV Representatives, Inc.  
President.....Harold R. Krelstein  
V.P., General Manager.....Frederick G. Harm  
Commercial Manager.....Alfred Grosby  
Program Director.....Mel Hall  
Chief Eng.....Walter F. Myers  
Owners of: WCAO, Baltimore; WPLO, Atlanta;  
WVPS, Memphis; WCOP, Boston.

## WAAF—Chicago—1922

Frequency: 950 Kc.....Power: 1000 Watts, d.  
Owned-Operated By.....Cornbelt Publishers  
Business Address.....221 N. LaSalle St.  
Tel.: RA 6-1932.....Independent  
Newspaper Affil.....Drovers Journal  
Station Representative.....Bolling Co.  
President.....H. Thieman  
General Manager.....Thomas L. Davis  
Program Director.....William Grabau  
Publicity Director.....Fred Livingston  
Chief Engineer.....Carl W. Ulrich

## WLS—Chicago—1924

Frequency: 890 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WLS, Inc.  
Business Address.....360 N. Michigan Ave.  
Tel.: State 2-2002.....ABC  
Representative.....Blair Radio  
President.....Ralph W. Beaudin  
Commercial Manager.....Armand J. Belli  
Program Director.....Gene Taylor

## 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  
Station Representative.....NBC Spot Sales  
President (NBC).....Robert E. Kintner  
V.P. (NBC), Gen. Mgr.....Lloyd E. Yoder  
Sales Manager.....Robert McAuliffe  
Station Manager.....John M. Keys  
Adv., Sales Promotion Mgr.....Chet Campbell  
Program Director.....Howard Keegan  
Publicity Director.....Dan Anderson  
Chief Engineer.....W. C. Prather

## WMBI—Chicago—1926

Frequency: 1110 Kc.....Power: 5,000 Watts, d.  
Owned By.....Moody Bible Institute  
Address.....820 N. La Salle St.  
Tel.: Michigan 2-1570.....Independent  
Station Manager.....W. E. Mayfield  
Program Director.....John Rader  
Publicity Director.....John Raymond  
Chief Engineer.....A. P. Frye  
Owners of: WDLM, E. Moline, Ill.; WMBI-FM,  
Chicago, Ill.; WCRF-FM, Cleveland, O.

## WSBC—Chicago—1925

Frequency: 1240 Kc..Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....WSBC Bcstg. Co., Inc.  
Business-Studio Address.....2400 W. Madison St.  
Tel.: MO 6-9060.....Independent  
Pres., Gen. Mgr., Ch. Eng.....Louis B. Lee  
Comm. Mgr.....Margaret Strasser  
Sales Promotion Mgr.....Daniel R. Lee  
Program Director.....Roy J. Bellavia  
Publicity Director.....Robert I. Lee

## WYNR—Chicago—1924

Frequency: 1390 Kc.....Power: 5,000 Watts d.  
Owned By.....McLendon Corp.  
Address.....2708 W. Washington Blvd.  
Tel.: SA 2-1700.....Independent  
Station Representative.....H-R Reprs.  
General Manager.....J. G. Schatz  
Program Director.....Floyd Brown

## 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  
Chief Engineer.....Walter R. Lorenc

## WMPP—Chicago Heights—1962

Frequency: 1470 Kc.....Power: 1,000 Watts d.  
Owned By.....Seaway Broadcasting Corp.  
Address.....825 E. Drexel Sq., Chicago  
Tel.: HY 3-4262.....Independent  
President, General Mgr.....William Martin

## WHFC—Cicero—1923

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WHFC, Inc.  
Address.....3350 S. Kedzie Ave.  
Tel.: CL 4-7411.....Independent  
Owners.....Leonard & Phil Chess  
Gen. Program Mgr.....M. E. Clifford  
Station, Publicity Director.....F. Summers  
Chief Engineer.....E. Jacker

## WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 5000 Watts d.  
Owned-Operated By.....Cornbelt Bcstg. Co.  
Business Address.....401½ S. Side Sq.  
Tel.: 935-2161.....Independent  
Representative.....Holman  
President.....J. R. Livesey  
V.P., General Manager.....Rolland O. Looper

## WDAN—Danville—1938

Frequency: 1490 Kc..Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Northwestern Pub. Co.  
Address.....1500 N. Washington  
Tel.: 442-1700.....CBS  
Newspaper Affiliation.....Commercial-News  
Station Representative.....Jack Masla  
General Manager.....Robert J. Burow  
Sta. Mgr.....Max Shaffer

Commercial Manager ..... John Eckert  
 Program Director ..... Honore Ronan  
 Chief Engineer ..... Norlyn Dossey  
 Owners of: WHEC-AM-TV, Rochester; WINB-AM-TV, Binghamton.

### WITY—Danville—1953

Frequency: 980 Kc. .... Power: 1 Kw.  
 Owned ..... Vermillion Bcstg. Corp.  
 Address ..... P. O. Box 142  
 Tel.: 446-1312 ..... MBS  
 Representative ..... Gill-Perna  
 President ..... Gilbert E. Metzger  
 General Manager ..... Elzer Marx  
 Commercial Manager ..... John Williamson  
 Program Director ..... Barry Katz  
 Chief Engineer ..... Taylor Clawson  
 Owners of: WITZ, Jasper, Ind.

### WDZ—Decatur—1921

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Mid-States Bcstg. Co.  
 Business-Studio Address ..... 265 S. Park St.  
 Tel.: 423-9744 ..... MBS  
 Representative ..... Peters, Griffin, Woodward  
 Pres., Gen. Mgr. .... Frank C. Schroeder, Jr.  
 Commercial Manager ..... B. J. Smith  
 Asst. Mgr., Program Director ..... Harry Michaels  
 Chief Engineer ..... Clifford V. Hahn

### WSOY—Decatur—1925

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By ..... Illinois Bcstg. Co.  
 Address ..... 1100 E. Pershing Road  
 Tel.: 877-5371 ..... CBS  
 Newspaper Affiliation Decatur Herald & Review  
 Representative ..... Weed  
 President ..... Frederick W. Schaub  
 Vice President ..... Merrill Lindsay  
 Station Manager ..... Robert E. King  
 Program Director ..... H. Downey Hewey  
 Chief Engineer ..... Jules Robinett  
 Owners of: WSOY-FM, Decatur; WSEI-FM, Effing-  
 ham; WVLN-AM-FM, Olney, All Ill.

### WLBK—De Kalb—1947

Frequency: 1360 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By ..... DeKalb Radto Studios, Inc.  
 Business-Studio Address ..... 711 N. First St.  
 Tel.: 758-3485 ..... Independent  
 Pres., Gen. Mgr. .... George C. Biggar  
 Commercial Manager ..... Richard M. Hubbell  
 Program Director ..... R. C. Brown  
 Chief Engineer ..... W. Dean Clayton

### WIXN—Dixon—1961

Frequency: 1460 Kc. .... Power: 1 Kw. d.  
 Owned By ..... Russell G. Salter, Inc.  
 Address ..... 1460 College Ave.  
 Tel.: 283-1811 ..... Independent  
 President ..... Lloyd Burlingham  
 General Manager ..... Robert L. Harris  
 Operations Mgr. .... Ronald Bushaw  
 Commercial Mgr. .... Bill J. Crandall  
 Chief Engineer ..... Frank Baker

### WDQN—Du Quoin—1951

Frequency: 1580 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... DuQuoin Bcstg. Co.  
 Address ..... Music Center  
 Tel.: LI 2-3894 ..... Independent  
 Sta. Representative ..... Devney Organization  
 Pres., Gen. Mgr. .... M. R. Lankford  
 Comm. Sales Prom. Mgr. .... Gene Showalter  
 Chief Engineer ..... W. W. Beacham

### WDLM—East Moline—1960

Frequency: 960 Kc. .... Power: 1 Kw. d.  
 Owned By ..... Moody Bible Inst. of Chicago  
 Address ..... RFD, Coal Valley, Ill.  
 Tel.: Orion, Ill. .... Independent  
 Manager ..... W. E. Mayfield  
 Station Manager ..... Dean L. Stippel  
 Chief Engineer ..... Earl Kesselhuth

### WBBR—East St. Louis—1935

Freq.: 1490 Kc. .... Power: 500 Watts d. 250 n.  
 Owned By ..... Stanlin, Inc.  
 Address ..... Broadview Hotel, 421 E. Broadway  
 Tel.: BRidge 1-4625 ..... ABC  
 Sta. Representative ..... Good Music Broadcasters  
 President ..... Louis Strick  
 General Manager ..... George Lasker  
 Program Dir. .... Dan Stengel  
 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  
 Station Rep. .... Devney Organization  
 President ..... Joseph E. McNaughton  
 General Sta. Mgr. .... Charles G. Pettit  
 Sales Promotion Mgr. .... Donald W. Springer  
 Program Director ..... Larry Wilson  
 Publicity Director ..... Zona B. Davis  
 Chief Engineer ..... Randall Moody

### WRMN—Elgin—1949

Frequency: 1410 Kc. .... Power: 500 Watts  
 Owned-Oper. By ..... The Elgin Bcstg Co.  
 Address ..... 18½ Douglas Ave.  
 Tel.: SH 1-7700 ..... Independent  
 News Affil. .... Pekin Times, Yuma Sun  
 Representative ..... Devney Organization  
 Pres., Gen. Mgr. .... J. Richard Sutter

### WEAW—Evanston—1946

Frequency: 1330 Kc. .... Power: 5 Kw. d.  
 Owned ..... No. Shore Bcstg. Co., Inc.  
 Address ..... 1700 Central St.  
 Tel.: UN 4-7600 ..... Independent  
 Station Representative ..... Weed  
 Pres., Gen. Mgr. .... Edward A. Wheeler  
 Commercial Manager ..... James Nortinson  
 Program Director ..... Doris Peterson  
 Chief Engineer ..... Fred Weis



# ILLINOIS

## WNMP—Evanston—1946

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Semrow Broadcasting Co.  
Address... 1710 Orrington Ave.  
Tel.: GR 5-1590... Independent  
Station Representative... Broadcast Time Sales  
President... Otto Semrow  
General. Sta. Mgr... William Bishop  
Commercial Manager... John K. Thoreson  
Chief Engineer... Eugene Cummings

## WFIW—Fairfield—1953

Frequency: 1390 Kc. Power: 1,000 Watts d.  
Owned-Oper. By... Wayne County Bcastg. Co.  
Address... Box 72  
Tel.: 2159... KBS  
Representative... Grant Webb  
Partners... T. S. Land, B. Davidson  
General Manager... Thomas S. Land  
Commercial Mgr... Garnet Williams  
Program Director... Bill Arthur  
Publicity Director... Darrell Linne  
Chief Engineer... Gil Wallace  
Owners of: WJBD, Salem, Ill.; WMFT, Terre Haute, Ind.

## WFRL—Freeport—1947

Frequency: 1570 Kc. Power: 5000 Watts d.  
Owned By... Triad TV Corp.  
Business-Studio Address... 9 N. Chicago Ave.  
Tel.: Adams 2-5171... Independent  
Station Representative... Spot Time Sales  
President... C. Wayne Wright  
General Mgr... Richard A. Carroll  
Chief Engineer... LaVerne G. Bawinkel

## WAIK—Galesburg—1957

Frequency: 1590 Kc. Power: 5000 Watts d.  
Owned By... Webster Bcastg. Co.  
Address... 36 Park Plaza  
Tel.: 342-3161... ABC  
Sta. Representative... Burn-Smith Co.  
President, Gen. Mgr... F. C. Webster, Jr.  
Cmm., Sales Promo. Mgr... Jean Pickrel  
Program Director... Woody Worley  
Publicity Director... Richard Siko  
Chief Engineer... Carl Martin

## WGIL—Galesburg—1938

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By... Galesburg Bcastg. Co., Inc.  
Address... 60 S. Kellogg  
Tel.: 342-5131... MBS  
Newspaper Affiliation... Register Mail  
President... William C. Pritchard  
Gen. Sta. Mgr... Roger Coleman  
Program Director... Dale Adkins  
Chief Engineer... James Thompson

## WGNU—Granite City—1961

Frequency: 920 Kc. Power: 500 Watts d.  
Owned By... Tri-Cities Bcastg. Co.  
Address... Granite City  
Tel.: Granite City... Independent  
General Manager... Chuck Norman

## WEBQ—Harrisburg—1923

Frequency: 1240 Kc. Power: 250 Watts  
Owned By... First Trust Assoc.  
Address... 100 E. Poplar St.  
Tel.: Clearbrook 3-7032... KBS  
Gen. Station-Comm. Mgr... Ingils M. Taylor  
Sales Prom. Manager... Edward Topper  
Program Director... Norma Slaton  
Publicity Director... Dorice Turner  
Chief Engineer... Harvey H. Slaton

## WMCW—Harvard—1955

Frequency: 1600 Kc. Power: 500 Watts  
Owned By... Esther Blodgett  
Address... 205 E. Brainard  
Tel.: Harvard... Independent  
c/o... Mrs. Esther Blodgett

## WJPF—Herrin—1940

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By... Egyptian Bcastg. Co.  
Business Address... P.O. Box 179  
Tel.: WI 2-2181... MBS-KBS  
Station Representative... Hal Holman  
President... Charles R. Cook  
General. Sta. Mgr... W. Robert Cook  
Sales Promotion Manager... Fred Simmons  
Program Director... Shirley Cook Bouman  
Publicity Director... Frank Samuel  
Chief Engineer... Ben E. Orf

## WJIL—Jacksonville—1961

Frequency: 1550 Kc. Power: 1 Kw. d.  
Owned By... Donald E. Udey  
Address... E. Morton Road  
Tel.: 245-5119... Independent  
General Manager... Donald E. Udey

## WLDS—Jacksonville—1941

Frequency: 1180 Kc. Power: 1000 Watts d.  
Owned... Jacksonville Radio & TV Bcastg. Corp.  
Business Address... Fox Theatre Bldg.  
Tel.: 245-7171... Independent  
Newspaper Affil... Journal-Courier  
Station Representative... Hal Holman  
President... Robert Fay  
General Manager... R. Karl Baker  
Program Director... Raymond Wells  
Publicity Dir... Marie Barton  
Chief Engineer... G. J. Cassens

## WJBM—Jerseyville—1959

Frequency: 1480 Kc. Power: 500 Watts  
Owned By... Tri-County Broadcasting Co.  
Address... Box 130  
Tel.: 1214... KBS  
Owner & Gen. Mgr... B. Meyer

## WJOL—Joliet—1926

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By... WJOL, Inc.  
Business-Studio-Transmitter... 801 Walnut St.  
Tel.: 725-4761... Independent  
Station Representative... Devney Organization  
Pres., Gen. Mgr... Joseph F. Novy  
Prog. Dir... Eileen Caron  
Station Mgr., Chief Engineer... J. Cerny

**WKAN—Kankakee—1947**

Frequency: 1320 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....WKAN Radio, Inc.  
 Business Address.....183 N. Schuyler Ave.  
 Tel.: WElls 3-6633.....Independent  
 Newspaper Affiliation.....Daily Journal Co.  
 Station Rep.....Radio TV Rep.  
 President.....Burrell Small  
 General Manager.....Bruce Brown  
 Station Manager.....Robert Hawkins  
 Chief Engineer.....Richard Eckels  
 Owners of: WRRR, Rockford, Ill.; KKIS, Pittsburg,  
 Calif.; WQUA, Moline, Ill.

**WKEI—Kewanee—1952**

Freq.: 1450 Kc. Power: 500 W. d., 100 W. n.  
 Owned By.....Kewanee Bcstg. Co.,  
 Address.....Hotel Kewanee  
 Tel.: 4471.....Independent  
 Station Representative.....Devney Org.  
 President, Gen. Mgr.....George Walker  
 Commercial Manager.....Tom Kiernan  
 Program Director.....Eldon Q. Johnson  
 Chief Engineer.....James B. Kidd

**WTAQ—La Grange—1950**

Frequency: 1300 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....S & S Bcstg. Co.  
 Address.....Box 408  
 Tel.: FL 2-1300.....Independent  
 Station Rep.....Charles Bernard  
 President, Gen. Mgr.....Charles Sebastian  
 Station Manager.....Arthur L. Schlaman  
 Commercial Manager.....Margaret Burger  
 Sales Promotion Mgr.....Ralph Faucher  
 Program. Publicity Dir.....Win Jolly  
 Chief Engineer.....F. Patrick Nugent

**WLPO—La Salle—1947**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned By.....La Salle County Bcstg. Corp.  
 Address.....P.O. Box 215  
 Tel.: (815) 223-3100.....Independent  
 Newspaper Affiliation.....Daily News Tribune  
 Representative.....Grant Webb  
 President.....Peter Miller  
 General Manager.....Bill Dahlsten  
 Program Director.....Gerald Peterson  
 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  
 Station Rep.....Devney Organization  
 President, Gen. Mgr.....Stuart K. Lankford  
 Program Director.....Dick Fox  
 Chief Engineer.....Carl Shannon

**WPRC—Lincoln—1951**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Prairie Radio Corp.  
 Address.....P. O. Box 37  
 Tel.: 732-4370.....MBS  
 Pres., Gen. Mgr.....Ray F. Knochel  
 Station Manager.....E. Layman

**WSMI—Litchfield—1950**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.  
 Address.....Box 241  
 Tel.: 324-2345.....MBS  
 Pres., Gen. Mgr.....Hayward L. Talley

**WLUV—Loves Park—1962**

Frequency: 1520 Kc. Power: 500 Watts d.  
 Owned By.....Loves Park Bcstg. Co.  
 Address.....P.O. Box 2201  
 Tel.: 876-2337.....Independent  
 Owner, General Mgr.....Angelo J. Salvi  
 Commercial Manager.....Robert Greene

**WKAI—Macomb—1947**

Frequency: 1510 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....WKAI Bcstg. Co.  
 Address.....113 E. Carroll St.  
 Tel.: Temple 3-4129.....Independent  
 Newspaper Affiliation.....Daily Journal  
 President.....William H. Rudolph  
 General Manager.....D. Naber

**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  
 President.....George W. Dodds  
 Gen. Mgr., Prog. Dir.....Jim Duncan  
 Commercial Manager.....Ina S. Trammell  
 Chief Engineer.....Robert Feurer

**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  
 Station Rep.....Holman  
 President, Gen. Station Mgr.....J. R. Livesay  
 Commercial Manager.....Ken Woodwell  
 Sales Prom. Mgr.....Robert Veech  
 Program Director.....Ken Jakle  
 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  
 President.....W. Tiner  
 Sta., Sales Prom. Manager.....V. G. Smith  
 Prog. Dir., Ch. Engineer.....Ben Smith

**WQUA—Moline—1946**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Radio Moline  
 Address.....1319 Fifth Ave.  
 Tel.: 764-6727.....Independent  
 Newspaper Afilil.....Kankakee Daily Journal  
 Representative.....Geo. P. Hollingbery Co.  
 President.....Len H. Small

# ILLINOIS

General Manager.....G. La Verne Flambo  
Station Manager.....J. Maxim Ryder  
Program Director.....Donald L. Hanley  
Chief Engineer.....Harold Higby  
Owners of: WKAN, Kankakee, Ill.; KKIS, Pitts-  
burg, Calif.; WRRR, Rockford, Ill.

## WRAM—Monmouth—1957

Frequency: 1330 Kc.....Power: 1 Kw.  
Owned By.....PrairieLand Bcstrs.  
Address.....First & Main St.  
Tel.: 666.....Independent  
Gen. Mgr.....Stephen P. Bellinger  
Comm. Mgr.....Richard V. Taber  
Chief Engineer.....Fred Hoy

## WVMC—Mt. Carmel—1948

Frequency: 1360 Kc.....Power: 500 Watts d.  
Owned By.....Jel-Co Radio  
Address.....N. Cherry Road  
Tel.: 262-5111.....KBS  
Station Representative.....Burn-Smith  
President, Gen. Mgr.....John F. Hurlbut  
Program Director.....Robert A. Clark  
Chief Engineer.....Dave Winslow

## WMIX—Mt. Vernon—1946

Frequency: 940 Kc.....Power 5,000 Watts, d.  
Owned-Oper. By.....Mt. Vernon Radio & TV Co.  
Address.....Mitchell Bldg.  
Tel.: 242-3500.....Independent  
Station Rep.....Pearson  
President.....John Russell Mitchell  
General, Station Mgr.....Robert L. Whitaker  
Commercial Manager.....Fred A. Mosimann  
Chief Engineer.....William R. Schmidt

## WINI—Murphysboro—1954

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Martha D. & Robert M. Rapp  
Business Address.....1602 Elm St.  
Tel.: 687-1420.....KBS  
Gen., Sta. Mgr.....Jay Goble

## WIOK—Normal—1962

Frequency: 1440 Kc.....Power: 1,000 Watts d.  
Owned By.....McLean County Bcstg. Co.  
Address.....P.O. Box 1440  
Tel.: 378-2621.....MBS  
Station Representative.....Hal Holman  
President.....Robert W. Sudb-ink  
General Manager.....Ron Gallina  
Program Director.....Thom Brown  
Chief Engineer.....O. D. Kost

## WOPA—Oak Park—1950

Frequency: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Village Bcstg. Co.  
Address.....408 S. Oak Park Ave.  
Tel.: ES 8-4653.....Independent  
Representative.....Howard  
President.....E. Sonderling  
General Manager.....Al Michel  
Program Director.....Don Lucki  
Chief Engineer.....Sidney Schneider  
Owners of: WDIA, Memphis; KDIA, Oakland;  
WOPA-FM; KFOX, Long Beach.

## 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.....Lindsay, Schaub Newsp.  
Sta. Representative.....Holman  
Pres.....Fred W. Schaub  
General, Comm. Mgr.....Charles R. Griggs  
Prog. Dir.....Joe Kosack  
Chief Engineer.....Donald Schnell  
Owners of: WSOY, Decatur, Ill.

## 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  
Pres., Gen. Mgr., Ch. Eng.....Carl H. Meyer  
Program Director.....Michael Ross

## WPRS—Paris—1951

Frequency: 1440 Kc.....Power: 1,000 Watts, d.  
Owned-Operated By.....Paris Bcstg. Corp.  
Address.....Box 262  
Tel.: 5-0153.....Independent  
Pres., Gen. Mgr.....Adlai C. Ferguson, Jr.  
Prog. Dir.....John Powell  
Publicity Dir.....Gene Tyler  
Chief Engineer.....Wayne Lemen

## WSIV—Pekin—1946

Frequency: 1140 Kc.....Power: 1000 Watts d.  
Owned By.....F. F. McNaughton  
Business Address.....15 South Capitol St.  
Tel.: 346-2134.....Independent  
Sta. Representative.....Pearson  
Pres., Gen. Mgr.....F. F. McNaughton  
Sta. Mgr., Pub. Dir.....George C. Udry  
Chief Engineer.....Lowell Lovely

## WAAP—Peoria—1960

Frequency: 1350 Kc.....Power: 1000 Watts  
Owned By.....Peoria Bcstg.  
Address.....Box 1350  
Tel.: 674-9113.....NBC  
Sta. Rep.....Venard, Torbet & McConnell  
President.....John Cleary  
General Manager.....Ray Diaz

## WIRL—Peoria—1948

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned By.....Kankakee Daily Journal  
Address.....121 N.E. Jefferson Ave.  
Tel.: 674-9239.....Independent  
Station Rep.....McGavren/Guild  
Gen. Sta. Manager.....Howard H. Frederick  
Comm., Sales Prom. Manager.....Morton E. Cantor  
Program Director.....Volney E. Lamb, Jr.  
Chief Engineer.....Duane Reilsteck

## WBBD—Peoria—1927

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Midwest Television, Inc.  
Address.....212 S.W. Jefferson Ave.

Tel.: 676-0711 .....CBS  
 Newspaper Affil. Lindsay-Schaub Newspapers  
 Reprs. Peters, Griffin, Woodward, Inc.  
 President August C. Meyer  
 General Manager William L. Brown  
 Asst. Station Manager Edward Peters  
 Exec. V.P. Guy Main  
 Operations, Publicity Mgr. John Ketterer  
 Chief Engineer George Pyle  
 Owners of: WMBD-TV; WCIA-TV, Champaign.

**WPFO—Peoria—1946**

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio One Corp.  
 Address 614-A Main St.  
 Tel.: 674-9249 .....MBS  
 Station Representative Gill-Perna  
 President Frank Babcock  
 Vice President J. W. O'Connor  
 General Manager Donald E. McCarty  
 Commercial Manager Bill Chambers  
 Publicity Director Connie Jones

**WBBA—Pittsfield—1954**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned Pike Broadcasting Co.  
 Address Pittsfield, Ill.  
 Tel.: 650 .....Independent  
 Station Rep. Continental Radio Sales  
 President, Gen. Mgr. G. B. Meyer  
 Sta. Mgr., Ch. Eng. J. A. Harmison

**WZOE—Princeton—1961**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By Bureau Broadcasting Co.  
 Address Princeton  
 Tel.: 2-1013 .....KBS  
 General Manager Jim Wenneker  
 Commercial Manager Jack Martin  
 Sales Promotion Manager Jerry Anthony  
 Chief Engineer David Stone

**WGEM—Quincy—1947**

Frequency: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By Quincy Bcstg. Co.  
 Business-Studio Address Hotel Quincly  
 Tel.: 222-6840 .....ABC  
 Newspaper Affiliation Quincy Herald Whig  
 Station Rep. Adam Young  
 President T. C. Oakley  
 General Manager Joe Bonansinga  
 Comm. Mgr. J. Ben Stewart  
 Prog. Dir. Fred Colgan  
 Pub. Dir. Hal Heildreder  
 Chief Engineer Frank E. Laughlin  
 Owners of: WGEM-TV, Quincy, Ill.

**WTAD—Quincy—1925**

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By Lee Bcstg., Inc.  
 Address WCU Bldg.  
 Tel.: 222-6200 .....CBS  
 Newspaper Affiliation Hannibal Courier Post  
 Station Rep. Advertising Time Sales  
 President, Gen. Mgr. Walter J. Rothschild  
 National Sales Mgr. Wayne W. Cribb  
 Program Director Hal Barton  
 Chief Engineer J. E. Gray  
 Owners of: KHQA-TV; WTAD-FM, Quincy, Ill.

**WRTL—Rantoul—1962**

Frequency: 1460 Kc. Power: 500 Watts  
 Owned By Regional Radio Service  
 Address P.O. Box 115  
 Tel.: Rantoul .....Independent  
 Sales Manager D. Richard Williams  
 Program Director John Coleman  
 Chief Engineer W. R. Brown

**WTAY—Robinson—1956**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Ann Broadcasting Corp.  
 Business Address P.O. Box 266  
 Tel.: 544-2191 .....KBS  
 Pres., Gen. Mgr. Kathryn A. Duncan  
 Station, Comm. Mgr. Jack Weber  
 Chief Engineer Harold Vandament

**WHBF—Rock Island—1925**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By Rock Island Bcstg. Co.  
 Address 231 18th St.  
 Tel.: 786-5441 .....CBS  
 Newspaper Affiliation Rock Island Argus  
 Representatives Hyett; Avery-Knodel  
 President Ben H. Potter  
 V.P., General Manager Leslie C. Johnson  
 Asst. Mgr., Dir. Sales Maurice Corken  
 Sales Prom. Mgr. Heber Darton  
 Program Dir. Frank S. Hicks  
 Public Relations Fern Hawks  
 Chief Engineer Robert J. Sinnott  
 Owners of: WHBF-FM-TV, Rock Island.

**WJRL—Rockford—1960**

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned By Town and Country Radio, Inc.  
 Address 125 N. Church  
 Tel.: WO 8-5821 .....Independent  
 President, Gen. Mgr. John R. Livingston  
 Chief Engineer Gerald DeVore

**WROK—Rockford—1929**

Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned By Rockford Broadcasters, Inc.  
 Address 1100 Tamarack Lane  
 Tel.: 399-2233 .....ABC  
 Newspaper Affil. Rockford Newspapers, Inc.  
 Representative H-R  
 President E. K. Todd  
 General, Comm. Manager David W. Salisbury  
 Assistant Mgr. Maurice P. Owens  
 Publicity Director Ralph Reynolds  
 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.: 868-1869 .....Independent  
 Newspaper Affil. Kansas Daily Journal  
 Representative Radio-TV Reps.  
 President Burrell L. Small  
 General, Comm. Mgr. Ward W. Hartman  
 Program Director H. Irving Tingley  
 Chief Engineer Clyde Downing

**WGSB—St. Charles—1961**

Frequency: 1480 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned By ..... Fox Valley Bcstg. Co.  
 Address ..... 1215 Fern Ave.  
 Tel.: 584-8820 ..... MBS  
 General Manager ..... William M. Evans  
 Commercial Manager ..... Homer Hanlon  
 Program Director ..... Joe Barrie  
 Publicity Director ..... Thelma Petrie  
 Chief Engineer ..... Robert Roehrig

**WJBD—Salem—1956**

Frequency: 1350 Kc. Power: 500 Watts, d.  
 Owned ..... Salem Bcstg. Co.  
 Address ..... 121 S. Walnut St.  
 Tel.: 2000 ..... KBS  
 Representative ..... Grant Webb  
 General, Sta. Mgr., Ch. Eng. .... Bryan Davidson  
 Program Dir. .... Claudine Rush  
 Comm., Sales Prom. Manager .. John Scrivner  
 Publicity Director ..... Vivian Eubanks  
 Owners of: WFIW, Fairfield: WMFT Terre Haute.

**WHCO—Sparta—1955**

Frequency: 1230 Kc. Power: 250 W.  
 Owned ..... Hirsch Communication Eng. Corp.  
 Address ..... 324 Broadway, Cape Girardeau, Mo.  
 Tel.: 333 ..... Independent  
 President ..... Robert O. Hirsch  
 Station Manager ..... Jack Schepher

**WCVS—Springfield—1926**

Frequency: 1450 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Operated By ..... WPPA, Inc.  
 Address ..... 3001 S. Fourth St.  
 Tel.: 544-9855 ..... ABC  
 Station Representative ..... Gill-Perna  
 President ..... J. William O'Connor  
 Gen., Comm. Manager ..... Ken Spengler  
 Program Director ..... James Palmer  
 Chief Engineer ..... Dick Ashenfelter  
 Owners of: KLEF, Ottumwa, Ia.

**WMAY—Springfield—1950**

Freq.: 970 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned-Oper. By ..... Lincoln Bcstg. Corp.  
 Address ..... P.O. Box 460  
 Tel.: 529-1676 ..... NBC  
 Station Rep. .... McGavren/Guild  
 President, Gen. Mgr. .... Gordon Sherman  
 Commercial Mgr. .... John O'Shea  
 Program Director ..... Syl Binkin  
 Sales Prom. Publicity Dir. .... Mel Kampe  
 Chief Engineer ..... Melvin Feldman

**WTAX—Springfield—1930**

Freq.: 1240 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Operated By ..... WTAX, Inc.  
 Business Address ..... 712 S. 31st St.  
 Tel.: 522-4441 ..... CBS  
 Station Representative ..... Jack Masla  
 Pres., Gen. Mgr. .... Oliver J. Keller  
 Commercial Manager ..... S. T. Harbison  
 Sales Promotion Mgr. .... Ed Mahoney  
 Publicity Director ..... Bill Berg  
 Chief Engineer ..... Bill Gustafson

**WSDR—Sterling—1949**

Frequency: 1240 Kc. Power: 500 W. d. 100 W. n.  
 Owned-Oper. By ..... Blackhawk Bdcstg. Co.  
 Address ..... Lawrence Bldg.  
 Tel.: 625-3400 ..... Independent  
 Pres., Gen. Mgr. .... Sam Bartlett  
 Station, Comm. Mgr. .... John Rohwer  
 Program Director ..... George Tierney  
 Publicity Director ..... Voight Smith  
 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 ..... Pearson  
 Managing Partner ..... Stephen P. Bellinger  
 Station Manager ..... John R. Hallstrom  
 Asst. Manager ..... James A. Mudd  
 Program Director ..... Dwayne Noss  
 Chief Engineer ..... Vern Buland  
 Owners of: WRAM, Monmouth.

**WTIM—Taylorville—1949**

Frequency: 1410 Kc. Power: 1000 Watts d  
 Owned By ..... Community Bcstrs.  
 Address ..... Hotel Frisini  
 Tel.: Van Dyke 4-3366 ..... Independent  
 Representative ..... Continental  
 President ..... Roger Moyer  
 General Manager ..... W. P. Scott  
 Chief Engineer ..... G. Black

**WKID—Urbana—1948**

Frequency: 1580 Kc. Power: 250 Watts, d.  
 Owned-Operated By ..... WKID Bcstg. Co.  
 Address ..... P. O. Box 192  
 Tel.: 367-5431 ..... MBS  
 Station Representative ..... Spot Time Sales  
 President, Gen. Mgr. .... Robert F. Meskill  
 Program Director ..... Tom Brown  
 Chief Engineer ..... Jack Bobicz  
 Owners of: KYSN, Colorado Springs.

**WGFA—Watseka—1961**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned By ..... Iroquois County Bcstg. Co.  
 Address ..... Box 68A  
 Tel.: Idlewood 2-2488 ..... Independent  
 President ..... Don Ruth  
 General, Station Manager ..... Bob Bivans  
 Comm., Sales Promotion Mgr. .... Del Trudeau  
 Program Director ..... Ronald Hunt  
 Chief Engineer ..... Gary Hixson

**WKRS—Waukegan—1949**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By ..... News-Sun Bcstg. Co.  
 Business Address ..... P. O. Box 500  
 Tel.: 336-7900 ..... Independent  
 Newspaper Affiliation ... Waukegan News-Sun  
 Representative ..... Devney Organization  
 V.P., General Manager ..... Alfred F. Sorenson



Assistant, Commercial Manager . . . . Jerry Cray  
 Operations Manager . . . . . Bob Jones  
 Program Director . . . . . Arlene Byrne  
 Chief Engineer . . . . . Verne Buland  
 Owners of: WZIP, Cincinnati, O.

Program, Publicity Director . . . . . Fran Booton  
 Chief Engineer . . . . . Everett T. Kennedy

**WBBY—Wood River—1961**

Frequency: 590 Kc. . . . . Power: 500 W. d.  
 Owned By . . . . . Madison County Bcstg. Co.  
 Address . . . . . Box 7, Alton, Ill.  
 Tel.: 259-1800 . . . . . MBS  
 Station Representative . . . . . Hal Holman  
 President . . . . . Robert W. Sudbrink  
 General Manager . . . . . Lee W. Allerton  
 Program Director . . . . . Jerry Collins  
 Chief Engineer . . . . . Robert Gerner  
 Owners of: WILMS, Beardstown, Ill.

**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

Pop.: 4,798,000	<b>Indiana</b>	Radio Homes: 1,440,500
Families: 1,479,500		AM Stas. in State: 65

**WHBU—Anderson—1923**

Freq.: 1240 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By . . . . Anderson Bcstg. Corp.  
 Address . . . . . 640 Citizens Bank Bldg.  
 Tel.: 644-7791 . . . . . CBS  
 President . . . . . C. Bruce McConnell  
 General Manager . . . . . John R. Atkinson  
 Chief Engr. . . . . W. J. Hecht

Representative . . . . . Meeker  
 President . . . . . Sarkes Tarzian  
 Gen. Mgr. . . . . Glenn Van Horn  
 Commercial Mgr. . . . . C. Raymond Bartlett  
 Program Director . . . . . William Franzmann  
 Chief Engineer . . . . . William Wood  
 Owners of: WTTV, Bloomington; WPTA-TV,  
 Roanoke; WFAM-TV, Lafayette; WTTV-FM,  
 Bloomington; WPTH-FM, Ft. Wayne.

**WHUT—Anderson—1946**

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WBOW Radio, Inc.  
 Address . . . . . Box 151  
 Tel.: 644-1255 . . . . . Independent  
 Station Representative . . . . . Weed  
 President . . . . . William O'Connor  
 General Manager . . . . . John Karr  
 Commercial Manager . . . . . Roger Kiley  
 Program Director . . . . . Richard Eller  
 Publicity Director . . . . . Gene Swindell  
 Sales Promotion Manager . . . . . Joseph Howard  
 Chief Engineer . . . . . Dick Lange  
 Owners of: WBOW, Terre Haute, Ind.

**WBNL—Boonville—1950**

Frequency: 1540 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Boonville Bcstg. Co.  
 Address . . . . . Lynnville Road  
 Tel.: 880 . . . . . KBS-MBS  
 Pres., Chief Eng. . . . . H. C. Sanders  
 Gen., Program Dir. . . . . Norman Hall

**WBZI—Brazil—1959**

Frequency: 1380 Kc. . . . . Power: 500 Watts d.  
 Owned By . . . . . Community Bcstg. Corp., Inc.  
 Address . . . . . P. O. Box 227  
 Tel.: 2317 . . . . . Independent  
 President . . . . . John A. White  
 General Manager . . . . . Casey A. Heckman

**WBIW—Bedford—1948**

Frequency: 1340 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By . . . . . Bedford Bcstg. Co.  
 Address . . . . . P. O. Box 127  
 Tel.: BRowning 5-7555 . . . . . Independent  
 Sta. Reps. . . . . Kentucky Radio Sales; Masla Assoc.  
 President . . . . . Lester G. Spencer  
 General, Station Mgr. . . . . William M. Quigg  
 Commercial Manager . . . . . Ott Medlock  
 Program Director . . . . . Mike Davison  
 Chief Engineer . . . . . Carl Finger  
 Owners of: WKBY-AM-FM, Richmond; WBAT,  
 Marion, Both Ind.

**WCSI—Columbus—1950**

Frequency: 1010 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . White River Bcstg.  
 Address . . . . . 501½ Washington St.  
 Tel.: 372-4448 . . . . . Independent  
 Newspaper Affilia. . . . . Rep.-Courier, Findlay, O.  
 Representative . . . . . Clark  
 President . . . . . R. L. Heminger  
 General, Station Mgr. . . . . Donald Pille  
 Commercial Manager . . . . . W. R. Williamson  
 Program Director . . . . . Jerry Castor  
 Chief Engineer . . . . . Max Cockley  
 Owners of: WFIN-AM-FM, Findlay, O.; WFLM,  
 Ft. Lauderdale, Fla.; WCSI-FM, Columbus, Ind.

**WTTS—Bloomington—1949**

Freq.: 1370 Kc. . . . . Power 5 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Sarkes Tarzian, Inc.  
 Business-Studio Address . . . . . 535 S. Walnut St.  
 Tel.: Ed 2-3366 . . . . . ABC

**WCNB—Connersville—1948**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . News Examiner Co.

# INDIANA

**Business-Studio Address**..... 406 Central Ave.  
**Tel.:** 1950..... Independent  
**Newspaper Affil.**..... News Examiner  
**Station Rep.**..... Gill-Perna  
**President**..... George S. Tatman  
**Station, Comm. Mgr.**..... E. M. Jackson  
**Program Dir.**..... Francis E. Chomel  
**Chief Engineer**..... Arthur J. Smith

## WCMB—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, Sta. Mgr.**..... Lu Martin  
**Sales Prom. Mgr., Prog. Dir.**..... Bob Miller  
**Chief Engineer**..... Samuel C. Smeltzer

## WTBC—Elkhart—1931

**Frequency:** 1340 Kc. **Power:** 1 Kw. d., 250 W. n.  
**Owned By**..... Truth Radio Corp.  
**Address**..... 3600 Oakland Ave.  
**Tel.:** JA 3-1960..... NBC  
**Newspaper Affiliation**..... Elkhart Truth  
**Station Rep.**..... Advertising Time Sales  
**President**..... John F. Dille, Jr.  
**General Manager**..... Paul C. Brines  
**Station Mgr.**..... Jerry Maloney  
**Asst. Mgr.**..... Edwin J. Lasko  
**Commercial Manager**..... Frank Polisi  
**Prog. Dir.**..... Edwin Huor  
**Sales Prom., Publicity Dir.**..... Ken Owens  
**Chief Engineer**..... Woodrow Hawkins  
**Owners of:** WKJG-AM-TV, Ft. Wayne; WSJV-TV, South Bend.

## WGFB—Evansville—1923

**Frequency:** 1280 Kc. **Power:** 5 Kw. d.; 1 Kw. n.  
**Owned/Operated By**..... WGFB, Inc.  
**Business-Studio Address**..... 1001 Diamond Ave.  
**Tel.:** HA 2-1171..... NBC  
**Station Representative**..... Weed Radio  
**President, Gen. Mgr.**..... Martin L. Leich  
**Program Director**..... Mrs. Pat Roper  
**Sales Promo., Pub. Dir.**..... Gene Crawford  
**Chief Engineer**..... Erwin P. Schoeny

## WIKY—Evansville—1947

**Frequency:** 820 Kc..... **Power:** 250 Watts d.  
**Owned-Oper. By**..... South Central Bcastg. Corp.  
**Address**..... 1162 Mt. Auburn Rd.  
**Tel.:** Harrison 4-8284..... Independent  
**Representative**..... Pearson Co.  
**Pres., Gen.-Sta. Mgr.**..... John A. Engelbrecht  
**Chief Engineer**..... George F. Stoltz  
**Owners of:** WTVK-TV, Knoxville.

## 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..... MBS  
**Station Representative**..... Radio-TV Reps., Inc.  
**President**..... Robert S. Davis

**General Manager**..... James G. Hearon  
**Commercial Manager**..... Howard Bright  
**Program Director**..... Mrs. Jeanne Wesbecker  
**Publicity Director**..... Mrs. Shirley Miller  
**Chief Engineer**..... John F. Brown

## WROZ—Evansville—1936

**Frequency:** 1400 Kc. **Power:** 1 Kw. d., 250 W. n.  
**Owned By**..... J. B. Fuqua  
**Business-Studio Address**..... Box 441  
**Tel.:** HArrison 2-4171..... CBS  
**Station Rep.**..... Hollingbery  
**President**..... J. B. Fuqua  
**General Manager**..... Robert East  
**Chief Engineer**..... William Schultz

## WANE—Ft. Wayne—1948

**Freq.:** 1450 Kc..... **Power:** 1 Kw. d., 250 W. n.  
**Owned**..... Indiana Broadcasting Corp.  
**Address**..... 2915 W. State Blvd.  
**Tel.:** ANthony 9411..... CBS  
**Sta. Representative**..... H-R Reps.  
**President**..... C. Wrede Petersmeyer  
**General Manager**..... Reid G. Chapman  
**Commercial Mgr.**..... Merlin Smith  
**Promotion, Merch. Dir.**..... John R. Thompson  
**Chief Engineer**..... Walt Jones  
**Owners of:** WISH-AM-TV, Indianapolis; WANE-TV, Fort Wayne; KOTV, Tulsa, Okla.; KHOU-TV, Houston, Tex.; KNTV, Sacramento, Calif.

## WGL—Ft. Wayne—1924

**Frequency:** 1250 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... News-Sentinel Bcastg. Co., Inc.  
**Bus. Studio Address**..... 201½ W. Jefferson St.  
**Tel.:** Eastbrook 3366..... ABC  
**Newspaper Affiliation**..... News-Sentinel  
**Station Rep.**..... Venard, Torbet & McConnell  
**President**..... Helene R. Foellinger  
**Gen., Sta., Comm. Mgr.**..... Merrill C. Johnson  
**Program Director**..... William Hausman  
**Publicity Director**..... Don Straub  
**Chief Engineer**..... Richard Miller

## WKJG—Ft. Wayne—1947

**Frequency:** 1380 Kc..... **Power:** 5000 Watts  
**Owner**..... WKJG, Inc.  
**Business-Studio Add.**..... 2633 W. State Blvd.  
**Tel.:** ANthony 2295..... NBC  
**Newspaper Affil.**..... Elkhart Truth Pub. Co.  
**Station Representative**..... Adv. Time Sales  
**President**..... John F. Dille, Jr.  
**Vice Pres.**..... Paul Brynes  
**General Station Mgr.**..... Hilliard Gates  
**Commercial Manager**..... Sil Aston  
**Program Director**..... Karl W. Hudson  
**Chief Eng.**..... Eugene A. Chase  
**Owners of:** WKJG-TV, Ft. Wayne.

## WOWO—Ft. Wayne—1926

**Frequency:** 1190 Kc..... **Power:** 50 Kw.  
**Owner**..... Westinghouse Broadcasting Co., Inc.  
**Address**..... 128 W. Washington Blvd.  
**Tel.:** AN 9436..... Independent  
**Sta. Representative**..... AM Radio Sales  
**President**..... Donald H. McGannon

Gen., Sta. Manager ..... Carl W. Vandagriff  
 Commercial Manager..... H. D. Longworth  
 Promotion Mgr..... Douglas D. Shull  
 Program Dir..... Cal Bollwinkel  
 Publicity Director..... Hilda C. Woehrmeyer  
 Chief Engineer..... Hal Brokaw  
 Owners of: KPIX-TV, San Francisco, Calif.; WBZ-AM-TV, Boston, Mass.; KYW, Cleveland, O.; KYW-TV, Cleveland, O.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.; WINS, New York, N. Y.

**WIL0—Frankfort—1953**

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned By..... Kasper Bcstg. Co.  
 Address ..... 52½ E. Washington St.  
 Tel.: 659-3338 ..... KBS  
 Station Representative ..... Hopewell  
 Gen. Mgr..... V. J. Kasper  
 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.: 884-9409 ..... Independent  
 Station Rep..... Grant Webb  
 President, Gen. Mgr..... George Whitney

**WWCA—Gary—1949**

Frequency: 1270 Kc. ....Power: 1000 Watts  
 Owned-Operated By ..Lake Bdcastg Co., Inc.  
 Address ..... Hotel Gary  
 Tel.: 886-9171 ..... Independent  
 Station Representative ..... Gill-Perna  
 Pres., Gen., Mgr.....Dee O. Coe  
 Asst. Gen. Mgr., Comm. Mgr.... Joseph A. Haas  
 Program Director ..... Gerry Grainger  
 Chief Engineer .....Victor Voss

**WKAM—Goshen—1954**

Frequency: 1460 Kc....Power: 1000 Watts, d.  
 Owned-Operated By.....Kosciusko Bcstg. Corp.  
 Address..... 930 E. Lincoln Ave.  
 Tel.: KE 3-1460.....KBS  
 President..... William N. Udell  
 General Station Mgr..... Charles D. Miller  
 Commercial Manager..... James Briggs  
 Sales Promotion Mgr..... Lamar Branson  
 Program Director..... Phyllis Benjamin  
 Publicity Director..... Donald Blough  
 Chief Engineer..... Thom Pringle  
 Owners of: WIMS, Michigan City, Ind.

**WJOB—Hammond—1928**

Frequency: 1230 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Oper. By.....Colby Bcstg.  
 Address..... 6405 Olcott Ave.  
 Tel.: TI. 4-1230 ..... MBS  
 Pres., Gen. Mgr..... Julian Colby  
 Station Manager..... Judith Grambo  
 Program Director..... Gary Wilson  
 Chief Engineer..... Jim Loupas

**WHLT—Huntington—1957**

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Radio Huntington, Inc.  
 Business Address..... Hotel LaFontaine

Tel.: 3404 ..... KBS  
 President..... William J. Warren  
 General Manager ..... Mel King  
 Chief Engineer ..... H. Waterhouse

**WFBM—Indianapolis—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned By.....Time-Life Bcstg., Inc.  
 Address..... 1330 N. Meridian St.  
 Tel.: MELrose 4-8521.....Independent  
 Representative ..... Katz  
 President..... W. C. Pullen, Jr.  
 General Manager..... Eldon Campbell  
 Station Manager..... Don Menke  
 Sales Prom. Mgr., Pub. Dir.... Jerry Chapman  
 Chief Engineer..... Bob Flanders  
 Owners of: KLZ-AM-TV, Denver; WOOD-AM-TV,  
 Grand Rapids; WTCN-AM-TV, Minneapolis;  
 WFBM-FM-TV; KOGO-AM-FM-TV, San Diego,  
 Calif.

**WGEE—Indianapolis—1956**

Frequency: 1590 Kc.....Power: 5 Kw. d.  
 Owned..... Rollins Bcstg. Co.  
 Address ..... 4800 E. Raymond Blvd.  
 Tel.: FLEetwood 9-5591 ..... Independent  
 Station Rep..... Continental  
 President..... O. Wayne Rollins  
 General Manager..... Kersh Walters  
 Commercial Manager..... James Lawson  
 Program Director ..... Robert Todd  
 Operations Mgr. .... Lance Jensen  
 Chief Engineer..... Warren Fooks  
 Owners of: WCHS-AM-TV, Charleston; WAMS,  
 Wilmington; WRAP, Norfolk; WNJR, Newark;  
 WBEE, Chicago; WPTZ-TV, Pittsburgh; WEAR-  
 TV, Pensacola

**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 ..... Blair Radio  
 President, Gen. Mgr.... Richard M. Fairbanks  
 Commercial Manager..... Gilbert L. Berry  
 Prog. Dir..... William L. Dean  
 Sales Prom., Publicity Dir.... Ronald J. Weaver  
 Chief Engineer..... Robert W. Minton

**WIRE—Indianapolis—1924**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WIRE Bcstg. Co.  
 Business-Studio Add... 307 N. Pennsylvania St.  
 Tel.: ME 5-1541.....NBC  
 Representative... Peters, Griffin & Woodward  
 President..... Joseph C. Amatore  
 General Manager ..... Bill J. Shuel  
 Sales Promotion Mgr..... Paul L. Raikes  
 Publicity Director ..... Paul Lindstrom  
 Chief Engineer ..... Gordon W. Trout

**WISH—Indianapolis—1941**

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Indiana Bcstg. Corp.  
 Business-Studio Address.. 1440 N. Meridian St.  
 Tel.: ME 4-6411.....CBS  
 Representative ..... H-R Reps.

# INDIANA

President.....C. Wrede Petersmeyer  
General Manager.....Robert McConnell  
Sta. Comm. Mgr.....Robert Ohleyer  
Program Director.....William E. Frosch, Jr.  
Publicity Dir.....Don Abbott  
Chief Engineer.....C. E. Wallace  
Owners of: WISH-FM-TV, Indianapolis, Ind.;  
WANE-TV, Fort Wayne, Ind.

## WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.  
Owned By.....Greater Indianapolis Bcstg.  
Address.....3003 Kessler Blvd.  
Tel.: WAnut 5-6494.....Independent  
Station Rep.....Robert E. Eastman  
President.....Robert D. Enoch  
V.P., Station Mgr.....Eugene W. Strack  
Vice President.....Florence K. Enoch  
Program Director.....Howard Dorsey  
Chief Engineer.....Bert Goetzinger

## WITZ—Jasper—1948

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Jasper on the Air Inc.  
Address.....Box 167  
Tel.: 678.....Independent  
President.....Dr. Gilbert E. Metzger  
General Station Mgr.....Dennis J. Keller  
Commercial Manager.....Bill Bates  
Program Director.....Jack Brandt  
Promotion Manager.....Tom Johnson  
Publicity Director.....Shirley Brenner  
Chief Engineer.....Dave Kennett  
Owners of: WITX, Danville, Ill.; WITZ-FM,  
Jasper, Ind.

## WXVW—Jeffersonville—1961

Frequency: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....Electrocast, Inc.  
Address.....Box 354  
Tel.: BUtler 3-3577.....Independent  
President, Gen. Mgr.....Keith L. Reising  
Commercial Manager.....Ray Jenks  
Program Director.....Bill Rough  
Publicity Director.....Marty Lukins  
Chief Engineer.....Clarence Henson

## WAWK—Kendallville—1955

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Noble DeKalb Bcstg. Co.  
Address.....Box 47  
Tel.: 347-2400.....Independent  
President, Gen. Mgr.....Paul L. King  
Sales Program Director.....Fred Manahan  
Publicity Director.....Walter Weaver  
Chief Engineer.....John Riddle

## WIOU—Kokomo—1948

Freq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owner.....Booth Broadcasting  
Business Address.....State Rd. #26  
Tel.: GL 7-1194.....CBS  
Representative.....Wood  
President.....John L. Booth  
General Comm. Mgr.....John Carl Jeffrey  
Prog. Dir.....Hugo J. DiSalvo  
Chief Engineer.....Joseph McClain  
Owners of: WJLB, Detroit; WJVA, South Bend;  
WTOB, Toledo; WTRN, Flint; WSGW, Saginaw;  
WIBM, Jackson, Mich.

## WASK—Lafayette—1942

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned.....Lafayette Bcstg., Inc.  
Business-Studio Address.....McCarty Lane  
Tel.: Gibson 7-2186.....MBS  
Station Rep.....Prestige Rep. Organ.  
President, Gen. Mgr.....Henry Rosenthal  
Program Director.....Dick Lingle  
Chief Engineer.....George Williamson

## WAZY—Lafayette—1959

Frequency: 1410 Kc.....Power: 1,000 Watts d.  
Owned By.....WAZY Radio, Inc.  
Address.....420 Columbia St.  
Tel.: SHERwood 2-5021.....Independent  
Station Rep.....Pearson  
President, Gen. Mgr.....J. E. Willis  
Program Director.....Karl Anderson  
Chief Engineer.....Nate Hazlett

## 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.: 362-6144.....Independent  
Station Representative.....Gill-Perna, Inc.  
President.....Dee O. Coe  
General Manager.....W. Olson  
Commercial Manager.....Robert F. Coffeen  
Chief Engineer.....C. E. Gustafson

## 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.  
Address.....P. O. Box 399  
Tel.: 3111.....MBS  
President.....Glenn L. Miller  
Gen., Sta. Mgr.....Richard E. Jackson  
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-MBS  
President.....C. E. Henson  
General Manager.....Dick Witty  
Chief Engineer.....Roger Bradley

## WBAT—Marion—1947

Frequency: 1400 Kc.....Power: 500 W.d., 250 W.n.  
Owned-Operated By.....Marion Radio Corp.  
Address.....303½ S. Adams St.  
Tel.: NOrth 4-6239.....ABC  
President.....Lester G. Spencer  
General Manager.....William C. Fowler  
Comm. Mgr.....A. G. Von Dielingen  
Program Director.....Mel Strasser  
Chief Engineer.....Warren Arnett  
Owners of: WKBV, Richmond, Ind.

**WMRI—Marion—1955**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned By.....WMRI, Inc.  
 Address.....820 S. Pennsylvania St.  
 Tel.: North 4-7396.....CBS  
 Newspaper Affil.....Chronicle Leader-Tribune  
 Representative.....Burn-Smith  
 General Manager.....Frank Haas  
 Program Director.....Robert Mathis  
 Chief Engineer.....Blair Weicht

**WIMS—Michigan City—1947**

Freq.: 1420 Kc. Power: 5 Kw. d.; 500 Wts. n.  
 Owned.....Northern Indiana Bcasters, Inc.  
 Business-Studio Address.....Old Chicago Road  
 Tel.: 362-2591.....Independent  
 Pres., Gen. Mgr.....William N. Udell  
 Comm. Mgrs.....Al Halus-S. C. McDonnell  
 Sales Prom. Manager.....Robert E. Pfister  
 Program Director.....Pat Turk  
 Chief Engineer.....Robert E. Schilling  
 Owners of: WKAM, Goshen, Ind.

**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  
 Chief Engineer.....Jerry Kissinger

**WLBC—Muncie—1926**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By .. Tri City Radio Corp.  
 Business Address.....Highway #35 South  
 Tel.: AT 8-4403.....CBS  
 Representative.....Hal Holman  
 Pres., Gen. Sta. Mgr.....D. A. Burton  
 Commercial, Prom. Mgr.....Bill Craig  
 Chief Engineer.....Pat Finnegan  
 Owners of: WLBC-TV, Muncie.

**WOWI—New Albany—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned By.....Kentuckiana Broadcasting  
 Address.....Box 378  
 Tel.: WH 4-2235.....ABC  
 Station Rep.....Devney Organization  
 President, General Mgr.....Allen Embury  
 Program Director.....W. Hatcher  
 Chief Engineer.....Doug Mundy

**WCTW—New Castle—1947**

Frequency: 1550 Kc. Power: 250 Watts  
 Owned.....WCTW, Inc.  
 Address.....St. Rd. 38  
 Tel.: JA 9-2600.....Independent  
 President.....Walter S. Chambers, Jr.  
 General, Station Mgr.....Howard A. White  
 Program, Pub. Dir.....Jay Cunningham  
 Chief Engineer.....Francis Thompson

**WOCH—North Vernon—1955**

Frequency: 1460 Kc. Power: 1 Kw. d.  
 Owned.....Dorrell Ochs

Address.....P. O. Box 46  
 Tel.: F1 9-8421.....Independent  
 Station Representative.....George Hopewell  
 Program Manager.....Charles R. Plummer  
 Program Director.....Roger Smith  
 Chief Engineer.....Jim Ochs

**WARU—Peru—1954**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By..Wabash-Peru Bcastg Co., Inc.  
 Address.....Hwy. 24  
 Tel.: GRidley 3-4448.....Independent  
 Station Rep.....Devney Organization  
 President.....Mrs. David Gee  
 Manager.....R. W. Schultz

**WPGW—Portland—1950**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Glenn West  
 Address.....Box 608  
 Tel.: 1094.....KBS  
 Owner, Gen. Mgr.....Glenn West

**WRAY—Princeton—1950**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Princeton Bcastg. Co.  
 Address.....Box 8  
 Tel.: FU 5-4861.....Independent  
 Sta. Representative.....Devney Organization  
 Gen., Sta. Mgr.....M. R. Lankford  
 Chief Engineer.....Lee Kennedy

**WKBV—Richmond—1926**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By .. Central Bcastg. Corp.  
 Address.....2301 W. Main St.  
 Tel.: 3-1156.....Independent  
 Pres., Gen., Sta. Mgr.....Lester G. Spencer  
 Commercial Manager.....Jim Wickemeyer  
 Publicity Director.....Fran Graves  
 Program Director.....William M. Quigg  
 Sales Prom. Director.....William Woehman  
 Chief Engineer.....L. J. Duning  
 Owners of: WBAT, Marion, Ind.

**WSLM—Salem—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Don H. Martin  
 Address.....Box 472  
 Tel.: 883-5750.....KBS  
 Station Reps.....P.R.O.; Ky. Radio Sales  
 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  
 Chief Engineer.....H. Maudlin

**WSVL—Shelbyville—1961**

Frequency: 1520 Kc. Power: 250 Watts



# INDIANA

Owned By.....Shelby County Bcstg. Co., Inc.  
Address.....Box 385  
Tel.: EXpress 8-9757.....Independent  
President.....R. D. Ingram  
General. Sta. Manager.....John A. Hartnett  
Commercial Manager.....James R. Brown  
Program Director.....Scott Cederholm  
Chief Engineer.....Marvin Young

## WJVA—South Bend—1947

Frequency: 1580 Kc.....Power: 1000 Watts, d.  
Owned By.....Booth Broadcasting Co.  
Address.....Box 179  
Tel.: CE 4-1111.....MBS  
Station Rep.....Gill-Perna  
President.....John L. Booth  
General. Station Mgr.....Frank Crosiar  
Program. Publicity Director.....A. Waters  
Sales Prom. Mgr.....Bernard Thomas  
Chief Engineer.....S. Grundtner  
Owners of: WIOU, Kokomo; WTOD, Toledo;  
WJLB, Detroit; WSGW, Saginaw; WTRN, Flint;  
WIBM, Jackson.

## WNDU—South Bend—1944

Frequency: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Michiana Telecasting Corp.  
Address.....P.O. Box 16  
Tel.: CE 3-7111.....ABC  
Station Rep.....Venard, Torbet & McConnell  
Pres.....Rev. Theodore M. Hesburgh  
General Manager.....W. Thomas Hamilton  
Station Manager.....Daniel E. Martin  
Sales Manager.....Robert J. Nowicki  
Program Director.....John E. McCullough  
Chief Engineer.....Ray Jackson  
Owners of: WNDU-FM-TV.

## 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  
Station Representative.....Paul H. Raymer  
President.....Franklin D. Schurz  
General. Sta. Manager.....Arthur R. O'Neil  
Commercial Manager.....Will R. Darch  
Prom., Publicity Dir.....Norbert Gassensmith  
Program Director.....Walter A. Sweitzer  
Chief Engineer.....Scott N. Hagenau  
Owners of: WSBT-FM-TV.

## WTCJ—Tell City—1948

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Tell City Bcstg. Co.  
Address.....P.O. Box 237  
Tel.: KI 7-2345.....KBS  
President, Ch. Engineer.....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  
Station Representative.....Gill-Perna

President, Gen. Mgr.....J. W. O'Connor  
Station Mgr.....Ralph S. McHargue  
Commercial Manager.....Karl Walwik  
Program Dir.....J. Palmer  
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.....ABC  
President.....T. S. Land  
General Manager.....Dick Barrett  
Assistant Manager.....Bill Roberts  
Commercial Manager.....Harry Frey  
Chief Engineer.....Henry Bader  
Owners of: WFIW, Fairfield; WJBD, Salem, Ill.

## WTHI—Terre Haute—1947

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned By.....Wabash Valley Bcstg. Corp.  
Address.....918 Ohio St.  
Tel.: CR 9481.....CBS  
Station Rep.....Venard, Torbet & McConnell  
President, Gen. Mgr.....Anton Hulman, Jr.  
V.P., Dir. of Operations.....Ben Falber, Jr.  
V.P., Chief Engineer.....Russ Arnold  
Program Director.....Richard O. Bieser  
Publicity Director.....Sheldon Fisher  
Owners of: WTHI-FM-TV.

## WAOV—Vincennes—1940

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Vincennes Sun Co.  
Business Address.....Grand Hotel  
Tel.: TU 2-6060.....MBS  
Newspaper Affil.....Sun Commercial  
Station Rep.....Pearson  
President, Gen. Mgr.....Howard N. Greenlee  
Chief Engineer.....John R. Cutshall

## WRSW—Warsaw—1951

Frequency: 1480 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Reub Williams & Sons, Inc.  
Address.....Times Building  
Tel.: 262-3111.....Independent  
Newspaper Affil.....Times-Union  
President.....R. B. Williams  
General Manager.....William Mollenhour  
Commercial Manager.....Jack Essenberg  
Program Director.....Marie Snyder  
Chief Engineer.....Fred Gresso

## WAMW—Washington—1955

Freq.: 1580 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Washington Radio, Inc.  
Address.....228-230 K of C B'dg.  
Tel.: CL 4-4300.....KBS-ABC  
Newspaper Affil.....Wash. Herald  
President.....David A. Draper  
General Station Mgr.....Joe Edwards  
Commercial Manager.....William T. Simpson  
Program Director.....Eugene Cabel  
Chief Engineer.....Lester Shirley

Pop.: 2,790,000  
Families: 860,000

Iowa

Radio Homes: 848,000  
AM Stas. in State: 66

### KLGA—Algona—1956

Frequency: 1600 Kc. Power: 5 Kw. d.  
Owned By K.L.G.A., Inc.  
Address Box 47  
Station Representative Soderlund  
Tel.: 294-2475  
President Robert W. Behling  
Gen. Comm. Mgr. George Allen  
Prog., Pub. Director Gordon K. Root  
Chief Engineer Harry C. Snyder

### KASI—Ames—1948

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned By Wapello County Bcstg. Co.  
Address Main & Burnett Sts.  
Tel.: CE 2-3152  
General Manager Dale Cowle  
Commercial Mgr. David Inglis  
Program Dir. James L. Orngard  
Chief Engineer Daryl Wiley

### KJAN—Atlantic—1950

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By Nishna Valley Bcstg. Co.  
Address P.O. Box 389  
Tel.: 243-3920  
Pres., Comm. Mgr. E. G. Faust  
General Manager Frank G. Miller  
Chief Engineer Dick Neby

### KWBG—Boone—1950

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Operated By Boone Bcstg. Co.  
Address 813 Keeler St.  
Tel.: 432-1590  
Newspaper Affil. News-Republican  
President Mrs. Mary G. Garvey  
General Manager Victor A. Sayer  
Program Director Russell Mott  
Chief Engineer Milton White

### KBUR—Burlington—1941

Frequency: 1490 Kc. Power: 1 Kw. d., 250 n.  
Owned-Operated By R. B. Inc.  
Address Roosevelt Ave.  
Tel.: PL 2-2701  
Station Representative Grant Webb  
V. P., General Manager David H. Steinle  
Commercial Manager Willis Schwartz  
Sales Prom. Manager Thomas Holmquist  
Chief Engineer Cletus Paull

### KCIM—Carroll—1950

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Carroll Broadcasting Co.  
Address Box 431  
Tel.: 4321  
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 KCFI, Inc.  
Address P.O. Box 157  
Tel.: Colfax 6-1739  
Station Reps. Venard, Torbet & McC.; Bowden  
President Don Blanchard  
General Manager W. C. Porsov  
Commercial Manager Dean Clagett  
Chief Engineer Wayne S. Markland

### 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  
Newspaper Affil. ABC  
Station Representative Adv. Time Sales  
President Joseph F. Hladky, Jr.  
General Manager Redd Gardner  
Commercial Manager Charles F. Butler  
Sales Prom. Publicity Dir. Edna A. Herbst  
Chief Engineer Lad Hlavaty  
Owners of: KCRG-TV.

### KHAK—Cedar Rapids—1961

Frequency: 1360 Kc. Power: 1,000 W. d.  
Owned By Northland Bcstg. Corp.  
Address 202 S.G.A. Bldg.  
Tel.: 365-9431  
Station Representative Pearson  
President C. E. Crawford  
General Manager Fred Drewry  
St. Mgr., Prog. Dir. Joseph Boyle

### KLWW—Cedar Rapids—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Black Hawk Bcstg. Co.  
Business Address 1225 First Ave., S.E.  
Tel.: 363-8265  
General Manager MBS  
Bob Morris

### 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  
Representative CBS  
President Mrs. Helen S. Mark  
Exec. V.P. William B. Qarton  
Station Mgr. Kenneth L. Hastie  
Commercial Mgr. Beryl W. Starbuck  
Promotion Mgr. Jim Bowermaster  
Program Manager Dean Landfear  
Chief Engineer George Hixenbaugh  
Owners of: KWMT, Ft. Dodge; WMT-TV.

**KCOG—Centerville—1949**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned By Hope Co.  
 Address 1910 S. Main St.  
 Tel.: 407 KBS  
 Station Reps. Bolles; Soderlund  
 President L. W. Holland  
 Station, Comm. Mgr. Clyde Holbrook  
 Sales Promotion Mgr. Maxine Garrett  
 Program Director George Coburn  
 Publicity Director Virgene Huffman  
 Chief Engineer Harold Baughman

**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  
 Station Rep. Hopewell  
 Pres., Gen. Mgr. L. J. Bromberg  
 Commercial, Program Dir. Richard Snyder  
 Chief Engineer Vern Bromberg

**KCHE—Cherokee—1953**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Operated By Cherokee Bcstg. Co.  
 Address 219½ W. Main St.  
 Tel.: Canal 5-2511 Independent  
 Representative Hopewell  
 President, Station Mgr. Charles Reznikov  
 Commercial Mgr. Dave Davis  
 Chief Engineer Sterling Heil

**KCLN—Clinton—1956**

Frequency: 1390 Kc. Power: 1 Kw.  
 Owned By Valley TV-Radio, Inc.  
 Address 514 S. Second St.  
 Tel.: CH 3-2174 Independent  
 Station Rep. Gill-Perna  
 President Russell G. Salter  
 General Manager Stanley B. Noyes  
 Commercial Manager Cecil H. Hamilton, Jr.  
 Program Director Jay Edwards  
 Chief Engineer John Wilson

**KROS—Clinton—1941**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Clinton Bcstg Corp.  
 Address Jacobsen Bldg.  
 Tel.: CH 2-1252 MBS  
 Sta. Reps. Venard, Torbet & McC.; Bowden  
 President, General Manager B. M. Jacobson  
 Commercial Manager Darline Gordon  
 Program Director Ray Danielsen  
 Chief Engineer G. A. Parker

**KSWI—Council Bluffs—1947**

Frequency: 1560 Kc. Power: 1 Kw. d.  
 Owned By Nonpareil Bcstg. Co.  
 Address 120 S. Main  
 Tel.: 322-4041 ABC, KBS  
 Newspaper Affil. Nonpareil  
 Station Representative Art Hagg  
 President, Ch. Eng. Robert H. O'Brien  
 Commercial Manager Clarence Hoover  
 Sales Prom. Mgr., Pub. Dir. David A. DoBell  
 Program Director Bob Hallgren

**KSIB—Creston—1946**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Southwest Iowa Bcstg. Co.  
 Address Radio Center  
 Tel.: 782-2155 KBS  
 Station Rep. Venard, Torbet & McConnell  
 Gen., Sta., Comm. Mgr. E. M. Hornling  
 Chief Engineer W. G. Hatchett

**KSTT—Davenport—1946**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Operated By Quint Cities Bcstg. Co.  
 Address 736 Federal St.  
 Tel.: 326-2541 ABC  
 Station Representative Adam Young  
 Pres., Gen. Mgr. Frederick Epstein  
 Program Director James M. Watt  
 Chief Engineer Roger Miller

**KWNT—Davenport—1952**

Frequency: 1580 Kc. Power: 500 Watts d.  
 Owned By R. W. & O. Schmidt  
 Address 1019 Mound St.  
 Tel.: 326-4407 MBS  
 Station Rep. Weed  
 General Manager Robert Schmidt

**WOC—Davenport—1922**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By Tri-City Bcstg. Co.  
 Address 805 Brady Street  
 Tel.: 324-1661 NBC  
 Representative Peters, Griffin, Woodward  
 President D. D. Palmer  
 General Manager Raymond E. Guth  
 Commercial Mgr. Don Green  
 Sales Promotion Mgr. Richard Upp  
 Program Director Robert Gifford  
 Publicity Manager Dorothy Boyd  
 Chief Eng. P. Arvidson  
 Owners of: WOC-FM-TV.

**KDEC—Decorah—1947**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By Scenic Bcstg. Co.  
 Business-Studio Address 308½ W. Water St.  
 Tel.: 382-4251 Independent  
 Pres., Gen. Mgr. Verne Koenig  
 Commercial, Sales Prom. Mgr. Kenneth Bierke  
 Chief Engineer Curtis Lutz

**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  
 Program Director Don A. Uker  
 Chief Engineer Dale Eichor

**KCBC—Des Moines—1946**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By Fletcher-Mitchell Corp.  
 Address 3512 Ingersoll

Tel.: 277-4483 ..... ABC  
 Station Representative.....Broadcast Time Sales  
 President.....James I. Mitchell  
 General Manager.....Claire E. Grant  
 Nat'l Sales, Comm. Mgr. ....Bob Bruce  
 Program Director.....Don Purdy  
 Publicity Director.....John Carl  
 Chief Engineer.....Robt. S. Brown  
 Owners of: KLIN, Lincoln, Neb.; WTRL, Bradenton,  
 Fla.; KFXD, Nampa, Idaho.

### KIOA—Des Moines—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned By.....Swanco Bcstg., Inc.  
 Address.....5th Ave. and Park Sts.  
 Tel.: ATlanic 2-9191 ..... Independent  
 Sta. Representative ..... John Blair  
 President.....George Bolas  
 General Manager.....K. R. Greenwood  
 Program Director.....Joe Holcomb  
 Chief Engineer.....Len Ballard  
 Owners of: KQEO, Albuquerque, N. M.; KLEO,  
 Wichita, Kan.; KRMG, Tulsa, Okla.

### 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-Oper. By.....Midcontinent Bcstg. Co.  
 Address.....1910 Ingersoll Ave.  
 Tel.: CH 3-0571 ..... Independent  
 Sta. Representative.....H.R. Rep.  
 President.....N. L. Bentson  
 General Manager.....Frank McGivern  
 Asst. Gen. Mgr.....Bill Bentson  
 Program Manager.....Dick Vance  
 Chief Engineer.....Homer Child  
 Owners of: WLOL, Minneapolis; WKOW, Madison;  
 KELO-AM-TV, Sioux Falls.

### KWKY—Des Moines—1948

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned By.....Tedesco, Inc.  
 Business-Studio Address.....419½ Locust  
 Tel.: CH 4-0101 ..... MBS  
 President.....Nicholas Tedesco  
 General Manager.....Walter Martell  
 Commercial Manager.....Burt Powley  
 Program Director.....Donald Johnson  
 Publicity Director.....Beverly Vance  
 Chief Engineer.....Lyle Newman  
 Owners of: WINK, Richmond, Wisc.; KTFN, Shenandoah,  
 Iowa; KCUE, Red Wing, Minn.

### WHO—Des Moines—1924

Frequency: 1040 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Central Bcsta. Co.  
 Address.....1100 Walnut St.

Tel.: 288-6511 ..... NBC  
 Representative.....Peters, Griffin & Woodward  
 President.....D. D. Palmer  
 Vice President, Gen. Mgr.....Paul A. Loyet  
 Sales Manager.....Robert H. Harter  
 Program Director.....Cecil C. Huntzinger  
 Promotion Manager.....Ward McCleary  
 Chief Engineer.....Roy W. Pratt  
 Owners of: WHO-AM-TV, Des Moines; WOC-AM-  
 TV, Davenport;

### KDTH—Dubuque—1941

Freq.: 1370 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owner.....Dubuque Telegraph-Herald  
 Address.....8th & Bluff St.  
 Tel.: 583-7351 ..... ABC  
 Station Reps...Venard, Torbet & McC.; Bowden  
 President.....Fred Woodward  
 Station Manager.....F. Robert Woodward, Jr.  
 Program Director.....Robert J. Gribben  
 Chief Engineer.....Donald Abitz

### WDBQ—Dubuque—1933

Freq.: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Dubuque Bcstg.  
 Address.....900 Fischer Bldg.  
 Tel.: 583-8241 ..... Independent  
 Station Rep.....Pearson  
 General Manager.....Philip T. Kelly  
 Program Director.....Terry Dorsey  
 Chief Engineer.....R. Loos

### KMCD—Fairfield—1958

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned By.....RF, Inc.  
 Address.....Highway 34 West  
 Tel.: 472-4191 ..... ABC  
 President.....John P. Harris

### KVFD—Ft. Dodge—1939

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Northwest Bcstg. Co.  
 Business-Studio Address.....Warden Bldg.  
 Tel.: 573-4121 ..... MBS  
 Station Rep.....Venard, Torbet & McConnell  
 President.....Edward Breen  
 General Manager.....James C. Dowell  
 Commercial Manager.....Max E. Landes  
 Program Director.....Drexel Peterson  
 Sales Promotion Mgr.....Gordy DeKoster  
 Publicity Director.....Bob Dean  
 Chief Engineer.....David G. Sinclair  
 Owners of: KQTV, Fort Dodge, Iowa.

### KWMT—Fort Dodge—1956

Frequency: 540 Kc. .... Power: 5000 Watts d.  
 Owned.....American Bcstg. Stations, Inc.  
 Business Address.....540 A. Street  
 Tel. 8-4711 ..... Independent  
 General Manager.....B. Nugent  
 Chief Engineer.....Roger Edson

### KXCI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Talley Bcstg. Co.

**Business-Studio Address** ..... Marquette Bldg.  
**Tel.: DRake 2-1241** ..... Independent  
**President** ..... H. Talley  
**General, Station Mgr.** ..... Al Farber  
**Commercial Manager** ..... Michael Farrell  
**Program Director** ..... Betty Rawhouser  
**Chief Engineer** ..... Mark L. Banks

**KGRN—Grinnell—1957**

**Frequency:** 1410 Kc. .... **Power:** 500 Watts d.  
**Owned** ..... Mitchell Bcstg.  
**Address** ..... 909½ Main St.  
**Tel.:** 236-6106 ..... KBS  
**Station Representative** ..... Pearson  
**President, Gen. Mgr.** ..... Frosty Mitchell  
**Comm. Sales Prom. Mgr.** ..... James K. Crawford  
**Program Dir., Chief Eng.** ..... Max Stevens  
**Owners of:** KNIA, Knoxville.

**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.:** 338-1181 ..... Independent  
**Station Rep.** ..... Venard, Torbet & McConnell  
**President** ..... Scott Swisher  
**General Sta. Mgr.** ..... Gene Claussen  
**Commercial Manager** ..... F. M. Broders  
**Program Director** ..... Robert Shellady  
**Publicity Director** ..... Alberta Brunton  
**Chief Engineer** ..... Elliot Full

**KIFG—Iowa Falls—1962**

**Frequency:** 1510 Kc. .... **Power:** 500 Watts d.  
**Owned By** ..... Falls Broadcasting Corp.  
**Address** ..... 308½ Stevens St.  
**Tel.:** 648-4281 ..... Independent  
**General Mgr., Program Dir.** ..... H. A. Preston  
**Commercial Manager** ..... George Vest  
**Chief Engineer** ..... Dave Koob

**KOKX—Keokuk—1947**

**Freq.:** 1310 Kc. .... **Power:** 1 Kw. d., 500 w. n.  
**Owned-Operated By** ..... Kockuk Bdcstg. Co.  
**Business Address** ..... Hotel Iowa Bldg.  
**Tel.:** 524—5410 ..... MBS  
**Station Reps.** ..... Venard, Torbet & McC.; Bowden  
**President** ..... H. W. Stadler  
**General Manager** ..... Robert W. Erickson  
**Commercial Manager** ..... Don McKee  
**Program Director** ..... Ronald Westley  
**Chief Engineer** ..... Joe Malkir

**KNIA—Knoxville—1960**

**Frequency:** 1320 Kc. .... **Power:** 500 Watts d.  
**Owned By** ..... Mitchell Bcstg. Co.  
**Address** ..... P.O. Box 243  
**Tel.:** VICTor 2-3161 ..... KBS  
**Station Representative** ..... Pearson  
**President** ..... Forrest Mitchell Jr.  
**General, Sta. Mgr.** ..... Bob Betts  
**Commercial Manager** ..... Margaret Kincald  
**Program Director** ..... Dan Yates  
**Sales Prom. Mgr., Pub. Dir.** ..... Rita Betts  
**Chief Engineer** ..... Larry Todd  
**Owners of:** KGRN, Grinnell, Ia.

**KLEM—Le Mars—1954**

**Frequency:** 1410 Kc. .... **Power:** 1000 Watts  
**Owned By** ..... KLEM, Inc.  
**Address** ..... Highway 33 South  
**Tel.:** 546-4121 ..... Independent  
**Station Rep.** ..... Gene Bowles  
**President, Gen. Mgr.** ..... Paul W. Olson  
**Prog., Pub. Director** ..... Don Wilson  
**Chief Engineer** ..... Mark Banks

**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 L. Goetz  
**General Manager** ..... Joe Lobaito  
**Commercial Manager** ..... 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  
**Station Reps.** ..... Venard, Torbet & McC.; Bowden  
**President** ..... John W. Norris  
**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.  
**Address** ..... 112 N. Pennsylvania  
**Tel.:** GARDen 3-2540 ..... CBS  
**Sta. Representative** ..... Advertising Time Sales  
**President** ..... Walter J. Rothschild  
**V.P., Station Manager** ..... Lloyd Loers  
**Sales Promotion Mgr.** ..... Paul Lindemeyer  
**Program Director** ..... Doug Sherwin  
**Chief Engineer** ..... Roger Sawyer  
**Owners of:** WEAP-AM-FM, KRQA-TV, Quincy, Ill.; WATV, Madison, Wis.; KEYC-TV, Marquette, Minn.

**KRIB—Mason City—1952**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Western Broadcasting Co.  
**Address** ..... 402 19th St., S.W.  
**Tel.:** GARDen 3-8634 ..... Independent  
**General Manager** ..... James Duryea

**KSMN—Mason City—1948**

**Frequency:** 1010 Kc. .... **Power:** 1000 W. d.  
**Owned By** ..... Lam O Corn Bcstrs., Inc.  
**Address** ..... 5 W. State  
**Tel.:** GARDen 3-8634 ..... Independent  
**Station Reps.** ..... Venard, Torbet & McC.; Bowden  
**President** ..... Donald F. Blanchard  
**Gen. Station Manager** ..... Harry Campbell  
**Program, Chief Engr.** ..... Hubert J. Marshall



**KWPC—Muscatine—1947**

Frequency 860 Kc. Power: 250 Watts  
 Owned-Operated By.....Muscatine Bcstg. Co.  
 Address.....Mulberry & Houser  
 Tel.: AM 3-2442.....Independent  
 Station Rep.....Venard, Torbet & McConnell  
 General, Sta. Manager.....George J. Volger  
 Commercial Manager.....Vince Beckey  
 Program Director.....Marion Templeman  
 Chief Engineer.....David McGowan  
 Owners of: KWPC-FM, Muscatine.

**KCOB—Newton—1955**

Frequency: 1280 Kc. Power: 1000 W. d.  
 Owned By.....Newton Bcstg. Co.  
 Address.....Box 190  
 Tel.: PYramid 2-5282.....Independent  
 Owner, Chief Eng.....Richard C. Brandt  
 Commercial Manager.....Paul Dennison  
 Program Director.....Max Bennington  
 Publicity Director.....Maude Bennett  
 Chief Engineer.....Bob Preston

**KOEL—Oelwein—1950**

Freq.: 950 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned By.....Hawkeye Bcstg., Inc.  
 Address.....109 S. Frederick Ave.  
 Tel.: 283-1234.....Independent  
 Station Reps.....Venard, Torbet & McC.; Bowden  
 President.....James Stuart  
 Exec. Vice President.....Richard W. Chapin  
 General Manager.....Dale Wood  
 Sales Promotion Mgr.....Paul Ruse  
 Program Director.....James Knight  
 Publicity Director.....Theresa Tapper  
 Chief Engineer.....Clinton W. Knapp  
 Owners of: KFOR, Lincoln, Neb.; KRGI, Grand  
 Island, Neb.; KODY, North Platte, Neb.; KMNS,  
 Sioux City, Iowa; KSAL, Salina, Kan.

**KBOE—Oskaloosa—1950**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Oskaloosa Bcstg. Co.  
 Address.....Box 518  
 Tel.: OR 3-3493.....Independent  
 Gen., Sta., Comm. Mgr.....Glen Stanley  
 Chief Engineer.....William Brubaker

**KBIZ—Ottumwa—1941**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....Wapello County Bcstg. Co., Inc.  
 Address.....Union Bank Bldg.  
 Tel.: MURray 2-7588.....CBS  
 Sta. Representatives.....Soderlund; Hyett  
 President.....G. La Verne Flambo  
 General, Sta. Manager.....Dale Cowle  
 Commercial Manager.....Ed Epperson  
 Chief Engineer.....Larry Kay  
 Owners of: KASI, Ames, Iowa.

**KLEE—Ottumwa—1954**

Frequency: 1480 Kc. Power: 500 Watts d.  
 Owned By.....WPFA Radio, Inc.  
 Address.....422-424 W. 2nd St.  
 Tel.: MURray 2-7551.....Independent  
 President.....W. O'Connor  
 General Manager.....J. E. Karr

**KDLS—Perry—1961**

Frequency: 1310 Kc. Power: 500 Watts d.  
 Owned By.....Perry Bcstg. Co.  
 Address.....Highway 141 East  
 Tel.: HO 5-5357.....KBS  
 Newspaper Affiliation.....Perry Daily Chief  
 Station Representative.....Soderlund Co.  
 President.....G. E. Whitehead  
 General Station Mgr.....Tom Quinlan  
 Comm., Sales Prom. Mgr.....Wes Nielsen  
 Chief Engineer.....Bill Zollman

**KIWA—Sheldon—1961**

Frequency: 1550 Kc. Power: 500 Watts d.  
 Owned By.....Eider C. Stangland  
 Address.....Citizens State Bank Bldg.  
 Tel.: FAirview 4-2597.....Independent  
 Owner, General Mgr.....Eider C. Stangland  
 Station, Sales Manager.....Wallace Stangland  
 Program Director.....Larry Rider

**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  
 Station Representative.....Bolling  
 President.....Nicholas Tedesco  
 General Mgr.....G. W. Diefenderfer, Jr.

**KMA—Shenandoah—1925**

Frequency: 960 Kc. Power: 5 Kw.  
 Owned-Operated By.....May Bcstg. Co.  
 Address.....Lowell and Elm Sts.  
 Tel.: 246-1020.....ABC  
 Representative.....Edward Pety  
 President.....Edward W. May  
 General Mgr.....Owen Saddler  
 Station Mgr.....Anthony Koelker  
 Commercial Manager.....Charles F. Bunn  
 Prom., Publicity Dir.....Duane Madrow  
 Program Director.....Dean Naven  
 Chief Engineer.....Don Burrichter  
 Owners of: KMTV, Omaha.

**KMNS—Sioux City—1949**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Siouxland Bcstg. Inc.  
 Address.....921 Pierce St.  
 Tel.: 8-0628.....Independent  
 Sta Representative.....Paul H. Raymer  
 President.....James Stuart  
 General Manager.....Bob Jenkins  
 Publicity Director.....Don Miller  
 Chief Eng.....Philip Maher  
 Owners of: KFOR, Lincoln; KODY, N. Platte;  
 KSAL, Salinas; KRGI, Grand Island.

**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  
 Representative.....George P. Hollingbery  
 President.....Elizabeth Sammons  
 Sta., Comm. Mgr.....Eugene T. Flaherty

# IOWA-KANSAS

## 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  
 President: John C. Kelly  
 General Manager: Lennon Kelly  
 Chief Engineer: Sam Seldon

## KICD—Spencer—1941

Freq.: 1249 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By: Iowa Great Lakes Bcstg. Co.  
 Address: Box 631  
 Tel.: 262-1240 Independent  
 Station Reps.: Venard, Torbet & McC.; Bowden  
 Pres., Gen. Mgr.: Ben B. Sanders  
 Station, Commercial Mgr.: Jack Wedel  
 Sales Promotion Mgr.: Ken Black  
 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  
 President, General Mgr.: O. J. Grau  
 Station, Commercial Mgr.: Paul Benson  
 Program, Publicity Dir.: Chuck Ney  
 Chief Engineer: Bob Lamb  
 Owners of: KAYL-FM, Storm Lake.

## KCII—Washington—1961

Frequency: 1380 Kc. Power: 500 Watts d.  
 Owned By: Wash. Home & Farm Radio, Inc.  
 Address: P.O. Box 370  
 Tel.: Olympia 3-2113 Independent  
 President: George J. Volger  
 General Manager: Roy A. Hodges  
 Chief Engineer: Jerry J. Johnson

## KWWL—Waterloo—1947

Frequency: 1330 Kc. Power: 5 Kw.  
 Owned-Operated By: Black Hawk Bcstg. Co.  
 Address: Insurance Bldg.

Tel.: AD 4-4404 MBS  
 Representative: Avery-Knodel, Inc.  
 President: Ralph J. McElroy  
 Vice President: Thomas L. Young  
 General Manager: Richard Taber  
 Program Director: Bill C. Baldwin  
 Sales Prom. Manager: Douglas Chingo  
 Chief Engineer: E. M. Tink  
 Owners of: KWVL-TV; KMMT-TV; KAUS-AM,  
 Austin, Minn.; KLLW, Cedar Rapids, Iowa.

## KXEL—Waterloo—1942

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By: KXEL Bcstg. Co.  
 Address: P.O. Box 2395  
 Tel.: 233-3371 ABC  
 Representative: Bolling  
 President: Cy N. Bahakel  
 General, Station Mgr.: Al Laval  
 Program Director: Lou Wagner  
 Chief Engineer: Don Kassner  
 Owners of: WLBZ, Bowling Green; WKIN, Kings-  
 port; WRIS, Roanoke; WWOD-AM-FM, Lynch-  
 burg; WABG-AM-TV, Greenwood, Miss.; WDOD-  
 AM-FM, Chattanooga, Tenn.; KXEL-FM, Water-  
 loo, Iowa.

## KWVY—Waverly—1958

Frequency: 1470 Kc. Power: 1 kw., d.  
 Owned By: Cedar Valley Bcstg. Co.  
 Address: P.O. Box 307  
 Tel.: 1470 Independent  
 President, Gen. Mgr.: John W. Talbott  
 Sales Promotion Mgr.: George Serbus  
 Program Dir.: J. A. Meyer

## KJFJ—Webster City—1950

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Triangle Bcstrs.  
 Address: Box 222  
 Tel.: Temple 2-1410 Independent  
 Station Representative: Boles  
 Pres., General, Comm. Mgr.: Don Treu  
 Program, Public Dir.: G. D. Warland  
 Chief Engineer: Aldis Hendrickson

Pop.: 2,205,000  
 Families: 699,000

# Kansas

Radio Homes: 691,000  
 AM Stas. in State: 51

## KSOK—Arkansas City—1947

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By: The KSOK Bcstg. Co.  
 Address: P.O. Drawer 917  
 Tel.: 2666 Independent  
 President: Oscar S. Stauffer  
 Gen. Sta. Mgr.: S. C. Thompson  
 Chief Engineer: N. Wayne Owens  
 Owners of: KSEK, Pittsburgh; WIBW, Topeka;  
 KGFE, Shawnee; WIBW-TV, Topeka.

## KARE—Atchison—1939

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned By: KARE, Inc.  
 Address: Fifth & Kansas Ave.

Tel.: EM 7-1470 Independent  
 Co-Owners: J. M. Griffith, Paul H. Buening  
 General Mgr.: James M. Griffith  
 Chief Engineer: L. H. Winegardner

## KCRB—Chanute—1952

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Midwest Bcstg. System  
 Address: P.O. Box 132  
 Tel.: HE 1-3700 KBS  
 Station Representative: Hopewell  
 President: James R. Roberts  
 Manager: J. R. Fehr  
 Chief Engineer: C. Albert

**KGFF—Coffeyville—1930**

Frequency: 890 Kc..Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By..The Midwest Bcstg. Co., Inc.  
Address: Clinton 1-3800.....306 W. 8th  
Tel.: Clinton 1-3800.....ABC  
Newspaper Affil.....Coffeyville Journal  
Station Rep.....Weed Radio  
President.....Richard M. Seaton  
General, Sta. 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.....Colby, Kan.  
Tel.: HO 2-3305.....Independent  
Rep.....H.R. Reys.  
Chairman of Board.....Don Searle  
President.....Bill Martin  
Exec. V.P., Sta. Mgr.....Ed Mason  
Commercial Mgr.....Bill Moore  
Chief Engineer.....Vern Snider  
Owners of: KMMJ, Grand Island.

**KNCK—Concordia—1954**

Frequency: 1390 Kc.....Power: 500 Watts d.  
Owned.....General Bcstg. Co., Inc.  
Address.....Box 531  
Tel.: 1414.....KBS  
Pres., Gen., Sta. Mgr.....W. F. Danenbarger  
Comm. Mgr., Prog. Dir.....Oscar W. Allen  
Chief Engineer.....Don Sasnett

**KEDD—Dodge City—1961**

Frequency: 1550 Kc.....Power: 1 Kw. d.  
Owned By.....Seward County Bcstg. Co.  
Address.....Route No. 2  
Tel.: HUnter 3-7151.....Independent  
Station Rep.....George T. Hopewell  
President.....Alf M. Landon  
General Manager.....Gene Courneyne  
Commercial Manager.....Marv Reece  
Program Director.....Bob Morrison  
Chief Engineer.....Foster Van Cleve  
Owners of: WREN, Topeka, Kan., KS 'B, Liberal, Kan.

**KGNO—Dodge City—1930**

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....Dodge City Bcstg. Co.  
Address.....705½ Second Ave.  
Tel.: HU 3-3151.....Independent  
Newspaper Affil.....Dodge City Daily Globe  
Station Rep.....Pearson  
General Manager.....S. Parks  
Commercial Manager.....Isadore Salm  
Chief Engineer.....Leo Stewart

**KBTO—El Dorado—1953**

Frequency: 1360 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....El Dorado Bcstg. Co.  
Address.....205½ S. Main  
Tel.: DA 1-5880.....Independent  
Representative.....Indie Sales  
General Manager.....Jim Platt

**KVOE—Emporia—1939**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bluestem Bcstg. Co., Inc.  
Address.....Box 369  
Tel.: DI 2-1400.....Independent  
Representative.....Webb  
Pres., Gen. Mgr.....E. J. McKernan, Jr.  
Sales Prom. Mgr.....E. J. McKernan III  
Program Dir.....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  
Station Manager.....Jim McKenney  
Comm., Sales Prom. Mgr.....Charles Stephens  
Publicity Director.....Jim Ross  
Chief Engineer.....Jim Fronkier

**KIUL—Garden City—1935**

Frequency: 1240 Kc..Power: 1 Kw.d., 250 W.n.  
Owned-Oper. By.....KIUL, Inc.  
Address.....509 Main St.  
Tel.: BRidge 6-3251.....NBC, KBS  
Newspaper Affili.....Telegram  
President, General Mgr.....Robert Wells  
Program Dir.....Tony Jewell  
Comm. Mgr., Chief Eng.....Joe Tennesen

**KNCO—Garden City—1949**

Frequency: 1050 Kc.....Power: 1000 Watts  
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.  
Address.....115 W. Laurel  
Tel.: BRidge 6-4366.....Independent  
Station Rep.....Hal Holman  
President.....Ellsworth Sherman  
Gen. Sta. Manager.....O. D. Carmichael  
Asst. Manager.....Joe Taylor  
Chief Engineer.....E. Kissinger

**KLOE—Goodland—1947**

Frequency: 730 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....KLOE, Inc.  
Address.....17th & Broadway  
Tel.: TWinoaks 9-2309.....Independent  
Sta. Representative.....Hal Holman  
President.....Ross Beach, Jr.  
General Manager.....Robert E. Schmidt  
Station Manager.....Kay Melia  
Sales Prom. Manager.....Dwight Look  
Publicity Director.....Jack Everton  
Commercial Mgr.....Gilbert La Porte  
Program Mgr.....Don Gill  
Chief Engineer.....Wayne Nelson  
Owners of: KAYS-AM-TV, Hayes, Kan.

**KVGB—Great Bend—1937**

Frequency: 1590 Kc.....Power: 5000 Watts  
Owned-Operated By.....KVGB, Inc.  
Address.....2007 17th St.  
Tel.: GLadstone 3-4317.....Independent  
Representative.....Hollingbery  
President.....Mrs. Helen Coogan

# KANSAS

V.P. General Mgr. . . . . Grover C. Cobb  
Station Manager . . . . . Robert D. Hilgendorf  
Commercial Mgr. . . . . Dick Painter  
Program Director . . . . . Ray Beals  
Chief Engineer . . . . . Harold Riedl

## KAYS—Hays—1948

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KAYS, Inc.  
Address . . . . . 2300 Hall St.  
Tel.: MArkot 4-2578 . . . . . Independent  
Station Reps. . . . . Holman; Soderlund; Melville  
President . . . . . Ross Beach, Jr.  
General Mgr. . . . . Robert E. Schmidt  
Station, Commercial Mgr. . . . . Bob Churchill  
Program Director . . . . . Bob Templeton  
Chief Engineer . . . . . D. Hobelman  
Owners of: KAYS-TV, Hays; KLOE-AM-TV, Goodland, All Kans.

## KWBW—Hutchinson—1935

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Nation's Center Bcstg. Co.  
Business-Studio Address . . . . . 17th & Harding  
Tel.: MO 2-4486 . . . . . NBC-KBS  
Representative . . . . . Devney Organization  
Pres., Sta. Mgr. . . . . Fred L. Conger  
Chief Engineer . . . . . F. C. Morgan

## KWHK—Hutchinson—1946

Frequency: 1260 Kc. . . . . Power: 1 Kw. d.; 500 n.  
Owned-Operated By . . . . . KWHK Bcstg. Co.  
Address . . . . . 525 N. Main  
Tel.: Mohawk 5-4461 . . . . . Independent  
Station Representative . . . . . Spot Time Sales  
President . . . . . William L. Mitchell  
General Manager . . . . . David Mackey  
Program Director . . . . . J. Parker  
Chief Engineer . . . . . John Robbins

## 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 . . . . . KBS  
President, Gen. Mgr. . . . . Nels Rupard

## KALN—Iola—1961

Frequency: 1370 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Iola Broadcasting Co.  
Address . . . . . P.O. Box 383  
Tel.: 1017 . . . . . KBS  
Owner . . . . . Lloyd C. McKenney  
General Mgr., Program Dir. . . . . S. W. Stanton  
Commercial Manager . . . . . Maynard Sloan  
Chief Engineer . . . . . Jerry Johnston

## KJCK—Junction City—1949

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
Owner-Oper. By . . . . . Junction City Bcstg. Co.  
Address . . . . . 724 No. Washington St.  
Tel.: CEdar 8-3165 . . . . . Independent  
Representative . . . . . Indie Sales  
President, Gen. Mgr. . . . . R. L. Weir, Jr.  
Comm. Sales Prom. Mgr. . . . . Pat Powers  
Program, Publicity Dir. . . . . Tim Spencer  
Chief Engineer . . . . . Royce Baerg

## KCKN—Kansas City—1925

Freq.: 1340 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . Cy Blumenthal  
Address . . . . . P.O. Box 1165  
Tel.: FA 1-3200 . . . . . Independent  
Station Representative . . . . . Charles Bernard  
President . . . . . Cy Blumenthal  
Gen. Sta. Manager . . . . . Edwin J. Charles  
Commercial Mgr. . . . . Glen George  
Program Director . . . . . Theodor Kramer  
Publicity Director . . . . . Steve April  
Chief Engineer . . . . . Marvin Bredemeier

## KLWN—Lawrence—1951

Frequency: 1320 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . Lawrence Bcstrs, Inc.  
Address . . . . . Route 1  
Tel.: VI 3-1320 . . . . . Independent  
President . . . . . H. M. Booth  
Station Mgr., Program Dir. . . . . Arden Booth  
Commercial Manager . . . . . Joe Staves  
Chief Engineer . . . . . Jim Fishbeck

## KCLO—Leavenworth—1948

Frequency 1410 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By . . . . . KCLO, Inc.  
Address . . . . . Bx 70  
Tel.: MUtual 2-1410 . . . . . KBS  
President, Gen. Mgr. . . . . Geo. Basil Anderson  
Commercial, Program Dir. . . . . Bob Potter  
Sales Prom. Mgr. . . . . Lee Pemberton  
Chief Engineer . . . . . Al Ortmann

## KLIB—Liberal—1960

Frequency: 1470 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Plains Enterprises, Inc.  
Address . . . . . Box 856  
Tel.: MAin 4-2556 . . . . . KBS  
President, Gen. Mgr. . . . . William Bowman Sr.  
Chief Engineer . . . . . Clyde Elmer Michael

## KSCB—Liberal—1948

Frequency: 1270 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By . . . . . Seward County Bcstg. Co.  
Business Address . . . . . East 8th St.  
Tel.: MA 4-3891 . . . . . Independent  
Station Rep. . . . . Hopewell  
President . . . . . Alf M. Landon  
General, Station Mgr. . . . . Len S. Salathiel  
Commercial Manager . . . . . Mark Shor  
Program Director . . . . . Jim Braadh  
Chief Engineer . . . . . Alvin Peters  
Owners of: KEDD, Dodge City, Kans.

## 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 . . . . . KBS  
Newspaper Affil. . . . . Daily Mercury  
President . . . . . Fred A. Seaton  
General Manager . . . . . Lowell E. Jack  
Commercial Manager . . . . . Tom Rees  
Program Director . . . . . Charles Howe  
Sales Promotion Mgr. . . . . Russ Gibson  
Chief Engineer . . . . . William Ball

**KNDY—Marysville—1956**

Frequency: 1570 Kc. Power: 250 Watts, d.  
Owned.....W. N. Schnepf  
Address.....P.O. Box 390  
Tel.: Hillcrest 3-4361.....KBS  
Station Rep.....Hopewell  
President, Gen. Mgr.....Wymann M. Schnepf  
Chief Engineer.....Willia N. Schnepf

**KNEX—McPherson—1949**

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned By.....McPherson Bestg. Co.  
Address.....Box 186  
Tel.: CHapel 1-1540.....KBS  
Newspaper Affil.....Sentinel  
Station Representative.....Hopewell  
President.....Kenneth R. Krehbiel  
Gen. Mgr., Ch. Eng.....Claude Hughes  
Comm., Sales Prom. Mgr.....Morris Heitschmidt

**KBEA—Mission—1957**

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned By.....Public Radio Corp.  
Address.....Box 424 Kansas City, Mo.  
Tel.: HEDrick 2-1480.....ABC  
Station Representative.....Spot Time Sales  
President.....Lester Kamin  
General, Station Mgr.....Tom Howard  
Commercial Manager.....Clancy Sewell  
Sales Promotion Mgr.....Nola Lytell  
Program Director.....Chuck Maxwell  
Chief Engineer.....Robert Artz  
Owners of: KXYZ, Houston, Tex.

**KJRG—Newton—1953**

Frequency: 950 Kc. Power: 500 Watts, d.  
Owned.....KJRG, Inc.  
Address.....Box 77  
Tel.: ATwater 3-5150.....KBS  
Station Rep.....Hopewell  
President, Gen. Mgr.....Geo. Basil Anderson  
Comm. Mgr. Ch. Eng.....Bob Snyder  
Sales Prom. Mgr.....Roy Lichtenberger

**KOFO—Ottawa—1949**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By.....Ottawa Bcstg. Co.  
Address.....P.O. Box 16  
Tel.: CHerry 2-1220.....Independent  
Station Representative.....Hopewell  
Partner, General Mgr.....Roderick B. Cupp  
Partner.....Edwina W. Cupp  
Commercial Mgr.....Ronald G. Reed  
Program Director.....Larry Kraft  
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.: GA 1-6400.....Independent  
President, Gen. Mgr.....Richard R. Combs

**KKAN—Phillipsburg—1960**

Frequency: 1490 Kc. Power: 250 Watts

Owned By.....North Central Bcstg., Inc.  
Address.....Box 337  
Tel.: 1070.....Independent  
General Manager.....Guy Christian  
Sales Prom. Mgr.....Doug Stone  
Chief Engineer.....Vaughn Jue

**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  
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

**KWNS—Pratt—1962**

Freq.: 1290 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By.....Wilmer E. Huffman  
Address.....P.O. Box 403  
Tel.: GGreenwood 2-5581.....Independent  
General Manager.....Wilmer E. Huffman  
Program Director.....Jo Ann Huffman  
Chief Engineer.....Clarence Evans

**KWSK—Pratt—1952**

Frequency: 1570 Kc. Power: 250 Watts  
Owned.....Clem Morgan  
Address.....200½ S. Main St.  
Tel.: GGreenwood 2-4405.....KBS  
General Sta. Mgr.....Clem Morgan  
Program Director.....A. R. Morgan  
Sales Prom., Comm. Mgr.....Ray Godfrey  
Chief Engineer.....Larry Waggoner

**KRSL—Russell—1956**

Frequency: 990 Kc. Power: 250 Watts d.  
Owned By.....Kilo Broadcasting Co.  
Address.....Box 666  
Tel.: HUDson 3-3121.....KBS  
Owner, Gen. Mgr.....Fred L. Thompson  
Commercial Manager.....Richard Dumlér  
Program Director.....Ray Poole  
Publicity Director.....Alice Graham  
Chief Engineer.....Delbert Compton

**KFRM—Salina—1947**

Frequency: 550 Kc. Power: 5,000 W. d.  
Owned By.....KFRM, Inc.  
Address.....316 S. Broadway  
Tel.: TAYlor 3-4611.....ABC  
Station Representative.....Weed Radio Corp.  
President.....Norman E. Kightlinger  
General Manager.....Calvin A. Haworth  
Chief Engineer.....Gary E. Farnher



# KANSAS

## KSAL—Salina—1937

Frequency: 1150 Kc. Power: 5000 Watts  
Owned By..... Salina Bcstg., Inc.  
Address..... 625 E. Crawford  
Tel.: TA 3-3701..... MBS  
President..... James Stuart  
V. P., Gen. Mgr..... Richard W. Chapin  
Comm. Sta. Mgr..... Robert M. McKune  
Program Director..... Chuck Nichols  
Chief Eng..... Don Englehart  
Owners of: KODY, N. Platte; KFOR, Lincoln;  
KRGI, Grand Island; KMNS, Sioux City; KOEL,  
Oelwein.

## KEWI—Topeka—1949

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned By..... Midland Bcstrs.  
Address..... 916½ Kansas Ave.  
Tel.: CE 3-1336..... Independent  
Representative..... Gill-Perna  
President, Gen. Mgr..... Frederick P. Reynolds  
Commercial Manager..... Robert Rohrs  
Program, Publicity Dir..... Robert F. Russell  
Chief Engineer..... Jim C. Meeker  
Owners of: KUSN-AM-FM, St. Joseph, Mo.

## KTOP—Topeka—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned..... Charles Bailey Axton  
Address..... 1700 N. Buchanan  
Tel.: CE 4-3444..... MBS  
Station Representative..... Weed  
President..... Bailey Axton  
Vice Presidents..... Louise and Charles Axton  
Program Director..... Robert Harris  
Station Manager..... Bob Barber  
Sales Prom. Mgr..... Merle Blair  
Chief Engineer..... Harold Grant

## 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  
Station Manager..... Jack Fallon

## WREN—Topeka—1926

Frequency: 1250 Kc. Power: 5000 Watts  
Owned-Operated By..... WREN, Bcstg. Co., Inc.  
Address..... 1001 Fillmore St.  
Tel.: CE 2-0505..... ABC  
Representative..... Hollingbery  
President..... Alf M. Landon  
Gen., Sta. Mgr..... Max G. Falkenstien  
Commercial Manager..... Paul Dixon  
Program Manager..... Bob Richmond  
Sales Promotion Manager..... Bonnie Purnell  
Chief Engineer..... Al Keberlein  
Owners of: KSCB, Liberal; KEED, Dodge City,  
Both Kans.

## KAKE—Wichita—1948

Frequency: 1240 Kc. Power: 250 Watts

Owned By..... KAKE Radio-TV, Inc.  
Address..... 1500 N. West St.  
Tel.: WH 3-4221..... Independent  
President..... Mark H. Adams  
General Manager..... Martin Umansky  
Station Manager..... Dale W. McCoy Jr.  
Owners of: KAKE-TV.

## KFDI—Wichita—1923

Freq.: 1070 Kc. Power: 10 Kw. d.; 1 Kw. n.  
Owned By..... Wichita Great Empire Bcstg., Inc.  
Address..... 42nd & N. Broadway  
Tel.: TE 8-3377..... Independent  
Station Rep..... Charles Bernard  
President..... Bernice L. Lynch  
General Manager..... Ron B. Blue  
Chief Engineer..... Jack Austin

## KFH—Wichita—1922

Frequency: 1330 Kc. Power: 5000 Watts  
Owned By..... KFH Radio Co.  
Address..... KFH Bldg.  
Tel.: AM 2-4491..... CBS  
Newspaper Affiliation..... Wichita Eagle-Beacon  
Representative..... Blair  
President..... John Rigby  
General, Sta. Mgr..... Thomas P. Bashaw  
Commercial Manager..... Bob Adams  
Merchandising Prom. Mgr..... David J. Hanks  
Program Director..... Bob Sanders  
Chief Engineer..... Leslie Campbell

## KLEO—Wichita—1936

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned By..... Swanco Bcstg. of Kan.  
Address..... 6610 W. 13th  
Tel.: WH 3-0255..... MBS  
Station Representative..... Eastman  
President..... George Bolas  
General Station Mgr..... Edward A. Montray  
Commercial Manager..... Donald O'Malley  
Sales Prom. Manager..... Bob Freeman  
Program Director..... Marc Alan  
Publicity Director..... Creeta Bressler  
Chief Engineer..... Earl Russell  
Owners of: KQEQ, Albuquerque, N. M.; KIOA,  
Des. Moines, Iowa; KRMG, Tulsa, Okla.

## KSIR—Wichita—1958

Frequency: 900 Kc. Power: 250 Watts d.  
Owned By..... KSIR, Inc.  
Business Address..... Box 933  
Tel.: WH 2-3253..... Independent  
Pres., Comm. Mgr..... Mack Sanders  
Gen. Sta., Chief Eng..... K. W. Pyle

## KWBB—Wichita—1950

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  
Station Reps..... Hollingbery; Clarke Brown  
President..... O. E. Bradley  
V.P., General Mgr..... J. Milton Hall  
Commercial Manager..... Harold H. Hale  
Program Director..... John Campbell  
Chief Engineer..... Cliff Koch

Pop.: 3,055,000  
Families: 841,000

# Kentucky

Radio Homes: 809,000  
AM Stas. in State: 87

## WANY—Albany—1958

Frequency: 1390 Kc. Power: 1000 Watts  
Owned By: Albany Bcstg. Co.  
Business Address: Box 158  
Tel.: 387-3351. KBS  
Sta. Rep.: Kentucky Radio Sales  
Co-owners: Wallace Allred-Cecil Speck  
Sta., Comm. Manager: Welby Hoover  
Program Director: Darrell Speck  
Chief Engineer: Joe Peters

## WCMI—Ashland—1935

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By: WCMI, Inc.  
Address: P. O. Box 949  
Tel.: 324-6111. CBS  
Sta. Representative: Hollingbery  
President: R. G. Worster  
General, Sta. Manager: O. C. Halyard Jr.  
Commercial Manager: Mike Slagel  
Program Director: Bill Campbell  
Publicity Director: Loretta Halyard  
Chief Engineer: Bob Gilmore  
Owners of: WYLK-AM-FM, Lexington; WFKY,  
Frankfort; WHOO-AM-FM, Orlando; WINN,  
Louisville, Ky.; WCMI-FM, Ashland, Ky.

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned By: Connie B. Gay Bcstg. Corp.  
Address: P.O. Box 790  
Tel.: 324-7131. ABC  
President: Connie B. Gay  
General Manager: Naseeb S. Tweel  
Chief Engineer: Edwin Walters  
Owners of: WQMR, Silver Springs, Md.; WGAY-  
FM, Washington, D.C.

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Brown Radio & TV Co.  
Address: 107 Sycamore St.  
Tel.: Lincoln 6-4129. Independent  
Pres., Gen. Mgr.: Dwight L. Brown  
Sales Prom. Mgr.: Homer L. Jackson  
Chief Engineer: L. D. Johnson

## 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  
Sales Prom., Chief Eng.: Don Allen

## WCBL—Benton—1954

Frequency: 1290 Kc. Power: 5,000 Watts d.  
Owned-Oper. By: Purchase Bcstg. Co.  
Address: P.O. Drawer 7  
Tel.: 527-2581. KBS  
Representative: Continental  
President, Gen. Mgr.: Shelby McCallum

Program Director: David Reno  
Commercial Mgr.: Martine Vance  
Chief Engineer: Walter Wilson  
Owners of: WTRB, Ripley; KMJS, Portageville.

## 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: Kentucky Radio Sales  
President, Gen. Mgr.: Clement Cockrell  
Commercial Manager: Dean Duvall  
Chief Engineer: Eugene Hornback

## WKCT—Bowling Green—1947

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By: Daily News Bcstg. Co.  
Address: 804 College St.  
Tel.: VI 3-4325. ABC  
Newspaper Affiliation: Park City Daily News  
Station Representative: Pearson Nat'l Reps  
President: J. Ray Gaines  
General, Station Mgr.: Al Temple  
Commercial Mgr.: Henry Brosche  
Program Dir.: Jack Eversole  
Chief Engineer: Jack Hendrick

## WLBW—Bowling Green—1940

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Bowling Green Bcstrs., Inc.  
Address: Cemetery Road  
Tel.: VI 3-3212. MBS-KBS  
Sta. Representative: Burn-Smith  
President: Cy N. Bahakel  
General Manager: Bob Proctor  
Prog. Dir., Ch. Eng.: Hugh Tyler

## WTCO—Campbellsville—1948

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Taylor Cty. Bcstg. Co.  
Address: P.O. Box 248  
Tel.: 465-4178. KBS  
Station Rep.: Kentucky Radio Sales  
President: R. D. Ingram  
General, Sta. Manager: Thomas Kerr  
Commercial Manager: Lindsey Hardin  
Sales Promotion Manager: James Crowell  
Program Director: Naomi Beard  
Publicity Director: Redman L. Turner  
Chief Engineer: Harvey Kingsbury

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Wattr  
Owner: Central City, Greenville Bcstg. Co.  
Address: Old Greenville Rd.  
Manager: A. Stone  
Chief Engineer: B. J. Stone

# KENTUCKY

## WNES—Central City—1955

Frequency: 1050 Kc. Power: 500 Watts d.  
Owned By.....Muhlenberg Bcstg. Co.  
Address.....P.O. Box 471  
Tel.: 1000.....KBS  
President.....Andy Anderson  
General Manager.....Rcnald L. Beane  
Program Director.....Legon McDonald  
Chief Engineer.....Robert J. Beane

## WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Tri-County Bcstg. Corp.  
Address.....430 Wain St.  
Tel.: 384-2411.....KBS  
Station Representative.....Kentucky Radio Sales  
President, Gen. Mgr.....John B. Horton  
Commercial Manager.....Edwin R. Cundiff  
Station Manager.....Ray Doss  
Program Director.....Fred Massey

## WCTT—Corbin—1947

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Oper. By.....Corbin Times-Tribune, Inc.  
Business Address.....Ky. Ave. & Monroe St.  
Tel.: 1071.....KBS  
Newspaper Affil.....Carbin Times-Tribune  
President.....J. Springer Roblson  
General Manager.....John L. Crawford  
Station, Comm. Mgr.....Art Grunewald  
Program Director.....Archie Wyatt  
Chief Engineer.....Chas. Sulfredge

## WYGO—Corbin—1961

Frequency: 1330 Kc. Power: 5 Kw. d.  
Owned By.....Tri-County Bcstg. Co.  
Address.....P.O. Box 535  
Tel.: 3006.....Independent  
Station Rep.....Kentucky Radio Sales  
General, Commercial Mgr.....Barbara H. Miles  
Station Manager.....Dexter R. Sams  
Sales Promotion Mgr.....Bill Carson  
Program Director.....Hugh C. Delk  
Chief Engineer.....Everett Lawson

## WCPM—Cumberland—1951

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By.....Cumberland Bcstg. Co.  
Address.....P. O. Box 955  
Tel.: 589-4623.....KBS  
Station Rep.....Kentucky Radio Sales  
General Manager.....Jack Mills

## WCYN—Cynthiana—1956

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....WCYN Radio, Inc.  
Address.....Pike & Walnut Sts.  
Tel.: 1480.....KBS  
President.....Estil R. Anderson  
General Manager.....Lawrence McGill  
Commercial Manager.....Helen Williams  
Chief Engineer.....Reed Anderson

## WHIR—Danville—1947

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.

Owned By.....WHIR, Inc.  
Business Address.....P.O. Box 8  
Tel.: 236-2711.....Independent  
Representative.....Hal Holman Co.  
President, Gen. Mgr.....Raymond P. Holbrook  
Commercial Manager.....C. R. Colclough  
Program Director.....Raymond L. Ramsey  
Chief Engineer.....Charles Huddleston

## WIEL—Elizabethtown—1950

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Elizabethtown Bcstg. Co.  
Business Address.....P. O. Box 347  
Tel.: 765-2144.....KBS-ABC  
President.....J. W. Hodges  
General Manager.....Dee Huddleston  
Commercial Manager.....Calvin Skaggs  
Program Director.....Thomas Skinner  
Chief Engineer.....Hugh Garner

## WSTL—Eminence—1956

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owned.....Shelbyville—Eminence Bcstg. Co.  
Address.....P.O. Box 147  
Tel.: ME 3-2916.....Independent  
Station Representative.....Kentucky Radio Sales  
Gen. Mgr., Ch. Eng.....Charles L. Troutman  
Station Manager.....George C. Troutman  
Commercial Manager.....James E. Petty  
Program Director.....Vivian M. Troutman  
Publicity Director.....Terry Tichy

## WSAC—Ft. Knox—1955

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Fort Knox Bcstg. Corp.  
Address.....Box 68  
Tel.: Elgin 1-3121.....Independent  
Pres., Gen. Mgr.....B. E. Cowan  
Commercial Mgr.....J. R. Cowan

## WFKY—Frankfort—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned By.....Capital Bcstg. Co.  
Address.....Radio Bldg.  
Tel.: CA 3-8281.....MBS  
Representative.....Hollingbery  
Station Mgr.....Bud McClain  
Program Dir.....H. Moore  
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.: JJustice 6-4481.....KBS  
Pres., Gen. Mgr.....L. L. Valentine  
Comm., Sales Prom. Mgr.....Howard H. Ogles  
Program Director.....A. W. Kockritz, Jr.  
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  
President, Ch. Eng.....Kenneth Z. Turner

Commercial Manager.....J. O. Lewis  
 Sales Promotion Mgr.....Arlene Swearingen  
 Program Director.....Clara Agnes Turner  
 Publicity Director.....Gene Gardner  
 Owners of: WFUL-FM, Fultou, Ky.

**WAXU—Georgetown—1957**

Frequency: 1580 Kc.....Power: 10 Kw. d.  
 Owned By.....WAXU Radio  
 Address.....117 No. Lime, Lexington, Ky.  
 Tel.: 3-1678 .....Independent  
 Station Representative.....Charles Bernard  
 Pres., Ch. Eng.....Robert E. Johnson  
 Station Manager.....Arno Walker  
 Program Director.....Bill Stakelin  
 Commercial Manager.....Robert Hamilton  
 Sales Prom. Manager.....Ed James

**WKAY—Glasgow—1946**

Freq.: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Glasgow Bcstg. Co., Inc.  
 Address.....510 Happy Valley Rd.  
 Tel.: 651-2141 .....KBS  
 President.....Jack Pedigo  
 General Mgr., Ch. Eng.....Clovis Sadler  
 Commercial Manager.....Henry H. Royse  
 Program Director.....Moena E. Sadler

**WGOH—Grayson—1959**

Frequency: 1370 Kc.....Power: 5,000 Watts  
 Owned By.....Carter County Bcstg. Co., Inc.  
 Address.....Box 487  
 Tel.: 474-5144.....Independent  
 President.....Harold E. Shufflebarger  
 Gen., Sta. Manager.....Charlie Esposito  
 Chief Engineer.....Les Davis

**WHLN—Harlan—1941**

Frequency: 1410 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Radio Harlan, Inc.  
 Business Address.....Box 898  
 Tel.: 625 .....Independent  
 Station Rep.....Kentucky Radio Sales  
 President.....J. Francke Fox, Jr.  
 Gen., Comm. Mgr.....James T. Morgan  
 Chief Engineer.....Gene Hopkins

**WBN—Harrodsburg—1955**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fort Harrod Bcstg. Corp.  
 Address.....Box 247  
 Tel.: 1420 .....KBS  
 Station Rep.....Hopewell  
 President, Gen. Mgr.....Robert Martin

**WKIC—Hazard—1947**

Frequency: 1390 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Mt. Bcstg. Service, Inc.  
 Address.....Box 239  
 Tel.: 436-2121 .....KBS  
 Representative.....Kentucky Radio Sales  
 President.....Fred B. Bullard  
 General Manager.....Ernest Sparkman  
 Commercial Manager.....Julius Lasslo  
 Prog. Dir.....Norma Strong  
 Chief Engineer.....George Patterson

**WSN—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-ABC  
 President.....Hecht S. Lackey  
 Station Manager.....William F. Russell  
 Publicity Director.....Anna Jane Kincaid  
 Chief Engineer.....D. E. Gibson  
 Owners of: WSON-FM, Henderson, Ky.

**WHOP—Hopkinsville—1940**

Frequency: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Hopkinsville Bcstg. Co., Inc.  
 Address.....1102 So. Virginia St.  
 Tel.: TUXedo 5-5531.....CBS  
 Pres., Gen. Mgr.....F. Ernest Lackey  
 Sta., Comm. Mgr.....Katherine Peden  
 Publicity Director.....Margaret Wyatt  
 Sales Prom. Manager.....Hal King  
 Program Director.....George Goldtrap  
 Chief Engineer.....Russell Newman

**WKO—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. Rep.....Geo. T. Hopewell  
 Pres, Gen. Mgr.....William H. Higgins  
 Program Director.....James M. Suddeth  
 Chief Engineer.....Marvin J. Mahoney

**WIRV—Irvine—1960**

Frequency: 1550 Kc.....Power: 1,000 Watts d.  
 Owned By.....Irvanna Bcstg. Co.  
 Address.....141 Broadway  
 Tel.: 723—2550 .....KBS  
 Station Rep.....Continental Radio Sales  
 President, Gen. Mgr.....James M. Gaskin  
 Sales Promo. Mgr., Ch. Eng., Fred W. Dean, Jr.  
 Publicity Director.....Betina Sue Wiseman

**WLBN—Lebanon—1954**

Frequency: 1590 Kc.....Power: 1 Kw., d.  
 Owned.....Lebanon-Springfield Bcstg. Co.  
 Address.....P.O. Box 647  
 Tel.: 692-3126 .....KBS  
 Gen., Sta. Mgr.....J. T. Whitlock  
 Commercial Manager.....Allen Baker  
 Chief Engineer.....W. B. Kelly  
 Owners of: WIEL, Elizabethtown.

**WMTL—Leitchfield—1959**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned By.....Rough River Bcstg. Co.  
 Address.....121 East Main St.  
 Tel.: 259-4337 .....KBS  
 Station Rep.....Kentucky Radio Sales  
 President, Gen. Mgr.....Porter Wallace  
 Sales Promotion Mgr.....Eva Jo Ellis  
 Program Dir., Chief Eng.....Billy R. Evans

**WBLG—Lexington—1946**

Frequency: 1300 Kc.....Power: 1000 Watts

# KENTUCKY

Owned-Oper. By.....Lexington Bcstg. Corp.  
Address.....134 N. Limestone St.  
Tel.: 252-1300.....ABC  
Representative.....Meeker  
Pres., Gen. Mgr.....Roy B. White, Jr.  
V.P., Commercial Mgr.....James H. Tomblin  
Program Director.....Robert Barton  
Chief Engineer.....John Patrick

## WLAP—Lexington—1922

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Thoroughbred Bcstg. Co., Inc.  
Business-Studio Address.....177 N. Upper St.  
Tel.: 3-2727.....MBS  
Station Representative.....Pearson  
President, Gen. Mgr.....William R. Sweeney  
Program Director.....Nick Cloney  
Chief Engineer.....Robert Jones

## WVLK—Lexington—1947

Freq.: 590 Kc. Power: 5000 Wts. d., 1000 n.  
Owned-Oper. By.....Bluegrass Bcstg. Co., Inc.  
Address.....Phoenix Hotel  
Tel.: 4-6470.....CBS  
Representative.....Hollingbery  
General Mgr.....Ted Grizzard  
Commercial Manager.....Charles Drew  
Chief Engineer.....Paul Dunbar

## WFTG—London—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Lin Bcstg. Corp.  
Address.....Box 333  
Tel.: Volunteer 4-2148.....Independent  
Sta. Representative.....Hopewell  
Pres., Gen., Sta. Mgr.....Elmo Mills  
Chief Engineer.....Russell Henson

## WAKY—Louisville—1936

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. d.  
Owned By.....Lin Bcstg. Corp.  
Bus.-Studio Address.....Ky. Home Life Bldg.  
Tel.: 587-8871.....Independent  
Station Representative.....Blair  
President.....Fred Gregg  
General Station Mgr.....John Hicks  
Program Director.....Howell Smith

## WAVE—Louisville—1933

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By.....WAVE, Inc.  
Business Address.....725 S. Floyd  
Tel.: JU 5-2201.....NBC  
Station Rep.....Katz  
President.....George W. Norton, Jr.  
General Mgr.....Nathan Lord  
Station, Commercial Mgr.....W. H. Dulaney  
Program, Sales Prom. Mgr.....James Caldwell  
Chief Engineer.....Wilbur Hudson  
Owners of: WAVE-TV, Louisville, Ky.; WFE-TV,  
Evansville, Ind.; WFRV-TV, Green Bay, Wis.

## WHAS—Louisville—1922

Frequency: 840 Kc. Power: 50,000 Watts  
Owned-Oper. By.....WHAS, Inc.  
Address.....525 W. Broadway  
Tel.: JU 5-2211.....ABC

Newspaper Affil.....Courier-Journal, Times  
Representative.....Henry I. Christal Co.  
President.....Barry Bingham  
General Manager.....Victor Sholis  
Commercial Manager.....John Fouts  
Sales Prom. Manager.....William Loader  
Program Director.....George Walsh  
Chief Engineer.....Orin Towner  
Owners of: WHAS-TV

## WINN—Louisville—1940

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Kentucky Central Bcstg.  
Bus.-Studio Address.....409 Speed Bldg.  
Tel.: JU 5-5148.....Independent  
Sta. Representative.....Gill-Perna  
President.....Garvis Kincaid  
Comm. Mgr.....James Nathan  
Station Manager.....M. Maley  
Sales Promo. Mgr.....L. Abraham  
Chief Engineer.....Melvin Scarsdale

## WKLO—Louisville—1948

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  
Exec. Vice President.....J. P. Williams  
Administrative V.P.....Alexander Buchan  
General Station Mgr.....William Perry  
Publicity Director.....Roberta Scott Bunnell  
Dir. of Operations.....Ken Rowland  
Program Director.....Ted Frankbone  
Chief Engineer.....William H. Faulkner  
Owners of: WING, Dayton; WCOL, Columbus;  
WIZE, Springfield, All Ohio; WRTP, Milwaukee,  
Wis.

## WKYW—Louisville—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Radio Kentucky, Inc.  
Address.....310 W. Liberty St.  
Tel.: JU 3-4811.....CBS  
Sta. Representative.....Broadcast Time Sales  
Pres., Gen. Mgr.....F. Eugene Sandford  
VP., Oper. Mgr.....E. Halsey Sandford  
Commercial Manager.....Bob Franklin  
Program Director.....Jim Bollinger  
Chief Engineer.....William Neff

## WLOU—Louisville—1948

Frequency: 1350 Kc. Power: 5000 Watts d.  
Owned By.....Rcunsville of Louisville  
Address.....P.O. Box 8278  
Tel.: ME 7-6531.....Independent  
Station Rep.....Gill-Perna  
President.....Robert W. Rounsaville  
General Manager.....Jay Thomson  
Station Manager.....Norman Stewart  
National Sales Mgr.....Ralph B. Johnson  
Program Director.....Rudy Runnels  
Chief Engineer.....Steve Dawson  
Owners of: WCIN, Cincinnati; WFUN, Miami  
Beach; WTME, Tampa; WVOL, Nashville;  
WLD, New Orleans; WTAM-TV, Louisville, Ky.



**WTMT—Louisville—1958**

Frequency: 620 Kc. Power: 500 Watts  
 Owned By.....Jefferson Bdcstg. Co. Inc.  
 Business Address.....1300 S. 4th St.  
 Tel.: 637-2527 MBS  
 Station Representative.....Forjoe  
 President.....John A. Davenport  
 General Manager.....Richard H. Gundle  
 Station Manager.....Tommy Downs  
 Commercial Manager.....Lee Stinson  
 Sales Promotion Mgr.....Bob Perry  
 Program Director.....Thom Hall  
 Chief Engineer.....Charles Cutler

**WFMW—Madisonville—1949**

Frequency: 730 Kc. Power: 250 Watts d.  
 Owned By.....Messenger Bdcstg. Co., Inc.  
 Address.....Box 351  
 Tel.: TA 1-4096 KBS-MBS  
 Station Representative.....Hopewell  
 Gen., Sta. Manager.....H. W. Wells  
 Comm. Mgr.....Elmer L. Kelley, Jr.  
 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

**WWXL—Manchester—1956**

Frequency: 1450 Kc. Power: 250 Watts d.  
 Owned.....Wilderness Rd. Bcstg. Co.  
 Address.....109 Court St.  
 Tel.: LY 8-4694 KBS  
 President.....J. L. Tigues  
 Gen., Sta. Mgr.....C. Corum  
 Chief Engineer.....Robert Banks

**WNGO—Mayfield—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....West Ky. Bcstg. Co.  
 Business Address.....Paducah Rd.; Box 431  
 Tel.: 1597 KBS  
 Representative.....Indie Sales  
 President.....Mose Bohm  
 Gen., Sta. Mgr.....Charles W. Stratton  
 Comm., Sales Prom. Mgr.....Jim Freeland  
 Program Director.....Bill Scarborough  
 Publicity Director.....Goble Pollock  
 Chief Engineer.....Joe Hargrove

**WFTM—Maysville—1948**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....Standard Tobacco Co.  
 Bus. Address.....626 Forest Ave.  
 Tel.: 564-3361 Independent  
 President.....Charles P. Clarke  
 General Manager.....John W. Betts  
 Station, Commercial Mgr.....R. A. Redmond  
 Program Director.....Charles D. Boyd  
 Chief Engineer.....Joe Gillespie, Jr.

**WMIK—Middlesboro—1948**

Frequency: 560 Kc. Power: 500 Watts d.

Owned-Oper. By.....Cumberland Gap Bcstg.  
 Address.....P.O. Box 698  
 Tel.: 980 Independent  
 Newspaper Affiliation.....Daily News  
 Station Representative.....George Hopewell  
 President.....Helen K. Henry  
 General, Station Mgr.....Maurice K. Henry  
 Program Director.....Betty Sue Lee  
 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

**WMOR—Morehead—1955**

Frequency: 1330 Kc. Power: 1000 Watts, d.  
 Owned & Operated By.....Morehead Bcstg. Co.  
 Address.....Box 59  
 Tel.: STate 4-4141 KBS  
 President.....J. Earl McBrayer  
 General Manager.....W. M. Whitaker  
 Chief Eng.....Earl S. Young

**WMSK—Morganfield—1960**

Frequency: 1550 Kc. Power: 250 Watts d.  
 Owned By.....Union Co. Bcstg. Co.  
 Address.....Box 55  
 Tel.: 1360 Independent  
 Station Reps.....Hopewell; Kentucky Radio Sales  
 Station Manager.....Bobby W. Hite  
 Commercial Manager.....Steve Crooke  
 Program Director.....Don Sheridan  
 Chief Engineer.....J. B. Crawley

**WMST—Mt. Sterling—1957**

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned By.....Mt. Sterling Broadcasting Co.  
 Business Address.....34 Broadway  
 Tel.: 1150 KBS  
 Station Representative.....Geo. T. Hopewell  
 President.....R. J. Reynolds  
 Exec. V.P., General Mgr.....Bob Doll  
 Asst. General Mgr.....Russ Drake  
 Program Director.....Ron Mastin  
 Chief Engineer.....John Bowles

**WLCC—Munfordville—1956**

Frequency: 1150 Kc. Power: 1 Kw., d.  
 Owned By.....S. Central Ky. Bcstg. Corp.  
 Address.....Munfordville  
 Tel.: JA 4-4111 Independent  
 President.....H. T. Parrott  
 General, Sta. Manager.....Redman L. Turner  
 Program Director.....Mary Goodman

**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

# KENTUCKY

## WNKY—Neon—1955

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned. Letcher Bcstg. Corp.  
Address Neon  
Tel.: 855-7714 KBS  
President. Dave L. Craft  
General Manager. Walter Kincer  
Program Director. Billie Ruth Kincer  
Chief Engineer. Kenneth B. Robinson

## WNOP—Newport—1948

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By. Tri-City Bcstg. Co.  
Business-Studio Address. 606 Moamouth St.  
Tel.: 581-7100 Independent  
Station Representative. Jack Masla  
President. James G. Lang  
General Manager. Dick Pike  
Station Manager. Dean Miller  
Commercial Manager. Dan Milliken  
Sales Promotion Mgr. Leo Underhill  
Program Director. Ray Scott  
Publicity Director. Ty Williams  
Chief Engineer. Chas. Hettesheimer

## WOMI—Owensboro—1938

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By. Owensboro Bcstg. Co., Inc.  
Address. P.O. Box 1330  
Tel.: MU 3-1558. CBS  
Newspaper Affiliations. Messenger, Inquirer  
Station Representative. Gill-Perna  
President. Lawrence W. Hager  
General Station Mgr. Hugh O. Potter  
Program Director. Mrs. Cliffordean Porter  
Chief Engineer. Harold I. Peters

## WVJS—Owensboro—1947

Freq.: 1420 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. Owensboro On The Air, Inc.  
Address. P.O. Box 522  
Tel.: MU 3-3521. ABC  
Station Representative. Masla Associates  
President. V. J. Steele  
General Manager. Malcolm Greep  
Commercial Manager. Parker Smith  
Program Director. Earl Fisher  
Asst. Program Dir. Jim Orton  
Public Service Dir. Ruth Steele  
Chief Engineer. Earl Jaqoe

## WDXR—Paducah—1957

Frequency: 1560 Kc. Power: 1 Kw.  
Owned By. E. W. McKinney-Smith  
Address. Hotel Irvin Cobb  
Tel.: 443-1737. NBC  
Station Representative. Gill-Perna  
General Station Mgr. E. W. McKinney-Smith  
Commercial Mgr. Sarah McKinney-Smith  
Sales Promotion Mgr. George Bailey  
Publicity Director. John McDermitt  
Program Director. Charles Katterjohn  
Chief Engineer. E. Abanathy

## WKYB—Paducah—1946

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.  
Owned-Oper. By. Barrington Co. of Ky.

Address. 526 Kentucky Ave.  
Tel.: 442-1678. MBS  
Representative. Bolling  
Pres. Bruce Barrington  
General Mgr. Richard B. Friend

## WPAD—Paducah—1930

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By. Paducah Bcstg. Co., Inc.  
Address. P.O. Box 450  
Tel.: 442-8231. CBS  
Sta. Representative. Bernard Howard  
President. Pierce E. Lackey  
General Manager. Hal Barnett  
Commercial Manager. Linn Wolff  
Sales Promotion Manager. Bob Wright  
Program Director. Jim Youngblood  
Publicity Director. Peggy Fletcher  
Chief Engineer. U. C. Morris

## WSIP—Paintsville—1949

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By. Big Sandy Bcstg. Co.  
Address. 121 Main St.  
Tel.: 789-5311. MBS-KBS  
Station Rep. Ky. Radio Sales; Hopewell  
President, Gen. Mgr. Paul G. Fyffe  
Chief Engineer. Gene Baldrige

## WKLX—Paris—1955

Frequency: 1440 Kc. Power: 1000 Watts d.  
Owned By. Tal Jonz  
Address. Box 141  
Tel.: 1440. KBS  
Sta. Reps. Continental, Kentucky Radio Sales  
President, Gen. Mgr. Tal Jonz  
Chief Engineer. James L. Thompson

## WLSI—Pikeville—1949

Frequency: 900 Kc. Power: 5000 Watts d.  
Owned-Operated By. Cumberland Pub. Co.  
Address. North Mayo Trail  
Tel.: 437-7323. Independent  
Newspaper Affiliation. Pike County News  
President. John M. Ward  
V.P., General Mgr. Roy E. Alexander  
Sales Prom. Mgr., Prog. Dir. John Adkins  
Chief Engineer. Clifton Branham

## WPKE—Pikeville—1949

Frequency: 1240 Kc. Power: 250 Watts  
Owned By. East Ky. Bcstg. Corp.  
Address. Pikeville, Ky.  
Tel.: GEneral 7-4051. MBS-KBS  
Station Representative. Ky. Radio Sales  
President. J. E. McBrayer  
Program Director. Dorothy H. Robinson  
Commercial Manager. B. Pierce  
Chief Engineer. James K. Hoskins

## WMLF—Pineville—1957

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By. Ken-Te-Ve-Bcstg. Co.  
Address. P.O. Box 26  
Tel.: ED 7-2100. Independent  
President, General Mgr. South C. Bevins  
Chief Engineer. Hubert Turner  
Owners of: WOVE, Welch, W. Va.; WTRV, Irvine.

**WDOC—Prestonsburg—1957**

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned By: Gordon Collins  
Address: P.O. Box 309  
Tel.: TU 6-2338 Independent  
President: Gordon Collins  
General Station Mgr.: Gorman Collins  
Commercial Manager: Ollie Robinson  
Sales Promotion Mgr.: Eva E. Collins  
Chief Engineer: Herman V. Harmon

**WPRT—Prestonsburg—1952**

Frequency: 960 Kc. Power: 1000 Watts, d.  
Owned By: Stephens Industries, Inc.  
Address: South Lake Drive  
Tel.: 2050 KBS  
President: D. C. Stephens  
General Mgr.: Dora S. Stephens  
Station Mgr.: David L. Stephens  
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.: EM 5-2072 KBS  
Gen. Mgr., Chief Eng.: Leslie Goodaker

**WRVK—Renfro Valley—1956**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned: Renfro Valley Bcstrs., Inc.  
Address: Renfro Valley  
Tel.: 256-2146 Independent  
V.P., Gen. Mgr.: Tom Hargis

**WEKY—Richmond—1953**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned: Tinker, Inc.  
Address: P.O. Box 670  
Tel.: 623-1340 KBS  
President: J. Francke Fox, Jr.  
General Station Mgr.: Al Weaver  
Commercial Manager: John Sullivan  
Sales Promotion Mgr.: Bob Slack  
Program Dir., Ch. Eng.: Jimmy Kay  
Owners of: WHLN, Harlan, Ky.

**WRUS—Russellville—1953**

Frequency: 610 Kc. Power: 500 Watts d.  
Owned-Oper. By: So. Kentucky Bcsters.  
Address: P. O. Box 110  
Tel.: Parkview 6-2471 KBS  
Station Representative: Breen and Ward  
President: Roth E. Hook  
Gen., Comm. Mgr.: Woodrow P. Sosh  
Program Director: Don Neagle  
Sales Prom. Mgr.: Mrs. Jo Davis  
Chief Engineer: Robert Miller

**WLCK—Scottsville—1958**

Frequency: 1250 Kc. Power: 500 Watts, d.  
Owned By: State Line Bcstg. Co.  
Address: 217½ W. Main St.  
Tel.: 237-3148 KBS  
Station Rep.: Kentucky Radio Sales  
President: R. L. Turner  
General Mgr.: Bobby Colvin

**WSFC—Somerset—1947**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Southeastern Bcstg. Co.  
Address: P.O. Box 740  
Tel.: 678-5151 MBS-KBS  
Representative: Ky. Radio Sales  
Pres., Gen. Mgr.: Mike Layman  
Commercial Manager: Donald Orwin  
Chief Engineer: Robert L. Shoopman

**WTLO—Somerset—1958**

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned By: Pulaski Bcstg. Corp.  
Address: P.O. Box 443  
Tel.: 678-8151 Independent  
President Gen. Mgr.: E. Buis  
Commercial Mgr.: H. Edwards  
Chief Engineer: B. Thompson

**WTKY—Tompkinsville—1960**

Frequency: 1370 Kc. Power: 1 Kw.  
Owned By: WMCV, Inc.  
Address: P. O. Box 434  
Tel.: HU 7-5295 Independent  
President: W. C. Clark  
Vice-President, Sta. Mgr., Prog. Dir.: J. Clark

**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  
Station, Comm. Mgr.: Roger Keller

**WMTC—Vancleve—1948**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Kentucky Mt. Hollness Assn.  
Bus-Studio Address: Vancleve  
Tel.: Normandy 6-5006 Independent  
President: Dr. Lela G. McConnell  
General, Comm. Mgr.: Wilfred Fisher  
Chief Engineer: Kenneth Amspaugh

**WTCW—Whitesburg—1953**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Folkways Bcstg. Co., Inc.  
Address: Box 660  
Tel.: 2711 Independent  
President, Gen. Mgr.: Donald F. Crosthwaite  
Chief Engineer: Joe W. Goode

**WEZJ—Williamsburg—1959**

Frequency: 1440 Kc. Power: 1000 Watts d.  
Owned By: Whitley County Bcstg. Co.  
Address: 107 S. 4th St.  
Tel.: 6125 Independent  
President: Leo Buck  
General Manager: K. Buck

**WWKY—Winchester—1954**

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned By: WWKY, Inc.  
Address: P. O. Box 535  
Tel.: Pioneer 4-2864 Independent  
President: Donald J. Horton  
General Manager: Gerald J. Cashman

Pop.: 3,375,000  
Families: 959,000

# Louisiana

Radio Homes: 925,500  
AM Stas. in State: 82

## KROF—Abbeville—1948

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.  
Address... P. O. Box 620  
Tel.: TW 3-2531... Independent  
President... H. Frenzel Pere  
General Manager... George P. Martin

## KALB—Alexandria—1935

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.  
Address... 601 Washington St.  
Tel.: 443-2543... CBS  
Station Rep... Advertising Time Sales  
Owner... T. B. Lanford  
Gen. Manager... Walter D. Melson  
Commercial Manager... Alec Marchand  
Program Director... Dan Ellington  
Chief Engineer... R. E. Miller

## KDBS—Alexandria—1953

Frequency: 1410 Kc. Power: 1 Kw. d.  
Owned... Dixie Bcstg. Ser.  
Address... 1515 Jackson St.  
Tel.: Hillcrest 3-7454... Independent  
General Manager... Irving Ward-Steinman

## NATIONAL and REGIONAL MEDIA BUYERS

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## KDBS

ALEXANDRIA

in the geographic heart of Louisiana

## KLLA

LEESVILLE

in the west-central part of Louisiana

YOU furnish us with 2 sets of copy and we furnish you with ONE bill. All inquiries for both stations should be addressed: KDBS-KLLA, 1515 Jackson Street (P. O. Box 306) Alexandria, Louisiana.

Commercial Manager... William G. Lynch  
Sales Promotion Mgr... W. G. Foster  
Program Director... Tom Fowler  
Publicity Director... Herbert Cowan  
Chief Engineer... Henry J. Lazarone  
Owners of: KLLA, Leesville, La.

(Also See KLLA, Leesville, Page 359)

## KSYL—Alexandria—1947

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By... KSYL, Inc.  
Address... Box 1489  
Tel.: Hillcrest 2-6611... NBC  
Pres., Comm. Mgr... Milton Fox  
Gen., Sta. Mgr... Sylvan Fox  
Sales Prom. Mgr., Pub. Dir... Shirley Racine  
Program Director... Larry Parker  
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  
Station, Sales Prom. Mgr... C. W. Fitz  
Chief Engineer... V. E. Dudley

## KTRY—Bastrop—1948

Frequency: 730 Kc. Power: 250 Watts d.  
Owned By... KTRY, Inc.  
Address... P.O. Box 193  
Tel.: 1400... Independent  
Station Representative... George Hopewell  
General Manager... Mercer L. King, Jr.  
Commercial Manager... Bill Dore  
Program Director... Margaret G. King  
Chief Engineer... Leo W. Grant

## KVOB—Bastrop—1957

Frequency: 1340 Kc. Power: 250 Watts  
Owned By... Bastrop Bcstg. Co. Inc.  
Address... Box 1340  
Tel.: 1340... KBS  
President... G. H. Goodwin  
General Manager... B. Rainey

## WAIL—Baton Rouge—1957

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By... Merchants Bcstrs.  
Address... 3150 College Dr.  
Tel.: Dickens 4-5275... Independent  
Station Representative... Pearson Nat'l Reps.  
Pres., Gen. Mgr... Ralph L. Burge  
Commercial Manager... Harold G. Herthum  
Program Dir... C. Arnold  
Chief Engineer... Ed Van Valkenburg

## 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... Devney Organization  
 President, Gen. Mgr..... Robert Earle  
 Prog. Dir..... Bernard Zuccaro  
 Comm. Mgr..... Olas Olsen  
 Chief Engineer..... Herb Coussou

**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. Afil..... Capital City Press  
 Sta. Representative..... Geo. P. Hollingbery  
 President..... Douglas L. Manship  
 Station Manager..... Roger S. Davison  
 Program Coordinator..... Ken Winstanley  
 Chief Engineer..... Leonard Benson  
 Owners of: WBRZ, Baton Rouge.

**WLCS—Baton Rouge—1946**

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Air Waves, Inc.  
 Business Address..... 204 North St.  
 Tel.: DI 2-4411..... Independent  
 Representative..... Masla  
 Gen. Manager..... Lamar Simmons  
 Comm. Mgr..... T. A. LeBlanc  
 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  
 Exec. V.P., Managing Dir... Stanley W. Ray, Jr.  
 V.P., General Mgr..... Thomas L. McGuire  
 Asst. Station Mgr..... Donald Dean  
 Commercial Manager..... Lucille J. Pollack  
 Chief Engineer..... Robert Stracener  
 Owners of: KYOK, Houston, Tex.; WGOK, Mobile,  
 Ala.; KAOK, Lake Charles, La.; WLOK, Mem-  
 phis, Tenn.; WBOK, New Orleans, La.

**WYNK—Baton Rouge—1956**

Frequency: 1380 Kc..... Power: 500 Watts, d.  
 Owned By..... Miss Lou Bcstg. Corp.  
 Address..... 820 Commerce Bldg.  
 Tel.: Dickens 3-6506..... ABC-KBS-MBS  
 Station Rep..... Charles Bernard  
 General Manager..... R. Gomez

**WBOX—Bogalusa—1954**

Frequency: 920 Kc..... Power: 1 Kw. d.  
 Owned By..... Magic City Bcstg. Corp.  
 Address..... Box 689  
 Tel.: Rpublic 2-4254..... Independent  
 Station Representative..... Beaver & Assoc.  
 President, Gen. Mgr..... Ralph Blumberg

**WIKC—Bogalusa—1947**

Frequency: 1490 Kc..... Power: 1 Kw.d., 250 W.n.  
 Owned-Operated By..... Curt Siegelin  
 Business Address..... P. O. Box 811  
 Tel.: Rpublic 5-1355..... KBS  
 General, Station Mgr..... Curt Siegelin  
 Sales Promotion Mgr..... John H. Knight  
 Program Director..... Ron Hunter

Program Dir., Ch. Eng..... John M. Pitre  
 Chief Engineer..... Don Murphy

**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: 1 Kw.d., 250 W.n.  
 Owned-Operated By..... KSIG Bcstg Co., Inc.  
 Bus-Studio Address..... 320 N. Parkerson Ave.  
 Tel.: 783-2520..... MBS-KBS  
 Representative..... T. F. Clark  
 President..... Hirsch Scholl  
 General Manager..... Louis M. Basso  
 Commercial Manager..... Thomas E. Griffin  
 Program Director..... Charles Williams  
 Chief Engineer..... Larry Dickson

**WLBI—Denham Springs—1959**

Frequency: 1220 Kc..... Power: 250 Watts  
 Owned By..... Avoyelles Bcstg. Corp.  
 Address..... 132 Hummel St.  
 Tel.: NO 5-5155..... KBS  
 President..... W. L. Billups  
 Station Manager..... Gerald Fannaly  
 Chief Engineer..... C. P. Woodside  
 Owners of: KAPB, Marksville.

**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

**KEUN—Eunice—1952**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Tri-Parish Bcstg. Co.  
 Address..... Box 511  
 Tel.: GL 7-3041..... MBS-KBS  
 President..... Vince Riehl  
 Gen., Sta. Mgr..... Thomas C. Voinche  
 Sales Mgr., Ch. Eng..... Dean Nezat  
 Program Director..... Karl R. DeRowen  
 Publicity Director..... Skip Stewart

**KFNV—Ferriday—1956**

Frequency: 1600 Kc..... Power: 1 Kw., d.  
 Owned..... Miss-Lou Bcstg. Co.  
 Address..... Box 592  
 Tel.: 757-4200..... MBS  
 Gen. Mgr., Ch. Eng..... George Wilson  
 Commercial Manager..... Johnnie Littlejohn  
 Sales Prom. Manager..... Dale Magun

**KFRA—Franklin—1961**

Frequency: 1390 Kc..... Power: 500 Watts d.  
 Owned By..... KFRA, Inc.  
 Address..... Box 427  
 Tel.: 247..... Independent  
 President..... Lionel B. DeVille  
 General, Sta. Manager..... Chris Duplechain



# LOUISIANA

## **KLFT**—Golden Meadow—1955

Frequency: 1600 Kc. Power: 1000 W. d.  
Owned By..... Leo J. Theriot  
Address..... 1614 South Bayou Drive  
Tel.: Greenfield 5-5165..... Independent  
Station Representative..... Hopewell  
President, General Mgr..... Leo J. Theriot  
Commercial Manager..... Jerry Mitchell  
Prog. Dir., Sales Promo. Mgr..... Roy Vicknair, Jr.  
Chief Engineer..... George Roundtree Jr.

## **WFPR**—Hammond—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Alrweb, Inc.  
Business-Studio Address..... Box 432  
Tel.: 960-3589..... Independent  
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..... Waters St.  
Tel.: 505..... KBS  
Station Rep..... Hopewell  
Owners..... W. Smith, D. Davis, J. Shields  
Station, Program Mgr..... William R. Dunaway  
Chief Engineer..... A. T. Moore  
Owners of: KASO, Minden; WGTC, Centerville.

## **KHAL**—Homer—1955

Frequency: 1320 Kc. Power: 1 Kw., d.  
Owned..... Claiborne Bcstg. Corp.  
Address..... Box 97  
Tel.: 3804..... KBS  
President..... Tom Deas  
General Mgr., Ch. Eng..... Colon Johnston

## **KCIL**—Houma—1947

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned..... KCIL, Inc.  
Address..... Fahey St.  
Tel.: UP 2-6828..... KBS-MBS  
Station Representative..... Indie Sales  
President..... Denver T. Brannen  
V.P., Gen. Manager..... Les Ryder  
Commercial Mgr., Pub. Dir..... Hack Thesmar  
Program Director..... Virginia Ryder  
Chief Engineer..... Don Briennen  
Owners of: WDLP, Panama City; WPCP, Ferni-  
dano Beach, Fla.; WPAP, Gainesville, Fla.

## **KCKW**—Jena—1962

Frequency: 1480 Kc. Power: 500 Watts  
Owned By..... LaSalle Broadcasters  
Address..... Drawer M  
Tel.: 2-4646..... KBS  
President..... R. W. Wagner  
General Manager..... Robert C. Wagner  
Chief Engineer..... Dale Genius

## **KJEF**—Jennings—1950

Frequency: 1290 Kc. Power: 1,000 Watts d.  
Owned-Oper. By..... Jennings Bcstg. Co., Inc.  
Address..... 1521 Lake Arthur Ave.  
Tel.: 824-2934..... KBS  
Pres., Gen. Mgr., C. Eng..... Clovis L. Bailey

## **KTOC**—Jonesboro—1958

Frequency: 920 Kc. Power: 1,000 Watts  
Owned By..... Jackson Parish Bcstrs.  
Address..... P. O. Box 550  
Tel.: 4600..... KBS  
Station, Comm. Mgr..... A. H. Colvin Jr.  
Program, Ch. Eng..... T. L. Colvin Sr.

## **KPEL**—Lafayette—1957

Freq.: 1420 Kc. Power: 1 Kw. d., 500 Wts. n.  
Owned By..... Radio Lafayette  
Address..... Box 3120  
Tel.: Center 4-7418..... ABC  
Sta. Reps..... Bolles; Reilly; Tracy Moore  
President..... John Hicks  
Gen., Sta. Mgr..... George Crouchet

## **KVOL**—Lafayette—1935

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Oper. By..... Evangeline Bcstg. Co., Inc.  
Address..... 123 E. Main  
Tel.: CE 4-5151..... NBC  
Station Representative..... Robert Meeker  
General Manager..... George H. Thomas  
Station Mgr..... E. H. Hughes  
Program Director..... Rod Bernard  
Publicity Director..... Peggy Guidry  
Chief Engineer..... Adrian Martin

## **KKKW**—Lafayette—1960

Frequency: 1520 Kc. Power: 500 Watts  
Owned By..... General Communications, Inc.  
Address..... 611 S. Buchanan St.  
Tel.: Center 5-1520..... MBS  
Station Rep..... Venard, Torbet & McConnell  
President, Gen. Mgr..... James C. Pollock  
Sales Promotion Manager..... Rodney Hamilton  
Program Director..... Ernie Alexander  
Chief Engineer..... Ben Walker

## **KAOK**—Lake Charles—1947

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By..... KAOK, Inc.  
Address..... P. O. Box S  
Tel.: HE 6-7541..... Independent  
Station Rep..... Bernard Howard  
President..... J. J. Paglin  
General, Station Mgr..... W. L. Jackson  
Program, Publicity Dir..... Carl J. Junker  
Chief Engineer..... Walter Jones  
Owners of: WGOK, Mobile; WBOK, New Orleans;  
WAOK, Baton Rouge; WLOK, Memphis; KYOK,  
Houston.

## **KLOU**—Lake Charles—1947

Frequency: 1580 Kc. Power: 1000 Watts  
Owned-Oper. By..... Dixie Broadcasters, Inc.  
Address..... Box 817  
Tel.: HE 6-7277..... Independent  
Station Representative..... Pearson  
President, Gen. Mgr..... Albert D. Johnson  
Station, Comm. Mgr..... Bill Davis  
Program, Publicity Director..... John Janot

## **KPLC**—Lake Charles—1935

Frequency: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.

**Owned-Oper. By**..... Calcasieu Bcstg. Co.  
**Address**..... 320 Division St.  
**Tel.:** HE 6-3831 ..... NBC  
**Station Representative** .. Advertising Time Sales  
**President**..... T. B. Lanford  
**General Mgr.**..... Jim Toth  
**Station Manager** ..... Pelham Mills  
**Sales Promotion Mgr.** ..... Nita Wilburn  
**Program Director** ..... A. B. Craft  
**Publicity Director** ..... Gay White  
**Chief Engineer** ..... George Guidry  
**Owners of:** KALB-AM-TV, Alexandria, La.; KRMD,  
 Shreveport, La.; WSLD, Jackson, Miss.;  
 KPLC-TV, Lake Charles, La.

**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  
**Chief Engineer**..... P. Kuhn

**KLLA—Leesville—1956**

**Frequency:** 1570 Kc. .... **Power:** 1 Kw.  
**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**..... Henry J. Lozarone  
*(Also See KDBS, Alexandria, Page 356)*

**KDBC—Mansfield—1954**

**Frequency:** 1360 Kc. .... **Power:** 1 Kw. d.  
**Owned**..... DeSoto Bcstg. Corp.  
**Address** ..... P. O. Box 740  
**Tel.:** 1360 ..... KBS  
**Gen., Comm. Mgr.**..... Arthur L. Greene

**KWLA—Many—1962**

**Frequency:** 1530 Kc. .... **Power:** 1,000 Watts d.  
**Owned By** ..... Many Broadcasting Co.  
**Address** ..... P.O. Box 856  
**Tel.:** 256-5177 ..... Independent  
**Owners** ..... A. H. Colvin, Jr., T. L. Colvin, Sr.  
**Station Manager** ..... R. C. Moriarty

**KAPB—Marksville—1954**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts, d.  
**Owner**..... Avoyelles Bcstg. Corp.  
**Address** ..... 110 W. Mark St.  
**Tel.:** 7206 ..... KBS  
**President** ..... W. L. Billups  
**Chief Engineer**..... D. J. Bordelon

**KASO—Minden—1962**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned By** ..... Harold Ray Cook  
**Address** ..... Box 774  
**Tel.:** 377-1240 ..... KBS  
**Sta. Representative** ..... Hopewell  
**President, General Mgr.** ..... H. R. Cook  
**Program Dir., Chief Engr.** ..... M. S. O'Dell, Jr.

**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

**KMLB—Monroe—1930**

**Frequency:** 1440 Kc. .... **Power:** 5000 d.; 1000 n.  
**Owned By**..... KMLB, Inc.  
**Business Address**..... Box 1723  
**Tel.:** FAirfax 2-7161 ..... ABC, NBC  
**Station Representative** ..... Howard  
**General Manager**..... James Plaisance

**KNOE—Monroe—1944**

**Frequency:** 540 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**..... James A. Noe  
**Address** ..... KNOE Road  
**Tel.:** FA 2-8155 ..... Independent  
**Representative** ..... H-R Reps  
**President** ..... James A. Noe  
**General Manager** ..... Edd Rouff  
**Program Director** ..... Don Durden, Jr.  
**Chief Engineer**..... Ray Boyd  
**Owners of:** WNOE, New Orleans, La.; KNOE-TV,  
 Monroe, La.

**KMRC—Morgan City—1954**

**Frequency:** 1430 Kc. .... **Power:** 500 Watts d.  
**Owned**..... Tri-City Bcstg. Inc.  
**Address** ..... P. O. Box 889  
**Tel.:** 459-9036 ..... KBS  
**Pres., General Manager** ..... Mort Silverman

**KNOC—Natchitoches—1947**

**Frequency:** 1450 Kc. .... **Power:** 1 Kw. d., 250 W. n.  
**Owned-Oper. By**..... Natchitoches Bcstg. Co.  
**Business-Studio Address**..... 720 Front St.  
**Tel.:** 2353 ..... Independent  
**Station Representative**..... Walton  
**Pres., Gen. Mgr., Chief Eng.** B. H. Bailey, Jr.  
**Sta., Comm. Mgr.**..... Norman A. Fletcher  
**Program Director** ..... Don Nugent

**KANE—New Iberia—1946**

**Frequency:** 1240 Kc. .... **Power:** 1 Kw. d., 250 W. n.  
**Owned-Operated By**..... New Iberia Bcstg. Co.  
**Address** ..... 104 W. St. Peter St.  
**Tel.:** EMerson 9-6726 ..... Independent  
**President** ..... J. J. Davidson, Jr.  
**Gen., Sta. Manager**..... Donald Bonin  
**Commercial Manager**..... Sherry A. Lopez  
**Program Director**..... Mrs. Dee Voorhies  
**Publicity Director**..... Ken Nowell  
**Chief Engineer**..... Joe Sikes

**KVIM—New Iberia—1952**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts d.  
**Owned By**..... Wagenwest, Inc.  
**Address** ..... P.O. Box 971  
**Tel.:** EMerson 4-5826 ..... Independent  
**President** ..... David Wagenboord  
**General, Commercial Mgr.** ..... Gordon Lund  
**Sales Promotion Mgr.** ..... William D. Best  
**Program Dir., Chief Engr.**..... Don Rowland

# LOUISIANA

## WBOX—New Orleans—1951

Frequency: 800 Kc. Power: 1000 W., d.  
Owned By WBOX, Inc.  
Address: 505 Baronne St.  
Tel.: 524-5363 Independent  
Station Representative Bernard Howard  
President Jules J. Paglin  
Ex. Vice Pres. Stanley W. Ray, Jr.  
V.P., General Manager Ed Prendergast  
Commercial Manager Fred Schwarz  
Program Director Bill Buehl  
Chief Engineer Lloyd Spates  
Owners of: WLOK-AM, Memphis; WGOK-AM, Mobile; WNOK-AM, Baton Rouge; KAOK-AM, Lake Charles; KYOK-AM, Houston.

## WDSU—New Orleans—1923

Frequency: 1280 Kc. Power: 5000 Watts  
Owned By Royal Street Corp.  
Business Address: 520 Royal St.  
Tel.: 524-4371 NBC  
Representative John Blair  
President Edgar B. Stern, Jr.  
Exec V.P., General Mgr. A. Louis Read  
Station Manager Harold M. Wheelahan  
Commercial Manager Jack A. Murray  
Sales Prom. Mgr. Stan Cohen  
Program Director Jerry Clemmons  
Chief Eng. Lindsey Riddle  
Owners of: WDSU-FM-TV, New Orleans, La.

## 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  
Program Dir. Tom Abbott

## WNOE—New Orleans—1925

Frequency: 1060 Kc. Power: 50 Kw. d., 5 Kw. n.  
Owned By WNOE, Inc.  
Address: Sheraton-Charles Hotel  
Tel.: 529-2173 Independent  
Station Representative McGavren/Guild  
President, Gen. Mgr. James A. Noe, Jr.  
Assisant. Comm. Manager Cleve J. Brien  
Program Director Ken Elliott  
Chief Engineer A. J. Bourgeois  
Owners of: KNOE-AM-TV, Monroe, La.

## WSHO—New Orleans—1926

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By Raymac Radio, Inc.  
Address: 637 Common St.  
Tel.: 524-8265 Independent  
President Carmen Macri  
General Manager Ronald Tuten  
Chief Engineer Tony Lee

## WSMB—New Orleans—1925

Frequency: 1350 Kc. Power: 5000 Watts  
Owned WSMB, Inc.

Address: Maison Blanche Bldg.  
Tel.: 523-5921 ABC  
Representative Hollingbery  
President John M. Shaheen  
General Station Mgr. John L. Vath  
Sales Promotion Mgr. Ray Eberhardt  
Program Director Marshall Pearce  
Publicity Director Bill Treuting  
Chief Engineer A. J. Bourgeois

## WTIX—New Orleans—1951

Frequency: 690 Kc. Power: 5,000 Watts  
Owned-Oper. By Storz Broadcasting Co.  
Address: 328 Chartres St.  
Tel.: 523-3562 Independent  
Station Representative Eastman  
President Todd Storz  
V.P., General Mgr. Fred Berthelson  
Program Dir. R. Martin  
Chief Engineer William Baker

## WWL—New Orleans—1922

Frequency: 870 Kc. Power: 50,000 Watts  
Owned-Operated By Loyola U. of South  
Address: 6363 St. Charles Ave.  
Tel.: JACKSON 5-2194 CBS  
Representative Katz  
President Rev. Andrew C. Smith, S.J.  
Gen. Sta. Manager William A. Dean  
Sales Promotion, Pub. Dir. Walter F. Bouche  
Program Director Vincent Alletto  
Chief Engineer J. D. Bloom  
Owners of: WWL-TV.

## WWOM—New Orleans—1960

Frequency: 600 Kc. Power: 1,000 Watts  
Owned By Franklin Bcstg. Co.  
Address: 614 N. Rampart St.  
Tel.: 529-7516 Independent  
Station Representative Adam Young  
President William F. Johns  
General Mgr. D. Wagenvoord  
Sta., Sales Prom. Mgr. Harry Ladass  
Program Director Ken Karlton  
Chief Engineer Edwin Treadaway  
Owners of: WEW, St. Louis; WLOD, Ft. Lauderdale; WMIN, St. Paul; KOMA, Tulsa.

## WYLD—New Orleans—1949

Frequency: 940 Kc. Power: 10 Kw. d., 500 W. n.  
Owned By Rounsaville of N.O. Inc.  
Address: 2906 Tulane Ave.  
Tel.: 822-1945 Independent  
Station Representative Gill-Perna  
President Robert W. Rounsaville  
General Manager John J. Revisore  
Station Manager Carter Jones  
National Sales Mgr. Ralph B. Johnson  
Program Director David Shatter  
Chief Engineer John Fuselier  
Owners of: WCIN, Cincinnati; WYOL, Nashville; WFUN, Miami; WLOU; WTAM-TV, Louisville; WTMP, St. Petersburg; WATL-TV, Atlanta, Ga.

## KREH—Oakdale—1953

Frequency: 900 Kc. Power: 250 Watts d.

Owned-Oper. By.....Louisiana Bcstg. Service  
 Address.....P.O. Box 571  
 Tel.: 900.....KBS  
 General Manager.....R. L. Hooks  
 Station Manager.....Lee Perry  
 Chief Engineer.....Joseph C. Costello, III

## KWCL—Oak Grove—1958

Frequency: 1280 Kc.....Power: 500 Watts, d.  
 Owned By.....Carroll Bcstg. Co.  
 Address.....P.O. Drawer K  
 Tel.: GArden 8-2389.....KBS  
 President.....E. R. McCormick  
 General Manager.....Johnny Mitchell  
 Program Director.....Ivy Robinson  
 Chief Engineer.....Donald Nance

## KSLO—Opelousas—1947

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....KSLO Bcstg. Co.  
 Address.....P. O. Box 392  
 Tel.: 942—2633.....ABC  
 Station Representative.....Hal Walton  
 General Mgr.....W. Eugene Jones  
 Station Manager.....Wandell Allegood  
 Program Director.....Gerald Prejean  
 Chief Engineer.....Freddie Hebert

## KRIH—Rayville—1957

Frequency: 990 Kc.....Power: 250 Watts, d.  
 Owned By.....Aycock, Inc.  
 Address.....Box 420  
 Tel.: 728-4855.....Independent  
 President, Gen. Mgr.....C. S. Aycock, Jr.  
 Station, Commercial Mgr.....Henry F. Cumpston  
 Sales Promo. Mgr., Prog. Dir.....Nap Nappier  
 Chief Engineer.....Ferrand Lee Cumpston

## KRUS—Ruston—1947

Freq.: 1490 Kc.....Power: 500 W. d., 250 W n.  
 Owned-Oper. By.....Ruston Bcstg. Co.  
 Address.....105 Park Ave.  
 Tel.: AL 5-2530.....Independent  
 President.....C. E. Faulk, Jr.  
 Station Manager.....William Carter  
 Chief Engineer.....R. T. Jordan

## KANB—Shreveport—1958

Frequency: 1300 Kc.....Power: 1,000 Watts d.  
 Owned By.....Kenwil, Inc.  
 Address.....P.O. Box 7243  
 Tel.: 423—2668.....Independent  
 Station Representative.....Bob Dore Assocs.  
 President.....L. S. Walton  
 General, Station Mgr.....Harold G. Evans  
 Commercial Manager.....C. F. Scaife  
 Sales Promo., Publicity Dir.....John H. Wilson  
 Program Director.....Carol Booth  
 Chief Engineer.....A. T. Moore

## KBCL—Shreveport—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.  
 Owned By.....Good Music, Inc.  
 Address.....P.O. Box 727  
 Tel.: 423-1606.....Independent

Station Reps.....Melville; Hal Walton  
 President.....Alvin Childs  
 General, Station Mgr.....Allan Stoll  
 Chief Engineer.....A. T. Moore

## KCIJ—Shreveport—1950

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Southwest Bcstrs. Inc.  
 Address.....Box 197  
 Tel.: 424—0814.....KBS  
 Station Rep.....Charles Bernard  
 President, Gen. Mgr.....Marvin B. Kosofsky  
 Chief Engineer.....Benny Culbertson

## KEEL—Shreveport—1922

Frequency: 710 Kc. Power: 50 Kw. d., 5 Kw. n.  
 Owned By.....Lin Broadcasting Corp.  
 Address.....1500 N. Market  
 Tel.: 425—8692.....Independent  
 Station Rep.....Blair Radio  
 President.....Frederic Gregg, Jr.  
 General, Station Manager.....Marie Gifford  
 Commercial Manager.....Al Evans  
 Sales Promotion Manager.....O. M. Teate  
 Program Director.....Vern Stierman  
 Chief Engineer.....Rudy Johnson  
 Owners of: WAKY, Louisville, Ky.; WMAK, Nash-  
 ville, Tenn.; KAAV, Little Rock, Ark.

## KJOE—Shreveport—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.  
 Owned By.....Armand Bcstg Co.  
 Address.....529½ Crockett St.  
 Tel.: 422-0732.....Independent  
 Station Representative.....Weed  
 President.....Armand Kovitz  
 Program Director.....Ronnie Palmer  
 Publicity Director.....Elizabeth Hawkins  
 Chief Engineer.....Carl Goulden

## KOKA—Shreveport—1950

Frequency: 1550 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By.....McLendon-Shreveport Bcstg. Co.  
 Business Address.....P.O. Box 3605  
 Tel.: 422-3122.....Independent  
 Sta. Rep.....Pearson  
 President, Gen. Mgr.....John McLendon  
 Station Manager.....A. Evans

## KREB—Shreveport—1960

Frequency: 980 Kc.....Power: 5 Kw. d.  
 Owned By.....KREB, Inc.  
 Address.....311 Milam St.  
 Tel.: 42-33681.....MBS  
 Station Representative.....Hollingbery  
 General Manager.....L. Brandon  
 Station, Comm. Mgr.....Joe Monroe

## KRMD—Shreveport—1928

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....T. B. Lanford  
 Address.....P. O. Box 1712  
 Tel.: 423-6172.....Independent  
 Representative.....Weed  
 President.....T. B. Lanford  
 General, Comm. Mgr.....Thomas A. Gresham  
 Program Director.....Joseph H. Keith

# LOUISIANA

Chief Engineer.....Dub Wilkinson  
 Owners of: KALB-AM-TV-FM, Alexandria; KFLC-AM-TV, Lake Charles; WSLI, Jackson; WJTV, Jackson; KKMD-FM.

## KWKH—Shreveport—1925

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....International Bcstg. Corp.  
 Address.....Commercial Bldg.  
 Tel.: 422-8711.....ABC  
 Newspaper Affiliation.....Shreveport Times  
 Representative.....Christal Co.  
 President.....William H. Bronson  
 Exec. V.P., Gen. Mgr.....Henry B. Clay  
 Asst. Mgr., Commercial Mgr.....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 127  
 Tel.: LE 9-4616.....KBS  
 General Mgr.....John K. Hill

## KIKS—Sulphur-Lake Charles 1955

Frequency: 1310 Kc.....Power: 500 W. d.  
 Owned By.....Victor Radio Co.  
 Address.....Box 190, Sulphur  
 Tel.: JAcKson 7-5266.....MBS-KBS

Station Representative.....Grant Webb & Co.  
 President.....Joseph P. Trantino  
 Station Manager.....Cecil E. Bland, Jr.  
 Commercial Manager.....Carroll A. Wynn  
 Program Director.....Ray Brown  
 Chief Engineer.....Carl Doiron

## 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

## KTIB—Thibodaux—1953

Frequency: 630 Kc.....Power: 500 W. d.  
 Owner.....Delta Bcstrs., Inc.  
 Address.....1st Federal Bldg., W. 2nd St.  
 Tel.: Hillcrest 7-9006.....Independent  
 President.....F. H. Block  
 General Mgr.....Ray Saadi

## KVPI—Ville Platte—1953

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Ville Platte Bcstg. Co.  
 Address.....Box 566  
 Tel.: 363-2124.....KBS  
 President.....Lionel B. Deville  
 Gen., Comm. Mgr.....J. Soileau  
 Chief Engineer.....J. L. Sylvester

## KUZN—West Monroe—1955

Frequency: 1310 Kc.....Power: 1 Kw.  
 Owned.....Griffith Electric Co.  
 Address.....1515 N. 7th St.  
 Tel.: FAirfax 2-1491.....Independent  
 Station Representative.....Breen & Ward  
 President, Chief Eng.....Howard E. Griffith  
 General, Comm. Mgr.....Ollie Bales  
 Owners of: KTLD-AM, Tallulah.

## KEVL—White Castle—1955

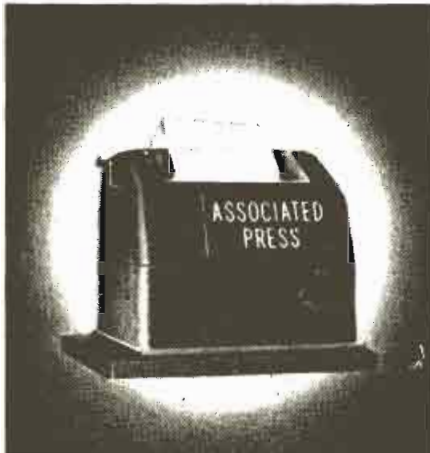
Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Big League Bcstg. Co.  
 Address.....P.O. Box 457  
 Tel.: 5116.....KBS  
 Owner.....Chas. E. Schwing, Jr.  
 General Mgr.....L. Miller

## KMAR—Winnesboro—1957

Frequency: 1570 Kc.....Power: 1,000 Watts, d.  
 Owned.....Franklin Bcstg. Co.  
 Address.....Box 312  
 Tel.: 435-5141.....Independent  
 Station Representative.....Hal Walton & Assoc.  
 President.....J. H. Martin  
 General, Station Manager.....Si Willing

## 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



**PROGRESSIVE STATIONS  
 PREFER THE  
 PRESTIGE NEWS SERVICE**



Pop.: 980,000  
Families: 283,000

# Maine

Radio Homes: 280,000  
AM Stas. in State: 28

## WFAU—Augusta—1946

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 Wts. n.  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Business Address.....160 Bangor St.  
Tel.: MAYfair 3-3878.....Independent  
Station Reps. ....Weed; Creed & Assocs.  
President .....Faust Couture  
General Station Mgr. ....Norman G. Gallant  
Commercial Manager .....Donald Powers  
Sales Promotion Mgr. ....Donald Mullen  
Program Director.....Mona Toothaker  
Publicity Director.....James Shaw  
Chief Engineer.....Joseph Roy  
Owners of: WCOU-AM-FM, Lewiston; WFAU-FM,  
Augusta. All Maine.

## WRDO—Augusta—1932

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By .....WRDO, Inc.  
Address .....251 Water Street  
Tel.: MA 3-4735.....NBC  
Sta. Reps. ....Bdcast Time Sales; Nona Kirby  
President .....William H. Rines  
General Manager.....Jack S. Atwood

## WABI—Bangor—1924

Frequency: 910 Kc. Power: 5000 Wath;  
Owned-Oper. By...Community Bcstg. Service  
Address .....35 Hildreth St.  
Tel.: 947-8321 .....MBS  
Station Reps. ....Kettell-Carter; Hollingbery  
President .....Horace A. Hildreth  
Station Manager .....John MacRae  
Commercial Manager .....Charles M. Sias, Jr.  
Owners of: WPOR, Portland; WAGM-AM-TV, Pres-  
que Isle; WABI-FM-TV, Bangor. All Maine.

## WGUY—Bangor—1947

Frequency: 1250 Kc. Power: 5000 Watts d.  
Owned-Operated By...Bangor Bcstg. Corp.  
Address .....26 Central St.  
Tel.: 947-7354 .....Independent  
Station Reps. ....Weed; Bill Creed Assocs.  
President .....Melvin Stone  
General Mgr., Chief Eng. ....Louis J. Borgatti  
Comm., Sales Prom. Mgr. ....William Hart  
Program Director .....Jack Dalton  
Publicity Director .....Diana M. Barter

## WLBZ—Bangor—1926

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By...Maine Bcstg. Co.  
Address .....861 Broadway  
Tel.: Bangor 942-4656 .....NBC  
Station Rep. ....Broadcast Times Sales  
President .....William H. Rines  
Station Mgr. ....Edward E. Guernsey  
Chief Engineer.....John H. Wibby

## WJTO—Bath—1957

Frequency: 730 Kc. Power: 1000 Watts d.

Owned By.....Winslow T. Porter  
Address.....195 Front St.  
Tel.: HI 3-5542 .....MBS  
Station Representative .....Breen & Ward  
Pres., Gen. Sta. Mgr. ....Winslow T. Porter  
Commercial Mgr. ....Esther Hawley  
Program Director .....Mark Roman  
Publicity Director.....Lewis Colby  
Chief Engineer.....Dr. Harry F. Hinckley

## WIDE—Biddeford—1948

Frequency: 1400 Kc. Power 1 Kw. d., 250 W. n.  
Owned By.....Biddeford-Saco Bcstg. Corp.  
Address .....234 Main St.  
Tel.: Atlantic 4-4566.....Independent  
Station Representative.....Walker-Rawall  
Pres., Gen. Mgr. ....J. Alan Jasper  
V. P., Treasurer.....M. Chester Ball  
Station Mgr. ....Howard B. Martin  
Commercial Manager.....Franklin Fowler  
Program Director .....Edward Horne  
Chief Engineer.....Carl Snow

## WCME—Brunswick—1955

Frequency: 900 Kc. Power: 1,000 Watts  
Owned By.....Westminster Bcstg. Co.  
Address .....River Road  
Tel.: PA 5-5507.....Independent  
President, Gen. Mgr. ....Roger Strawbridge  
Comm., Sales Prom. Mgr. ....William N. McKeen  
Chief Engineer.....Gary King  
Owners of: WOTW-AM-FM, Nashua, N. H.

## WQDY—Calais—1959

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....St. Croix Bcstg. Co., Inc.  
Address .....International Broadcast House  
Tel.: 454-7545 .....MBS  
Sta. Rep. ....Hollingbery  
President, General Mgr. ....John H. Vendell Jr.  
Commercial Manager .....Daniel F. Hollingdale  
Program Director.....W. Clarke  
Chief Engineer.....Dale Wing  
Owners of: WSJR, Madawaska, Me.

## WFST—Caribou—1956

Frequency: 600 Kc. Power: 5 Kw., d.  
Owned.....Northern Bcstg. Co.  
Address .....Box 65  
Tel.: GYpsy 6-3731.....Independent  
Sta. Reps. ....Devney Org.; McGavren-Guild  
V.P., Gen. Sta. Mgr. ....Elby Stevens  
Commercial Mgr. ....Al Knight  
Program Director.....Dick Meyer  
Chief Engineer.....G. D. Johnson

## WDEA—Ellsworth—1958

Frequency: 1370 Kc. Power: 5 Kw., d.  
Owned By.....Coastal Broadcasting Co. Inc.  
Address .....68 State St.  
Tel.: 667-2523 .....Independent  
Station Reps. Walker-Rawall; N. Eng. Spot Sales

# MAINE

President.....Milton C. Chapman  
General Station Mgr.....Donald E. Knowles  
Comm., Prom. Mgr.....Donald C. Grafiam  
Program Director.....William T. McCarthy  
Chief Engineer.....F. Chalmers

## WKJ—Farmington—1959

Frequency: 1380 Kc.....Power: 1,000 Watts  
Owned By.....Franklin Broadcasting Corp.  
Address.....P. O. Box 590  
Tel.: 778-3000.....Independent  
Station Rep.....Kettell-Carter  
President, Gen. Mgr.....Elden H. Shute Jr.  
Commercial Manager.....Harry K. Heustis  
Chief Engineer.....R. Dean Seguin

## WHOU—Houlton—1950

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....N. Maine Bcstg. Corp.  
Address.....1340 North Rd.  
Tel.: 532-6446.....Independent  
Station Reps.....N.E. Spot Sales; Walker-Rowalt  
President.....Glenn Hilmer  
General Station Mgr.....Keith L. Stine  
Sales Promotion Mgr.....Ronald Perry  
Program Director.....John Dombek  
Chief Engineer.....Douglas Robertson

## WCOU—Lewiston—1938

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Twin City Bcstg. Co., Inc.  
Business-Studio Address.....223 Lisbon St.  
Tel.: 784-6921.....Independent  
Sta. Reps.....Weed; Bill Creed Assoc.  
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  
Owners of: WFAU-AM-FM, Augusta; WCOU-FM,  
Lewiston, All Maine.

## WLAM—Lewiston—1947

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.  
Address.....P.O. Box 929  
Tel.: 784-5401.....ABC  
Sta. Reps.....Kettell-Carter; Jack Masla  
Pres., Gen. Mgr.....F. Parker Hoy  
Station Manager, Prog. Dir.....Harold Dutch  
Comm. Prom. Mgr.....Romeo E. Sansoucy  
Publicity Director.....Frederick H. Gage  
Chief Engineer.....Herbert Wiles

## WCSH—Portland—1925

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Maine Radio & TV Corp.  
Address.....157 High St.  
Tel.: SP 2-0181.....NBC  
Station Rep.....Nona Kirby  
President.....William H. Rines  
General Manager.....Jack S. Atwood  
Station Manager.....Benjamin A. Hubley  
Commercial Manager.....Herbert W. Crosby  
Chief Engineer.....Charles R. Brown  
Owners of: WCSH-TV.

## WGAN—Portland—1938

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Guy Gannett Bcstg. Services  
Business-Studio Address.....390 Congress St.,  
Tel.: SP 2-4661.....CBS  
Newspaper Affil.....Gannett Publishing  
Station Reps.....Gill-Perna; Blair  
President.....Jean Gannett Williams  
General Manager.....Francis H. Farnum, Jr.  
Sales Prom. Mgr.....Jack Harvey  
Publicity Director.....Nunzi Casavola  
Prog. Dir.....C. R. Sanford  
Chief Engineer.....Roger W. Hodgkins  
Owners of: WGAN-TV.

## WLOB—Portland—1956

Frequency: 1310 Kc.....Power: 1 Kw., d.  
Owned.....Casco Bcstrs. Corp.  
Business Address.....645 Congress St.  
Tel.: SP 5-2336.....Independent  
Station Reps.....Devney Org.; Eckels  
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.....Walter Thomas  
Chief Engineer.....T. Richard Dunn

## WPOR—Portland—1946

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Hildreth Bcstg. Co.  
Business-Studio Address.....477 Congress St.  
Tel.: SP 3-8111.....ABC, MBS  
Rep.....Kettell-Carter; Hollingbery  
President.....Horace A. Hildreth  
Exec. V.P.....Walter L. Dickson  
Station Manager.....Harry J. Dowd, Jr.  
Comm. Sales Prom. Mgr.....William J. Mullen  
Chief Engineer.....Joseph Williams

## WAGM—Presque Isle—1932

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Operated By.....Aroostook Bcstg. Corp.  
Address.....P.O. Box 729  
Tel.: PORTer 4-6271.....MBS  
Representative.....Hollingbery; Kettell-Carter  
President.....Horace A. Hildreth  
Exec. V.P.....W. L. Dickson  
Station Mgr.....S. Lyons  
Commercial Manager.....Robert J. Gold  
Sales Prom. Mgr., Pub. Dir.....William Stephenson  
Program Director.....Wayne A. Knight  
Chief Engineer.....John Richards  
Owners of: WAGM-TV.

## WEGP—Presque Isle—1960

Frequency: 1390 Kc.....Power: 5,000 Watts  
Owned By.....Presque Isle Radio Co.  
Address.....418 Main St.  
Tel.: PORTer 8-5141.....Independent  
Newspaper Affil.....Star Herald  
President.....Edward G. Perrier  
General Sta. Manager.....Ted Coffin  
Commercial Manager.....Richard Marshall  
Chief Engineer.....Gilbert M. Titcomb Jr.

## MAINE-MARYLAND

### WRKD—Rockland—1952

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Knox Bcstg. Co.  
 Address.....415 Main St.  
 Tel.: 594-8451.....ABC  
 President.....Carleton D. Brown  
 General Manager.....Paul R. Huber  
 Commercial Mgr.....Terrence Economy  
 Chief Engineer.....Ernest Hammond

### WRUM—Rumford—1953

Frequency: 790 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Bcstg. Co.  
 Address.....89 Congress St.  
 Tel.: 361-3701.....Independent  
 Station Reps.....Weed; Bill Creed Assocs.  
 President.....Melvin L. Stone  
 General, Comm. Manager.....Kenneth J. Ellis  
 Program Director.....Francis Shorey  
 Chief Engineer.....Leslie J. LeBlanc

### WSME—Sanford—1957

Frequency: 1220 Kc. Power: 1 Kw., d.  
 Owned.....York Bcstg. Co.  
 Address.....Box 1220  
 Tel.: 324-2464.....Independent  
 Station Reps.....Devney Org.; Eckels  
 President.....Melvin L. Stone  
 General, Comm. Mgr.....John A. Carlson  
 Program, Publicity Director.....Fred E. Nutter  
 Chief Engineer.....Carleton Snow  
 Owners of: WSME, Sanford, Me.

### WGHM—Skowhegan—1956

Frequency: 1150 Kc. Power: 5 Kw. d.

Owned By.....Pineland Broadcasting Co.  
 Address.....61 Water St.  
 Tel.: Greenwood 4-2727.....Independent  
 Sta. Reps.....Weed; Creed  
 President.....Melvin L. Stone  
 General Manager.....Richard MacLennan  
 Chief Engineer.....Lewellyn Greenlaw

### WKTQ—South Paris—1955

Frequency: 1470 Kc. Power: 250 Watts  
 Owned-Oper. By.....Oxford Bcstg. Co.  
 Address.....Alpine St.  
 Tel.: PI 3-2311.....Independent  
 Station Reps.....Hopewell; Kettell-Carter  
 President, Gen. Mgr.....Gerald T. Higgins  
 Station Mgr., Chief Eng.....R. Dean Sequin  
 Commercial Manager.....Merriam Grover

### WTVL—Waterville—1946

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Kennebec Bcstg. Co.  
 Business-Studio Address.....36 Silver St.  
 Tel.: TR 3-3311.....ABC  
 Station Rep.....George Hollingbery  
 President, Gen. Mgr.....Carleton D. Brown  
 Commercial Manager.....Harold L. Vique  
 Program Dir.....Geo. Redpath  
 Chief Engineer.....Don Sutherland

### WJAB—Westbrook—1959

Frequency: 1440 Kc. Power: 5 Kw.  
 Owned By.....Westbrook Broadcasting Co., Inc.  
 Address.....841 Main St.  
 Tel.: UL 4-8409.....Independent  
 General Manager.....R. Durgin

Pop.: 3,275,000  
 Families: 945,000

## Maryland

Radio Homes: 905,000  
 AM Stas. in State: 37

### WAMD—Aberdeen—1957

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned By.....Harford Cty. Bcstg. Co.  
 Address.....P. O. Box 485  
 Tel.: CR 2-4400.....Independent  
 Station Representative.....George Hopewell  
 Pres., Gen. Mgr.....J. L. Allen  
 Program Dir.....Howard R. Gray

### WABW—Annapolis—1946

Frequency: 810 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....ABW Bcstg. Co.  
 Business Address.....P. O. Box 1551  
 Tel.: CO 3-9211.....Independent  
 Station Representative.....Hal Walton  
 President.....Lester Grenewalt  
 General Manager.....Norman L. Garling  
 Station, Program Mgr.....Robert Best  
 Commercial Manager.....A. H. Fish  
 Chief Engineer.....Joseph Griscom, Jr.  
 Owners of: WGSB, Ephrata; WCBG, Chambersburg.

### WANN—Annapolis—1947

Frequency: 1190 Kc. Power: 10000 Watts d.

Owned-Operated By.....Annapolis Bcstg. Corp.  
 Address.....P.O. Box 631  
 Tel.: 263-2500.....Independent  
 Station Rep.....Continental Bcstg.  
 Pres., Gen. Mgr.....Morris H. Blum  
 Chief Engineer.....M. W. Pittman

### WNAV—Annapolis—1948

Frequency: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Capital Bcstg. Co.  
 Address.....Admiral's Drive  
 Tel.: CO 3-2639.....Independent  
 Station Rep.....Breen & Ward  
 President.....Henry Rau  
 Station Manager.....Daniel K. Lavelle  
 Asst. Mgr., 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.....Maryland's Bcst. Center  
 Tel.: HO 7-3000.....NBC

# MARYLAND

Station Rep. .... McGavren/Guild  
 V.P., General Mgr. .... Thomas S. Carr  
 Commercial Mgr. .... Alfre E. Burk  
 Sales Prom., Pub. Dir. .... Charles La Mason  
 Program Director .... Thomas O'Connor  
 Chief Engineer .... John Wilner  
 Owners of: WBAL-FM-TV; WISN-AM-FM-TV, Mil-  
 waukee; WCAE-AM-FM, Pittsburgh; WTAE-TV,  
 Pittsburgh.

## WBMD—Baltimore—1947

Frequency: 750 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Key Bcstg. Corp.  
 Address .... 21 W. Chase St.  
 Tel.: MU 5-7095. .... Independent  
 Station Rep. .... Charles Bernard  
 President .... George E. Hull  
 Gen., Comm. Manager .... Carl G. Brenner  
 Sales Prom. Manager .... Ed LaBerge  
 Program Director .... Clark West  
 Publicity Director .... Webb Roszelle  
 Chief Engineer .... James Pinkham  
 Owners of: WPTN, Lexington Park, Md.; WYND,  
 Sarasota, Fla.

## 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  
 Gen., Station Mgr. .... Byron Millenson  
 Sales Supervisor .... Edward L. Anzmann, Jr.  
 Program Director .... Larry Monroe  
 Sales Prom. Mgr. .... Mrs. Jean Mowbray  
 Publicity Director .... Charles Purcell  
 Chief Engineer .... C. A. Seibold Jr.  
 Owners of: WMP5-AM-FM, Memphis; WFLD-AM-  
 FM, Atlanta; WJJD-AM-FM, Chicago; WCOP-  
 AM-FM, Boston.

## WCBM—Baltimore—1924

Frequency: 680 Kc. .... Power: 10,000 d.; 5000 n.  
 Owned-Oper. By .... Baltimore Bcstg. Corp.  
 Bus.-Studio Address .... Community House  
 Tel.: BE 5-8400. .... CBS  
 Sta. Representative .... Metro Bcst. Sales  
 President .... John Elmer  
 Executive V.P. .... G. H. Roeder  
 V.P. Operations .... Charles A. Roeder  
 V.P. Sales .... John E. Hegly  
 Publicity Dir. .... Diana Wescott  
 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  
 Exec. V.P., Gen. Mgr. .... Samuel E. Feldman  
 Program Director .... Wiley Daniels  
 Chief Engineer .... Clifford Inman

## WFBR—Baltimore—1922

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... The Baltimore Radio Show  
 Address .... 13 E. 20th St.

Tel.: 685-1300 .... Independent  
 Representative .... John Blair & Co.  
 President .... Robert S. Maslin, Jr.  
 General, Station Mgr. .... Robert B. Jones, Jr.  
 Director of Sales .... Dudley Tichenor  
 Program Director .... Ralph Phillips, Jr.  
 Sales Promotion Mgr. .... William Corcoran  
 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. .... MBS  
 Sta. Reps. .... Select; Clarke Brown  
 Pres., Gen. Mgr. .... Thomas G. Tinsley, Jr.  
 V. P., Station Manager .... Robert C. Embry  
 Program Director .... Gene Creaasy  
 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  
 Station Reps. .... UBC; Dora-Clayton  
 President .... Richard Eaton  
 General Manager .... Helen Wherley  
 Chief Engineer .... Frank Bacon

## WWIN—Baltimore—1951

Frequency: 1400 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By .... Belvedere Bcstg. Co.  
 Address .... 1119 N. Charles St.  
 Tel.: SAratoga 7-3555. .... ABC  
 President .... Thomas F. McNulty  
 General Mgr. .... H. S. Earp  
 Chief Engineer .... Leo Karns

## WMHI—Braddock Hgts.—1961

Frequency: 1370 Kc. .... Power: 500 Watts d.  
 Owned By .... Musical Heights, Inc.  
 Address .... Route 5, Frederick, Md.  
 Tel.: MOnument 2-2148. .... Independent  
 President, Comm. Mgr. .... Leo L. Shank  
 General, Sta. Manager .... John T. Staub  
 Chief Engineer .... Howard C. Fisher

## WCEM—Cambridge—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... The Shore Bcstg Co.  
 Address .... Queen Anne Ave.  
 Tel.: ACademy 8-4800. .... Independent  
 Pres., Gen. Mgr. .... G. P. Richards  
 Sta., Commercial Mgr. .... Sam Cannon, Jr.  
 Prog. Dir. .... Bette B. Robbins  
 Chief Engineer .... Richard D. Groff

## WCUM—Cumberland—1948

Frequency: 1230 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By .... Allegany Cty. Bcstg. Corp.  
 Business Address .... P.O. Box 360  
 Tel.: PArkvlew 4-5400. .... CBS  
 Station Rep. .... Venard, Torbet & McConnell  
 President, Gen. Mgr. .... Wallace L. Hankin  
 Program Director .... Edward Enderle  
 Chief Engineer .... Martin Croft

**WTBO—Cumberland—1928**

Frequency: 1450 Kc. Power: 1000 Watts  
 Owned.....Cumberland Valley Bcstg. Co.  
 Address.....Box 510  
 Tel.: 722-8666.....NBC  
 Representative.....Burn-Smith  
 Pres., Gen. Sta. Mgr.....A. William German  
 V.P., Comm. Mgr.....Sam Cozad  
 Program Dir.....Leslie Ford  
 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  
 Station Representative.....Gill-Perna  
 President.....Guy S. Erway  
 General, Sta. Mgr.....R. J. Bennett  
 Program Director.....Bob Hilber  
 Publicity Director.....Larry Harrison  
 Sales Prom Mgr.....Senius Smith  
 Chief Engineer.....Duane Cornett

**WEMD—Easton—1960**

Frequency: 1460 Kc. Power: 500 W.  
 Owned By.....Easton Broadcasting Co.  
 Address.....3855 N. 30th St., Arlington, Va.  
 Tel.: JA 5-7566.....KBS  
 Station Rep.....Thomas F. Clark  
 Partners.....Mary and Richard S. Cobb  
 Station Manager.....Dick Lee  
 Commercial Manager.....Baldwin Goodwin  
 Chief Engineer.....Tom Gregory

**WFMD—Frederick—1936**

Frequency: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Monocacy Bcstg. Co.  
 Address.....1 West Seventh St.  
 Tel.: 663-4181.....CBS  
 President, Gen. Mgr.....Laurence Leonard  
 General Manager.....Morton Siegel  
 Commercial Mgr.....C. Merritt Troit  
 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.....Independent  
 General Mgr., Ch. Eng.....D. C. Loughry  
 Commercial Mgr.....D. Hillegas

**WHMC—Gaithersburg—1962**

Frequency: 1150 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By.....Nick J. Chaconas  
 Address.....Watkins Mill Rd.  
 Tel.: 948-9400.....Independent  
 President, General Mgr.....Nick J. Chaconas

**WARK—Hagerstown—1947**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....WARK, Inc.  
 Address.....880 Commonwealth Ave.  
 Tel.: RE 3-4500.....CBS

Station Representative. UBC Sales; Dora-Clayton  
 President.....Henry Rau  
 V.P., General Manager.....Allen Hedgecock  
 Prog. Dir.....Richard Collyer  
 Chief Engineer.....Lloyd Smith  
 Owners of: WOL-AM-FM, Washington; WNAV-  
 AM-FM, Annapolis; WDOV-AM-FM, Dover, Del.

**WJEJ—Hagerstown—1932**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 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  
 Comm. Sta. Mgr.....Lou L. Garris  
 Program Director.....Betty Andrews  
 Chief Engineer.....George McIntire

**WHAG—Halfway—1962**

Frequency: 1410 Kc. Power: 1,000 Watts  
 Owned By.....Regional Broadcasting Co.  
 Address.....P.O. Box 481, Hagerstown  
 Tel.: 739-8016.....Independent  
 Station Representative.....George Hopewell  
 President.....Arthur A. Snowberger  
 General, Station Mgr.....James C. Riser  
 Commercial Manager.....Robert E. Dudley  
 Program Director.....Jerry Gray

**WASA—Havre de Grace—1948**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Chesapeake Bcstg. Corp.  
 Address.....P. O. Box 97  
 Tel.: 939-0800.....Independent  
 General, Sta. Manager.....Mrs. Jason T. Pate  
 Comm.-Sales Prom. Mgr.....Charles W. Irwin  
 Program, Publicity Dir.....John H. Little  
 Chief Engineer.....Don F. Wham

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Md. Bcstrs. Inc.  
 Address.....P.O. Box 346  
 Tel.: GR 5-2211.....Independent  
 Pres., Gen. Mgr., Ch. Engr.....James L. Bittner

**WPTX—Lexington Park—1960**

Frequency: 920 Kc. Power: 500 Watts, d.  
 Owned.....Key Broadcasting  
 Address.....879 Park Ave.  
 Tel.: VO 2-1031.....Independent  
 General, Station Mgr.....Wm. Thomas Rice, Sr.  
 Sales Promotion Mgr.....Paula Kitchen  
 Program Dir., Chief Eng.....John Kershaw  
 Owners of: WBMD, Baltimore.

**WETT—Ocean City—1960**

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned By.....The WETT Corp.  
 Address.....P. O. Box 61  
 Tel.: 289-7201.....Independent  
 President.....J. L. O'Conner, Jr.  
 General Mgr., Prog. Dir.....John J. Quinn  
 Station Mgr., Chief Engr.....J. G. Lenoir  
 Commercial Mgr.....Irwin J. Meyer  
 Sales Prom. Mgr.....David W. Beck  
 Publicity Director.....Walter Hayes



## MARYLAND-MASSACHUSETTS

### WDMV—Pocomoke City—1955

Frequency: 540 Kc. Power: 500 W. d.  
Owned-Operated By: Eastern Shore Bcstg. Co.  
Address: Box 210  
Tel.: Pocomoke 540  
Independent  
Station Rep. Walton  
President Ernest Tannen  
General Manager John C. Moran  
Chief Engineer Lloyd A. Lohr

### WINX—Rockville—1951

Freq.: 1600 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Oper. By: Montgomery Cty. Bcstg. Co.  
Address: 8 Baltimore Rd.  
Tel.: 424-9292  
Independent  
Station Reps. UBC; Dora-Clayton  
President Richard Eaton  
General Manager Pierre D. Eaton  
Station Mgr., Program Dir. Richard Denham  
Commercial Manager Ed Bushman  
Sales Prom. Mgr. John Panagos  
Chief Engineer William Vickers  
Owners of: WOOK, Washington; WJMO, Cleveland;  
WNSD-AM-FM, Baltimore; WANT, Richmond;  
WBNX, New York; WMUR-TV, Manchester,  
N. H.; WFLB, S. Miami, Fla.

### WBOC—Salisbury—1940

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By: WBOC, Inc.  
Bus.-Studio Address: Radio TV Park  
Tel.: Pioneer 9-6131  
MBS  
Newspaper Affil. Sunpapers, Baltimore  
Representative Burn Smith  
President William F. Schmick, Jr.  
Gen., Sales Prom. Mgr. Charles J. Truitt  
Commercial Manager Ron Maines  
Program Director John W. Downing, Jr.  
Chief Engineer Jack W. Ward

### WICO—Salisbury—1956

Frequency: 1320 Kc. Power 1000 Watts, d.  
Owned-Operated By: Delmarva Broadcasting Corp.  
Address: 127 E. Carroll St.  
Tel.: Pioneer 2-3212  
ABC-KBS  
President Robert C. Doyle  
General Manager C. Morse

### 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 UBC  
Pres., Gen. Mgr. Norman Glenn

### 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  
President John S. Booth  
General Manager Glenn M. Brillhart

### 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

### WDOH—Wheaton—1953

Frequency: 1540 Kc. Power 1 Kw. d., 250 W. n.  
Owned-Operated By: Everett L. Dillard  
Address: 11216 Georgia Ave.  
Tel.: Lockwood 5-0747  
Independent  
Pres., Gen. Mgr. Everett L. Dillard  
Station Manager Jean M. Dillard

Pop.: 5,235,000  
Families: 1,517,000

## Massachusetts

Radio Homes: 1,480,000  
AM Stas. in State: 58

### WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By: Attleboro Radio Assn.  
Address: 8 N. Main St.  
Tel.: CA 2-1320  
Independent  
Station Reps. Bill Creed; Breen & Ward  
President Howard H. Sweet  
Gen., Station Mgr. Keith S. Field  
Commercial Mgr. Stan Morgan  
Chief Engineer Raymond Arnold  
Owners of: WYNG, Warwick, R. I.

### WBOS—Boston—1947

Frequency: 1600 Kc. Power: 5000 Watts  
Owned-Oper. By: Champion Bcstg. Sys., Inc.  
Address: 790 Commonwealth Ave.  
Tel.: BE 2-5650  
Independent  
Station Representative Weed  
President Herbert Hoffman

Gen., Sta. Mgr. Ralph Weinman  
Commercial Mgr. Harry Goodman  
Chief Engineer Anthony Olmedi

### WBZ—Boston—1921

Frequency: 1030 Kc. Power: 50,000 Watts  
Owned-Operated By: 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. A. B. Hartman  
Sales Promotion Mgr. Warren L. Maurer  
Program Mgr. A. L. Heacock  
Publicity Director Robert M. Newhook  
Chief Engineer W. H. Hauser  
Owners of: KPEN, San Francisco, Calif.; WOWO,  
Fort Wayne, Ind.; WBZ-TV, Boston, Mass.:

# MASSACHUSETTS

KYW, Cleveland, O.; KYW-TV, Cleveland, O.; WINS, New York, N. Y.; 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.

## WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By.....Plough Bcstg. Corp.  
Bus.-Studio Address.....234 Clarendon St.  
Tel.: CO 7-0123.....Independent  
Representative.....Radio-TV Reps.  
President.....Harold Krelstein  
V.P., General Mgr.....Roy Whisnand  
Program Director.....Sieve Trivers

## WCRB—Boston—1948

Frequency: 1330 Kc. Power: 5 Kw.  
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  
Commercial Manager.....Leonard V. Corwin  
Sta. Mgr.....Richard L. Kaye  
Sales Promotion Manager.....Eugene Kilham  
Program, Pub. Director.....David S. MacNeill  
Chief Engineer.....Kim Kirchwey  
Owners of: WCRB-FM, Boston.

## 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 Sinnott  
Program Director.....Robert Covington  
Sales Promo. & Adv. Mgr.....Joseph Cullinane  
Chief Engineer.....Warren J. Stevens

## WEZE—Boston—1922

Frequency: 1260 Kc. Power: 5000 Watts  
Owned By.....WEZE, Inc.  
Address.....10 Arcade, Staller Office Bldg.  
Tel.: Liberty 2-1717.....NBC  
Representative.....Eastman  
President.....J. P. Williams  
Exec. V.P., Gen. Mgr.....Arthur E. Haley  
Vice President.....M. J. Williams  
Chief Engineer.....George Jowdy

## WHDH—Boston—1926

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Herald-Traveler Corp.  
Address.....50 Morrissey Blvd.  
Tel.: AVenue 8-5000.....Independent  
Newspaper Affil.....Herald-Traveler  
Representative.....Blair Radio  
President.....Robert B. Choate  
V.P., Managing Dir.....William B. McGrath  
V.P., Sales Dir.....Alexander M. Tanger  
Nat'l Sales Mgr.....William H. Fallon  
Program Mgr.....John M. Day  
Sales Prom. Director.....Robert B. Cheyne  
Chief Engineer.....Phillip K. Baldwin  
Owners of: WHDH-TV-FM.

## WILD—Boston—1946

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Noble Bcstg. Corp.  
Address.....719 Boylston St.  
Tel.: CO 7-1900.....Independent  
Newspaper Affil.....Boston-Roxbury Free Press  
Station Representative.....Bernard Howard  
President, Gen. Mgr.....Nelson B. Noble  
Station Manager.....Norman Kruglak  
Commercial Manager.....Robert J. Heller  
Sales Promotion Mgr.....Charles Glass  
Program Director.....Stan Monteiro  
Publicity Director.....James Jarvis  
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  
Station Rep.....Adam Young  
President.....Maxwell E. Richmond  
Station, Sales Mgr.....Robert S. Richmond  
Commercial Manager.....Joseph A. Farrar  
Program Dir.....A. Ginsburg, M. Miller  
Publicity Director.....Sally Kirk  
Chief Engineer.....John Kirk

## WNAC—Boston—1922

Frequency: 680 Kc. Power: 50 Kw.  
Owned By.....RKO General, Inc.  
Bus.-Studio Address.....21 Brookline Ave.  
Tel.: CO 6-0800.....Independent  
Station Rep.....Nat'l Sales Div. RKO General  
President.....William M. McCormick  
Vice President.....Thomas Bateson  
Director of Sales.....Proctor Jones  
Program Director.....John D. Maloy  
Adv., Publicity Director.....Alvin Korn  
Chief Engineer.....Irvin B. Robinson  
Owners of: WNAC-TV; WOR-AM-TV, New York;  
KIL-AM-TV, Los Angeles; KFRC, San Francisco;  
WHBQ-AM-TV, Memphis; CKLW-AM-TV, Detroit;  
WGMS, Washington, D. C.; WHCT-TV, Hartford.

## WORL—Boston—1950

Frequency: 950 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....Pilgrim Broadcasting Co.  
Address.....330 Stuart St.  
Tel.: 423-0210.....ABC  
Station Rep.....Jack Masla  
President.....Edward M. Gallagher, Jr.  
General, Station Manager.....George Gray  
V.P. in Chg. of Sales.....Charles G. Pye, Jr.  
Sales Promotion Mgr.....Bernice Weiner  
Program, Publicity Dir.....Dick Lawrence  
Chief Engineer.....William O. Clark

## WBET—Brockton—1946

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Enterprise Publishing Co.  
Business-Studio Address.....60 Main St.  
Tel.: JU 6-1460.....Independent  
Newspaper Affiliation.....Enterprise Times

## MASSACHUSETTS

Station Reps. Walker-Rowatt; Bill Creed Assocs.  
General Manager ..... Charles A. Fuller  
Sta., Sales Promo. Mgr. .... Reinhold Steinhilber  
Program Director ..... Arthur B. Jones  
Chief Engineer ..... Elbridge Hooker

### WOKW—Brockton—1961

Frequency: 1410 Kc. .... Power: 1 Kw. d.  
Owned By ..... WOKW, Inc.  
Address ..... 288 Linwood St.  
Tel.: JUNiper 7-1410 ..... Independent  
Station Reps. .... Kettell-Carter; Hollingbery  
President ..... Alan C. Tindal  
General Station Manager ..... John J. Sullivan  
Program Director ..... Jerry Clark  
Chief Engineer ..... Arthur H. Downer

### WTAO—Cambridge—1948

Frequency: 740 Kc. .... Power: 250 Watts, d.  
Owned By ..... Middlesex Broadcasting Corp.  
Address ..... 439 Concord Ave.  
Tel.: EL 4-0500 ..... Independent  
Station Representative ..... Breen & Ward  
President ..... Frank Lyman, Jr.  
General Station Mgr. .... Merrill G. Smith  
Comm., Sales Promo. Mgr. .... Paul Kelley, Jr.  
Program Director ..... Billy Dale  
Publicity Director ..... Mrs. Marcia Smith  
Chief Engineer ..... Richard Ward  
Owners of: WTAO-TV; WAHR-FM, Woburn, Mass.

### WACE—Chicopee-Springfield 1946

Frequency: 730 Kc. .... Power: 5,000 Watts d.  
Owned-Operated By ..... Commonwealth Bcstg. Co.  
Address ..... P.O. Box 2007  
Tel.: LY 4-6654 ..... Independent  
Station Representative ..... Adam Young  
President ..... Lazar Emanuel  
General Manager ..... Norman White  
Sales Promotion Mgr. .... Paul Rogers  
Program Director ..... Ray Rice  
Chief Engineer ..... Larry Spinks  
Owners of: WEOK-AM-FM, Poughkeepsie, N. Y.;  
WKST, New Castle, Pa.; WKST-TV, Youngs-  
town, O.; WJZZ-AM-FM, Newark, N. J.

### WTYM—E. Longmeadow—1947

Frequency: 1600 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By ..... Executive Bcstg. Corp.  
Address ..... P.O. Box 857  
Tel.: RPublic 7-4707 ..... MBS  
Station Representative ..... Nona Kirby  
V.P., General Mgr. .... Allen Embury  
Commercial Manager ..... Jeff Stoughton  
Program Director ..... Joe Slezak  
Chief Engineer ..... Earl Hewinson

### WALE—Fall River—1948

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Keynote Bcstg.  
Address ..... 18 N. Main St.  
Tel.: OS 4-3535 ..... MBS  
Station Reps. .... Bolles; Eckels  
President ..... Milton E. Miller  
Commercial Mgr. .... Markey Gosciminski  
Chief Engineer ..... George Costa

### 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.  
Reps. .... Kettell-Carter; Spot Time Sales  
V.P. General Manager ..... Lincoln W. N. Pratt  
Commercial Manager ..... Cornelius Sullivan  
Program Director ..... Norman P. Rapoza  
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 ..... Independent  
President ..... Norman Knight  
General, Comm. Mgr. .... James A. Fitzgerald, Jr.  
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 Reps. .... Creed; Walker-Rowatt  
President ..... David M. Myers  
General, Sta. Mgr. .... James W. Chalmers  
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  
Gen. Mgr. .... Richard E. Adams  
Program Dir. .... Carl B. Duncan  
Chief Engineer ..... Frank Bartel

### WGAW—Gardner—1944

Freq.: 1340 Kc. .... Power: 1 Kw. d.; 250 Wt. n.  
Owned ..... Gardner Bcstg. Co.  
Address ..... Green St.  
Tel.: 632—1340 ..... MBS  
Station Reps. .... Nona Kirby; Breen & Ward  
President ..... C. Edward Rowe  
Gen., Sales Promo Mgr. .... Theodore G. Converse  
Commercial Mgr. .... Ernest Bishop  
Chief Engineer ..... Gordon Wiley

### WSBS—Great Barrington—1956

Frequency: 860 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WSBS-The Berkshires, Inc.  
Business Address ..... Stockbridge Rd, Rt. 7  
Tel.: Great Barrington 1567 ..... MBS  
Station Representative ..... Webb  
Pres., Gen. Mgr. .... J. Leo Dowd  
Commercial Manager ..... Martin J. Mellon  
Program Director ..... Jack Ryan  
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 CBS  
 Representative... Walker-Rawall  
 President... John W. Haigis, Jr.  
 General Manager... Albert E. Wilmarth  
 Program Director... Charles Prentice, Jr.  
 Commercial Manager... William E. Randall  
 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  
 General Manager... Edward Cetlin  
 Sales Prom. Mgr... Aldo Carter  
 Chief Engineer... Harry White

**WREB—Holyoke—1950**

Frequency: 930 Kc. Power: 500 Watts d.  
 Owned By... Don Hancock Bcstg. Co.  
 Address... 225 High St.  
 Tel.: Jefferson 2-3296 MBS  
 Stations Reps... Breen & Ward; Nona Kirby  
 President... Donald T. Hancock  
 General, Commercial Mgr... Jerry Forbes  
 Sales Promotion Mgr... Ed Connell  
 Program Director... Ed Leahy  
 Chief Engineer... James D. Ducharme

**WCCM—Lawrence—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Lawrence Bdcstg. Co.  
 Address... 9 Valley Street  
 Tel.: MU 3-7171 MBS  
 Station Reps... Bob Dore; Bill Creed Assocs.  
 President... Eileen M. Jaspert  
 General Manager... George H. Jaspert, III  
 Station Manager... Hugh Anthony  
 Commercial Manager... Bill Curtin  
 Program Director... Lou Marcel  
 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... PRO; 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: 500 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... Arnold Lerner  
 Program Director... Tom Clayton  
 Chief Engineer... Harold Davis

**WLYN—Lynn—1946**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Puritan Network, Inc.  
 Business Address... 156 Broad St.  
 Tel.: LY 5-6200 Independent  
 Station Representative... Walker-Rawall  
 President... Theodore Feinstein  
 General, Comm. Mgr... Harry D. Goodwin  
 Program Director... William Kennedy  
 Publicity Director... Steve Smith  
 Chief Engineer... Lou Jordan  
 Owners of: WTSA-AM, Battleboro; WNBZ, Newburyport.

**WSRO—Marlboro—1958**

Frequency: 1470 Kc. Power: 1,000 Watts d.  
 Owned By... County Broadcasting Corp.  
 Address... Curtis Ave.  
 Tel.: HU 5-1470 KBS  
 President, Gen. Mgr... Lewis F. Sargent  
 Program Director... Daniel Griffin  
 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... Forjoe  
 President... Sherwood J. Tarlow  
 Station Manager... Joseph Kruger  
 Program Director... Bob Walsh  
 Chief Engineer... Alfred Fulchino  
 Owners of: WWOK, Charlotte; WLOB-AM-FM, Portland; WJBW, New Orleans; WARE, Ware.

**WMRC—Milford—1956**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By... Milford Radio  
 Address... 145 Main St.  
 Tel.: GR 3-1490 KBS-ABC  
 Station Reps... Bill Creed Assocs.; Webb  
 President... Daniel B. Ruggles, III  
 General, Station Mgr... Lawrence Shane  
 Program Director... Roger Sterling  
 Chief Engineer... Horace C. Easterling  
 Owners of: WSKI, Barre-Montpelier, Vt.

**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  
 Station Representative... Devney Organization  
 President, Gen. Mgr... Otto F. A. Arnold  
 Comm. Mgr... Richard G. Evans  
 Prog. Dir... Hal Peterson  
 Chief Engineer... James R. Wooler

**WNBH—New Bedford—1921**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By... E. Anthony & Sons, Inc.  
 Business-Studio Address... 432 County St.

# MASSACHUSETTS

Tel.: WYman 8-5228 ..... ABC  
Newspaper Affiliation ..... Standard-Times  
Station Representative ..... Walker-Rawall  
General Manager ..... Cal B. Kolby  
Program Director ..... Stan Lipp  
Chief Engineer ..... Herve Leduc  
Owners of: WDCB-AM-FM, W. Yarmouth, Mass.:  
WNBI-FM, New Bedford, Mass.

## WNBP—Newburyport—1957

Frequency: 1470 Kc. .... Power: 500 Watts, d.  
Owned ..... Tri-City Bcstg. Co.  
Business Address ..... Traffic Circle  
Tel.: HO 2-6654 ..... Independent  
President ..... Theodore Feinstein  
Gen. Mgr. .... J. Thomas Mathers  
Station Mgr., Prog. Dir. .... Mary I. MacKenzie

## WMNB—North Adams—1947

Frequency: 1230 Kc. Power 1 Kw. d., 250 W. n.  
Owned-Oper. By ..... Northern Berkshire Bcstg. Co.  
Address ..... P. O. Box 707  
Tel.: MO 3-6567 ..... Independent  
Newspaper Affil. .... Transcript  
Station Reps. .... Grant Webb; Nona Kirby  
President ..... Robert Harman  
General Manager ..... Donald A. Thurston  
Commercial Manager ..... Richard J. O'Brien  
Chief Engineer ..... Paul Willey

## WHMP—Northampton—1950

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By ..... Pioneer Valley Bcstg. Co.  
Address ..... 78 Main St.  
Tel.: JU 4-4275 ..... Independent  
Representatives ..... Nona Kirby; Webb  
President ..... John H. Williams  
Gen., Sta., Comm. Mgr. .... Alexander W. Milne  
Program Director ..... Joseph T. Fennessey  
Chief Engineer ..... Donald Masters

## WCAT—Orange—1956

Frequency: 1390 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Tri-State Radio, Inc.  
Address ..... East Main St.  
Tel.: KI 4-2825 ..... KES  
Station Representative ..... Hal Walton  
President, Chief Engineer ..... Ralph Mellon  
Program Director ..... Florence Tepper

## WBEC—Pittsfield—1947

Frequency: 1420 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... WBEC, Inc.  
Business-Studio Address ..... 33 Eagle St.  
Tel.: Hillcrest 8-8292 ..... ABC  
Station Reps. .... Kettell-Carter; Jack Masla  
President ..... Richard S. Jackson  
General Station Manager ..... Henry Hovland  
Commercial Manager ..... Myron Adelson  
Program Director ..... Barry Stigers  
Chief Engineer ..... Robert Johnson

## WBRK—Pittsfield—1938

Freq.: 1340 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned-Operated By ..... Greylock Bcstg. Co.  
Business-Studio Address ..... 8 Bank Row  
Tel.: Hillcrest 2-1553 ..... CBS  
Station Representative ..... Walker-Rawall  
President ..... Joseph K. Close

Gen., Sta. Mgr. .... Walter Kearsey  
Commercial Manager ..... Martin Schechter  
Program Director ..... Robert Youse  
Chief Engineer ..... George R. Burgoon

## WPLM—Plymouth—1955

Frequency: 1390 Kc. .... Power: 5,000 Watts  
Owned-Oper. By ..... Plymouth Rock Bcstg. Co.  
Address ..... Route #3  
Tel.: Pilgrim 6-1390 ..... Independent  
Station Representative ..... Kirby; Breen & Ward  
President ..... John T. Campbell  
Station Manager ..... Arthur E. Pratt  
Program Dir. .... John Chandler  
Sales Prom. Mgr. .... Edward Marvin  
Publicity Dir. .... Bud Markle  
Chief Engineer ..... Lawrence Prado

## WJDA—Quincy—1947

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... South Shore Bcstg. Co.  
Address ..... P.O. Box 130  
Tel.: Granite 9-1300 ..... Independent  
Pres., Gen., Sta. Mgr. .... James D. Asher  
Commercial Manager ..... Kenneth P. Fallon, Jr.  
Program Director ..... Winslow Betinson  
Chief Engineer ..... Fred Lane  
Owners of: WESX, Salem.

## WESX—Salem—1939

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By ..... North Shore Bcstg. Corp.  
Address ..... P.O. Box 710  
Tel.: PI 4-1230 ..... MBS  
Station Representative ..... Nona Kirby  
President, Gen. Mgr. .... James D. Asher  
Station Mgr., Chief Engineer ..... Norman Durkee  
Program Director ..... John Parke

## WESO—Southbridge—1955

Frequency: 970 Kc. .... Power: 1000 Watts d.  
Owned ..... WESO Broadcasting Corp.  
Address ..... 399 Main Street  
Tel.: 764-4381 ..... Independent  
Station Reps. .... Webb; Bill Creed Assocs.  
President ..... Peter A. Bordes  
General Manager ..... Frank P. Costello  
Sales Promo. Mgr., Prog. Dir. .... Vince Caplette  
Publicity Director ..... Betty LaFleche  
Chief Engineer ..... J. Stuart Godfrey, III

## 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  
Station Rep. .... Bill Creed Assocs.  
President ..... William Dwight  
Gen., Sta. Mgr. .... Charles N. De Rose  
Asst. Manager ..... Zack Land  
Comm., Publicity Dir. .... Robert Feldman

## WMAS—Springfield—1932

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By ..... WMAS, Inc.  
Business-Studio Address ..... 101 West St.



# MASSACHUSETTS

Tel.: RE 7-1414.....CBS  
Station Reps. . . . .Venard, Torbett & McC.; Eckels  
President, Gen. Mgr. . . . .Gerald Harrison  
Station Mgr., Ch. Eng. . . . .Robert Donahue  
Commercial Manager . . . . .Robert W. Potter  
Prog. Dir. . . . .Roland Dumas  
Owners of: WMAS-FM.

## WSPR—Springfield—1936

Freq.: 1270 Kc. . . . .Power: 5 Kw. d., 1 Kw. n.  
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  
Program Director . . . . .Bud Clain  
Chief Engineer . . . . .Valentino Partyka

## WPEP—Taunton—1949

Frequency: 1570 Kc. . . . .Power: 1000 Watts d.  
Owned-Oper. By . . . . .Silver City Bcstg. Corp.  
Address . . . . .49 Broadway  
Tel.: VAndyke 4-7528 . . . . .Independent  
President, Gen. Mgr. . . . .J. Marshall McGregor  
Station Mgr., Prog. Dir. . . . .Joseph G. Quill  
Comm. Mgr. . . . .Henry J. Murray  
Chief Engineer . . . . .Louis Bienvenue

## WARE—Ware—1947

Frequency: 1250 Kc. . . . .Power: 1000 Watts  
Owned-Oper. By . . . . .Central Bcstg. Corp.  
Business-Studio Address . . . . .56 Main St.  
Tel.: WO 7-6231 . . . . .KBS  
Station Reps. . . . .Breen & Ward; Eckels  
President . . . . .Sherwood J. Tarlow  
Gen., Sta. Mgr. . . . .Richard H. Vaughan  
Chief Engineer . . . . .Ralph Knudson

## WTXL—West Springfield—1949

Freq.: 1490 Kc. . . . .Power: 1 Kw. d.; 250 Wt. n.  
Owned By . . . . .Telecolor Corp.  
Address . . . . .34 Sylvan St.  
Tel.: RE 9-4768 . . . . .ABC  
Station Representative . . . . .Avery Knodel  
President . . . . .Lawrence A. Reilly  
General, Sta. Mgr. . . . .James L. Spates  
Program, Prom. Mgr. . . . .Ben Talbot  
Commercial Manager . . . . .Holland D. Cameron

## WOCB—West Yarmouth—1940

Freq.: 1240 Kc. . . . .Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . .E. Anthony & Sons  
Address . . . . .South Sea Ave.  
Tel.: Spring 5-0500 . . . . .Independent  
Newspaper Affil. . . . .Standard Times  
Station Rep. . . . .Walker-Rawalt  
President . . . . .Basil Brewer  
Station Manager . . . . .Paul Siles  
Program Dir. . . . .G. W. Stidstone  
Chief Engineer . . . . .Frank L. Lynch  
Owners of: WNBH, New Bedford.

## WDEW—Westfield—1957

Frequency: 1570 Kc. . . . .Power: 1000 Watts d.  
Owned-Operated By . . . . .Westfield Bcstg. Co.

Business-Studio Address . . . . .249 Union St.  
Tel.: Logan 8-8643 . . . . .Independent  
Station Representative . . . . .Breen-Ward  
President . . . . .Harold Martin  
Commercial Mgr. . . . .John Mahar  
Chief Engineer . . . . .J. Lawrence Spinks

## WAAB—Worcester—1931

Frequency: 1440 Kc. . . . .Power: 5000 Watts  
Owned By . . . . .Waterman Bcstg. Corp.  
Bus. Address . . . . .34 Mechanic St.  
Tel.: PL 2-5611 . . . . .NBC  
Representative . . . . .Masla; Kettell-Carter  
Pres., Gen. Mgr. . . . .Bernard E. Waterman  
Comm. Sta. Mgr. . . . .Chester Kaminski  
Program Director . . . . .Angela Walsh  
Sales Prom., Pub. Dir. . . . .Gary Walsh  
Chief Engineer . . . . .George Capalbo

## WNEB—Worcester—1946

Freq.: 1230 Kc. . . . .Power: 1 Kw. d., 250 W. n.  
Owned-Operated By . . . . .WNEB, Inc.  
Address . . . . .405 Main St.  
Tel.: PL 6-4672 . . . . .Independent  
President, Gen. Mgr. . . . .George W. Steffy  
Vice President . . . . .Harold D. Glidden  
Station, Comm., Mgr. . . . .Robert F. Nims  
Program Director . . . . .George Downey  
Sales Prom. Mgr., Pub. Dir. . . . .Ken Berns  
Chief Engineer . . . . .Walter Chemausky

## WORC—Worcester—1925

Freq.: 1310 Kc. . . . .5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . .WORC, Inc.  
Address . . . . .8 Portland St.  
Tel.: SW 9-0581 . . . . .MBS  
Sta. Reps. . . . .Eastman; Eckels  
Pres., Gen. Mgr. . . . .Robert F. Bryar  
Sta., Comm. Mgr. . . . .A. Abbott Coblenz  
Publicity Director . . . . .Richard Barr  
Sales Prom. Mgr. . . . .Alvin M. Saide  
Program Director . . . . .Richard Smith  
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 I. Christal Co.  
President . . . . .Robert W. Booth  
Vice Pres., Gen. Mgr. . . . .Herbert L. Krueger  
Sales Manager . . . . .Herman H. Kramer  
Sales Prom. Head. . . . .Mrs. Pierrina M. Robde  
Prod., Pgm. Dir. . . . .A. J. Brissette  
Chief Engineer . . . . .E. A. Browning  
Owners of: WTAG-FM, Worcester.

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ON PAGE 225

Pop.: 8,000,000  
Families: 2,333,000

# Michigan

Radio Homes: 2,272,000  
AM Stas. in State: 104

## WABJ—Adrian—1946

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By Gerity Bcstg. Co.  
Address: 121 W. Maumee St.  
Tel.: CO 5-7123 CBS  
Station Representative Michigan Spot Sales  
President, Gen. Mgr. James Gerity, Jr.  
Commercial Manager Richard Lackie  
Program Director Gene Baril  
Publicity Director Cecelia E. Gauss  
Chief Engineer Leo Heisel  
Owners of: WNEU-FM-TV, Bay City, Saginaw.

## WALM—Albion—1952

Freq.: 1260 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By Calhoun Bcstg. Co.  
Business Address Irwin Ave.  
Tel.: NATIONAL 9-3945 KBS  
President Jack Bedient  
General Manager C. Wayne Wright  
Asst. Manager Arthur Goodwin  
Program Director Derwood Carn  
Chief Engineer James Billingsley  
Owners of: WFRM, Freeport.

## WOWE—Allegan—1958

Frequency: 1580 Kc. Power: 250 Watts. d.  
Owned By Allegan Cty. Bcstg., Inc.  
Address 233 Hubbard  
Tel.: ORchard 3-4701 ABC  
General Manager Algar Workman  
Prog. Dir., Chief Eng. John C. Fountain  
Owners of: WLAV-AM-FM, Grand Rapids; WILS-AM, Port Huron.

## WFYC—Alma—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By WFYC, Inc.  
Business Address 5310 N. State Rd.  
Tel.: HObart 3-3175 Independent  
Station Representative Hollingbery; Hopewell  
President Wayne G. Harris  
General Manager Gilbert E. Thomas  
Station Manager David W. Sommerville  
Program Director Richard Crowley  
Chief Engineer Harold Frisbey

## WATZ—Alpena—1946

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By Midwestern Bcstg. Co.  
Business Address M-32 West  
Tel.: Elmwood 4-8400 NBC  
Station Rep. Venard, Torbet, McConnell  
President, Gen. Mgr. Les Biederman  
Station Manager Drew McClay  
Commercial Manager Robert E. Detwiler  
Chief Engineer William H. Kiker  
Owners of: WTCM, WPBN-TV, Traverse City;  
WATT, Cadillac; WMBN, Petoskey; WATC,  
Gaylord; WTOM-TV, Cheboygan.

## 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  
Station Manager Bob C. Wagner  
Comm. Prom. Mgr. Jos Labaito  
Chief Engineer Ken Burkhalter

## WPAG—Ann Arbor—1945

Frequency: 1050 Kc. Power: 5,000 Watts d.  
Owned-Operated By Washtenaw Bcstg. Co.  
Bus.-Studio Address 3rd Floor, Hutzel Bldg.  
Tel.: 662-5517 Independent  
Sta. Reps. Mich. Spot Sales; Meeker  
Pres., Gen. Mgr. Edward F. Baughn  
Program Director Albert Samborn  
Chief Engineer Bernard Ressler

## WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Thumb Broadcasting Co.  
Address 935 S. Van Dyke Rd.  
Tel.: CO 9-9931 CBS-KBS  
Sta. Rep. Mich. Spot Sales  
Gen. Mgr. John Wismer  
Station Manager Jim Muehlenbeck

## WBCK—Battle Creek—1948

Frequency: 930 Kc. Power: 5 Kw. d., 1 Kw. n  
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  
Program Director Larry Collins  
Chief Engineer Harley Hammond  
Owners of: WBCM-AM-FM, Bay City.

## 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  
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 Wagonch Hotel  
Tel.: TW 3-7551 ABC  
Representative George P. Hollingbery  
President Robert H. Holmes  
General Station Manager Leo A. Jylha  
Program Director Jerry Roberts  
Chief Engineer Wes Thompson  
Owners of: WBCK, Battle Creek.

**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  
 Chief Engineer: Ralph H. Carpenter  
 Owners of: WSTR-AM-FM, Sturgis, Mich.

**WHFB—Benton Harbor—1947**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Palladium Publ. Co.  
 Business Address: Fairplain Ave.  
 Tel.: 616-927-3581. Independent  
 Newspaper Affil.: News-Palladium  
 Station Reps.: Mich. Spot Sales; Meeker  
 President: Stanley R. Banyon  
 General Manager: J. P. Scherer  
 Station Manager: Frank Kelly  
 Commercial Manager: Robert Brown  
 Program Director: Dick Hedges  
 Sales Prom., Pub. Mgr.: Dwight Edmonds  
 Chief Engineer: M. U. Robinson

**WBRN—Big Rapids—1953**

Frequency: 1460 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By: WBRN, Inc.  
 Address: P. O. Box 825  
 Tel.: 796-7684. Independent  
 President: John A. White  
 Gen. Comm. Mgr.: Casey A. Heckman  
 Program Director: Lyle Stieg  
 Chief Engineer: Garnet Zimmerman

**WATT—Cadillac—1945**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By: Midwestern Bcstg. Co.  
 Business-Studio Address: U. S. 131, South  
 Tel.: PR 5-7831. NBC  
 Station Rep.: Venard, Torbet & McConnell  
 President: Les Biederman  
 Station Manager: Merritt L. Chandler  
 Commercial Manager: R. E. Detwiler  
 Chief Engineer: Bill Kiker  
 Owners of: WCTM, WPBN-TV, Traverse City;  
 WMBN, Petoskey; WATC, Gaylord; WATZ,  
 Alpena; WTOM-TV, Cheboygan. All Mich.

**WKYO—Caro—1962**

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned By: Tuscola Broadcasting Co.  
 Address: 101 N. State St.  
 Tel.: Osborne 3-2136. Independent  
 General Manager: Robert Benkelman  
 Commercial Manager: James McCoy  
 Program Director: Lee Holisel  
 Chief Engineer: John Porterfield

**WCER—Charlotte—1956**

Frequency: 1390 Kc. Power: 1 Kw., d.  
 Owned: Eaton County Bcstg. Co.  
 Address: Box 269  
 Tel.: 543-0340. 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  
 Station Rep.: Hopewell  
 President, Gen. Mgr.: Richard E. Hunt  
 Publicity Director: Jackie Norman  
 Chief Engineer: Lou M. Ozak  
 Owners of: WPTW, Piqua; WCRM, Clare.

**WCRM—Clare—1960**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned By: Gateway of N. Bcstg. Corp.  
 Address: North Mission Road  
 Tel.: EV 6-9907. Independent  
 President, Gen. Mgr.: Richard E. Hunt  
 Sta., Chief Eng.: Norbert Poepelman  
 Commercial Manager: James Baughn  
 Program Director: Robert C. Burian  
 Publicity Director: Bernard Wilson

**WTVB—Coldwater—1948**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By: Twin Valley Bdcstrs, Inc.  
 Address: P. O. Box 32  
 Tel.: Broadway 9-9119. Independent  
 Sta. Reps.: Donald Cooke; Michigan Spot Sales  
 President: E. Harold Munn, Sr.  
 General Manager: E. Harold Munn, Jr.  
 Station Manager: Constance L. Bingham  
 Sales Prom. Manager: Normand Moore  
 Commercial Manager: Homer Walters  
 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. MBS  
 Station Representative: Paul H. Raymer Co.  
 President: Nellie M. Knorr  
 General, Station Mgr.: Walter Patterson  
 Commercial Manager: John E. Davidson  
 Program Director: Frank Maruca  
 Chief Engineer: Jerrold L. Martin  
 Owners of: WKMF, Flint; WKHM-AM-FM, Jack-  
 son; WELL-AM-FM, Battle Creek.

**CKLW—Detroit—1932**

Frequency: 800 Kc. Power: 50,000 Watts  
 Owned By: Western Ontario Bcstg. Co.  
 Address: 1450 Guardian Bldg.  
 Tel.: WO 1-7200. Independent  
 Reps.: Nat'l Sales Div., RKO General, Inc.  
 President, Gen. Mgr.: S. Campbell Ritchie  
 Commercial Manager: Charles Gunn  
 Program Director: John Gordon  
 Publicity Director: Art Gloster  
 Chief Engineer: Stewart Clark  
 Owners of: CKLW-FM-TV, Detroit.

**WCAR—Detroit—1939**

Freq.: 1130 Kc. Power: 50 Kw., d., 10 Kw., n.  
 Owned By: WCAR, Inc.  
 Tel.: TE 3-8100. Independent  
 President, Gen. Mgr.: H. Y. Levinson

# MICHIGAN

## 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  
Station Representative.....Katz  
President.....George B. Storer, Jr.  
V.P., General Mgr.....Harry R. Lipson  
General Sales Manager.....George Crandall  
Program Manager.....John M. Grubbs  
Merchandising.....Dennis Mahle  
Promotion.....Virginia Senear  
Supervisory Engineer.....Donald Hein  
Owners of: WJBK-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WHN, New York, N. Y.; WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM, Phila., Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

## WJLB—Detroit—1926

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Booth Bcstg. Co.  
Business Address.....3100 Broderick Tower  
Tel.: Woodward 5-2000.....Independent  
Station Representative.....Bernard Howard  
President.....John L. Booth  
General Comm. Mgr.....Thomas J. Warner  
Sales Promotion Mgr.....Gilbert N. Ketcham  
Pub., Prog. Director.....Richard J. Desautel  
Chief Engineer.....George E. Ryan  
Owners of: WIBM, Jackson; WSGW, Saginaw; WTRX, Flint; WTOD, Toledo; WIOU, Kokomo; WJVA, South Bend.

## WJR—Detroit—1922

Frequency: 760 Kc. Power: 50,000 Watts  
Owned By.....The Goodwill Stations, Inc.  
Address.....2800 Fisher Bldg.  
Tel.: TR 5-4440.....Independent  
Representative.....Christal  
Chairman of Board.....John F. Patt  
President.....Worth Kramer  
V.P., General Manager.....James H. Quello  
V.P., Secretary.....F. Sibley Moore  
Sales Manager.....Robert D. Burton  
Sales Promotion Mgr.....Donald W. Craig  
Publicity Director.....Ross R. Callaway  
Program Mgr.....Reginald P. Merridew  
Chief Engineer.....A. Friedenthal  
Owners of: WJRT, Flint; WSAZ-AM-TV, Huntington.

## 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.....Broadcast Time Sales  
President, Gen. Mgr.....Richard E. Jones  
Chief Engineer, Program Dir.....Irv. Laing

## 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  
Reps.....Peters, Griffin, Woodward; McDermott

President.....Warren S. Booth  
General Manager.....James Schiavone  
Asst. Gen. Mgr.....Don DeGroot  
Station Mgr.....Denman F. Jacobson  
Sales Mgr.....Nestor A. Sibbold  
National Sales Mgr.....James C. Doges  
Program Devel. Mgr.....Melvin C. Wissman  
Program & Prod. Mgr.....Robert E. Henabery  
Promotion Manager.....A. Glenn Kyker  
Eng. Manager.....E. J. Love

## WXYZ—Detroit—1925

Frequency: 1270 Kc. Power: 5 Kw.  
Owned-Oper. By.....WXYZ, Inc.  
Address.....20777 W. Ten Mile Rd.  
Tel.: KENwood 4-7000.....ABC  
Representative.....John Blair  
President.....John F. Pival  
V.P., General Manager.....John O. Gilbert  
V.P., Merchandising.....Harold Christian  
Commercial Manager.....Robert Baldrice  
Sales P. om. Mgr., Pub. Dir.....Leo V. Collins  
Program Director.....Robert Baker  
Chief Engineer.....Charles Kocher

## WDOW—Dowagiac—1960

Frequency: 1440 Kc. Power: 500 Watts  
Owned By.....Dowagiac Bcstg. Co., Inc.  
Address.....Marcellus Highway  
Tel.: State 2-5106.....Independent  
President, Gen. Mgr.....William Kuiper  
Station Mgr., Pub. Dir.....Richard Hedges  
Comm., Sls. Prom. Mgr.....Peter J. Vanden Bosch  
Chief Engineer.....Donald Stuursma

## WDBC—Escanaba—1941

Frequency: 680 Kc. Power: 1000 Watts  
Owned By.....WDBC Bcstg. Co.  
Address.....605 Ludington St.  
Tel.: State 6-6144.....MBS  
Pres., Gen. Mgr.....H. N. Cardozo, Jr.

## WLST—Escanaba—1958

Frequency: 600 Kc. Power: 1000 Watts  
Owned By.....Lake Mich. Bcstg. Co.  
Address.....600 Ludington St.  
Tel.: State 6-4118.....ABC  
Newspaper Affil.....Daily Press  
Station Representative.....Pearson  
President.....Frank J. Russell  
General Manager.....James G. Ward Jr.  
Station Manager.....Bud Shields  
Sales Prom. Manager.....David Pinzek  
Program Director.....Edward Moore  
Chief Engineer.....Paul Anick

## 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  
Station Reps.....Bob Dore; Dora-Clayton  
President, Gen. Mgr.....Philip R. Munson  
Station, Commercial Mgr.....Reed Pasternak  
Chief Engineer.....Albert Alarie

**WFDF—Flint—1922**

Frequency: 910 Kc..Power: 5 Kw., d., 1 Kw., n.  
Owned By.....WFDF Flint Corp.  
Address.....Garland at First Ave.  
Tel.: CE 2-7158.....NBC  
Representative.....Katz  
President, General Mgr.....Elmer A. Knopf  
Comm. Prom. Manager.....Marvin Levey  
Program Director.....Carl L. Barger  
Public Service Director.....Daniel Hunter  
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-MBS  
Managing Dir.....Hal Shore  
Chief Engineer.....George Parker  
Owners of: WKMh, Dearborn; WKHM, Jackson;  
WELL, Battle Creek; WSAW, Saginaw.

**WMRP—Flint—1946**

Frequency: 1570 Kc.....Power: 1 Kw. d.  
Owned By.....Methodist Radio Parish, Inc.  
Address.....3217 Lapeer St.  
Tel.: CE 3-5112.....KBS  
President.....Carl Ammerman  
General Manager.....Ellis L. Fenton  
Program Director.....Everett Smith  
Chief Engineer.....Robert Swayze

**WTAC—Flint—1946**

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned By.....Whitehall Stations, Inc.  
Address.....P. O. Box 829  
Tel.: OW 4-4146.....Independent  
Station Representative.....Robert Eastman  
President.....Louis Tose  
General Manager.....Gene Milner  
Commercial Manager.....Robert Steinhilber  
Sales Prom. Manager.....Paul Frailey  
Program Director.....Ed Berryman  
Publicity Director.....Robert Halstead  
Chief Engineer.....Robert Garner

**WTRX—Flint—1947**

Freq.: 1330 Kc...Power: 5 Kw., d., 1 Kw., n.  
Owned-Operated By.....Booth Bcstg. Co.  
Bus. Studio Address.....3076 E. Bristol Rd.  
Tel.: 743-1150.....Independent  
Station Rep.....George Hollingsbery  
President.....John Lord Booth  
General Mgr.....David Mendelsohn  
Program Director.....John Garry  
Publicity Director.....Sallie Abbe  
Chief Engineer.....Don Mayle  
Owners of: WIBM, Jackson; WIOU, Kokomo;  
WJLB, Detroit; WJVA, South Bend; WSGW,  
Saginaw; WTOD, Toledo.

**WSHN—Fremont—1961**

Frequency: 1550 Kc.....Power: 1 Kw. d.  
Owned By.....Stuart P. Noordyk  
Address.....517 North Beebe St.  
Tel.: 1550.....KBS  
Station Representative.....George T. Hopewell

President.....Stuart P. Noordyk  
General, Sta. Manager.....Bruce Van Houten  
Commercial Manager.....Marie Monroe  
Program Director.....Mel Tinney  
Publicity Director.....Don Seaman  
Sales Promo. Mgr., Ch. Eng.....William Docter

**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  
Station Rep.....Venard, Torbet & McConnell  
Pres., Gen. Mgr.....Les Biederman  
Station Manager.....Robert Fritz  
Commercial Mgr.....Robert E. Detwiler  
Chief Engineer.....William K. Kiker  
Owners of: WTCM, Traverse City; WATT, Cadillac;  
WATZ, Alpena; WMBN, Petosky; WTOM-TV,  
Cheboygan; WPNB-TV, Traverse City.

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc.....Power: 500 Watts, d  
Owned By.....Grand Haven Bcstg. Co.  
Address.....228½ Washington St.  
Tel.: 842—8110.....Independent  
Station Representative.....Pearson  
President, Gen. Mgr.....Richard G. Gillespie  
Commercial, Sales Promo. Mgr.....Maxine Rose  
Program, Publicity Dir.....J. C. Howe  
Chief Engineer.....Daniel Van Loo

**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  
Comm., Sales Prom. Mgr.....Peter Vanden Bosch  
Chief Engineer.....Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1410 Kc.....Power: 1,000 Watts  
Owned-Oper. By.....Regional Bcstrs. of Mich.  
Business-Studio Add. 35 Lafayette Ave., N.E.  
Tel.: GL 9-4111.....Independent  
Station Representative.....Raymer  
Gen., Comm. Manager.....H. M. Fisher  
Sales Promo., Publicity Dir. Russell Ochsankehl  
Program Director.....Robert W. Whitcomb  
Chief Engineer.....Jack Maciejewski  
Owners of: WTRU, Muskegon, Mich.; WPIC-AM-  
FM, Sharon, Pa.; WMGW-AM-FM, Meadville,  
Pa.

**WJEF—Grand Rapids—1945**

Freq.: 1230 Kc...Power: 500 W. d., 250 W. n.  
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 Glycaddgis

**WLAV—Grand Rapids—1940**

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.



# MICHIGAN

Owned.....Stevens-Wismer Bcstg., Inc.  
Address.....161 Ottawa Northwest  
Tel.: GL 6-5461.....ABC  
Station Reps.....Meeker; Mich. Spot Sales  
President.....John Wismer  
Station Manager.....Jock Bliss  
Commercial Manager.....Paul J. Haller  
National Sales Mgr.....John Shepard  
Program Director.....Jack Stack  
Publicity Director.....Frank Imburg  
Chief Engineer.....Joe Dykstra  
Owners of: WJLS, Port Huron; WLEW, Bad Axe;  
WOWE, Allegan.

## WMAX—Grand Rapids—1954

Frequency: 1480 Kc.... Power: 1000 Watts d.  
Owner.....Atlas Bcstg. Co.  
Address.....355 Covell Road  
Tel.: 453-4471.....MBS  
Representative.....Radio-TV Reps  
President, General Mgr.....Joseph C. Hooker  
Sales Promotion Manager.....Victor Lundberg  
Program Director.....Glen LePard  
Chief Engineer.....Kenneth Farrance

## WOOD—Grand Rapids—1924

Frequency: 1300 Kc.... Power: 5000 Watts  
Owned By.....Time-Life Bcst., Inc.  
Address.....120 College Ave., S.E.  
Tel.: GL 9-4125.....NBC  
Representative.....Katz Agency  
V.P., Gen. Mgr.....Willard Schroeder  
Station, Comm. Mgr.....Michael O. Lareau  
Program Director.....Peter Kizer  
Sales Prom., Publicity Director.....Clark Grant  
Chief Engineer.....Charles Robison  
Owners of: KIZ-AM-TV, Denver; WTCN-AM-  
TV, Minneapolis; WFBB-AM-FM, Indianapolis;  
WOOD-TV-FM.

## WPLB—Greenville—1960

Frequency: 1380 Kc.... Power: 500 Watts d.  
Owned By.....Flat River Broadcasting Co.  
Address.....South M—91  
Tel.: PL 4-3656.....KBS  
President.....Pearl C. Lewis  
General Manager.....Earl N. Peterson  
Station Manager.....Robert G. Lewis  
Commercial Manager.....Wilma Painter  
Program Director.....Larry L. Painter  
Chief Engineer.....David W. Huva  
Owner of: WPLB-FM, Greenville.

## WMPL—Hancock—1957

Frequency: 920 Kc.... Power: 1 Kw., d.  
Owned.....Copper Country Bcstg. Co.  
Business Address.....Hotel Scott  
Tel.: 3155-6.....Independent  
Station Representative.....Hopewell  
Pres., Ch. Eng.....Francis Locatelli  
Sales Promotion Manager.....Burton Ervas  
Program Dir.....Norman Koski

## WBCH—Hastings—1958

Frequency: 1220 Kc.... Power: 250 Watts, d.  
Owned By.....Barry Bcstg. Co. Inc.  
Address.....Box 88  
Tel.: Windsor 5-3414.....Independent  
President, Gen. Mgr.....Kenneth R. Radant

Commercial Manager.....Mike Noverr  
Sales Promotion Mgr.....Dave McIntyre  
Publicity Director.....Wayne Corey  
Chief Engineer.....Don Roberts

## WCSR—Hillsdale—1955

Frequency: 1340 Kc.... Power: 100 W.  
Owned By.....Flynn Enterprises  
Address.....92½ Broad St.  
Tel.: HE 7-4444.....Independent  
President.....F. J. Flynn  
V.P. & Mgr.....Russell Holcomb

## WHTC—Holland—1948

Freq.: 1450 Kc.... Power: 1 Kw. d.; 250 Wts. n.  
Owned-Operated By.....Holland Bcstg. Co.  
Address.....Fourth and Central  
Tel.: EX 2-3121.....MBS  
Station Representative.....Hopewell  
President.....W. A. Butler  
Gen. Mgr.....Sandy Meek  
Commercial Manager.....Hal Franken  
Program Director.....Bill Gargano  
Chief Engineer.....Julius Van Oss

## WJBL—Holland—1956

Frequency: 1260 Kc.... Power: 500 Watts d.  
Owned.....Ottawa Bcstg. Corp.  
Address.....U.S. 31 at James St.  
Tel.: EX 6-5281.....Independent  
Station Reps.....Walker-Rawalt; Mich Spot Sales  
President.....P. J. Zondervan  
General Manager.....Jerome C. Grysén  
Program Director.....Clarence Walters  
Publicity Director.....D. Tjapkes  
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.: 482-2442.....NBC  
Representative.....Walker-Rawalt  
President.....John W. Rice  
Acting Manager, Ch. Eng.....G. L. Burgan

## WHGR—Houghton Lake—1954

Frequency: 1290 Kc.... Power: 5 Kw.  
Owned.....Sparks Bcstg. Co.  
Address.....3431 Houghton Lake Dr.  
Tel.: 366-5364.....Independent  
Station Reps.....Mich. Spot Sales; Hal Holman  
President.....J. B. Sparks  
General Manager.....Gordon A. Sparks  
Station, Commercial Mgr.....Robert D. Dittmer  
Program Director.....Art Wainwright  
Chief Engineer.....Garnet G. Sparks  
Owners of: WENL-AM, Royal Oak; WQMC-FM,  
Detroit; WJGG, Houghton Lake, All Mich.

## WHMI—Howell—1957

Frequency: 1350 Kc.... Power: 500 Watts, d.  
Owned By.....Band H Bcstg. Co.  
Address.....201½ W. Grand River Ave.  
Tel.: 1062.....ABC  
Station Reps.....Walton; Mich. Spot Sales  
President.....Frank Bignell

**WCHB—Inkster—1956**

Frequency: 1440 Kc. Power: 1 Kw. d.  
Owned..... Bell Bcstg. Corp.  
Address..... 32790 Henry Ruff Rd.  
Tel.: CR 8-1440..... Independent  
Station Reps..... Dore; Dora-Clayton  
President..... Dr. Haley Bell  
General Manager..... Frank M. Seymour  
Program Dir..... George White

**WION—Ionia—1952**

Frequency: 1430 Kc. Power: 5 Kw. d.  
Owned-Oper. By..... Ionia Bcstg. Co.  
Address..... Box 143  
Tel.: 2300..... Independent  
President..... Monroe MacPherson, Sr.  
Gen. Mgr..... Monroe MacPherson, Jr.  
Program Director..... Don Covell  
Chief Engineer..... Charles Holbrook

**WMIQ—Iron Mountain—1947**

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... Iron Mountain-Kingsford Bcstg. Co.  
Address..... 211 East Ludington Street  
Tel.: 774-4321..... ABC  
President..... Frank J. Russell  
Gen., Sta., Comm., Prom. Mgr... W. C. Johnson

**WIKB—Iron River—1949**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By..... Iron Co. Bcstg.  
Address..... Iron River Natl. Bank Bldg.  
Tel.: COngress 5-4104..... Independent  
Sta. Representative..... Walker-Rawalt  
General Manager..... Edwin Phelps, Jr.  
Chief Engineer..... Jerry Wilson

**WJMS—Ironwood—1931**

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Oper. By..... Upper Mich.-Wis. Bcstg. Co.  
Bus. Studio Address..... 124 E. McLeod Ave.  
Tel.: 20..... Independent  
Sta. Rep..... Thomas F. Clark  
President, Gen. Mgr..... William L. Johnson  
Commercial Mgr..... Robert Olson  
Program Dir..... Ron Pierce  
Publicity Dir..... Dick Daly  
Chief Engineer..... Arne Dahlbacka

**WJAN—Ishpeming—1959**

Frequency: 970 Kc. Power: 5000 Watts, d.  
Owned By..... WJAN, Inc.  
Address..... P.O. Box 313  
Tel.: HUDson 6-4441..... MBS  
Station Rep..... Prestige Representation Org.  
President, Prog. Dir..... J. J. Beloungy  
General Commercial Manager. Cecil C. Beck  
Chief Engineer..... Wes Larson

**WJPD—Ishpeming—1947**

Freq.: 1240 Kc. Power: 1 Kw. d.; 250 Wts. n.  
Owned-Operated By..... Ishpeming Bcstg. Co.  
Address..... 120 West Division St.  
Tel.: HU 6-9937..... KBS  
President, Gen. Mgr..... Dr. J. P. Deegan  
Comm., Program Manager..... Carl Loose  
Chief Engineer..... L. Roncoaglione

**WIBM—Jackson—1925**

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... Booth Broadcasting Co.  
Address..... 2511 Kibby Rd.  
Tel.: ST 2-7176..... ABC  
Station Representative..... Weed  
President..... John L. Booth  
General, Comm. Mgr..... Robert B. Lees

**WKHM—Jackson—1951**

Frequency: 970 Kc. Power: 1000 Watts  
Owned By..... Jackson Bcstg. & TV. Corp.  
Address..... 441 Wildwood  
Tel.: STate 4-7181..... MBS  
Station Reps... Mich. Spot Sales; Paul H. Raymer  
President..... Mrs. Fred A. Knorr  
V.P., General Manager..... Edwin Huse  
Program Director..... Wayne Curtis  
Chief Engineer..... Paul Wright  
Owners of: WKMF, Flint; WELL, Battle Creek;  
WKMH-AM-FM, Dearborn. All Mich.

**WKLZ—Kalamazoo—1955**

Frequency: 1470 Kc. Power: 500 W. d.  
Owned..... The Circle Corporation  
Address..... Box 663  
Tel.: FIside 3-2541..... MBS  
Station Representative..... Radio-TV Reps.  
Owners..... R. J. Van Beck, E. J. Popke, Jr.  
Chief Engineer..... Ralph E. Patterson

**WKMI—Kalamazoo—1947**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By..... Steere Bcstg. Corp.  
Address..... 1360 Melody Lane  
Tel.: 344-0111..... Independent  
Sta. Reps..... Meeker; Mich. Spot Sales  
Pres., Gen. Mgr..... Howard D. Steere  
Sales Manager..... Max Keyes  
Prog. Dir..... Dan Daniels  
Publicity Director..... Vince Ford  
Chief Engineer..... Floyd Holes

**WKPR—Kalamazoo—1960**

Frequency: 1420 Kc. Power: 1 Kw. d.  
Owned By..... Kalamazoo Bcstg. Co.  
Address..... 2244 Ravine Road  
Tel.: FIside 5-6179..... Independent  
President..... William Kuiper  
Sta. Mgr., Ch. Eng. .... Kenneth Weidenaur

**WKZO—Kalamazoo—1923**

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By..... Fetzler Bcstg. Co.  
Business Address..... 590 W. Maple St.  
Tel.: FI 5-2101..... CBS  
Representative..... Avery-Knodel  
President..... John E. Fetzler  
Exec. V. P. & General Manager..... Carl E. Lee  
Sta. Comm. Mgr..... Otis T. Gaston  
Program Director..... Charles T. Lynch  
Publicity Director..... W. J. Hunt  
Chief Engineer..... Arthur E. Covell  
Owners of: WJEF-AM-FM, Grand Rapids; WWTV,  
Cadillac; KOLN-TV, Lincoln; KGIN-TV, Grand  
Island; WWUP-TV, Site. Ste. Marie.

# MICHIGAN

## WILS—Lansing—1946

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: Lansing Bcstg. Co.  
Address: 407 N. Washington Ave.  
Tel.: IV 2-1655. Independent  
Station Rep.: Vernard, Torbet & McConnell  
President: John C. Pomeroy  
General. Comm. Mgr.: Edwin L. Byrd  
Sales Promo. Mgr., Pub. Dir.: Hamish McIntosh  
Program Director: Dave Froh  
Chief Engineer: John Whitacre  
Owners of: WILN-TV, Jackson.

## WJIM—Lansing—1934

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Gross Telecasting, Inc.  
Address: 2820 East Saginaw  
Tel.: IV 2-1333. CBS  
Station Reps.: Pearse; Masla  
President, Gen. Mgr.: Harold F. Gross  
Program Director: Bryan Halter  
Chief Engineer: Carl Onken  
Owners of: WJIM-TV-PM.

## WMRT—Lansing—1961

Frequency: 1010 Kc. Power: 500 Watts d.  
Owned By: Herbert T. Graham  
Address: Box 965  
Tel.: IVanhoe 9-4344. ABC  
Station Representative: Hollingsbery  
General Manager: Herbert T. Graham  
Chief Engineer: Oren Morgan

## WKLA—Ludington—1944

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: Raymond A. Plank  
Address: East Ludington Ave.  
Tel.: VI 3-3438. ABC  
General Manager: Raymond A. Plank  
Commercial Manager: Gordon Andersen  
Program Director: Don Hack

## WMTE—Manistee—1951

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Manistee Radio Corp.  
Address: Radio Road  
Tel.: Parkview 3-9906. Independent  
President, Chief Eng.: Raymond A. Plank  
Station Manager: W. Harriet Laird  
Program Director: Ken Kott

## WDOG—Marine City—1950

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio St. Clair, Inc.  
Business Address: 5300 Marine City Hwy.  
Tel.: RO 5-7944. KBS  
President: Jerry Coughlin  
Gen., Sta. Mgr.: F. W. Cale  
Chief Engineer: Robert H. Burr

## WDMJ—Marquette—1931

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By: Lake Superior Bcstg. Co., Inc.  
Address: 249 W. Washington St.  
Tel.: CA 6-3524. KBS  
Newspaper Afil.: Mining Journal  
President: Frank J. Russell, Jr.

General Mgr.: W. H. Treloar  
Station Mgr.: Robert J. Luke  
Program Dir.: Eldon W. Wallace  
Chief Engineer: Paul Anick

## WAGN—Menominee—1952

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Men-Mar Bcstg. Co.  
Address: 960 First St.  
Tel.: UN 3-5551. ABC  
Station Reps.: Pearse; James D. Bowden  
President, Gen. Mgr.: Vernon Uecker  
Program Director: Barbara Johnson  
Publicity Director: Leah D. Poeske  
Chief Eng.: Loren B. Koelsing

## WMDN—Midland—1948

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By: Midland Bcstg. Co.  
Address: 2500 Swede Rd.  
Tel.: TE 9-9988. Independent  
Stat on Representative: PRO  
President: D. Sherman  
General Manager: Richard Kline  
Chief Engineer: Peter A. Wolf

## WBRB—Mount Clemens—1956

Frequency: 1430 Kc. Power: 500 Watts, d.  
Owned By: Wright & Maltz, Inc.  
Address: P. O. Box 489  
Tel.: HO 3-5876. Independent  
Station Representative: Prestige Rep.  
President, Gen. Mgr.: Milton Maltz  
Station Manager: Robert G. Wright  
Program Director: Charles Park  
Publicity Director: Joy Willis  
Chief Engineer: Harold Oliver  
Owners of: WTTB-AM-FM, Tiffin.

## WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By: Paul A. Brandt  
Address: P.O. Box 407  
Tel.: SP 3-6351. Independent  
Sta. Reps.: Hopewell; Keystone; Mich. Spot Sales  
President: Paul A. Brandt  
Gen., Comm. Manager: Eugene E. Umlor  
Program, Publicity Dir.: Robert J. Morgan  
Chief Engineer: Peter J. Fronczak  
Owners of: WCBQ-AM, Whitehall.

## WMAB—Munising—1956

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Munising-Alger Bcstg. Co.  
Address: First Nat. Bank Bldg.  
Tel.: Evergreen 7-2518. KBS  
President, Gen. Mgr.: Charles Symon  
Sta., Sales Prom. Mgr.: Theodore H. Ouellette  
Program Director: Richard Gumuski  
Publicity Director: Jerry Sturvist  
Chief Engineer: John Wernholm

## WKBZ—Muskegon—1926

Frequency: 850 Kc. Power: 1000 Watts  
Owned By: WKBZ Radio Corp.  
Address: 592 W. Pontaluna Road  
Tel.: SWift 8-2141. ABC  
Sta. Rep.: Mich. Spot Sales

President..... F. L. Allman  
 General, Sta. Mgr..... Harold W. Waddell  
 Program Director..... C. P. Hoover  
 Publicity, Prom. Director..... Bill Bennett  
 Chief Engineer..... George Krivitzky

**WMUS—Muskegon—1947**

Frequency: 1090 Kc..... Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Address..... Box 666  
 Tel.: SH 4-1671..... MBS-KBS  
 Station Rep..... Masla  
 Manager..... W. B. Tebeau

**WTRU—Muskegon—1949**

Frequency: 1600 Kc..... Power: 5000 Watts  
 Owned By..... Regional Broadcasters of Mich.  
 Address..... Summit & Getty Sts.  
 Tel.: PE 3-2126..... Independent  
 Station Rep..... Raymer  
 General Manager..... Frederick P. Tascone  
 Program Director..... Skip Knight  
 Chief Engineer..... Jack Maciejewski

**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, Sta. Mgr..... James H. Mitchell  
 Chief Engineer..... Mathew Pierzchala

**WOAP—Owosso—1948**

Frequency: 1080 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Owosso Bcstg. Co.  
 Address..... Owosso  
 Tel.: SA 5-8196..... Independent  
 Newspaper Affiliation..... Argus Press  
 Station Rep..... Devney Organization  
 President..... J. E. Campbell  
 General Station Mgr..... Merrill Walker  
 Chief Engineer..... Art Kinsey

**WMBN—Petoskey—1946**

Freq.: 1340 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By..... Midwestern Bcstg. Co.  
 Address..... Bunyan Bldg., Traverse City  
 Tel.: W1 7-7675..... NBC  
 Station Rep..... Venard, Tarbet & McConnell  
 Pres., Gen. Mgr..... Les Biederman  
 Station Mgr..... Ralph Pierson  
 Chief Engineer..... William H. Klker  
 Owners of: WTCM, Traverse City; WATT, Cadillac;  
 WATZ, Alpena; WATC, Gaylord; WTCM-TV;  
 Cheboygan; WPBN-TV, Traverse City.

**WPON—Pontiac—1954**

Freq.: 1460 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned By..... WPON, Inc.  
 Business Address..... 7 S. Perry St.  
 Tel.: FE 8-0444..... Independent  
 President..... H. Allen Campbell  
 General Manager..... William Morgan  
 Station, Comm. Mgr..... Eugene P. White  
 Program Director..... Jerry Olsen  
 Chief Engineer..... Karl Kuck

**WHLS—Port Huron—1938**

Freq.: 1450 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By..... Stevens-Wismer Bcstg. Co.  
 Address..... 932 Military St.  
 Tel.: YU 2-8536..... CBS  
 Sta. Reps..... Mich. Spot Sales; Meeker Co.  
 General Manager..... John F. Wismer  
 Station Mgr..... Thomas G. Sicklersteel  
 Commercial Manager..... A. Arthur Aymen  
 Chief Engineer..... Marc Karmann  
 Owners of: WLAV-AM-FM, Grand Rapids; WLEW,  
 Bad Axe; WOVE, Allegan.

**WTTH—Port Huron—1947**

Frequency: 1380 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... The Times Herald Co.  
 Address..... 907 Sixth St.  
 Tel.: Yukon 5-5171..... ABC  
 Newspaper Affiliation..... Times Herald  
 General Manager..... R. S. Sommerville  
 Program Director..... John B. Smith  
 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  
 Sta. Rep..... Mich. Spot Sales  
 Pres., Gen. Sta. Mgr..... Harvey A. Klann  
 Comm. Mgr..... Albert Klann  
 Program Director..... Harry E. Brege

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Sparks Bcstg. Co.  
 Business Address..... 2201 Woodward Hts. Blvd.  
 Tel.: LI 4-2200..... Independent  
 Station Rep..... Charles Bernard  
 Pres., Gen. Mgr..... Jacob B. Sparks  
 Station Mgr., Program Mgr..... Gordon A. Sparks  
 Chief Engineer..... Garnet Sparks

**WKNX—Saginaw—1947**

Frequency: 1210 Kc..... Power: 10,000 Watts  
 Owned By..... Lake Huron Bcstg. 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 Kushler  
 Chief Engineer..... Max W. Thomas  
 Owners of: WKNX-TV; WLPB-TV, Alpena.

**WSAM—Saginaw—1939**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... Kenneth Hugh McDonald  
 Address..... 2435 Holland Ave.  
 Tel.: PL 2-8161..... NBC  
 Sta. Reps..... Mich. Spot Sales; Paul Raymer  
 President..... Kenneth Hugh McDonald  
 General Manager..... Walter Patterson  
 Station Manager..... Jerry Breen  
 Commercial Manager..... Herman Firschau  
 Program Director..... Bruce Maile  
 Chief Engineer..... Donald McComb

## MICHIGAN-MINNESOTA

### WGSW—Saginaw—1950

Freq.: 790 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By...Booth Broadcasting Co.  
Address.....400 Mason Bldg.  
Tel.: PL 3-4456.....CBS  
Station Representative.....Masla  
President.....John L. Booth  
V.P., General Manager...Robert W. Phillips  
Program Director.....Frederick W. Krell  
Chief Engineer.....Harold Volk, Jr.  
Owners of: WTRX, Flint; WJBM, Jackson; WJLB,  
Detroit; WJVA, South Bend; WIOU, Kokomo.

### WJUD—St. Johns—1959

Frequency: 1580 Kc. Power: 1,000 Watts d.  
Owned By.....Clinton County Bcstg. Co.  
Address.....P.O. Box 276  
Tel.: 224-3237.....MBS  
Station Representative.....Hal Walton  
President, General Mgr.....Justin F. Marzke  
Program Dir., Chief Eng.....Richard Hayman

### WSJM—St. Joseph—1957

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....WSJM, Inc.  
Address.....414 State St.  
Tel.: YU 3-3992.....MBS  
Sta. Representative.....Hal Holman  
President, Gen. Mgr.....Joseph D. Mackin  
Commercial Manager.....Kay L. Morse  
Sales Promotion Mgr.....Ted Faile  
Program Director.....Tom Ferren  
Publicity Director.....James Lindsay  
Chief Engineer.....Jim Siem  
Owners of: WISM, Madison; WEAQ, Eau Claire;  
WOSU, Oshkosh; WBEV, Beaver Dam; WSJM,  
St. Joseph.

### WOIA—Saline—1958

Frequency: 1290 Kc. Power: 500 Watts  
Owned By.....Lester Broadcasting Corp.  
Address.....P. O. Box 5, Ann Arbor  
Tel.: NOrmandy 3-0569.....Independent  
Station Reps.....Weed; Walker-Rawalt  
President, Gen. Mgr.....Herbert W. Lester  
Comm. Publicity Mgr.....Steve Filipiak  
Chief Engineer.....James Allen

### WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc. Power 1 Kw. d., 250 W. n.  
Owned-Operated By...Hlawathaland Bcstg. Co.  
Business-Studio Address.....208 Ashmun S.  
Tel.: ME 2-2231.....Independent  
President.....Stanley R. Pratt  
General Manager.....Russell Staffield

Station, Program Director.....J. O. Frenette  
Chief Engineer.....W. F. Morris

### WSTR—Sturgis—1951

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By...Water Wonderland Bcstg. Co., Inc.  
Address.....P. O. Box 70  
Tel.: OLiver 1-2383.....Independent  
Station Representative.....Masla  
President.....Patrick J. Trahan  
General Manager.....Charles E. Anthony  
Station Manager.....Lee E. Droegeer  
Program Director.....F. G. Fritz  
Chief Engineer.....John Greenwood  
Owners of: WWBC, Bay City.

### WIOS—Tawas City—1958

Frequency: 1480 Kc. Power: 1000 Watts  
Owned By.....Superior Bcstg. Co.  
Address.....Route #2  
Tel.: FOrrest 2-3417.....KBS  
Station Mgr.....Richard A. Egli

### WCCW—Traverse City—1960

Frequency: 1310 Kc. Power: 5,000 Watts d.  
Owned By.....WCCW, Inc.  
Address.....101 West Front St.  
Tel.: WIndsor 6-6211.....Independent  
Station Reps.....Holman; Mich. Spot Sales  
President.....D. C. Summerford  
General Manager.....John R. Anderson  
Chief Engineer.....Theodore Jones

### WTCM—Traverse City—1941

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By...Midwestern Bdcstg. Co.  
Address.....Paul Bunyan Bldg.  
Tel.: WIndsor 7-7675.....NBC  
Station Rep.....Venard, Torbet & McConnell  
Pres., Gen. Mgr.....Les Biederman  
Sta., Comm. Mgr.....Robert E. Detwiler  
Chief Engineer.....William H. Kiker  
Owners of: WATT, Cadillac; WATZ, Alpena;  
WMBN, Petoskey; WATC, Gaylord; WTOM-TV,  
Cheboygan; WPBN-TV, Traverse City.

### WCBQ—Whitehall—1959

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....Paul A. Brandt  
Address.....Box 68  
Tel.: TW 3-1465.....Independent  
President, Gen. Mgr.....Paul A. Brandt  
Commercial Manager.....Charles Hood  
Program Director.....Jack Hood  
Chief Engineer.....Elden Stielstra  
Owners of: WCEN, Mt. Pleasant.

Pop.: 3,500,000  
Families: 1,032,000

# Minnesota

Radio Homes: 1,011,000  
AM Stas. in State: 68

### KKIN—Aitken—1962

Frequency: 930 Kc. Power: 1,000 Watts d.  
Owned By.....Lake Region Bcst. Service  
Address.....P.O. Box 636

Tel.: 927-2844.....KBS  
Station Representative.....Bowden  
General Manager.....Fred H. Moegele  
Program Director.....Stephen C. Coon  
Chief Engineer.....Albert H. Wiese



**KASM—Albany—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Stearns Cty. Bcstg. Co.  
 Address .....Albany  
 Tel.: 845-3005 .....KBS  
 Station Representative .....Continental  
 President.....William Blattner  
 General Manager.....Urban J. Keppers  
 Commercial Manager.....Lee Krause  
 Publicity Director.....Cliff Mitchell  
 Chief Engineer.....Charles Gilbert

**KATE—Albert Lea—1937**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Albert Lea Bcstg.  
 Address .....Poplar Ave.  
 Tel.: FRanklin 3-2338 .....ABC  
 President.....Hart Cardozo  
 Vice-Pres.....Richard Power  
 General Manager.....Robert Benedict

**KXRA—Alexandria—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Alexandria Bcstg. Co.  
 Address .....1315 Broadway  
 Tel.: RO 3-3131 .....KBS-ABC  
 Representative .....Donald Cooke  
 President, Comm. Mgr.....Everette Q. Walters  
 Station Manager.....Kenneth A. Tessmer  
 Chief Engineer.....R. Twistol

**KANO—Anoka—1956**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By.....Northwest Bcstg. Co.  
 Business Address.....1 Radio Drive  
 Tel.: 421-2600 .....KBS  
 Station Representative.....George Hopewell  
 President.....Richard Ahern  
 General, Station Mgr.....Frank R. Hunt, Jr.  
 Sales Promotion Mgr.....Richard Novak  
 Prog., Publicity Dir.....Thomas Kilbride, Jr.  
 Chief Engineer.....Leslie Wilson

**KAUS—Austin—1948**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business-Studio Address.....Hwy. 105 South  
 Tel.: HE 7-2965 .....MBS  
 Representative .....Avery-Knodel  
 President .....R. J. McElroy  
 General Manager.....Ed Starr  
 Sales Manager.....Ken Soderberg  
 Program Director.....Stan Styonicki  
 Chief Engineer.....Tony Moulder

**KQAQ—Austin—1960**

Freq.: 970 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned By.....KQAQ, Inc.  
 Address .....P.O. Box 481  
 Tel.: Hemlock 7-4511 .....Independent  
 Sta. Representative .....Pearson  
 President, General Mgr.....Howard N. Fisher  
 Commercial Manager.....Don Jones  
 Program Director.....Chuck Cell  
 Sales Promotion Mgr.....Bernyce Crowder  
 Chief Engineer.....Don Franz

**KBUN—Bemidji—1946**

Freq.: 1450 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned.....Paul Bunyan Broadcasting Co.  
 Business Address.....511 Beltrami Ave.  
 Tel.: Plaza 1-4120 .....Independent  
 Gen., Sta. Mgr.....James R. Hambacher  
 Chief Engineer.....Robert Pro

**KBMO—Benson—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned By.....North Star Bcstg. Co.  
 Address.....1205 Pacific Ave.  
 Tel.: VI 2-4601 .....KBS  
 President.....George J. McCarthy  
 General Sta. Mgr.....Robert D. Zellmer  
 Program Director.....Marvin E. Meyer  
 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.: 829—2853 .....Independent  
 Station Representative.....Walker-Rawalt  
 President.....E. T. O'Brien  
 Station Mgr., Chief Eng.....Donald H. Koenig  
 Program Director.....Wendall McCullough

**KBMW—Breckenridge—1948**

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Interstate Bcstg. Corp.  
 Address.....Box 1101, Wahpeton, N. D.  
 Tel.: Midway 2-4141 .....MBS  
 Station Representative.....James D. Bowden  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Station Mgr., Pub. Dir.....G. F. Kaufmann  
 Comm., Sales Prom. Mgr.....Newell Grant  
 Program Director.....Cy Gietzen  
 Chief Engineer.....H. G. Nienholz  
 Owners of: KEYD, Oakes, N. D.

**WKLK—Cloquet—1950**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....P. O. Box 309  
 Tel.: TR 9-6725 .....KBS  
 President, Gen. Mgr.....Harry Newby  
 Program Director.....Wayne T. Valentine  
 Station Manager.....Richard DeFore  
 Sales Prom. Manager.....Dick Swan  
 Chief Engineer.....Walt Peters

**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  
 Representative .....Donald-Cooke  
 President, Prog. Dir.....Jerome A. Dahlberg  
 General, Sta. Mgr.....William J. Kiewel  
 Comm. Mgr.....E. R. Melbye  
 Chief Engineer.....Donald V. Broden

**KDLM—Detroit Lakes—1951**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By...Detroit Lakes Bcstg. Co.

# MINNESOTA

Address.....1340 Richwood Rd.  
Tel.: Victor 7-5624.....Independent  
Sta. Representative.....Pearson  
President.....Herbert Gross  
General Manager.....Al G. Leighton  
Chief Engineer.....W. Wilson

## **KDAL—Duluth—1936**

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KDAL, Inc.  
Business-Studio Address.....218 Bradley Bldg.  
Tel.: RA 2-2628.....CBS  
Station Representatives.....Petry; Hyett  
President.....Ward Quaal  
Exec. V.P., Gen. Mgr.....Odin S. Ramsland  
Sales Manager.....Rex H. Hudson  
Program Director.....Carl Casperson  
Sales Prom. Manager.....Don Le Masurier  
Chief Engineer.....R. A. Dettman  
Owners of: KDAL-TV.

## **WDSM—Duluth—1939**

Frequency: 710 Kc.....Power: 5000 W.  
Owned By.....Northwest Pub. Institute  
Address.....230 E. Superior St., Superior, Wisc.  
Tel.: EX 4-4451.....NBC-ABC  
Station Rep.....Peters, Griffin, Woodward  
General Mgr.....Robert J. Rich  
Station Mgr.....Dennis Murphy  
Commercial Mgr.....Jack Arnold  
Dir. of Eng.....George Carlson

## **WEBC—Duluth—1924**

Frequency: 560 Kc.....Power: 5000 Watts  
Owned By.....WMT-TV, Inc.  
Address.....4th Ave. W. and Superior St.  
Tel.: RA 2-2873.....Independent  
Station Representative.....Katz  
President.....William B. Quarton  
General Manager.....Burns Nugent  
Commercial Manager.....Don Bertrand  
Program Director.....Don Rose  
Chief Engineer.....V. G. Brooks

## **KRAD—E. Grand Forks—1959**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned By.....Marlin Obie  
Address.....Box 1192, Grand Forks  
Tel.: 773-2424.....Independent  
Owner.....Marlin Obie  
General Manager.....Arthur F. Nelson

## **WELY—Ely—1954**

Freq.: 1450 Kc.....Power: 1 Kw. d.; 250 W. n.  
Owner.....WELY Corp.  
Address.....Box 540  
Tel.: 744.....KBS-MBS  
President, Gen. Mgr.....Vincent L. Hallett  
Chief Engineer.....Larry McAdams

## **WEVE—Eveleth—1949**

Freq.: 1340 Kc.....Power: 1 Kw. d.; 250 W. n.  
Owned-Oper. By.....Carl Bloomquist  
Address.....Mileage Station  
Tel.: SHerwood 1-5922.....MBS-KBS  
President.....Carl Bloomquist  
General. Sta. Mgr.....Ray E. Kent

## **KSUM—Fairmont—1948**

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KSUM Broadcasting Co.  
Address.....306 North Park St.  
Tel.: 235-5595.....Independent  
Station Representative.....Masla  
Owners.....Elizabeth Woodward, John Miller  
General Manager.....Warren D. Asher

## **KDHL—Faribault—1947**

Frequency: 920 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KDHL Bdcstg. Co.  
Business-Studio Address.....213 Central Ave.  
Tel.: Edison 4-4345.....Independent  
General Mgr.....J. E. Hyde, Jr.

## **KOTE—Fergus Falls—1926**

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned By.....Northland Bcstg. Corp.  
Address.....Box 494  
Tel.: 736-6996.....Independent  
Station Representative.....Pearson  
President.....Carroll Crawford  
General. Sales Prom. Mgr.....Otto Korp  
Program Director.....Ron Yantz  
Publicity Dir.....Shirley Vanderwerff  
Chief Engineer.....H. Hammond  
Owners of: KWEB, Rochester, Minn.; KHAK,  
Cedar Rapids, Iowa.

## **KOZY—Grand Rapids—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Itasca Bcstg. Co.  
Address.....213 N. First Ave.  
Tel.: FA 6-3446.....MBS-KBS  
General Manager.....Robert D. Kennedy

## **WMFG—Hibbing—1935**

Freq.: 1240 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Hibbing Broadcasting Co.  
Address.....807 W. 37 St.  
Tel.: AM 3-7531.....Independent  
Station Reps.....Bolles; Hurley  
President, Ch. Engineer.....Frank P. Befera  
Program Director.....Ron Marinelli  
Comm., Sales Prom. Mgr.....Les Rutstein

## **KDUZ—Hutchinson—1953**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned.....North American Broadcasting Co.  
Address.....Box 32  
Tel.: 896-1555.....KBS  
Station Reps.....Keystone; George Hopewell  
President.....Albert S. Tedesco  
General. Sta. Mgr.....Heinz R. Fruck  
Comm. Mgr., Prog. Dir.....Wally Sylwester  
Sales Promotion Mgr.....C. R. Splittergerber  
Chief Engineer.....Darrel Gander

## **KGHS—International Falls 1959**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....KGHS, Inc.  
Address.....P. O. Box 591  
Tel.: 283-3481.....Independent  
President, Gen. Mgr.....Daniel D. Ganter

**KLFD—Litchfield—1959**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned By.....C. W. Doebler & Assoc., Inc.  
 Address.....218 South Sibley  
 Tel.: Oxford 3-3212.....Independent  
 President, Gen. Mgr.....C. W. Doebler

**KLTF—Little Falls—1950**

Frequency: 960 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Little Falls Bcstg. Co.  
 Address.....70 N.E. First Ave.  
 Tel.: MEDford 2-5414.....KBS  
 Pres., Gen. Sta. Mgr.....John H. Lemme  
 Chief Engineer.....Gordon Lommen

**KEYL—Long Prairie—1959**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....KWAD Bcstg. Co.  
 Address.....Long Prairie  
 Tel.: 222.....Independent  
 President.....Robert E. Ingstad  
 General, Comm. Mgr.....Russ Kaber

**KTOE—Mankato—1950**

Freq.: 1420 Kc. Power: 5 Kw.  
 Owned-Oper. By.....Minnesota Valley Bcstg. Co.  
 Address.....KTOE Building  
 Tel.: 4537.....ABC  
 Representative.....Pearson  
 President.....H. W. Linder  
 General Manager.....Don Linder  
 Program Director.....James Clemens  
 Publicity Director.....Craig Johnson  
 Chief Engineer.....Steve Wolf

**KYSM—Mankato—1938**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....F. B. Clements & Co.  
 Address.....101 N. Second St.  
 Tel.: 4673.....NBC  
 Representative.....Meeker  
 Gen., Sta., Comm. Mgr.....Robert E. DeHaven  
 Program Director.....David Saar  
 Chief Engineer.....James J. Houts

**KMHL—Marshall—1946**

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Harry W. Linder  
 Business-Studio Address.....KMHL Bldg.  
 Tel.: 532-2282.....ABC  
 Representative.....Pearson National Reps.  
 Owner.....Harry W. Linder  
 General Mgr., Chief Eng.....Gilmore F. Frayseth  
 Owners of: KWLM, Willmar; KDMA, Montevideo;  
 KTOE, Mankato; KLGR, Redwood Falls, Minn.

**KEVE—Minneapolis—1948**

Freq.: 1440 Kc. Power: 5 Kw. d.; 500 W. n.  
 Owned-Operated By.....Western Bcstg.  
 Address.....917 N. Lilac Drive  
 Tel.: LI 5-5601.....Independent  
 Station Rep.....Bolling  
 Gen., Station Mgr.....Robert Rock  
 Comm., Sales Prom. Mgr.....Kenneth Firmstahl  
 Program Director.....Jerry Cuning  
 Publicity Director.....Dan Anderson  
 Chief Engineer.....Denny Doty

**KRSI—Minneapolis—1958**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned By.....Radio Suburbia, Inc.  
 Address.....4500 Excelsior Blvd.  
 Tel.: WALnut 6-1677.....ABC  
 Station Rep.....Avery-Knodel  
 General Manager.....J. Warren Burke  
 Program Director.....Roy Carr  
 Chief Engineer.....Bryce Ekberg

**KTCR—Minneapolis—1962**

Frequency: 690 Kc. Power: 500 Watts d.  
 Owned By.....Hennepin Broadcasting Assoc.  
 Address.....3701 Winnetka Ave. N.  
 Tel.: 544-1558.....Independent  
 Station Rep.....Charles Bernard  
 President.....Albert Tedesco  
 General Manager.....Merle Edwards

**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  
 General Manager.....Larry Haeq  
 Sales Manager.....Phil Lewis  
 Commercial Manager.....Bob Woodbury  
 Program Director.....Val Linder  
 Sales Prom. Dir.....Clayt Kaufman  
 Publicity Dir.....Gordon Mikkelson  
 Chief Engineer.....Robert E. Wallinder  
 Owners of: WCCO-TV.

**WDGY—Minneapolis—1923**

Freq.: 1130 Kc. Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By.....The Storz Bcstg. Co.  
 Address.....Minneapolis, 31  
 Tel.: TUXedo 1-2633.....Independent  
 Representative.....John Blair  
 President.....Todd Storz  
 General, Sta. Mgr.....Richard H. Harris  
 Sales Manager.....James Barkley  
 Program Director.....C. V. Jones  
 Publicity Director.....Sylvia Allen  
 Chief Engineer.....Kenneth Olson

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By.....BFR Corp.  
 Address.....1021 La Salle Ave.  
 Tel.: FE 3-0406.....Independent  
 President.....N. L. Bentson  
 Exec. Vice President.....Wayne Williams  
 Program Director.....Dan Allan  
 Sales Prom., Pub. Dir.....Ray Christensen  
 Chief Engineer.....Jack Ducart  
 Owners of: WLOL-FM, Minneapolis; KELO, Sioux  
 Falls; KSO, Des Moines; WKOW-AM-TV, Mad-  
 ison; KDLO, Sioux Falls.

**WPBC—Minneapolis—1949**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....People's Bcstg. Co.  
 Address.....1133 Stinson Blvd.  
 Tel.: 789-4356.....MBS  
 Station Rep.....H-R Reps.

Pres., Gen., Sta. Mgr. . . . . W. V. Stewart  
 Commercial Manager . . . . . James R. King  
 Sales Prom. Mgr. . . . . Merle Forland  
 Program Director . . . Mrs. Becky Ann Stewart  
 Publicity Director . . . . Elizabeth Gahre  
 Chief Engineer . . . . . Paul Willingham

**WTCN—Minneapolis—1931**

Freq.: 1280 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned By . . . . . Time-Life Bcst., Inc.  
 Address . . . . . 2925 Dean Blvd.  
 Tel.: WA 7-8881 . . . . . Independent  
 Station Representative . . . . . Katz  
 President . . . . . Weston C. Pullen, Jr.  
 Vice President . . . . . Willard Schroeder  
 Station Manager . . . . . Gordon H. Ritz  
 Operations Manager . . . . John M. Baldwin  
 Sales Manager . . . . . Norman Page  
 Program Director . . . . . Jim Uglum  
 Promotion Manager . . . . . Howard Coleman  
 Chief Engineer . . . . . Warren Fritze  
 Owners of: WFBM-AM-TV, Indianapolis; WOOD-  
 AM-TV, Grand Rapids; KLZ-AM-TV, Denver;  
 KOGO-AM-FM-TV, San Diego, Calif.

**KDMA—Montevideo—1951**

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Midwest Bcstg. Corp.  
 Address . . . . . Box 471  
 Tel.: AM 9-8815 . . . . . ABC  
 Station Representative . . . . . Pearson  
 Pres. . . . . H. W. Linder  
 Gen. Mgr. . . . . Willard Linder  
 Sta. Mgr. . . . . Byron Zurn

**KVOX—Moorhead—1937**

Freq.: 1280 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By . . . . . KVOX Bcstg. Co.  
 Address . . . . . P. O. Box 437  
 Tel.: Cedar 3-1522 . . . . . MBS  
 Station Representative . . . . . Weed  
 President . . . . . E. J. McKellar  
 General. Comm. Mgr. . . . . R. L. Owens

**KMRS—Morris—1956**

Frequency: 1570 Kc. . . . . Power: 1 Kw., d.  
 Owned By . . . . . Clifford L. Hedberg  
 Address . . . . . Morris, Minn.  
 Tel.: 68 . . . . . Independent  
 Station Manager . . . . . Clifford L. Hedberg

**KNUJ—New Ulm—1949**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KNUJ, Inc.  
 Address . . . . . 123 S. Minnesota St.  
 Tel.: Elmwood 4-2115 . . . . . Independent  
 President . . . . . W. K. Mickelson  
 General, Sta. Mgr. . . . . George E. Korenchen  
 Chief Engineer . . . . . Gerald Walston

**KDIO—Ortonville—1956**

Frequency: 1350 Kc. . . . . Power: 1 kw., d.  
 Owned By . . . . . Tri-State Bcstg. Co.  
 Address . . . . . Box 696  
 Tel.: 839-2581 . . . . . Independent  
 Station Rep. . . . . Cooke  
 Pres., Chief Eng. . . . . Richard Schultz  
 Gen., Comm. Mgr. . . . . W. F. McCormick

**KRFO—Owatonna—1956**

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Owatonna Bcstg. Co.  
 Address . . . . . 301 N. Cedar St.  
 Tel.: 451-2250 . . . . . KBS  
 President . . . . . Duane Allen  
 General Mgr., Chief Eng. . . . . Jerald J. Boos  
 Comm., Prom. Mgr. . . . . Arnold K. Schumann  
 Program. Publicity Dir. . . . . Todd Hale

**WCMP—Pine City—1957**

Frequency: 1350 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . Pine County Bcstg. Co.  
 Address . . . . . Box 230  
 Tel.: 629-2525 . . . . . KBS  
 President . . . . . Richard K. Pewer  
 Station. Comm. 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.: 825-3363 . . . . . KBS  
 Representative . . . . . Continental  
 President . . . . . C. B. Thomas  
 Gen. Sta. Mgr. . . . . Ron Overlander  
 Chief Engineer . . . . . Clarence Aushan

**KCUE—Red Wing—1948**

Frequency: 1250 Kc. . . . . Power: 1000 Watts, d.  
 Owned By . . . . . Hiawatha Valley Public Svc. Bcstrs.  
 Address . . . . . Box 102  
 Tel.: 388-3511 . . . . . Independent  
 Station Representative . . . . . Pearson Nat. Reps.  
 President, Gen., Mgr. . . . . George L. Brooks  
 Commercial Manager . . . . . Jack Turnbull  
 Program Director . . . . . Darwin Eckholm  
 Publicity Director . . . . . Jan Owens  
 Chief Engineer . . . . . Lawrence Dvsdall

**KLGR—Redwood Falls—1954**

Freq.: 1490 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By . . . . . Harry W. Linder  
 Address . . . . . 209 S. Washington St.  
 Tel.: 637-2989 . . . . . Independent  
 Station Representative . . . . . Pearson  
 President, General Mgr. . . . . H. W. Linder  
 Station Manager . . . . . Harlin J. Hanson  
 Chief Engineer . . . . . Francois Peterson  
 Owners of: KWLM, Willmar; KMHL, Marshall;  
 KDMA, Montevideo; KTOE, Mankato, All Minn.

**KROC—Rochester—1935**

Freq.: 1340 Kc. . . . . Power: 1 Kw. d.; 250 W. n.  
 Owned . . . . . Southern Minnesota Bcstg. Co.  
 Address . . . . . 100 1st Avenue Bldg.  
 Tel.: AT 9-3924 . . . . . NBC  
 Station Rep. . . . . Venard, Terbet & McConnell  
 President, Gen. Mgr. . . . . G. David Gentling  
 Program Director . . . . . Robert Fick  
 Chief Engineer . . . . . Robert Cross

**KWEB—Rochester—1957**

Frequency: 1270 Kc. . . . . Power: 500 Watts, d.  
 Owned By . . . . . Northland Radio Corp.  
 Address . . . . . Northwestern Nat. Bk. Bldg.

Tel.: Atlas 2-9465.....ABC  
 Station Reps. .... Pearson  
 President..... K. H. Murphy, Jr.  
 General Manager..... O. B. Borgen

**KFAM—St. Cloud—1938**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Times Publ. Co.  
 Address.....Fernwood Addition Hwy. 152  
 Tel.: Blackburn 2-1551.....NBC  
 Newspaper Affiliation.....Times  
 Representative.....Pearson  
 President.....Frederick C. Schilplin  
 General Sta. Mgr.....John Murphy  
 Comm. Program Mgr.....Jack Lund  
 Chief Engineer.....Robert Witschen

**WJON—St. Cloud—1950**

Freq.: 1240 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....WJON Bcstg.  
 Address.....Box 270  
 Tel.: BL 1-4422.....Independent  
 President.....Richard K. Power  
 Commercial Mgr.....Van Vander Ark  
 Chief Engineer.....Guy LeMont

**KSTP—St. Paul—Minneapolis  
 1928**

Frequency: 1500 Kc.....Power: 50,000 Watts  
 Owned By.....Hubbard Broadcasting, Inc.  
 Bus. Studio Address.....3415 University Ave  
 Tel.: Midway 5-2724.....NBC  
 Representative.....Edward Petry  
 President.....Stanley E. Hubbard  
 V.P., Gen. Mgr.....Stanley S. Hubbard  
 Radio Sales Mgr.....Byron Anderson  
 Sales Prom. Mgr.....William Davey  
 Program Director.....Leigh Kamman  
 Chief Engineer.....Frederick L. Street  
 Owners of: KSTP-TV; KOB-AM-TV, Albuquerque;  
 WGTQ, Cypress Gardens.

**KDWB—St. Paul—1951**

Freq.: 630 Kc.....Power: 5 Kw. d.; 500 W. n.  
 Owned By.....Crowell-Collier Bcstg. Co.  
 Address.....Foshay Tower  
 Tel.: PR 6-1501.....Independent  
 Station Representative.....Eastman  
 General Manager.....John M. McRae  
 Sales Manager.....Barry A. Tucker  
 Program Director.....Sam Sherwood  
 Chief Engineer.....Dick Halvorsen  
 Owners of: KFWB, Los Angeles; KEWB, San  
 Francisco.

**WMIN—St. Paul—1936**

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Franklin Bcstg. Co.  
 Address.....611 Frontenac Place  
 Tel.: MI 5-7757.....Independent  
 Station Representative.....Spot Time Sales  
 V.P., General Mgr.....C. B. Clarke, Jr.  
 Program Director.....Jack Duryea  
 Chief Engineer.....Edward DeLaHunt

**KRBI—St. Peter—1957**

Frequency: 1310 Kc.....Power: 1 Kw., d.

Owned By.....Seehafer & Johnson Bcstg. Co.  
 Address.....1031 W. Grace St.  
 Tel.: 931-3220.....Independent  
 Station Representative.....Gene Bolles Co.  
 President, Gen. Mgr.....D. W. Seehafer  
 Sales Promotion Mgr.....Bob Johnson  
 Commercial Manager.....Dick Hullander  
 Program Director.....La Mar Hay  
 Publicity Director.....Ben Jakel  
 Chief Engineer.....John Aasen

**WAVN—Stillwater—1949**

Frequency: 1220 Kc.....Power: 5,000 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.....Douglas Ames

**KTRF—Thief River Falls  
 1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....KTRF Radio Corp.  
 Address.....Box 69  
 Tel.: 681-1230.....Independent  
 Station Representative.....Wayne Evans  
 Pres., Gen. Mgr.....Don Olsen

**WHLB—Virginia—1936**

Frequency: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Virginia Bcstg. Co.  
 Address.....P. O. Box 1066  
 Tel.: SH 1-2233.....Independent  
 Sta. Reps.....Bolles; Hurley; O'Connell  
 President, Ch. Eng.....Frank Befera  
 Comm., Sta. Manager.....James Parise  
 Program Director.....John McCarty  
 Publicity Director.....Dick Sadar  
 Sales Prom. Mgr.....James Roderigo

**KWAD—Wadena—1947**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KWAD Broadcasting Co.  
 Address.....P.O. Box 551  
 Tel.: MEEdford 1-1803.....ABC  
 Station Rep.....Wayne Evans & Assoc.  
 President.....Robert E. Ingstad  
 Station Manager.....Ed Weeks  
 Commercial Manager.....Dick Grewe  
 Program Director.....Dave McDonald  
 Chief Engineer.....Harold E. Allen

**KWLM—Willmar—1940**

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Lakeland Bcstg. Co.  
 Address.....Box 393  
 Tel.: BE 5-1340.....ABC  
 Sta. Representative.....Pearson, Nat. Rep.  
 President, Gen. Mgr.....H. W. Linder  
 Chief Engineer.....Francois Peterson

**KDOM—Windom—1958**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned By.....KDOM, Inc.  
 Address.....P. O. Box 23  
 Tel.: TEmple 1-3908.....Independent



# MINNESOTA-MISSISSIPPI

President, Sta. Mgr. . . . . Robert D. Thompson  
 Program Director . . . . . Sandra K. Wendel  
 Chief Engineer . . . . . Larry W. Stout

## KAGE—Winona—1957

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Winona Bcstg. Co.  
 Business Address . . . . . 118 W. 4th St.  
 Tel.: 2867 . . . . . KBS  
 President . . . . . James B. Gcelz  
 Station Manager . . . . . Frank L. Haas  
 Chief Engineer . . . . . Rex Eyler

## KWNO—Winona—1938

Freq.: 1230 Kc. . . . . Power: 1 Kw. d., 250 W. n.

Owned By . . . . . KWNO, Inc.  
 Tel.: 3313 . . . . . ABC  
 Newspaper Affiliation . . . . . Daily News  
 Station Reps. . . . . Pearson; Bowden  
 President . . . . . H. R. Hurd  
 Station Manager . . . . . C. E. Williams  
 Chief Engineer . . . . . E. B. Gappa

## KWOA—Worthington—1947

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Worthington Bcstg. Co., Inc.  
 Address . . . . . Hotel Thompson  
 Tel.: 376-4171 . . . . . Independent  
 President, Gen. Mgr. . . . . R. W. Olson

Pop.: 2,180,000

Families: 576,000

# Mississippi

Radio Homes: 533,500

AM Stas. in State: 79

## WMPA—Aberdeen—1952

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Aberdeen  
 Address . . . . . Box 402  
 Tel.: EM 9-4561 . . . . . Independent  
 General Mgr. . . . . Ray Tolar

## WAMY—Amory—1955

Frequency: 1580 Kc. . . . . Power: 5 Kw., d.  
 Owned By . . . . . Bob McRaney Enterprises, Inc.  
 Address . . . . . Main St.  
 Tel.: CL 6-5911 . . . . . MBS-KBS  
 Station Representative . . . . . C. K. Beaver Assoc.  
 President . . . . . Bob McRaney  
 General Mgr., Chief Eng. . . . . John E. King, Jr.  
 Commercial Manager . . . . . Joel Camp  
 Program Director . . . . . Ed Cleery  
 Owners of: WROB, West Point, Miss.

## WBLE—Batesville—1953

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Panola Bcstg. Co.  
 Address . . . . . Drawer No. 73  
 Tel.: 7266 . . . . . KBS  
 President, Gen. Mgr. . . . . Harold B. McCarley  
 Chief Engineer . . . . . Alfred E. Jennings

## WELZ—Belzoni—1959

Frequency: 1460 Kc. . . . . Power: 1 Kw.  
 Owned By . . . . . Humphreys County Broadcasting  
 Address . . . . . P. O. Box 216  
 Tel.: 1071 . . . . . KBS  
 President . . . . . R. E. Hook  
 Manager . . . . . S. C. Harrill  
 Chief Engineer . . . . . B. B. Watkins

## WLOX—Biloxi—1948

Freq. 1490 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By . . . . . WLOX Bcstg. Co.  
 Address . . . . . Buena Vista Hotel  
 Tel.: ID 2-5581 . . . . . MBS  
 Representative . . . . . Holman  
 General Manager . . . . . Ray Butterfield  
 Commercial Manager . . . . . Thomas B. McJure  
 Program Director . . . . . P. Besarge  
 Owners of: WLOX-TV, Biloxi.

## WVMI—Biloxi—1950

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . New South Communications, Inc.  
 Address . . . . . P. O. Box 152  
 Tel.: ID 2-7001 . . . . . MBS  
 Station Representative . . . . . Holman  
 President . . . . . F. E. Holladay  
 General Mgr. . . . . Joseph W. Carson  
 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  
 President, Station Mgr. . . . . W. M. Jones  
 Commercial Manager . . . . . C. D. Mathis, Jr.  
 Chief Engineer . . . . . Earl Neil

## WJMB—Brookhaven—1948

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Brookhaven Bcstg. Co.  
 Address . . . . . W. Chickasaw St.  
 Tel.: 1298 . . . . . KBS  
 General Mgr. . . . . A. H. Felder

## WDOB—Canton—1953

Frequency: 1370 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Madison County Bcstg. Co.  
 Address . . . . . Box 182  
 Tel.: 1370 . . . . . KBS  
 Station Representative . . . . . Bolles  
 Owners . . . . . R. J. Loflin, Jr., W. R. Williams  
 General Manager . . . . . H. Shedd

**WGLC—Centreville—1951**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By. Southern Bcstg. Co.  
Address. Centreville  
Tel.: MI 5-4401. KBS  
Pres., Gen. Mgr. Frederick A. W. Davis  
Chief Engineer. Bill Dunn

**WKDL—Clarksdale—1955**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Operated By. Coahoma Bcstg. Co.  
Address. First at Sunflower Ave.  
Tel.: MA 4-4908. Independent  
President, Gen. Mgr. Robert J. McIntosh  
Sales Prom. Mgr., Prcg. Dir. Robert L. Wells  
Publicity Director. Archie Wade  
Chief Engineer. Arthur D. Nix

**WROX—Clarksdale—1944**

Frequency: 1450 Kc. Power: 250 Watts  
Owned By. Mrs. E. T. Imes  
Address. Box 939  
Tel.: MAin 4-2795. MBS, KBS  
General Manager. Bob Evans  
Sta., Comm. Mgr. Tom Reardon  
Chief Engineer. C. D. Graves

**WCLD—Cleveland—1949**

Frequency: 1490 Kc. Power: 250 Watts  
Owned By. Voice of the Delta, Inc.  
Address. H'way 61 So.  
Tel.: VI 3-4091. KBS  
Station Representative. Bolles  
V.P., Gen. Mgr. George C. Shurden

**WDSK—Cleveland—1958**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned By. L. A. Feduccia  
Address. Box 869  
Tel.: 843-5221. ABC  
Station Representative. Continental  
Owner, Gen. Mgr. L. A. Feduccia  
Chief Engineer. Earl Key

**WCJU—Columbia—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. WCJU, Inc.  
Address. P. O. Box 472  
Tel.: RE 6-2616. KBS  
Newspaper Affiliation. The Progress  
Pres., Gen. Manager. Lester Williams

**WFFF—Columbia—1961**

Frequency: 1600 Kc. Power: 500 Watts d.  
Owned By. Fortenberry Enterprises, Inc.  
Address. P.O. Box 569  
Tel.: 736-2678. MES  
President, General Mgr. Edward D. Bishop  
Commercial Manager. Paul Parker  
Program Director. David Martin  
Chief Engineer. Charles M. Pearson

**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  
Commercial Manager. Eva Eatherton  
Sales Promotion Manager. Syd Thweatt  
Program Director. Joe Young Campbell  
Publicity Director. James W. Eatherton, III  
Chief Engineer. Paul Brumlett

**WCBI—Columbus—1940**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned. Columbus Bcstg. Co., Inc.  
Address. Gilmer Hotel  
Tel.: FA 8-7271. MBS-KBS  
Newspaper Affil. Commercial Dispatch  
Station Rep. Beaver  
President. B. Imes, Jr.  
General Mgr. Bob Evans  
Station Manager. Ray Crummy  
Asst. Manager. Mrs. Ruby J. Latham  
Chief Engineer. Tom McFerrin

**WCMA—Corinth—1945**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By. Corinth Bcstg. Co., Inc.  
Business-Studio Address. Ray Bldg.  
Tel.: AT 6-7757. KBS  
Station Rep. C. K. Beaver & Assoc.  
President. Simpson Russell  
V.P., General Mgr. J. Kenneth Marston  
Station, Sales Prom. Mgr. John E. Bell  
Commercial Manager. J. Emory Price  
Program Director. Danny N. Felker  
Chief Engineer. Talmadge E. Harvill  
Owners of: WDXI-AM-TV, Jackson; WDXE,  
Lawrenceburg; WTPR, Paris; WENK, Union  
City; WDXN, Clarksville. All Tenn.

**WCRR—Corinth—1956**

Frequency: 1330 Kc. Power: 500 Watts, d.  
Owned-Oper. By. Rebel Radio, Inc.  
Business Address. 614½ Waldron  
Tel.: ATLantic 6-6691. ABC  
President. Luther C. Moore  
General Station Mgr. G. Byars

**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  
Gen. Mgr., Ch. Eng. Hugh Hughes  
Comm. Sta. Mgr. Willie Weems

**WDDT—Greenville—1955**

Frequency: 900 Kc. Power: 1 Kw., d.  
Owned By. Clearwater Bcstg. Co.  
Address. 207 Main Street  
Tel.: Edison 2-0526. Independent  
Newspaper Affil. Delta Democrat Times  
Station Rep. Lee F. O'Connell  
President. John Gibson  
General Manager. Claude Satchfield  
Commercial Manager. Dub Koenig  
Sales Promotion Mgr. W. H. Deans  
Program Director. Dan Stewart  
Chief Engineer. Joe Gunter

**WESY—Greenville—1958**

Frequency: 1580 Kc. Power: 1000 Watts

# MISSISSIPPI

Owned By..... Miss-Ark. Broadcasting Co.  
Address..... 100 N. Poplar  
Tel.: 332-0770..... Independent  
Station Reps..... Dore; Dora-Clayton  
Co-Managers..... P. Artman, M. Abraham  
Program Director..... Paul Artman  
Chief Engineer..... Jeff D. Smith

## WGVM—Greenville—1948

Frequency: 1260 Kc..... Power: 5000 Watts d.  
Owned-Operated By..... Mid America Bcstg. Co.  
Bus-Studio Address..... 118 So. E'way  
Tel.: EDison 4-4559..... Independent  
Station Representative..... Devney Organization  
President..... David M. Segal  
Gen., Station Mgr..... Edward M. Guss  
Commercial Manager..... Jack R. Stull  
Program Director..... James B. Ashley  
Chief Engineer..... James I. Tugwell

## WJPR—Greenville—1939

Freq.: 1330 Kc..... Power: 1 Kw. d., 500 W. n.  
Owned By..... WJPR Radio  
Address..... 120 So. Poplar St.  
Tel.: ED 5-2617..... MBS-KBS  
Station Reps..... Spot Time Sales; Beaver  
President, Gen. Mgr..... Bruce H. Gresham  
Commercial Manager..... John K. Gresham  
Program Director..... Joel Netherland  
Chief Engineer..... Percy L. Kuhn

## WABG—Greenwood—1949

Freq.: 960 Kc..... Power: 1 Kw. d., 500 w. n.  
Owned-Oper. By..... Greenwood Bcstg. Co.  
Address..... 206 W. Claiborne  
Tel.: GLadstone 3-5232..... ABC-MBS  
President..... Cy N. Bahakel  
General Manager..... Lew Sadler  
Chief Engineer..... Tommy Murphy

## 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  
Chief Eng..... Louis Pierce

## WNAG—Grenada—1949

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Grenada Bcstg. Co.  
Address..... 407 Mound St.  
Tel.: 1400..... Independent  
Newspaper Affiliation..... Commercial Dispatch  
Station Representative..... Jack Masla & Co.  
President..... Birney Imes, Jr.  
General Manager..... Bob Evans, Sr.  
Station Manager..... Ken Berryhill  
Chief Engineer..... Jimmie Pinnix  
Owners of: WCHI-AM-TV, Columbus; WELQ,  
Tupelo; WROX, Clarksdale; WMOX, Meridian,  
Miss.

## WGCM—Gulfport—1928

Freq.: 1240 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned by..... E. O. Roden & Assoc.  
Address..... 15th Ave and 22nd St.  
Tel.: UN 3-3522..... ABC-KBS

President..... E. O. Roden  
General, Sta. Mgr..... James E. Reese  
Commercial Mgr..... Ossie Owens  
Sales Promotion Mgr..... F. M. Smith  
Program Director..... David L. Melton  
Publicity Director..... Flora Reese  
Chief Engineer..... Ronald Rice  
Owners of: WTUP, Tupelo, Miss.; WBOP, Pensa-  
cola, Fla.; WRIP, Booneville, Miss.; WTUG,  
Tusculoosa, Ala.

## WROA—Gulfport—1955

Frequency: 1390 Kc..... Power: 1 Kw., d.  
Owned By..... Chas. W. Dowdy  
Address..... 1313 28th Ave.  
Tel.: UN 3-7133..... Independent  
Station Rep..... Thomas F. Clark  
President, Gen. Mgr..... Charles W. Dowdy  
Commercial Manager..... Fred R. Beattie  
Program Director..... David Melton  
Chief Engineer..... Wayne Dowdy

## WBKH—Hattiesburg—1954

Frequency: 950 Kc..... Power: 5 Kw.  
Owned..... Deep South Radio, Inc.  
Address..... 305 Bay Street  
Tel.: JU 2-1986..... Independent  
Station Representative..... Devney Org.  
President..... B. L. Blackledge Jr.  
General Manager..... F. M. Smith

## WFOR—Hattiesburg—1925

Frequency: 1400 Kc..... Power: 250 Watts  
Owned By..... New Forte, Inc.  
Address..... 302 Hemphill St.  
Tel.: JU 4-5432..... NBC  
General Manager..... E. M. Jenkins  
Chief Engineer..... J. N. Watson

## WHSY—Hattiesburg—1948

Freq.: 1230 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned By..... Hub City Bcstg. Co., Inc.  
Address..... P.O. Box 1008  
Tel.: JU 3-1741..... ABC  
President, Gen. Mgr..... Charles W. Holt  
Station Manager..... Bob French  
Program Director..... W. Frazier  
Chief Engineer..... Mike Windham

## WXXX—Hattiesburg—1957

Frequency: 1310 Kc..... Power: 1 Kw., d.  
Owned By..... WXXX, Inc.  
Address..... P.O. Box 1492  
Tel.: 582-2591..... KBS  
President..... George P. Mooney  
General, Station Mgr..... J. C. Walker  
Commercial Manager..... C. L. Williamson  
Sales Prom. Mgr., Pub. Dir..... Jerry Dossett  
Program Director..... Charles Walley  
Chief Engineer..... C. C. Vogel  
Owners of: WKGN, Knoxville, Tenn.; WBSK,  
Pensacola, Fla.

## 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 Alford  
 Comm. Prom. Mgr.....Mal Jones  
 Sta. Mgr., Ch. Eng.....A. M. Smith  
 Program, Publicity Dir.....Bob Prather

**WCPC—Houston—1955**

Frequency: 940 Kc.....Power: 50 Kw. d.  
 Owned-Oper. By.....WCPC Bcstg. Co.  
 Address.....Box 552  
 Tel.: GL 6-3071.....KBS  
 Station Representative.....Beaver  
 Gen., Sta. Mgr.....Robin H. Mathis  
 Comm. Mgr., Prog. Dir.....Ralph C. Mathis  
 Chief Engineer.....John B. Skelton, Jr.  
 Owners of: WXTN, Lexington; WSJC, Magee;  
 WSAO, Senatobia.

**WDLT—Indianola—1953**

Frequency: 1380 Kc.....Power: 500 watts d.  
 Owned By.....Radio Cleveland, Inc.  
 Address.....Box 667  
 Tel.: 500.....KBS  
 Station Reps.....Beaver; Bolles  
 President.....J. R. Denton  
 General Manager.....George C. Shurden  
 Station, Comm. Mgr.....Lyle G. Mitchell  
 Program Director.....Cliff Pruitt  
 Pub. Dir., Ch. Eng.....J. Boyd Ingram  
 Owners of: WCLD, Cleveland.

**WVOM—Iuka—1960**

Frequency: 1270 KC.....Power: 1,000 Watts d.  
 Owned By.....E. C. Holtsford  
 Address.....Front St.  
 Tel.: 2251.....Independent  
 General Manager.....E. C. Holtsford

**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  
 Program Director.....F. Cox  
 Chief Engineer.....Percy Wood  
 Owners of: WLBT, Jackson.

**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-KBS  
 Station Rep.....Hal Walton  
 President.....Howard S. Cohoon  
 V. P., Gen. Mgr.....Lewis Heilbronner  
 Program Director.....Bill Slaton  
 Chief Engineer.....Lee Hodges

**WJXN—Jackson—1940**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....916 Foley

Tel.: FL 2-6673.....Independent  
 President.....James T. Ownby  
 V.P., Gen. Mgr.....Gayle Swofford  
 Chief Engineer.....E. E. Peterson

**WOKJ—Jackson—1954**

Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned By.....Ni-Mac Bcstg. Co.  
 Address.....Box 2667  
 Tel.: FL 4-4096.....Independent  
 Station Representative.....Howard  
 President, Gen. Mgr.....John McLendon  
 Station Manager.....Al Brooks

**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  
 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.: 372-6311.....ABC  
 Newspaper Affil.....Daily News, Clarion Ledger  
 Station Representative.....Rado-TV Reps.  
 President.....T. M. Hederman, Jr.  
 General Manager.....L. M. Sepaugh  
 Comm., Sta. Manager.....Dick Voorhis  
 Program Director.....Al Simmons  
 Chief Engineer.....C. A. Perkins  
 Owners of: WJTV, Jackson.

**WKOZ—Kosciusko—1947**

Frequency: 1350 Kc.....Power: 5 Kw., d.  
 Owned By.....H. M. Boswell, Jr.  
 Address.....109 W. Jefferson  
 Tel.: 782.....KBS  
 President, General Mgr.....H. M. Boswell, Jr.

**WAML—Laurel—1932**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....New Laurel Radio Station Inc.  
 Address.....Box 367  
 Tel.: 428-5601.....NBC-KBS  
 President.....Harold Matison  
 General, Station Mgr.....Frank Sumrall  
 Comm., Sales Prom. Mgr.....M. M. Caver  
 Program, Publicity Dir.....Paul Carlisle  
 Chief Engineer.....Lester Johnson

**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  
 President, Gen. Mgr.....Gene Tibbett  
 Chief Engineer.....Dudley Carter

**WNSL—Laurel—1957**

Frequency: 1260 Kc.....Power: 5 Kw., d.

# MISSISSIPPI

Owned.....Voice of the New South, Inc.  
Address.....P.O. Box 2336  
Tel.: 425-1491.....Independent  
Sta. Representative.....Grant Webb  
President.....Joe Carson  
Gen. Mgr.....Granville Walters  
Comm. Mgr.....Tack Jones  
Program Director.....Mel Morriss  
Chief Engineer.....Glynn Holland

## WXTN—Lexington—1959

Frequency: 1150 Kc.....Power: 500 Watts  
Owned By.....Holmes County Bcstg. Co.  
Address.....Box 326  
Tel.: 222.....KBS  
President.....Robin Mathis  
General Manager.....Fanny Mae Colthran  
Chief Engineer.....J. B. Skelton  
Owners of: WCPC, Houston; WSJC, Magee, Miss.

## WLSM—Louisville—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Louisville Bcstg. Corp.  
Address.....P.O. Box 111  
Tel.: 1000.....KBS  
Station Representative.....Webb  
Station Manager.....Herbert Guthrie

## WHHT—Lucedale—1960

Frequency: 1440 Kc.....Power: 1 Kw. d.  
Owned By.....Tri-County Bcstrs., Inc.  
Address.....Box 27  
Tel.: Whitehall 7-3228.....KBS  
President.....W. R. Guest, Jr.  
General Manager.....Holton D. Turnbough

## WMBC—Macon—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Radio Macon, Inc.  
Address.....P.O. Box 151  
Tel.: 9543.....KBS  
Station Rep.....Hopewell  
President, Gen. Mgr.....F. A. Davis  
Station Mgr., Chief Eng.....Billy M. Brunt  
Program Director.....Don Petersen  
Publicity Director.....Bob Boykin  
Owners of: WSRA, Milton, Fla.

## WSJC—Magee—1957

Frequency: 790 Kc.....Power: 1 Kw. d.  
Owned By.....SE Miss. Bcstg. Co.  
Tel.: 2413.....KBS  
General Manager.....Marvin L. Mathis  
Commercial Manager.....C. H. Meadows  
Program Director.....Mrs. Jeanette Mathis  
Chief Engineer.....Richard Diamond  
Owners of: WCPC, Houston; WXTN, Lexington, Miss.

## WAPF—McComb—1948

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....S. W. Bcstg. Co. of Miss.  
Address.....Pike Hotel  
Tel.: 1884.....KBS  
Station Representative.....C. K. Beaver  
Co-Owners.....Phillip Brady, Louis Alford,  
Mack Smith

## WHNY—McComb—1939

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.  
Owned By.....Broadcast Service, Inc.  
Address.....Drawer E  
Tel.: 684-8140.....Independent  
Station Representative.....Hopewell  
President.....Charles W. Holt  
General Station Mgr.....Carroll Hines  
Commercial Manager.....Harry Thompson  
Program Director.....Dean Strickland  
Chief Engineer.....Kenneth C. McGehee  
Owners of: WHDY, Montgomery; WHSY, Hattiesburg; WSHM, Mobile.

## WCOC—Meridian—1926

Frequency: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Mississippi Bcstg. Co., Inc.  
Address.....Box 591  
Tel.: 482-7714.....CBS  
Station Rep.....Charles Bernard  
President, General Manager.....Withers Gavin  
Owners of: WCOC-TV, Meridian.

## WDAL—Meridian—1958

Frequency: 1330 Kc.....Power: 1 Kw., d.  
Owned By.....R. E. Hook & Asscc.  
Address.....P. O. Box 125  
Tel.: 483-4891.....Independent  
Station Representative.....Gene Bolles Co.  
President.....R. E. Hook  
Gen. Mgr., Ch. Eng.....Dan Hollingsworth

## WMOX—Meridian—1945

Freq.: 1010 Kc.....Power: 10 Kw. d., 1 Kw. n.  
Owned By.....Birney Imes Jr.  
Address.....P. O. Box 1511  
Tel.: 482-0171.....KBS  
Newspaper Affil.....Commercial Dispatch  
Station Reps.....Beaver; Masla  
Owner.....Birney Imes, Jr.  
General Manager.....Bob Evans  
Station Sales Prom. Mgr.....Monroe Looney  
Commercial Manager.....Eddie Smith  
Program Director.....Don Spier  
Chief Engineer.....Steve Burkes  
Owners of: WCBI-AM-TV, Columbus; WELO, Tupelo; WRON, Clarksdale; WNAG, Grenada.

## WOKK—Meridian—1947

Frequency: 1450 Kc.....Power: 1 Wt. d; 250 n.  
Owned-Oper. By.....New South Bcstg. Corp.  
Address.....Box 528  
Tel.: 482-6133.....Independent  
Station Representative.....Webb  
President, Prog. Dir.....F. E. Holladay  
General 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.: 482-3106.....Independent  
Station Representative.....Howard  
Pres., Gen. Mgr.....A. L. Royal, Jr.  
Station Manager.....R. Harwell  
Chief Engineer.....J. B. Griffith



**WMIS—Natchez—1941**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Natchez Broadcasting Co.  
 Address .....City Bank Building  
 Tel.: 2-2522.....NBC-KBS  
 Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.

**WNAT—Natchez—1949**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Old South Bcstg. Co.  
 Address .....Eola Hotel  
 Tel.: 4621.....Independent  
 President.....W. S. Perkins  
 General Manager.....Ervin Parks  
 Chief Engineer.....G. G. Boyd

**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

**WBKN—Newton—1956**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned By.....E. L. Burns  
 Business Address.....110 S. Main  
 Tel.: 70.....Independent  
 President, Gen. Mgr.....E. L. Burns  
 Sta. Mgr., Ch. Eng.....Aubrey L. Underwood  
 Program Director.....G. F. Magum  
 Publicity Dir.....Mrs. Vic Murphy

**WSUH—Oxford—1955**

Frequency: 1420 Kc. Power: 1000 Watts, d.  
 Owned By.....Leroy Kilpatrick  
 Address.....University Ave., East  
 Tel.: 1133.....KBS  
 Owner.....Leroy Kilpatrick  
 Gen., Comm. Mgr.....C. H. Quick  
 Chief Engineer.....R. Coler

**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.....ABC  
 President.....William R. Guest, Jr.  
 Gen., Sta. Mgr.....Walter L. Smith

**WHOC—Philadelphia—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....William Howard Cole  
 Address.....Box 26  
 Tel.: 656-1490.....Independent  
 President, Gen. Mgr.....William Howard Cole  
 Comm., Sls. Prom. Mgr...Mrs. Marjorie Williams  
 Program Director.....Rex Smith  
 Chief Engineer.....Paul M. Miller

**WRJW—Picayune—1948**

Frequency: 1320 Kc. Power: 5000 W. d.  
 Owned-Oper. By.....Tung Bcstg. Co.  
 Business Address.....P.O. Box 358  
 Tel.: 798-4835.....KBS  
 Station Representative.....George Hopewell  
 President.....Hugh O. Jones

General, Sta. Manager.....James O. Jones II  
 Program Director.....Maxie D. Stephens Jr.  
 Commercial Manager.....Darris O. Moeller  
 Chief Engineer.....Bryant Woodham  
 Owners of: WPMP, Pascagoula; WHHT, Lucedale,  
 Miss.

**WSAO—Senatobia—1962**

Frequency: 1550 Kc. Power: 5,000 Watts d.  
 Owned By.....Northwest Miss. Bcstg. Co.  
 Address.....P.O. Box 68  
 Tel.: Senatobia.....KBS  
 Station Reprs...Continental Radio Sales; Beaver  
 General Mgr., Chief Eng.....Charles Callaway

**WSSO—Starkville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Starkville Bcstg. Co.  
 Business-Studio Address.....WSSO Bldg.  
 Tel.: 323-1230.....KBS  
 President, Chief Eng.....Joe Phillips  
 Commercial Manager.....Lester Boyd  
 Program Director.....Beverly Shehea

**WELO—Tupelo—1944**

Freq.: 580 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By.....Tupelo Bcstg. Co., Inc.  
 Business Address.....WELO Bldg.  
 Tel.: 842-7658.....KBS  
 Newspaper Affiliation.....Columbus Dispatch  
 Station Reprs.....Beaver; Masla  
 President.....Birney Imes, Jr.  
 General Manager.....Bob Evans  
 Sta., Comm. Mgr.....E. L. Bowen  
 Chief Engineer.....Leroy Green Sr.  
 Owners of: WCBI-AM-TV, Columbus; WMOX,  
 Meridian; WROX, Clarksdale; WNAG, Grenada.

**WTUP—Tupelo—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Leo Bcstg. Co.  
 Address.....P.O. Box 362  
 Tel.: 842-3301.....ABC  
 President.....E. O. Roden  
 Station, Sales Prom. Mgr.....T. L. Estess  
 Commercial Manager.....S. A. Hancock, Jr.  
 Chief Engineer.....Billy Joe Crabb

**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.: 636-1108.....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.  
 Address.....Box 76  
 Tel.: 636-1494.....Independent  
 Representative.....Hopewell; Dora-Clayton  
 General Mgr.....John F. Shea

# MISSISSIPPI-MISSOURI

## WABO—Waynesboro—1954

Frequency: 990 Kc. Power: 250 Watts, d.  
Owned By . . . . . Martin Broadcasting Co.  
Address . . . . . P.O. Box 507  
Tel.: 735-4700 . . . . . Independent  
President, General Mgr. . . . . Wilbur J. Martin, Sr.  
Sales Promotion Mgr. . . . . Cecil Freeman  
Program Director . . . . . Martha King  
Chief Engineer . . . . . Jeff Ketter

## WROB—West Point—1947

Frequency: 1450 Kc. Power: 250 Watts  
Owned By . . . . . Bob McRaney Ent.  
Address . . . . . WROB Bldg.  
Tel.: 1450 . . . . . MBS-KBS  
Station Rep. . . . . George Hopewell  
President . . . . . B. McRaney, Sr.

Gen., Station Mgr. . . . . John E. King, Jr.  
Chief Engineer . . . . . Clyde McPherson  
Owners of: WAMY, Amory, Miss.

## WONA—Winona—1958

Frequency: 1570 Kc. Power: 1000 Watts  
Owned By . . . . . Southern Electronics, Inc.  
Address . . . . . P.O. Box 310  
Tel.: 918 . . . . . KBS  
President, Gen. Mgr. . . . . Bob Evans

## WAZF—Yazoo City—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned By . . . . . WAZF, Inc.  
Business Address . . . . . 321½ S. Main St.  
Tel.: 1300 . . . . . KBS  
Station Rep. . . . . Hopewell  
Pres., Gen. Mgr. . . . . David B. Highbaugh

Pop.: 4,500,000

Families: 1,409,000

# Missouri

Radio Homes: 1,364,000

AM Stas. in State: 87

## KSWM—Aurora—1961

Frequency: 940 Kc. Power: 500 Watts d.  
Owned By . . . . . Galen O. Gilberte  
Address . . . . . P.O. Box 410  
Tel.: Oriole 8-4131 . . . . . Independent  
Owner, General Mgr. . . . . Galen O. Gilbert  
Station, Commercial Mgr. . . . . Joe McCullah  
Chief Engineer . . . . . Bill Bain

## KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owner . . . . . Wm. R. Tedrick  
Business Address . . . . . KWRT Bldg.  
Tel.: TUXedo 2-6505 . . . . . Independent  
Representative . . . . . Walton  
Owner, Gen. Mgr. . . . . W. R. Tedrick  
Program Director . . . . . Audrey M. Tedrick  
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  
Co-owners . . . . . L. C. McKenney, Rob. Neathery  
Sta. Mgr., Pub. Dir. . . . . Orville Barton  
Comm., Sales Prom. Mgr. . . . . David Whittaker  
Program Director . . . . . Joann Savage  
Chief Engineer . . . . . Leland Ebert

## KGHM—Brookfield—1955

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned By . . . . . Green Hills Bcstg. Co.  
Address . . . . . Box 228  
Tel.: CL 8-4477 . . . . . Independent  
General Mgr. . . . . G. Williams

## KMAM—Butler—1962

Frequency: 1530 Kc. Power: 250 Watts d.

Owned By . . . . . Bates County Bcstg. Co.  
Address . . . . . P.O. Box 191  
Tel.: OR 9-4191 . . . . . Independent  
General Manager . . . . . B. D. Thornton  
Commercial Manager . . . . . Ed Hermann  
Program Director . . . . . J. D. Thornton  
Chief Engineer . . . . . Mike McGrath

## KFVS—Cape Girardeau—1925

Freq.: 960 Kc. Power: 5 Kw. d. 500 W. n.  
Owned-Operated By . . . . . Hirsch Bcstg. Co.  
Business-Studio Address . . . . . 324 Broadway  
Tel.: ED 5-5511 . . . . . Independent  
President, Gen. Mgr. . . . . Oscar C. Hirsch  
Sta. Mgr. . . . . Ralph L. Hirsch

## KGMO—Cape Girardeau—1951

Frequency 1550 Kc. Power: 5 Kw. d.  
Owned-Oper. By . . . . . KGMO Radio-TV Inc.  
Business Address . . . . . 1025 Broadway  
Tel.: EDgewater 5-8228 . . . . . Independent  
Station Representative . . . . . Webb  
Gen., Sta. Mgr. . . . . Earl Kirchhoff  
Comm. Sales Promo. Mgr. . . . . John W. Martin  
Program Dir., Chief Engineer . . . . . Fred Moore

## KAOL—Carrollton—1959

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned By . . . . . Homeland Enter., Inc.  
Address . . . . . 215 S. Main St.  
Tel. 27 . . . . . KBS  
President . . . . . Dr. R. Hamilton Steton  
General Manager . . . . . Edward Ewing Steton  
Sta. Mgr., Prog. Dir. . . . . Dean Lyle  
Comm., Sales Promo. Mgr. . . . . Raymond Cooper  
Publicity Director . . . . . Harriette Lee Lucas  
Chief Engineer . . . . . Lyle D. McMullins

## KDMO—Carthage—1947

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By.....Carthage Bcstg. Co.  
 Address.....1201 E. Chestnut  
 Tel.: FLEetwood 8-2648.....KBS  
 Owners.....George & Ruth Kolpin  
 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 Broadcasters  
 Address.....106½ W. 3rd St.  
 Tel.: 965.....KBS  
 Station Reps.....Hopewell; Beaver  
 President.....J. Eric Taylor  
 General, Comm. Manager.....Cleat Stanfill  
 Program Director.....Jo Ann Pierce  
 Sales Prom. Mgr.....Charlie Earls  
 Chief Engineer.....Don Fenimore

**KCHR—Charleston—1953**

Frequency: 1350 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....South Mo. Bcstg. Co.  
 Address.....Box 206  
 Tel.: MUrray 3-4678.....KBS  
 Station Representative.....Continental  
 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.....KBS  
 General Manager.....Cecil W. Roberts  
 Station Manager, Ch. Eng....Howard G. Rion

**KFUO—Clayton—1924**

Frequency: 850 Kc. ....Power: 5,000 Watts  
 Owned By.....Lutheran Church-Mo. Synod  
 Address.....801 De Mun Ave.  
 Tel.: PArkview 5-3030.....Independent  
 President.....Rev. Dr. O. R. Harms  
 General Manager.....Emerson Russell  
 Program Director.....Karl Eisele  
 Chief Engineer.....Walter Sturtevant

**KDKD—Clinton—1951**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned.....Osage Broadcasting Corp.  
 Address.....Box 113  
 Tel.: TUrner 5-4801.....KBS  
 Representative.....Indie Sales  
 Gen. Mgr.....William R. Tedrick  
 Sta. Mgr., Ch. Eng.....Hyle Lemen

**KCGM—Columbia—1955**

Frequency: 1580 Kc....Power: 250 Watts d.  
 Owned By.....Barrington Bcstg. Co.  
 Business Address.....P.O. Box 412  
 Tel.: GI 3-5418.....KBS  
 Station Representative.....George Hopewell  
 President.....Bruce Barrington  
 General, Sta. Mgr.....Eugenia Collins  
 Comm. Mgr., Ch. Eng.....Glenn Rapp

**KFRU—Columbia—1925**

Frequency: 1400 Kc..Power: 1 Kw.d., 250 W.n.  
 Owned By.....KRFU, Inc.  
 Address.....P.O. Box 858

Tel.: GI 3-4141.....ABC  
 Newspaper Affiliation.....Daily Tribune  
 Station Rep.....Webb  
 President.....H. J. Waters, Jr.  
 General Manager.....Mahlon R. Aldridge  
 Program, Sales Prom. Mgr....David Ormiston  
 Commercial Manager.....John Wright  
 Publicity Director.....Gloria Irwin  
 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.: MA 4-3591.....Independent  
 General Manager.....Jerome B. Zimmer  
 Sta. Mgr., Chief Eng.....L. D. Speidel  
 Comm. Manager.....Gladisia Russell

**KESM—El Dorado Springs**

1961

Frequency: 1580 Kc. ....Power: 250 Watts d.  
 Owned By.....Paul Vaughn  
 Address.....200 Radio Lane  
 Tel.: UPTon 6-4422.....KBS  
 Station Representative.....George Hopewell  
 General Mgr., Chief Eng.....Paul Vaughn  
 Commercial Manager.....Ainslee Fowler  
 Production Program Dir.....Joe Young

**KREI—Farmington—1947**

Frequency: 800 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. System  
 Address.....KREI Ave.  
 Tel.: PLateau 6-5125.....KBS  
 President, Gen. Mgr.....Cecil W. Roberts  
 Chief Engineer.....James Roberts

**KJCF—Festus—1961**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned By.....Donald M. Donze  
 Address.....P.O. Box 192  
 Tel.: YE 7-3810.....Independent  
 President, General Mgr.....Donald M. Donze

**KXEN—Festus—1951**

Frequency: 1010 Kc....Power: 50 Kw.  
 Owned.....Garrett Bcstg., Inc.  
 Address.....Congress Hotel, St. Louis  
 Tel.: FO 1-2334.....Independent  
 Station Rep.....Charles Bernard  
 President, Gen. Mgr.....W. F. Garrett

**KFMO—Flat River—1947**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned By.....Lead Belt Bcstg. Co.  
 Address.....P.O. Box 99  
 Tel.: GE 1-2000.....Independent  
 Station Representative.....Meeker Co.  
 President.....Oscar C. Hirsch  
 Gen., Sta. Mgr.....James F. Collins  
 Program Director.....Frank Erard  
 Publicity Director.....Virginia Collins  
 Owners of: KFVS-AM-TV, Cape Girardeau, Mo.

**KFAL—Fulton—1950**

Frequency: 900 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....R. W. Nickles

# MISSOURI

**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**.....Jo Christian  
**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.: AC 1-3450.....MBS  
**Representative**.....Hollingbery  
**President**.....Jerrell Shepherd  
**General Sta. Manager**.....James F. Jae, Jr.  
**Commercial Manager**.....William Stephenson  
**Sales Prom. Mgr.**.....Max Helmer  
**Publicity Director**.....Joe Gross  
**Program Director**.....Leon Brooks  
**Chief Engineer**.....Ed Summers  
**Owners of**: KNCM, Moberly, Mo.

## **KBTC—Houston—1962**

**Frequency**: 1250 Kc. .... **Power**: 500 Watts d.  
**Owned By**.....Radio Co. of Texas County, Inc.  
**Address**.....P.O. Box 538  
Tel.: Woodland 7-3353.....Independent  
**Station Representative**.....George Hopewell  
**General Mgr., Chief Engr.**.....Charles G. Rapp  
**Commercial Manager**.....Donald Rcss  
**Program Director**.....Thomas Dye  
**Promotion Manager**.....Jerry McDaniel  
**Sales Manager**.....Warren McKnight

## **KLIK—Jefferson City—1954**

**Frequency**: 950 Kc. .... **Power**: 5 Kw., d.  
**Owned**.....KLIK Bcstg., Inc.  
**Address**.....410 E. Capital  
Tel.: 5-4136.....Independent  
**Station Representative**.....Bolling  
**Exec. Vice Pres.**.....Ted Nelson  
**General Mgr.**.....Stan Grieve  
**Chief Engineer**.....Ed Scarr

## **KWOS—Jefferson City—1937**

**Freq.**: 1240 Kc. .... **Power**: 1 Kw. d., 250 W. n.  
**Owned-Operated By**.....Capital Bcstg. Co.  
**Bus.-Studio Address**.....Monroe at Capitol  
Tel.: 6-3317.....KBS-MBS  
**President**.....William H. Weldon  
**General Manager**.....R. L. Rose  
**Station Manager**.....Wm. R. Natsch, Jr.  
**Chief Engineer**.....Leroy S. Hackmann

## **KFSB—Joplin—1948**

**Freq.**: 1310 Kc. .... **Power**: 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Four States Bcasters, Inc.  
**Business Address**.....405 Schifferdecker  
Tel.: Mayfair 4-1310.....Independent  
**Representative**.....Meeker  
**President**.....Harry Easley  
**Gen. Sta., Mgr.**.....W. H. Clark  
**Commercial Manager**.....Robert A. Barry  
**Program Director**.....Ed Johnson  
**Chief Engineer**.....Lloyd Frazier

## **KODE—Joplin—1940**

**Frequency**: 1230 Kc. .... **Power**: 1 Kw. d., 250 W. n.

**Owned By**.....Gilmore Enterprises, Inc.  
**Address**.....1928 W. 13th St.  
Tel.: MA 3-7260.....CBS  
**Station Representative**.....Avery Knodel  
**President**.....James S. Gilmore  
**V.P., General Manager**.....D. T. Knight  
**Commercial Manager**.....Merle Dunn  
**Chief Engineer**.....Jack Langford  
**Owners of**: KODE-TV, Joplin.

## **KQYX—Joplin—1962**

**Frequency**: 1560 Kc. .... **Power**: 250 Watts d.  
**Owned By**.....William L. Neal  
**Address**.....2510 W. 20th St.  
Tel.: SUNset 1-1313.....Independent  
**President**.....William L. Neal

## **WMBH—Joplin—1928**

**Frequency**: 1450 Kc. .... **Power**: 1 Kw. d., 250 W. n.  
**Owned-Operated By**.....Radio Joplin  
**Business Address**.....Box 906  
Tel.: MA 4-4330.....MBS  
**General Mgr.**.....William M. Repplinger Jr.

## **KANS—Kansas City—1947**

**Frequency**: 1510 Kc. .... **Power**: 1,000 Watts d.  
**Owned By**.....KANS, Inc.  
**Address**.....43 Blue Ridge Center  
Tel.: FL 3-8600.....MBS  
**Station Representative**.....Continental Radio Sales  
**Owners**.....Richard & Shirley Bott  
**General, Station Mgr.**.....Gerald M. Hauser  
**Sales Promotion Mgr.**.....William Merrill  
**Program Director**.....Jack Call  
**Chief Engineer**.....Dick Staats

## **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  
**V. P., General Manager**.....E. K. Hartenbower  
**Comm. Sta. Manager**.....R. W. Evans  
**Program Director**.....Kenneth W. Heady  
**Prom., Publicity Dir.**.....F. C. Strawn  
**Chief Engineer**.....Karl Troeglen  
**Owners of**: WOW-AM-TV, Omaha; WJEN-AM-TV,  
Syracuse; KPHO, Phoenix; KCMO-TV-FM.

## **KMBC—Kansas City—1922**

**Frequency**: 980 Kc. .... **Power**: 5 Kw.  
**Owned By**.....Metropolitan Bcstg. Co.  
**Address**.....Central at 11th Streets  
Tel.: HARRison 1-2650.....Independent  
**Station Rep.**.....Metro Radio Sales  
**President**.....John W. Kluge  
**V.P., General Manager**.....David C. Croninger  
**Dir., Community Rela.**.....Dick Smith  
**Commercial Manager**.....Glen Augspurger  
**Promotion Manager**.....Ed Burgwaldt  
**Program Manager**.....Don Kelly  
**Business Manager**.....Dick Lance  
**Chief Engineer**.....Wally Wurz  
**Owners of**: WNEW-AM-FM-TV, New York City;  
WIP-AM-FM, Philadelphia; WJFK-AM-FM, Cleve-  
land; KMBC-FM-TV, Kansas City, Mo.; WTTG,  
Washington, D. C.; KOVR-TV, Sacramento,  
Calif.; WTVH, Peoria, Ill.; WTAP, Decatur, Ill.

**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  
 President: Andrew R. Carter  
 Comm. Sales Promo. Mgr.: Richard E. Pitts  
 Program Director: Chuck Moore  
 Publicity Director: Psyche 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  
 Sta. Reps.: Adam Young; Mid-West Time Sales  
 President: H. Scott Killgore  
 V. P. Gen. Mgr.: Irving Schwartz  
 Chief Engineer: Sam Bradley  
 Owners of: WPOP, Hartford; KALI, Pasadena;  
 KOFY, San Mateo.

**WDAF—Kansas City—1922**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: Transcontinent TV Corp.  
 Business Address: Signal Hill  
 Tel.: PL 3-4567 Independent  
 President: David C. Moore  
 V.P., General Manager: William A. Bates  
 Station Manager: Jay Barrington  
 Commercial Manager: Donald J. Gibson  
 Chief Engineer: James Schmidt  
 Owners of: WGR-AM-TV-FM, Buffalo; KFMB-AM-  
 TV-FM, San Diego; WNEP-TV, Scranton;  
 KERO-TV, Bakersfield.

**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  
 Executive V.P.: George W. Armstrong  
 Sta. Operations Mgr.: Donald A. Loughane  
 Sales Manager: Charles E. Jones  
 Traffic Mgr.: Peggy McGrath  
 Public Service Dir.: Joan Darrow  
 Dir. of Eng.: Morris Barwick  
 Owners of: WQAM-AM, Miami; WDGX-AM, Min-  
 neapolis; WTIK-AM, New Orleans; KOMA-AM,  
 Oklahoma City; KXOK-AM, St. Louis.

**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  
 Chief Eng.: R. H. Conner

**KIRX—Kirksville—1947**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By: Community Broadcasters, Inc.  
 Address: P.O. Box 130  
 Tel.: MO 5-3871 ABC-KBS  
 Pres., Gen. Mgr.: Samuel A. Burk

Commercial Manager: Donald K. Hiskey  
 Program Director: Robert Carlson  
 Chief Engineer: Charles P. Porter

**KLWT—Lebanon—1947**

Frequency 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Lebanon Bcstg. Co.  
 Bus.-Studio Address: 221 E. Commercial St.  
 Tel.: Keystone 2-3981 KBS  
 President: O. R. Wright  
 General Mgr.: Jack Sellers

**KLEX—Lexington—1956**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Lexington Bcstg Co.  
 Address: P. O. Box 358  
 Tel.: Alpine 9-3232 Independent  
 Sta. Reps.: Webb; Mid-America Spot Sales  
 President, Ch. Eng.: Ralph E. Meador  
 Program Dir.: Ed Luehrman  
 Sales. Prom. Manager: Jock Beretta

The  
**PERSONABLE**  
 Sound  
 in  
**KANSAS CITY  
 TOWN!**

**KUDL**

Irving Schwartz Adam Young, Inc.  
 V.P. & Gen. Mgr. Nat'l Rep.



# MISSOURI

## KTCB—Malden—1954

Frequency: 1470 Kc. Power: 1 Kw. d.  
Owned by The Tri County Bcstg. Co.  
Address N. Hwy. 25  
Tel.: CR 6-4551  
President J. D. Craft  
General, Sta. Mgr. Richard J. Wiethan  
Commercial Manager Jerry Foster  
Chief Engineer Palmer Johnson

## KMMO—Marshall—1949

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned By KMMO, Inc.  
Address Marshall  
Tel.: GA 6-4422  
President Independent  
General Manager F. V. Heinkle  
J. M. Silvey

## KNIM—Maryville—1953

Frequency: 1580 Kc. Power: 250 W. d.  
Owned Clark Bcstg. Co.  
Business Address P.O. Box 278  
Tel.: JU 2-2151  
General Mgr. R. Moyer

## KXEO—Mexico—1948

Frequency: 1340 Kc. Power: 1 Kw. d. 250 W. n.  
Owned-Operated By Audrain Bcstg. Corp.  
Address 1705 E. Liberty  
Tel.: JU 1-2340  
V. P. General Mgr. W. Earl Dougherty  
Chief Engineer Jerry Johnson

## KNCM—Moberly—1950

Frequency: 1230 Kc. Power: 1 Kw. d. 250 W. n.  
Owned-Oper. By Moberly Bcstg. Co.  
Address Highway 63 South  
Tel.: AMherst 3-1600  
President Jerrell A. Shepherd

## KRMO—Monett—1950

Frequency: 990 Kc. Power: 250 Watts d.  
Owned-Oper. By Monett Bcstg. Co.  
Address N. Central Ave.  
Tel.: BE 5-5220  
Station Manager Floyd Stewart  
Chief Engineer James Helmkamp

## KLRS—Mountain Grove—1954

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned By KLRS Bcstg. Co.  
Business Address Route 4  
Tel.: 650  
Station Rep. Hopewell  
General Manager John W. Billingsley  
Commercial Manager Thelma Mae Hylton  
Chief Engineer Emory T. Caudill  
Owners of: KICK, Springfield, Mo.

## KBTN—Neosho—1955

Frequency: 1420 Kc. Power: 500 Watts d.  
Owned By KBTN, Inc.  
Address 212½ E. Main  
Tel.: GL 1-1420  
President, Gen. Mgr. Galen O. Gilbert  
Station, Sales Promo. Mgr. William R. Bentley  
Commercial Manager Mike Malone  
Program Dir., Chief Eng. Jim Masters

## KNEM—Nevada—1949

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Radio KNEM, Inc.  
Address P. O. Box 15  
Tel.: NORMand 7-3113  
Pres., Ch. Engr. Kenneth E. White  
Commercial Manager Virgil Kache

## KRMS—Osage Beach—1952

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned By James L. & Ellamae Risner  
Address P. O. Box 125  
Tel.: Fireside 8-2222  
President, Gen. Mgr. Jim Risner  
Program Dir. Ella Mae Risner

## KLID—Poplar Bluff—1961

Frequency: 1340 Kc. Power: 1 Kw. d. 250 W. n.  
Owned By Don M. Lidenion  
Address 208 Hwy. 67 South  
Tel.: SUNset 5-9639  
Station Rep. Grant Webb  
General Mgr., Ch. Eng. Don M. Lidenion  
Program Director Jerry Patterson

## 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  
Station Representative Pearson  
President, Gen. Mgr. A. L. McCarthy  
Commercial Manager Jerry Hartline  
Program Director Lorene Jiles  
Chief Engineer Dewey Trostel

## KMIS—Portageville—1960

Frequency: 1050 Kc. Power: 250 Watts  
Owned By New Madrid County Bcstg. Co.  
Address Box 187  
Tel.: DR 9-5436  
President Shelby McCallum  
Station Manager Jewel P. White  
Chief Engineer Charles Gamblin

## KYRO—Potosi—1959

Frequency: 1280 Kc. Power: 500 Watts, d.  
Owned By Franklin Cty. Bcstg. Co.  
Address Potosi  
Tel.: HEMlock 8-1280  
President Les Ware  
General Manager Ken McMahan  
Commercial Manager Joe Duty  
Chief Engineer Earl Fleer  
Owners of: KZIX, Ft. Collins; KLPW, Union;  
KJPW, Waynesville; KIME, Laramie.

## KTTR—Rolla—1947

Frequency: 1490 Kc. Power: 1 Kw. d. 250 W. n.  
Owned-Oper. By "Show-Mo" Bcstg. Co.  
Address P. O. Box 567  
Tel.: EM 4-2525  
Gen. Mgr., Ch. Engr. Luther W. Martin  
Commercial Manager Ward C. Rinehart  
Program Director Bill Boatman

**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  
 Station Representative.....Jack Masla & Co.  
 Pres., Gen. Mgr.....William R. Cady, Jr.  
 V.P., Sales.....Tom Dailey  
 Sta., Program Mgr.....Don Levitan  
 Commercial Manager.....Patsy Sue 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.....Bolling  
 President.....Jessie D. Fine  
 V.P., Gen. Mgr.....Ted Nelson  
 Sales Manager.....Ted Griffin  
 Program Director.....Dick McDaniel  
 Chief Engineer.....Kenneth Lux  
 Owners of: KFEQ-TV; KLIK, Jefferson City, Mo.

**KKJO—St. Joseph—1946**

Frequency: 1550 Kc.....Power: 5000 Watts  
 Owned By.....Multi Bcstg. Corp.  
 Business Address.....404 S. 8th

Tel.: AD 4-6346.....MBS  
 Station Rep.....Grant Webb  
 General Manager.....Robert M. Mosiman  
 Chief Engineer.....Claude Thomas

**KUSN—St. Joseph—1955**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Operated By.....KUSN Corp.  
 Address.....8th & Frederick  
 Tel.: ADams 3-2577.....Independent  
 Station Rep.....Venard Torbet & McConnell  
 President, Gen. Mgr.....Frederick P. Reynolds  
 Vice Pres., Program Dir.....Warren Rhyner

**KMOX—St. Louis—1925**

Frequency: 1120 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Address.....1144 Hampton Ave.  
 Tel.: STerling 1-2345.....CBS  
 Representative.....CBS Radio Spot Sales  
 President, General Mgr.....Robert Hyland  
 Sales Manager.....Bill Dean  
 Sales Promotion, Pub. Aff. Dir.....Bob Rehg  
 Chief Engineer.....Lawrence Burrows  
 Owners of: WCBS-AM-TV, New York; WBBM-AM-TV, Chicago; KNX, KNXT, Los Angeles; WCAU-AM-TV, Philadelphia; KMOX-TV, St. Louis; WEEK, Boston; KCBS, San Francisco.

**KATZ—St. Louis—1955**

Freq.: 1600 Kc.....Power: 5 Kw. d., 1 Kw. n.

one radio station in the nation's top ten markets surpasses all others in weekly penetration\*

**KMOX RADIO**

**"THE VOICE OF ST. LOUIS"**

\* Cumulative Pulse, 1962

*KMOX Radio is a CBS Owned station represented nationally by CBS Radio Spot Sales*

# MISSOURI

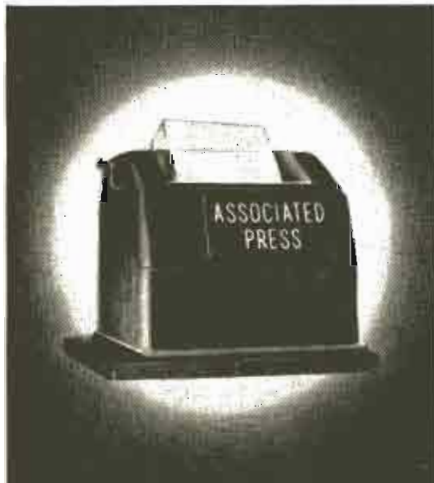
Owned-Oper. By.....Laclede Radio  
 Address.....812 Olive Street  
 Tel.: CH 1-6000.....Independent  
 Station Rep.....Pearson Nat. Reps.  
 President.....Allen Wolin  
 General Manager.....Bentley A. Stecher  
 Commercial Manager.....Marty Browne  
 Program Director.....Dave Dixon  
 Publicity Director.....Ruth Swan  
 Chief Engineer.....G. B. Strauss  
 Owners of: KCOR, San Antonio, Tex.: WMMW,  
 Meriden, Conn.

## 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.....Post-Dispatch  
 Station Representative.....Katz  
 President.....Joseph Pulitzer, Jr.  
 General Manager.....Harold Grams  
 Comm. Manager.....E. L. Franciscus  
 Station Manager.....Arthur J. Casey  
 Program Director.....Sterling Harkins  
 Chief Engineer.....J. E. Risk  
 Owners of: KSD-TV, St. Louis.

## KSTL—St. Louis—1948

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio St. Louis, Inc.



**PROGRESSIVE STATIONS  
 PREFER THE  
 PRESTIGE NEWS SERVICE**

Address.....P. O. Box 1440  
 Tel.: BR 1-6090.....Independent  
 Pres., Gen. Sta. Mgr.....Dick J. Kasten  
 Commercial Manager.....Art Ford  
 Program Director.....Bill Vietmeier  
 Publicity Director.....Doris Jenne mann  
 Sales Prom. Manager.....Joe Voss  
 Chief Engineer.....Ralph Howard  
 Owners of: WMBH, Joplin; KSTL-FM, St. Louis.

## KWK—St. Louis—1927

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned By.....KWK Radio, Inc.  
 Business Address.....800 N. 12th  
 Tel.: MAIN 1-1380.....Independent  
 Station Representative.....H.R. Reps.  
 President.....A. M. Spheeris  
 Sales Prom., Comm. Mgr.....Don Hamel  
 Program Director.....Jim Light  
 Publicity Director.....Sandi Catfiero  
 Chief Engineer.....George Vaughan

## KXLW—St. Louis—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....St. Louis County Bcstg. Co.  
 Address.....8714 Manchester, Clayton, Mo.  
 Tel.: WO 1-1320.....Independent  
 Station Representative.....Bernard Howard  
 President, Gen. Mgr.....Richard J. Miller  
 Asst. Sta. Mgr.....Philip O'Brien  
 Commercial Manager.....Woody Cummings  
 Program Director.....Marshall Zwick  
 Chief Engineer.....James F. Mitchell

## KXOK—St. Louis—1938

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storz Bcstg.  
 Business Address.....1600 N. Kingshighway Blvd.  
 Tel.: FO 7-6000.....Independent  
 Representative.....John Blatz  
 President.....Todd Storz  
 General, Station Manager.....C. L. Thomas  
 Commercial Manager.....Phillip Trammell  
 Program Director.....Bud Connell  
 Sales Prom., Publicity.....John Corrigan  
 Technical Supervisors.....F. Boecler, S. Vlodek  
 Owners of: WHB, Kansas City; WQAM, Miami;  
 KOMA, Oklahoma City; WDGY, Minneapolis;  
 WTXN, New Orleans.

## WEW—St. Louis—1921

Frequency: 770 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Franklin Bcstg. Co.  
 Address.....2343 Hampton  
 Tel.: MI 7-5085.....Independent  
 Station Representative.....Adam Young  
 President.....William F. Johns, Jr.  
 General, Station Mgr.....Charles P. Stanley  
 Sales Promotion Manager.....Ruth Just  
 Program Director.....Lee Coffee  
 Chief Engineer.....Charles Casey  
 Owners of: WLOD, Ft. Lauderdale, Fla.; KOMB,  
 Tulsa, Okla.; WWOM, New Orleans, La.; WMIN,  
 Minneapolis, Minn.

**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.  
 Assistant to Mng. Dir. William T. McKibben  
 Admin. Asst. Harriet Baker  
 Sales Manager Peter Farrelly  
 Dir. of Promotion David Klemm  
 Chief Engineer Mel Hart  
 Owners of: KBOX-AM-FM, Dallas; WTVO-TV,  
 Rockford; WCHU-TV, Champaign; WHNB-TV,  
 Hartford; WICS-TV, Springfield; WICD-TV,  
 Danville; WIL-FM, St. Louis.

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. Power: 1 Kw.  
 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 Art Schwent  
 Chief Engineer Murel L. Rose

**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  
**KDRO—Sedalia—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Sedalia Broadcasting  
 Bus.-Studio Address. 2100 W. Broadway  
 Tel.: TAYlor 6-5005. Independent  
 Representative Pearson  
 Pres., Comm. Mgr. James F. Glenn  
 Gen., Sta. Mgr. Herbert Brandes  
 Sales Promotion Manager R. L. Settles  
 Program Director Tom Adams  
 Publicity Director Ed Carroll  
 Chief Engineer Bill Nance

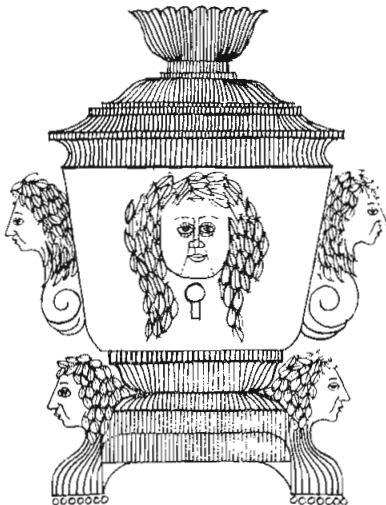
**KSIS—Sedalia—1953**

Frequency: 1050 Kc. Power: 1 Kw. d  
 Owner Yates Bcstg. Co.  
 Business Address. U. S. Highway 65 N.  
 Tel.: TA 6-1050. ABC  
 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: 1 Kw. d., 250 W. n.  
 Owner-Oper. Sikeston Community Bcstg. Co.  
 Business Address. West Malone Ave.  
 Tel.: GRAnite 1-1400. Independent

**We've Never Sold  
 A Samovar**



Every day we sell everything from baby beds to life insurance. But, in forty years of Balaban broadcasting, WIL has never sold a samovar. Not that WIL couldn't. It's just that the samovar market has never warranted the kind of coverage WIL gives. So, if you're in baby beds, or cars, or insurance, or furniture, or beer, or anything else that requires reaching *lots* of people at rock bottom cost per—your advertising cup of tea is WIL. If you're in Samovars, try Radio Moscow.

**WIL/St. Louis**

THE BALABAN STATIONS

John F. Box, Jr., *Managing Director*

In Tempo With The Times

Represented by Robert E. Eastman & Co., Inc.

# MISSOURI

Station Reps. . . . . Meeker; C. K. Beaver  
President . . . . . Lyman R. Bowman, Jr.  
Gen. Sta. Mgr. . . . . Richard L. Watkins, Jr.  
Commercial Manager . . . . . Maxine Scott  
Program Director . . . . . John M. Shain  
Chief Engineer . . . . . R. L. Hirsch

## KGBX—Springfield—1926

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Springfield Bcstg. Co.  
Bus.-Studio Address . . . . . 605 Boonville Ave.  
Tel.: UNiversity 4-2822 . . . . . NBC  
Newspaper Affil. . . . . Springfield Newspapers, Inc.  
Station Rep. . . . . Venard, Torbet & McConnell  
General Manager . . . . . Don C. Dailey  
Asst. Commercial Mgr. . . . . William De Lange  
Chief Engineer . . . . . Richard Bowman

## KICK—Springfield—1949

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . Kickapoo Prairie Bcstg. Co.  
Address . . . . . 610 College St.  
Tel.: UNiversity 4-1561 . . . . . KBS  
Station Representative . . . . . Hopewell  
General, Sta. Manager . . . . . Robert Vinyard  
Chief Engineer . . . . . Clifford House  
Owners of: KLRK, Mountain Grove.

## KTTS—Springfield—1941

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
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  
General Manager . . . . . G. Pearson Ward  
Sales Manager . . . . . Jack Lloyd  
Station Manager . . . . . Jerry Sweeney  
Program Director . . . . . Terry Moore  
Chief Engineer . . . . . William F. Curry  
Owners of KTTS-TV-FM.

## 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  
Station Rep. . . . . Pearson Nat'l Reps. Inc.  
Pres., Gen. Mgr. . . . . Ralph D. Foster  
V.P. & Asst. Gen. Mgr. . . . . Leslie L. Kennon  
Commercial Manager . . . . . Charles Harrison  
Program Director . . . . . Dan Vaughn  
Publicity Director . . . . . Bill Bailey  
Chief Engineer . . . . . Wallis Fender

## KALM—Thayer—1953

Frequency: 1290 Kc. . . . . Power: 1 Kw. d.  
Owned By . . . . . KALM Radio  
Address . . . . . N. Highway 63  
Tel.: 165 . . . . . KBS  
Pres., Gen. Sta. Comm. Mgr. . . . . R. F. Neathery

## KTNN—Trenton—1955

Frequency: 1600 Kc. . . . . Power: 500 W. d.  
Owned By . . . . . Clarence E. Breazeal

Address . . . . . 112 E. Ninth St.  
Tel.: EL 9-2261 . . . . . KBS  
Commercial Manager . . . . . Bob Dennis  
Program Dir. . . . . Jay Way  
Chief Engineer . . . . . Ward W. Wheeler

## KLPW—Union—1954

Frequency: 1220 Kc. . . . . Power: 1000 W. d.  
Owned . . . . . Franklin County Bcstg. Co.  
Address . . . . . P. O. Box 72  
Tel.: LUerne 3-3355 . . . . . KBS  
Station Rep. . . . . Continental Radio Sales  
President, Chief Eng. . . . . Frank Lohmeyer  
Vice President . . . . . Les Ware  
Commercial Manager . . . . . Herb Housemann  
Program Director . . . . . Charles Otte  
Promotion Manager . . . . . Bob Hamilton  
Publicity Director . . . . . Dick Rice  
Owners of: KYRO, Potosi; KZIX, Ft. Collins;  
KLME, Laramie.

## KOKO—Warrensburg—1953

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By . . . . . Johnson County Bcasters, Inc.  
Address . . . . . Box 395  
Tel.: 747-9191 . . . . . Independent  
Newspaper Affil. . . . . Daily Star Journal  
President, Gen. Mgr. . . . . William C. Tucker  
Commercial Manager . . . . . Gladys Brown  
Sales Promotion Manager . . . . . Jim McCollum  
Program Director . . . . . Tom Williams  
Chief Engineer . . . . . Phillip H. Ramsey

## KWRE—Warrenton—1949

Frequency: 730 Kc. . . . . Power: 1 Kw. d.  
Owned By . . . . . Glenayre Bcstg.  
Address . . . . . Box 12  
Tel.: GLadstone 8-3311 . . . . . ABC-KBS  
Station Representative . . . . . PRO  
President, Gen Mgr. . . . . H. H. Coon

## KJPW—Waynesville—1962

Frequency: 1390 Kc. . . . . Power: 1 Kw. d.  
Owned By . . . . . South Central Bcstr., Inc.  
Address . . . . . P.O. Box 518  
Tel.: PR 4-6447 . . . . . Independent  
President . . . . . Dr. John Mihalevich  
Station Manager . . . . . Jack Hartle  
Commercial Manager . . . . . Dennis Barrett  
Chief Engineer . . . . . Robert L. Miers

## KWPM—West Plains—1947

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned . . . . . Robert F. Neathery  
Address . . . . . Abe Taylor Blvd.  
Tel.: 700 . . . . . KBS  
Pres., Gen. Mgr. . . . . Robert F. Neathery  
Chief Eng. . . . . L. Thompson

## KUKU—Willow Springs—1957

Frequency. 1330 Kc. . . . . Power: 1 Kw.  
Owned-Operated By . . . . . Radio Station KUKU  
Address . . . . . Willow Springs  
Tel.: 500 . . . . . Independent  
Pres., Gen. Mgr. . . . . Robert F. Neathery, Sr.



Pop.: 685,000  
Families: 442,000

# Montana

Radio Homes: 432,000  
AM Stas. in State: 39

## KANA—Anaconda—1946

Frequency: 1230 Kc. Power: 1 Kw. d.  
Owned By.....Amperage, Inc.  
Address.....Box 727  
Tel.: LO 3-3443.....Independent  
V.P., Gen., Sta. Mgr.....Mike Donovan

## KGWV—Belgrade—1959

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned By.....Christian Enterprises, Inc.  
Address.....P.O. Box 47  
Tel.: 388-4281.....Independent  
General Mgr.....A. Erickson  
President.....Harold Erickson  
Station. Sales Promo. Mgr.....Clyde T. Jarvis  
Program Dir., Chief Eng.....Richard Goheen  
Owners of: KURL, Billings; KGLE, Glendive.  
Both Mont.

## KBMY—Billings—1946

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned.....Billings Bcstg. Co.  
Address.....Box 2544  
Tel.: 259-4586.....ABC-MES  
Station Rep.....Edward Petry & Co.  
President, Gen. Mgr.....Ken Nybo  
Comm. Promo. Manager.....John Brookhart  
Program, Publicity Director.....Don Jones  
Chief Engineer.....T. A. Hildebrand

## KGHL—Billings—1928

Frequency: 790 Kc. Power: 5 Kw.  
Owned By.....Copper Bcstg.  
Address.....Box 2512  
Tel.: 252-4641.....NBC  
Station Representative.....Devney Organization  
President.....George Hatch  
General Manager.....Homer K. Peterson  
Commercial Manager.....B. McCann  
Program Director.....Donald M. Gay  
Chief Engineer.....Fred Bartlett  
Owners of: KGHL-TV, Billings.

## KOOK—Billings—1951

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By.....The Montana Network  
Address.....3203 Third Ave., N  
Tel.: 252-6511.....CBS  
Station Reps.....Walker-Rawalt; Art Moore  
President.....Joseph S. Sample  
General, Comm. Mgr.....J. Kenneth Doty  
Program Director.....Jack C. Dunhaver  
Chief Engineer.....Roy Schmidt  
Owners of: KOOK-TV.

## KOYN—Billings—1955

Frequency: 910 Kc. Power: 1000 Watts d.  
Owned By.....D. G. Williams & D. Cody  
Address.....Box 956  
Tel.: 245-4177.....Independent  
Representative.....Forjoe

Station Manager.....Robert V. Thompson  
Program Director.....Paul Arthur  
Chief Engineer.....Dick Rasky  
Owners of: KQDY, Minot; KUTT, Fargo. Both  
N. D.

## KURL—Billings—1959

Frequency: 730 Kc. Power: 500 Watts  
Owned By.....Christian Enterprises  
Address.....21 North 27th  
Tel.: 245-3121.....Independent  
President, Gen. Mgr.....Harold L. Erickson  
Station Mgr., Chief Eng.....Al Ortmann  
Sales Promotion Manager.....Bill Baer  
Owners of: KGLE, Glendive; KGWV, Belgrade.  
Both Mont.

## KBMN—Bozeman—1950

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned.....Penn Engineering, Inc.  
Address.....Box 749  
Tel.: 586-2394.....KBS  
Station Reps.....Hollingbery; Art Moore  
President.....Dale G. Moore  
Station Manager.....William A. Merrick  
Program Director.....Harold Phelps  
Commercial Manager.....Douglas A. Fuhs  
Chief Engineer.....Thomas T. Weir  
Owners of: KCAP, Helena; KGVO, Missoula.

## KXXL—Bozeman—1939

Freq.: 1450 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned.....XX Broadcasting Corp.  
Address.....Box 149  
Tel.: JUNiper 7-3188.....ABC-MBS-NBC  
Reps.....Avery-Knodel; Feltis, Dove, Cannon  
Pres., Gen., Sta. Mgr.....Richard D. Smiley  
Commercial Manager.....Sell Rapkoch  
Program Director.....Floyd Moler  
Sales Prom. Manager.....Eileen Wilson  
Publicity Director.....Jim Brown  
Chief Engineer.....George Spangrude

## KBOW—Butte—1947

Freq.: 1490 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned By.....KBOW, Inc.  
Address.....720 Yale Ave.  
Tel.: 729-7429.....CBS-KBS  
Representative.....Cooke  
Station Manager.....Leonard Tallon  
Chief Engineer.....C. Beardlee

## KOPR—Butte—1948

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By.....Copper Bcstg. Co.  
Business-Studio Address.....Hotel Finlen  
Tel.: 729-6546.....ABC  
Station Representative.....Edward Petry & Co.  
President.....George C. Hatch  
General Manager.....Homer K. Peterson  
Commercial Manager.....Ed Lally  
Publicity Director.....Rick Knapp  
Chief Engineer.....Sam Gill  
Owners of: KMON, Great Falls, Mont.

# MONTANA

## **KXLF—Butte—1929**

Frequency: 1370 Kc. Power: 5000 Watts  
Owned By: Garryowen Butte Radio  
Address: P.O. Box 1956  
Tel.: 792-9111 NBC  
Station Rep.: George P. Hollingbery Co.  
President: Joseph S. Sample  
General Station Manager: Edmund L. Peiss  
Program Director: Bob Broadwater  
Commercial Manager: Dan Hoffman  
Chief Engineer: V. Totten

## **KDBM—Dillon—1956**

Frequency: 800 Kc. Power: 1000 Watts, d.  
Owned: Vigilante Bcstg. Co.  
Address: Box 950  
Tel.: 683-2800 ABC, MBS  
Station Representative: Edward Petry & Co.  
President, Ch. Eng.: Burt H. Oliphant

## **KLTZ—Glasgow—1954**

Frequency: 1240 Kc. Power: 250 Watts  
Owner: Glasgow Broadcasting Co.  
Address: Bjorklund Bldg.  
Tel.: Academy 8-9336 Independent  
Representative: Holman  
President, Gen. Mgr.: Willard L. Holter  
Station Manager: Loyd W. Melby  
Chief Engineer: N. Whisenant

## **KGLE—Glendive—1962**

Frequency: 590 Kc. Power: 500 Watts d.  
Owned By: Christian Enterprises, Inc.  
Address: P.O. Box 391  
Tel.: 365-2819 Independent  
President: Harold Erickson  
Station Manager: Bruce G. Cole  
Chief Engineer: Dale A. Heidner

## **KXGN—Glendive—1948**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Glendive Bcstg. Co.  
Address: Box 200  
Tel.: 365-3377 Independent  
President: Lewis W. Moore  
Gen. Mgr., Sales Mgr.: Gerry Robbins  
Program Director: Jane Robbins  
Chief Eng.: Donald J. Powers

## **KARR—Great Falls—1947**

Freq.: 1400 Kc. Power: 1 Kw. d.; 250 Wt. n.  
Owned By: Pat M. Goodover  
Business Address: P.O. Box 2072  
Tel.: 452-2453 NBC  
Station Representative: Walker-Rawalt  
General, Comm. Manager: Pat M. Goodover  
Program Dir.: William E. Murray

## **KFBB—Great Falls—1922**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned By: Harriscope Broadcasting Crp.  
Address: Box 1139  
Tel.: 453-4377 Independent  
Station Reps.: Hollingbery; Art Moore  
President: Burt I. Harris  
Exec. Vice President: Lawrence S. Berger  
General Manager: W. C. Blanchette

Program Director: Ron Moore  
Chief Eng.: Anthony Lopuch  
Owners of: KFBB-TV; KTWO-AM-TV, Casper, Wyo.

## **KMON—Great Falls—1947**

Frequency: 560 Kc. Power: 5000 Watts  
Owned By: Copper Bcstg. Co.  
Address: Holiday Village  
Tel.: 453-0336 ABC  
Representative: Edward Petry & Co.  
President: George C. Hatch  
General, Station Manager: Robert H. Warner  
Commercial Manager: Howard Trovatten  
Program Director: Don Robinson  
Chief Engineer: Eugene B. Bunker  
Owners of: KOPR, Butte.

## **KUDI—Great Falls—1957**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Community Broadcasters  
Address: 1405 Smelter Ave.  
Tel.: Glendale 2-9533 Independent  
President: James F. Hadlock  
Station Mgr.: Bill Arend  
Chief Engineer: Bill McArthur

## **KLYQ—Hamilton—1961**

Frequency: 980 Kc. Power: 1 Kw. d.  
Owned By: Bitter Root Bcstg. Co.  
Address: 106 South Second  
Tel.: 27 KBS  
President, Gen. Mgr.: Stan Hooper  
Station Mgr., Ch. Eng.: Dex Dexter

## **KHDN—Hardin—1962**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Hardin Broadcasting Co.  
Address: Hardin  
Tel.: Hardin Independent  
President: Ray Mcrissett  
General Manager: Bob Davies  
Chief Engineer: Joe Henry

## **KOJM—Havre—1947**

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Operated By: No. Montana Bcstg. Co.  
Address: 426½ 1st St.  
Tel.: 265-7841 NBC, KBS  
Station Rep.: Petry  
President: Richard D. Rubie  
General Manager: Charlotte H. Brader  
Comm. Mgr.: Carlyle D. Leeds  
Program Director: S. G. Stephens  
Chief Engineer: Joseph Jaques

## **KCAP—Helena—1949**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: KCAP Broadcasters  
Address: 9 Last Chance Gulch  
Tel.: HI 2-4490 Independent  
Sta. Representative: Holman  
President: Dale G. Moore  
V.P., General Mgr.: Robert Davis  
Chief Engineer: Tom Weir

## **KBLL—Helena—1937**

Frequency: 1240 Kc. Power: 250 Watts

Owned By ..... Helena TV, Inc.  
 Address ..... 2433 N. Montana Ave.  
 Tel.: 442-6620 ..... KBS-NBC-MBS  
 General Manager, Chief Eng. .... Bruce Hamilton  
 Program Director ..... Doug Sutherland  
 Commercial Manager ..... Ice Spojia  
 Publicity Director ..... Al Johnson

**KGEZ—Kalispell—1927**

Frequency: 600 Kc. .... Power: 1000 Watts  
 Owned By ..... Skyline Broadcasters, Inc.  
 Business-Studio Address ..... Box 439  
 Tel.: SK 6-4331 ..... ABC, KBS  
 President ..... M. A. Himsl  
 Pub., Program Director ..... Robert Perry  
 General, Comm. Mgr. .... Robert S. Bennett  
 Chief Engineer ..... Lowell Pratt

**KOFI—Kalispell—1955**

Frequency: 930 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... Flathead Valley Bcstrs.  
 Address ..... 317 First Ave. East  
 Tel.: 756-6900 ..... Independent  
 Station Reps. .... Grant Webb; Day-Wellington  
 Gen. Mgr., Ch. Eng. .... W. H. Patterson  
 Program Director ..... L. L. Sterling

**KXLO—Lewistown—1947**

Frequency: 1230 Kc. Power 1 Kw. d., 250 W. n.  
 Owned By ..... KXLO Broadcast, Inc.  
 Address ..... Box 620  
 Tel.: KE 8-3441 ..... ABC-MBS  
 Representative ..... Grant Webb  
 President, Gen. Mgr. .... David L. Sather  
 Commercial Mgr. .... Lew Boucher  
 Program Director ..... Cliff Yuill  
 Publicity Director ..... Bill Yaeger

**KLCB—Libby—1950**

Frequency: 1230 Kc. .... Power: 250 W.  
 Owned By ..... Lincoln County Broadcasters  
 Address ..... P. O. Box 636  
 Tel.: AX 4543 ..... KBS  
 Station Rep. .... Art Moore & Assoc.  
 President & Station Mgr. .... O. G. Colburn  
 Program Director ..... M. Coburn

**KPRK—Livingston—1947**

Frequency: 1340 Kc. .... Power: 250 Watts d.  
 Owned ..... Yellowstone Amusement Co.  
 Address ..... Box 691  
 Tel.: 222-2841 ..... ABC, MBS  
 Station Rep. .... Edward Petry & Co.  
 President ..... Paul B. McAdam  
 Station Manager ..... Jack Hinman  
 Comm., Sales Promo. Mgr. .... Jack Hiatt  
 Program, Publicity Dir. .... Alice Henry  
 Chief Engineer ..... Terry Kinne

**KATL—Miles City—1941**

Freq.: 1340 Kc. .... Power: 1 Kw. d.; 250 Wt. n.  
 Owned-Operated By ..... Star Printing Co.  
 Address ..... Box 720  
 Tel.: 232-2280 ..... KBS-MBS-ABC  
 Newspaper Affiliation ..... Miles City Star

Station Representative ..... Edward Petry & Co.  
 Gen., Sta. Mgr. .... Ian A. Elliot  
 Commercial Manager ..... Fred B. Hunnes  
 Program Director ..... Jon Metropolitan  
 Sales Promotion Mgr. .... William Peaslee  
 Publicity Director ..... John Nystrom  
 Chief Engineer ..... B. R. McElwain

**KGVO—Missoula—1931**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KGVO Bcstrs., Inc.  
 Bus.-Studio Address ..... 132 West Front  
 Tel.: 543-7151 ..... CBS  
 Station Reps. .... Hollingbery; Art Moore  
 President, Gen. Mgr. .... Dale G. Moore  
 Comm., Sales Promo. Mgr. .... Earl Morgenroth  
 Program Director ..... Howard McDonald  
 Publicity Director ..... Donald Weston  
 Chief Engineer ..... Kenneth Hanson

**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 ..... Charles Dahlstrom  
 Chief Engineer ..... Richard Sift

**KXLL—Missoula—1947**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... June, Inc.  
 Address ..... 1100 XL Avenue  
 Tel.: 543-5125 ..... KBS  
 Representative ..... Oakes  
 President ..... June Wilson  
 Station Manager ..... George Wilson  
 Commercial Manager ..... Chris Kay  
 Program Director ..... John Lee  
 Chief Engineer ..... Mike O'Shea

**KYSS—Missoula—1959**

Frequency: 910 Kc. .... Power: 1000 Watts, d.  
 Owned By ..... Garden City Broadcasting  
 Address ..... 112 W. Front St.  
 Tel.: Lincoln 3-3105 ..... Independent  
 Station Rep. .... Pearson Nat. Reps.  
 General Mgr. .... Chester M. Murphy  
 Chief Engineer ..... Jerry Leathers

**KRBN—Red Lodge—1961**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By ... Carbon County Broadcasters, Inc.  
 Address ..... P.O. Box 908  
 Tel.: 755 ..... Independent  
 President ..... John Jarousi  
 General Manager ..... Frank L. Henderson  
 Program Director ..... Joe Flaherty  
 Chief Engineer ..... Dean Jansma

**KSEN—Shelby—1947**

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Operated By .. Tri County Radio Corp.

# MONTANA-NEBRASKA

Address.....131 Main St.  
Tel.: HE 4-5541.....NBC  
Reps.....Feltis, Dove, Cannon; Hal Holman  
President.....John Lyon  
General Manager.....Jerry Black

## 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.....Dean and Slaughter  
President.....E. E. Krebsbach

Commercial Manager.....Keith Krebsbach  
Station Manager.....E. C. Krebsbach  
Program Director.....Bob Miller  
Sales Prom. Manager.....John Unwin  
Publicity Manager.....Gary Torgerson  
Chief Engineer.....Dale Wilson

## KVCK—Wolf Point—1957

Freq. 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned.....Hi-Line Bcstg. Co.  
Address.....324 Main St.  
Tel.: 615.....MBS  
General, Comm. Manager.....R. E. Coffey  
Station Manager.....Dennis M. Johnson  
Chief Engineer.....Kenneth Karge

Pop.: 1,430,000

Families: 442,000

# Nebraska

Radio Homes: 432,000

AM Stas. in State: 39

## KCOW—Alliance—1949

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Sandhills Bcstg. Corp.  
Address.....1100 W. 10th St.  
Tel.: 1400.....KBS  
Station Reps.....Continental; Soderlund Co.  
President.....T. C. Gregory  
General, Sta. Mgr.....Jim Ballas  
Commercial Mgr.....Darrell Falfar  
Chief Engineer.....Bob Carr

## KWBE—Beatrice—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....MIA Enterprises  
Address.....216 Sherman St.  
Tel.: CA 3-2388.....Independent  
Station Reps.....Pearson; Soderlund Co.  
President.....Gordon C. Pents  
Asst. Gen. Mgr., Ch. Eng.....Arlin Holle  
Local Sales Mgr.....Jeff Stoughton  
Program Director.....C. B. Judd

## KCNI—Broken Bow—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Custer County Bstg. Co.  
Address.....Box 581  
Tel.: TR 2-5881.....Independent  
Manager.....Georgia A. Crawford  
Chief Engineer.....M. Hromas

## KCSR—Chadron—1954

Frequency: 610 Kc.....Power: 1 Kw. d.  
Owned By.....Community Service Radio Co.  
Address.....212 Bordeaux St.  
Tel.: HE 2-5545.....KBS  
Newspaper Affiliation.....Norfolk D. News  
Station Representative.....Paul Raymer  
President.....Jerry Huse  
Vice President.....Bob Thomas  
Station Manager.....John J. Miller  
Commercial Manager.....Irv Burkey  
Program Director.....Glen Hixson  
Chief Engineer.....Frank Allen  
Owners of: WJAG, Norfolk; KVSII, Valentine.  
Both Nebr.

## KJSK—Columbus—1948

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KJSK, Inc.  
Business Address.....Box 460  
Tel.: 564-2891.....KBS  
Representatives.....Biddick; Hopewell  
President, Gen. Mgr.....George Basil Anderson  
Sta. Mgr., Prog. Dir.....Milo Kincaid  
Commercial Manager.....Ralph Smith  
Chief Engineer.....Bob Miller

## KGMT—Fairbury—1960

Frequency: 1310 Kc.....Power: 500 Watts d.  
Owned By.....Great Plains Bcstg. Corp.  
Address.....316½ 5th  
Tel.: 1782.....KBS  
President.....Mel Gleason  
General Manager.....Tom Gleason  
Station Manager.....Darrel Junker  
Commercial Manager.....Marilyn Sixel  
Sales Promotion Manager.....Bob Gerdes  
Chief Engineer.....Don Trimm  
Owners of: KAWL, York, Neb.; KSLN-TV, Salina,  
Kans.

## KTNC—Falls City—1957

Frequency: 1230 Kc.....Power: 100 Watts  
Owned By.....Fall City Bcstg. Co., Inc.  
Address.....Stephenson Hotel  
Tel.: 2453.....Independent  
President, Gen. Mgr.....William Hardt  
Station Manager.....H. D. Wallington  
Commercial Manager.....Betty Hueltner  
Chief Engineer.....Richard Reddy

## KHUB—Fremont—1939

Frequency: 1340 Kc. Power: 500 W. d., 250 W. n.  
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  
Station, Sales Promo. Mgr.....R. W. Behling  
Publicity Director.....Lanny Turner  
Program Director.....Harry Gehrett

**KMMJ—Grand Island—1925**

Frequency: 750 Kc. ....Power: 10 Kw.  
 Owned-Oper. By.....Town & Farm Co., Inc.  
 Business-Studio Address...Division at Cedar  
 Tel.: DU 2-2800.....ABC  
 Representative.....H-R  
 Ch. of Board.....Don Searle  
 President, Sta. Manager.....Bill Marlin  
 Commercial Manager.....Bill Moore  
 Publicity Director.....Mike Albert  
 Nat'l Sales Coord. ....Willard Morton  
 Program Director.....Lew Cole  
 Chief Engineer.....U. L. Lynch  
 Owners of: KXXX, Colby.

**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 Stedry  
 Program Director.....Charlie Howe  
 Chief Engineer.....Elmer G. Nelson  
 Owners of: KFOR, Lincoln; KODY, N. Platte;  
 KMNS, Sioux City; KSAI, Salina; KOEL,  
 Oelwein.

**KHAS—Hastings—1941**

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Nebraska Bcstg. Co.  
 Address.....Tribune Bldg.  
 Tel. 2-5101.....KBS  
 Newspaper Affiliation.....Tribune  
 Representative.....Gill-Perna  
 President.....Fred A. Seaton  
 General, Sta. Mgr. ....John W. Powell  
 Sales Promotion Manager.....Dave Hill  
 Program, Publicity Director.....Bcb Booe  
 Chief Engineer.....David Rice  
 Owners of: KHAS-TV, Hastings.

**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  
 Station, Program Director.....Kenneth Maloney  
 Publicity Director.....Betty Rae Whitlock  
 Chief Engineer.....H. Erickson

**KGFV—Kearney—1927**

Frequency: 1340 Kc. ....Power 1 Kw. d., 250 W. n.  
 Owned-Oper. By...Central Neb. Bcstg. Corp.  
 Business-Studio Address...Platte Valley Bldg.  
 Tel.: 237-2131.....KBS  
 Representative.....Hal Holman  
 President.....John Mitchell  
 General Mgr., Chief Eng. ....W. J. Abbott  
 Comm. Sales Promo. Mgr. ....Paul Freygang  
 Program, Publicity Dir. ....Louis Anderson

**KRNY—Kearney—1956**

Frequency: 1460 Kc. ....Power: 5 Kw., d.

Owned By.....Bi-States Bcstg. Co.  
 Address.....2000 Central Ave.  
 Tel.: CE 4-4411.....MBS  
 Station Reps. ....Meeker Co.; Soderlund Co.  
 President, Gen. Mgr.....F. Wayne Brewster  
 Commercial Manager.....Jack Yeager  
 Sales Promotion Mgr.....Ed Strasburger  
 Program Director.....Bob Whitehill  
 Publicity Director.....Tom Nuss  
 Chief Engineer.....M. Greely  
 Owners of: KRNY-FM, Kearny; KHOL-TV, Kear-  
 ney; KIPL, Hayes Center. All Nebr.

**KIMB—Kimball—1959**

Frequency: 1260 Kc. ....Power: 1000 Watts  
 Owned By.....KIMB, Inc.  
 Address.....550 West Hi-Way 30  
 Tel.: BEverly 5-3634.....Independent  
 President, Gen. Mgr.....N. E. Warner  
 Chief Engineer.....Jack Kleven

**KRVN—Lexington—1951**

Frequency: 1010 Kc. ....Power: 25,000 Watts d.  
 Owned-Oper. By.....Nebraska Rural Radio  
 Address.....102 W. 8th St.  
 Tel.: FAirview 4-2371.....Independent  
 Station Representative.....Avery-Knodel  
 President.....Jay Person  
 General, Comm. Mgr. ....Max Brown  
 Sales Prom. Mgr.....Lloyd Hardesty  
 Program Director.....Wendell Smith  
 Publicity Director.....Jerry Bryan  
 Chief Engineer.....Robert Bitner

**KFOR—Lincoln—1924**

Frequency: 1240 Kc. ....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Cornbelt Bcstg. Corp.  
 Bus-Studio Address.....814 Stuart Bldg.  
 Tel.: 432-6606.....ABC  
 Station Reps. ....Paul Raymer; Soderlund Co.  
 President.....James Stuart  
 Exec. Vice Pres.....Richard W. Chapin  
 General Manager.....Roger T. Larson  
 Operations Manager.....Orval Koch  
 Chief Engineer.....Al Pugsley  
 Owners of: KODY, No. Platte; KRGI, Grand  
 Island; KSAI, Salina; KMNS, Sioux City;  
 KOEL, Oelwein.

**KLIN—Lincoln—1947**

Frequency: 1400 Kc. ....Power: 250 W.  
 Owned-Oper. By.....Fletcher-Mitchell Corp.  
 Address.....410 Sharpe Building  
 Tel.: HEmlock 5-4377.....Independent  
 President.....James I. Mitchell  
 General, Sta. Mgr. ....Jack L. Callaway  
 Program Director.....Walter Yetter  
 Chief Engineer.....Dale Adkins  
 Owners of: KCBC, Des Moines; WTRF, Bradenton.

**KLMS—Lincoln—1949**

Freq.: 1480 Kc. ....Power: 1 Kw.  
 Owned.....Lincoln Bcstg. Corp.  
 Address.....P. O. Box 1804  
 Tel.: 489-3855.....MBS  
 Sta. Representative.....Forjoe  
 President.....Howard A. Shuman  
 General, Comm. Mgr.....Norman Gittleson



# NEBRASKA

Program Director..... Milton Korgan  
Sales Prom. Mgr..... Harvey Swenson  
Chief Engineer..... Carl Lewis

## KBRL—McCook—1947

Frequency: 1330 Kc..... Power: 5 Kw. d.  
Owned..... McCook Bcstg. Co.  
Address..... 109½ E. C St.  
Tel.: 345-2400..... MBS-KBS  
Representatives..... Gill-Perna; Soderlund  
Pres., Gen. Mgr., Ch. Eng..... Leroy W. Lenwell  
Commercial Manager..... Don Hayes  
Program Director..... Jack Rogers  
Publicity Director..... John Holm

## KWRV—McCook—1961

Frequency: 1360 Kc..... Power: 1 Kw. d.  
Owned By..... Regional Bcstg. Corp.  
Address..... Box 333, First National Bank Bldg.  
Tel.: McCook..... Independent  
Station Representative..... Hopewell  
President..... William R. Vogel  
General, Commercial Mgr..... W. O. Corrick

## KNCY—Nebraska City—1959

Frequency: 1600 Kc..... Power: 500 Watts d.  
Owned By..... Oloe Broadcasting Co.  
Address..... 107 North 9th  
Tel.: 1600..... KBS  
Station Rep..... Hopewell  
General Manager..... Ed Hundley  
Commercial Manager..... Jim Rhea  
Chief Engineer..... Bob Casey

## WJAG—Norfolk—1922

Frequency: 780 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... WJAG Inc.  
Address..... 309 Braasch  
Tel.: 371-2432..... Independent  
Newspaper Affil..... Daily News  
Station Representative..... Paul H. Raymer  
President..... E. F. Huse  
General, Sta. Mgr..... Bob Thomas  
Comm., Sales Promo. Mgr..... Hollis Francis  
Program Director..... Wayne Larson  
Chief Engineer..... W. Gettman  
Owners of: KVSU, Valentine; KCSR, Chadron.

## KODY—North Platte—1930

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By..... North Platte Bcstg. Co.  
Address..... P. O. Box 446  
Tel.: 532-3344..... NBC  
Station Representative..... Paul H. Raymer  
Exec. Vice Pres..... Richard W. Chapin  
Station Manager..... Joseph di Natale  
Program Dir..... Lynn Smith  
Sales Prom. Mgr..... Geraldine Wing  
Chief Engineer..... Don Biskup

## KOGA—Ogallala—1954

Frequency: 930 Kc..... Power: 500 Watts  
Owner..... Ogallala Bcstg. Corp.  
Address..... Box 509  
Tel.: 284-3633..... KBS  
Representative..... Indie Sales  
Pres., General Manager..... Newell Eastman  
Comm. Mgr., Ch. Eng..... Howard L. Harrington  
Sales Prom. Mgr..... Harold West

## KBON—Omaha—1942

Freq.: 1490 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By..... Goldenrod Broadcasters, Inc.  
Address..... 304 S. 18th St.  
Tel.: 342-8282..... ABC  
Station Rep..... Adv. Time Sales  
President..... Joe Gratz  
V. P., General Manager..... M. M. Fleischl  
Sales Promo. Manager..... Mike Meeeske  
Program Director..... Jim Price  
Chief Engineer..... George Ragan

## KFAB—Omaha—1924

Frequency: 1110 Kc..... Power: 50,000 Watts  
Owned/Operated By..... KFAB Bcstg. Co.  
Bus.-Studio Address..... 5010 Underwood Ave.  
Tel.: 556—8000..... NBC  
Representative..... Petry  
Newspaper Affil..... Lincoln Star & Journal  
President..... Joe Seacrest  
V. P., Gen. Mgr..... Lyell Bremser  
Comm. Mgr..... E. R. Morrison  
Program Director..... Ken Headrick  
Chief Engineer..... Ray Schroeder

## KMEO—Omaha—1922

Frequency: 860 Kc..... Power: 500 Watts d.  
Owned-Oper. By..... National Weekly, Inc.  
Business Address..... 836 Kilpatrick Bldg.  
Tel.: 341-2228..... MBS  
Station Representative..... Bcst. Time Sales  
President..... William F. Buckley, Jr.  
General, Sta. Mgr..... Jay L. Spurgeon  
Commercial Manager..... Dick Palmquist  
Program Director..... Dean Reeter  
Chief Engineer..... Bill Dunbar

## KOIL—Omaha—1925

Frequency: 1290 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Central States Bcstg. Co.  
Business-Studio Address..... 511 So. 17th St.  
Tel.: 342—7626..... Independent  
Station Representative..... H.R. Representatives  
President..... Don W. Burden  
General, Sta. Mgr..... Steve Shepard  
Commercial Manager..... Barry Tucker  
Program Dir..... Bob Wilson  
Publicity Director..... Helen Stacy  
Chief Engineer..... Gerald E. Welst  
Owners of: KICN-FM, Omaha.

## KOOO—Omaha—1957

Frequency: 1420 Kc..... Power: 1,000 Wts. d.  
Owned..... Pier-San of Neb., Inc.  
Address..... 1910 California  
Tel.: 344—4191..... Independent  
Station Rep..... Charles Bernard  
President..... Mack Sanders  
General, Sta. Manager..... Lee Nichols  
Comm., Sales Promo. Mgr..... Clancy Sewall  
Program Director..... Ray Stevens  
Chief Engineer..... Don Denver  
Owners of: KSIR, Wichita, Kans.

## WOW—Omaha—1923

Frequency: 590 Kc..... Power: 5000 Watts

## NEBRASKA-NEVADA

Owned By .....Meredith Broadcasting Co.  
 Address .....3501 Farnam St.  
 Tel.: 346-3400 .....CBS  
 Representative .....John Blair  
 Vice Pres., Gen. Mgr.....Frank P. Fogarty  
 Sales, Sta. Mgr.....W. O. Wiseman  
 Program Director.....Ray Olson  
 Sales Prom., Publicity.....Heinz Rohde  
 Dir. of Engineering.....William J. Kotera  
 Chief Engineer.....Glenn Flynn  
 Owners of: KCMO-AM-TV-FM, Kansas City; KPHO-AM-TV, Phoenix; WHEN-AM-TV, Syracuse, N. Y.; WOW-FM-TV.

### KBRX—O'Neill—1955

Frequency: 1350 Kc....Power: 1000 Watts d.  
 Owned By.....Ranchland Bcstg. Co.  
 Address .....Box 150  
 Tel.: 120 .....KBS  
 Gen. Mgr.....Gilbert Poese

### 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.: 632-7121 .....Independent  
 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.: 632-6155 .....CBS  
 Representative .....Gill-Perna  
 Pres., Gen. Mgr.....L. L. Hilliard  
 Program Director.....Red Davis  
 Chief Engineer.....Harland Morrison

### KSID—Sidney—1952

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By .....KSID Radio, Inc.  
 Address.....Legion Park, Box 772  
 Tel.: 254-5803 .....ABC-KBS  
 Station Representative .....Soderlund Co.  
 President, Gen. Mgr. ....David W. Young

Commercial Manager .....Chet Alan  
 Program Director .....June McMillen  
 Publicity Director .....Ron Tighe  
 Chief Engineer.....Rick Miller

### KRFS—Superior—1959

Frequency: 1600 Kc....Power: 500 Watts. d.  
 Owned By.....KRFS Radio  
 Address.....P. O. Box 500  
 Tel.: 907 .....KBS  
 Gen Mgr., Ch. Eng.....David Tucker  
 Commercial Manager.....John Meredith  
 Sales Prom. Manager.....Jerry Hundley

### KEYR—Terrytown—1961

Frequency: 690 Kc....Power: 1 Kw. d.  
 Owned By.....Terry Carpenter, Inc.  
 Address.....Box 170, Scottsbluff, Neb.  
 Tel.: 631-2183 .....MBS  
 Station Representative.....John L. McGuire  
 President.....Terry Carpenter  
 General Manager.....Gary C. Carpenter  
 Station Manager.....Michael Carpenter  
 Sales Promotion Manager.....Rodger Herdt  
 Comm. Mgr., Prog. Dir.....Max Keith  
 Chief Engineer.....Roger Barlett

### KVSH—Valentine—1961

Frequency: 940 Kc....Power: 500 Watts d.  
 Owned By .....Valentine Bcstg. Co.  
 Address .....Marian Hotel  
 Tel.: 1580 .....Independent  
 Station Reps. ....Walker-Rawalt; Soderlund  
 President.....E. F. Huse, Jr.  
 General, Promo. Manager.....Evans Meier  
 Commercial Manager.....Larry Russell

### KAWL—York—1954

Frequency: 1370 Kc....Power: 500 W. d.  
 Owned-Operated By...Prairie States Bcstg.  
 Address .....P.O. Box 357  
 Tel.: 362-4433 .....KBS  
 Gen., Sta. Manager.....Tommy L. Gleason  
 Commercial Manager .....Roger Heers  
 Sales Promo. Manager .....G. Pienning  
 Program Director .....David Johnson  
 Chief Engineer .....Melville L. Gleason

Pop.: 305,000  
 Families: 99,500

# Nevada

Radio Homes: 94,000  
 AM Stas. in State: 19

### KPTL—Carson City—1955

Freq.: 1300 Kc....Power: 5 Kw. d.: 500 W. n.  
 Owned By.....John E. Vernor  
 Address .....P.O. Box 625  
 Tel.: Granite 2-1319 .....Independent  
 Station Rep. ....Venard, Torbet & McConnell  
 General Manager.....John E. Vernor  
 Chief Engineer.....T. Webster

### KELK—Elko—1948

Frequency: 1240 Kc....I Kw. d.: 250 W. n.  
 Owned-Operated By.....Elko Bcstg. Co.  
 Address.....P. O. Box 790  
 Tel.: REpublic 8-3930 .....Independent  
 President .....Chris Sheerin  
 General, Sta. Mgr. ....John J. Gummick  
 Program Director.....Ken Drummond  
 Chief Engineer.....Gerald Sterans

# NEVADA

## **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: 5 Kw., d.  
Owned Lahontan Valley Bcstg. Co.  
Address West Star Route  
Tel.: 423-2243 Independent  
President, Ch. Engr. Lester W. Pearce  
Program Director Betty Pearce  
Sales Prom., Comm. Mgr. Jim Shelton

## **KTOO**—Henderson—1956

Frequency: 1280 Kc. Power: 5,000 Watts d.  
Owned By KTOO Bcstg. Co.  
Address Flamingo Hotel, Las Vegas  
Tel.: REgent 5-1585 Independent  
Station Representative Grant Webb  
President, Gen. Mgr. Donald S. Beck  
Chief Engineer Fred Kidd

## **KBMI**—Las Vegas—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated 1400 Corp.  
Address Flamingo Hotel  
Tel.: FR 2-1131 Independent  
President M. Evans Richmond

## **KENO**—Las Vegas—1950

Frequency: 1460 Kc. Power: 1,000 Watts d.  
Owned-Oper. By Nevada Bcstg. Co., Inc.  
Address Radio Center  
Tel.: DU 2-1400 Independent  
Sta. Reps. Masla; Venard, Torbet & McConnell  
President, Gen. Mgr. Gordon B. Sherwood Jr.  
Station Manager Robert Duffy  
Chief Engineer David B. Rogers

## **KLAS**—Las Vegas—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Frontier Bcstrs.  
Address Box 510  
Tel.: RE 5-6633 CBS  
Station Representative McGavren-Guild  
President Al Kelson  
General, Station Mgr. Sam Salerno

## **KLUC**—Las Vegas—1956

Frequency: 1050 Kc. Power: 500 W., d.  
Owned By Meyer Gold  
Address New Frontier Hotel  
Tel.: REgent 5-7257 CBS  
Station Representative Tracy Moore & Assocs.  
President, General Mgr. Mike Gold  
Commercial Manager Tom Miller  
Sales Promotion Manager Sylvia Gold  
Program Director Vince Brascia  
Chief Engineer Jim Blaine

## **KORK**—Las Vegas—1953

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Southwestern Bcstg. Co.  
Address Hotel Thunderbird  
Tel.: REgent 5-8484 ABC  
Newspaper Affiliation Review Journal  
President Donald W. Reynolds  
General Manager Joseph W. McMurray  
Program Director Donald Adams  
Chief Engineer Alex McGee  
Owners of: KLRJ-TV, Las Vegas; KOLO-AM-TV,  
Reno.

## **KRAM**—Las Vegas—1947

Freq. 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By Suna Bcstg. Corp.  
Address Hotel Tropicana  
Tel.: 736-1920 Independent  
Station Representative Raymer  
President, Gen. Mgr. Ted Oberfelder  
Commercial Manager Lowell Cannon  
Program Director Robert Joyce  
Chief Engineer James Flint

## **KVEG**—Las Vegas—1962

Frequency: 970 Kc. Power: 500 Watts d.  
Owned By Las Vegas Electronics, Inc.  
Address Landmark Plaza  
Tel.: REgent 5-8644 Independent  
Station Representative George Hollingbery  
General Manager Mike J. Pappas  
Station Manager Pete Pappas  
Program Director Bat Henderson  
Chief Engineer H. C. McKenzie

## **KBET**—Reno—1946

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By Robert L. Stoddard  
Address Mapes Hotel  
Tel.: FA 2-4501 KBS-ABC  
Sta. Reps. Walker-Rawalt; Sandberg  
President, Station 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 Reps. Venard, Torbet & McConnell  
President Paul C. Schafer  
General Mgr. G. Goudron  
General, Sta. Mgr. Phillip G. Rose  
Chief Engineer E. McDaniel

## **KOH**—Reno—1928

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owner McClatchy Bcstg. Co.  
Address 143 Stevenson 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

## NEVADA-NEW HAMPSHIRE

**Owned-Operated By**.....Western Bcstg. Co.  
**Address**.....Box 821  
**Tel.:** FAirview 2-3441.....CBS  
**President**.....Donald W. Reynolds  
**General Manager**.....Donald W. Reynolds Jr.  
**Commercial Manager**.....C. Clay  
**Program Director**.....Jack Angel  
**Chief Engineer**.....Tom Hughes  
**Owners of:** KOLO-TV, KFSB-AM-TV, Ft. Smith;  
 KORK, Las Vegas; KOKL, Okmulgee; KBRS,  
 Springdale; KGNS-TV, Laredo; KLRJ-TV, Las  
 Vegas; KFOY-TV, Hot Springs.

### KONE—Reno—1954

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned By**.....Radio KONE, Inc.  
**Address**.....P.O. Box 1928  
**Tel.:** FA 3-2133.....Independent  
**President, Gen. Mgr.**.....Leland Fuller  
**Commercial Mgr.**.....Max Wadsworth  
**Program, Pub. Director**.....Jim Skjelstad  
**Chief Engineer**.....H. Slocum, Jr.

### KBUB—Sparks—1960

**Frequency:** 1270 Kc.....**Power:** 1 Kw. d.  
**Owned By**..Silver Circle Broadcasting Co., Inc.  
**Address**.....P. O. Box 1270  
**Tel.:** EL 59493.....Independent  
**President**.....Edward J. Jansen  
**General, Comm. Mgr.**.....Roger Bronder  
**Program Director**.....Darwin Jones  
**Chief Engineer**.....Harry J. Botsford

### KWNA—Winnemucca—1955

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owner**.....N. W. Radio & TV Corp.  
**Address**.....Box 591  
**Tel.:** MAdison 3-2030.....Independent  
**Station Representative**.....Scandeborg Co.  
**President**.....H. Frank Walters  
**Program Director**.....Hughie Schoff  
**General Mgr., Chief Engr.**.....Lee Boner

Pop.: 615,000  
 Families: 186,000

## New Hampshire

Radio Homes: 180,500  
 AM Stas. in State: 20

### WMOU—Berlin—1946

**Frequency:** 1230 Kc..**Power:** 1 Kw. d., 250 W. n.  
**Owned-Oper. By**.....Berlin Bcstg. Co.  
**Business Address**.....27 Green Square  
**Tel.:** 1797.....Independent  
**Sta. Reps.**...Bill Creed Assocs.; Spot Time Sales  
**President, Gen. Mgr.**.....John Bowman  
**Station Mgr., Chief Eng.**...Herschel M. Howe  
**Commercial, Sales Promo. Mgr.**...Robert T. Dale  
**Program Dir.**.....Ian Archer

### WTSV—Claremont—1948

**Frequency:** 1230 Kc..**Power:** 1 Kw. d., 250 W. n.  
**Owned-Oper. By**.....Radio Claremont, Inc.  
**Address**.....221 Washington St.  
**Tel.:** 543-3062.....Independent  
**President**.....Norman Knight  
**General Manager**.....George R. Bonneau  
**Mgr. Director**.....Harold Segal  
**Chief Engineer**.....H. Katz

### WKXL—Concord—1946

**Frequency:** 1450 Kc..**Power:** 1 Kw. d., 250 W. n.  
**Owned-Operated By**.....Capitol Bcstg. Corp.  
**Address**.....37 Redington St.  
**Tel.:** 225-5521.....CBS-KBS  
**Sta. Representative**.....Walker-Rawalt  
**Pres., Gen. Mgr.**.....Frank B. Estes  
**Sales Manager**.....Edson I. Gray  
**Program Dir., Chief Engr.**.....Don Hulbert

### WBNC—Conway—1955

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....North Country Radio, Inc.  
**Address**.....E. Main St.

**Tel.:** 447-5988.....Independent  
**Reps.**.....Bill Creed Assocs.; Spot Time Sales  
**President, Gen. Mgr.**.....Lawrence H. Sherman  
**Commercial Mgr.**.....Joan Sherman

### WTSN—Dover—1956

**Frequency:** 1270 Kc.....**Power:** 5000 Watts  
**Owned**.....WTSN, Inc.  
**Address**.....155 Front St. (Manchester)  
**Tel.:** NA 4-4077.....Independent  
**President**.....W. F. Rust, Jr.  
**General Mgr.**.....Ralph Gottlieb  
**Station Mgr.**.....Edward X. Callahan

### WDCR—Hanover—1958

**Freq:** 1340 Kc. ....**Power:** 1 Kw. d., 250 Wt. n.  
**Owned By**.....Trustees of Dartmouth College  
**Address**.....P.O. Box 1032  
**Tel.:** 643-4500.....Independent  
**General Manager**.....George T. Mascott, Jr.  
**Commercial Manager**.....H. Deane  
**Program Director**.....James W. Varnum  
**Sales Prom. Mgr.**.....Stuart Mahlin  
**Publicity Director**.....Peter M. Stern  
**Chief Engineer**.....Donald A. Steen

### WTSL—Hanover—1950

**Frequency:** 1400 Kc. **Power:** 1 Kw. d., 250 W. n.  
**Owned-Oper.**.....Radio Hanover, Inc.  
**Address**.....P. O. Box 1031  
**Tel.:** 643-2200.....NBC  
**President**.....Norman Knight  
**General Mgr.**.....Harold H. Segal  
**Station, Commercial Mgr.**...Howard L. Chase  
**Sales, Promotion Mgr.**.....Philip Spillane  
**Program Director**.....Guy Andrews

## NEW HAMPSHIRE

Chief Engineer ..... Gladstone Sawyer  
Owners of: WTSU-AM-FM, Claremont, N. H.;  
WEIM, Fitchburg, Mass.; WHEB, Portsmouth,  
N. H.; WGIR, Manchester, N. H.

### WKBK—Keene—1959

Frequency: 1220 Kc. .... Power: 1000 Watts  
Owned By ..... The KBR Stations, Inc.  
Address ..... 155 Front St., Manchester  
Tel.: National 4-4075 ..... Independent  
President ..... W. F. Rust, Jr.  
General Manager ..... Ralph Gottlieb

### WKNE—Keene—1926

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WKNE Corp.  
Address ..... 17 Dunbar St.  
Tel.: EL 2-9230 ..... CBS  
Station Rep. .... Meeker  
President ..... Joseph K. Close  
General Manager ..... Edward D. Somes  
Commercial Manager ..... Howard E. Wheelock  
Program Director ..... George W. Stevens  
Chief Engineer ..... Ernest F. Batchelder  
Owners of: WKYT, Brattleboro, Vt.; WKNY,  
Kingston, N. Y.; WBRK, Pittsfield, Mass.

### WEMJ—Laconia—1961

Freq. 1490 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned By ..... New Hampshire Bcstg. Co.  
Address ..... Laconia Nat'l Bank Bldg.  
Tel.: Lakeside 4-2262 ..... CBS  
Station Rep. .... Walker-Rawalt  
President ..... George H. Jaspert, III  
General, Commercial Mgr. .... Irving W. Kaizer

### WLNH—Laconia—1922

Frequency: 1350 Kc. .... Power: 5000 Watts d.  
Owned By ..... WLNH, Inc.  
Business Address ..... 653 Main St.  
Tel.: LA 4-1323 ..... ABC  
President ..... Marion P. Lewis  
Gen., Station Mgr. .... K. Johnson

### WFEA—Manchester—1932

Frequency: 1370 Kc. .... Power 5 Kw.  
Owned ..... WFEA Broadcasting  
Address ..... P. O. Box 149  
Tel.: 625-5491 ..... Independent  
Station Rep. .... Jack Masla  
President, Gen. Mgr. .... William F. Malo, Jr.  
Commercial Mgr. .... William Beatty  
Program Director ..... Jim Camilli  
Publicity Director ..... J. Miller  
Chief Engineer ..... R. Schow

### WGIR—Manchester—1941

Frequency: 610 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned By ..... Northeast Bcstg. Corp.  
Address ..... Box 487  
Tel.: NA 5-6915 ..... NBC  
Sta. Rep. .... Kettell-Carter  
Manager ..... H. S. Segal

### WKBR—Manchester—1946

Frequency: 1250 Kc. .... Power: 5000 Watts  
Owned ..... Granite State Bcstg. Co.  
Address ..... 155 Front St.

Tel.: NAtional 4-4077 ..... Independent  
Station Rep. .... Radio-TV Reps  
President ..... W. F. Rust, Jr.  
Gen., Sta. Mgr. .... Ralph Gottlieb  
Chief Engineer ..... Roy Phillips

### WOTW—Nashua—1947

Frequency: 900 Kc. .... Power: 1000 Watts d.  
Owned By ..... Eastminster Bcstg. Corp.  
Address ..... Lund Road  
Tel.: TU 2-2781 ..... Independent  
Station Representative ..... Avery-Knodel  
President, Gen. Mgr. .... Roger H. Strawbridge  
Commercial Manager ..... Ted Sawyer  
Program Director ..... Richard Corbin  
Chief Engineer ..... John L. Ecuier  
Owners of: WOTW-FM, Nashua; WCME, Brim-  
swick-Portland, Me.

### WSMN—Nashua—1958

Frequency: 1590 Kc. .... Power: 5000 Watts  
Owned By ..... 1590 Broadcasting Corp.  
Business Address ..... 502 W. Hollis St.  
Tel.: TU 2-5107 ..... ABC, KBS  
Station Reps. .... Breen & Ward; Nona Kirby  
President ..... Gerald O. Nash  
General Manager ..... David A. Rock  
Station Manager ..... Edward Lecius  
Program Director ..... Frank Teas  
Publicity Director ..... Roger Field  
Chief Engineer ..... Donald Ayers

### WCNL—Newport—1960

Frequency: 1010 Kc. .... Power: 250 Watts d.  
Owned By ..... Carlson Enterprises  
Address ..... 120 Belknap St.  
Tel.: Newport 873 ..... KBS  
Station Reps. .... Donald Cooke; Nona Kirby  
General, Comm. Manager ..... W. Richard Carlson  
Program Director ..... Norah B. Carlson  
Chief Engineer ..... Louis Connors

### WBBX—Portsmouth—1960

Frequency: 1380 Kc. .... Power: 1 Kw.  
Owned By ..... Seacoast Bcstg. Corp.  
Address ..... 1555 Islington Street  
Tel.: GENEVA 6-1380 ..... Independent  
President ..... Roger Moulton  
Gen., Comm. Mgr. .... William A. Gildersleeve

### WHEB—Portsmouth—1932

Frequency: 750 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Knight Bcstg. of N. H.  
Address ..... Lafayette Road  
Tel.: GENEVA 6-7300 ..... Independent  
President ..... Norman Knight  
General, Sta. Mgr. .... Harold H. Segal

### WNNH—Rochester—1948

Frequency: 930 Kc. .... Power: 5000 Watts d.  
Owned-Operated By ..... Strafford Bcstg. Corp.  
Business Address ..... Rochester Hill Rd.  
Tel.: 333-0930 ..... Independent  
Reps. .... Bill Creed Assocs.; Nat. Time Sales  
Pres., Gen. Mgr. .... Albin Malin  
Sta. Mgr., Prog. Dir. .... Robert J. Connelly  
Chief Engineer ..... Roger Butterfield



Pop.: 6,275,000  
Families: 1,847,000

# New Jersey

Radio Homes: 1,804,000  
AM Stas. in State: 26

## 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  
Station, Prom. Manager. Theo Gade  
Commercial Mgr. Gustave Litch  
Program Dir. Leon Contente  
Chief Engineer. Martin Goffe  
Publicity Dir. Phyllis Lang

## 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 By. Eastern Bcstg. Co.  
Address Steel Pier  
Tel.: 345-2188. CBS  
Station Representative PRO  
President D. Diner  
General Manager. John Struckell  
Chief Engineer. Al Roche

## WLDB—Atlantic City—1955

Frequency: 1490 Kc. 1 Kw. d., 250 W. n.  
Owned-Oper. By. Atlantic City Bcstg. Co.  
Address Penn-Atlantic  
Tel.: 344-6573. MBS-ABC  
Station Rep. Charles Bernard  
Pres., Gen. Mgr., Ch. Eng. Leroy Bremmer  
Commercial Mgr. Dorothy Bremmer

## 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  
Pres., Gen. Mgr. David H. Freedman

## WSNJ—Bridgeton—1937

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Eastern States Bcstg. Corp.  
Address Bridgeton, N. J.  
Tel.: GL 1-2930. MBS  
Station Representative Clark  
President Russell S. Henderson  
Exec. V. P., Gen. Mgr. Paul Alger  
Program Director. Joe McCulley  
Chief Engineer. Jack Chamberlin

## WCAM—Camden—1926

Frequency: 1310 Kc. Power: 250 Watts  
Owned-Oper. By. City of Camden  
Address City Hall  
Tel.: EM 5-5600. Independent  
Rep. Bcst. Time Sales  
General Manager. Nelson D. Hibbs  
Commercial Manager. Joseph Scardilli  
Program Director. Samuel Scott  
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 Manager. Gordon Giffen  
Commercial Manager. Dave Moss  
Program Director. Williard Camperson  
Chief Engineer. Anthony J. Riccio  
Owners of: WARN, Ft. Pierce.

## WNJH—Hammononton—1961

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned By. Hammononton Bcstg. Co.  
Address 115 Vine Street  
Tel.: L0gan 1-1900. Independent  
Partner, General Mgr. William S. Halpern  
Partner. Louis N. Seltzer  
Commercial Manager. George R. Hill  
Chief Engineer. William Shoop

## WMVB—Millville—1953

Frequency: 1440 Kc. Power: 1,000 Watts d.  
Owner. Union Lake Broadcasters, Inc.  
Address P. O. Box 267  
Tel.: 825-2600. Independent  
President. Fred M. Wood  
General Manager. Dorothy H. Carlson  
Chief Engineer. George Dodds

## WMTR—Morristown—1948

Frequency: 1250 Kc. Power: 5000 Watts d.  
Owned-Operated By. Morristown Bcstg. Co.  
Address Box 345  
Tel.: JE 8-1250. Independent  
President. George S. Croy  
General Manager. Kenneth A. Croy

## WJRZ—Newark—1922

Frequency: 970 Kc. Power: 5 Kw., d.; 1 Kw. n.  
Owned By. Bergen Bcstg. Co.  
Address 32 Green St.  
Tel.: MArket 4-5300. Independent  
Station Representative. Adam Young  
President Lazar Emanuel

## NEW JERSEY

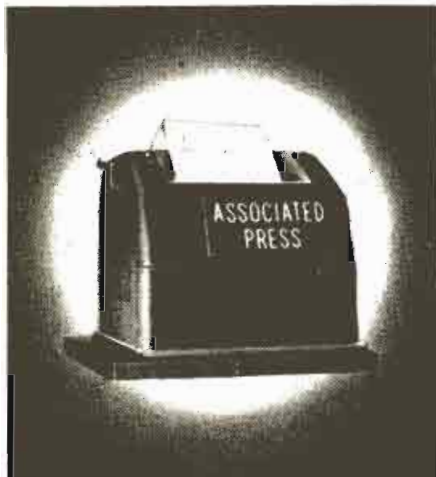
General Manager.....Sy Levy  
 Operations Director.....Sid Sirulnick  
 Program Director.....Paul Brenner  
 Chief Engineer.....Abe Jacobowitz  
 Owners of: WJRZ-FM, Newark; WACE-AM-FM,  
 Chicopee Falls, Mass.; WEOK-AM-FM, Pough-  
 keepsie, N. Y.; WKST, New Castle, Pa.; WKST-  
 TV, Youngstown, O.

### WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned By.....Continental Broadcasting, Inc.  
 Business Address.....Box 1258  
 Tel.: MU 6-3665.....Independent  
 Station Rep.....Continental  
 President.....O. Wayne Rollins  
 General, Comm. Mgr.....Leonard Mirelson  
 Program Director.....Bob Leonard  
 Chief Engineer.....Vic Takach  
 Owners of: WBEE-AM, Chicago; WRAP-AM, Nor-  
 folk; WAMS-AM, Wilmington; WGEE-AM, In-  
 dianapolis; WPTZ-TV, Plattsburgh; WCHS-TV,  
 AM, Charleston; WEAR-TV, Pensacola, Fla.;  
 KDAY, Los Angeles, Calif.

### WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Newark Bcstg. Corp.  
 Address.....786 Broad St.  
 Tel.: MI 3-7600.....Independent  
 General Manager.....Ivon B. Newman



**PROGRESSIVE STATIONS  
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### WCTC—New Brunswick—1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Raritan Valley Bcstg.  
 Business-Studio Address.....385 George St.  
 Tel.: CH 7-1450.....Independent  
 President, Gen. Mgr.....J. L. Rosenmiller  
 Asst. Gen. Mgr.....A. V. Marano

### WNNJ—Newton—1953

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned.....Sussex County Bcstrs.  
 Address.....Box 40  
 Tel.: DUpont 3-3400.....KBS  
 Co-Owners.....Simpson Wolf, Robert Menzel  
 General, Comm. Mgr.....Ronald L. Hickman  
 Program Director.....John Bennett  
 Chief Engineer.....Charles Simpson

### WPAT—Paterson—1941

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned By.....Capital Cities Bcstg. Corp.  
 Address.....12 West 40th St., N.Y.C.  
 Tel.: MUrray Hill 8-9300.....Independent  
 Station Representative.....H.R. Reys  
 President.....Frank M. Smith  
 General Manager.....Daniel P. Weinig  
 Program Director.....Joseph B. Somerset  
 Chief Engineer.....Paul Di Savino  
 Owners of: WPAT-AM-FM; WPRO-AM-FM-TV,  
 Providence, R. I.; WROW, WTEN (TV), Albany,  
 N. Y.; WKBW-AM-TV, Buffalo, N. Y.; WTVB  
 (TV), Durham, N. C.

### WERA—Plainfield—1961

Frequency: 1590 Kc.....Power: 500 Watts d.  
 Owned By.....Tri-County Bcstg. Corp.  
 Address.....200 West 7th Street  
 Tel.: PL 5-1590.....Independent  
 President, Gen. Mgr.....Henry J. Behre, Jr.  
 Commercial Manager.....Phil Reilly  
 Chief Engineer.....Robert Balfour

### WOND—Pleasantville—1950

Freq. 1400 Kc.....1 Kw. d., 250 W. n.  
 Owned-Oper. By.....S. Jersey Radio, Inc.  
 Address.....Old Turnpike  
 Tel.: Milton 1-1400.....Independent  
 Newspaper Affil.....Ledger, Gazette  
 Station Reps.....Masla; Mort Lowenstein  
 President.....H. G. Murrelle  
 Exec. V.P., Gen. Mgr.....Howard L. Green  
 Station Mgr., Prog. Dir.....Fred H. Haggerty  
 Sales Pro. Mgr.....Larry Carle  
 Chief Engineer.....Milton C. Thurlow  
 Owners of: WAMB, Melbourne, Fla.; WENY,  
 Elmira, N. Y.; WOSJ-FM, Atlantic City, N. J.

### WAAT—Trenton—1959

Frequency: 1390 Kc.....Power: 250 Watts d.  
 Owned By.....Delaware Valley Bcstg. Co.

Pop.: 1,025,000  
Families: 282,000

# New Mexico

Radio Homes: 263,000  
AM Stas. in State: 47

## KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: William Wayne Phelps  
Address: Box 268  
Tel.: HEmlock 7-1505. KBS-MBS  
General Sta. Mgr.: Wayne Phelps  
Chief Engineer: Ed Sullivan

## KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned By: George O. Cory  
Address: P. O. Box 618  
Tel.: 437-4440 Independent  
President: George O. Cory  
General Manager: Bob Hoffman  
Program Director: Jim Joyner  
Chief Engineer: Leroy Stewart  
Owners of: KINT, El Paso, Tex.; KVOD, Albuquerque, N.M.; KUBC, Montrose, Colo.; KSTV, Monte Vista, Colo.; KRAI, Craig, Colo.

## KABQ—Albuquerque—1947

Frequency: 1350 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By: Sandia Bcstg. Corp.  
Address: P. O. Box 1388  
Tel.: 243-1244 Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
President: Oscar I. Dodek  
General Sta. Mgr.: Maxwell Marvin  
Comm., Sales Prom. Mgr.: Milton Ledet  
Program Director: Jose Gallegos  
Chief Engineer: Michael Lucero

## KARA—Albuquerque—1959

Frequency: 1310 Kc. Power: 1,000 Watts d.  
Owned By: KARA, Inc.  
Address: 4011 Menaul Blvd.  
Tel.: AMherst 8-4371. KBS  
Station Rep.: Broadcast Time Sales  
President: Walter Stiles  
General Manager: Bill Wylder  
Commercial Manager: Buz Hudgins  
Program Director: Bill Godfrey  
Chief Engineer: Mel Berstler

## KDEF—Albuquerque—1953

Frequency: 1150 Kc. Power: 1 Kw.  
Owned By: White Oaks Bcstg. Co.  
Address: 506 2nd St. N.W.  
Tel.: CH 3-7813. ABC  
Station Representative: Meeker  
President: Thomas J. Swafford  
General Manager: Jack Kline

## KGGM—Albuquerque—1927

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: New Mexico Bcstg. Co.

Address: 1414 Coal Ave., S.W.  
Tel.: 243-2285 CBS  
Station Rep.: Advertising Time Sales  
Pres., Gen. Mgr.: A. R. Hebenstreit  
Station, Comm. Manger: Ben Caine  
Program Director: Robert Van Driel  
Sales Prom. Mgr., Pub. Dir.: James Laramore  
Chief Engineer: Leonard F. Dodds  
Owners of: KVSE, Santa Fe; KGGM-TV.

## KLOS—Albuquerque—1955

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: B & M Bcstrs., Inc.  
Address: 416 Second St., N.W.  
Tel.: 247-0229 Independent  
Station Representative: Grant Webb & Co.  
President, General Mgr.: George Oliver  
Station, Program Mgr.: Alphonso Taloya  
Commercial Manager: Don Tompkins  
Sales Promotion Manager: Randy Britt  
Publicity Director: Johnny Salisbury  
Chief Engineer: Michael Langner

## 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  
Station Representative: Petry  
President: Stanley E. Hubbard  
Gen. Mgr., Ch. Engr.: George S. Johnson  
Station Manager: Robert C. Pettingell  
Sales Prom., Pub. Dir.: Paul Bain  
Program Director: Michael Dillon  
Owners of: KSTP-AM-TV, St. Paul; WGTO, Cypress Gardens, Fla.

## KQEO—Albuquerque—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By: Swanco Bcstg.  
Bus. Address: 2000 Indian School Rd., N.W.  
Tel.: CHapel 7-8848. MBS  
Station Representative: Eastman  
President: George A. Bolas  
General Station Manager: Dino Ianni  
Program Director: Tom Dunn  
Chief Engineer: Elmer W. Neumann  
Owners of: KIOA, Des Moines, Ia.; KLEO, Wichita, Kans.; KRMG, Tulsa, Okla.

## KRZY—Albuquerque—1956

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned: KHAM, Inc.  
Address: 202 Claremont Street, NE  
Tel.: DI 4-2394. ABC-KBS-MBS  
Station Rep.: Charles Bernard  
President: J. W. Hedges  
General Sta. Mgr.: J. L. Anderson  
Chief Engineer: J. Hughes

Address.....Hotel Stacy Trent  
 Tel.: Export 2-5125.....Independent  
 Station Representative.....Masla  
 President.....Ed Cossman  
 General, Comm. Mgr.....Ray McFadden  
 Program Director.....Harry Newman  
 Publicity Director.....Robert MacDougle  
 Chief Engineer.....Nicholas Dallessandro

**WBUD—Trenton—1947**

Frequency: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WBUD, Inc.  
 Address.....Ewingville Road  
 Tel.: TU 2-7191.....Independent  
 Station Representative.....Bob Wittig  
 Pres., Gen. Mgr.....Richard M. Hardin  
 Chief Engineer.....Howard Williams

**WTTM—Trenton—1942**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Peoples Bcst. Corp.  
 Address.....Brunswick Ave. at Lake Dr.  
 Tel.: OW 5-8515.....MBS  
 Representative.....Hollingbery  
 President.....Herbert E. Evans  
 Resident V. P., Gen. Mgr.....Glenn C. Jackson  
 General Sales Manager.....Harry W. Barnam  
 Business Manager.....Patricia Singer  
 Prog. Dir.....Tom Durand  
 Publicity Dir.....K. M. Weber  
 Chief Engineer.....Chester Sunderland  
 owners of: WNAX, Yankton, S.D.; WGAR, Cleveland; WMMN, Fairmont, W. Va.; KVTY, Sioux City; WRFD, Columbus, O.

**WDVL—Vineland—1958**

Frequency: 1270 Kc.....Power: 500 Watts, d.  
 Owned By.....Mort and Vivian Hendrickson  
 Address.....River Drive, Radio Park  
 Tel.: OXford 1-7550.....Independent  
 General Sta. Manager.....Mort Hendrickson  
 V. P.....V. E. Hendrickson  
 Program Director.....Henri Morey  
 Acting Chief Engineer.....Earle Godfrey

**WBBZ—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.....Robert C. Crager  
 Commercial Manager.....John F. Serra  
 Program Director.....Robert Coucill  
 Chief Engineer.....Ken Parks

**WCRV—Washington—1956**


Frequency: 1580 Kc.....Power: 500 Watts d.  
 Owned.....Warren Bcstg.

Address.....3 Belvidere Avenue  
 Tel.: 689-1580.....Independent  
 General Manager.....George S. Croy  
 Commercial Mgr.....Ron Drescher  
 Program Director.....Ed Reilly  
 Chief Engineer.....Leonardo Ragonese, Jr.

**WCMC—Wildwood—1951**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By.....Francis J. Matrangola  
 Address.....3010 N. J. Ave.  
 Tel.: 522-7751.....Independent  
 General Manager.....Francis J. Matrangola  
 Comm. Mgr.....Margaret Murphy  
 Program Director.....William Worling  
 Chief Engineer.....Carlton Owen

The  
Voice  
of  
the  
Delaware  
Valley



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COMPLETE FULL-TIME LOCAL  
NEWS DEPARTMENT, plus MBS  
NEWS

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Direct WEATHER REPORTS from  
U.S. WEATHER BUREAU


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Good Listenable MUSIC

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The only station in the Delaware  
Valley functioning with a Listen-  
ers' Advisory Group, organized in  
1955. A truly dedicated COM-  
MUNITY SERVICE station.

920 ON YOUR DIAL



**KVOD—Albuquerque—1959**

Frequency: 730 Kc. . . . . Power: 1 Kw. d.  
 Owned By . . . . . Colorado Radio Corp.  
 Address . . . . . Merrill Bldg., 131 Adams, N. E.  
 Tel.: 268-4395 . . . . . Independent  
 Station Representative . . . . . Gill-Perna  
 Station Manager . . . . . Bill Edwards

**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  
 President . . . . . Martin Yates III  
 General Station Manager . . . . . Bob Hess  
 Commercial Manager . . . . . Joe Little  
 Chief Engineer . . . . . L. O. Wilcox

**KNDE—Aztec—1959**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . I. E. Shahan  
 Address . . . . . 2nd & Zia Sts.  
 Tel.: FEderal 4-6174 . . . . . Independent  
 Owners . . . . . I. E. Shahan, W. W. Barbour  
 Chief Engineer . . . . . Carl Black

**KARS—Belen—1961**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . Belen Broadcasting Co.  
 Address . . . . . P. O. Box 860  
 Tel.: UNDERhill 4-4444 . . . . . KBS  
 President . . . . . Carter M. Waid  
 General Mgr., Program Dir. . . . . Jon Evans  
 Chief Engineer . . . . . Ted Douglass

**KAVE—Carlsbad—1937**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Voice of the Caverns, Inc.  
 Address . . . . . Box 631  
 Tel.: TU 5-4101 . . . . . KBS  
 President . . . . . Edward Talbott  
 Gen., Sta. Mgr. . . . . Tom Wiseheart  
 Program Director . . . . . Jon Evans  
 Chief Engineer . . . . . Sanford Brown

**KPBM—Carlsbad—1950**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Coronado Bcstg. Co.  
 Address . . . . . 313 W. Mermod  
 Tel.: TU 5-5373 . . . . . Independent  
 Station Reps. . . . . Devney Org.; Melville  
 President . . . . . Hazel H. McEvoy  
 General Station Mgr. . . . . D. A. Swayze  
 Program Dir., Ch. Eng. . . . . Ed Lyon

**KLMX—Clayton—1949**

Freq.: 1450 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned By . . . . . Ari-Ne-Mex Bcstg. Corp.  
 Address . . . . . Box 7  
 Tel.: 374-2555 . . . . . KBS  
 President . . . . . Arthur Jernigan  
 Gen., Comm., Prom. Mgr., Pub. Dir. . . . . Frank Vale  
 Chief Engineer . . . . . Robert D. Waters

**KCLV—Clovis—1952**

Freq.: 1240 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By . . . . . New-Tex Bdcstg.  
 Address . . . . . 1221 Main  
 Tel.: PORTer 3-4401 . . . . . ABC  
 President . . . . . Odis Echols, Sr.  
 General Station Mgr. . . . . Odis Echols, Jr.  
 Comm. Mgr., Chief Eng. . . . . Al Rinn  
 Sales Promo., Pub. Dir. . . . . Grace Echols

**KICA—Clovis—1933**

Frequency: 980 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Marshall Enterprises  
 Address . . . . . P. O. Box 111  
 Tel.: 763-5511 . . . . . Independent  
 Station Rep. . . . . Pearson Nat. Reps.  
 President . . . . . John H. Marshall, Sr.  
 General Manager . . . . . John H. Marshall, Jr.  
 Station Manager . . . . . Bud LeRoy  
 Commercial Manager . . . . . Bill McDonnell  
 Sales Promotion Mgr. . . . . Dave Neikirk  
 Program Director . . . . . Del Maurer  
 Publicity Director . . . . . John Urban  
 Chief Engineer . . . . . Jim Cope  
 Owners of: KICA-TV, Clovis.

**KOTS—Deming—1954**

Frequency: 1230 Kc. . . . . Power: 250 Watts, d.  
 Owned . . . . . Luna County Bcstg. Co.  
 Address . . . . . 1700 South Radium Ave.  
 Tel.: 546-9011 . . . . . KBS  
 General Manager . . . . . Robert W. Tobey  
 Program Dir., Chief Eng. . . . . Larry Chisholm  
 Owners of: KOBE, Las Cruces; KWKY, Farmington.

**KENN—Farmington—1951**

Freq.: 1390 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Kenn-Land Bcstg., Inc.  
 Business Address . . . . . 212 W. Apache  
 Tel.: DA 5-3541 . . . . . ABC-MBS  
 Station Rep. . . . . Devney Organization  
 Pres., Gen. Mgr. . . . . C.O. "Ken" Kendrick  
 Station Manager . . . . . Bob Williams  
 Program Director . . . . . Fred Findley  
 Chief Eng. . . . . Harold Furstenberg

**KRZE—Farmington—1960**

Frequency: 1280 Kc. . . . . Power: 5000 Watts d.  
 Owned By . . . . . KRZE Radio  
 Address . . . . . 208 B. West Main  
 Tel.: DAVIS 5-4141 . . . . . Independent  
 President . . . . . John Burroughs  
 General Manager . . . . . Boyd Whitney  
 Commercial Manager . . . . . Willard Kline  
 Program Director . . . . . Bob Lunningham  
 Chief Engineer . . . . . Harold Furstenberg  
 Owners of: KRZY, Albuquerque, N.M.; KRSY, Roswell, N.M.; KENM, Portales, N.M.; KMUL, Mule Shoe, Tex.

**KWKY—Farmington—1957**

Frequency: 960 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . Basin Bcstg. Co.  
 Address . . . . . Petroleum Club Plaza  
 Tel.: 325-1996 . . . . . Independent



# NEW MEXICO

Station Representative ..... Bolles  
General Manager..... Jim Gober  
Station Manager..... Al Lucero  
Program Director..... Andy Loomis  
Chief Engineer..... Bom Kamm  
Owners of: KOTS, Deming; KOBE, Las Cruces;  
KDGO, Durango.

## KGAK—Gallup—1946

Frequency: 1330 Kc. Power: 5 Kw. d., 1 Kw. a.  
Owned-Oper. By..... Thunderbird Bcstg. Co.  
Address..... 401 E. Coal Ave.  
Tel.: UN 3-4444..... Independent  
Station Reps..... O'Connell; Brown  
President..... Merle H. Tucker  
General Manager..... L. Thomas Christison  
Program Manager..... Dennis Mitchell  
Chief Engineer..... Sam Lombardi

## KYVA—Gallup—1959

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned..... Kendrick & Landis  
Address..... 306 S. First St.  
Tel.: UN 3-6222..... ABC-KBS  
Station Representative..... Webb  
General Manager..... C. O. Kendrick  
Station Manager..... Richard W. Miner  
Program Director..... Bob Barnett  
Owners of: KENN, Farmington.

## KMIN—Grants—1956

Frequency: 980 Kc. Power: 1 Kw., d.  
Owned By..... Grants Bcstg. Co., Inc.  
Address..... Box 608  
Tel.: ATwater 7-4491..... Independent  
President..... W. E. Dyché, Jr.  
General Manager..... Lewis J. Fitts  
Chief Engineer..... John Tobola

## KHOB—Hobbs—1954

Frequency: 1390 Kc. Power: 5 Kw., d.  
Owned..... Permian Basin Radio Corp.  
Address..... Box 247  
Tel.: EX 3-5148..... ABC  
Representative..... Clark  
Pres., Gen. Mgr..... Charles R. Scott  
Station Manager..... Zeb Williams  
Commercial Manager..... Gil Haugen  
Sales Promotion Manager..... Max Ellison  
Program Director..... Wendell Deaton

## KWEW—Hobbs—1938

Frequency: 1480 Kc. Power: 5 Kw., d., 1 Kw., n.  
Owned-Operated By..... KWEW, Inc.  
Address..... 116 E. Dunnam  
Tel.: EX 3-3137..... MBS-KBS  
Station Representative..... Webb  
President..... Theresa P. Whitmore  
General Sta. Manager..... Harry McAdams  
Commercial Manager..... Phil McGee  
Sales Promo. Mgr., Prog. Dir..... Jack Parry  
Chief Engineer..... Robert Martin

## KGRT—Las Cruces—1955

Frequency: 570 Kc. Power: 5000 Watts d.  
Owned-Oper. By..... Taylor Enterprises, Inc.  
Address..... Box 968  
Tel.: JACson 6-6681..... ABC  
President..... W. C. Taylor  
General Station Manager..... William Lask  
Commercial Manager..... Frank J. Lynch  
Program Director..... Dennis G. Adams  
Chief Engineer..... Jack Sellmeyer  
Owners of: KBIM, Roswell, N.M.

## 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  
Chief Engineer..... Jim Doiron

## 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—1949

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Community Bcstg. Co.  
Address..... Community Center Plaza  
Tel.: 2-4343..... ABC, KBS  
Sta. Reps.: Dore; Venard, Torbet & McConnell  
General Mgr., Chief Eng..... Darrel K. Burns  
Program Director..... K. Farr

## KLEA—Lovington—1951

Frequency: 630 Kc. Power: 500 Watts d.  
Owned..... Lea County Broadcasting Co.  
Address..... P.O. Box 877  
Tel.: 396-2244..... Independent  
President..... David R. Worley  
General, Comm. Mgr..... Hoyt Caldwell  
Chief Engineer..... H. Smith

## KENM—Portales—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Plains Bcstg. Co.  
Address..... Drawer 540  
Tel.: RE 6-6681..... KBS  
Pres., Co-Owner..... John Burroughs  
Gen., Sta. Mgr..... Bob Hoffman  
Chief Engineer..... Joe Randolph

## KRTN—Raton—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned By..... Raton Bcstg. Co.  
Address..... Box 350  
Tel.: 445-3652-53..... ABC, KBS  
Station Representative..... George Hopewell  
General Manager..... C. Gall Boles  
Commercial Manager..... Jim Roper  
Chief Engineer..... Jay W. Howe

**KBIM—Roswell—1953**

Frequency: 910 Kc. Power: 5 Kw., d.  
 Owned Taylor Bcstg. Co.  
 Address P.O. Box 910  
 Tel.: MA 2-2120 Independent  
 Station Reps. Thomas Clark; Clarke Brown  
 President William C. Taylor  
 General Manager G. F. "Jud" Roberts  
 Commercial Manager Tommye Oldfield  
 Sales Prom. Mgr. Lloyd G. Barham  
 Program Director John E. Davis  
 Publicity Director Don Delgado  
 Chief Engineer Eugene C. Rader

**KGFL—Roswell—1927**

Frequency: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By KGFL, Inc.  
 Address P. O. Box 1330  
 Tel.: MA 2-5110 Independent  
 Station Representative Grant Webb  
 President Theresa P. Whitmore  
 Sta. Mgr. Stan Gallup

**KRSY—Roswell—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By John Burroughs  
 Address Box 1981  
 Tel.: 622-0290 NBC  
 Representative Meeker, Melville  
 President John Burroughs

**KRRR—Ruidoso—1959**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By Lincoln County Bcstg. Co.  
 Address Box 39  
 Tel.: Clearwater 7-2311 Independent  
 General Manager Q. K. Crandall

**KTRC—Santa Fe—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By Santa Fe Bcstg. Co.  
 Address P.O. Box 1715  
 Tel.: YUcca 2-2666 ABC, KBS  
 Station Rep. Devney Organization  
 President, Gen. Mgr. Carl S. Goodwin  
 Program Director Frances B. Goodwin  
 Chief Engineer Verne R. Melton, Jr.

**KVSF—Santa Fe—1935**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By New Mexico Bcstg. Co.  
 Business Address 811 Cerrillos Rd.  
 Tel.: YUcca 3-7319 CBS  
 Station Representative Adv. Time Sales  
 President A. R. Hebenstreit  
 General, Comm. Mgr. Ivan R. Head  
 Prog. Dir. Ada Zamora  
 Sales Prom. Mgr. Tony Spagnola  
 Chief Engineer E. J. Vanderwood  
 Owners of: KGGM-AM-TV, Albuquerque.

**KSYX—Santa Rosa—1960**

Frequency: 1420 Kc. Power: 1 Kw. d.  
 Owned By K6 Bcstg. Co.  
 Address Drawer K  
 Tel.: 472-3151 KBS  
 Sta. Reps. Continental Radio Sales  
 President W. I. Driggers  
 General Manager Bill C. Walls  
 Commercial Mgr. James Hatt  
 Program Director Kathryn Walls  
 Chief Engineer Norman Hennig

**KSIL—Silver City—1946**

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Oper. By James H. Duncan  
 Address 1640 Cactus St  
 Tel.: 538-2951 ABC-KBS-MBS  
 General, Station Manager James H. Duncan  
 Commercial Manager C. Earl Williams  
 Program Director Robert E. Fuller  
 Chief Engineer Bynum R. Bailey

**KSRC—Socorro—1958**

Frequency: 1290 Kc. Power: 1000 Watts, d.  
 Owned By Socorro Broadcasting Co.  
 Address P. O. Box 1277  
 Tel.: Socorro 1290 KBS  
 President, Gen. Mgr. C. E. Franklin  
 Station Mgr., Ch. Eng. Pat Franklin  
 Commercial Manager William Davis  
 Sales Prom. Mgr., Pub. Dir. Betty Morrison

**KKIT—Taos—1961**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By Art Capital Broadcasting Co.  
 Address P. O. Box 665  
 Tel.: 758-2231 Independent  
 Station Representative George Hopewell  
 President Jack W. Hawkins  
 V.P., General Mgr. Don Boston  
 Commercial Manager Joe McGinnis  
 Program Director Joe Rushing

**KCHS—Truth or Consequences  
1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By Quality Bcstg. Co.  
 Address P. O. Box 351  
 Tel.: 894-2400 KBS  
 Station, Comm. Mgr. William D. Hafer  
 Chief Engineer Dean W. Manley

**KTNM—Tucumcari—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Tucumcari Bcstg. Co., Inc.  
 Address 1420 East Gaynell  
 Tel.: 100 KBS  
 Station Representative George Hopewell  
 President Hoyt Houck  
 General, Station Mgr. S. J. Barnes  
 Commercial Manager Norman Stratton  
 Program Director Betty Skipworth  
 Chief Engineer Joe Caddy

**AN ANNUAL EDITION** gives us opportunity to reflect over the past year which has seen us gain a dominance never before achieved in the Great Northeast.

For example, Nielsen credits our 50 thousand watts with more counties covered than any other station in the Albany-Schenectady-Troy market. And it's always gratifying to see the daily mail response from Canadians who tune 1540 for its exciting programming . . . not to mention the frequent overseas correspondence received.

Pulse also gives our powerhouse a satisfying dominance in all time periods . . . listeners who have come to depend on Big Radio for entertainment and service unmatched in the four counties surveyed.

Hooper covers the three metropolitan counties which total the 31st retail spending market . . . and again it's the same story, complete dominance.

We like to remember that this dominance is made up of people . . . people who prefer us as their daily companions . . . people who respond to our efforts and make them worthwhile. There were the 8,962 who responded to our Prayer for Peace telegram sent to the President . . . the hundreds who sent Christmas cards to a cancer stricken five year old boy in October . . . and the thousands who watch our personality basketball team raise charity monies in its 35 game schedule. As any progressive broadcaster we could go on and on.

Naturally, much effort, time and funds have been expended in creating our dominance, but as one year passes into another, we're proud of our past record at WPTR and plan to perpetuate it far into the future.

Pop.: 17,225,000  
Families: 5,225,000

# New York

Radio Homes: 5,106,000  
AM Stas. in State: 140

## WABY—Albany—1934

Freq.: 1400 Kc.....Power: 1 Kw. d.; 250 W. n.  
Owned By.....Eastern N. Y. Bcstg. Corp.  
Address.....80 Braintree St.  
Tel.: IVanhoe 2-3353.....Independent  
Station Rep.....Radio-TV Reps.  
Gen. Mgr.....Ed. L. Trudeau  
Station Manager.....Toni Brady  
Program Director.....Richard Lawrence  
Chief Engineer.....Thomas McDermott

## WOKO—Albany—1924

Frequency: 1480 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WOKO, Inc.  
Address.....P.O. Box 1520  
Tel.: HEmlock 9-9955.....ABC-MBS  
Station Rep. ....Advertising Time Sales

President.....Carl L. Lindberg  
General Manager.....Howard B. Hayes  
Station Manager.....Charles L. Murn  
Chief Engineer.....Charles R. Heisler

## WPTR—Albany—1948

Frequency: 1540 Kc.....Power: 50,000 Watts  
Owned By.....Schine Ent.  
Address.....1820 Central Ave.  
Tel.: UN 9-9271.....Independent  
Station Rep.....Eastman; Bill Creed  
President.....J. Myer Schine  
V.P., General Manager.....Perry Samuels  
Sales Service Director.....David Goldman  
Station Manager.....Arthur H. Simmers  
Program. Promo. Mgr.....James W. Ramsburg  
Publicity Director.....Zoe Niarchos  
Chief Engineer.....W. R. David, Sr.



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE



# **CAPITAL CITIES BROADCASTING CORPORATION**

## **RADIO . . .**

**WROW, ALBANY, N. Y.**

**WKBW-AM, BUFFALO, N. Y.**

**WPRO-AM, FM, PROVIDENCE, R. I.**

**WPAT-AM, FM, serving metropolitan New York**

## **TELEVISION**

**WTEN, ALBANY, N. Y.**

**WKBW-TV, BUFFALO, N. Y.**

**WPRO-TV, PROVIDENCE, R. I.**

**WTVD, RALEIGH-DURHAM, N. C.**



**WROW—Albany—1947**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Capital Cities Bcstg. Corp.  
 Address... Box 590  
 Tel.: BR 1-2345... CBS  
 Station Representative... H.R. Reps. Inc.  
 President... Frank M. Smith  
 V.P., General Manager... Robert M. Peebles  
 Local Sales Mgr.... John F. McCarthy  
 Sales Promo. Mgr., Pub. Dir.... Jo Abramson  
 Program Director... Joseph LaPalme  
 Chief Engineer... Lucian C. Davis  
 Owners of: WTEN-TV, Albany, N. Y.; WPRO-TV,  
 AM, Providence, R. I.; WTVD, Raleigh-Durham,  
 N. C.; WKBW-AM-TV, Buffalo; WPAT-AM-FM,  
 Paterson, N. J.

**WUFO—Amherst—1961**

Frequency: 1080 Kc. Power: 1,000 Watts d.  
 Owned By... Dynamic Bcstg. of New York, Inc.  
 Address... P. O. Box 186  
 Tel.: NF 2-1080... Independent  
 Station Representative... Bernard Howard  
 President... Leonard Walk  
 General Manager... Joseph Bassett  
 Sales Manager... James Corrin  
 Program Director... Eddie O'Jay  
 Publicity Director... Joseph Ricca  
 Chief Engineer... Albert Hoch

**WCSS—Amsterdam—1948**

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned... Community Service Bcstg. Co.  
 Address... Midline Road  
 Tel.: VI 3-2500... Independent  
 President... Alphonse Di Mezza  
 V.P., General Manager... Philip Spencer  
 Program Director... Carl Bahn  
 Chief Engineer... Kenneth Moffitt

**WAUB—Auburn—1959**

Frequency: 1590 Kc. Power: 500 Watts, d.  
 Owned By... Cayuga Broadcasting Corp.  
 Address... 77 State St.  
 Tel.: AL 3-7311... ABC-KBS  
 Station Rep... George T. Hopewell  
 President... Gerard Mirabito  
 General, Station Mgr... Robert B. Morgan  
 Commercial Manager... Richard F. Taylor  
 Sales Promotion Mgr... Edward Lauckain  
 Program Director... Brad Broyles  
 Publicity Director... Don Fordham  
 Chief Engineer... Ed Marciniac

**WMBO—Auburn—1923**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By... WMBO, Inc.  
 Address... 141 Genesee St.  
 Tel.: AL 2-3511... MBS  
 Newspaper Affil... Citizen Advertiser  
 Representative... Thomas F. Clark  
 President... William O. Dapping  
 Gen., Sales Promo. Mgr... Frederick L. Keesee  
 Station, Comm. Mgr... Floyd J. Keesee  
 Promotion Director... Ivan B. Hyer  
 Chief Engineer... Herbert House

**WBAB—Babylon—1957**

Frequency: 1440 Kc. Power: 1 Kw. d.  
 Owned By... Babylon-Bay Shore Bcstg. Corp.  
 Business Address... Route 109  
 Tel.: MO 1-4000... Independent  
 President... Sol Horensteln  
 Station Manager... Muriel Mathews  
 Chief Engineer... E. Karl

**WGLI—Babylon—1958**

Frequency: 1290 Kc. Power: 1 Kw.  
 Owned By... WGLI, Inc.  
 Address... Falmouth Road  
 Tel.: MOhawk 9-1290... MBS  
 Station Representative... Masla  
 President, Gen. Mgr... David H. Polinger  
 Station, Commercial Mgr... Fred Beck  
 Sales Manager... Richard E. Logan  
 Program Director... Jack Marino  
 Chief Engineer... Sherman Egan

**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  
 Station Rep... Charles Bernard  
 President... Donald C. Menapace  
 General, Sls. Prom. Mgr... R. L. Stockdale  
 Commercial Manager... William Engel  
 Program Dir... James A. Lowery, Jr.  
 Chief Engineer... Richard H. Pirong

**WBTA—Batavia—1941**

Freq.: 1490 Kc. Power: 500 W. d., 250 W. n.  
 Owned-Operated By... Batavia Bcstg. Corp.  
 Address... 22 Seaver Pl.  
 Tel.: Flmore 3-0715... ABC  
 Pres., Gen. Mgr... Edmund R. Gamble  
 Commercial Manager... Richard R. Gamble  
 Program Director... Miss Winnie Legg  
 Sales Promotion Mgr... Frank Sprague  
 Publicity Director... James Gerrey  
 Chief Engineer... Fred Callander

**WBIC—Bayshore—1959**

Frequency: 540 Kc. Power: 250 Watts, d.  
 Owned... South Shore Broadcasting Corp.  
 Address... 1 East Main St.  
 Tel.: PE 5-0540... Independent  
 President, Gen. Mgr... Maurice S. Weiss  
 Commercial Manager... Roland Brescia  
 Program Director... Lee Murphy  
 Chief Engineer... John Blake

**WBNR—Beacon—1959**

Frequency: 1260 Kc. Power: 1 Kw., d.  
 Owned... WBNR, Inc.  
 Address... 475 South Ave.  
 Tel.: 831-1260... MBS  
 Station Representative... Burn-Smith  
 President, Sta. Mgr... Robert Gessner  
 General, Comm. Mgr... Sy Dresner  
 Sales Promotion Mgr... Irv Meyers  
 Publicity Director... Alfred Dresner  
 Chief Engineer... Thomas McNamara

## NEW YORK

### 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.....H.R. Reys  
General Manager.....Edward M. Scala  
Program Director.....Shirley Riccardelli  
Chief Engineer.....Gino Riccardelli

### WKOP—Binghamton—1947

Freq.: 1360 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By.....The Binghamton Bcstrs., Inc.  
Address.....34 Chenango St.  
Tel.: RA 2-3437.....MBS  
Station Representative.....Masla  
Pres., Gen.-Sta. Mgr.....Andrew Jarema  
Comm., Prom. Mgr., Prog. Dir.....Wally Buman  
Publicity Dir.....Bob Richards  
Chief Engineer.....Charles Hallinan

### WNBf—Binghamton—1928

Frequency: 1290 Kc. Power: 5000 Watts d.  
Owned-Operated By.....Triangle Publs. Inc.  
Address.....Sheraton Inn  
Tel.: RAYmond 3-7311.....CBS  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Station Representative.....John Blair  
Vice President.....Roger W. Clipp  
Gen. Mgr.....George R. Dunham  
Sales Manager.....Raymond Cheney  
Program Director.....Karl W. Friedline  
Chief Engineer.....Lamar Cox  
Owners of: WFLL-AM-FM-TV, Philadelphia; WN-  
BF-FM-TV, Binghamton, N. Y.; WFBG-AM-FM-  
TV, Altoona, Pa.; WNHC-AM-FM-TV, New  
Haven, Conn.; WLYB-TV, Lebanon, Pa.; KFER-  
AM-TV, KRFM, 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  
Sales Prom. Mgr.....Robert Meurer  
Chief Engineer.....John Knollman

### WBEN—Buffalo—1930

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By.....WBEN, Inc.  
Address.....2077 Elmwood Ave.  
Tel.: TR 6-9930.....CBS  
Newspaper Affiliation.....Buffalo Evening News  
Representative.....Henry I. Christal  
President.....A. H. Kirchofer  
General Manager.....C. Robert Thompson  
Asst. General Mgr.....George R. Torge  
Sales Manager.....Chester E. Daly  
Program Director.....William Peters  
Promotion Manager.....Joseph A. Haeffney  
Chief Engineer.....R. Glenn Beerbower  
Owners of: WBEN-FM-TV, Buffalo.

### WEBR—Buffalo—1924

Frequency: 970 Kc. Power: 5 Kw.

Owned-Operated By.....WEBR, Inc.  
Address.....23 North St.  
Tel.: TT 6-0970.....MBS  
Newspaper Affiliation.....Courier-Express  
Station Representative.....H.R. Reys  
President.....William J. Conners, III  
General Manager.....David F. Leopold  
Sales Manager.....George T. Stagg  
Program, Publicity Director.....Jack Gold  
Chief Engineer.....Frank B. Ridgeway

### WGR—Buffalo—1922

Frequency: 350 Kc. Power: 5 Kw.  
Owned By.....Transcontinent TV Corp.  
Address.....2165 Elmwood Ave.  
Tel.: TR 3-0550.....NBC  
Sta. Rep.....Petry  
President.....David C. Moore  
General Manager.....Van Beuren W. DeVries  
Station Manager.....Richard Shepard  
Sales Promo. Mgr., Pub. Dir.....George Sperry  
Program Director.....Richard Johnson  
Owners of: WGR-FM-TV, KFMF-AM-FM-TV, San  
Diego; WDAF-AM-FM-TV, Kansas City; WNEP-  
TV, Scranton; KERO-TV, Bakersfield; WDOR-  
AM-FM, Cleveland, O.

### WKBW—Buffalo—1926

Frequency: 1520 Kc. Power 50,000 Watts  
Owned By.....Capital Cities Bcstg. Corp.  
Address.....1430 Main St.  
Tel.: TT 4-5101.....Independent  
Station Representative.....John Blair  
President.....Frank M. Smith  
General Manager.....Herbert J. Mendelsohn  
Owners of: WKBW-AM-TV, WPAT-AM-FM, Pat-  
erson, N. J.; WPRO-AM-FM-TV, Providence, R. I.;  
WROV, WFTN (TV), Albany, N. Y.; WTVD  
(TV), Durham, N. C.

### WNIA—Buffalo—1956

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Niagara Bcstg.  
Business Address.....2900 Genessee St.  
Tel.: TX 4-1230.....ABC  
Station Representative.....Walker-Rawalt  
Pres., Ch. Engr.....Gordon P. Brown  
Program Director.....Mary Lownsbury  
Owners of: WSAV, Rochester, N. Y.

### WWOL—Buffalo—1947

Frequency: 1120 Kc. Power: 1000 Watts  
Owned-Operated By.....Radio Buffalo, Inc.  
Address.....315 Main St.  
Tel.: TL 6-1200.....ABC  
President.....Jack Berkman  
Exec. Vice President.....John Laux  
Vice President.....Don Islet  
General Station Manager.....E. A. Kline  
Program Director.....Daniel McBride  
Publicity Director.....George Black  
Chief Engineer.....Walt Williams

### WYSL—Buffalo—1960

Frequency: 1400 Kc. Power: 1 Kw.  
Owned By.....The McLendon Corporation  
Address.....Statler-Hilton Hotel

**Tel.: TL 6-1400**.....Independent Station Rep. ....**McGavren-Guild**  
**President**.....**Gordon B. McLendon**  
**General, Station Manager**.....**Art Holt**  
**Sales Promotion Manager**.....**Roger Baker**  
**Program Director**.....**Ron Baxley**  
**Publicity Director**.....**Tyler Dunn**  
**Chief Engineer**.....**Gregg Eberman**  
 Owners of: **KABL**, San Francisco, Calif.; **WYNE**, Chicago, Ill.; **KTSA**, San Antonio, Tex.; **KILT**, Dallas, Tex.; **XTRA**, Tijuana, Mex.; **WYSL-FM**, Buffalo, N. Y.

**WCGR—Canandaigua—1961**

**Frequency: 1550 Kc.**.....**Power: 250 Watts d.**  
**Owned By**.....**Canandaigua Bcstg. Co., Inc.**  
**Address**.....**41 South Main Street**  
**Tel.: 2945**.....**KBS**  
**President, Gen. Mgr.**.....**Westley G. Kimble**  
**Commercial Manager**.....**John Harding**  
**Program Director**.....**J. Marshall Braxton**  
**Chief Engineer**.....**Alton H. Bowman**

**WCBA—Corning—1949**

**Frequency: 1350 Kc.**.....**Power: 1000 Watts d.**  
**Owned By**.....**WCBA Radio**  
**Address**.....**Box 117**  
**Tel.: XN 2-7000**.....**Independent**  
**V.P., Station Manager**.....**Bob Shaddock**  
**Comm. Mgr.**.....**Paul E. Carpenter**

**WCLI—Corning—1947**

**Frequency: 1450 Kc.**.....**Power: 1 Kw. d., 250 W. n.**  
**Owned**.....**Radio Corning, Inc.**  
**Address**.....**99 W. First St.**  
**Tel.: XN 2-2424**.....**MBS**  
**Station Representative**.....**Donald Cooke, Inc.**  
**Pres., Gen. Mgr.**.....**Gordon M. Jenkins**  
**Sta. Mgr., Prog. Dir.**.....**George P. Droelle, Jr.**  
**Sales Mgr., Pub. Dir.**.....**F. R. Gray**  
**Chief Engineer**.....**Bernard Hamilton**

**WKRT—Cortland—1947**

**Frequency: 920 Kc.**.....**Power: 1 Kw. d., 500 W. n.**  
**Owned-Operated By**.....**Radio Cortland, Inc.**  
**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**.....**Bruce Mackey**

**WFLR—Dundee—1956**

**Frequency: 1570 Kc.**.....**Power: 1 Kw., d.**  
**Owned-Oper. By**.....**Finger Lakes Bcstg. Co.**  
**Address**.....**30 Main St.**  
**Tel.: 158**.....**Independent**  
**President**.....**Henry Valent**  
**General Manager**.....**Bob Burns**  
**Chief Engineer**.....**Ron Tomion**

**WDOE—Dunkirk—1949**

**Frequency: 1410 Kc.**.....**Power: 1 Kw. d., 500 W. n.**  
**Owned-Operated By**.....**Lake Shore Bcstg.**  
**Address**.....**Willow Rd.**  
**Tel.: EMerson 6-6161**.....**KBS-ABC**

**Station Rep.**.....**Venard, Torbet & McConnell**  
**President**.....**Simon Goldman**  
**General, Station Mgr.**.....**James L. McGrath**  
**Commercial Mgr.**.....**Don Novelli**  
**Sales Promotion Mgr.**.....**Chet Rodgers**  
**Chief Engineer**.....**Charles Blohm**

**WELM—Elmira—1947**

**Frequency: 1410 Kc.**.....**Power: 1 Kw. d.; 500 W. n.**  
**Owner**.....**Radio Elmira, Inc.**  
**Address**.....**Box 281**  
**Tel.: REgent 3-5626**.....**CBS**  
**Station Representative**.....**Burn-Smith**  
**President**.....**John S. Riggs**  
**General Manager**.....**William J. Griffiths**  
**Commercial Manager**.....**Peter A. Carlo**  
**Program Director**.....**Ruth E. Dibble**  
**Publicity Director**.....**Stanley Douglas**  
**Chief Engineer**.....**Arthur French**

**WENY—Elmira—1939**

**Frequency: 1230 Kc.**.....**Power: 1 Kw. d.; 500 W. n.**  
**Owned By**.....**WENY, Inc.**  
**Bus.-Studio Address**.....**Mark Twain Hotel**  
**Tel.: REgent 4-5181**.....**NBC**  
**Station Representative**.....**Jack Masla**  
**Executive V.P.**.....**Howard L. Green**  
**Program Director**.....**Michael Steele**  
**Chief Engineer**.....**Ed. L. Pettengill**  
 Owners of: **WOND**, Pleasantville; **WMMB**, Melbourne, Fla.; **WOSS-FM**, Atlantic City.

**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-KBS**  
**Pres., Ch. Engr.**.....**Frank P. Saia**

**WENE—Endicott—1947**

**Frequency: 1430 Kc.**.....**Power: 5 Kw.**  
**Owned By**.....**Southern Tier Radio**  
**Address**.....**909 E. Main**  
**Tel.: Stillwell 5-3351**.....**ABC**  
**General Mgr.**.....**Harold E. Graves**  
**Managing Director**.....**F. H. Brinkley**  
**Commercial Manager**.....**W. Robert Trevitt**  
**Program Director**.....**Sam Page**  
**Chief Engineer**.....**John Fischler**  
 Owners of: **WDOS-AM**, Oneonta; **WVPO-AM**, Stroudsburg.

**WBUZ—Fredonia—1957**

**Frequency: 1570 Kc.**.....**Power: 250 Watts, d.**  
**Owned By**.....**Dunkirk-Fredonia Bcstg., Inc.**  
**Address**.....**15 E. Main St.**  
**Tel.: OS 2-2157**.....**Independent**  
**Newspaper Affil.**.....**Evening Observer**  
**General Manager**.....**Frank Michaels**  
**Chief Engineer**.....**James Tastor**

**WGBB—Freeport—1924**

**Frequency: 1240 Kc.**.....**Power: 250 Watts**  
**Owned**.....**Long Island's First Station, Inc.**  
**Address**.....**44 So. Grove St.**

## NEW YORK

Tel.: MA 3-1240.....Independent  
Station Rep. .... Radio-TV Reps., Inc.  
Pres., Gen. Mgr. .... Edward J. Fitzgerald  
General Sales Mgr. .... Edward J. Fitzgerald, Jr.  
Program Director ..... Lee Carle  
Sales Manager ..... Murray C. Evans  
Chief Engineer ..... Richard Carlsen

### WOSC—Fulton—1949

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Cassill Radio Corp.  
Address ..... 1 W. Bridge St., Oswego  
Tel.: LY 2-2255 ..... KBS-MBS  
Station Rep. .... Hopewell  
President ..... Richard C. Mitchell  
V.P., Gen. Mgr. .... Jack Burgess  
Chief Engineer ..... J. H. Stone

### WFYI—Garden City—1959

Frequency: 1520 Kc. .... Power: 10,000 Watts d.  
Owned By ..... VIP Radio, Inc.  
Address ..... Roosevelt Field  
Tel.: Pioneer 2-1520 ..... Independent  
Newspaper Affil. .... N. Y. Herald-Tribune  
President ..... Martin Stone  
Station Manager ..... Sumner Pearl  
Commercial Manager ..... Murray Levine  
Program Director ..... Gene Edwards  
Chief Engineer ..... Ed Knapp  
Owners of: WYON-AM-FM, New Rochelle, WVIP,  
Mt. Kisco; WGBQ, Saugerties, All N. Y.

### WGVA—Geneva—1947

Frequency: 1240 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned-Operated By ..... Star Bcastg. Co., Inc.  
Address ..... 87 Seneca St.  
Tel.: 6691 ..... Independent  
Station Representative ..... Breen & Ward  
President ..... M. R. Forman  
V.P., Gen. Manager ..... W. F. Dudley  
Commercial Manager ..... Dorothy Kalina  
Program Director ..... Jerome Sherwin  
Chief Engineer ..... R. Carleton Greene  
Owners of: WTLB, Utica.

### WSET—Glens Falls—1959

Frequency: 1410 Kc. .... Power: 1 Kw., d.  
Owned By ..... Vacationland Bcastg. Corp.  
Address ..... Queensbury Hotel  
Tel.: RX 2-2151 ..... Independent  
President ..... Edward Haut  
General, Station Mgr. .... Lawrence L. Mack  
Commercial Manager ..... William E. Powley  
Sales Promo. Mgr., Pub. Dir. .... Robert Scales  
Program Director ..... Donald Racette  
Chief Engineer ..... Wayne White

### WWSC—Glens Falls—1946

Frequency: 1450 Kc. .... Power 1 Kw. d., 250 W. n.  
Owned-Operated By ..... Normandy Bcastg. Corp.  
Address ..... 217 Dix Ave.  
Tel.: RX 2-6518 ..... ABC  
Station Representative ..... Jack Masla  
Pres., Gen. Mgr. .... John B. Lynch  
V.P., Sales Prom. Mgr. .... Ralph N. Romano  
Program Dir. .... Louis Tinney  
Chief Engineer ..... Leroy Fuller, Jr.

### WENT—Gloversville—1944

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WENT Bcastg. 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

### WHLI—Hempstead—1947

Frequency: 1100 Kc. .... Power: 10 Kw., d.  
Owned-Oper. By ..... FM Bcastg. Corp.  
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 ..... Bill Nelson  
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  
Chief Engineer ..... Robert V. Leskovar

### WLEA—Hornell—1951

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Hornell Bcastg. Corp.  
Address ..... 97 Main St.  
Tel.: 1420 ..... MBS  
Representative ..... Gill-Perna  
Pres., Gen. Mgr. .... Charles D. Henderson  
Commercial Manager ..... Emmett Barnes  
Station Manager ..... Jay Mullen  
Program Director ..... Don Jones  
Chief Engineer ..... Jack Flaitz

### WWHG—Hornell—1949

Frequency: 1320 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By ..... Ra-Tel Broadcasters, Inc.  
Address ..... 85 Canisteo St.  
Tel.: 2000 ..... ABC  
Station Representative ..... Burn-Smith Co.  
President ..... Al Dresner  
General Manager ..... Sy Dresner  
Station Manager ..... P. E. McCaughey, Jr.  
Sales Promotion Mgr. .... John O'Donnell  
Program Director ..... Dave Clancy  
Publicity Director ..... Art Walters  
Chief Engineer ..... Longin Burzycki  
Owners of: WWHG-FM, Hornell; WBNR, Berton,  
N. Y.

### WHUC—Hudson—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Colgreene Bcastg. Co. Inc.  
Address ..... Union Turnpike  
Tel.: HU 8-3341 ..... Independent  
President ..... Orin Lehman

General Manager.....J. Gindin  
 Prog. Dir.....T. Curtis  
 Chief Engineer.....Victor J. Schuler

### WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned By.....Fifth Market Bcstg. Corp.  
 Address.....379 New York Ave.  
 Tel.: HA 3-6740.....Independent  
 Station Representative.....Radio-TV Reps.  
 President, Gen. Mgr. . . . .Edward J. Fitzgerald, Sr.  
 Commercial Manager.....George C. Cowan  
 Sales Promo., Pub. Dir.....Judy Johnson  
 Program Director.....Ray Adell  
 Chief Engineer.....Norm Aderhold  
 Owners of: WGBB, Freeport, N. Y.

### WHCU—Ithaca—1921

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cornell University  
 Address.....212 E. State St.  
 Tel.: AR 2-2345.....CBS  
 Station Representative.....Weed & Co.  
 General, Station Mgr.....Michael R. Hanna  
 Commercial, Prom. Mgr.....H. E. M. Brockway  
 Program Director.....Joseph A. Short  
 Chief Engineer.....Robert Stevenson

### WTKO—Ithaca—1956

Frequency: 1470 Kc.....Power: 1 Kw., d.  
 Owned By.....Ivy Bcstg. Co.  
 Address.....113 S. Cayuga St.  
 Tel.: AR 2-9040.....ABC  
 General Manager.....Joel Fleming  
 Station Manager.....Robert Newman  
 Program Director.....Jack Hewett  
 Publicity Director.....Patricia Bell  
 Chief Eng.....Gerald Cushing  
 Owners of: WOLF, WOIV-FM, WNYX-TV, Syracuse, N. Y.; WEIV-FM, Ithaca, N. Y.; WJIV-FM, Albany, N. Y.; WMIV-FM, Rochester, N. Y.; WBIV-FM, Buffalo, N. Y.

### WJTN—Jamestown—1924

Freq: 1240 Kc. ....Power: 500 W. d., 250 W. n.  
 Owned-Operated By...James Bcstg. Co., Inc.  
 Address.....Hotel Jamestown  
 Tel.: 7-1151.....ABC  
 Representative...Venard, Torbet & McConnell  
 President, General Mgr.....Simon Goldman  
 Station, Comm. Mgr.....J. Carl Williams  
 Program Director.....George Pileeger  
 Publicity Director.....Almon Hazard  
 Chief Engineer.....Herbert Niklaus  
 Owners of: WDOE, Dunkirk, WGGO, Salamanca, both N. Y.; WWYN, Erie; WERC-FM, Erie; WJTN-FM, Jamestown.

### WXYJ—Jamestown—1948

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Alr Waves, Inc.  
 Address.....415 W. Fourth St.  
 Tel.: 6-1555.....MBS  
 Representative.....Burn-Smith  
 General Manager.....William J. Griffiths  
 Commercial Manager.....Walter Carlson  
 Publicity Director.....Mike Elliott  
 Chief Eng.....B. O. Waterman

### WBAZ—Kingston—1959

Frequency: 1550 Kc.....Power: 500 Watts, d.  
 Owned By.....Big River Broadcasting Corp.  
 Address.....527 Broadway  
 Tel.: FEderal 1-6300.....MBS  
 Station Representative.....Burn-Smith  
 President.....J. Olin Tice, Jr.  
 General Manager.....Robert Beckwith  
 Program Director.....William Graffam  
 Chief Engineer.....Henry Ellenbogen

### WKNY—Kingston—1939

Freq.: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Kingston Bcstg. Corp.  
 Address.....601 Broadway  
 Tel.: FE 1-1490.....CBS  
 Station Reps.....Meeker: NE Spot Sales  
 President.....Joseph K. Close  
 General Manager.....Howard M. Shultis  
 Program Dir.....Tony Bell  
 Chief Engineer.....John C. Bonse

### WIRD—Lake Placid—1962

Frequency: 920 Kc.....Power: 1,000 Watts d.  
 Owned By.....WIRY, Inc.  
 Address.....P. O. Box 788  
 Tel.: 523-3341.....MBS  
 Sta. Rep.....Venard, Torbet & McConnell  
 President.....Charles B. Britt  
 V.P., General Mgr.....Donald L. Pelkey  
 Station Manager.....D. A. Nardiello  
 Program Director.....Jim Whaley  
 Chief Engineer.....Lincoln Dixon

### WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Sullivan County Bcstg. Co.  
 Address.....Box 150  
 Tel.: Liberty 1680.....Independent  
 President.....S. D. Lubin  
 General Manager.....H. G. Borwick  
 Station, Commercial Mgr.....William Orr

### WLFH—Little Falls—1952

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walter Gaines  
 Address.....WLFH Radio Bldg.  
 Tel.: 654.....Independent  
 Station Representative.....George Hopewell  
 Owner.....Walter Gaines  
 Chief Engrs. ....Barry Frank, Robert Dufford

### WUSJ—Lockport—1949

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Union-Sun & Journal, Inc.  
 Address.....320 Michigan St.  
 Tel.: HF 3-5944.....Independent  
 Newspaper Affil.....Union Sun & Journal  
 Station Representation.....PRO  
 President.....Peter Corson  
 General Manager.....William J. Kemble  
 Oper. Dir., Chief Eng.....Thomas N. Ceravolo  
 Sales Manager.....Guy B. Farnsworth  
 Program, Publicity Dir.....Jeanne Spaulding



## NEW YORK

### WICY—Malone—1946

Freq.: 1490 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned-Oper By. North Country Bcstg. Co.  
Address WICY Bldg.  
Tel.: 483-1100 MBS  
Station Representative. Bob Dore Assocs.  
Pres., Gen. Mgr. Mitchell C. Tackley  
Commercial Manager. Alice T. Pelkey  
Sales Promo. Mgr., Prog. Dir. Don Paye  
Chief Engineer. Adolf Stromer

### WMSA—Massena—1945

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned-Operated By. The Brockway Co.  
Address Box 210  
Tel.: RO 9-3591 ABC  
Newspaper Affil. Watertown Times  
Station Representative. Bolling  
President. John B. Johnson  
General Manager. James W. Higgins  
Station Manager. Thomas R. McHugh  
Program Director. James H. Nash  
Sales Promo. Mgr., Chief Eng. A. S. Frazier  
Owners of: WWSY, Watertown, WCNY-TV, Carthage.

### WSTS—Massena—1958

Frequency: 1050 Kc. Power: 1 Kw., d.  
Owned By. Visual Associates  
Business Address. Cor. Main & Water Sts.  
Tel.: RO 4-0554. Independent  
Station Representative. Devney Organization  
President. Leland Hayward  
General Manager. Lawrence D. Watson  
Publicity Director. Ira Zimmerman  
Chief Engineer. Lloyd G. Howe

### WALL—Middletown—1942

Frequency: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned-Oper. By. The Community Bcstg. Corp.  
Address. 62 North St.  
Tel.: DI 3-3119. Independent  
Station Representative. Walker-Rawalt  
Pres., Gen. Mgr. James M. Patt  
Chief Engineer. Fred Schoelkopf  
Owners of: WSPB, Sarasota.

### WVIP—Mt. Kisco—1957

Frequency: 1310 Kc. Power 5 Kw., d.  
Owned By. Suburban Bcstg. Co.  
Address. 440 Lexington Ave.  
Tel.: MO 6-5177. Independent  
Newspaper Affil. N. Y. Herald Tribune  
Station Rep. Mort Bassett Co.  
President. Martin Stone  
General Manager. Thomas Paris  
Station Manager. Mrs. Jean Ensign  
Program Dir., Chief Eng. Ken MacBride  
Publicity Director. Marcia McManus  
Owners of: WVOX-AM-FM, New Rochelle: WFYI,  
Mineola: WGHQ, Saugerties. All N. Y.

### WACK—Newark—1957


Frequency: 1420 Kc. Power: 500 Watts. d.  
Owned By. Radio WACK, Inc.  
Address. 110 E. Union St.  
Tel.: DEerfield 1-1420. Independent  
Station Representative. Walton  
President. J. J. Kaufman  
General. Station Mgr. B. Sovo  
Program Director. Bud Paxson  
Chief Engineer. A. Muller

### WGNV—Newburgh—1933

Frequency: 1220 Kc. Power: 5000 Watts d.  
Owned By. Orange County Bcstg. Corp.  
Address. Box 591  
Tel.: JOhn 1-2131. Independent  
Station Representative. Masla  
Pres. George W. Bingham  
V.P., Gen. Mgr. Campbell K. Thompson  
Sales Manager. Gordon K. Cameron  
Program Director. Robert E. Dod  
Chief Engineer. Marvin Seimes

### WVOX—New Rochelle—1950

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By. Radio Westchester



ASSOCIATED  
PRESS

PROGRESSIVE STATIONS  
PREFER THE  
PRESTIGE NEWS SERVICE

Address.....Pershing Sq. Bldg.  
 Tel.: NE 6-1460.....Independent  
 Newspaper Affil.....N. Y. Herald Tribune  
 Station Rep.....Mort Bassett & Co.  
 President.....Martin Stone  
 General Manager.....Donald E. Macfarlane  
 Program Director.....B. Dilson  
 Chief Engineer.....Seymour Sinuk  
 Owners of: WFYL, Garden City; WVIP, Mt. Kisco;  
 WVOX-FM; WGHQ, Kingston. All N. Y.

**WABC—New York—1921**

Frequency: 770 Kc....Power: 50,000 Watts  
 Owned By.....AB-P Theatres, Inc.  
 Address.....39 West 66th St.  
 Tel.: SU 7-5000.....ABC  
 Representative.....John Blair  
 President.....Leonard H. Goldenson  
 V. P., General Manager.....Harold L. Neal Jr.  
 Sales Manager.....John McSweeney  
 Merchandising Mgr.....Jim Callan  
 One-the-air Promotion Mgr.....Rick Sklar  
 Program Supervisor.....Sam Holman  
 Business Manager.....Margaret M. Michaud  
 Chief Engineer.....Frank Marx  
 Owners of: WABC-FM-TV, New York; KABC-AM-  
 TV, Los Angeles; KQV, Pittsburgh; KGO-AM-  
 TV, San Francisco; WXYZ-AM-TV, Detroit;  
 WLS, WBBK, Chicago.

**WADO—New York—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned By.....Bartell Broadcasting Corp.  
 Address.....444 Madison Ave.  
 Tel.: MU 8-1280.....Independent  
 President.....Melvin M. Bartell  
 V.P., General Mgr.....Sydney Kavaleer  
 Merchandising Director.....Forster Bowen  
 Spanish Program Dir.....Luis Romanacce  
 English Program Dir.....Alan Fredericks  
 Dir. of Sales Devel.....Thomas Viscardi  
 Chief Engineer.....Phil Greenstone  
 Owners of: KCBQ, San Diego; WOKY, Milwaukee;  
 Tele Haiti; Tel Aruba.

**WBNX—New York—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned By.....United Bestg.  
 Address.....560 5th Ave.  
 Tel.: Circle 5-1441.....Independent  
 President.....Richard Eaton  
 General, Sta. Mgr.....Harry Haslett  
 Commercial Mgr.....Robert T. Wittig  
 Program Director.....Fred Baez  
 Publicity Director.....Margaret Clark  
 Chief Engineer.....Marvin Shapiro  
 Owners of: WINX, Rockville; WOOK, Washington,  
 D. C.; WSIB, Baltimore; WJMO, Cleveland.

**DON'T MISS THIS VAST MARKET OF 5 MILLION!**

Metro New York's rich, fastest-growing, brand-conscious

**SPANISH • ITALIAN • NEGRO markets...**

*Many Brands of Distinction Recognize Its Importance*

**WADO**

1280 K.C., the quality station with new concepts and ideas tailor-made to your product's specific appeals to this rich, growing market of nearly 5,000,000 new customers.

**WRITE TODAY:**

Sydney Kavaleer, Vice President & Station Manager, or Forster Bowen, Director of Merchandising, will be pleased to send you WADO's FACT FILE on the important market within America's Number One Market!

**WADO 1280 K.C.**

*A subsidiary of MacFadden-Bartell Corporation*

444 Madison Ave., New York 22, New York

**MU 8-1280**



*the station with the  
latin beat... 1480 kc*



**WHOM**

136 WEST 52nd STREET

NEW YORK 19, N. Y.

Circle 6-3900

**WHOM—New York—1930**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Progress Bcstg. Corp.  
 Business Address.....136 W. 52nd St.  
 Tel.: CI 6-3900.....Independent  
 News. Affil.....Il Progresso Italo-Americano  
 President, Gen. Mgr.....Fortune Pope  
 V.P., Sales Mgr.....Charles Baltin  
 Program Director.....Ralph Costantino  
 Chief Engineer.....George Steiger

**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



PROGRESSIVE STATIONS PREFER  
 THE PRESTIGE NEWS SERVICE

IN 1962  
**2<sup>1</sup>/<sub>4</sub> BILLION DOLLARS**  
WAS SPENT BY THE  
**VITAL NEGRO COMMUNITY**  
OF GREATER NEW YORK



And the figures are getting bigger every year. One out of every nine citizens of this metropolis is a member of the Negro Community. Not only are their numbers increasing, but so are their needs and wants. No advertiser who wishes to reach the entire market of Greater New York can overlook this enormous potential!

**AND NO ADVERTISER CAN OVERLOOK RADIO STATION WLIB**

WLIB reaches more of this vital Community than any other Negro station in the market. In every Negro Pulse taken since 1955 it has been overwhelmingly first.

**THE LATEST NEGRO 7 COUNTY PULSE GAVE WLIB 25 out of 26 HALF-HOUR FIRSTS AND IT WAS TIED FOR FIRST IN THE 26TH.**

No other radio station in the history of New York has ever approached this kind of dominance over its competitive facilities. It's just one of the reasons why it often has more national advertisers than all other Negro stations in the market combined.

If you want more of this market, the station to see is WLIB.

**WLIB**  
*Harlem Radio Center*  
310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK



**WLIB—New York—1942**

Frequency: 1190 Kc.....Power: 1000 Watts d  
Owned-Operated By.....New Bcstg. Co., Inc.  
Address.....310 Lenox Ave.  
Tel.: TE 1-1000.....Independent  
Station Representative.....Bernard Howard  
Pres., Gen. Manager.....Harry Novik  
Commercial Manager.....William Warren  
Program Director.....Nat Rudich  
Sales Promotion Manager.....Charles Mayo  
Publicity Director.....Jay Victor Assoc.  
Chief Engineer.....Gordon A. Greenfield

**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 Manager.....Ralph W. Goshen  
Sales Prom. Mgr.....Jim Mullen  
Program Director.....Gene King  
Publicity Director.....Joe Cook  
Chief Engineer.....Mason Escher

**Support  
THE BROADCASTERS'  
FOUNDATION, INC.**



A fund has been established to carry out the worthy purposes of the BROADCASTERS' FOUNDATION, INC., through individual and corporate gifts (tax deductible), with proceeds from the Annual Mike Award Banquets and in other ways now being developed.

**JOIN IN THIS GOOD WORK NOW  
SEND YOUR CONTRIBUTION TO:**

**BROADCASTERS' FOUNDATION, INC.**

**119 West 57th Street  
New York 19, New York**

**Arthur Simon, President**

**JUDson 2-7016**

when you think

NEW YORK  
RADIO

think

**wmca**

570

**WMCA—New York—1925**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned By.....Straus Bcstg. Group  
 Address.....415 Madison Ave.  
 Tel.: MU 8-5700.....Independent  
 Station Representative.....Robert E. Eastman  
 President.....R. Peter Straus  
 V.P., General Manager...Stephen B. Labunski  
 V.P., Administration.....Ruth Musser  
 Dir. of Pub. Affairs.....Roger W. Turner  
 Commercial Manager.....Robert W. Mazur  
 Program Director.....Ruth Ann Meyer  
 Public Relations Dir.....Franz Allina  
 Sales Promotion Manager.....Mary E. Gannon

**WHN—New York—1922**

Frequency: 1050 Kc.....Power: 50,000 Watts  
 Owned By.....Storer Radio, Inc.—  
 Sub. of Storer Bcstg. Co.  
 Business-Studio Address.....400 Park Ave.  
 Tel.: MU 8-1000.....MBS  
 Station Representative.....Katz Agency  
 Chmn. of Board.....George B. Storer, Jr.  
 President, Gen. Mgr.....John C. Moler  
 General Sales Mgr.....Herb Weber  
 Promotion Manager.....John Newman  
 Operations Manager.....Roy Schwartz  
 Owners of: WJBK-AM-FM-TV, Detroit; WGBS-AM-  
 FM; WIBG-AM-FM, Philadelphia; WJW-AM-FM-  
 TV; Cleveland; WSPD-AM-FM-TV, Toledo, Ohio;  
 KGBS, Los Angeles; WITI-TV, Milwaukee;  
 WAGA-TV, Atlanta, Ga.

**TOP 100 SPOT TELEVISION ADVERTISERS  
 LISTED ON PAGE 87**



**FIRST 50 NATIONAL SPOT TV MARKETS  
 LISTED ON PAGE 47**



**ALL-AMERICAN POLL WINNERS  
 LISTED ON PAGES 76 & 77**



**FCC PERSONNEL  
 LISTED ON PAGES 89-93**



**NAEB OFFICERS  
 LISTED ON PAGE 95**



**JOHN GAMBLING**

**DOROTHY AND DICK**

**MARTHA DEANE**



**ARLENE FRANCIS**

**THE McCANNs**

**JEAN SHEPHERD**



**BARRY FARBER**

**THE FITZGERALDS**

**FAY HENLE**



**CARLTON FREDERICKS**

**LONG JOHN NEBEL**

**MARTIN BLOCK**

# TALK OF THE TRADE

These personalities are the talk of the trade. Their trade is talk. Together they talk twenty-four hours a day, selling more products and services to more people than any other station.

## **WOR RADIO 710 FM 98.7**

*First in New York since June, 1961 • Pulse 6 AM - 8 PM*



**WOR—New York—1922**

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned By.....RKO General, Inc.  
 Address .....1440 Broadway  
 Tel.: LO 4-8000.....Independent  
 Sta. Rep. ....Nat'l Sales Div., RKO General, Inc.  
 V.P., General Manager.....Robert J. Leder  
 V.P., Radio Sales.....Jacques Biraben  
 V.P., Advertising.....Martin Fliesler  
 V.P., Program Director.....Robert Smith  
 Division Controller.....Herbert J. Mayes  
 Sales Manager.....William McNicol  
 Program Manager.....James McAleer  
 Publicity Director.....Sid Bakal  
 Merchandising Director.....Herbert Saltzman  
 Chief Engineer.....Orville Sather  
 Owners of: WOR-FM-TV; WNAC-AM-FM-TV,  
 Boston; WHBQ-AM-FM-TV, Memphis; KHJ-AM-  
 FM-TV, Los Angeles; CKLW-AM-FM-TV, Detroit;  
 WGMS-AM-FM, Washington, D. C.; KPRC-AM-  
 FM, San Francisco; WHCT-TV, Hartford.

**WINS—New York—1924**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned By.....Westinghouse Broadcasting Co.  
 Address.....7 Central Park West  
 Tel.: JU 2-7000.....Independent  
 Station Representative.....AM Radio Sales  
 President.....Donald H. McGannon  
 General Manager.....Mark Olds  
 Commercial Manager.....Arthur Harrison  
 Sales Promotion Manager..Michael Hauptman  
 Program Director.....Dominic R. Quinn  
 Publicity Director.....Gerald Goldberg  
 Chief Engineer.....Paul Von Kunitz  
 Owners of: WBZ-AM-TV, Boston, Mass.; KDKA-  
 AM-TV, Pittsburgh, Pa.; KYW-AM-TV, Cleve-  
 land, O.; WOWO, Fort Wayne, Ind.; WIND,  
 Chicago, Ill.; WJZ-TV, Baltimore, Md.; KPIX,  
 San Francisco, Calif.

**TOP NEWS EVENTS OF 1962  
 LISTED ON PAGE 71**

**FIRST 50 NATIONAL SPOT RADIO MARKETS  
 LISTED ON PAGE 43**

**FCC BROADCAST ROUNDUP  
 LISTED ON PAGE 33**

**RADIO NETWORKS  
 START ON PAGE 183**

**NAB PERSONNEL  
 LISTED ON PAGES 81 & 82**



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**“Music  
is well said  
to be  
the speech of  
angels!”**

... Thomas Carlyle

---

Music is also the *entree* to a big, vital and well-defined segment of the New York market: the 1,214,000 above-average families who depend on WQXR for fine music and The New York Times news. And who respond like angels to quality advertising on WQXR. Each year, for more than 400 advertisers, the distinctive voice of WQXR speaks with remarkable effectiveness in a marketplace where many voices are lost.

**WQXR**

America's No. 1 fine music station for 26 years  
229 West 43rd Street, New York 36, N.Y.



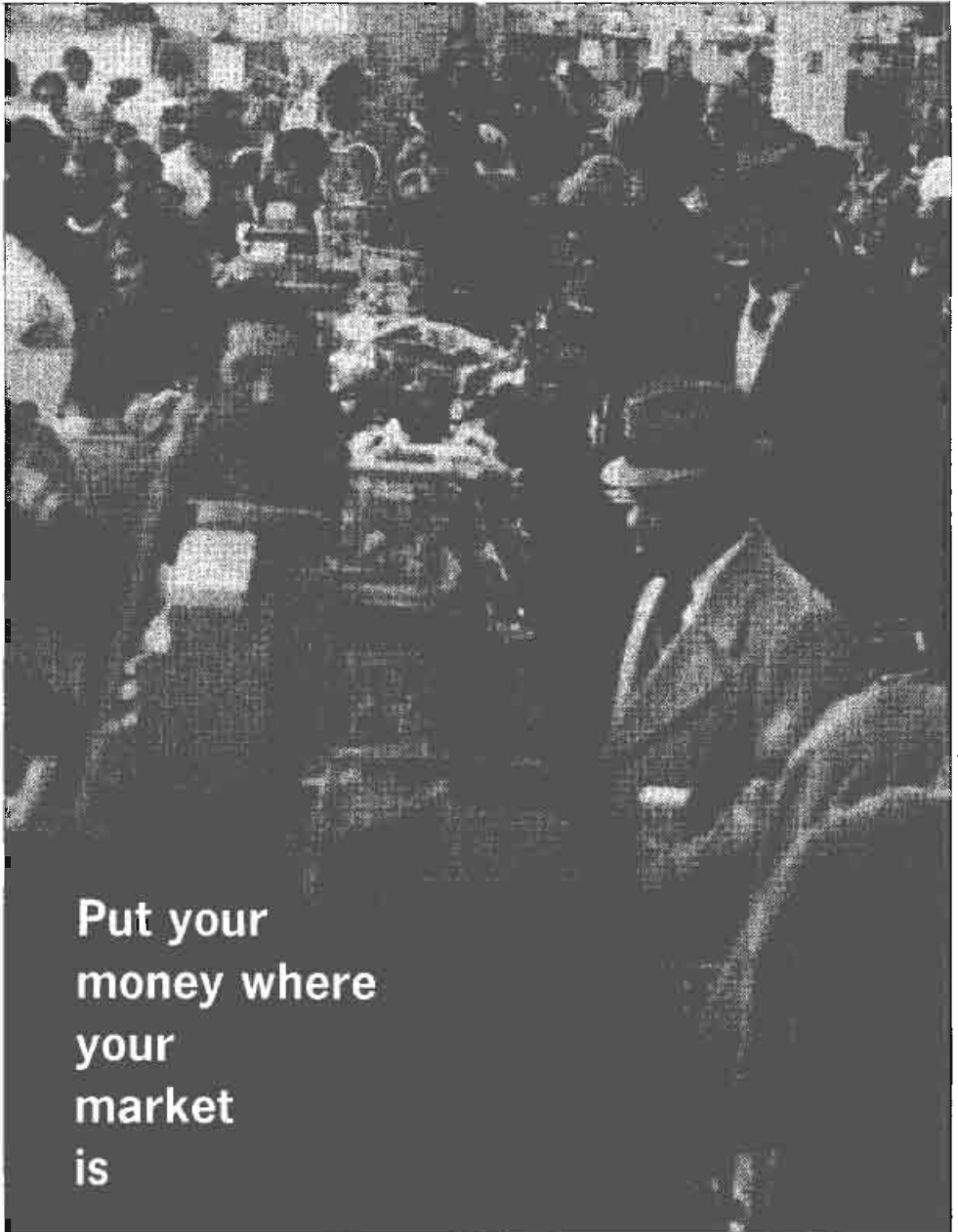
**WQXR—New York—1936**

Frequency: 1560 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Interstate Bcstg. Co.  
 Address.....229 W. 43rd St.  
 Tel.: LA 4-1100.....Independent  
 Newspaper Affiliation.....N. Y. Times  
 Station Representation...McGavren/Guild Co.  
 President.....Orvil E. Dryfoos  
 General, Station Mgr.....Elliott M. Sanger, Sr.  
 V.P., Sales.....Norman S. McGee  
 Sales Prom. Mgr. ....Elliott M. Sanger, Jr.  
 Program Director.....Walter Neiman  
 Sales Manager.....Robert L. Krieger  
 Pub. Dir.....E. "Pat" Hurley  
 Chief Engineer.....L. J. Kleinklaus

**WNBC—New York—1926**

Frequency: 860 Kc.....Power: 50 Kw.  
 Owned.....National Bcstg. Co.  
 Address.....30 Rockefeller Plaza  
 Tel.: CI 7-8300.....NBC  
 Station Rep.....NBC Spot Sales  
 President.....Robert E. Kintner  
 V.P., Gen. Mgr. ....Theodore H. Walworth, Jr.  
 Station Manager.....George S. Dietrich  
 Sales Manager.....Joseph F. Frazer  
 Mgr., Promotion & Adv.....John T. Clayton  
 Program Dir.....William H. Schwarz  
 Owners of: WNBC-FM-TV; WMAQ-AM-FM, Chi-  
 cago; WRC-AM-FM-TV, Washington, D. C.;  
 WRCV-AM-TV, Philadelphia; KNBR-AM-FM,  
 San Francisco; WJAS-AM-FM, Pittsburgh;  
 WNBQ-TV, Chicago; KNBC, Los Angeles.

**THE RED CROSS****NEEDS YOUR SUPPORT**



Put your  
money where  
your  
market  
is

# WWRL

In New York, all-Negro 24 hours a day (Mon-Fri)  
Music & Community News / New York City, DE 5-1600

**WWRL—New York—1926**

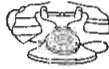
Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcstg. Corp.  
 Address.....41-30 58th St., Woodside  
 Tel.: DE 5-1600.....Independent  
 President.....W. H. Reuman  
 General, Station Manager.....Edith Dick  
 Comm., Sales Promo. Mgr.....Selvin Donneson  
 Program Director.....Fred Barr  
 Publicity Director.....Mortimer Matz  
 Chief Engineer.....Benton R. Bartlett

**WNEW—New York—1934**

Frequency: 1130 Kc.....Power: 50 Kw.  
 Owned-Oper. By.....Metropolitan Bcstg.  
 Business-Studio Address.....585 Fifth Ave.  
 Tel.: YU 6-7000.....Independent  
 President.....John W. Kluge  
 V.P., Gen. Mgr. ....John V. B. Sullivan  
 Program Director.....Varner Paulsen  
 Sales Prom. Mgr.....James Graub  
 Publicity Director.....Frank Young  
 Chief Engineer.....Max Weiner  
 Owners of: WNEW-TV; WTTG-TV, Washington,  
 D. C.; WHK-AM-FM, Cleveland, O.; WIP-AM-  
 FM, Philadelphia, Pa.; WTVH-TV, Peoria, Ill.;  
 WTVF-TV, Decatur, Ill.; KOVR-TV, Stockton,  
 Calif.; KMBC-AM-TV, Kansas City, Mo.

LISTED ON PAGE 100

# **NEW YORK TELEPHONE 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

**WPOW—New York—1924**

Frequency: 1330 Kc. Power: 5 Kw.  
 Owned By.....WPOW, Inc.  
 Address.....Hotel Roosevelt  
 Tel.: MU 6-6488.....Independent  
 President, Gen. Mgr.....John M. Camp  
 Program Director.....Arnold Brown  
 Chief Engineer.....Ed Smith

**WHLD—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....Earl C. Hull  
 Address.....Parkway Inn  
 Tel.: BUtler 5-8421.....Independent  
 Station Representative.....Gill-Perna  
 Station, Comm. Mgr.....Edward F. Joseph

**WJLJ—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. Niagra Frontier Bcstg. Corp.  
 Address.....Hotel Niagara  
 Tel.: BU 5-5795.....MBS  
 Representative.....Burn-Smith  
 President, Station Mgr.....Tom W. Talbot  
 Chief Engineer, Prog. Dir.....Gustav Czaplak

**WSOQ—N. Syracuse—1959**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
 Owned By.....WSOQ, Inc.  
 Address.....Box 20  
 Tel.: GLEview 8-1220.....Independent  
 General Manager.....F. H. Harms  
 Program Director.....Ross Morton  
 Chief Engineer.....M. Harrington

**WCHN—Norwich—1953**

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Radio Norwich, Inc.  
 Address.....14 S. Broad St.  
 Tel.: 334-2218.....Independent  
 Station Representative.....Devney Organization  
 Pres., Gen. Mgr.....William J. Hall  
 Commercial Manager.....Philip G. Penfold  
 Chief Engineer.....Wiley R. Bates

**WSLB—Ogdensburg—1940**

Freq.: 1400 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Oper. By.....Seaway Radio  
 Address.....2315 Knox St.  
 Tel.: 500.....MBS  
 President.....George Bingham  
 General Mgr.....E. M. Costigan  
 Chief Engineer.....Dave Claxton

**WHDL—Olean—1929**

Freq.: 1450 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Operated By.....WHDL, Inc.  
 Address.....3219 W. State Rd.  
 Tel.: FR 2-0161.....ABC  
 Newspaper Affiliation.....Times Herald  
 Station Representative.....Jack Masla  
 Pres., Gen. Mgr.....John R. Henzel  
 Station Manager.....James Hastings  
 Comm., Sales Promo. Mgr.....Joseph K. Eade  
 Prog. Dir.....Donald McLean  
 Chief Engineer.....Wallace D. Taylor

**WMNS—Olean—1957**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned By.....Radio Olean  
 Address.....168½ N. Union St.  
 Tel.: FR 2-8660.....Independent  
 Station Representative.....Webb  
 President, Gen. Mgr.....James C. Gleason  
 Commercial Manager.....Edward Husted  
 Program Director.....Frank Proctor  
 Chief Engineer.....Michael Ceci

**WMCR—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By.....Madison County Bcstg. Co.  
 Address.....181 Main St.  
 Tel.: FN 3-6050.....Independent  
 President, Gen. Mgr.....Richard W. Mills  
 Station Sales, Prom. Mgr.....William S. Jaeger  
 Chief Engineer.....George Sitts

**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  
 President.....James H. Ottaway  
 Comm. Mgr.....Benjamin M. Turnbull  
 Chief Engineer.....K. W. Lare  
 Owners of: WENE, Endicott; WVPO, Stroudsburg.

**WSGO—Oswego—1961**

Frequency: 1440 Kc. Power: 1 Kw. d.  
 Owned By.....Clifford C. Harris  
 Address.....Pontiac Hotel  
 Tel.: Flreside 3-6691.....Independent  
 Station Representative.....Burn-Smith  
 General, Comm. Mgr.....Clifford C. Harris

**WEBO—Owego—1956**

Frequency: 1330 Kc. Power: 1 Kw., d.  
 Owned.....Owego Radio, Inc.  
 Address.....P. O. Box 295  
 Tel.: MUtual 7-0371.....Independent  
 President.....Amo L. Davis  
 General Manager.....David A. Greacen  
 Commercial Manager.....Jay G. Manarky  
 Program Director.....Ralph Fabrizio  
 Chief Engineer.....Osler J. Woosman

**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  
 Owners of: WRIV, Riverhead.

**WPAC—Patchogue—1951**

Frequency: 1580 Kc. Power: 10 Kw. d.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Business Address.....P.O. Box 851  
 Tel.: GR 5-4600.....Independent



Station Rep. .... Spot Time Sales  
 Pres., Gen. Mgr. .... Lee Morrison  
 Station Manager. .... Herbert Morrison  
 Comm., Sales Promo. Mgr. .... Stan Allan  
 Program Publicity Director. .... Dick Hodkin  
 Chief Engineer. .... Morton Morrison  
 Owners of: WAPC, Riverhead.

### WLNA—Peekskill—1948

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Highland Bcstg. Corp.  
 Address. .... Radio Terrace  
 Tel.: 7-1124 ..... Independent  
 President, Ch. Eng. .... Irving E. Cottrell  
 Commercial Manager. .... Francis V. Lough  
 Program Dir. .... George Birdas

### WEAV—Plattsburgh—1935

Frequency: 960 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Plattsburgh Bcstg. Corp.  
 Address. .... 38 Court St.  
 Tel.: Jordan 1-0960. .... CBS  
 Representative. .... Jack Masla  
 President, Gen. Mgr. .... George F. Bissell  
 Program, Publicity Director. .... Paul Gordon  
 Chief Engineer. .... Jack Nazak

### WIRY—Plattsburgh—1950

Freq.: 1340 Kc. .... Power: 1000 W. d.; 250 W. n.  
 Owned-Oper. By. .... WIRY, Inc.  
 Address. .... 301-03 Cornelia St.  
 Tel.: JO 3-1340. .... MBS  
 President. .... Charles B. Britt  
 Gen., Comm. Mgr. .... Donald L. Pelkey  
 Program Director. .... Betty Kraus  
 Chief Engineer. .... Kenneth P. Duquette

### WDLC—Port Jervis—1953

Freq.: 1490 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By. .... Port Jervis Bcstg. Co.  
 Address. .... Box 920  
 Tel.: 856-5185 ..... MBS  
 Station Representative. .... George Hopewell  
 Exec. Vice President. .... Oscar Wein  
 Station Manager. .... Katherine Skellett  
 Chief Engineer. .... Austin Barber

### WPDM—Potsdam—1955

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By. .... St. Lawrence Radio, Inc.  
 Address. .... Box 348  
 Tel.: Colony 7-9464. .... Independent  
 General Manager. .... Frederick G. Hartman

### WEOK—Poughkeepsie—1949

Frequency: 1390 Kc. .... Power: 5,000 Watts d.  
 Owned-Operated By. .... Hudson Valley Bcstg.  
 Address. .... Pendell Road  
 Tel.: GR 1-1500. .... Independent  
 Station Representative. .... Adam Young  
 President. .... Lazar Emanuel  
 V.P., Gen. Mgr. .... Louis H. Pells  
 Comm., Sales Promo. Mgr. .... Frank Sause  
 Chief Engineer. .... Fred Brill

### WKIP—Poughkeepsie—1940

Freq.: 1450 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned. .... Dutchess County Bcstg. Corp.  
 Address. .... Box 889

Tel.: GR 1-2300. .... ABC  
 Station Representative. .... Masla  
 President. .... George W. Bingham  
 V.P., Gen. Mgr. .... Richard A. Dwelley  
 Comm., Sales Promo. Mgr. .... Michael J. Ludgate  
 Pub., Prog. Director. .... John Kuhn  
 Chief Engineer. .... Marvin S. Seimes  
 Owners of: WGNX, Newburgh; WSLB, Ogdensburg.

### WREM—Remsen—1957

Frequency: 1480 Kc. .... Power: 1 Kw.  
 Owned By. .... Town & Country Bcstg. Co. Inc.  
 Address. .... 1 Pine St.  
 Tel.: 831-3333 ..... Independent  
 Station Representative. .... Charles Bernard  
 President. .... Edwin L. Slusarczyk  
 Gen. Mgr., Ch. Eng. .... Gerald W. Prouty

### WEEE—Rensselaer—1961

Frequency: 1300 Kc. .... Power: 5 Kw. d.  
 Owned By. .... Fairview Bcstrs.  
 Address. .... Smultz Rd., Glenmount  
 Tel.: HO 2-5555. .... Independent  
 Station Representative. .... Meeker, Inc.  
 General Manager. .... W. Frank Short  
 Chief Engineer. .... Bill Draper

### WAPC—Riverhead—1960

Frequency: 1570 Kc. .... Power: 1,000 Watts d.  
 Owned By. .... Patchogue Bcstg. Co., Inc.  
 Address. .... Box 665  
 Tel.: PA 7-1570. .... Independent  
 President, General Manager. .... Lee Morrison  
 Station Manager. .... Herbert Morrison  
 Commercial Manager. .... Stan Allan  
 Sales Promotion Mgr. .... Dick Hodkin  
 Chief Engineer. .... Morton Morrison

### WRIV—Riverhead—1955

Frequency: 1390 Kc. .... Power: 1,000 Watts d.  
 Owned. .... Suffolk Broadcasting Corp.  
 Address. .... P. O. Box 314  
 Tel.: PA 7-1200. .... Independent  
 Representative. .... Grant Webb  
 President, Station Mgr. .... William K. Macy, Jr.  
 Commercial Manager. .... John Tallcott  
 Program Publicity Dir. .... Robert O'Callaghan  
 Chief Engineer. .... John Broome  
 Owners of: WALK-AM-FM, Patchogue, N. Y.

### WBBF—Rochester—1947

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... WBBF, Inc.  
 Address. .... 339 East Ave.  
 Tel.: HAmilton 6-8920. .... Independent  
 Station Representative. .... Blair  
 President. .... Maurice R. Forman  
 General Manager. .... Robert S. Kieve  
 Chief Engineer. .... Vincent Lopopolo

### WHAM—Rochester—1922

Frequency: 1180 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Genesee Broadcasting Corp.  
 Address. .... 350 East Ave.  
 Tel.: LO 2-9200. .... ABC  
 Representative. .... Christal  
 Station Manager. .... Arthur W. Kelly  
 Program Director. .... W. Robert McKinsey  
 Chief Engineer. .... Don Parker

# NEW YORK

## WHEC—Rochester—1925

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned: WHEC, Inc.  
 Bus.-Studio Address: 191 East Ave.  
 Tel.: BA 5-3050. CBS  
 Newspaper Affiliation: Gannett Co., Inc.  
 Station Representative: H-R Reps.  
 President: Paul Miller  
 V.P., General Manger: Lowell H. MacMillan  
 Station Manager: Fred Pestorius  
 Program Director: Robert S. Yeager  
 Publicity Director: Joel Lasky  
 Chief Engineer: Howard Mouatt  
 Owners of: WHEC-TV, Rochester, N. Y.

## WROC—Rochester—1947

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Oper. By: Veterans Bcstg. Co., Inc.  
 Address: WROC Broadcast Ctr.  
 Tel.: BU 8-8400. NBC  
 Station Representative: Edward Petry & Co.  
 Pres., Gen. Mgr.: Ervin F. Lyke  
 Sr. Vice President: Paul C. Louthier  
 Station, Program Mgr.: James H. Schoonover  
 Commercial Manager: George LiButti  
 Sales Promotion Mgr.: Bill Schubert  
 Publicity Director: Charles Pease  
 Chief Engineer: Ray Jobs, Sr.  
 Owners of: WROC-FM-TV, Rochester, N. Y.;  
 KTVE, El Dorado, Ark.; WWSV-TV, Syracuse,  
 N. Y.

## WRVM—Rochester—1946

Frequency: 680 Kc. Power: 250 W. d.  
 Owned By: Johnston-Taylor Bcstg.  
 Address: 130 S. Clinton Ave.  
 Tel.: BA 5-2520. Independent  
 Station Reps.: Masla  
 President: James M. Johnston  
 General, Station Manager: Harold W. Gore  
 Program Director: Gerald J. Irvine  
 Chief Engineer: Al Rubin

## WSAY—Rochester—1936

Frequency: 1370 Kc. Power: 5 Kw.  
 Owned-Oper. By: Federal Bcstg. System, Inc.  
 Address: 250 East Ave.  
 Tel.: BA 5-1370. Independent  
 Station Representative: Walker-Rawalt  
 Pres., Chief Eng.: Gordon P. Brown  
 Station, Program Dir.: Sybilla A. Reber  
 Commercial Manager: Annette C. Capitano  
 Owners of: WNIA, Buffalo, N. Y.

## WKAL—Rome—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Maurer Bcstg. Corp.  
 Bus.-Studio Address: 218 W. Doninick St.  
 Tel.: FF 6-7700. ABC  
 President: J. B. Maurer

## WRNY—Rome—1959

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned By: Mohawk Bcstg. Corp.  
 Address: 202 W. Dominick St.  
 Tel.: FF 6-5600. Independent  
 Station Rep.: Broadcast Time Sales  
 President, General Mgr.: Richard K. Thorman  
 Station, Commercial Mgr.: David Derby

Program Director: Don Alexander  
 Chief Engineer: Robert V. Leskovar  
 Owners of: WALV, Herkimer, N. Y.

## WGGO—Salamanca—1957

Frequency: 1590 Kc. Power: 1 Kw., d.  
 Owned: James Broadcasting Co., Inc.  
 Address: 91 Main St.  
 Tel.: 1515. ABC-KBS  
 Station Rep.: Venard, Torbet & McConnell  
 President: Simon Goldman  
 General, Station Mgr.: M. O. Simundson  
 Chief Engineer: Charles Blohm  
 Owners of: WJTN, Jamestown; WDOE, Dunkirk;  
 WWYN, Erie.

## WNBZ—Saranac Lake—1927

Frequency: 1240 Kc. Power: 1 Kw.d. 250 W.n.  
 Owned-Operated By: Upstate Bcstg. Corp.  
 Address: 88 Main St.  
 Tel.: 891-1544. ABC-KBS  
 Station Representative: Grant Webb  
 Pres., Gen. Mgr.: Jacques DeMattos  
 Program Director: Mrs. Jacques DeMattos  
 Publicity Director: John F. Delahant  
 Chief Engineer: H. Berwind Williams

## WSPN—Saratoga Springs—1954

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned By: Spa Broadcasters, Inc.  
 Business Address: 71 West Ave.  
 Tel.: 2180. Independent  
 Station Rep.: Spot Time Sales  
 President: Ken Freebern  
 General Station Mgr.: Dale Robertson  
 Program Director: Kaye Van Derwerker  
 Chief Engineer: Cass Miles

## WGHQ—Saugerties—1956

Frequency: 920 Kc. Power: 5000 Watts d.  
 Owned: Skylark Corp.  
 Address: P. O. Box 427, Kingston  
 Tel.: CH 6-2822. Independent  
 Station Rep.: Mort Bassett & Co.  
 President: Martin Stone  
 General, Sta. Mgr.: Harry M. Thayer  
 Commercial Mgr.: Warner Rush  
 Program Director: Herb Shein  
 Chief Engineer: Leroy F. Fuller  
 Owners of: WGN-AM-FM, New Rochelle; WFV,  
 Mineola; WJTP, Mt. Kisco, all N. Y.

## WGY—Schenectady—1922

Frequency: 810 Kc. Power: 50,000 Watts  
 Owned-Oper. By: General Electric Co.  
 Address: 1400 Balltown Rd.  
 Tel.: FR 7-2261. NBC  
 Representative: Henry I. Christal  
 President: Gerald L. Phillippe  
 General Manager: J. Milton Lang  
 Marketing Manager: Robert F. Reid  
 Operations Manager: Merl L. Galusha  
 Commercial Manager: John E. Schmulbach  
 Program Manager: Albert G. Zink  
 Promotion Manager: Arthur R. Garland  
 Chief Engineer: Albert C. Knapp  
 Owners of: WRGB, Schenectady.

## WSNY—Schenectady—1942

Frequency: 1240 Kc. Power: 1 Kw.d. 250 W.n.

Owned-Oper. By.....Western Gateway Bcstg.  
 Business-Studio Address.....619 State St.  
 Tel.: EX 3-3622.....Independent  
 Pres., Gen., Sta. Mgr.....Winslow Leighton  
 Chief Engineer.....I. P. Beck

**WFBL—Syracuse—1922**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned By.....First Broadcasting Corp.  
 Address.....6609 Old Collammer Road  
 Tel.: 463-3681.....MBS  
 Station Rep.....Advertising Time Sales  
 General Manager.....Henry T. Wilcox  
 Program Director.....Fay Santello  
 Publicity Director.....Marcia Smith  
 Chief Engineer.....Vincent Marlin

**WHEN—Syracuse—1941**

Frequency: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Meredith Syracuse Radio Corp.  
 Address.....980 James St.  
 Tel.: 474-8511.....CBS  
 Representative.....Katz  
 V.P. & Gen. Mgr.....Paul Adanti  
 Asst. General Manager.....William H. Bell  
 Sales Manager.....Louis Parmentier  
 Program Director.....John L. Scott  
 Chief Engineer.....Robert Ardner  
 Owners of: WHEN-TV; KCMO-AM-FM-TV, Kansas  
 City; KPHO-AM-TV, Phoenix, Ariz.; WOW-AM-  
 FM-TV, Omaha, Neb.

**WNDR—Syracuse—1946**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bstg. Corp.  
 Address.....Box 1212  
 Tel.: GI 6-1515.....Independent  
 Station Representative.....Eastman  
 General Manager.....Arthur C. Kyle, Jr.

**WOLF—Syracuse—1940**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ivy Bcstg. Co., Inc.  
 Address.....Box 1292  
 Tel.: HA 2-7211.....ABC  
 President.....Ellis E. Erdman  
 V.P., General Manager.....Joel Fleming  
 Commercial Manager.....Arthur Scott  
 Chief Engineer.....Gerald Cushing  
 Owners of: WTKO, Ithaca.

**WQSR—Syracuse—1961**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned By.....Entertainment & Amusements of O.  
 Address.....1020 Hiawatha Blvd., W.  
 Tel.: GR 2-6313.....ABC  
 President, General Mgr.....Myron H. Bolotin  
 Commercial Manager.....Earl Karcher  
 Sales Promotion Manager.....Irving Jannish  
 Program, Publicity Dir.....Ray Boyce  
 Chief Engineer.....Stuart D. Cohen

**WSYR—Syracuse—1922**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned By.....Newhouse Broadcasting Corp.  
 Business Address.....1030 James St.  
 Tel.: GRanite 4-3911.....NBC  
 Representative.....Henry I. Christal  
 President, General Mgr.....E. R. Vadeboncoeur

Station Mgr.....William V. Rothrum  
 Program Dir.....Floyd Ottoway  
 Commercial Mgr.....William R. Alford  
 Sales Promotion Mgr.....Lou Switzer  
 Chief Engineer.....A. J. Eicholzer  
 Owners of: WSYR-FM-TV; WAPI-AM-FM-TV Bir-  
 mingham, Ala.; WTPA-TV, Harrisburg; KOIN-  
 AM-TV, Portland; WSYE-TV, Elmira, N. Y.

**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.....Spot Time Sales  
 President.....Bernard H. Pelzer, Jr.

**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.....Independent  
 Representative.....John Blair  
 President.....Daniel Kops  
 Exec. V.P.....Richard J. Monahan  
 V.P., General Manager.....Sam S. Nielsen  
 Program Director.....John Munteer  
 Publicity Director.....Alvin Herskovitz  
 Chief Engineer.....Frank Belaska  
 Owners of: WAVZ, New Haven, Conn.



Daniel W. Kops,  
 • President  
 Richard J. Monahan,  
 • Executive Vice President



**WTRY**

Albany • Schenectady  
 • Troy

REPRESENTATIVE

• John Blair & Co.



REPRESENTATIVES  
 • Geo. P. Hollingbery Co.  
 • Kettell-Carter, Inc.

**WAVZ**

New Haven, Conn.

## NEW YORK

### WXXW—Troy—1962

Frequency: 1600 Kc. Power: 500 Watts d.  
Owned By: Iroquois Broadcasting Co.  
Address: P. O. Box 1061  
Tel.: BRidge 1-7461  
Independent  
General Manager: John Hinman

### WBVM—Utica—1962

Frequency: 1550. Power: 1,000 Watts d.  
Owned By: Fusco Broadcasting Corp.  
Address: 1924 Genesee St.  
Tel.: REdwood 5-2785  
Independent  
Station Representative: Gill-Perna  
President: Michael C. Fusco  
General Station Mgr.: Daniel A. Fusco  
Program Director: Joseph Graziano  
Chief Engineer: Frederick Harrington

### WIBX—Utica—1925

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By: WIBX, Inc.  
Address: P. O. Box 950  
Tel.: 736-9313  
CBS  
Sta. Representative: Meeker  
President: Margaret Bowen Shepard  
General Manager: Frederic C. Bowen  
Station Manager: Elliott Stewart  
Chief Engineer: John T. Dowdell

### WRUN—Utica—1948

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: The Rome Sentinel Co.  
Address: P. O. Box 1150

# Batting

# 1000

# on AM and FM!

WFAS' new 1000 watt transmitter reaches a potential 2¼ million homes with Westchester and Rockland Counties as a hub.

More than ever, WFAS is  
THE Westchester Station!

WFAS and WFAS-FM  
White Plains, N. Y.

914 OW 3-2400

Rep. by Jack Masla & Co.

Tel.: RE 6-5225  
Independent  
Newspaper Affiliation: Rome Daily Sentinel  
Representative: Avery-Knodel  
President: Bradley C. Barnard  
General Manager: Fritz Updike  
Station Manager: Richard A. Clark  
Chief Engineers: G. S. Woods, C. F. Henry

### WTLB—Utica—1947

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By: Star Bcstag. Co.  
Address: P. O. Box 781  
Tel.: SW 7-1330  
Independent  
Station Rep.: Robert E. Eastman & Co  
President: M. R. Forman  
Gen., Sta. Mgr.: J. Ronald Bayton  
Chief Engineer: Robert Dulford

### 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  
V.P., Gen. Mgr.: Michael J. Cuneen

### WATN—Watertown—1941

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Watertown Bcstg. Corp.  
Address: 199 Wealtha Ave.  
Tel.: SUNset 2-3320  
MBS  
Pres., Gen. Mgr.: G. Harry Righter  
Chief Engineer: Donald Schryver

### WOTT—Watertown—1959

Frequency: 1410 Kc. Powers: 5,000 Watts d.  
Owned By: 1,000 Isls. Bcstg. Co., Inc.  
Address: 1833 State St.  
Tel.: SUNset 2-6540  
Independent  
President, Sta. Mgr.: James M. Johnston

### WWNY—Watertown—1941

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By: The Brockway Co.  
Address: Box 211  
Tel.: SUNset 8-3800  
CBS  
President: John B. Johnson  
General Manager: James W. Higgins

### WLSV—Wellsville—1955

Frequency: 790 Kc. Power: 1 Kw., d.  
Owned-Oper. By: Radio Services of Wellsville  
Address: Hotel Fassett  
Tel.: 727  
Independent  
General Manager: Joseph Mumma

### WFAS—White Plains—1932

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Westchester Bcstg. Corp.  
Address: Secor Road, Hartsdale, N. Y.  
Tel.: OW 3-2400  
Independent  
Station Representative: Jack Masla  
President: Valentine E. Macy, Jr.  
Gen., Sta. Manager: Frank A. Seitz  
Program Director: Randall Kaler  
Sls. Prom., Comm. Mgr.: John Hade  
Chief Engineer: Jack Pearson

### WWRL—Woodside—1926

(See New York, N. Y., Page 441)

Pop.: 4,660,000  
Families: 1,188,500

# North Carolina

Radio Homes: 1,145,000  
AM Stas. in State: 164

## WRCS—Ahoskie—1947

Frequency: 970 Kc. Power: 1,000 Watts  
Owned-Oper. By...Roanoke-Chowan Bcstg.  
Address...Box 232  
Tel.: 332-3101...Independent  
President...J. B. Burden  
Manager...P. G. Sewell

## 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 Manager...Nealson Russell  
Program Director...Marvin Coley  
Chief Engineer...John D. Brooks

## WZKY—Albermarle—1956

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By...Radio WZKY  
Address...Box 550  
Tel.: YUkon 2-1111...Independent  
President...Robert L. Hilker  
General, Sta. Manager...Ted Y. Prevatte  
Chief Engineer...H. David Hedrick  
Owners of: WCGC, Belmont; WEGO, Concord;  
WFCC, Clinton; WSVM, Valdese. All N. C.

## WGWR—Asheboro—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Asheboro Bcstg. Co., Inc.  
Address...P. O. Box 309  
Tel.: MAIn 5-2187...KBS  
Newspaper Affiliation...Courier Tribune  
Station Representative...George Hopewell  
President...Roy Cox, Sr.  
General, Station Mgr...J. R. Marlowe  
Comm., Sales Prom. Mgr...R. B. Sweeney  
Program Director...A. B. Brown  
Chief Engineer...Howard Miller

## WISE—Asheville—1939

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By...Davenport-McGuire Bcstrs.  
Address...92 Haywood St.  
Tel.: ALpine 3-5381...MBS  
Station Representative...McGavren/Guild  
President...Charles J. McGuire  
Exec. Vice President...John Lee Davenport  
Sales Manager...Charles Reynolds  
Chief Engineer...Matthew Munn

## 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...NBC  
Station Representatives...P. G. & W.; Ayers  
President...Mitchell Wolfson

V.P., General Manager...Morton S. Cohn  
Station Manager...Dewey Long  
Program Director...Dave Jacobs  
Chief Engineer...George F. Sprague  
Owners of: WLOS-FM-TV, Asheville, N. C.; WTVJ,  
Miami, Fla.; KVOS-TV, Bellingham, Wash.

## WSKY—Asheville—1946

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By...Radio Asheville, Inc.  
Business-Studio Address...12 Church St.  
Tel.: ALpine 3-4451...Independent  
Station Representative...Gill-Perna  
President, General Mgr...Zeb Lee  
Commercial Manager...Bruce Barnes  
Sales Prom., Pub. Dir...Lou Ronder, Jr.  
Program Director...Jack Sheridan  
Chief Engineer...Charles Sumner

## WWNC—Asheville—1927

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By...Asheville Citizen-Times Co.  
Address...14 O. Henry Ave.  
Tel.: AL 2-5611...CBS  
Newspaper Affil...Citizen-Times  
Representative...H-R  
President...Robert Bunnelle  
General, Station Mgr...Cecil B. Hoskins  
Comm. Mgr...James A. Hagan  
Chief Engineer...Harvey T. Nations

## WBMA—Beaufort—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By...Richard Ray Cummins  
Address...Box 156  
Tel.: 2-9401...Independent  
Owner, Gen. Mgr., Ch. Eng...R. R. Cummins

## WCGC—Belmont-Charlotte 1954

Freq.: 1270 Kc. Power: 1 Kw., d.; 500 W., n.  
Owner...Central Bcstg. Co.  
Address...Box 630, Belmont  
Tel.: 825-2812...ABC-MBS-KBS  
President, General Mgr...Robert Hilker  
Commercial Manager...Frank Thomas  
Sales Promotion Mgr...Bill Sitton  
Program Director...Everette Gantt  
Chief Engineer...Fay Horton  
Owners of: WEGO, Concord; WZKY, Albemarle;  
WSVM, Valdese. All N. C.

## WPYB—Benson—1961

Frequency: 1580 Kc. Power: 500 Watts d.  
Owned By...George G. Beasley  
Address...Box 215  
Tel.: 894-3009...Independent  
President...George G. Beasley  
General Mgr., Ch. Eng...James E. Harrelson

## NORTH CAROLINA

Commercial Manager... Emma Lee Grantham  
Program Director... Clyde Stone  
Publicity Director... Irma Gray Williams

### **WBMT**—Black Mountain—1960

Frequency: 1350 Kc. Power: 500 Watts d.  
Owned By... Mountain View Bcstg. Co.  
Address... Box 755  
Tel.: North 9-7812... ABC-KBS  
President, General Mgr... Eugene Slatkin  
Commercial Manager... Gil Murray  
Program Director... Jack Sharp  
Publicity Director... Susan Clark  
Chief Engineer... Charles Ingram

### **WFGW**—Black Mountain—1961

Frequency: 1010 Kc. Power: 10,000 Watts  
Owned By... Blue Ridge Broadcasting Corp.  
Address... P. O. Box 158  
Tel.: 669-8477... Independent  
President... Dr. Billy Graham  
General Manager... Loren F. Bridges  
Sales Manger... Douglas Bell  
Chief Engineer... W. C. Clements

### **WATA**—Boone—1950

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By... Wilkes Bcstg. Co.  
Address... Depot St.  
Tel.: AM 4-8461... KBS  
President... Doris B. Brown  
Station Mgr... 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.  
Address... P. O. Box 352  
Tel.: TU 3-2621... Independent  
President... Mrs. Ed M. Anderson  
General, Station Manager... Al Martin  
Program Director... Bill Hancock  
Publicity Director... John I. Anderson  
Chief Engineer... Leon Southerland

### **WBAG**—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-Rawalt  
Gen., Sta. Mgr... G. C. Starnes  
Commercial Manager... Harold Nall  
Program Director... William Diffee  
Publicity Director... Ed Brooks  
Chief Engineer... Charles Stafford

### **WBBB**—Burlington—1941

Frequency: 920 Kc. Power: 5000 Watts d.  
Owned-Operated By... Alamance Bcstg. Co., Inc.  
Address... 318 S. Main St.  
Tel.: CA 6-6376... MBS-KBS  
Representative... Thomas F. Clark  
President... V. W. Lane

General Manager... E. Z. Jones  
Operations, Comm. Mgr... C. Robert Ray  
Program Director... Minnie Canada  
Publicity Director... Charlie Price  
Chief Engineer... Berry Tysor

### **WWIT**—Canton—1954

Frequency: 970 Kc. Power: 1 Kw., d.  
Owned By... Western N. C. Bcsters., Inc.  
Address... Harkins Cove Road  
Tel.: MI 8-3588... Independent  
Station Representative... Hopewell  
President... Sidney A. Watts  
General, Station Mgr... Dalton R. Paxton  
Commercial Manager... Jerry B. Spinn  
Program Director... Sam F. Patterson  
Publicity Director... Bob Caldwell  
Chief Engineer... John H. Welch

### **WVOE**—Chadbourn—1962

Frequency: 1590 Kc. Power: 1,000 Watts d.  
Owned By... Ebony Enterprises, Inc.  
Address... P. O. Box 124-A  
Tel.: 654-3971... Independent  
Station Representative... Dora-Clayton  
President, General Mgr... T. M. Reynolds  
Program, Publicity Dir... Joe Lewis  
Chief Engineer... Joe Evans

### **WCHL**—Chapel Hill—1952

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Village Bcstg. Co.  
Address... Durham Road  
Tel.: 968-4484... Independent  
Pres., Gen. Mgr... Roland McClamroch, Jr.  
Program Director... Jim Heavner  
Chief Engineer... Jim Botsford

### **WAYS**—Charlotte—1941

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By... Thoms Radio-TV Ent.  
Business-Studio Address... 400 Radio Road  
Tel.: 392-4181... MBS  
President... G. W. Dowdy  
General Manager... J. Poston  
Station, Commercial Mgr... Don P. Lee  
Chief Engineer... L. I. Dekle  
Owners of: WISE-TV, Asheville.

### **WBT**—Charlotte—1922

Frequency: 1110 Kc. Power: 50,000 Watts  
Owned-Oper. By... Jefferson Standard Bcstg.  
Address... 1 Julian Price Pl.  
Tel.: ED 3-8833... CBS  
Station Representative... John Blair  
Board Chairman... J. M. Bryan  
President... Charles H. Crutchfield  
Station Manager... Paul B. Marion  
Commercial Manager... James G. Babb, Jr.  
Program Director... Wade St. Clair  
Pub., Sales Prom. Dir... Larry Harding  
Chief Engineer... Thomas Howard  
Owners of: WBT-FM, WBTW, Charlotte; WBTW,  
Florence, S. C.



**WGIV—Charlotte—1947**

Freq.: 1600 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By. Charlotte Radio & TV Corp.  
 Address . . . . . Box 10063  
 Tel.: ED 3-2195 . . . . . Independent  
 Station Representative . . . . . Howard  
 Pres., Gen. Sta. Mgr. . . . . Francis M. Fitzgerald  
 Commercial Mgr. . . . . Ray Ervin  
 Program Director . . . . . F. P. Toomey  
 Sales Promotion Manager . . . . . Larry Keith  
 Chief Engineer . . . . . S. K. Lineberger

**WIST—Charlotte—1951**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By . . . . . WIST, Inc.  
 Address . . . . . Liberty Life Bldg.  
 Tel.: FR 6-3511 . . . . . Independent  
 Station Rep. . . . . Advertising Time Sales  
 President . . . . . Henderson Belk  
 V.P., General Manager . . . . . Ray M. Stanfield  
 Commercial Manager . . . . . C. B. Rogers, Jr.  
 Program Director . . . . . Tim Lockhart  
 Chief Engineer . . . . . Donald Strawn  
 Owners of: WORB, Spartanburg.

**WKTC—Charlotte—1958**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned By . . . . . Queen City Bcstg. Co.  
 Address . . . . . 2001 Suttle Ave.  
 Tel.: EDison 3-1101 . . . . . Independent  
 Station Rep. . . . . Prestige Representation  
 Exec. Director . . . . . J. O. Tice, Sr.  
 President . . . . . J. Olin Tice, Jr.  
 General Manager . . . . . J. G. Kenworthy  
 Commercial Manager . . . . . Johnny Jacobs  
 Program Director . . . . . Ronald Bryant

**WSOC—Charlotte—1933**

Freq.: 930 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned By . . . . . Carolina Broadcasting Co.  
 Address . . . . . P. O. Box 2536  
 Tel.: FR 6-5541 . . . . . NBC  
 Station Rep. . . . . Peters, Griffin, Woodward  
 President . . . . . Leonard Reinsch  
 V.P., Gen. Mgr. . . . . Henry Sullivan  
 Commercial Manager . . . . . Bill Baskerville  
 Program Director . . . . . Norman Young  
 Chief Engineer . . . . . A. O. Richardson, Jr.  
 Owners of: WSB-AM-FM-TV, Atlanta; WHIO-AM-  
 FM-TV, Dayton.

**WWOK—Charlotte—1955**

Frequency: 1480 Kc. Power: 1 Kw., d.  
 Owned-Oper. By . . . . . Radio Charlotte, Inc.  
 Address . . . . . 215 Greystone Rd.  
 Tel.: 523-1041 . . . . . Independent  
 Station Rep. . . . . Forjoe  
 President . . . . . Sherwood J. Tarlow  
 General Mgr. . . . . Herb Berg  
 Operations Mgr. . . . . Art Lawrence  
 Chief Engineer . . . . . Tony Ostopoff

**WRRZ—Clinton—1947**

Frequency: 880 Kc. Power: 1000 Watts, d.  
 Owned . . . . . WRRZ Radio Co.  
 Address . . . . . S. Highway 701  
 Tel.: LY 2-2165 . . . . . ABC

Station Rep. . . . . Walker-Rawalt  
 General Mgr. . . . . Geo. S. Walston  
 Sales Prom. Manager . . . . . E. D. Powell  
 Chief Engineer . . . . . J. L. Bowles

**WEGO—Concord—1943**

Frequency: 1410 Kc. Power: 1 Kw., d.  
 Owned By: . . . . . Concord Kannapolis Bcstg. Co.  
 Address . . . . . Box 1321  
 Tel.: ST 2-7115 . . . . . Independent  
 President . . . . . Robert R. Hilker  
 General, Comm. Mgr. . . . . Claude C. Gibson, Jr.  
 Program Director . . . . . Bill Weant  
 Chief Engineer . . . . . Kenneth R. Kennedy  
 Owners of: WZKY, Albemarle, N. C.; WEGO-FM,  
 Concord.

**WCKB—Dunn—1946**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned By . . . . . N. C. Central Bcstrs.  
 Address . . . . . Box 431  
 Tel.: 892-3133 . . . . . KBS  
 President . . . . . Lofton A. Tart, Sr.  
 General, Sta. Manager . . . . . A. Lincoln Faulk  
 Commercial Manager . . . . . O. B. Hall  
 Program Director . . . . . Rudy Zurlo  
 Publicity Director . . . . . John G. Thomas  
 Sales Promotion Manager . . . . . Amelda Jackson  
 Chief Engineer . . . . . Joseph Kollas

**WDNC—Durham—1928**

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.: 684-0355 . . . . . CBS  
 Newspaper Affil. . . . . Herald Co.  
 Representative . . . . . Paul H. Raymer  
 President . . . . . C. C. Council  
 General, Station Mgr. . . . . J. Frank Jarman  
 Commercial Mgr. . . . . W. R. Kirby  
 Program Dir. . . . . E. R. Higgins, Jr.  
 Publicity Director . . . . . A. E. Pruitt  
 Chief Engineer . . . . . Waldo W. Primm

**WSRC—Durham—1954**

Frequency: 1410 Kc. Power: 1 Kw.  
 Owned By . . . . . Carolina Radio of Durham  
 Address . . . . . P. O. Box 28  
 Tel.: 684-0115 . . . . . Independent  
 Station Rep. . . . . Continental Bcstg., Inc.  
 President . . . . . James H. Mayes, Jr.  
 Commercial Manager . . . . . Ray Childers  
 Program Director . . . . . Rip Austin  
 Chief Engineer . . . . . Arthur Bone

**WSSB—Durham—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . WSSB, Inc.  
 Address . . . . . Box 8676  
 Tel.: 489-9457 . . . . . Independent  
 Station Reprs. . . . . Weed; Ayers  
 President . . . . . J. S. Beattie  
 General Manager . . . . . R. Willoughby-Ray

**WTRK—Durham—1946**

Freq.: 1310 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By . . . . . W & W Bcstg. Co.

# NORTH CAROLINA

Address..... P. O. Box 1571  
Tel.: 682-9263..... ABC  
Station Representative..... Clark  
President..... C. H. Wentz  
Gen., Sta. Mgr..... H. Tom Morris  
Chief Engineer..... Fred Bailey

## 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

## WCNC—Elizabeth City—1939

Freq.: 1240 Kc..... Power: 1 Ww. d., 250 W. n.  
Owned-Oper. By..... Albemarle Bcstg. Co., Inc.  
Address..... Box 535  
Tel.: 335-4379..... 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..... Jimmy Raper  
Publicity Director..... Bill Winslow

## WGAI—Elizabeth City—1947

Freq.: 560 Kc..... Power: 1 Kw. d., 500 Watts n.  
Owned-Operated By..... WGAI Radio Co.  
Business-Studio Address..... Box 649  
Tel.: 4371..... MBS  
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  
Sta. Representative..... Hopewell  
President..... E. Clayton Register  
General Mgr..... Chatham C. Clark

## WIFM—Elkin—1949

Frequency: 1540 Kc..... Power: 250 Watts, d.  
Owned By..... Tri-County Bcstg. Co., Inc.  
Address..... P. O. Box 152  
Tel.: 835-2511..... Independent  
Newspaper Affiliation..... Tribune  
President..... H. F. Laffoon  
General Manager..... W. P. Erwin  
Station Manager..... Leon Reece  
Commercial Manager..... Barnet Hall  
Program Director..... Betty Frye  
Chief Engineer..... Dick Paulson  
Owners of: WIFM-FM, Elkin.

## WFMO—Fairmont—1953

Frequency: 860 Kc..... Power: 1000 Watts d.  
Owned By..... Carolinas Broadcasting Co., Inc.  
Address..... P. O. Box 665  
Tel.: 628-4781..... Independent  
President..... Cutlar Moore  
General, Station Mgr..... James C. Clark  
Commercial Manager..... Allen Vause  
Program Director..... Betty R. Clark  
Chief Engineer..... Joseph Miles

## W FAG—Farmville—1959

Frequency: 1250 Kc..... Power: 500 Watt d.  
Owned By..... Farmville Bcstg. Co.  
Address..... Box 148  
Tel.: SK 3-4392..... Independent  
Station Representative..... Hopewell  
Co-owners..... Carl V. Venters Jr., H. C. Wade  
Chief Engineer..... Lawrence Behr

## WFAI—Fayetteville—1947

Freq.: 1230 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned By..... Jackson F. Lee  
Address..... P. O. Box 659  
Tel.: 433-4193..... CBS-KBS  
Representative..... Thomas F. Clark  
General, Comm. Manager..... Jackson F. Lee  
Chief Engineer..... Walter Lee Moring

## WFLB—Fayetteville—1947

Frequency: 1490 Kc..... Power: 250 Watts  
Owned By..... OSTB, Inc.  
Address..... P. O. Box 512  
Tel.: HEMlock 2-7136..... ABC  
Representative..... Burn-Smith  
Gen., Sta. Mgr..... Jimmy Simpson

## WFNC—Fayetteville—1938

Freq.: 940 Kc..... Power: 10 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  
Program Director..... Chris Mack  
Chief Engineer..... Jack Ikner

## WIDU—Fayetteville—1958

Frequency: 1600 Kc..... Power: 1 Kw. d.  
Owned By..... WIDU Bcstg., Inc.  
Address..... Box 247  
Tel.: HEMlock 2-6111..... Independent  
President..... F. F. Owen  
General, Station Mgr..... W. B. Belche  
Commercial Manager..... Forrest Tyndall  
Program Director..... Donald McDowell  
Chief Engineer..... W. D. Bailey

## WAGY—Forest City—1958

Frequency: 1320 Kc..... Power: 1 Kw. d.  
Owned By..... Tri-City Broadcasting Co.  
Address..... Box 280  
Tel.: 245-9888..... Independent  
President, Chief Eng..... G. T. Becknell  
Station, Program Mgr..... Dave White  
Comm., Sales Prom. Mgr..... Fred A. Blanton  
Owners of: WAGY-FM, Forest City.

## WBBO—Forest City—1947

Frequency: 780 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Rutherford Co. Radio Co., Inc.  
Address..... Box 469  
Tel.: CHerry 5-4205..... KBS  
Newspaper Affil..... Courier, Sun  
Pres., Gen., Sta. Mgr..... Mrs. Ed. M. Anderson  
Chief Engineer..... Merton Iwerks

**WFSC—Franklin—1957**

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Macon Cty. Broadcasting Co.  
 Business Address . . . . . P. O. Box 470  
 Tel.: LA 4-2148 . . . . . KBS  
 President . . . . . Henry Bartol, Jr.  
 Gen., Sta. Mgr., Ch. Eng. . . . . Edwin P. Healy

**WFVG—Fuquay Springs—1949**

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . WFVG Bcstg.  
 Business-Studio Address . . . . . Box 588  
 Tel.: MU 7-4001 . . . . . KBS-MBS  
 President, Gen. Mgr. . . . . James Flanagan  
 Chief Engineer . . . . . G. Lewis

**WGAS—Gastonia—1959**

Frequency: 1420 Kc. . . . . Power: 500 Watts d.  
 Owned By . . . . . MGM Bcstg. Corp.  
 Address . . . . . Box 1399  
 Tel.: 865-5796 . . . . . Independent  
 Station Representative . . . . . Hopewell  
 President . . . . . Lewis Young  
 General, Station Mgr. . . . . Glenn F. Mace  
 Commercial Manager . . . . . Grady E. Carpenter  
 Chief Engineer . . . . . A. Clay Groves

**WGNC—Gastonia—1939**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Catherine T. McSwain  
 Address . . . . . 1700 N. Chester St.  
 Tel.: UNiversity 5-8501 . . . . . Independent  
 Station Manager . . . . . Pat McSwain  
 Commercial Manager . . . . . Carl Rhyne  
 Program Director . . . . . Fred Gray  
 Chief Engineer . . . . . W. C. Groves, Jr.

**WLTC—Gastonia—1947**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Gastonia Bcstg. Serv., Inc.  
 Address . . . . . 504 Vista Dr.  
 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, Gen. Mgr. . . . . Kenneth T. Marshall  
 Program Dir., Ch. Engineer . . . . . Henry Harrison

**WGBR—Goldsboro—1939**

Freq.: 1150 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. B. . . . . E. Carolina Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 1024  
 Tel.: REpublic 4-3621 . . . . . ABC  
 President . . . . . A. T. Hawkins  
 General Comm. Mgr. . . . . V. G. Balkman  
 Chief Engineer . . . . . Daniel B. Trueblood  
 Owners of: WEQR-FM, Goldsboro.

**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  
 Station Mgr. . . . . Lynwood Moseley  
 Commercial Manager . . . . . Aubrey Acock  
 Program Director . . . . . Perry Turner  
 Chief Engineer . . . . . Paul Horne

**WKJK—Granite Falls—1962**

Frequency: 1580 Kc. . . . . Power: 500 Watts  
 Owned By . . . . . James B. Childress  
 Address . . . . . Radio Building  
 Tel.: Granite Falls . . . . . Independent  
 President . . . . . James B. Childress  
 General, Commercial Mgr. . . . . Robert Culler

**WBIG—Greensboro—1926**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . North Carolina Bcstg. Co.  
 Address . . . . . Battleground at Eduey Ridge Rd.  
 Tel.: BR 2-6125 . . . . . CBS  
 Representative . . . . . George P. Hollingbery  
 General, Station Mgr. . . . . Allen Wannamaker  
 Commercial Mgr. . . . . W. H. Henry  
 Chief Engineer . . . . . Ernest C. Pate, Jr.

**WCOG—Greensboro—1948**

Freq.: 1320 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned & Oper. By . . . . . WCOG, Inc.  
 Address . . . . . 4635 Tower Dr.  
 Tel.: 299-0346 . . . . . MBS  
 Station Rep. . . . . McGavren/Guild  
 President . . . . . Harold H. Thoms  
 Sta. Manager . . . . . Jack Huband  
 Program Director . . . . . Tom A. Wall  
 Sales Promotion Mgr. . . . . Terry Bane  
 Pub. Dir. . . . . Betty Anderson  
 Chief Engineer . . . . . Earl Allison  
 Owners of: WISE-TV, Asheville, N. C.

**WEAL—Greensboro—1962**

Frequency: 1510 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Charlotte Radio & Television Corp.  
 Address . . . . . P. O. Box 6626  
 Tel.: 272-5121 . . . . . Independent  
 Station Representative . . . . . Bernard Howard  
 President . . . . . Francis M. Fitzgerald  
 General Mgr., Chief Eng. . . . . Carroll Ogle  
 Publicity Director . . . . . Alfred G. Richards

**WGBG—Greensboro—1942**

Freq.: 1400 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By . . . . . Greensboro Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 2280  
 Tel.: BR 3-3631 . . . . . ABC  
 Station Representative . . . . . Bob Dore  
 Pres., Gen. Mgr. . . . . Ralph M. Lambeth  
 Comm. Mgr., Pub. Dir. . . . . Jack Rimmer  
 Sales Prom. Manager . . . . . Earl O. Sullivan  
 Program Director . . . . . Joe Anderson  
 Chief Engineer . . . . . Earl Teague

## NORTH CAROLINA

### WPET—Greensboro—1954

Frequency: 950 Kc. Power: 500 Watts  
Owned By: WPET, Inc.  
Address: P. O. Box 3488  
Tel.: BR 5-4464  
Independent  
President: James S. Beattie  
Exec. V.P., Gen. Mgr.: William P. Mitchell  
Sales Prom. Mgr., Pub. Dir.: Ruenell Stewart

### WGTC—Greenville—1940

Freq.: 1590 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By: WGTC Bcstg. Co.  
Address: P. O. Box 462  
Tel.: PL 8-2174  
CBS  
Station Rep.: Devney Organization  
President: A. W. Lewin  
General Manager: J. T. Snowden, Jr.

### WKTB—Greenville—1962

Frequency: 1550 Kc. Power: 1000 Watts d.  
Owned By: H&R Electronics, Inc.  
Address: 103 E. Fifth St.  
Tel.: PLaza 2-6303  
Independent  
Station Representative: Hal Walton  
President: John S. Townsend  
Commercial Manager: Marty Sullivan  
Chief Engineer: Grover Baker

### WOOW—Greenville—1959

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned: WOOW, Inc.  
Address: 304 S. Evans St.  
Tel.: PLaza 8-1171  
KBS  
President: Charles E. Springer  
Station Manager: M. R. Sullivan  
Chief Engineer: Charles W. Moore

### WKDX—Hamlet—1957

Frequency: 1400 Kc. Power: 1,000 Watts d.  
Owned: Richmond Bcstg Co.  
Address: Box 826  
Tel.: 582-2653  
Independent  
President: Risdon A. Lyon  
General Manager: W. P. Billingsley  
Chief Engineer: J. Craig Jarman

### WUSM—Havelock—1962

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned By: Radio Marine  
Address: The Penthouse, Commercial Center  
Tel.: 447-5100  
Independent  
Station Representative: Hal Holman  
President, Gen. Mgr.: Jack Younts

### WHNC—Henderson—1945

Frequency: 890 Kc. Power: 1000 Watts d.  
Owned: Henderson Radio Corp.  
Address: Norlina Road  
Tel.: GE 8-7136  
KBS-MBS  
President: Nathan Frank  
General, Sta. Mgr.: Dr. Clays Frank  
Program Director: Mrs. Mozelle Moore  
Chief Engineer: Lewis Hiland

### WIZS—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By: Radio Corp.  
Address: P. O. Box 1011  
Tel.: GENEVA 8-8135-6  
Independent  
President: Stan Fox  
Station Manager: Mike Hight  
Program Director: John Price  
Publicity Director: Bud Morgan  
Chief Engineer: Ed Brame

### WHKP—Hendersonville—1946

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Radio Hendersonville, Inc.  
Address: Chimney Rock Rd.  
Tel.: OX 3-9061  
KBS  
President, Gen. Mgr.: Kermit Edney  
Commercial Manager: Arthur V. Cooley  
Program Director: Jimmy Northington  
Chief Engineer: Charles Renfrow

### WHKY—Hickory—1939

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Catawba Valley Bcstg. Co.  
Address: 415 1st Ave., N.W.  
Tel.: DI 5-2294  
ABC  
News, Affil.: Daily Record  
President: Carl V. Cline  
Gen., Sta. Manager: Edmund S. Long  
Program, Publicity Director: Kyle S. Jones  
Chief Engineer: Thomas E. Long

### WIRC—Hickory—1948

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Foothills Bcstg., Inc.  
Address: P.O. Box 938  
Tel.: 345-2124  
Independent  
Representative: Pearson Nat. Reps.  
President: Mrs. Margaret A. Smith  
Gen., Sales Promo. Mgr.: E. M. Smith, Jr.  
Sta. Mgr., Chief Engr.: Elmer Troutman  
Commercial Manager: Lee Douglas  
Program Director: Mattie I. Padgett  
Publicity Director: Mrs. Cecile Best

### WHPE—High Point—1947

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Oper. By: High Point Bcstg. Co.  
Address: 504½ N. Main St.  
Tel.: 883-1466  
KBS  
Pres., Prog. Dir., Chief Eng.: Gary C. Davis  
Commercial Manager: Hal W. Hicks

### WMFR—High Point—1935

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Radio Station WMFR, Inc.  
Business Studio Address: 164 S. Main  
Tel.: 888-4593  
ABC  
Representative: Burn-Smith  
Pres., General Manager: Frank S. Lambeth  
Commercial Manager: Frank Smith  
Sales Promotion Manager: G. D. Sullivan  
Program Director: Diamond Carter  
Publicity Director: Mary Lou McConkey  
Chief Engineer: Robert P. Boyd

### WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.

# NORTH CAROLINA

Owned By.....Doss Broadcasting  
 Address.....Box 1448  
 Tel.: 882-6581.....Independent  
 Sta. Representative.....Devney Organization  
 President.....Charles E. Doss  
 Chief Engineer.....Y. Cecil

## **WJNC—Jacksonville—1945**

Freq.: 1240 Kc.....Power: 1 Kw. d.; 250 W. n.  
 Owned.....Onslow Bcstg. Corp.  
 Address.....Drawer E  
 Tel.: 347-1707.....Independent  
 Sta. Representative.....Devney Organization  
 Pres., Gen. Mgr.....Robert P. Mendelson  
 Commercial Manager.....Rodric L. Jones  
 Program Director.....J. Jackson  
 Chief Engineer.....James B. Hartline

## **WLAS—Jacksonville—1954**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned By.....Seaboard Bcstg. Corp.  
 Address.....P. O. Box 1197  
 Tel.: 347-4111.....Independent  
 Gen., Comm. Mgr.....Paul Parker  
 Chief Engineer.....R. O. Dorsey

## **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  
 Station Rep.....Charles Bernard  
 Pres., Gen. Mgr.....Fred H. Whitley

## **WRKB—Kannapolis—1960**

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned By.....Foy T. Hinson  
 Address.....101 West First St.  
 Tel.: Webster 3-1121.....Independent  
 Pres., Chief Eng.....Foy T. Hinson

## **WKMT—Kings Mountain—1953**

Frequency: 1220 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Radio Sta. WKMT  
 Address.....Box 669  
 Tel.: 739-3672.....Independent  
 President.....R. H. Whitesides  
 Gen., Sta., Comm. Mgr.....Jonas R. Bridges  
 Sales Promotion Manager.....Ed Campbell  
 Program Director.....Doris Bridges  
 Chief Engineer.....Fred S. Pritchard

## **WELS—Kinston—1950**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Farmers Bcstg. Service, Inc.  
 Address.....1312 W. Vernon Ave.  
 Tel.: Jackson 3-5151.....Independent  
 Representative.....Bogner & Martin  
 President.....William S. Page  
 General Manager.....Jack P. Hankins  
 Program Director.....Patrick C. Howell  
 Chief Engineer.....Harvey Mewborn  
 Owners of: WGOL, Goldsboro, N. C.

## **WFTC—Kinston—1937**

Frequency: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....HGR Bcstg.

Address.....204 East King St.  
 Tel.: Jackson 3-4111.....ABC  
 Station Representative.....Hopewell  
 Station, Comm. Manager.....J. B. Ham  
 Program Director.....Jay Holmes  
 Chief Engineer.....Herman B. Civils

## **WISP—Kinston—1954**

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Smiles of Kinston  
 Address.....P.O. Box 960  
 Tel.: Jackson 3-6161.....Independent  
 Station Representative.....Hal Walton  
 President.....Norman J. Suttles  
 Station Manager.....Everett C. Peace, Jr.  
 Program Director.....Rayburn Faulkner  
 Chief Engineer.....H. W. Fitzgerald, Jr.

## **WEWO—Laurinburg—1947**

Frequency: 1080 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Scotland Bcstg. Co.  
 Address.....Box 512  
 Tel.: CR 6-2911.....KBS  
 Sta. Rep.....Dora-Clayton  
 President.....Edwin Pate  
 General Manager.....C. V. Willis, Jr.  
 Commercial Manager.....Jane Callahan  
 Program Director.....Don Major  
 Chief Engineer.....Truman N. Brock

## **WLNC—Laurinburg—1961**

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned By.....George W. Phillips  
 Address.....Box 1488  
 Tel.: Crestview 6-3633.....Independent  
 President, Gen. Mgr.....George W. Phillips

## **WLOE—Leaksville—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WLOE, Inc.  
 Address.....P.O. Box 632  
 Tel.: MA 3-3118.....MBS-KBS  
 Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock

## **WJRI—Lenoir—1947**

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Mrs. Katherine B. Rabb  
 Address.....Union Natl. Bank Bldg.  
 Tel.: PL 4-5361.....MBS-KBS  
 President.....Katherine B. Rabb  
 General Manager.....F. Kent Atwater  
 Program Director.....Thomas Stevens  
 Chief Engineer.....Olcan Harmon

## **WBUY—Lexington—1946**

Frequency: 1440 Kc.....Power: 5000 W., d.  
 Owned-Oper. By.....Davidson County Bcstg.  
 Address.....Box 359  
 Tel.: CH 6-2716.....KBS  
 General Manager.....Greeley N. Hilton  
 Assistant Manager.....Ed Fuller  
 Commercial Manager.....Dewey Hutchins  
 Program Director.....Don Matney  
 Chief Engineer.....Fred Huneycutt

## NORTH CAROLINA

### WLON—Lincolnton—1953

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned By Lincoln County Bcstg. Co., Inc.  
Address P.O. Box 430  
Tel.: RE 5-8071 Independent  
Pres., Gen. Mgr. W. Jack Brown

### WYRN—Louisburg—1958

Frequency: 1480 Kc. Power: 500 Watts  
Owned By Franklin Broadcasting Co.  
Business Address P.O. Box 66  
Tel.: 496-3105 KBS  
President, Comm. Mgr. Joseph T. Lane  
Sales Prom. Mgr. H. C. Lane  
Program Dir. Clay McBride

### WAGR—Lumberton—1955

Frequency: 580 Kc. Power: 500 Watts d.  
Owner Southeastern Bcstg. Corp.  
Address 2106 N. Cedar St.  
Tel.: REfield 9-3394 Independent  
Station Representative Breen and Ward  
President Denzel M. Shaver  
General Manager Al Kahn  
Owners of: WOMS, Lynchburg, Va.

### WTSB—Lumberton—1946

Frequency: 1340 Kc. 1 Kw. d.; 250 W. n.  
Owned By Robeson Bcstg. Corp.  
Address Maxton Rd.  
Tel.: RE 9-6056 KBS  
Representative Continental Radio Sales  
President J. A. Sharpe, Jr.  
General, Station Mgr. Al G. Stanley  
Commercial Manager David N. Collins  
Program Director Edward L. Potter  
Chief Engineer Bruce Sessoms

### 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  
Commercial Manager J. C. Pleasant  
Gen., Sta. Manager 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. Brazzell  
General Manager Dean Shields  
Commercial Manager Eldridge Fox

### WMYN—Mayodan—1957

Frequency: 1420 Kc. Power: 500 Watts d.  
Owned By Mayo Broadcasting Corp.  
Address Box 311, Madison, N. C.  
Tel.: 548-9207 Independent  
President J. B. Shelton  
General Manager Banner F. Shelton  
Chief Engineer Frank Brewer

### WSDC—Mocksville—1962

Frequency: 1560 Kc. Power: 250 Watts d.  
Owned By Davie Broadcasting Co.  
Address P.O. Box 236  
Tel.: 634-2177 Independent  
President, General Mgr. Will P. Erwin  
Station Manager Robert S. Shreve

### WMAP—Monroe—1947

Frequency: 1060 Kc. Power: 250 Watts d.  
Owned-Operated By Union Bcstg. Corp.  
Business Address Walkup Ave.  
Tel.: ATlantic 3-8115 ABC-KBS  
President, Gen. Mgr. Frank Funderburk  
Comm., Sales Prom. Mgr. William D. Benton  
Chief Engineer Marshall Howard Baucom

### WHIP— Mooresville—1950

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By Wayne M. Nelson  
Address Mooresville, N. C.  
Tel.: NOrth 3-4301 KBS  
Pres., Gen., Sta. Mgr. Wayne M. Nelson  
Comm., Sls., Prom. Mgr. Mrs. Leoma Showmar  
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 Box 432  
Tel.: PA 6-3188 KBS  
Station Representative Devney Organization  
President Grover C. Munden  
General, Station Manager Richard J. Babcock

### WMNC—Morganton—1947

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By Nathan J. Cooper  
Address P.O. Box 698  
Tel.: 437-0521 KBS  
President Nathan J. Cooper  
Chief Engineer Frank A. Ballew

### WPAQ—Mt. Airy—1948

Frequency: 740 Kc. Power: 10,000 Watts d.  
Owned-Operated By Ralph D. Epperson  
Address P.O. Box 907  
Tel.: STate 6-6111 KBS  
Representative Thomas Clark  
Gen. Mgr., Chg. Eng. Ralph D. Epperson  
Station Manager Blair Eubanks  
Commercial Manager Lucy Bowman  
Sales Prom. Manager Jimmy Shelton  
Program Director Shirley Kirkman

### WSYD—Mt. Airy—1951

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Mount Airy Bcstrs., Inc.  
Address P.O. Box 1126  
Tel.: STate 6-2147 MBS  
Station Representative Hopewell  
General Manager Erastus F. Poore



# NORTH CAROLINA

## WDJS—Mt. Olive—1961

Frequency: 1430 Kc. Power: 1 Kw. d.  
Owned By: Mount Olive Bcstg. Co.  
Address: East Center St. Ext.  
Tel.: Oldfield 3012. Independent  
Manager, Ch. Eng.: J. H. Mayo

## WCVP—Murphy—1958

Frequency: 600 Kc. Power: 1 Kw.  
Owned By: Cherokee Broadcasting Co.  
Address: Townsend Bldg.  
Tel.: VEron 7-2151. Independent  
Gen. Mgr., Ch. Eng.: Max M. Blakemore  
Commercial Manager: J. Armstrong

## WKRK—Murphy—1958

Frequency: 1390 Kc. Power: 1 Kw.  
Owned By: J. B. Childress  
Address: P.O. Box 304  
Tel.: VEron 7-3210. KBS  
President: J. B. Childress  
Gen., Comm. Mgr.: Paul Ridenhour  
Chief Engineer: James Foust

## WHIT—New Bern—1942

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Ray D. Williams  
Address: P.O. Box 551  
Tel.: MElose 7-4450. MBS  
Station Rep.: Pearson Nat'l Reps., Inc.  
General Manager: Ray D. Williams  
Station Mgr., Chief Eng.: Bob Statham  
Program Director: Ben Turner  
Publicity Director: Bill Stovall

## WRNB—New Bern—1953

Freq.: 1490 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned: Jefferay Bcstg. Corp.  
Address: Box 31  
Tel.: MElose 7-6144. KBS  
Representative: Howard  
Pres., Gen. Mgr.: William W. Jefferay  
Commercial Manager: George B. Nelson  
Chief Engineer: Dave Raley

## WNNC—Newton—1948

Freq.: 1230 Kc. Power: 1 Kd. d., 250 W. n.  
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  
Program Director: Bob Campbell  
Publicity Director: Roger Covert  
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

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned-Operated By: Oxford Bcstg. Corp.  
Address: 111 Littlejohn St.  
Tel.: 4167. Independent  
President, Gen. Mgr.: A. N. Critcher  
Station Manager: F. Royster Critcher  
Chief Engineer: Gale Lewis

## WPNC—Plymouth—1959

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned By: Plymouth Bcstg. Co.  
Address: Box 67  
Tel.: SWan 3-4104. Independent  
Station Rep.: Continental Radio Sales  
President: Harry A. Epperson, Sr.  
General, Comm. Manager: Lewis R. Kurtz, Jr.  
Sales Promotion Manager: Ralph Robinson  
Publicity Director: C. T. West  
Program Director: Lou Mitchell  
Owners of: WBRG, Lynchburg; WLES, Lawrenceville, both Va.

## 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  
Station Rep.: Young  
General Manager: Hugh Holder  
Chief Engineer: Gene Reopelle

## WLLE—Raleigh—1954

Frequency: 570 Kc. Power: 500 Watts d.  
Owned By: Raleigh-Durham Broadcasting Co.  
Address: P.O. Box 190  
Tel.: TEmple 3-3874. Independent  
Station Rep.: Bernard Howard & Co.  
President: Edward B. Kemm  
General Station Mgr.: James D. Swain  
National Sales Dir.: Ralph J. Baron  
Program Dir., Chief Eng.: Steve H. Brown  
Owners of: WILA, Danville, Va.

## WNOH—Raleigh—1962

Frequency: 1550 Kc. Power: 1,000 Watts d.  
Owned By: North Carolina Electronics, Inc.  
Address: 622 Downtown Blvd.  
Tel.: 828-9912. Independent  
Station Rep.: Charles Bernard  
President: James P. Poston  
General Manager: Norman J. Suttles

## WPTF—Raleigh—1924

Frequency: 680 Kc. Power: 50,000 Watts  
Owned-Oper. By: WPTF Radio Co.  
Address: Insurance Bldg.  
Tel.: TE 2-8311. NBC  
Station Rep.: Henry I. Christal  
Pres., Gen. Mgr.: Richard H. Mason  
Sales Manager: R. W. Youngsteadt  
Program Manager: Graham B. Poyner  
Promotion Manager: Don Fowler  
Chief Engineer: Henry Hullick, Jr.

## NORTH CAROLINA

### WRAL—Raleigh—1939

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By..... Capital 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, Sales Promo. Mgr..... Tom Tucker  
Commercial Manager..... John C. Allers  
Program Director..... Merle Kelly  
Chief Engineer..... Robert Stephenson  
Owners of: WRAL-AM-FM-TV, Raleigh, N. C.

### WFRC—Reidsville—1947

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By..... Piedmont Carolina Bcstg.  
Address..... Harrison St. Ext.  
Tel.: DI 9-4361..... ABC  
Representative..... Bogner & Martin  
President..... H. T. Williams  
General Station Mgr..... Stephen F. Woodson  
Program Director..... Gene Overby  
Publicity Director..... Earl Burton, Jr.  
Chief Engineer..... Benney G. Grogan

### WREV—Reidsville—1948

Frequency: 1220 Kc. Power: 1 Kw. d.  
Owned-Oper. By..... Reidsville Bcstg. Co.  
Address..... Box 1349  
Tel.: 342-1333..... Independent  
President..... William M. Oliver, Sr.  
General Station Mgr..... E. M. Hurd  
Program, Publicity Director..... Mrs. Katy Oliver  
Chief Engineer..... William M. Oliver, Jr.

### WCBT—Roanoke Rapids—1940

Frequency: 1230 Kc. Power: 250 Watts  
Owned By..... Roanoke Rapids Radio  
Address..... 251 Roanoke Ave.  
Tel.: JE 7-4184..... MBS-KBS  
President..... Henry M. Best, Jr.  
General Manager..... Tommy Williams

### WAYN—Rockingham—1946

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By..... WAYN, Inc.  
Address..... Rockingham  
Tel.: TWining 5-4041..... Independent  
Pres., Gen., Sta. Mgr..... Wayne M. Nelson  
Comm., Sls., Prom. Mgr..... William Futterer  
Program Director..... Jimmy Smith  
Publicity Director..... Henry Boggan  
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.: GI 2-3108..... CBS  
Newspaper Affiliation..... Telegram  
Station Representative..... Pearson  
President..... Josh Horne  
Comm., Sales Prom. Mgr..... Ray Thompson  
Program Director..... Ray Wilkerson  
Chief Engineer..... G. Taylor

### WEED—Rocky Mount—1933

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By..... W. A. Wynne  
Address..... Box 752  
Tel.: GI 6-6736..... ABC  
Representative..... Burn-Smith  
General Station Mgr..... W. A. Wynne Jr.  
Commercial Manager..... George E. Peterson  
Chief Engineer..... Joe R. Morris

### WRMT—Rocky Mount—1958

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By..... Atlantic Radio  
Address..... Box 283  
Tel.: 442-1490..... Independent  
President..... Stan Fox  
General Manager..... Martin L. Street  
Station Manager..... Bud Morgan  
Owners of: WJZN, Henderson, N. C.

### 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—1948

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By..... Mid-Carolina Bcstg. Co.  
Address..... Mildords Hills Road  
Tel.: 633-0621..... ABC  
President..... Charles H. Wentz  
General Sta. Manager..... Harry L. Welch  
Commercial Manager..... Kitty Murphy  
Program Director..... Gale Adkins  
Chief Engineer..... E. L. Sherman  
Owners of: WTIK, Durham.

### WSTP—Salisbury—1938

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... WSTP, Inc.  
Address..... 1105 Statesville Blvd.  
Tel.: MEIrose 6-3811..... MBS  
Station Representative..... Walker-Rawalt  
President, General Mgr..... Tom Harrell  
Sales Promotion Mgr..... Bob Bailey  
Program Director..... Sylvia Wiseman  
Chief Engineer..... Fred Ostwalt

### WEYE—Sanford—1952

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By..... Sanford Radio Bcstg. Inc.  
Address..... Box 550  
Tel.: 775-3021..... Independent  
General Mgr..... B. E. Peele

### WWGP—Sanford—1946

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... WWGP Bcstg. Corp.  
Address..... P. O. Box 651  
Tel.: 775-3525..... KBS  
President-Mgr..... Frank Abbott, Jr.  
Sales Promotion Manager..... David Sherrill  
Program Director..... Bill Buchanan  
Chief Engineer..... J. C. Patterson

**WYAL—Scotland Neck—1960**

Frequency: 1280 Kc. . . . . Power: 5,000 Watts d.  
Owned By. . . . . WYAL, Inc.  
Address . . . . . P. O. Box 425  
Tel.: Valley 6-9321. . . . . Independent  
President . . . . . J. Laurino  
General Station Mgr. . . . . Byron Thomas  
Program Director. . . . . Joe Penny  
Publicity Director. . . . . Doug Phelps  
Chief Engineer. . . . . Jim Casey  
Owners of: WIVE, Ashland, Va.

**WADA—Shelby—1958**

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
Owned By. . . . . Cleveland County Bcstg. Co. Inc.  
Business Address. . . . . Highway 226  
Tel.: HUXley 2-1390. . . . . Independent  
Pres., Gen. Mgr. . . . . Boyce J. Hanna  
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 7-8313. . . . . MBS-KBS  
Pres., Gen. Manager. . . . . Robert M. Wallace  
Comm. Manager. . . . . Don McLain  
Chief Engineer . . . . . E. F. Rose, Jr.

**WNCA—Siler City—1952**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
Owned By. . . . . Chatham Bdstg. Co.  
Address . . . . . Box 652  
Tel.: 742-2195 . . . . . Independent  
Station Representative. . . . . George Hopewell  
President . . . . . H. E. Stout  
General, Station Mgr. . . . . Don L. Pierce  
Chief Engineer . . . . . Odie Perry, Jr.

**WMPM—Smithfield—1950**

Frequency: 1270 Kc. . . . . Power 5,000 Watts d.  
Owned-Oper. By. . . . . Carolina Bcstg. Service  
Address . . . . . Buffalo Road  
Tel.: WEBster 4-2434. . . . . KBS  
Station Representative. . . . . Bernard  
President . . . . . Ellis Barbour  
Station, Commercial Mgr. . . . . John Ciccone  
Chief Engineer. . . . . W. R. Mecom

**WEEB—Southern Pines—1947**

Frequency: 990 Kc. . . . . Power: 5000 Watts d.  
Owned. . . . . The Sandhill Community Bcstrs., Inc.  
Address . . . . . Highway No. 2  
Tel.: 5-7001. . . . . ABC-KBS  
Station Reps. . . . . Holman; Dora-Clayton  
Pres., Gen. Mgr. . . . . Jack S. Younts  
Station Manager. . . . . D. L. Madigan  
Publicity Director. . . . . Sharon A. Hahle

**WTOE—Spruce Pine—1955**

Frequency: 1470 Kc. . . . . Power: 1 Kw. d.  
Owned-Oper. By. . . . . Toe River Valley Bcstg. Co.  
Address . . . . . Box 536  
Tel.: PO. 5-4296 . . . . . KBS  
Pres., Gen. Mgr. . . . . Tom N. Cooper  
Commercial Manager. . . . . Rebecca W. Pitman  
Sales Promotion Mgr. . . . . Gerald Murdock  
Chief Engineer. . . . . Howard A. Brinkley

**WDBM—Statesville—1957**

Frequency: 550 Kc. . . . . Power: 500 W., d.  
Owned. . . . . Iredell Bcstg. Corp.  
Address. . . . . New Northwestern Bk. Bldg.  
Tel.: 872-2455 . . . . . Independent  
President. . . . . Walter A. Duke  
General Mgr., Pub. Dir. . . . . Clay Cline  
Comm. Sales Promo. Mgr. . . . . Earl Carney  
Program Director. . . . . Norris Mayberry  
Chief Engineer. . . . . Michael Duke

**WSIC—Statesville—1947**

Freq.: 1400 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By. . . . . Statesville Bcstg. Co.  
Address . . . . . Box 1189  
Tel.: 873-9078 . . . . . KBS  
President . . . . . A. Fuller Sams, Jr.  
Gen., Sta. Mgr. . . . . G. M. Allen  
Commercial Manager. . . . . W. H. Brown  
Program Director . . . . . Robert W. Marlowe  
Chief Engineer . . . . . T. K. Abernethy

**WMSJ—Sylva—1957**

Frequency: 1480 Kc. . . . . Power: 5000 W., d.  
Owned . . . . . WMSJ, Inc.  
Address . . . . . Box 187  
Tel.: JU 6-2221 . . . . . KBS  
President . . . . . James B. Childress  
General, Station Mgr. . . . . Carlton W. Elkins  
Commercial Manager. . . . . Carroll B. Hart  
Chief Engineer. . . . . Henry Hoffman  
Owners of: WKKK, Murphy, N. C.; WLAF, La-  
Follette, Tenn.; WKSJ, West Jefferson, N. C.;  
WKJK, Granite Falls, N. C.

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. . . . . Power: 5000 Watts, d.  
Owned-Oper. By. . . . . Tabor City Bcstg. Co.  
Address . . . . . Box 528  
Tel.: 3171 . . . . . KBS  
President. . . . . J. M. Soles, Jr.  
General Mgr. . . . . H. Hyman

**WCPS—Tarboro—1947**

Frequency: 760 Kc. . . . . Power: 1000 Watts d.  
Owned By. . . . . Coastal Plains Bcstg. Co., Inc.  
Address . . . . . Box 1112  
Tel.: TALbot 3-2191. . . . . Independent  
Station Representatives . . . . . Dora-Clayton  
President . . . . . V. E. Fountain  
General, Station Mgr. . . . . Robert L. Harper  
Commercial Manager. . . . . James I. Taylor  
Program Director. . . . . Edward Conway  
Chief Engineer. . . . . Lindsey Whitehurst

**WTNC—Thomasville—1947**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
Owned By. . . . . The Thomasville Bcstg. Co.  
Address . . . . . P. O. Box 750  
Tel.: 3701. . . . . Independent  
President . . . . . R. F. Van Landingham  
Gen., Sta. Mgr. . . . . Harold Harrison  
Chief Engineer. . . . . C. C. Fritts

**WJRM—Troy—1961**

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
Owned By. . . . . Montgomery County Bcstg. Co.  
Address . . . . . P. O. Box 57  
Tel.: 8811 . . . . . Independent

## NORTH CAROLINA

President, Gen. Mgr. James R. McKenzie, Jr.  
Program Director John C. Wallace  
Commercial Manager Yvonne McKenzie  
Chief Engineer B. F. Keever

### WTYN—Tryon—1954

Freq.: 1550 Kc. Power: 1 Kw. d.  
Owned Polk County Broadcasters  
Address Box 940  
Tel.: 856-5677 KBS  
Gen., Comm. Mgr. Henry G. Bartol, Jr.  
Station Mgr., Pub. Dir. Gertrude S. Taylor  
Program Dir. Ace Rickenbacker  
Chief Engineer Harold Selim

### WSVM—Valdese—1961

Frequency: 1490 Kc. Power: 250 Watts  
Owned By Burke County Bcstg. Co.  
Address Box 1046  
Tel.: TRinity 9-5000 Independent  
President Robert R. Hilker  
V.P., General Mgr. William R. Rollins  
Commercial, Prog. Dir. Ellis T. Greenway  
Publicity Director Carolyn Metcalf  
Chief Engineer Norman Beach  
Owners of: WGGC, Belmont; WEGO-AM-FM, Concord; WZKY, Albemarle; All N. C. WPCC, Clinton, S. C.

### 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 Manager W. P. Billingsley  
Station Manager Walter V. Mitchell  
Program Director W. T. Ballard Jr.  
Chief Engineer John M. Ingold

### WLSE—Wallace—1953

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Duplin Bcstg. Co.  
Address Box 449  
Tel.: AT 5-2187 KBS  
General Manager Harry Kramer  
Ch. Eng. Raymond Fields

### WEEW—Washington—1961

Frequency: 1320 Kc. Power: 500 Watts d.  
Owned By WEEW, Inc.  
Address Box 439  
Tel.: WI 6-4124 KBS  
President J. P. Gallagher  
General Manager James Newman

### WITN—Washington—1942

Frequency: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Tar Heel Bcstg. System, Inc.  
Address P. O. Box 793  
Tel.: 946-2162 ABC  
Station Rep. Venard, Torbet & McConnell  
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 R. W. Tripp

### WHCC—Waynesville—1947

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By Radio WHCC  
Address Main St.  
Tel.: GL 6-8661 KBS  
Pres., Gen. Mgr. K. D. Fry  
Treasurer M. F. Fry  
Chief Engineer John Rietz

### WCNF—Weldon—1959

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By Twin City Bcstg.  
Address 1504 Roanoke Rapids Rd.  
Tel.: Jefferson 6-3115 KBS, MBS  
President Nathan Frank  
Station Manager Al Drew  
Program Director Edith A. Ellis  
Chief Engineer Lewis E. Hiland

### WETC—Wendell-Zebulon 1959

Frequency: 540 Kc. Power: 250 Watts, d.  
Owned By Wendell-Zebulon Radio Co.  
Address Box 278, Wendell  
Tel.: ANDrew 9-9325, Zeb. Independent  
President Lewis V. Parrish  
General Mgr., Ch. Eng. Bill Kirby  
Commercial Manager Bruce Creekmore  
Sales Promotion Manager Teddy Davis  
Program Director Billy Yeargin  
Publicity Director Joan Allen

### WKSK—West Jefferson—1959

Frequency: 1600 Kc. Power: 1 Kw., d.  
Owned Childress Bcstg. Corp.  
Address Box 311  
Tel.: 246-6001 KBS  
President James B. Childress  
General Manager J. Ardell Sink  
Station Manager Coy H. Deal  
Commercial Manager Brice A. Miller  
Sales Promotion Manager Remelle K. Sink  
Program Director Hoyt Lotts  
Publicity Director Marlyn Hartzog  
Chief Engineer Vernon McCarthy  
Owners of: WMSA, Sylva; WKRK, Murphy; WKJK, Granite Falls; All N. C. WLAF, LaFollette, Tenn.

### WENC—Whiteville—1946

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned Whiteville Broadcasting Co., Inc.  
Address P. O. Box 700  
Tel.: 642-2133 Independent  
Representative Thomas F. Clark  
Acting President J. Herman Leder  
General Mgr. Don Viets  
Commercial Manager J. G. Worrall  
Program Director Marv Stuart  
Chief Engineer William F. Rogers

### WIAM—Williamston—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned By E. Carolina Bcstg. Co.  
Address Manning Bldg.  
Tel.: SW 2-4161 Independent  
Co-owner, Gen. Mgr. Charles M. Gaylord

### WGNI—Wilmington—1946

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.

## NORTH CAROLINA

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, Sta. Manager..... Allen B. Jones  
 Commercial Manager..... Tommy Thompson  
 Sales Promotion Manager..... Dave Ruark  
 Publicity Director..... Bill Weathers  
 Prog. Dir., Chief Eng..... Arthur L. Madeley

### WKLM—Wilmington—1957

Frequency: 980 Kc..... Power: 5000 Watts d.  
 Owned By..... Arlington-Fairfax Bcstg. Corp.  
 Address..... Box 432  
 Tel.: ROger 3-4633..... Independent  
 Station Representative... McGavren/Guild Co.  
 President..... Harold H. Thoms  
 Station Manager..... Sam Dodd  
 Program Director..... Thomas E. Slade  
 Chief Engineer..... Sidney Wilson  
 Owners of: WISE, Asheville; WEAM, Washington,  
 D. C.

### WMFD—Wilmington—1935

Frequency: 630 Kc..... Power: 1000 Watts  
 Owned By..... Dunlea Bcstg. Ind., Inc.  
 Address..... Box 1889  
 Tel.: ROger 2-0058..... ABC  
 Representatives..... Burn-Smith; Ochs  
 President..... R. A. Dunlea, Sr.  
 Gen. Mgr., Chief Eng..... Richard Dunlea, Jr.  
 Commercial Manager..... Robert J. Hurley  
 Program Dir..... Eric Bruton

### WGTM—Wilson—1937

Frequency: 590 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Watson Industries, Inc.  
 Address..... Box 1020  
 Tel.: 243-2188..... MBS  
 Station Rep..... Clarke Brown  
 President, Gen. Mgr..... Penn T. Watson, Jr.  
 Commercial Manager..... R. L. Pyles  
 Program Director..... Bill Bunn  
 Sales Promo. Mgr., Pub. Dir..... Carol S. Smith  
 Chief Engineer..... Robert P. Carlson

### WLLY—Wilson—1960

Frequency: 1350 Kc..... Power: 1000 Watts, d.  
 Owned By..... H. A. Epperson, Jr.  
 Address..... Davis Bldg.  
 Tel.: 237-1830..... Independent  
 President, General Mgr..... H. A. Epperson, Jr.  
 Program Director..... Lorraine Gay  
 Chief Engineer..... Charles Howell  
 Owners of: WFVA, Petersburg; WLFS, Lawrence-  
 ville.

### WVOT—Wilson—1948

Freq.: 1420 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Wilson Radio Co., Inc.  
 Address..... P. O. Drawer 170  
 Tel.: 243-5157..... Independent  
 Station Representative... Devney Organization  
 President..... H. W. Anderson, Sr.  
 General Manager..... Harry Severance

Assistant Manager..... Wistar Moore, Jr.  
 Commercial Manager..... P. O. Barnes  
 Program Director..... William J. Wiggs  
 Chief Engineer..... Bob Adkins

### WAAA—Winston-Salem—1950

Frequency: 980 Kc..... Power: 1000 Watts d.  
 Owned..... Laury Assoc., Inc.  
 Address..... P. O. Box 8387  
 Tel.: PA 2-4121..... Independent  
 Representatives..... Bob Dore; Ochs  
 V.P., General Manager..... Ranny Daly  
 Commercial Manager..... Stu Gordon  
 Sales Promo., Pub. Dir..... David M. Calvin  
 Program Director..... Larry Williams  
 Chief Engineer..... Lee King

### WAIR—Winston-Salem—1937

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Holiday Bcstg. Corp.  
 Address..... 46 Miller St.  
 Tel.: 725-7548..... ABC  
 Station Representative... Weed Radio  
 President, General Mgr..... Jon A. Holiday  
 Program Director..... Fred Covington  
 Chief Engineer..... Lee C. King  
 Owners of: WHYE, Roanoke.

### WPEG—Winston-Salem—1960

Frequency: 1550 Kc..... Power: 1000 Watts d.  
 Owned By..... WPEG, Inc.  
 Address..... 215 Northwest Blvd.  
 Tel.: PA 3-9627..... Independent  
 Station Representative... PRO  
 President, Gen. Mgr..... W. B. Reisenweaver  
 Station Manager..... Robert W. Yates  
 Program Director..... Charles Mitchell  
 Chief Engineer..... Ray Boggs

### WSJS—Winston-Salem—1930

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Piedmont Publishing Co.  
 Address..... 419-21 N. Spruce St.  
 Tel.: PA 5-2311..... NBC  
 Newspaper Affil... Journal, Twin City Sentinel  
 Station Rep..... Peters, Griffin, Woodward  
 V.P., Gen. Mgr..... Harold Essex  
 Asst. General Mgr..... Richard Barron  
 Operations Manager..... Phil Hedrick  
 Sales Director..... Harry B. Shaw  
 Exec. Dir. of Pgmng..... John Comas  
 Program Manager..... Max Ulrich  
 Sales Manager..... Robert L. Sparrow  
 Chief Engineer..... Leon Lasley

### WTOB—Winston-Salem—1947

Freq.: 1380 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By... Winston-Salem Bcstg. Co., Inc.  
 Address..... 300 S. Stratford Road  
 Tel.: PA 3-4353..... Independent  
 Representative... Venard, Torbet & McConnell  
 President..... James W. Coan  
 General Mgr..... L. G. Jones  
 Publicity Dir..... Margaret Sugg  
 Chief Engineer..... James Hoke

Pop.: 637,000  
Families: 173,000

# North Dakota

Radio Homes: 168,000  
AM Stas. in States: 22

## KFYR—Bismarck—1925

Frequency: 550 Kc. Power: 5000 Watts d.  
Owned-Operated By: Meyer Bcstg. Co.  
Address: 200½ North Fourth  
Tel.: CA 3-0900 NBC  
Station Representatives: Blair; Hyett  
President: W. A. Ekberg  
Station Mgr.: R. W. MacLeod  
Program Director: Jim Backlin  
Commercial Manager: Raymond Isaack  
Chief Engineer: Ivar Nelson  
Owners of: KFYR-TV; KMOT, Minot; KUMV,  
Williston.

## KQDI—Bismarck—1958

Frequency: 1350 Kc. Power: 500 Watts d.  
Owned By: Dakota Musicasters  
Address: 117½ N. 5th St.  
Tel.: BBlackburn 5-1234  
Station Representative: Forjoe  
President: Del Cody  
Station Manager: Robert Eubanks  
Comm. Manager, Ch. Engineer: Bill Banks  
Owners of: KOYN, Billings; KUTT, Fargo; KQDY,  
Minot.

## KBOM—Bismarck-Mandan 1925

Freq.: 270 Kc. Power: 1 Kw., d. 250 W., n.  
Owned: Mandan Radio Assoc.  
Address: Box 667, Bismarck  
Tel.: CA 3-4411 Independent  
Rep.: Gill-Perna; Weed; Dean & Slaughter  
President: H. Swenson  
General Manager: F. Fitzsimonds  
Station Mgr., Pub. Dir.: Cal Culver  
Commercial, Prom. Mgr.: Nils Pearson  
Chief Engineer: Herb Leupp

## KDAK—Carrington—1961

Frequency: 1600 Kc. Power: 500 W. d.  
Owned By: Central Bcstg. Co., Inc.  
Address: P. O. Box 50  
Tel.: 652-3151 KBS  
President: Judson Tracy  
General Manager: Herb Witthauer  
Program Director: Ray Moser  
Chief Engineer: Fritz Carr

## KDLR—Devils Lake—1925

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: KDLR, Inc.  
Business-Studio Address: 400 12th Ave.  
Tel.: MOhawk 2-2161 MBS  
Representative: Hal Holman  
Pres., Gen. Manager: Bert Wick  
Comm. Mgr.: Paul R. Lange  
Sales Promotion Manager: Harry Kosteracki  
Program Director: Wilbur Clemenson  
Chief Engineer: Richard Moritz

## KDIX—Dickinson—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Dickinson Radio Assn.  
Address: 119 2nd Ave. W.  
Tel.: 224-5133 Independent  
Station Representative: Hal Holman Co.  
President: Dr. Paul Weir  
General, Station Mgr.: Stan Deck  
Comm., Sales Promo. Mgr.: Bob Weiler  
Program, Publicity Dir.: Lauren Haacke  
Chief Engineer: Louis Tysver  
Owners of: KDIX-TV, Dickinson, N. D.

## KUTT—Fargo—1960

Frequency: 1550 Kc. Power: 5 Kw. d.  
Owned By: KUTT Music Bcstrs.  
Address: Box 109  
Tel.: ADams 5-7551 Independent  
Station Rep.: Bowden; Forjoe  
General Manager: Gene Williams  
Station Manager: Larry James  
Commercial Manager: Steve Dean  
Program, Publicity Dir.: Deano Day  
Chief Engineer: Jim Johnson  
Owners of: KQDY, Minot; KOYN, Billings.

## KXGO—Fargo—1948

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By: N. Dak. Bcstg. Co.  
Address: 4000 West Main Ave.  
Tel.: ADams 5-4461 ABC  
Representative: Gill-Perna  
President, Gen. Mgr.: John W. Boler  
Commercial Manager: LeRoy Peterson  
Program Director: Ron Clark  
Publicity Director: Bob Weber  
Chief Engineer: Norris Pederson  
Owners of: KXGO-TV; KNJB-TV, Valley City;  
KBMB, Bismarck; KNMC-TV, Minot, all N. D.;  
KNAB-TV, Aberdeen, S. D.

## WDAY—Fargo—1922

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By: WDAY, Inc.  
Business-Studio Address: 207 North Fifth  
Tel.: 232-3371 NBC  
Newspaper Affil.: Forum  
Rep.: Peters, Griffin, Woodward, Inc.  
President: N. Black, Jr.  
General Manager: Tom Barnes  
Sales Manager: Bill Burn  
Sales Promotion Manager: Roy Pederson  
Program Director: Norm Fisher  
Chief Engineer: Juline Savold  
Owners of: WDAY-TV.

## KGPC—Grafton—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: KGPC Co.  
Address: P. O. Box 312  
Tel.: 227 Independent  
General Mgr.: C. G. Matheson



**KILO—Grand Forks—1941**

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By.....KILO, Inc.  
 Address.....First Natl. Bank Bldg.  
 Tel.: 774-5321.....CBS  
 Station Reps.....Masla; Bowden; O'Connell  
 President.....Carl Bloomquist  
 Station, Commercial Mgr.....A. J. Twomey  
 Program Director.....William F. Rendell  
 Chief Engineer.....Walt TerMeer

**KNOX—Grand Forks—1947**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned By.....Community Radio Corp.  
 Address.....P. O. Box 1110  
 Tel.: 774-4611.....MBS  
 Station Representative.....Meeker  
 President.....Harry Rice  
 General Mgr.....J. Hoberg  
 Operations Director.....Bill Hutton  
 Chief Engineer.....David L. Chumley

**KNDC—Hettinger—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Hettinger Bcstg. Co.  
 Address.....Hettinger, N. D.  
 Tel.: 567-2421.....KBS  
 Station Representative.....George Hopewell  
 President, Gen. Mgr.....P. J. Schultz  
 Station Manager.....Allen R. McIntyre  
 Sales Prom. Mgr.....Jonas Johnson  
 Commercial Manager.....Romona Stenberg  
 Program Director.....Tommy Clement  
 Publicity Director.....Bill McIntyre  
 Chief Engineer.....Doyle Ritter

**KEYJ—Jamestown—1954**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned.....James River Bcstg. Co.  
 Address.....Box 1170  
 Tel.: 252-2160.....KBS-CBS  
 Station Representative.....Bowden  
 President.....Robert E. Ingstad  
 General Manager.....A. G. Berry  
 Comm. Manager.....R. L. Richardson  
 Program Director.....Dan C. Brannan  
 Chief Engineer.....Kenneth L. Rich

**KSJB—Jamestown—1936**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned By.....Great Western Enterprise  
 Address.....Box 1271  
 Tel.: CI 2-3570.....Independent  
 Station Representative.....Dean & Slaughter  
 President.....James M. Pryor, Jr.  
 General Sta. Mgr.....Don MacTavish  
 Program Director.....Don Roberts  
 Commercial Manager.....Don Bentz  
 Sales Prom. Mgr.....Bob Gaye  
 Publicity Dir.....Jack Leonard  
 Chief Engineer.....Harvey Van Erem

**KCJB—Minot—1950**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned By.....Big K Inc.  
 Address.....Box 1712

Tel.: TE 5-1161.....CBS  
 Representative.....Weed  
 Pres., Gen. Mgr.....James M. Pryor, Jr.

**KLPM—Minot—1929**

Frequency: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Minot Bcstg. Co.  
 Business Address.....320 Third Ave., S.W.  
 Tel.: TEmple 4-1146.....MBS  
 Station Representative.....Dean & Slaughter  
 President.....Ethel H. Cooley  
 Gen. Mgr., Chief 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.....Box 1388  
 Tel.: TEmple 7-1124.....KBS  
 Station Reps.....Forjoe; Bowden  
 General Manager.....Jack W. Birchill  
 Commercial Manager.....Les Sabo  
 Program Director.....Jim Footit  
 Chief Engineer.....Ray Lujon  
 Owners of: KOYN, Billings; KQDI, Bismarek;  
 KUTP, Fargo.

**KEYD—Oakes—1959**

Frequency: 1220 Kc. Power: 1 Kw., d.  
 Owned.....Interstate Broadcasting Co.  
 Address.....114 Union Ave.  
 Tel.: Riverside 2-2376.....Independent  
 Station Representative.....Bowden  
 President.....Robert E. Ingstad  
 General Mgr., Chief Eng.....Glenn Olson  
 Program Director.....B. Waters  
 Owners of: KBMW, Wahpeton; KOVC, Valley City;  
 KEYJ, Jamestown, all N. D.; KEYL, Long  
 Prairie, KWAD, Wadena, both Minn.

**KGCA—Rugby—1961**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Rugby Broadcasters, Inc.  
 Address.....P. O. Box 31  
 Tel.: 776-5254.....KBS  
 President.....Oscar H. Halvorson  
 Gen. Mgr., Chief Engineer.....Richard Dunne  
 Program Director.....Marvin Marlinson

**KOVC—Valley City—1936**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....KOVC, Inc.  
 Address.....135 Central Ave. S.  
 Tel.: 845-2531.....CBS  
 Station Representative.....James Bowden  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Station, Commercial Mgr.....Dale Olson  
 Program Director.....Tim Stoffel  
 Sales Promotion Mgr.....Earl Williams  
 Chief Engineer.....Deane Jameson

**KEYZ—Williston—1948**

Frequency: 1360 Kc. Power: 5 Kw.  
 Owned-Oper. By.....Charles L. Scofield  
 Address.....Box 1240  
 Tel.: GReenfield 3-3911.....Independent  
 Representative.....Holman  
 Gen. Mgr., Chief Eng.....Chas. L. Scofield  
 Commercial Manager.....Ray David  
 Program Director.....Bob Gilbert

Pop.: 9,925,000  
Families: 2,998,500

# Ohio

Radio Homes: 2,926,000  
AM Stas. in State: 94

## 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  
Station Representative: Bernard Howard  
Pres., Gen. Mgr.: Allen T. Simmons  
Station. Comm. Manager: Bob Wilson  
Program Director: Margaret Bevans  
Sales Prom. Mgr., Pub. Dir.: Dolores Buehrle  
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 Independent  
Newspaper Affiliation: Beacon Journal  
Station Representative: McGavren/Guild  
President: S. Bernard Berk  
General. Station Manager: Roger G. Berk  
Commercial Mgr.: Kenneth M. Keegan  
Program Director: Bob Wylie  
Sales Promotion Mgr.: Robert I. Bostian  
Publicity Director: Phyllis V. Simms  
Chief Engineer: Irwin L. Knopp  
Owners of: WAKR-FM-TV.

## WCUE—Akron—1949

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By: WCUE Radio, Inc.  
Address: 424 Sackett Ave.  
Tel.: WA 3-9761 MBS  
Representative: Gill-Perna  
Owners: George W. Mamas, D. M. O'Neil  
Chief Engineer: Henry Niederkofler

## WHLO—Akron—1944

Frequency: 640 Kc. Power: 1000 Watts  
Owned-Oper. By: Radio Akron, Inc.  
Address: 51 W. State St.  
Tel.: BI 3-7101 Independent  
Station Reps.: Eastman; Ohio Station Reps.  
President: Louis J. Appell, Jr.  
General Manager: Allen Saunders  
Commercial Manager: Gordon L. Barnhart  
Program Dir.: Warren Duffly  
Sales Prom. Mgr.: Adrian R. Cooper  
Chief Engineer: Fred Greaves  
Owners of: WSBA-AM-FM-TV, York: WARM,  
Scranton: WICE, Providence, R. I.

## WFAH—Alliance—1953

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The Review Pub. Co.  
Address: 10754 Smyth Ave., N.E.  
Tel.: 821-1111 Independent  
Newspaper Affiliation: Review  
Station Representatives: Ohio Stations  
President: D. A. Peterson  
Station Manager: Robert A. Gates  
Program Director: James Phillips  
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: PRO  
Pres., Chief Engineer: Charlie Calhoun  
Station Mgr.: W. E. Waldorf

## WREO—Ashtabula—1937

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By: Radio Enterprises of Ohio  
Address: Box 372  
Tel.: 993-2120 Independent  
Newspaper Affil.: Star Beacon  
President: D. C. Rowley  
General Manager: John Colin  
Station Manager: D. W. Fasset  
Program Director: Andrew Holecko  
Chief Engineer: Frank Bernato

## WATH—Athens—1950

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned By: Radio Athens, Inc.  
Address: Box 567  
Tel.: LYnwood 3-1588 Independent  
President, Chief Eng.: Andrew Kovlan  
Commercial Manager: John Alden  
Program Director: Mrs. La Guardia Anastas

## WOMP—Bellaire—1947

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By: Belmont Broadcasters, Inc.  
Address: Box 567  
Tel.: 676-5661 CBS  
Station Representative: Hollingbery  
President: Howard C. Weiss  
General. Station Mgr.: L. B. Clawson  
Sales Promotion Manager: George Wright  
Chief Engineer: Jack Jennings

## WOHP—Bellefontaine—1952

Frequency: 1300 Kc. Power: 500 Watts  
Owned By: Hi Point Bcstg. Co.  
Address: E. Sandusky St.  
Tel.: 592-5796 Independent  
President, General Mgr.: P. Church

## WMGS—Bowling Green—1954

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned By: WMGS, Inc.  
Address: 310 Summit St., Toledo  
Tel.: 246-0562 Independent  
Station Representative: George T. Hopewell  
President: H. Max Good  
General. Station Mgr.: Deane D. Osborne  
Sales Promotion Mgr.: James C. Hamilton  
Program Dir., Chief Eng.: George M. Mishler  
Owners of: WPAR, Parkersburg, W. Va.

## WILE—Cambridge—1948

Frequency: 1270 Kc. Power: 1000 Watts d.

Owned By..... Land o' The Lakes Bcstg. Corp.  
 Address..... 917 Beatty Ave.  
 Tel.: 4-5606 ..... KBS  
 Pres., Gen. Mgr..... Howard A. Donahoe  
 Commercial Manager..... Geo. Wolfington  
 Program Director..... William R. Coffey  
 Chief Engineer..... Harold Black

### WCNS—Canton—1947

Frequency: 900 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Dover Bcstg. Co., Inc.  
 Address..... 106 High Ave., N.W.  
 Tel.: GL 6-8396 ..... MBS  
 President..... Mrs. Agnes J. R. Greer  
 General Manager..... W. B. Steis  
 Station, Comm. Manager..... Sal Butera  
 Program Director..... Ken Speck  
 Publicity Director..... Patti Rae  
 Chief Engineer..... Don Graff  
 Owners of: WJER, Dover, O.

### WHBC—Canton—1925

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Ohio Bcstg. Co.  
 Address..... 550 Market Ave., S.  
 Tel.: 456-7166 ..... ABC  
 Newspaper Affil. .... Brush-Moore Newspapers  
 Representatives..... Venard, Torbet & McConnell  
 President..... Eugene Carr  
 V.P., Station Manager..... Paul E. Gilmor  
 Commercial Manager..... William G. Umbenhour  
 Sales Prom. Manager..... Mary Lou Ferraro  
 Program Dirs..... Lee Atwell, Chuck Craig  
 Chief Engineer..... John Schen  
 Owners of: WONE-AM-FM, Dayton; WPDQ, Jack-  
 sonville.

### WHOF—Canton—1946

Frequency: 1060 Kc..... Power: 1000 Watts d.  
 Owned By..... Douglas Properties Corp.  
 Business Address..... 4601 Hills & Dales Rd., NW  
 Tel.: GL 5-9475 ..... Independent  
 Station Representative..... Masla  
 General Manager..... Clark L. Dozer

### WBEX—Chillicothe—1947

Freq.: 1490 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned..... Shawnee Broadcasting Co.  
 Bus. Address..... Pohlman Rd., Carlisle Hill  
 Tel.: PProspect 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 By..... Courthouse Bcstg. Co.  
 Address..... 800 Eastern Avenue  
 Tel.: PR 4-3385 ..... Independent  
 President, Chief Eng..... W. N. Nungesser

### WCIN—Cincinnati—1953

Freq.: 1480 Kc..... Power: 5 Kw. d., 500 W. n.  
 Owned By..... Rounsaville of Cincinnati

Address..... 3301 Beekman St.  
 Tel.: 681-7600 ..... Independent  
 Station Representative..... Gill-Perna  
 President..... R. W. Rounsaville  
 General Manager..... Carl Glicken  
 National Sales Mgr..... Ralph B. Johnson  
 Program Director..... Bob Walters  
 Chief Engineer..... C. Dettmar  
 Owners of: WLOU, Louisville; WFUN, Miami  
 Beach; WTMP, Tampa; WVOL, Nashville;  
 WYLD, New Orleans; WALT-TV, Atlanta, Ga.;  
 WTAM-TV, Louisville, Ky.

### WCKY—Cincinnati—1929

Frequency: 1530 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... L. B. Wilson, Inc.  
 Address..... Hotel Sheraton Gibson  
 Tel.: 241-6565 ..... ABC  
 Station Representative..... H-R Reps.  
 President..... Charles H. Topmiller  
 General Manager..... Mrs. Jeannette Heinze  
 Station, Program Manager..... Paul Miller  
 Sales Prom., Pub. Dir..... Mrs. Vicki Pigeon  
 Program Director..... Essie Rupp  
 Owners of: WLBW-TV, Miami.

### WCPO—Cincinnati—1927

Freq.: 1230 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned By..... Scripps-Howard Bcstg. Co.  
 Address..... 2345 Symmes St.  
 Tel.: 861-9000 ..... Independent  
 Newspaper Affiliation..... Post-Times Star  
 Representative..... John Blair  
 V.P., General Manager..... M. C. Watters  
 Station Director..... Bill Dawes  
 Program Director..... Bob Smith  
 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.: 421-1750 ..... CBS  
 Representative..... Katz  
 President..... Hulbert Taft, Jr.  
 V.P. of Operations..... L. H. Rogers II  
 General, Station Mgr..... Nick Bolton  
 Commercial Mgr..... R. L. Bevington  
 Operations Mgr..... Jack Remington  
 Chief Engineer..... Ray Owen  
 Owners of: WTVN-AM-TV, Columbus, O.; WBRG-  
 AM-TV, Birmingham, Ala.; WKYT, Lexington,  
 Ky.; WKRC-TV.

### WLW—Cincinnati—1922

Frequency: 700 Kc..... Power: 50 Kw.  
 Owned..... Crosley Bcstg. Corp.  
 Address..... 140 W. Ninth St.  
 Tel.: CH 1-1822 ..... NBC  
 Station Representatives..... Lawrence; Moore  
 Chm. of Board..... James D. Shouse  
 President..... John T. Murphy  
 V.P., General Manager..... James J. Crane  
 V.P., Sales..... H. P. Lasker  
 V.P., Programs..... Al Bland  
 Sales Manager..... F. Brady Louis  
 Chief Engineer..... R. J. Rockwell

**WSAI—Cincinnati—1923**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Oper. By: Jupiter Bcstg. Corp.  
 Address: Sinton Hotel  
 Tel.: 621-1068 Independent  
 Station Reps.: Robert Eastman; Ohio Stations  
 Pres., General Manager: Richard E. Nason  
 General Sales Mgr.: Lee C. Hanson  
 Program Director: Gene Nelson  
 Chief Engineer: Vern Milton

**WZIP—Cincinnati—1947**

Frequency: 1050 Kc. Power: 1 Kw., d.  
 Owned-Oper. By: Greater Cinn. Radio, Inc.  
 Address: 400 Oak St.  
 Tel.: 861-6067 Independent  
 Newspaper Affil.: Waukegon News-Sun  
 Station Rep.: Broadcast Time Sales  
 Vice President: A. F. Sorenson  
 V.P., Sales: Harold Parry  
 General, Comm. Manager: Dick Pittenger  
 Chief Engineer: Tom Sullivan  
 Owners of: WKRS, Waukegon, Ill.

**KYW—Cleveland—1924**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Westinghouse Bcstg. Co.  
 Address: 1403 E. 6th St.  
 Tel.: 781-4500 Independent  
 Sta. Representative: AM Radio Sales

President: Donald H. McGannon  
 Sales Manager: Thomas L. Tieman  
 Commercial Manager: Fred E. Walker  
 Sales Promotion Manager: Henry Hirsch  
 Program Director: Ken Draper  
 Publicity Director: J. P. Scott  
 Chief Engineer: Sid Stadig  
 Owners of: KYW-TV; WBZ-AM-TV, Boston; KDKA-  
 AM-TV, Pittsburgh; WOWO, Fort Wayne;  
 WIND, Chicago; WINS, New York, N. Y.; WJZ-  
 TV, Baltimore; KPXN, San Francisco.

**WABQ—Cleveland—1948**

Frequency: 1540 Kc. Power: 1 Kw., d.  
 Owned By: Tuschman Bcstg. Corp.  
 Address: 2323 Chester Ave.  
 Tel.: CHerry 1-7555 Independent  
 Station Rep.: Howard  
 President, Gen. Mgr.: P. G. Tuschman  
 Commercial, Sta. Manager: Bert Noble  
 Program Director: Jack Gibson  
 Publicity Director: Valena Williams  
 Chief Engineer: Paul Brown

**WDOK—Cleveland—1950**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned By: Transcontinent TV Corp.  
 Address: 1515 Euclid Ave.  
 Tel.: MA 1-2890 MBS  
 Station Rep.: Edward Petry & Co.  
 President: David C. Moore  
 General Manager: Frederick C. Wolf

ONE of the many good things about  
 selling to the Cincinnati market is  
**wsai** radio . . . reaches MORE people,  
 in all age groups, for your client!\*

**w/sai**

*Radio*  
 in cincinnati

Richard E. Nason, President Lee C. Hanson, General Sales Manager

\*SEE robert e. eastman & co., inc., for latest Pulse and Hooper figures!

Commercial Manager.....Dave Levine  
 Sales Promotion Manager.....Marjorie Jones  
 Program Director.....Wayne Mack  
 Publicity Director.....Jeanne Forney  
 Chief Engineer.....Ralph Quay  
 Owners of: WDOK-FM, Cleveland; WGR-AM-FM-TV, Buffalo, N. Y.; WDAF-AM-FM-TV, Kansas City, Kans.; KFMB-AM-FM-TV, San Diego, Calif.; KERO-TV, Bakersfield, Calif.; WNEP-TV, Scranton-Wilkes-Barre, Pa.

### WERE—Cleveland—1948

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cleveland Bcstg, Inc.  
 Address.....1500 Chester Ave.  
 Tel.: SU 1-9600.....Independent  
 Station Rep.....H.R. Representatives  
 President.....Ray T. Miller, Jr.  
 General, Station Mgr.....Richard M. Klaus  
 Commercial Mgr.....Ed Paul  
 Sales Promotion Mgr.....Leonard G. Trostler  
 Program Manager.....Ed Stevens  
 Publicity Director.....Robert M. Miller  
 Chief Engineer.....Harry Dennis  
 Owners of: WLEC-AM-FM, Sandusky, O.

### WGAR—Cleveland—1930

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Peoples Bcstg. Corp.  
 Address.....Statler-Hilton Hotel  
 Tel.: PR 1-0200.....Independent  
 Representative.....Christal  
 President.....Herbert Evans  
 General, Station Mgr.....Carl E. George  
 Program Director.....Robert K. Smiley  
 Commercial Mgr.....Robert B. Forker  
 Sales, Prom., Pub. Dir.....Al Henderson  
 Chief Engineer.....Lloyd G. Wingard  
 Owners of: WRED, Worthington, O.; WMMN, Fairmont, W. Va.; WTTM, Trenton, N. J.; WNAX, Yankton, S. D.; KVTY, Sioux City.

### WHK—Cleveland—1922

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned By.....Metropolitan Bcstg.  
 Address.....5000 Euclid Ave.  
 Tel.: EXpress 1-5000.....Independent  
 Station Representative.....Metro Radio Sales  
 President.....John W. Kluge  
 General, Sta. Mgr.....Jack Thayer  
 Program Director.....Edward Clark  
 Publicity Director.....Joyce Stambaugh  
 Chief Engineer.....Ralph H. DeLamy  
 Owners of: WNEW-AM-TV, N. Y.; WTTG-TV, Washington, D. C.; WTVH-TV, Peoria; KOVR-TV, Stockton, Calif.; WIP-AM-FM, Philadelphia; KMBC-AM-FM-TV, Kansas City; WHK-FM, Cleveland.

### WJMO—Cleveland—1947

Freq.: 1490 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Friendly Broadcasting Co.  
 Address.....11821 Euclid Ave.  
 Tel.: Sweetbriar 5-1212.....ABC  
 Station Rep.....UBC; Wittig; Dora-Clayton  
 President.....Richard Eaton  
 General, Station Mgr.....C. C. Courtney  
 Commercial Manager.....Don Bruck  
 Program Director.....John Slade  
 Publicity Director.....Ken Hawkins  
 Chief Engineer.....Chuck Owens

### WJW—Cleveland—1926

Frequency: 850 Kc.. Power: 10 Kw. d., 5 Kw. n.  
 Owned By.....Storer Bcstg. Co.  
 Address.....1630 Euclid Ave.  
 Tel.: 861-6080.....Independent  
 Newspaper Affil.....Miami Beach Sun  
 Representative.....Katz  
 President.....G. B. Storer, Jr.  
 General Manager.....James P. Storer  
 Commercial Manager.....Jules C. Blum  
 Program Director.....Charles Renwick  
 Sales Prom., Pub. Mgr.....Charles Hutaff  
 Engineering Supervisor.....Furn Anderson  
 Owners of: WJW-FM-TV; WGBS-AM-FM, Miami; WJBK-AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WHN, New York, N. Y.; WIBG-AM-FM, Phila., Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

### WBNS—Columbus—1924

Frequency: 1460 Kc.. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....RadioOhio, Inc.  
 Business-Studio Address.....33 N. High St.  
 Tel.: CA 4-9265.....CBS  
 Representative.....John Blair  
 General Manager.....Richard A. Borel  
 Commercial Manager.....W. I. Orr  
 Sales, Prom. Manager.....Jim Yerlan  
 Program Director.....Parke Blanton  
 Publicity Director.....Martha Babington  
 Chief Engineer.....Lester H. Nafzger

### WCOL—Columbus—1922

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Air Trails, Inc.  
 Address.....E. Broad & Young St.  
 Tel.: CApital 1-7811.....Independent  
 Newspaper Affil.....Lancaster Eagle-Gazette  
 Representative.....Eastman  
 President.....Charles Sawyer  
 V.P., General Mgr.....Collis A. Young  
 Executive V.P.....J. P. Williams  
 Vice President.....Alexander Buchan  
 Production Director.....Steve Jeos  
 Local Sales Mgr.....A. Dale Lutz  
 Chief Engineer.....T. Carpenter  
 Owners of: WING, Dayton, O.; WKLO, Louisville; WIZE, Springfield, O.; WEZE, Boston; WRIT, Milwaukee, Wis.

### WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts  
 Owned By.....North American Bcstg. Co.  
 Address.....Southern Hotel  
 Tel.: CApital 1-1354.....MBS  
 Station Representative.....Bcst. Time Sales  
 President, General Mgr.....William R. Mnich  
 Commercial Manager.....Joe Hill  
 Program, Pub. Dir.....William F. Robinson  
 Chief Engineer.....John D. Brookbank

### WTVN—Columbus—1922

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Taft Bcstg. Co.  
 Address.....22 East Gay St.  
 Tel.: CA 4-1271.....ABC  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General, Station Mgr.....Gene D'Angelo



# OHIO

Local Sales Mgr. .... Earl Bechtel  
Program Director ..... Paul Murphy  
Dir., Public Affairs ..... Ken Mack  
Chief Engineer ..... Ed Koprivier  
Owners of: WTVN-FM-TV; WKRC-AM-FM-TV,  
Cincinnati; WBRC-AM-FM-TV, Birmingham;  
WKYT-TV, Lexington, Ky.

## WVCO—Columbus—1948

Frequency: 1580 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Sky Way Bcstg. Corp.  
Address ..... 2495 Henderson Rd.  
Tel.: HUDson 6-9595 ..... Independent  
Rep. .... Venard, Torbet & McConnell  
President ..... Milton Staub  
Gen., Sta. Manager ..... Bert Charles  
Comm., Sales Prom. Mgr. .... William Selander  
Publicity Dir. .... Diana Weeter  
Chief Engineer ..... Roy Carlson

## WWOW—Conneaut—1959

Frequency: 1360 Kc. .... Power: 500 Watts d.  
Owned By ..... Ashtabula County Bcstg. Co.  
Address ..... 211½ Main St.  
Tel.: 597-1001 ..... Independent  
Station Representative ..... Ohio Stas.  
President ..... Louis W. Skelly  
Station Mgr., Prog. Dir. .... Bob Allen  
Commercial Manager ..... D. Peters  
Sales Prom. Mgr. .... R. Conroy  
Chief Engineer ..... Ronald Terry

## 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 2-1560 ..... Independent  
Pres., Gen. Mgr. .... F. Bruce Wallace  
Comm., Sales Prom. Mgr. .... D. Bennett  
Chief Engineer ..... Herman L. Philabaum

## WAVI—Dayton—1955

Frequency: 1210 Kc. .... Power: 250 Watts d.  
Owned ..... WAVI Bcstg. Corp.  
Address ..... 1428 Cincinnati St.  
Tel.: BALdwin 4-1137 ..... Independent  
Station Reps. .... Pearson Nat'l Reps., Inc.  
Pres., Gen. Mgr. .... Harry K. Crowl  
Commercial Manager ..... Franklin H. Small  
Program Director ..... Charles A. Breece, Jr.  
Chief Engineer ..... Robert W. Minton

## WHIO—Dayton—1935

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Miami Valley Bcstg. Corp.  
Address ..... 1414 Wilmington Ave.  
Tel.: 254-5311 ..... CBS  
Representative ..... Hollingbery  
President ..... James M. Cox, Jr.  
General Station Mgr. .... Robert H. Moody  
National Sales Mgr. .... W. E. Wolaver  
Sales Promotion Mgr. .... Chuck Gay  
Chief Engineer ..... Ernest Adams  
Owners of: WHIO-FM-TV, Dayton; WSOC-AM-TV,  
Charlotte, N. C.

## WING—Dayton—1921

Frequency: 1410 Kc. .... Power: 5000 Watts

Owned-Oper. By ..... Great Trails Bcstg. Corp.  
Address ..... Talbott Tower  
Tel.: 222-3773 ..... Independent  
Newspaper Affil. .... Lancaster Eagle-Gazette  
Station Representative ..... Eastman  
President ..... Charles Sawyer  
V.P., General Mgr. .... Dale Moudy  
Exec. Vice Pres. .... J. P. Williams  
Vice President ..... Alex Buchan  
V.P., Sales Manager ..... Don Sailors  
Publicity Director ..... Betts Brauer  
Program Director ..... Jim Smith  
Chief Engineer ..... Howard Ryan

## WONE—Dayton—1949

Frequency: 980 Kc. .... Power: 5000 Watts  
Owned By ..... WONE, Inc.  
Address ..... 380 West First St.  
Tel.: BA 4-6501 ..... Independent  
Newspaper Affil. .... Brush-Moore Newspapers  
Sta. Reps. Ayers; Venard, Torbet & McConnell  
Pres., Gen. Manager ..... Eugene Carr  
Station Manager ..... Charles E. Kennedy  
Nat'l Sales Manager ..... C. L. Doty  
Program Director ..... Winston Hoehner  
Chief Engineer ..... John Hall

## WONW—Defiance—1949

Frequency: 1280 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By ..... Tri-State Bcstg. Co.  
Address ..... Radio Drive  
Tel.: 3-2776 ..... Independent  
Representative ..... Devney Organization  
V.P., Gen. Manager ..... Glenn R. Thayer

## WDLR—Delaware—1961

Frequency: 1550 Kc. .... Power: 500 Watts d.  
Owned By ..... Delaware Broadcasting, Inc.  
Address ..... P. O. Box 317  
Tel.: 363-1107 ..... Independent  
Station Representative ..... Ohio Stations Reps.  
President, General Mgr. .... C. Robert Taylor  
Chief Engineer ..... M. E. Scheetz

## WJER—Dover—1950

Freq.: 1450 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned ..... Dover Broadcasting Company, Inc.  
Address ..... 646 Boulevard  
Tel.: 2-0191 ..... MBS  
President ..... Agnes J. Reeves Greer  
General Manager ..... W. B. Steis  
Station, Commercial Mgr. .... Kenneth Neff  
Program Director ..... Jerry Ernest  
Publicity Director ..... Jean Williams  
Chief Engineer ..... Donald Graef  
Owners of: WCNS, Canton; WAJR, Morgantown,  
W. Va.; WKJF-FM, Pittsburgh, Pa.; WCNO-FM,  
Canton, O.

## WOHI—East Liverpool—1949

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Constrander Corp.  
Address ..... 516 Market St.  
Tel.: FULTon 5-1490 ..... ABC  
Station Reps. .... Webb; Ohio Stations Reps.  
President, Gen. Mgr. .... Joseph D. Coons  
Sales Prom. Mgr. .... Charles E. Stuart  
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, Elyria. 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 Affiliation. Courier  
 Representative. Clark  
 President, General Mgr. R. L. Heminger  
 Station Manager. Clyde W. Johnson  
 Program Dir. C. Meekins  
 Chief Engineer. Edgar Smith

**WFOB—Fostoria—1952**

Frequency: 1430 Kc. Power: 1000 Watts  
 Owned-Operated By. Seneca Radio Corp.  
 Address. U. S. Highway 23 S.  
 Tel.: HE 5-5666. Independent  
 Station Reps. Webb; Ohio Stations  
 President. Andrew Emerine  
 Gen., Sta. Mgr. Melvin L. Murray  
 Commercial Mgr. Roger V. Wise  
 Chief Engineer. Carl Barry

**WFRQ—Fremont—1949**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned By. Wolfe Bcstg. Corp.  
 Address. 905 W. State St.  
 Tel.: 332-8218. Independent  
 President, Gen. Mgr. Robert F. Wolfe  
 Commercial Manager. M. R. Wolfe  
 Program Director. Earl W. Hurst  
 Chief Engineer. Allen C. Kauble

**WJEH—Gallipolis—1950**

Frequency: 990 Kc. Power: 1 Kw., d.  
 Owned-Oper. By. Ohio Valley on the Air, Inc.  
 Address. P. O. Box 448  
 Tel.: 446-3543. Independent  
 Station Representative. Hal Walton  
 President. John E. Halliday  
 General Manager. Mrs. Marianne B. Campbell  
 Chief Engineer. Edgar Atkins

**WMOH—Hamilton—1944**

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By. Fort Hamilton Bcstg. Co.  
 Bus.-Studio Address. Second Nail. Bank Bldg.  
 Tel.: 894-6543. Independent  
 Station Representative. Thomas F. Clark Co.  
 President. R. Briede  
 General, Station Mgr. Raymond C. Motley  
 Program Director. Norm Keller  
 Sales Promo., Pub. Dir. Jacqueline Bowling  
 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  
 General, Program Dir. Tom Archibald  
 Station Mgr. Willard Parr, Sr.  
 Chief Engineer. Don Bolkman

**WIRO—Ironton—1951**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By. Tri Radio Bcstg. Co.  
 Address. Radio Plaza  
 Tel.: Jefferson 2-1922. KBS-MBS  
 Gen. Mgr., Chief Engineer. Kenneth H. Auble  
 Station Manager. Rose Auble  
 Commercial Manager. Hal Murphy  
 Program Director. Scott Sims

**WLMJ—Jackson—1953**

Frequency: 1280 Kc. Power: 1 Kw., d.  
 Owned By. Dean C. Stuhlmueller  
 Address. Box 72  
 Tel.: 850. KBS  
 Station Representatives. Clark  
 Pres., Gen. Mgr. Dean C. Stuhlmueller  
 Chief Engineer. D. Cowden

**WHOK—Lancaster—1948**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By. Hocking Valley Bcstg. Corp.  
 Address. Memorial Dr.  
 Tel.: OL 3-4373. Independent  
 Station Representative. Ohio Stas.  
 Pres., Gen. Mgr. Nelson Embrey  
 Chief Engineer. Charles R. Houston

**WIMA—Lima—1938**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By. N.W. Ohio Bcstg. Corp.  
 Business-Studio Address. 223 N. Main St.  
 Tel.: 223-2060. ABC  
 Station Representative. Meeker  
 President. G. E. Hamilton  
 General Manager. R. W. Mack  
 Station, Sales Mgr. C. B. Heller  
 Program Director. Tom Francis  
 Chief Engineer. Bill Harrison  
 Owners of: WIMA-FM-TV, Lima.

**WWIZ—Lorain—1958**

Frequency: 1380 Kc. Power: 500 Watts, d.  
 Owned. WWIZ, Inc.  
 Address. Palace Theatre Bldg.  
 Tel.: CHerry 4-5235. ABC  
 Station Representative. Charles Bernard  
 President. Sanford A. Schafitz  
 General Manager. Chris J. Miller  
 Sales Promotion Manager. Tom Virant  
 Program Director. Jim Allen  
 Publicity Director. Jane Cahl  
 Chief Engineer. Dan Tynus

**WCLW—Mansfield—1957**

Frequency: 1570 Kc. Power: 1000 Watts  
 Owned By. Mansfield Bcstg. Co.  
 Address. 791 McPherson St.  
 Tel.: LA 5-2333. Independent  
 Station Rep. Devney Organization  
 Pres., Gen. Mgr. F. Eckhardt  
 Chief Engineer. William Ball

# OHIO

## WMAN—Mansfield—1939

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By ..... Richland, Inc.  
Address ..... 144½ Park Ave., West  
Tel.: 524-2211 ..... ABC  
Representative ..... Venard, Torbet & McConnell  
Pres., Gen. Sta., Comm. Mgr. .... J. M. O'Hara  
Prog.-Pub. Dir. .... Robert James  
Chief Engineer ..... William Morrison

## WMOA—Marietta—1946

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned ..... Marietta Broadcasting Co.  
Address ..... First National Bank Bldg.  
Tel.: FR 3-7527 ..... NBC  
Station Representative ..... Bolles  
General Mgr. .... R. Sanford Guyer  
Commercial Mgr. .... B. Kaatz  
Program Dir. .... Richard M. Guyer  
Chief Engineer ..... Charles E. Clark

## WMRN—Marion—1940

Freq.: 1490 Kc. Power: 1 Kw. d., 250 Watts, n.  
Owned By ..... The Marion Bcstg. Co.  
Address ..... Box 518  
Tel.: DU 3-1131 ..... ABC  
Pres., Gen. Mgr. .... Robert T. Mason  
Commercial Manager ..... Arthur L. Martin  
Program Director ..... Madge Cooper  
Chief Engineer ..... F. J. Peters

## WTIG—Massillon—1957

Frequency: 990 Kc. Power: 250 W., d.  
Owned ..... Massillon Bcstg. Co.  
Address ..... Massillon Drive-in Hotel  
Tel.: TE 2-5023 ..... KBS  
Station Representative ..... Ohio Stations Reps.  
President ..... Joel W. Rosenblum  
General Manager ..... Richard J. Scholem  
Program Director ..... Ted Wesley  
Chief Engineer ..... Joe Kish  
Owners of: WISR, Butler; WACB, Kittanning.

## WMPO—Middleport—1959

Frequency: 1390 Kc. Power: 1000 Watts d.  
Owned By ..... Radio Mid-Pom Inc.  
Address ..... Box 71  
Tel.: WYandotte 2-5355 ..... Independent  
President, Gen. Mgr. .... John E. M. Kerr  
Station, Comm. Manager ..... William C. Miller  
Sales Prom. Mgr., Prog. Dir. .... Robert Arnold  
Publicity Director ..... Mrs. Janet Korn  
Chief Engineer ..... Roger Bennett

## WPFB—Middletown—1947

Freq.: 910 Kc. Power: 1 Kw. d., 100 W. n.  
Owned-Operated By ..... WPFB, Inc.  
Address ..... 4505 Central Ave.  
Tel.: 422-3625 ..... Independent  
Station Representative ..... Devney Organization  
President ..... Paul F. Braden  
Commercial Manager ..... Joseph LeMoyné  
Program Director ..... Ray Iglehart, Jr.  
Chief Engineer ..... Carroll Williams  
Owners of: WPAY-AM-FM, Portsmouth, O.;  
WPFB-FM, Middletown.

## WMVO—Mt. Vernon—1953

Frequency: 1300 Kc. Power: 500 Watts d.  
Owned-Oper. By ..... Mt. Vernon Bcstg. Co.  
Address ..... P. O. Box 348  
Tel.: EX 2-0946 ..... Independent  
Station Representative ..... Ohio Stations  
President ..... Mrs. Charles Zelkowitz  
Station Manager ..... Stephen Zelkowitz  
Sales Coordinator ..... Bill Victor  
Chief Engineer ..... R. Maxwell

## WCLE—Newark—1949

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Operated By ..... WCLE Radio Inc.  
Address ..... 25 West Main St.  
Tel.: FA 4-0071 ..... Independent  
Station Representative ..... Meeker  
Pres., Gen. Mgr. .... Thomas A. Rogers  
Commercial Manager ..... Robert H. Pricer  
Program Director ..... Carey Justice  
Chief Engineer ..... Benjamin Windle

## WPVL—Painesville—1956

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned ..... WPVL, Inc.  
Address ..... 713 Fobes St.  
Tel.: 352-3155 ..... Independent  
Station Representative ..... Ohio Stations Reps.  
President, Chief Eng. .... Carl R. Lee  
Commercial Manager ..... Donald L. Atkin  
Sales Promo., Pub. Dir. .... Thomas Guthrie  
Program Director ..... James Stephenson

## WPTW—Piqua—1947

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned By ..... WPTW Radio, Inc.  
Address ..... 1625 Covington Ave.  
Tel.: PR 3-3513 ..... KBS  
Station Representative ..... Ohio Stations Reps.  
President, Gen. Mgr. .... C. Oscar Baker  
Program Dir., Pub. Dir. .... Betty Miller  
Commercial Mgr. .... Mrs. Eleanor Mills  
Station, Chief Eng. .... Lewis M. Shroyer

## WIOI—Portsmouth—1959

Frequency: 1010 Kc. Power: 1 Kw. d.  
Owned By ..... New Boston Broadcasting Corp.  
Address ..... P. O. Box 909  
Tel.: EL 3-8587 ..... Independent  
Station Rep. .... Continental Broadcasting  
President, Station Mgr. .... Charles R. Maillet  
Program Director ..... John A. Grimes  
Chief Engineer ..... Dave Fritz

## WNXT—Portsmouth—1951

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... WNXT, Inc.  
Address ..... Masonic Bldg.  
Tel.: EL 3-1161 ..... ABC  
Station Reps. .... Walker-Rawalt; Ohio Stas.  
President ..... Leonard Feldman  
General, Comm. Mgr. .... Marshall Rosene  
Publicity Director ..... Mary Ellen Thuma  
Chief Engineer ..... Howard Potts

## WPAY—Portsmouth—1935

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W., n.  
Owned By ..... Radio Station WPAY

Address.....1009 Gallio St.  
 Tel.: EL 3-5176.....CBS  
 Station Representative...Devney Organization  
 President.....Paul F. Braden  
 General, Station Mgr.....O. T. Dresbach  
 Commercial Manager.....J. H. LeMoyné  
 Program Director.....John T. Baker  
 Technical Director.....Maurice L. Myers  
 Owners of: WPAY-FM.

### WLEC—Sandusky—1947

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By....Cleveland Bcstg., Inc.  
 Address.....Box 441  
 Tel.: MA 6-2000.....Independent  
 President.....Ray T. Miller, Jr.  
 General, Station Mgr.....Jay E. Wagner, Jr.  
 Commercial, Prom. Mgr.....Louis E. Mahla  
 Program Director.....Karl J. Bates  
 Chief Engineer.....Jay Leibach  
 Owners of: WERE, Cleveland.

### WBLV—Springfield—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Champion City Bcstg. Co.  
 Address.....Chamber of Commerce Bldg.  
 Tel.: FA 3-4676.....KBS-MBS  
 Representative.....Thomas F. Clark  
 President.....R. S. Lucas  
 General Manager.....R. L. Yontz  
 Commercial Mgr.....Al Meuleman  
 Program Director.....James W. Blasey  
 Chief Engineer.....Carl Egbert

### WIZE—Springfield—1940

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Radio Voice of Springfield  
 Address.....117 W. High St.  
 Tel.: 323-4955.....Independent  
 Station Representative.....Eastman  
 President.....Charles Sawyer  
 V.P., General Mgr.....Ernest A. Gudridge  
 Executive Vice-President.....J. P. Williams  
 Vice-President.....Alex Buchan  
 Sales Promotion Mgr.....Ray George  
 Chief Engineer.....Victor L. Bushong

### WSTV—Steubenville—1940

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Rust Craft Bcstg. Co.  
 Bus.-Studio Address...Exchange Realty Bldg.  
 Tel.: 282-6265.....MBS  
 Station Representative.....Adam Young  
 President.....Jack N. Berkman  
 General Manager.....John J. Laux  
 Station Manager.....Louis W. Shapiro  
 Publicity Director.....Geo. H. Wilson  
 Program Director.....Tom Abernethy  
 Chief Engineer.....William Chesnes  
 Owners of: WBOY-AM-TV, Clarksburg, W. Va.;  
 WSTV-TV-FM; WRGP-TV, Chattanooga; WSOL,  
 Tampa, Fla.; WPIT-AM-FM, Pittsburgh, Pa.;  
 WRDW-TV, Augusta, Ga.

### WTTF—Tiffin—1959

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned By.....WTTF, Inc.  
 Address.....112 E. Market St.

Tel.: 447-2212.....MBS  
 President, Gen. Mgr.....Robert G. Wright  
 Commercial Manager.....W. A. Hughes  
 Program Dir.....Alan Gemar  
 Chief Engineer.....Richard Wright

### WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owner.....Midwestern Bcstg. Co.  
 Address.....Box 276, Station "A"  
 Tel.: OX 3-6576.....MBS  
 Station Representative.....Raymer  
 President.....Ford R. Weber  
 General Manager.....Sam W. Sloan  
 Comm. Manager.....William C. Wester  
 Program Director.....John Dauro  
 Chief Engineer.....Patrick J. Robinson

### WSPD—Toledo—1921

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By....Storer Broadcasting Co.  
 Address.....125 South Superior St.  
 Tel.: CH 8-6401.....NBC  
 Representative.....Katz  
 President.....George B. Storer, Jr.  
 V. P., General Manager...Reginald B. Martin  
 Nat. Sales Manager.....Emerson Kimble  
 Program Director.....Jack Williams  
 Chief Engineer.....George Fulop  
 Owners of: WSPD-TV; WJBK AM-TV, Detroit;  
 WJW, AM-TV, Cleveland; WGBS, Miami;  
 WHN, New York, N. Y.; WIBG, Philadelphia;  
 KGBS, Los Angeles; WAGA-TV, Atlanta; WITI-  
 TV, Milwaukee.

### WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Booth Broadcasting Co.  
 Address.....3225 Arlington Ave.  
 Tel.: CH 2-4321.....Independent  
 Station Representative.....Bcst. Time Sales  
 President.....John L. Booth  
 Gen. Comm. Mgr.....Francis X. Mc Nerney  
 Program Director.....John Garry  
 Publicity Director.....Bob Parkinson  
 Sales Promotion Manager.....Vivian Crane  
 Chief Engineer.....Robert Sowers  
 Owners of: WJLB, Detroit; WSGW, Saginaw;  
 WIBM, Jackson; WIOU, Kokomo; WJVA, South  
 Bend; WTRX, Flint.

### WTOL—Toledo—1938

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned Operated By...Community Bcstg. Co.  
 Address.....Bell Bldg.  
 Tel.: CH 4-7411.....ABC  
 Station Representative.....H-R Reprs.  
 President.....Frazier Reams  
 General Manager.....Thomas S. Brotherton  
 Station, Comm. Manager.....Douglas Tabner  
 Sales Promotion Mgr.....Robert Krieghoff  
 Program Director.....Orris Tabner  
 Chief Engineer.....Harold Holmes  
 Owners of: WTOL-FM-TV.

### WERT—Van Wert—1958

Frequency: 1220 KC.....Power: 250 Watts, d.

# OHIO

Owned..... Van Wert Broadcasting Co.  
Address..... Box 487  
Tel.: 232-4075..... KBS  
President, Ch. Eng..... Kenneth E. Kunze  
Commercial, Sales Promo..... Raymond Waldron  
Program, Publicity Dir..... Eugene Rockwell

## WHHH—Warren—1941

Frequency: 1440 Kc..... Power: 5000 Watts  
Owned By..... Radio Sta. WHHH, Inc.  
Address..... 2nd National Bldg.  
Tel.: 392-2529..... Independent  
Newspaper Affiliation..... Tribune Chronicle  
Station Reps..... Webb; Ohio Stations  
President..... Helen Hart Hurlbert  
General Mgr., Chief Eng..... R. E. Hardy  
Commercial Manager..... Chester Waggoner  
Sales Promotion Mgr..... James Stephenson

## 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  
Pres. Gen. Mgr., Chief Eng..... W. N. Nungesser  
Station Mgr..... C. L. Mitchell

## WPKO—Waverly—1954

Frequency: 1380 Kc..... Power: 1000 W., d.  
Owner..... Ohio Quests, Inc.  
Address..... Box 67  
Tel.: 363..... Independent  
President, Gen. Mgr..... James B. Denton  
Chief Engineer..... Robert P. Meyer

## WKOY—Wellston—1953

Frequency: 1330 Kc..... Power: 500 Watts d.  
Owned-Operated By..... Family Bcstg. Co.  
Address..... P. O. Box 190  
Tel.: 4-2000..... KBS  
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  
Chief Engineer..... B. L. Bowman

## WRFD—Worthington—1947

Frequency: 880 Kc..... Power: 5000 Watts d.  
Owned..... Peoples Broadcasting Corp.  
Address..... Worthington  
Tel.: 885-5342..... Independent  
Representative..... Gill-Perna  
President..... Herbert E. Evans  
General, Station Mgr..... Joseph D. Bradshaw  
National Sales Mgr..... Andy Edgerton  
Program Director..... Phil Sheridan  
Chief Engineer..... Harold Schaaaf  
Owners of: WRFD-FM; WGAR AM-FM, Cleve-  
land; WTTM AM-FM, Trenton; WMMN, Fair-  
mont, W. Va.; WNAX, Yankton, S. D.; KVTY,  
Sioux City.

## WBBW—Youngstown—1949

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owner..... Mahoning Valley Bcstg. Corp.  
Address..... 260 W. Federal St.  
Tel.: 744-4421..... MBS  
Representative..... Weed  
President, Ch. Eng..... John Cherpack, Jr.  
Vice President..... Gene Trace  
General, Comm. Manager..... Dick James  
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.: 736-0106..... NBC  
Station Representative..... McGavren/Guild Co.  
President..... William F. Maag, Jr.  
General, Comm. Mgr..... Mitchell F. Stanley  
Program Director..... Bob Locke  
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  
Sales Promotion Manager..... Tony Sebastian  
Chief Engineer..... Gene Coxson  
Owners of: WJET, Erie; WRFD-FM, Youngstown;  
WYRE, Pittsburgh.

## WKBN—Youngstown—1926

Frequency: 570 Kc..... Power: 5000 Watts  
Owned-Operated By..... WKBN Bcstg. Corp.  
Address..... 3930 Sunset Blvd.  
Tel.: 782-1144..... CBS  
Representative..... Paul H. Raymer  
Pres., Gen. Mgr..... Warren P. Williamson, Jr.  
Station Mgr..... Warren P. Williamson III  
Sales Prom. Mgr..... J. Harrison Hartley  
Commercial Manager..... Carl F. Glade  
Program Director..... Frank L. Sweeney  
Publicity Director..... Gene Springer  
Chief Engineer..... B. T. Wilkins  
Owners of: WKBN TV-FM.

## 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..... Pearson Nat. Reps.  
President..... Clay Littick  
Gen., Station Manager..... Allan Land  
Comm. Mgr..... Nate Milder  
Publicity Dir., Sls. Prom. Mgr..... Naomi Lorton  
Program Director..... Bob Banfield  
Chief Engineer..... William A. Hunt, Sr.  
Owners of: WHRV, Ann Arbor; WTAP, Parkers-  
burg, W. Va.; WHIZ-FM, Zanesville.

Pop.: 2,380,000  
Families: 728,000

# Oklahoma

Radio Homes: 705,500  
AM Stas. in States: 56

## KADA—Ada—1934

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....KADA Bcstg., Inc.  
Business Address.....Box 642  
Tel.: Federal 2-1212.....ABC, KBS  
Station Rep.....Weed  
Pres., General Mgr.....Bill Hoover  
Comm., Sales Prom. Mgr.....Jerry Spencer  
Program, Publicity Director.....Mike Stephens  
Chief Engineer.....George A. Miller, Jr.

## KWHW—Altus—1947

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Altus Bcstg. Co., Inc.  
Address.....Box 577  
Tel.: HU 2-1450.....KBS  
Newspaper Affiliation.....Times-Democrat  
Station Rep.....Pearson Nat'l Reps., Inc.  
Pres., Gen. Mgr.....Frank E. Wimberly  
Commercial Manager.....Albert Houpe  
Chief Engineer.....Ernest Baucum

## KALV—Alva—1956

Frequency: 1430 Kc. Power: 500 Watts  
Owned By.....Alva Communications, Inc.  
Address.....Box 328  
Tel.: 1663.....Independent  
President.....John H. Goss  
General Manager.....Robert L. Martin  
Chief Engineer.....Ron Kassik

## KVSO—Ardmore—1935

Frequency: 1240 Kc. Power: 250 Watts  
Owned.....Ardmoreite Pub. Co.  
Address.....Ardmoreite Bldg.  
Tel.: CA 3-3030.....ABC-KBS  
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.....MBS  
Station Reps.....Bowles; Melville  
President.....Horace C. Boren  
General, Sta. Mgr.....Tony G. Kountoupis  
Commercial Manager.....Maynard Helmuth  
Program Director.....William C. Drake  
Chief Engineer.....James Hawkins  
Owners of: KMUS, Muskogee, Okla.

## KLTR—Blackwell—1952

Frequency: 1580 Kc. Power: 1 Kw. d.  
Owned-Operated By.....Star Bcstg. Co., Inc.  
Address.....P. O. Box 70  
Tel.: EM 3-4568.....KBS  
President, General Manager.....R. F. Pool  
Comm., Sales Promo. Mgr.....Ray Bush  
Program Director.....Don James  
Publicity Dir.....Dorothy Bush  
Chief Engineer.....Heinz Powelleit

## KWCO—Chickasha—1946

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Washita Valley Bcstg. Co.  
Address.....P. O. Box 770  
Tel.: CAstle 4-2890.....KBS  
Owner.....Bayard C. Auchincloss  
General Manager.....William S. Scott  
Chief Engineer.....Ben DeKinder

## KWPR—Claremore—1958

Frequency: 1270 Kc. Power: 500 Watts, d.  
Owned By.....Rowley-Taliaferro Bcstg. Co.  
Address.....417 West Second St.  
Tel.: ROgers 3-1281.....KBS  
President, Chief Engineer.....Wayne Rowley  
Sales Promotion Mgr.....Wayne Whisenhunt  
Program Director.....Leon Shearhart

## KWOE—Clinton—1949

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Western Okla. Bcstg. Co.  
Address.....Neptune Park  
Tel.: FAirfax 3-0617.....Independent  
President, Gen. Mgr.....Lonnie J. Preston  
Program, Publicity Dir.....Alice Preston  
Chief Engineer.....Arthur Vogt

## 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  
Station Mgr., Chief Engineer.....G. Thomas

## KRHD—Duncan—1949

Freq.: 1350 Kc. Power: 250 W. d., 100 W. n.  
Owned-Operated By.....Duncan Bcstg. Co.  
Address.....West Pine St.  
Tel.: AL 5-1350.....KBS  
President.....R. H. Drury  
Gen., Sta. Mgr.....W. M. Brubaker  
Chief Engineer.....Lee Agee

## KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.  
Owned-Operated By.....Durant Pub-Bcstg. Corp.  
Address.....215 Democrat Bldg.  
Tel.: 3100.....KBS  
President.....R. V. Peterson  
Gen. Mgr.....L. W. Coleman

## KELR—El Reno—1962

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned By.....CP Corp.  
Address.....P. O. Box 769  
Tel.: ANDrews 2-4248.....Independent  
President.....Charles Cain  
General Manager.....Earl Brown  
Program Director.....George Oetheredge  
Chief Engineer.....John R. Smith

# OKLAHOMA

## **KBK**—Elk City—1929

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Bob Garrison Ent.  
Address: N. Randall St.  
Tel.: Capital 5-3333. KBS, ABC  
President: Bob Garrison  
Commercial Manager: Ted Dougherty  
Program Director: Gayle Albert  
Publicity Director: Lou Garrison  
Chief Engineer: Roudock Moore

## **KCRC**—Enid—1928

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By: Enid Radlophone Co.  
Address: 318 E. Willow  
Tel.: AD 7-1390. ABC  
News, Affil.: Morning News, Daily Eagle  
Representative: Pearson Nat. Reps.  
President: Milton B. Garber  
General Manager: Pat Murphy  
Commercial Manager: Jim Hannon

## **KGWA**—Enid—1950

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By: Public Bcstg. Service, Inc.  
Address: P. O. Box 346  
Tel.: AD 4-4230. Independent  
Representative: Venard, Torbet & McConnell  
President, General Manager: Allan Page  
Commercial Manager: Bob O'Brien  
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  
Owner: W. C. Moss, Jr.

## **KWRW**—Guthrie—1955

Frequency: 1490 Kc. Power: 100 Watts  
Owned By: Austin Oil Co., Inc.  
Address: 115 North Division  
Tel.: BU 2-2321. KBS  
Vice President: David Owen  
General, Station Mgr.: Richard M. Carroll  
Comm. Mgr., Pub. Dic.: Johnny Johnson  
Sales Promotion Manager: Peggy Weems  
Program Director: Wallace Seeds  
Chief Engineer: R. B. Phillips, Jr.

## **KGYN**—Guymon—1948

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By: Plains Bcstg. Co.  
Address: Box 130  
Tel.: 338-6533. KBS  
President, Station Mgr.: T. M. Raburn, Jr.  
Chief Engineer: Herb Noyes

## **KHEN**—Henryetta—1956

Frequency: 1590 Kc. Power: 500 W., d.  
Owned: Henryetta Radio Co.  
Address: 125 N. 5th  
Tel.: OLive 2-3298. Independent  
Newspaper Affiliation: Daily Free Lance  
President: Leland Gourley  
General, Comm. Manager: Marvin Hull

Program Director: Bill Simmons, Jr.  
Publicity Director: Junior Crawford  
Chief Engineer: Bud Gaither

## **KTJS**—Hobart—1947

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Operated By: A. R. Fuchs  
Address: P. O. Box 311  
Tel.: GENEVA 6-2420. KBS  
President, Chief Engineer: A. R. Fuchs  
Commercial, Prom. Mgr.: Wayne Robison

## **KIHN**—Hugo—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Little Dixie Bcstg. Co.  
Address: 106 West Jackson  
Tel.: 1723. KBS  
President, General Mgr.: D. W. Brawner  
Station Mgr., Chief Engineer: T. L. Brawner  
Publicity Director: Leeta Brawner

## **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

## **KCCO**—Lawton—1956

Frequency: 1050 Kc. Power: 250 W., d.  
Owned: Progressive Bcstg. Co.  
Address: Box 2187  
Tel.: EL 5-1050. Independent  
Station Rep.: Pearson Nat. Reps.  
President: Dr. G. G. Downing  
General Manager: Ross B. Baker  
Program Director: B. J. Sams  
Sales Prom. Mgr.: James R. Williams  
Chief Engineer: Charles Thompson

## **KSWO**—Lawton—1941

Frequency: 1380 Kc. Power: 1000 W., d.  
Owned: Okla. Quality Bcstg. Co.  
Address: 406 D. Avenue  
Tel.: EL 5-1380. ABC  
Station Rep.: Venard, Torbet & McConnell  
President: R. H. Drewry  
General, Station Manger: Tom Reddell  
Local Sales Mgr.: C. J. McDonal  
Program, Publicity Dir.: Ted Lauris  
Chief Engineer: Harold Kinkead  
Owners of: KRHD, Duncan; KGWA, Enid; KSWO-TV, all Okla.; KMD-TV, Midland, Tex.

## **KMAD**—Madill—1962

Frequency: 1550 Kc. Power: 250 Watts d.  
Owned By: Herbert J. Pate  
Address: Madill  
Tel.: Ingersoll 5-2345. Independent  
Owner, Chief Engineer: Herbert J. Pate  
General Manager: Wayne Cabaniss  
Commercial Manager: W. D. Patty  
Program Director: Ronald Smith

## **KNED**—McAlester—1950

Freq.: 1150 Kc. Power: 1 Kw. d.; 500 W., n.  
Owned By: Gene Stipe  
Address: Box 780



Tel.: GA 3-1460.....Independent  
 President.....Gene Stipe  
 Commercial Manager.....Frank Hopkins  
 Sales Promotion Manager.....Linda Ogiela  
 Program Director.....Juanita Van Hooser  
 Chief Engineer.....Jerry McCoy

**KTMC—McAlester—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....McAlester Bcstg. Co.  
 Address.....202½ East Choctaw  
 Tel.: GA 3-1400.....KBS  
 President, General Mgr.....Bob Baggett  
 Commercial Manager.....Phil Reed  
 Program Director.....Shirley Crowson  
 Chief Engineer.....Max Parker

**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-MBS  
 Gen., Sta. Mgr.....William A. Searle  
 Chief Engineer.....Louis Stone

**KBIX—Muskogee—1936**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Okla. Pub. Co.  
 Address.....Barnes Bldg.  
 Tel.: MU 2-1331.....ABC  
 Newspaper Affil.....Phoenix-Times Democrat  
 Representative.....Pearson Nat. Reps.  
 President.....Tams Bixby, Jr.  
 Manager.....D. Johnson  
 Chief Engineer.....Ted Foster

**KMUS—Muskogee—1948**

Freq.: 1380 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Horace C. Boren  
 Address.....P. O. Box 1588  
 Tel.: MU 2-2488.....Independent  
 Station Reps.....Bolles; Melville  
 Pres., Gen. Mgr.....Horace C. Boren  
 Vice Pres.....Mrs. Martha B. Boren  
 Sta. Mgr., Chief Eng.....James E. Keitel, Jr.  
 Program Director.....Al Hanna  
 Owners of: KWON, Bartlesville, Okla.

**KNOR—Norman—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Cleveland County Bcstg. Co.  
 Address.....P. O. Box 542  
 Tel.: JE 4-8475.....KBS  
 General Manager.....William S. Morgan  
 Commercial Mgr.....Robert G. Barry  
 Chief Engineer.....John W. Spiker

**KBYE—Oklahoma City—1947**

Frequency: 890 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Great Empire Bcstg.  
 Business Address.....5508 N. Eastern  
 Tel.: Garfield 7-6524.....Independent  
 Station Rep.....Charles Bernard  
 President.....Berniece L. Lynch  
 General, Station Manager.....F. F. Lynch  
 Program Director.....Glenn Valentine  
 Commercial, Sales Prom. Mgr.....F. J. Lynch  
 Publicity Director.....J. D. Lynch  
 Chief Engineer.....J. B. Latimer

**KJEM—Oklahoma City—1948**

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....KJEM, Inc.  
 Address.....515 N. Robinson  
 Tel.: CE 2-6367.....Independent  
 Station Representative.....Jack Masla & Co.  
 President.....W. D. Schueler  
 Gen., Sta. Mgr.....C. Hewel Jones  
 Program Director.....W. W. Jones  
 Chief Engineer.....Bill Humphrey

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Big Chief Bcstg. Co. Inc.  
 Address.....Box 4248  
 Tel.: ME 4-1411.....Independent  
 Station Rep.....Pearson Nat. Reps.  
 Pres., Sales Prom. Mgr.....Jack Beasley  
 Chief Engineer.....Buzzy Brooks

**KOCY—Oklahoma City—1922**

Freq.: 1340 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Bonebrake & Co.  
 Address.....101 N.E. 28th St.  
 Tel.: Jackson 8-5543.....NBC  
 Station Representative.....Adam Young  
 Pres., Gen. Mgr.....M. H. Bonebrake  
 Commercial Manager.....Carlton Beck  
 Program Director.....Edwin Sossen  
 Publicity Director.....Frances Rose  
 Chief Engineer.....Elmo Black

**KOMA—Oklahoma City—1928**

Frequency: 1520 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Storz Bcstg. Co.  
 Address.....311 West Grand  
 Tel.: NE 6-4482.....Independent  
 Representative.....Blair  
 President.....Todd Storz  
 V. P., General Manager.....Jack S. Sampson  
 Program Director.....Bill Adams  
 Publicity Director.....Deane Johnson  
 Chief Engineer.....Bill Humphreys  
 Owners of: WDGX, Minneapolis; WHB, Kansas  
 City; WTIX, New Orleans; WQAM, Miami;  
 KKOK, St. Louis.

**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.....ABC  
 Station Representative.....Eastman  
 President.....Wendell Mayes  
 General, Station Mgr.....Tom Johnson  
 Local Sales Manager.....George R. Collisson  
 Operations, Program Director.....Bob Bruton  
 Chief Engineer.....Clifford Easum

**WKY—Oklahoma City—1920**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WKY TV System, Inc.  
 Address.....500 E. Britton Rd.  
 Tel.: SK 2-2161.....Independent  
 Newspaper Affiliation.....Oklahoman & Times  
 Representative.....Katz  
 President.....E. K. Gaylord  
 V.P., General Manager.....Norman P. Bagwell

# OKLAHOMA

Asst. Sta., Comm. Mgr. . . . . Lee Allen Smith  
Program Dir. . . . . Danny Williams  
Sales Promotion Mgr. . . . . Jim Willis  
Chief Engineer . . . . . Bob Hayward  
Owners of: WKY-TV; WTVT, Tampa.

## **KOKL—Okmulgee—1937**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Okmulgee Bcstg. Corp.  
Address . . . . . 114 East Seventh St.  
Tel.: SK 6-3646 . . . . . KBS  
Newspaper Affiliation . . . . . Don-Rey Pub. Co.  
Station Rep. . . . . Venard, Torbet & McConnell  
President . . . . . Donald W. Reynolds, Sr.  
Station Manager . . . . . Charles J. Lienhart  
Chief Engineer . . . . . Malcolm V. Reed, Jr.  
Owners of: KFSM AM-TV, Ft. Smith, Ark.; KOLO  
AM-TV, Reno; KBRS, Springdale, Ark.; KORK,  
Las Vegas; KGNS-AM-TV, Laredo; KLRJ-TV,  
Las Vegas; KFOY-TV, Hot Springs, Ark.

## **KVLH—Pauls Valley—1947**

Frequency: 1470 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Pauls Valley Bcstg. Co.  
Address . . . . . Box 610  
Tel.: Belmont 8-3314 . . . . . KBS  
President, General Manager . . . . . E. J. Ballard  
Station, Sales Promo. Mgr. . . . . B. Kent Hawkins  
Program Director . . . . . James Hensley  
Publicity Director . . . . . Marquita Rickey

## **WBBZ—Ponca City—1928**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Ponca City Pub. Co.  
Address . . . . . P. O. Box 589  
Tel.: RO 5-6607 . . . . . MBS  
Newspaper Affiliation . . . . . The News  
Representative . . . . . Pearson Nat. Reprs.  
General Manager . . . . . Allan W. Muchmore  
Station Manager . . . . . William C. Maugans

## **KLCO—Poteau—1953**

Frequency: 1280 Kc. . . . . Power: 1 Kw. d.  
Owner . . . . . Leflore Bcstg. Co.  
Address . . . . . Box 511  
Tel.: 660 . . . . . KBS  
President, Gen. Manager . . . . . R. B. Bell  
Sales Prom., Chief Engineer . . . . . Vic Nowlin

## **KOLS—Pryor—1950**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Lakes Area Bcstg. Co.  
Address . . . . . 5th & S. Mill Sts.  
Tel.: VALley 5-2763 . . . . . KBS  
Gen. Mgr., Chief Eng. . . . . L. L. Gaffaney  
Commercial Manager . . . . . Mrs. L. L. Gaffaney  
Program Director . . . . . H. Albrecht

## **KGFF—Shawnee—1930**

Frequency: 1450 Kc. . . . . 1 Kw. d., 250 W. n.  
Owned-Operated By . . . . . KGFF Bcstg. Co., Inc.  
Address . . . . . P. O. Box 9  
Tel.: BR 3-4390 . . . . . MGS  
Newspaper Affiliation . . . . . Stauffer Publ., Inc.  
Representative . . . . . Avery-Knodel  
President . . . . . Oscar S. Stauffer  
Gen., Sta. Manager . . . . . William A. Weaver  
Commercial Manager . . . . . Jeral C. Ziegler  
Program Director . . . . . James H. Meyer  
Chief Engineer . . . . . R. K. Branson

## **KSPI—Stillwater—1947**

Frequency: 780 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Stillwater Publishing Co.  
Address . . . . . P. O. Box 231  
Tel.: FR 2-7800 . . . . . Independent  
Newspaper Affiliation . . . . . Daily News-Press  
Representative . . . . . Clark  
General Mgr. . . . . J. R. Bellatti  
Station Manager . . . . . Lewis Pearce  
Commercial Manager . . . . . Bill Platt

## **KTLQ—Tahlequah—1957**

Frequency: 1350 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Camelleeta Corp.  
Address . . . . . First National Bank Bldg.  
Tel.: Glendale 6-2511 . . . . . Independent  
President . . . . . Jim Egan  
General Mgr., Chief Eng. . . . . Galen O. Gilbert  
Commercial Manager . . . . . Jim Stacey  
Program Director . . . . . Jim Masters

## **KAKC—Tulsa—1946**

Freq.: 970 Kc. . . . . Power: 1000 W. d., 500 W. n.  
Owned By . . . . . KAKC of Tulsa, Inc.  
Address . . . . . 910 S. Boston  
Tel.: LU 7-2401 . . . . . Independent  
Station Representative . . . . . Young  
President . . . . . S. Carl Mark  
General, Station Manager . . . . . Robert J. Hoth  
Commercial Manager . . . . . Hillis Bell, Jr.  
Program Director . . . . . Dick Schmitz  
Sales Prom. Mgr., Pub. Dir. . . . . Carl Smith  
Chief Engineer . . . . . Charles Laughton  
Owners of: KBEA, KREY-FM, Mission; KXYZ-  
AM-FM, Houston.

## **KELI—Tulsa—1934**

Frequency: 1430 Kc. . . . . Power: 5 Kw.  
Owned By . . . . . T & O Bcstg. Co.  
Address . . . . . 2601 E. 56th St., N.  
Tel.: FI 5-1311 . . . . . Independent  
Station Representative . . . . . George Hollingbery  
President, Gen. Mgr. . . . . Raymond Ruff  
Commercial Manager . . . . . Joe Fischer  
Program Director . . . . . Joe Henderson  
Chief Engineer . . . . . Lloyd Cowan  
Owners of: KTRN, Wichita Falls, Tex.

## **KFMJ—Tulsa—1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
Owned By . . . . . UROK Broadcasting Co., Inc.  
Address . . . . . 5400 W. Edison  
Tel.: LU 5-5555 . . . . . KBS  
President . . . . . G. M. Engel  
General Manager . . . . . Willard W. Mason  
Station Manager . . . . . William R. Nash  
Program Director . . . . . Billy Parker  
Chief Engineer . . . . . N. Wilcox

## **KOME—Tulsa—1938**

Freq.: 1300 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned By . . . . . KOME, Inc.  
Address . . . . . 410 McFarlin Bldg.  
Tel.: LU 3-4121 . . . . . ABC  
Station Rep. . . . . Spot Time Sales  
President . . . . . Wm. F. Johns, Jr.  
General Manager . . . . . S. Rouser

## OKLAHOMA-OREGON

### KRMG—Tulsa—1949

Freq.: 740 Kc. Power: 50 Kw. d., 25 Kw. n.  
 Owned By Swanco Bcstg. Co.  
 Address 311 So. Denver Ave.  
 Tel.: LUther 4-4291 Independent  
 Representative John Blair  
 President George A. Bolas  
 General Manager John Merrell  
 Commercial Manager N. S. Barton, Jr.  
 Sales Promotion Mgr. Don Osbourne  
 Program Director J. W. Harmon  
 Publicity Director Glenn Condon  
 Chief Engineer Delbert Keeling  
 Owners of: KLEO, Wichita, Kans.; K10A, Des Moines, Iowa; KQEO, Albuquerque, N. M.

### KVOO—Tulsa—1925

Frequency: 1170 Kc. Power: 50,000 Watts  
 Owned-Oper. By Southwestern Sales Corp.  
 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  
 Owners of: KVOO-TV.

### KVIN—Vinita—1954

Frequency: 1470 Kc. Power: 500 Watts, d.  
 Owned-Oper. By Vinita Broadcasting Co.  
 Address Box 189  
 Tel.: ALpine 6-3407 KBS  
 General Manager Gene Humphries  
 Program Director R. Parnell  
 Chief Engineer Don Shearheart

### 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  
 President Bill Hoover  
 Chief Engineer Dan Hastings

### KSIW—Woodward—1947

Freq.: 1450 Kc. Power: 1000 W. d., 250 W. n.  
 Owned-Oper. By Woodward Bcstg. Co.  
 Address 22nd & Cedar Sts.  
 Tel.: ALpine 4-4455 Independent  
 Station Rep. Pearson Nat'l Reps., Inc.  
 President, General Mgr. Edward A. Ryan  
 Commercial Manager Ed Gettinger  
 Program Director Mrs. Lenora W. Ryan  
 Chief Engineer Mark Gaston

Pop.: 1,825,000  
 Families: 596,000

## Oregon

Radio Homes: 588,000  
 AM Stas. in State: 78

### KRKT—Albany—1959

Frequency: 990 Kc. Power: 250 Watts, d.  
 Owned By Radio Station KNND  
 Address 233 W. Third  
 Tel.: WAbash 6-3719 Independent  
 General Mgr. W. G. Crockett

### KWIL—Albany—1941

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By Albany Radio Corp.  
 Address Box 485  
 Tel.: WA 6-2233 MBS  
 President Claude Buerge  
 General Manager Larry Gordon  
 Commercial Manager Lou Gillespie  
 Chief Engineer Don Schweitzer

### KRVC—Ashland—1960

Frequency: 1350 Kc. Power: 1000 Watts, d.  
 Owned By Faith Tabernacle, Inc.  
 Address Ashland  
 Tel.: Ashland Independent  
 President Leo Wine  
 Chief Engineer Wayne Covington

### KWIN—Ashland—1946

Frequency: 580 Kc. Power: 1000 Watts  
 Owned-Oper. By Rogue Valley Bcstg. Co.  
 Business Address P.O. Box 227  
 Tel.: 482-2211 KBS

Station Reps. Feltis, Dove, Cannon; Bernard  
 President, General Mgr. W. Henry Peck  
 Commercial Manager Jeanne Barlow  
 Sales Promotion Mgr. Sue Henry  
 Program Director Ron Holloway  
 Chief Engineer Ed Tomlin

### KAST—Astoria—1925

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned Astoria Broadcasting Co.  
 Address 1006 W. Marine Dr.  
 Tel.: FA 5-2911 ABC, MBS  
 Station Reps. Moore; Webb  
 President C. H. Lane  
 General Mgr. R. Chopping

### KVAS—Astoria—1950

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Lower Columbia Bcstg. Co., Inc.  
 Address 1418 Commercial St.  
 Tel.: FA 5-6221 KBS  
 Reps. Moore; Holman; Jacobson  
 President W. T. Moore  
 General Mgr., Ch. Eng. Charles A. Farmer  
 Commercial Mgr. Don K. Van Velzer  
 Publicity Dir. Donald Boyd

### KBKR—Baker—1939

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W.n.  
 Owned-Oper. By Oregon Trail Bcstg. Co.

# OREGON

Bus. Studio Address ..... 2030 Auburn Ave.  
Tel.: JA 3-4431 ..... KBS  
Station Reps. .... Art Moore; Grant  
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  
General Manager ..... Frank H. Loggan  
Comm. Mgr. .... Doug Gaines  
Program Dir. .... Kessler Cannon  
Chief Engineer ..... Robert Dickinson

## **KGRL—Bend—1959**

Frequency: 940 Kc. .... Power: 1000 Watts, d.  
Owned By ..... McAlpine Bcstg. Co.  
Address ..... P.O. Box 590  
Tel.: EVERgreen 2-5611 ..... Independent  
Reps. .... Walker-Rawalt; Pacific; Jacobson  
General, Commercial Mgr. .... J. H. McAlpine  
Sales Prom. Manager ..... James Oakes  
Program Director ..... Don Weathermon  
Publicity Director ..... Barbara Johnson  
Chief Engineer ..... Keith Snodgrass

## **KURY—Brookings—1958**

Frequency: 910 Kc. .... Power: 1 Kw., d.  
Owned By ..... Joseph Sheridan  
Address ..... P.O. Box 185  
Tel.: 469-3524 ..... Independent  
Station Rep. .... Art Moore Assocs.  
President ..... Joseph F. Sheridan  
General, Commercial Mgr. .... Norm Oberst  
Program Director ..... Olympia Moody  
Chief Engineer ..... Vern Garvin

## **KRNS—Burns—1957**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Burns  
Address ..... Fairgrounds Rd.  
Tel.: 7300 ..... KBS  
Station Representative ..... Art Moore  
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.: 267-2121 ..... ABC  
Station Reps. .... Pearson Nat'l Reps.; Moore  
President ..... Sheldon F. Sackett  
Station Manager ..... F. J. McDonough  
Program Director ..... Constance M. Moe  
Chief Engineer ..... Bryce H. Johnston

## **KYNG—Coos Bay—1956**

Frequency: 1420 Kc. .... Power: 1 Kw., d.  
Owned By ..... Pacific Western Bcstrs., Inc.  
Address ..... P.O. Box 657  
Tel.: CONgress 7-7055 ..... Independent  
Pres., Gen. Mgr. .... Phillip F. Waters  
Comm. Mgr. .... Al Steutze  
Program Dir., Ch. Eng. .... Clair Gilnet  
Owners of: KQEN, Roseburg.

## **KWRO—Coquille—1948**

Frequency: 630 Kc. .... Power: 5000 Watts, d.  
Owned-Operated By ..... KWRO, Inc.  
Address ..... P.O. Box 398  
Tel.: 396-2141 ..... KBS  
Station Representatives ..... Moore; Grant Webb  
President ..... William E. Walsh  
General Manager ..... Leonard F. Epling  
Program Director ..... Deloy Keeler  
Sales Promotion Mgr. .... Lovore Ramey  
Publicity Director ..... James McCurdy  
Chief Engineer ..... Darrell Johnson

## **KFLY—Corvallis—1955**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W.n.  
Owned By ..... Radio Broadcasters  
Address ..... Box 689  
Tel.: PL 3-6633 ..... Independent  
Station Reps. .... Jacobson; Masla; Pacific Bcst.  
President ..... James L. Hutchens  
General, Station Mgr. .... Don Heinen  
Program Director ..... Tom Blackwood  
Chief Engineer ..... Clay Henry

## **KLOO—Corvallis—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By Willamette Valley Radio Corp.  
Address ..... Box 731  
Tel.: PLaza 3-4493 ..... KBS  
Station Reps. .... Moore; Oakes  
President, General Mgr. .... Wm. C. Hurley  
Sta., Comm. Mgr. .... George Lichtenthaler  
Publicity Director ..... Marilyn Q. Hurley  
Sales Promotion Manager ..... Kathy O'Brien  
Program Director ..... William C. Hurley  
Chief Engineer ..... David Washburn

## **KNND—Cottage Grove—1960**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Radio KOMB  
Address ..... P.O. Box 7  
Tel.: WH 2-2468 ..... Independent  
Station Representative ..... Jacobson  
Station Mgrs. .... Peter J. Ryan, Milton A. Viken  
Sales Prom. Mgr. .... Ivan Hoyer

## **KROW—Dallas—1955**

Frequency: 1460 Kc. .... Power: 5 Kw., d.  
Owned-Oper. By ..... Polk County Bcstrs., Inc.  
Address ..... 481 State St.  
Tel.: 623-2342 ..... Independent  
Station Reps. .... Meeker; Day-Wellington  
Pres., Gen. Mgr. .... Ray L. Kozak  
Station Mgr., Chief Eng. .... Don Newman  
Commercial Manager ..... Van Sias

## **KWVR—Enterprise—1960**

Frequency: 1340 Kc. .... Power: 250 Watts d.  
Owned By ..... Gene W. Wilson  
Address ..... 203 East Main St.  
Tel.: 61 ..... KBS  
Station Representative ..... Moore  
President, Chief Eng. .... Gene W. Wilson  
Promotion, Publicity Dir. .... Virginia M. Wilson

**KASH—Eugene—1947**

Frequency: 1600 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owner ..... Radio Air Ways, Inc.  
 Address ..... P.O. Box 1600  
 Tel.: DI 5-3357 ..... ABC  
 Station Representative ..... J. A. Lucas Co.  
 President, Gen., Sta. Mgr. .... E. J. Kincaid  
 Commercial Manager ..... Floyd Coon  
 Sales Promo., Pub. Dir. .... William Reynolds  
 Program Director ..... Sid Armstrong  
 Chief Engineer ..... Ralph Cook

**KATR—Eugene—1962**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Eugene Broadcasters  
 Address ..... 130 E. 13th Ave.  
 Tel.: Diamond 5-3338 ..... Independent  
 Station Reps. .... Webb; Feltis, Dove, Cannon  
 General Manager ..... David Miles  
 Commercial Manager ..... Ken Stuart  
 Program Director ..... Bill Chapman  
 Publicity Director ..... Dean Garrison  
 Chief Engineer ..... Calvert Applegate

**KERG—Eugene—1949**

Freq.: 1280 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Guard Pub. Co.  
 Address ..... 1600 Coburg Rd.  
 Tel.: DI 5-4304 ..... CBS  
 Newspaper Affiliation .... Guard Publishing Co.  
 Station Reps. .... Meeker; Day-Wellington  
 President ..... Alton Baker, Jr.  
 General Manager ..... Robert C. LaBonte  
 Commercial Manager ..... James Magnuson  
 Program Director ..... 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.  
 Address ..... P.O. Box 1032  
 Tel.: DI 4-4214 ..... MBS  
 Reps. .... Masla; Venard, Torbet & McConnell  
 President, Chief Eng. .... Lee. Bishop  
 Commercial Manager ..... Virgil Parker  
 Program Director ..... Bob Anderson

**KPIR—Eugene—1962**

Frequency: 1500 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Emerald Broadcasting Corp.  
 Address ..... P.O. Box 542  
 Tel.: Parkway 6-7691 ..... Independent  
 Station Rep. .... Weed  
 President, General Mgr. .... R. B. Thompson  
 Commercial Manager ..... Ken Bushey  
 Chief Engineer ..... Andrew Walker

**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  
 Reps. .... Meeker; Moore; Hollingsbery

Pres., Gen. Mgr. .... C. O. Fisher  
 Commercial Manager ..... John Tasnady  
 Sales Promotion Mgr. .... David Whitbread  
 Program Director ..... Bob Houglum  
 Chief Engineer ..... Russ Doran  
 Owners of: KBZY, Salem; KUMA, Pendleton. Both  
 Oreg.

**KWFS—Eugene—1962**

Frequency: 1540 Kc. .... Power: 1000 Watts d.  
 Owned By .... Willamette Family Stations, Inc.  
 Address ..... P.O. Box 1122  
 Tel.: Diamond 5-3211 ..... Independent  
 President ..... Marvin R. Steffins, Jr.  
 Station Manager ..... Robert W. Ball, Jr.  
 Program Director ..... Mike Kramer  
 Chief Engineer ..... Wait Jamison

**KWAY—Forest Grove—1959**

Frequency: 1570 Kc. .... Power: 1 Kw. d.  
 Owned By ..... KGGG Bcstg. Co.  
 Address ..... 2740 Pacific Ave.  
 Tel.: ELgin 7-2144 ..... Independent  
 President ..... P. B. Crawford  
 Station Mgr., Prog. Dir. .... Thomas Prestwich  
 Sales Promotion Manager .... Duncan James  
 Chief Engineer ..... George Ludtke

**KAGI—Grants Pass—1939**

Frequency: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ... Southern Oregon Bcstg. Co.  
 Address ..... P.O. Box 148  
 Tel.: GR 6-4477 ..... MBS  
 Station Representative ..... Moore; Young  
 Manager ..... J. E. Arnold  
 Chief Engineer ..... N. Williams

**KAJO—Grants Pass—1957**

Frequency: 1270 Kc. .... Power: 5000 Watts d.  
 Owned By ..... Grants Pass Bcstg. Co.  
 Address ..... P.O. Box 230  
 Tel.: GR 6-6608 ..... Independent  
 Sta. Rep. .... Venard, Torbet & McConnell  
 General, Comm. Mgr. .... Jim Wilson  
 Chief Engineer ..... Chuck Field

**KGRO—Gresham—1956**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W.n.  
 Owned ..... Gresham Bcstg. Co.  
 Address ..... 1230 Melody Lane  
 Tel.: MO 5-4143 ..... KBS  
 President, Ch. Eng. .... Daniel M. McPeak

**KOHU—Hermiston—1956**

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned ..... Carl F. and Sarah Knierim  
 Address ..... Box 1  
 Tel.: JO 7-6500 ..... MBS  
 General Manager, Ch. Eng. .... Carl F. Knierim  
 Commercial Manager ..... Sarah Knierim  
 Program Director ..... Eleanor Davis

**KUIK—Hillsboro—1953**

Frequency: 1360 Kc. .... Power: 1000 Watts, d.

# OREGON

Owned By ..... John P. Gillis  
Address ..... 155-A South Second Ave.  
Tel.: MI 8-4181 ..... KBS  
Station Rep. .... Art Moore  
President, Station Mgr. .... John P. Gillis  
Commercial Manager ..... Paul Alexander  
Sales Prom. Mgr. .... James Pierson  
Program, Pub. Dir. .... Lance M. Mushaw  
Chief Engineer ..... Albert Bishop

## KIHR—Hood River—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Ore.-Wash. Bcstrs.  
Business Address ..... P.O. Box 207  
Tel.: EV 6-1511 ..... Independent  
Representatives ..... Art Moore; Webb  
Pres., Gen. Mgr. Ch. Eng. .... C. J. McCredie  
Program Director ..... Mar Jean Stave

## KAGO—Klamath Falls—1923

Freq. 1150 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned By ..... Gibson Radio  
Address ..... P.O. Box 1130  
Tel.: TU 2-2551 ..... ABC  
Representatives ..... Raymer; Art Moore  
President ..... R. I. Gibson  
Station Manager ..... Robert Bartlett

## KFLW—Klamath Falls—1946

Freq.: 1450 Kc. .... Power: 500 W. d.; 250 W. n.  
Owned-Operated By ..... David Snow  
Business Address ..... 327 Main St.  
Tel.: TUXedo 2-4656 ..... CBS  
Representative ..... Weed  
Manager, Owner ..... David F. Snow  
Chief Engineer ..... Wayne Milburn

## KLAD—Klamath Falls—1955

Frequency: 960 Kc. .... Power: 5000 Watts, d.  
Owned-Operated By ..... Ogden Knapp  
Address ..... Box 979  
Tel.: TU 4-7794 ..... Independent  
Reps. .... Venard, Torbet & Mc.; Feltis; Jacobson  
General Mgr. .... Ogden Knapp  
Commercial Manager ..... Max Schreiber  
Program Director ..... Fritz Egger  
Chief Engineer ..... William Grimes

## KLBM—La Grande—1938

Frequency: 1450 Kc. Power: 1Kw. d., 250 W.n.  
Owned-Oper. By ..... Inland Radio, Inc.  
Address ..... P.O. Box 907  
Tel.: WOODland 3-4121 ..... Independent  
Station Rep. .... Moore  
President ..... Gordon L. Capps  
Commercial Manager ..... Robert Empie  
Station Manager ..... Ken Lillard  
Chief Engineer ..... W. Curry  
owners of: KSRV, Ontario, Oreg.

## 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  
President ..... A. E. Freeman  
General Manager ..... James H. McHone  
Commercial Manager ..... Norman Sulter  
Prog. Dir., Ch. Eng. .... Wayne W. Whitehead

## KGAL—Lebanon—1950

Frequency: 920 Kc. .... Power: 1000 Watts  
Owned By ... Radio Wonderful WillametteLand  
Address ..... P.O. Box 578  
Tel.: 258-3134 ..... Independent  
Station Representative ..... William Wagner  
President ..... Alex Dreier  
General Manager ..... Glen M. Stadler  
Station Manager ..... Don Wellman  
Commercial Manager ..... Tom Boyd  
Sales Prom. Manager ..... Keith Samples  
Program Director ..... John Kline  
Publicity Director ..... Ken McCoy  
Chief Engineer ..... Bob Weed  
Owners of: KGAY, Salem.

## KMCM—McMinnville—1949

Frequency: 260 Kc. Power: 1 Kw. d., 500 W.n.  
Owned By ..... Yamhill Radio Co.  
Address ..... P.O. Box 207  
Tel.: 472-2151 ..... KBS  
Station Representative ..... H. S. Jacobson  
President ..... Jerry Carr  
Genral Mgr., Chief Eng. .... Larry D. Lanz  
Comm., Sales Promo. Mgr. .... Bill Powell  
Owners of: KCFN, Victorville, Calif.

## KBOY—Medford—1954

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... KBOY Bcstrs.  
Address ..... Box 1109  
Tel.: 779-2244 ..... Independent  
Reps. .... Feltis; Dove, Cannon; Masla; Pacific  
President ..... Kenneth R. Card  
General, Station Mgr. .... Winston Marks  
Program Director ..... Richard Schuchard  
Chief Engineer ..... Victor M. Califf

## KDOV—Medford—1958

Frequency: 1300 Kc. .... Power: 5000 Watts  
Owned By ..... Medford Bcstrg., Inc.  
Address ..... P.O. Box 869  
Tel.: SP 3-5000 ..... Independent  
President, General Mgr. .... W. H. Hansen

## 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.: 773-7373 ..... ABC-NBC  
Station Reps. .... Hollingsbery; Day-Wellington  
President ..... J. L. De Armond  
Exec. V. P., General Mgr. .... Ray Johnson  
Station Commercial Manager ... Ted Thompson  
Program Mgr. .... Don Hanlin  
Chief Engineer ..... Ellis Feinstein  
Owners of: KMED-TV.

## KYJC—Medford—1947

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W.n.



**Owned-Operated By** .....Medford Printing Co.  
**Address** .....Barnett Rd.  
**Tel.:** SPring 2-6644 .....CBS  
**Newspaper Affiliation** .....Mail Tribune  
**Station Reps.** .....Pearson; Moore  
**General Mgr.** .....Tom MacLeod  
**Chief Engineer** .....I. Eckberg

**KNPT—Newport—1948**

**Frequency:** 1310 Kc. **Power:** 5 Kw. d., 1 Kw.n.  
**Owned-Oper. By** .....Yaquina Radio, Inc.  
**Business Address** .....Box 1428  
**Tel.:** AMherst 5-2266 .....Independent  
**Sta. Reps.** .....Meeker; Moore  
**Pres., Gen. Mgr.** .....Tom Becker  
**Commercial Manager** .....Buss Jolley  
**Publicity Director** .....Whitey Coker  
**Chief Engineer** .....Del Kruger  
**Owners of:** KBCH, Ocean Lake.

**KBBR—North Bend—1951**

**Frequency:** 1340 Kc. **Power:** 1 Kw. d., 250 W.n.  
**Owned By** .....Big Bay Radio, Inc.  
**Address** .....1956 Meade St.  
**Tel.:** 756-5108 .....Independent  
**Station Rep.** .....Feltis, Dove, Cannon  
**President, Comm. Mgr.** .....Bill Karl  
**Station, Program Dir.** .....Rod Walter  
**Chief Engineer** .....Arthur Schuldt

**KBCH—Ocean Lake—1955**

**Frequency:** 1380 Kc. **Power:** 1000 Watts d.  
**Owned By** .....Yaquina Radio, Inc.  
**Address** .....Box 358  
**Tel.:** 994-2181 .....Independent  
**Station Reps.** .....Moore; Meeker  
**President** .....Thomas R. Becker  
**General Manager** .....Henry G. Florip  
**Program Director** .....Eleanor Danforth  
**Chief Engineer** .....Jack Chunn  
**Owners of:** KNPT, Newport, Ore.

**KSRV—Ontario—1946**

**Frequency:** 1380 Kc. **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** .....Inland Radio, Inc.  
**Address** .....Box 540  
**Tel.:** TUCKER 9-8651 .....KBS  
**Station Rep.** .....Moore  
**President, Gen. Mgr.** .....Gordon L. Capps  
**Comm. Mgr.** .....John R. Humphreys  
**Sales Prom. Mgr.** .....Charles E. Harland  
**Chief Engineer** .....Stanley E. McNutt  
**Owners of:** KLBK, La Grande.

**KGON—Oregon City—1947**

**Frequency:** 1520 Kc. **Power:** 50 Kw.  
**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  
**Sales Prom., Program Dir.** .....Ben Tracy  
**Chief Engineer** .....Sidney Roach

**KKID—Pendleton—1941**

**Frequency:** 1240 Kc. **Power:** 1 Kw.d., 250 W.n.  
**Owned By** .....Roderick Sound, Inc.  
**Address** .....P.O. Box 178  
**Tel.:** CRestview 6-1311 .....Independent  
**President, Ch. Eng.** .....Robert W. Roderick  
**Program Director** .....Ed Carle  
**Publicity Director** .....Jacqueline Tholberg

**KUBE—Pendleton—1956**

**Frequency:** 1050 Kc. **Power:** 1 Kw., d.  
**Owned** .....Amatilla Bcstg., Ent. Inc.  
**Address** .....236 S.E. First St.  
**Tel.:** CRestview 6-1961 .....Independent  
**President** .....John M. Carroll  
**General Mgr., Ch. Eng.** .....Paul A. Schumacher  
**Sales Promotion Mgr.** .....E. Vern Green

**KUMA—Pendleton—1955**

**Frequency:** 1290 Kc. **Power:** 5000 Watts  
**Owned** .....Pendleton Broadcasting Co.  
**Address** .....Box 278  
**Tel.:** 276-1511 .....ABC  
**Representatives** .....Hollingbery; Art Moore  
**President** .....C. O. Fisher  
**Vice Pres., Gen. Mgr.** .....T. A. Smith  
**Chief Engineer** .....J. C. Bradley

**KEX—Portland—1926**

**Frequency:** 1190 Kc. **Power:** 50,000 Watts  
**Owned By** .....Golden West Broadcasters  
**Address** .....2130 S.W. Fifth Ave.  
**Tel.:** CA 2-1881 .....Independent  
**Vice President** .....Bert S. West  
**General, Sales Mgr.** .....Fulton Wilkins  
**Asst. Mgr., Program Dir.** .....Bob Cooper  
**Sales Promotion Manager** .....Ed Busse

**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  
**Local Sales Mgr.** .....Joe Clifford  
**Station Mgr.** .....Patrick Craiton  
**Program Manager** .....Hal Starr  
**Merchandising Mgr.** .....Walt Hawthorne  
**Chief Engineer** .....Clare Hanawalt  
**Owners of:** KGW-TV, Portland; KING-AM-FM-TV, Seattle; KREM-AM-FM-TV, Spokane.

**KISN—Portland—1959**

**Frequency:** 910 Kc. **Power:** 1 Kw.  
**Owned By** .....Star Stations, Inc.  
**Address** .....10 N.W. Tenth  
**Tel.:** CAPITAL 6-7191 .....Independent  
**Station Representative** .....H-R Representatives  
**President** .....Don W. Burden  
**V.P., General Manager** .....Timothy F. Moore  
**Commercial Manager** .....Richard Shireman

# OREGON

Program Director.....Les Parsons  
Publicity Director.....Steve Brown  
Chief Engineer.....Johnny Dark  
Owners of: KICN-FM, KOIL, Omaha.

## KLIQ—Portland—1957

Frequency: 1290 Kc.....Power: 5 Kw., d.  
Owned By.....Malloy Breyer Inc.  
Address.....Oaks Amusement Park  
Tel.: BELmont 4-8448.....Independent  
Station Representative.....Hall  
President.....S. G. Breyer  
General Manager.....Jack Grant  
Sales Promo. Manager.....Howard McAnulty  
Program Director.....Bob McAnulty

## KOIN—Portland—1926

Frequency: 970 Kc.....Power: 5000 Watts  
Owned.....Mt. Hood Radio-TV Bcstg. Corp.  
Address.....140 S.W. Columbia  
Tel.: CA 8-3333.....CBS  
Representative.....CBS Radio Spot Sls.  
President.....C. Howard Lane  
General Station Mgr.....H. H. Buckendahl  
Program Director.....Willard A. Mears  
National Sales Mgr.....Robert R. Whitely  
Chief Engineer.....Louis S. Bookwalter  
Owners of: KOIN-TV.

## KPAM—Portland—1948

Frequency: 1410 Kc.....Power: 5000 Watts d.  
Owned-Operated By.....Chem-Air, Inc.  
Address.....Box 1230  
Tel.: CA 6-7676.....Independent  
Station Representative.....Pacific Bcst. Sales  
President.....William E. Boeing, Jr.  
General Manager.....Del Leeson  
Program Director.....Lloyd Yunker  
Publicity Director.....Maryetta Devereaux  
Chief Engineer.....R. A. McClanathan  
Owners of: KIDO, Boise; KETO, Seattle.

## KPDQ—Portland—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....John W. Davis  
Address.....4903 N.E. Sandy Blvd.  
Tel.: AT 2-3232.....Independent  
President.....John W. Davis  
Station Manager.....David M. Jack  
Chief Engineer.....Donald C. Wilkinson

## KPOJ—Portland—1923

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KPOJ, Inc.  
Address.....1019 S.W. 10th Ave.  
Tel.: CA 7-3484.....Independent  
President, Gen. Mgr.....R. M. Brown  
Commercial Manager.....Jack Moys  
Sales Prom., Pub. Dir.....Garry Capps  
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  
Address.....931 S.W. King Ave.  
Tel.: CA 8-4393.....ABC  
Sta. Rep.....Venard, Torbet & McConnell  
Pres., Gen. Manager.....Rod F. Johnson  
Commercial Manager.....Ben T. Crosby  
Prog. Dir.....Jerry Speerstra  
Ch. Eng.....Les Windes

## KXL—Portland—1926

Frequency: 750 Kc.....Power: 50 Kw, d.  
Owner.....Seattle, Portland, Spokane Radio  
Address.....Box 5886  
Tel.: OLive 4-3193.....Independent  
Station Representative.....McGavren/Guild  
General Manager.....Lester M. Smith  
Commercial Manager.....Richard L. Levy  
Program Director.....Del Olney  
Chief Engineer.....Bryce Howard  
Owners of: KJR, Seattle; KNEW, Spokane.

## 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  
Reps. Jacobson; Feltis, Dove, Cannon; Pearson  
President, Chief Eng.....C. R. Matheny  
Commercial Manager.....Richard W. Burger  
Sales Promotion Mgr.....Mac Lochvie  
Program Director.....Robert Arnott

## KPRB—Redmond—1952

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Don & Rita Anderson  
Address.....P.O. Box 787  
Tel.: LIncoln 8-3100.....Independent  
Station Representatives.....Wagner; Webb  
Station Manager Ch. Eng.....Don Anderson

## KRAF—Reedsport—1961

Frequency: 1470 Kc.....Power: 5,000 Watts d.  
Owned By.....Walter J. Kraus  
Address.....P. O. Box 471  
Tel.: CRestview 1-2674.....KBS  
President.....Walter Kraus  
General, Commercial Mgr.....Gless Connoy  
Program, Publicity Director.....Katie Connoy

## KQEN—Roseburg—1950

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Pacific Western Bcstrs.  
Address.....P. O. Box 847  
Tel.: OR 3-4464.....ABC  
Reps.....Oakes; Feltis, Dove, Cannon  
General Mgr.....L. Fenner

**KRRR—Roseburg—1935**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Douglas County Tricasters  
 Address . . . . . Box 910  
 Tel.: OR 3-5551 . . . . . CBS  
 President, Gen. Mgr. . . . . Robert F. Johnson  
 Commercial Manager . . . . . James H. Johnson

**KYES—Roseburg—1955**

Frequency: 950 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Douglas County Bcstrs., Inc.  
 Address . . . . . Box 538  
 Tel.: OR 3-6678 . . . . . Independent  
 Station Representative . . . . . Pearson  
 President, Chief Engineer . . . . . LeRoy Hiatt  
 General Manager . . . . . Elliott Motschenbacher

**KOHI—St. Helens—1959**

Frequency: 1600 Kc. . . . . Power: 1,000 Watts  
 Owned By . . . . . Columbia Co. Bcstrs.  
 Address . . . . . KOHI Bldg.  
 Tel.: 1601 . . . . . KBS  
 Station Representative . . . . . Pearson  
 President . . . . . L. B. Brownlow  
 Station Manager . . . . . W. Anderson  
 Program Manager . . . . . D. Wimberly  
 Chief Engineer . . . . . J. Allen

**KAPT—Salem—1961**

Frequency: 1220 Kc. . . . . Power: 1,000 Watts d.  
 Owned By . . . . . Salem Broadcasters  
 Address . . . . . 212 High St., N.E.  
 Tel.: 364-3353 . . . . . MBS; KBS  
 Station Reps. . . . . Webb; Feltis, Dove, Cannon  
 General Manager . . . . . Carl W. Nelson  
 Commercial Manager . . . . . Ron Terry  
 Program Director . . . . . Richard Gilbert  
 Chief Engineer . . . . . Calvert Applegate

**KBZY—Salem—1957**

Frequency: 1490 Kc. . . . . Power: 1 Kw. d., 250 W.n.  
 Owned-Oper. By . . . . . Salem Bcstg. Co.  
 Address . . . . . 369 High St. N.E.  
 Tel.: EM 4-6748 . . . . . NBC  
 Station Reps. . . . . Meeker; Art Moore  
 President . . . . . Carl O. Fisher  
 General Station Mgr. . . . . Gene Harrison  
 Commercial Manager . . . . . Les Manning  
 Program Manager . . . . . John Vaughan  
 Chief Engineer . . . . . Elmer Gary  
 Owners of: KUGN, Salem; KUMA, Pendleton.

**KGAY—Salem—1951**

Frequency: 1430 Kc. . . . . Power: 5000 Watts d.  
 Owned By . . . . . Radio Wonderful WillametteLand  
 Address . . . . . Box 768  
 Tel.: 364-1430 . . . . . Independent  
 Station Rep. . . . . Pearson Nat'l Reps.  
 President . . . . . Alex Dreier  
 General Manager . . . . . Glen Stadler  
 Station Mgr., Chief Eng. . . . . Keith Samples  
 Sales Promotion Manager . . . . . Paul Bowman  
 Program Director . . . . . A. L. Anderson  
 Owners of: KGAL, Lebanon, Oreg.

**KSLM—Salem—1934**

Freq.: 1930 Kc. . . . . Power: 5000 Wts. d., 1000 n.  
 Owned-Operated By . . . . . Oregon Radio, Inc.  
 Business Address . . . . . P. O. Box 631  
 Tel.: EM 4-8433 . . . . . ABC  
 President . . . . . L. McCormick  
 General Mgr. . . . . A. de Schweinitz  
 Program Director . . . . . Bob McCarl  
 Chief Engineer . . . . . Clyde Carlton

**KEED—Springfield-Eugene  
1954**

Frequency: 1050 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . KEED, Inc.  
 Address . . . . . Box K, Eugene, Ore.  
 Tel.: PA 6-6591 . . . . . Independent  
 Station Rep. . . . . Pearson  
 President . . . . . Glen M. Stadler  
 Station Manager . . . . . Rodney V. Louden  
 Program Director . . . . . J. Robert Litten  
 Commercial Manager . . . . . Charles A. Searl  
 Chief Engineer . . . . . Robert Barnes

**KACI—The Dalles—1955**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Radio Mid-Columbia Inc.  
 Business Address . . . . . 119 E. 2nd St.  
 Tel.: Cy 6-9661 . . . . . Independent  
 Station Representatives . . . . . Hopewell; Moore  
 President, Gen. Mgr. . . . . M. V. Ling  
 Station Mgr. . . . . R. N. Robinson

**KODL—The Dalles—1940**

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Western Radio Corp.  
 Address . . . . . KODL Bldg.  
 Tel.: CYPress 6-2300 . . . . . KBS  
 Station Reps. . . . . Feltis, Dove, Cannon; Jacobson  
 President . . . . . V. B. Kenworthy  
 General Mgr. . . . . Paul E. Walden

**KTIL—Tillamook—1947**

Frequency: 1590 Kc. . . . . Power: 1 Kw.  
 Owned By . . . . . Beaver Bcstg.  
 Address . . . . . Box 1590  
 Tel.: VI 2-4422 . . . . . Independent  
 Reps. . . . . Continental; Art Moore  
 Owners . . . . . Rcbert Douglas, Philip Tonkew  
 Sales Promo. Mgr., Ch. Eng. . . . . Larry Brunen  
 Program, Pub. Dir. . . . . Al Charf

**KTDO—Toledo—1960**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Edward C. McElroy, Jr.  
 Address . . . . . P. O. Box 568  
 Tel.: 336-2662 . . . . . Independent  
 Station Representative . . . . . Jacobson  
 General, Commercial Mgr. . . . . E. C. McElroy, Jr.  
 Program Director . . . . . Jo McElroy  
 Chief Engineer . . . . . George W. Morrison

***NO SUBSTITUTE for PUBLIC SERVICE!***

# The Quality RAHALL Radio Group

SUBSCRIBERS TO THE NAB RADIO CODE OF GOOD PRACTICES AND STATE ASSOCIATIONS

<b>WKAP</b>	<b>WLCY</b>	<b>WNAR</b>	<b>WWNR</b>	<b>WQTY</b>
Radio 132 Allentown- Bethlehem- Easton, Pa.	Radio 138 St. Petersburg-Tampa Florida	Radio 111 Philadelphia Area	Radio 62 Beckley, W. Virginia	Radio 122 Jacksonville, Florida

**Represented Nationally by H-R New York — WQTY represented by the Bolling Co.**

N. Joe Rahall, President — Rahall Public Service Stations

Pop.: 11,500,000  
Families: 3,318,000

# Pennsylvania

Radio Homes: 3,239,000  
AM Stas. in State: 156

## WAEB—Allentown—1948

Freq.: 790 Kc. . . . . Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By . . . . . WAEB Bcstrs., Inc.  
Address . . . . . 7th & Hamilton Sts.  
Tel.: 434-9364 . . . . . Independent  
Station Representative . . . . . Radio-TV Reps.  
President . . . . . William F. Rust, Jr.  
General Manager . . . . . S. Robert Ackley  
Commercial Manager . . . . . Ronald Sotak  
Program Director . . . . . Jay Sands  
Chief Engineer . . . . . William Gottshall

## WHOL—Allentown—1948

Frequency: 1600 Kc. . . . . Power: 500 Watts  
Owned . . . . . Allentown Bcstg. Corp.  
Address . . . . . Colorado & Poplar Sts.  
Tel.: HE 4-4801 . . . . . Independent  
Representative . . . . . Raymer  
President . . . . . Victor C. Diehm  
General Manager . . . . . Willard B. Camperson  
Sales Manager . . . . . Martin Torbert  
National Sales Mgr. . . . . T. A. Tito  
Program Director . . . . . David M. Van Sant  
Chief Engineer . . . . . Gerald B. Werst  
Owners of: WAZL, Hazleton; WHLM, Bloomsburg.

## WKAP—Allentown—1948

Frequency: 1320 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . WKAP, Inc.  
Address . . . . . P. O. Box 689  
Tel.: 433-3166 . . . . . Independent  
Station Rep. . . . . H-R Representatives  
President . . . . . N. Joe Rahall  
Sta., Gen. Mgr. . . . . O. R. Davies  
Operation Manager . . . . . Alan D. Raber  
Sales Promotion Manager . . . . . Jerry Duckett  
Program Director . . . . . Paul F. Galgon  
Publicity Director . . . . . Samuel J. Anderson  
Chief Eng. . . . . C. Frank Cordaro

## WSAN—Allentown—1923

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Lehigh Valley Bcstg. Co.  
Address . . . . . 3941 North 10th St.  
Tel.: 434-9511 . . . . . NBC  
Station Representative . . . . . Bolling  
General Manager . . . . . R. H. Musselman

## WFBC—Altoona—1924

Frequency: 1290 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Triangle Pubs.  
Address . . . . . 5000 Commerce Park  
Tel.: Windsor 4-2031 . . . . . Independent  
News. Affil. . . . . Phila. Inquirer; Phila. D. News  
Reps. . . . . McGavren/Guild; Pa. State Reps.  
Vice President . . . . . Roger Clipp  
General Manager . . . . . John Stilli, Jr.  
National Sales Mgr. . . . . John Brubaker  
Local Sales Mgr. . . . . George Mahon

Sales Promo., Publicity Dir. . . . . Bob Manning  
Program Director . . . . . James Van de Velde  
Chief Engineer . . . . . John Grimme  
Owners of: WFBC-TV-FM; WFIL-FM-AM-TV,  
Phila.; WNBC-FM-AM-TV, Binghamton, N. Y.;  
WNHC-FM-AM-TV, New Haven; KFRF-AM-TV,  
KRFM, Fresno; WLYH-TV, Lebanon.

## WRTA—Altoona—1947

Frequency: 1240 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned . . . . . Altoona Trans-Audio Corporation  
Address . . . . . Hotel Penn Alto  
Tel.: WI 3-6112 . . . . . ABC  
President . . . . . Louis H. Murray  
Station Manager . . . . . David R. Wolf  
Program Director . . . . . Tony Curtis  
Chief Engineer . . . . . Al Merritts  
Owners of: WMBT, Shenandoah, Pa.

## WVAM—Altoona—1948

Frequency: 1430 Kc. . . . . Power: 1,000 Watts  
Owned-Oper. By . . . . . General Bcstg. Corp.  
Address . . . . . 2727 W. Albert Dr.  
Tel.: WI 4-8127 . . . . . CBS  
Sta. Rep. . . . . Weed  
President . . . . . E. S. Leopold  
General, Station Mgr. . . . . Will Ketner  
Commercial, Sales Prom. Mgr. . . . . Will Union  
Chief Engineer . . . . . John Schiele

## WMBA—Ambridge—1958

Frequency: 1460 Kc. . . . . Power: 500 Watts d.  
Owned By . . . . . Miners Bcstg. Service, Inc.  
Business Address . . . . . 304 Duss Ave.  
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 . . . . . KBS  
Station Rep. . . . . Charles Bernard  
Gen., Comm. Manager . . . . . Cecil F. Clifton

## WNCC—Barnesboro—1950

Frequency: 950 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . WNCC, Inc.  
Address . . . . . 803 Maple Ave.  
Tel.: Williams 8-9200 . . . . . KBS-MBS  
President, Chief Eng. . . . . J. Howard Bair  
Station Manager . . . . . Eric M. Bauer  
Program Director . . . . . Nancy J. Lubert

## WBVP—Beaver Falls—1948

Frequency: 1220 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned-Operated By . . . . . WBVP, Inc.  
Business Address . . . . . 1216 7th Ave.; Box 719  
Tel.: Tilden 6-4100 . . . . . Independent  
President . . . . . Frank R. Smith  
General Station Mgr. . . . . Thomas B. Price

# PENNSYLVANIA

## **WBFD—Bedford—1955**

Frequency: 1310 Kc. Power: 5 Kw. d.  
Owned-Oper. By The Inquirer Printing Co.  
Address: American Legion Bldg.  
Tel.: 623-5132 KBS  
President John Biddle  
General Manager Robert S. Harrison, Jr.  
Chief Engineer W. H. Smith

## **WBLF—Bellefonte—1958**

Frequency: 1330 Kc. Power: 500 Watts d.  
Owned By Bellefonte Bcstg. Corp.  
Address P.O. Box 88  
Tel.: ELgin 5-4751 MBS  
Pres., Gen. Mgr. Cary H. Simpson  
Station Manager J. W. Eschbach  
Commercial Manager James F. Kerschner  
Program Director Earl J. Pennington  
Chief Engineer Robert Cook

## **WBRX—Berwick—1957**

Frequency: 1280 Kc. Power: 500 Watts d.  
Owned Columbia County Bcstrs., Inc.  
Address Jackson Bldg.  
Tel.: PL 2-4546 KBS  
President, Gen. Mgr. John S. Booth

## **WGPA—Bethlehem—1946**

Frequency: 1100 Kc. Power: 250 Watts d.  
Owned By A. B. E. Broadcasting Co.  
Address 428 Brodhead Ave.  
Tel.: 866-8074 Independent  
Newspaper Affil. Bethlehem Globe Times  
President Rolland L. Adams  
V.P., Station Manager Charles R. Thon  
Prog. Dir. Robert Wolken  
Chief Engineer Edwin Ryback

## **WCNR—Bloomsburg—1946**

Frequency: 930 Kc. Power: 1,000 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  
Chief Engineer Robert Fulton

## **WHLM—Bloomsburg—1946**

Frequency: 550 Kc. Power: 1000 Watts  
Owned Bloom Radio  
Address Square Bldg.  
Tel.: 784-5500 MBS  
Representative Raymer  
President Harry L. Magee  
General, Sta. Manager Robert R. Williams  
Publicity Director Ray Calabrese  
Commercial, Sales Prom. Mgr. Pat Campbell  
Program Dir. Dale Fulmer  
Chief Engineer Anthony Hogg  
Owners of: WHLM-FM.

## **WLOA—Braddock—1947**

Frequency: 1550 Kc. Power: 1000 Watts d.  
Owned-Operated By Matta Bcstg. Co.

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  
Program Director E. R. Matta  
Chief Engineer Frederick Sand

## **WESB—Bradford—1947**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By Radio Station WESB  
Address 43 Main St.  
Tel.: 368-4141 Independent  
Representative Burn-Smith  
General Manager J. M. Cleary  
Comm., Sales Promo. Mgr. C. W. Callahan  
Prog. Dir., Chief Eng. William Winn  
Publicity Director Lawrence Chittester  
Owners of: WLEU, Erie, Pa.

## **WBUT—Butler—1949**

Frequency: 1050 Kc. Power: 250 W. d.  
Owned-Operated By WBUT, Inc.  
Address Box 1048  
Tel.: 7-5778 Independent  
President James Beattie  
General, Comm. Mgr. Richard Hanna  
Program Director G. Earl Sadlon  
Chief Engineer Norman Gour

## **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 Joel W. Rosenblum  
General Mgr. Robert L. Kaufman  
Comm. Manager J. Victor O'Brien  
Chief Engineer Paul Rex

## **WARO—Canonsburg—1957**

Freq.: 540 Kc. Power: 250 W. d.  
Owned By Radio Hill, Inc.  
Address Morganza Road  
Tel.: 745-5400 Independent  
President, General Mgr. Tommy Sutton  
Station Manager James Saxon  
Commercial Manager Mary Lou Sutton  
Chief Engineer John Barton

## **WC DL—Carbondale—1950**

Frequency: 1440 Kc. Power: 5 Kw., d.  
Owned-Oper. By Carbondale Bdcstg. Co., Inc.  
Address 127 Salem Rd.  
Tel.: 282-2770 Independent  
Representative Donald Cooke, Inc.  
President William H. Ware  
General Manager Marjorie Zopotosky  
Commercial Mgr. P. J. Oles  
Program Director J. Martin  
Chief Engineer Walter Rude

## **WHYL—Carlisle—1948**

Frequency: 960 Kc. Power: 5000 Watts d.



Owned By ..... R. F. Lewis, Jr.  
 Business Address ..... Mt. Holly Pike  
 Tel.: CH 9-1717 ..... Independent  
 Sta. Reps. . . . .Phila. Spot Sales; Spot Time Sales  
 President ..... Marion P. Lewis  
 General Mgr. .... Philip Potter  
 Chief Engineer ..... George Jennings

**WCBG—Chambersburg—1956**

Frequency: 1590 Kc. ....Power: 5 Kw., d.  
 Owned By ..... Four States Bcstg. Corp.  
 Address ..... Radio Hill  
 Tel.: COlony 3-4131 ..... Independent  
 Station Reps.. .Pa. State Reps.; Charles Bernard  
 President, General Mgr. ....Norman Messner  
 Commercial Manager .....Robert Koch  
 Sales Promotion Mgr. .... Steve March  
 Program Director .....Richard Bower  
 Publicity Director ..... Bob Foreman  
 Chief Engineer .....Harvey Cunningham

**WCHA—Chambersburg—1946**

Frequency: 800 Kc. ....Power: 1000 Watts d.  
 Owned ..... Chambersburg Bcstg. Co.  
 Address ..... Professional Arts Bldg.  
 Tel.: CO 4-7121 ..... Independent  
 Station Rep. .... Phila. Spot Sales  
 Pres., Gen. Mgr. ....John S. Booth  
 Station Mgr., Prog. Dir. .... Earl P. Strine  
 Commercial, Sales Prom. Mgr. . . .David Myers  
 Chief Engineer ..... James McCurdy

**WESA—Charleroi—1947**

Frequency: 940 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By ... Monongahela Bcstg. Corp.  
 Address ..... Box 584  
 Tel.: HU 3-6551 ..... KBS  
 President ..... Dr. A. S. Sickman  
 General Manager ..... Carl Stuart  
 Sales Promotion Mgr. .... Val Gearhart  
 Program Director ..... William Richards  
 Publicity Director ..... Jack Simon  
 Chief Engineer ..... Tom Chambers

**WEEZ—Chester—1947**

Frequency: 1590 Kc. ....Power: 1000 Watts  
 Owned By ..... WDRF, Inc.  
 Address ..... 3500 Edgmont Ave.  
 Tel.: TRemont 4-4321 ..... Independent  
 Station Representative ..... Weed  
 President ..... Ogden R. Davies  
 General Manager ..... Richard H. Booth  
 Commercial Manager ..... Ronald Sherwood  
 Sales Promotion Mgr. .... Elizabeth Curl  
 Program Director ..... James A. Reeves  
 Chief Engineer ..... Jack Renard

**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  
 President, Gen. Mgr. .... James M. Tisdale  
 Station Mgr. .... Robert A. Hibbert, Jr.  
 Chief Engineer ..... Dan Baron

**WWCH—Clarion—1960**

Frequency: 1300 Kc. ....Power: 500 Watts  
 Owned By ..... Clarion County Bcstg. Corp.  
 Address ..... Garby Theatre Bldg.  
 Tel.: Capital 6-8600 ..... ABC  
 Newspaper Affiliation .... Clarion Newspapers  
 President ..... William E. Sheridan  
 General, Station Mgr. ... Walter G. Broadhurst  
 Sales Prom. Manager ..... Ray S. Walker  
 Chief Engineer ..... Melvin M. Check

**WCPA—Clearfield—1947**

Frequency: 900 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By ..... Clearfield Bcstgers, Inc.  
 Address ..... Church St.  
 Tel.: POplar 5-5541 ..... ABC  
 Newspaper Affil. .... Progressive Publishing  
 President ..... W. K. Ulerich  
 General Manager ..... Milton J. Bergstein  
 Station Manager ..... John A. Dame  
 Chief Engineer ..... Lou Duck  
 Owners of: WDAD, Indiana; WMAJ, State Park,  
 both Pa.; WJCM, Sebring, Fla.

**WCOJ—Coatsville—1949**

Frequency: 1420 Kc. ....Power: 5 Kw.  
 Owned-Oper. By ..... Chester Cty. Bcstg. Co.  
 Address ..... 809 E. Lincoln Hwy.  
 Tel.: DUDley 4-2100 ..... Independent  
 President, Chief Eng. .... Louis N. Seltzer  
 General Manager ..... William S. Halpern  
 Comm., Sales Prom. Mgr. .... Donald Kimes



**1590 RADIO**

the BRIGHT VOICE  
 of Delaware County

3500 Edgmont Avenue  
 Chester, Pennsylvania  
 TRemont 4-4321

# PENNSYLVANIA

## WCOY—Columbia—1957

Frequency: 1580 Kc. Power: 500 W. d.  
Owned Radio Columbia  
Address 343 Poplar St.  
Tel.: 684-2591 Independent  
Representative Burn-Smith  
President, General Mgr. Donald W. Huff  
Station Manager Gus Thomas  
Program Director Sid McClain  
Chief Engineer Neil Wilson

## WCVI—Connellsville—1946

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W.n.  
Owned-Oper. By Connellsville Bcstrs., Inc.  
Business-Studio Address 133 E. Crawford Ave.  
Tel.: MA 8-4600 Independent  
Station Representative Hopewell  
President Dr. C. T. Troilo  
Gen., Station Mgr. Charles T. Snowdon  
Prog., Publicity Director Esther Snowdon  
Chief Engineer Robert Ray

## WOTR—Corry—1955

Freq.: 1370 Kc. Power: 1000 W. d., 500 W. n.  
Owned By Olivia T. Rennekamp  
Address 25½ N. Center St.  
Tel.: 3-6611 KBS-NBC  
President Olivia T. Rennekamp  
Station Manager Glen Henderson  
Sales Promotion Mgr. Agnes Sutton  
Program Director Mary Hegner  
Publicity Director D. McEldowney  
Chief Engineer William Remington

## WFRM—Coudersport—1953

Frequency: 600 Kc. Power: 1000 Watts d.  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 9 N. Main St.  
Tel.: 611 MBS  
President C. H. Simpson  
General Manager John A. Fay  
Chief Engineer Martin Weiss

## 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 Manager James Stolcz  
Chief Engineer A. P. Lombardi

## 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.: 371-6100 CBS  
Newspaper Affil. Courier Express  
Station Representative Devney Organization  
President Harold T. Gray  
General Station Mgr. Jason S. Gray  
Comm., Sales Prom. Mgr. George Williams  
Prog., Pub. Director O. K. Johnston  
Chief Engineer George Donahue

## WEEX—Easton—1956

Frequency: 1230 Kc. Power: 250 Watts  
Owned Easton Publishing Co.  
Address Chestnut Hill  
Tel.: BLackburn 8-6155 Independent  
Newspaper Affiliation Express  
Station Reps. Walker-Rawalt; Phila. Spot Sales  
President J. L. Stackhouse  
General Manager John Thorwald  
Commercial Manager C. W. Bradford  
Sales Prom. Manager Robert B. Grove  
Program Director Don Ross  
Chief Engineer Robert Francett

## WEST—Easton—1936

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W.n.  
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  
Program Manager Joseph Prentice  
Gen., Sales Manager J. Robert Gulick  
Nat'l Sales Mgr. Harry J. Shaub, Jr.  
Technical Director J. E. Mathiot

## WEND—Ebensburg—1961

Frequency: 1580 Kc. Power: 1 Kw. d.  
Owned By Cambria County Bcstg. Co.  
Address 120 S. Center St.  
Tel.: GREENleaf 2-8801 MBS  
President Cary H. Simpson  
V.P., General Manager John W. Eschbach

## WEZN—Elizabethtown—1958

Frequency: 600 Kc. Power: 500 Watts  
Owned By WEZN, Inc.  
Address Box 1600  
Tel.: EMpire 7-1511 KBS  
President, Gen. Mgr. Ira H. Kaplan  
Chief Engineer Don Kerkeslager

## WLEM—Emporium—1958

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned By Emporium Broadcasting Co.  
Address 1 West Fourth St.  
Tel.: 712 Independent  
President, General Mgr. James A. Spots  
Station Mgr., Prog. Dir. Dean L. Close  
Chief Engineer William D. Murphy

## WGSA—Ephrata—1955

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned By Gardenspot Broadcasters, Inc.  
Address 44 Bethany Road  
Tel.: RE 3-2226 MBS  
Station Rep. Charles Bernard  
President Lester Grenewalt  
General Station Mgr. Samuel R. Youse  
Commercial Manager Robert E. Good  
Program Director Philip Jacobs  
Chief Engineer Ralph Haneman  
Owners of: WGSA-FM.

**WICU—Erie—1949**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Radio WICU  
 Bus. Studio Address . . . . . 3514 State St.  
 Tel.: GL 4-5201 . . . . . ABC  
 Station Representative . . . . . Meeker Co.  
 General Manager . . . . . Arthur Ingram  
 Station Manager . . . . . James Londot  
 Program Director . . . . . Ken Franczino  
 Chief Engineer . . . . . Ken Husband  
 Owners of: WICU-TV, Erie.

**WJET—Erie—1951**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W.n.  
 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: 1 Kw. d., 250 W.n.  
 Owned . . . . . WESB Broadcasting  
 Address . . . . . 212 Commerce Bldg.  
 Tel.: GLEndale 6-7078 . . . . . CBS  
 Managing Director . . . . . T. R. Bromley  
 Station Manager . . . . . R. H. Elliott  
 Commercial Manager . . . . . Ronald Smith  
 Program Director . . . . . William Babcock  
 Chief Engineer . . . . . John Kozak

**WWYN—Erie—1941**

Frequency: 1260 Kc. . . . . Power: 5 Kw.  
 Owned By . . . . . WERC, Inc.  
 Address . . . . . 1003 State St.  
 Tel.: GLEndale 6-2096 . . . . . NBC  
 Station Rep. . . . . Venard, Torbet & McConnell  
 President . . . . . Simon Goldman  
 General, Station Mgr. . . . . Art Arkelian  
 Commercial Manager . . . . . Dick Warneka  
 Program, Publicity Director . . . . . Don Porter  
 Chief Engineer . . . . . Jack Heidecker  
 Owners of: WJTN-AM-FM, Jamestown; WDOE,  
 Dunkirk; WGGO, Salamanca, all N. Y.

**WFAR—Farrell—1953**

Freq.: 1470 Kc. . . . . Power: 1 Kw. d., 500 W.n.  
 Owned By . . . . . Farrell-Sharon Bcstg. Co.  
 Address . . . . . RFD #2  
 Tel.: DIamond 8-4171 . . . . . KBS  
 President . . . . . Sanford A. Schafitz  
 General Mgr. . . . . A. Zippay  
 Chief Engineer . . . . . Ed Lazar

**WFRA—Franklin—1958**

Frequency: 1430 Kc. . . . . Power: 500 Watts. d.  
 Owned By . . . . . Northwest Pa. Bcstg., Inc.  
 Address . . . . . P.O. Box 908  
 Tel.: ID 2-2188 . . . . . MBS  
 President, General Mgr. . . . . Robert H. Sauber

**WGET—Gettysburg—1950**

Frequency: 1320 Kc. . . . . Power: 1 Kw. d., 500 W.n.

Owned-Oper. By . . . . . Times & News Pub. Co.  
 Business Address . . . . . Box 28  
 Tel.: 334-3101 . . . . . MBS  
 Newspaper Affiliate . . . . . Gettysburg Times  
 Station Representative . . . . . Walker-Rawalt  
 General, Comm. Manager . . . . . P. H. Cunningham  
 Program Director . . . . . Richard Selby  
 Chief Engineer . . . . . Lester Blair

**WHJB—Greensburg—1934**

Frequency: 620 Kc. . . . . Power: 1 Kw. d., 500 n.  
 Owned . . . . . WHJB, Inc.  
 Address . . . . . 128 N. Penn. Ave.  
 Tel.: TEMple 4-0600 . . . . . Independent  
 Station Rep. . . . . Charles Bernard  
 Owners . . . . . Robert Burstein, J. & I. Wolf

**WGRP—Greenville—1959**

Frequency: 940 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Greenville Bcstg. Co.  
 Address . . . . . 2 North Water St.  
 Tel.: JU 8-8900 . . . . . Independent  
 President, Gen. Mgr. . . . . Kenneth B. Anderson  
 Station Mgr. . . . . Merle G. Anderson

**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

**WCMB—Harrisburg—1948**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Hudson Bcstg. Corp.  
 Address . . . . . WCMB Bldg.  
 Tel.: CE 4-3005 . . . . . MBS  
 Station Representative . . . . . Bolling Co.  
 General Manager . . . . . Ed K. Smith  
 Commercial Manager . . . . . Allen P. Solada  
 Program Director . . . . . Ed. Gonzalez  
 Chief Engineer . . . . . Charles Stefanic

**WHGB—Harrisburg—1945**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W.n.  
 Owned-Oper. By . . . . . Kendrick Bcstg. Co., Inc.  
 Address . . . . . 112 Market St.  
 Tel.: CE 4-4988 . . . . . ABC  
 Station Representative . . . . . Pearson Nat'l Reps.  
 President, Gen. Mgr. . . . . Herbert Kendrick  
 Station, Comm. Mgr. . . . . Ralph Hartman  
 Program Director . . . . . Ken Scott  
 Chief Engineer . . . . . William Kuntz

**WHP—Harrisburg—1924**

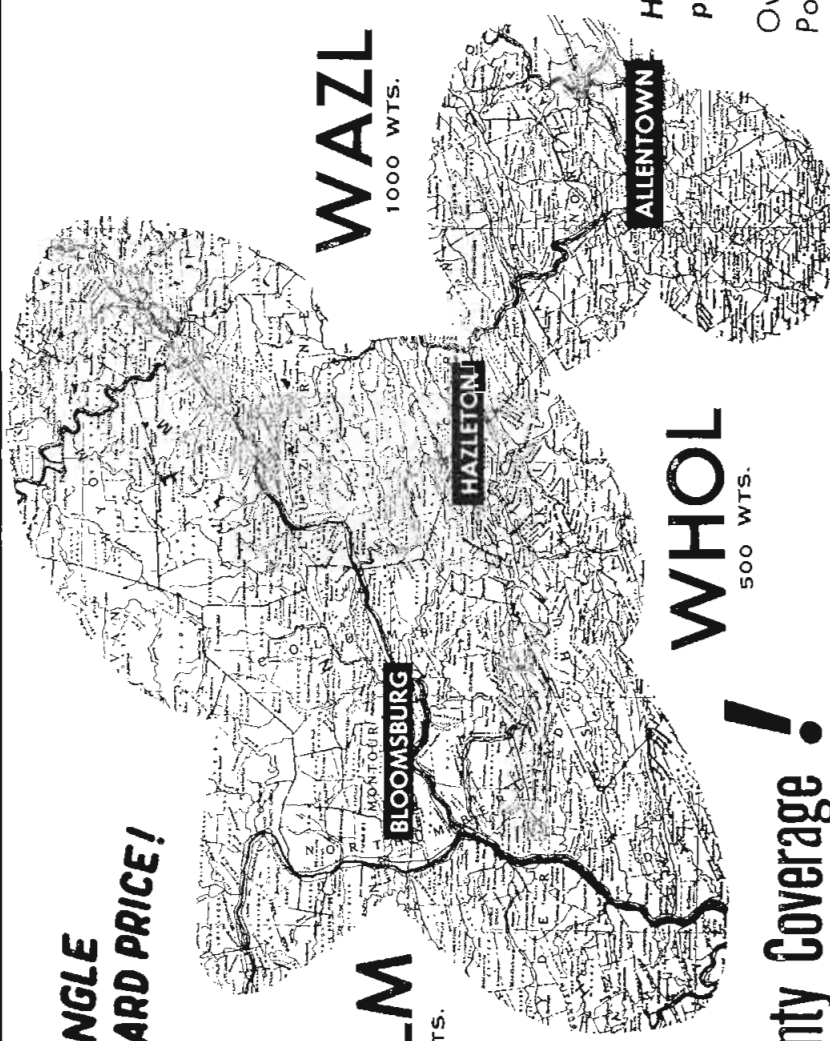
Frequency: 580 Kc. . . . . Power: 5 Kw.  
 Owned . . . . . WHP, Inc.  
 Address . . . . . 216 Locust St.  
 Tel.: CEDar 4-3211 . . . . . CBS  
 Station Representative . . . . . Katz Agency  
 President . . . . . E. J. Stackpole  
 Exec. V.P., General Mgr. . . . . Cecil M. Sansbury  
 Sales Manager . . . . . Jack Grove  
 Program, Publicity Dir. . . . . Brod Seymour  
 Chief Engineer . . . . . E. Dan Leibensperger  
 Owners of: WHP-FM-TV.

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

**AT A SINGLE  
RATE CARD PRICE!**



**A Vic Diehm  
RADIO GROUP**



**WHLM**  
1000 WTS.

**WAZL**  
1000 WTS.

**WHOL**  
500 WTS.

**ALLETOWN**

**HAZLETONT**

**Reaches  
900,000**

Homes . . .

**plus car radios**

**Over 3,000,000  
Population in  
Coverage Area**

**24 County Coverage!**

Call Tommy Tito at WAZL or PAUL H. RAYMER CO., INC.

**Pennsylvania's  JET NET Radio Stations**

**WKBO—Harrisburg—1922**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W.n.  
 Owned-Oper. By ..... Keystone Bcstg. Corp.  
 Address ..... 31 N. Second St.  
 Tel.: CE 4-0191 ..... NBC  
 Representative ..... Meeker Co.  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... Jack Hooper  
 General Sales Manager ..... J. Robert Gulick  
 National Sales Manager ..... Harry J. Shaub, Jr.  
 Program Director ..... Robert Snavelly  
 Chief Engineer ..... J. E. Mathiot

**WAZL—Hazleton—1932**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W.n.  
 Owned-Operated By ..... Hazleton Bcstg. Co.  
 Address ..... 704-12 Hazleton Natl. Bank Bldg.  
 Tel.: 454-3531 ..... NBC-MBS  
 Representative ..... Raymer  
 Pres., Gen. Mgr. .... Victor C. Diehm  
 Regional, Nat'l Sales Mgr. .... Thomas A. Tito  
 Commercial Manager ..... Robert J. Sacco  
 Program Director ..... Bill Schmeer  
 Publicity Director ..... Betty Anne Diehm  
 Chief Engineer ..... Anthony Hogg  
 Owners of: WHOL, Allentown; WHEM, Blooms-  
 burg, Pa.

**WTHT—Hazleton—1961**

Frequency: 1300 Kc. .... Power: 1000 Watts  
 Owned By ..... Radio 13, Inc.  
 Address ..... P.O. Box 71  
 Tel.: 455-3601 ..... Independent  
 President, General Mgr. .... Louis Adelman  
 Commercial Manager ..... Neil Conway  
 Chief Engineer ..... Paul Wensko

**WHUN—Huntingdon—1946**

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned By ..... Huntingdon Bcstrs, Inc.  
 Bus.-Studio Address ..... 400 Washington St.  
 Tel.: MI 3-3340 ..... KBS  
 President ..... John H. Biddle  
 General Manager ..... William E. Germann

**WDAD—Indiana—1945**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WDAD, Inc.  
 Address ..... 633 Philadelphia St.  
 Tel.: HO 5-5511 ..... CBS-KBS  
 Newspaper Affil. .... The Progress  
 General Mgr. .... J. Termin

**WARD—Johnstown—1946**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Central Bcstg. Co., Inc.  
 Address ..... 235 Franklin St.  
 Tel.: 7-0761 ..... CBS  
 Representative ..... Weed  
 President, Gen. Mgr. .... G. D. Garland  
 Commercial Mgr. .... Joe Cavanaugh  
 Chief Engineer ..... Cornelius Donatti  
 Owners of: WARD-FM-TV.

**WCRO—Johnstown—1947**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W.n.

Owned-Oper. By ..... Century Bcstg. Corp.  
 Bus.-Studio Address ..... Fort Stanwix Hotel  
 Tel.: 9-1187 ..... MBS  
 President ..... John J. Keel  
 General Manager ..... G. W. Hagerich

**WJAC—Johnstown—1925**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WJAC, Inc.  
 Address ..... 329 Main St.  
 Tel.: 7-8711 ..... NBC  
 Newspaper Affil. .... Tribune  
 Station Representative ..... Meeker  
 President ..... W. W. Krebs  
 General Manager ..... Edward J. Klym  
 Chief Engineer ..... Theodore E. Campbell  
 Owners of: WJAC-TV.

**WADP—Kane—1954**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Kane Broadcasting Corp.  
 Address ..... Penn-Kane Hotel  
 Tel.: 1520 ..... KBS  
 President ..... Gordon Hanks  
 Comm., Sta. Mgr. .... George A. Larson

**WACB—Kittanning—1948**

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Joel Rosenblum Ent.  
 Address ..... 325 Market St.  
 Tel.: LI 3-1381 ..... KBS  
 President ..... Joel R. Rosenblum  
 General Mgr. .... Warren A. Koerbel  
 Chief Engineer ..... A. Alvarez  
 Owners of: WAKU, Latrobe; WISR, Butler, both  
 Pa.; WTIG, Massillon, O.

**WGAL—Lancaster—1922**

Frequency: 1490 Kc. Power: 1 Kw.d., 250 W.n.  
 Owned-Operated By ..... WGAL, Inc.  
 Business-Studio Address ..... 24 S. Queen St.  
 Tel.: EX 7-0333 ..... NBC  
 Representative ..... Meeker Co.  
 President, Gen. Mgr. .... Clair R. McCollough  
 Station Mgr. .... Kenneth Kreider  
 Program Dir. .... Brian Kintzer  
 Gen. Sales Mgr. .... J. Robert Gulick  
 Nat'l Sales Mgr. .... Harry J. Shaub, Jr.  
 Promotion Dir. .... Paul I. Woodland  
 Technical Director ..... J. E. Mathiot

**WLAN—Lancaster—1946**

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Peoples Bcstg. Co.  
 Bus.-Studio Address ..... 252 N. Queen St.  
 Tel.: 394-7261 ..... ABC  
 Station Representative ..... Bcst. Time Sales  
 President ..... Frank H. Altdoerffer  
 General, Sta. Manager ..... Samuel M. Altdoerffer  
 Commercial Manager ..... J. Stanley Baker  
 Program Director ..... Kenneth Allan  
 Sales Promo., Pub. Dir. .... Ronald Beach  
 Chief Engineer ..... James H. Kemman

**WNPV—Lansdale—1960**

Frequency: 1440 Kc. .... Power: 500 Watts d.

# PENNSYLVANIA

Owned By.....Equitable Publishing Co.  
Address.....307 Derstine Ave.  
Tel.: ULYsSES 5-8211.....Independent  
Newspaper Affil.....North Penn Reporter  
President.....George W. Knipe  
General Manager.....John G. Skibbe  
Sales Prom., Prog. Dir.....Richard Heist  
Chief Engineer.....W. Leroy Nuss

## WLSH—Lansford—1952

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Miners Bcstg. Service, Inc.  
Address.....P. O. Box D  
Tel.: 645-3123.....Independent  
Gen. Manager.....John W. Angst  
Owners of: WMBR, Ambridge; WPAW, Pottsville,  
Pa.

## WAKU—Latrobe—1951

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned By.....Talaradio Corp.  
Address.....200 Depot St.  
Tel.: KEystone 7-7744.....KBS  
Station Rep.....Hal Walton  
General Manager.....Joel W. Rosenblum

## 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

## WLBR—Lebanon—1946

Frequency: 1270 Kc.....Power: 5 Kw.d., 1 Kw.n.  
Owned-Operated By.....Lebanon Bcstg. Co.  
Address.....Route 20  
Tel.: CRestview 2-7651.....Independent  
Station Reps.....Phila. Spot Sales  
President.....H. Raymond Stadiem  
Managing Director, Prog. Dir.....Lester P. Etter  
Commercial Manager.....Ernest Latessa  
Publicity Director.....Henry Hcman  
Chief Engineer.....William Zehring

## WYNS—Lehighton—1962

Frequency: 1150 Kc.....Power: 1,000 Watts  
Owned By.....Valley Broadcasting Co.  
Address.....P.O. Box 115  
Tel.: 377-1150.....Independent  
President.....Martin H. Philip  
General, Commercial Mgr.....Ronald Sherwood  
Program Director.....Jeff Dean  
Chief Engineer.....Timothy Laubach

## WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc.....Power: 250 W.  
Owned.....O'Keefe Bcstg. Co., Inc.  
Address.....Box 1490  
Tel.: WIndser 9-1490.....Independent  
Pres., General Mgr.....William F. Waterbury  
Commercial Mgr.....Jack Wellington  
Chief Engineer.....Jack Layton

## WUNS—Lewisburg—1957

Frequency: 1010 Kc.....Power: 250 Watts. d.  
Owned.....Wireline Radio, Inc.  
Address.....Route 1, Radio Park  
Tel.: JA 3-1222.....KBS, ABC  
President.....W. Sherman Doebler  
General Manager.....Joe Pelletier  
Station Manager.....Richard L. Fenstermacher  
Commercial Manager.....Carl L. Miller  
Program, Publicity Director.....George King  
Chief Engineer.....Clyde Rhoades

## WKVA—Lewistown—1949

Frequency: 920 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Central Pa. Bcstg. Co.  
Address.....3 W. Hale St.  
Tel.: 248-6771.....ABC  
Representative.....Gill-Perna  
Pres., Sta., Gen. Mgr.....Robert L. Wilson  
Commercial Manager.....Francis E. Fisher  
Program Director.....Richard C. Lyons  
Publicity Director.....Peter E. Farrell  
Sales Prom. Manager.....Robert E. Hyle  
Chief Engineer.....Harry W. Lynn

## WMRF—Lewistown—1941

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W.n.  
Owned-Operated By.....Lewistown Bcstg. Co.  
Address.....5 W. Market St.  
Tel.: 248-6757.....NBC  
Representative.....Burn-Smith  
President.....J. S. Woods  
General Manager.....T. W. Metzger  
Chief Engineer.....Kenneth Callahan  
Owners of: WJUN, Mexico, Pa.

## WBPZ—Lock Haven—1947

Frequency: 1230.....Power: 250 Watts  
Owned-Oper. By.....Lock Haven Bcstg. Corp.  
Address.....132½ Main St.  
Tel.: 748-4038.....MBS  
Station Representative.....Devney Organization  
President.....Donald C. Welch  
Gen. Sta. Mgr.....Harris Lipetz

## 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  
President.....Edward J. Hirshberg  
Station Mgr.....Jim Rice

## WPQR—McKeesport—1946

Frequency: 1360 Kc.....Power: 5 Kw. d., 1 Kw.n.  
Owned-Oper. By.....Mon-Yough Bcstg. Co.  
Address.....Elks Temple  
Tel.: OR 8-8888.....Independent  
Station Representative.....Bcst. Time Sales  
President.....Robert M. Cox  
Station Manager.....Sam Vidnovic

## WMGW—Meadville—1947

Frequency: 1490 Kc.. Power: 1 Kw.d., 250 W.n.



Owned-Oper. By ..... Regional Bcstrs.  
 Address ..... 964 Park Ave.  
 Tel.: 6-1111 ..... Independent  
 President ..... William H. Rich  
 General Manager ..... James F. McDonald, Jr.  
 Sales Promotion Mgr. .... James R. Nicholson  
 Program Director ..... Paul J. Brown

**WJUN—Mexico—1955**

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Lewistown Bcstg. Co.  
 Business Address ..... Box 97, Mifflintown  
 Tel.: Mifflintown 436-2135 ..... Independent  
 Newspaper Affiliation ..... Sentinel, Lewistown  
 Representative ..... Burn-Smith  
 President ..... J. S. Woods  
 General Manager ..... Thomas W. Metzger  
 Station Manager ..... Ralph S. Parker  
 Commercial Manager ..... Robert Horning  
 Chief Engineer ..... Kenneth Callahan  
 Owners of: WMRF, Lewistown, Pa.

**WMLP—Milton—1955**

Frequency: 1380 Kc. .... Power: 1 Kw. d.  
 Owned By ..... WMLP, Inc.  
 Address ..... Hunt Bldg.  
 Tel.: PI 2-8705 ..... Independent  
 President, Gen. Mgr. .... Victor Michael  
 Station Manager ..... J. H. Yingling  
 Chief Engineer ..... Duane Durst

**WPEL—Montrose—1953**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Montrose Bcstg. Corp.  
 Address ..... Locust & High Sts.  
 Tel.: 397 ..... Independent  
 Pres. Gen. Mgr. .... W. Douglas Roe  
 Chief Engineer ..... Harold P. Mierop

**WKST—New Castle—1938**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned By ... Communications Industries Corp.  
 Address ..... 23 N. Mill St.  
 Tel.: OL 4-5501 ..... ABC  
 Station Representative ..... Spot Time Sales  
 President ..... Lazar Enamuel  
 General Manager ..... Harry Reith  
 Commercial Manager ..... Byron McConnell  
 Program Director ..... Robert Grant  
 Chief Engineer ..... Abe Jacobowitz  
 Owners of: WKST-TV, Youngstown, O.; WEOK,  
 Poughkeepsie, N. Y.; WACE, Springfield, Mass.;  
 WJRZ, Newark, N. J.

**WKPA—New Kinsington  
 1940**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .. Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address ..... 810 Fifth Ave.  
 Tel.: ED 7-3588 ..... Independent  
 President ..... C. R. Cooper  
 Gen., Comm. Mgr. .... Nelson L. Goldberg  
 Sales Promotion Mgr. .... Nick Corvello  
 Program Director ..... Phil Brooks  
 Publicity Director ..... James O. Gray  
 Chief Engineer ..... W. W. Neely

**WNAR—Norristown—1946**

Frequency: 1110 Kc. .... Power: 500 Watts d.  
 Owned-Operated By .... Norristown Bcstg. Co.  
 Address ..... Old Arch Rd.  
 Tel.: BR 2-7600 ..... Independent  
 Station Representative ..... H.R. Repps., Inc.  
 President ..... N. Joe Rahall  
 General Manager ..... Ogden R. Davies  
 Station Mgr., Nat'l Sales Mgr. John M. Bamzhoff  
 Local Sales Manager ..... Bernard Brode  
 Program Director ..... Anthony G. Bekas  
 Chief Engineer ..... A. DeSola  
 Owners of: WKAP, Allentown, Pa.; WLCY, St.  
 Petersburg, Fla.; WWRN, Beckley, W. Va.;  
 WQTY, Jacksonville, Fla.

**WKRZ—Oil City—1946**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WKRZ, Inc.  
 Address ..... Broadcast Hill  
 Tel.: 4-1269 ..... NBC-KBS  
 Pres., Gen. Mgr. .... Kenneth E. Rennekamp  
 Commercial Mgr., Pub. Dir. .... Jack Duncan  
 Chief Engineer ..... Robert Harmon

**WCAU—Philadelphia—1922**

Frequency: 1210 Kc. .... Power: 50,000 Watts  
 Owned By ... Columbia Broadcasting System  
 Address ..... City Line & Monument Ave.  
 Tel.: TR 9-7000 ..... CBS  
 Representative ..... CBS Radio Spot Sales  
 General Manager ..... John O. Downey  
 Gen. Sales Manager ..... Gene Litt  
 Promotion Mgr. .... Fred Birnbaum  
 Program Director ..... Mike Grant  
 Publicity Director ..... Tom Dickson  
 Chief Engineer ..... Ralph E. Green

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc. Power: 5 Kw.d., 1 Kw., n.  
 Owned-Oper. By ..... Max M. Leon, Inc.  
 Address ..... Belmont Ave. & Edgeley Rd.  
 Tel.: TR 8-2000 ..... Independent  
 President ..... Max M. Leon  
 General Manager ..... Robert A. Klein  
 General Sales Manager ..... William H. Vogt  
 Promotion, Program Dir. .... Robert C. Ardrey  
 Chief Engineer ..... Frank Unterberger

**WFIL—Philadelphia—1922**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned ..... Triangle Publications, Inc.  
 Address ..... 46th & Market  
 Tel.: EV 2-4700 ..... ABC  
 Newspaper Affil., Phila. Inquirer, Phila. D. News  
 Representative ..... Blair  
 V. P., General Mgr. .... Roger W. Clipp  
 Station Manager ..... George A. Koehler  
 Gen. Sales Manager ..... Clyde R. Spitzner  
 Radio Operations Mgr. .... Florence B. Steck  
 Business Manager ..... John C. Harlan  
 Publicity Director ..... Lou Frankel  
 Director of Engineering ..... Henry E. Rheca  
 Owners of: WFIL-FM-TV; WNBZ-AM-FM-TV,  
 Binghamton, N. Y.; WFBG-AM-TV-FM, Altoona,  
 Pa.; WNHC-AM-FM-TV, New Haven; KFRE-AM-  
 TV, KRFM, Fresno; WLYH-TV, Lebanon, Pa.

# PENNSYLVANIA

## WFLN—Philadelphia—1948

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 Station Manager . . . . . R. S. Green  
Commercial Manager . . . . . Thomas D. Harrison, Jr.  
Program Director . . . . . Michael O'Donnell  
Sales Prom., Publicity Dir. . . . . Harry J. Haas, Jr.  
Chief Engineer . . . . . Warren R. Wilson

## WHAT—Philadelphia—1925

Freq.: 1340 Kc. . . . . Power: 1 Kw. d. 250 W. n.  
Owned-Oper. By . . . . . Independence Bcstg. Co.  
Address . . . . . 3940 Conshohocken Ave.  
Tel.: TRinity 8-1500 . . . . . Independent  
Representative . . . . . Pearson Nat'l Reps.  
President, General Mgr. . . . . William A. Banks  
Station Manager . . . . . Dolly Banks  
Sales Promotion Mgr. . . . . Jack Dash  
Program Director . . . . . Richard Harvey  
Promo., Pub. Mgr. . . . . Ivan Shaner

## WIBG—Philadelphia—1925

Freq.: 990 Kc. Power: 50,000 Wts. d., 10,000 n.  
Owned By . . . . . Seaboard Radio Bcstg. Corp.  
Address . . . . . 1617 Pennsylvania Blvd.  
Tel.: LOcust 3-2300 . . . . . Independent  
Representative . . . . . Katz  
President . . . . . George B. Storer, Jr.  
General Manager . . . . . Joseph T. Conway  
General Sales Mgr. . . . . David Bolton  
Program Manager . . . . . William T. Wheatley  
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; WHN, New York, N. Y.;  
WGBS-AM-FM, Miami, Fla.; KGBS, Los Angeles;  
WTTI-TV, Milwaukee.

## WIP—Philadelphia—1922

Frequency: 610 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Metromedia, Inc.  
Address . . . . . 19th & Walnut Sts.  
Tel.: LOcust 8-2900 . . . . . Independent  
Station Rep. . . . . Metro Radio Sales  
President . . . . . John Kluge  
V.P., General Manager . . . . . Harvey L. Glascock  
General Sales Mgr. . . . . Robert Mounly  
Program Director . . . . . Dick Carr  
Sales Prom. Mgr. . . . . William Mayer  
Owners of: WBK, Cleveland; WNEW-AM-TV, New  
York; WTTG, Washington, D. C.; WTVH,  
Peoria; KOVR, Stockton; KMBC-AM-FM-TV,  
Kansas City.

## WJMJ—Philadelphia—1948

Frequency: 1540 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . WJMJ Bcstg. Corp.  
Address . . . . . 2043 Locust St.  
Tel.: LO 4-2300 . . . . . Independent  
Representative . . . . . Broadcast Time Sales  
Pres., Gen. Sta. Mgr. . . . . Patrick J. Stanton  
Comm., Sales Prom. Mgr. . . . . James Rubenstone  
Prog. Dir. . . . . Michael Deegan  
Chief Engineer . . . . . Christopher McAteer

## WPEN—Philadelphia—1928

Frequency: 950 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Wm. Penn Bcstg. Co.  
Business-Studio Address . . . . . 2212 Walnut St.  
Tel.: LO 4-6000 . . . . . Independent  
Representative . . . . . AM Radio Sales Co.  
President . . . . . William Sytk  
Exec. V.P., Gen. Mgr. . . . . William B. Caskey  
Director of Programs . . . . . Murray Arnold  
Nat'l Sales Manager . . . . . Erwin Rosner  
Retail Sales Mgr. . . . . Jules Corotis  
Public Relations Dir. . . . . Joe Brooks  
Promotion Director . . . . . Merrill Barr  
Chief Engineer . . . . . Charles W. Burtis

## WRCV—Philadelphia—1936

Frequency: 1060 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . National Bcstg. Company  
Address . . . . . 1619 Walnut St.  
Tel.: LO 4-3700 . . . . . NBC  
Representative . . . . . NBC Spot Sales  
President . . . . . Robert E. Kintner  
Exec. V.P., General Mgr. Raymond W. Welpott  
Station Manager . . . . . Thomas E. Paisley, Jr.  
Commercial Manager . . . . . James Carmine  
Program Director . . . . . Bob Benson  
Sales Prom., Publicity Dir. . . . . Jack Dorr  
Chief Engineer . . . . . George C. Lenfest  
Owners of: WNBC-AM-FM-TV, New York City;  
WRC-AM-FM-TV, Washington, D. C.; WMAQ-  
WNAQ-FM, WNBQ-TV, Chicago; WJAS-AM-FM,  
Pittsburgh; KNBR, San Francisco; WRCV-AM-  
TV, Philadelphia; KNBC, Los Angeles, Calif.

## WTEL—Philadelphia—1925

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
Owned By . . . . . WTEL, Inc.  
Address . . . . . 4140 Old York Rd.  
Tel.: GLadstone 5-9200 . . . . . Independent  
Station Representative . . . . . National Time Sales  
President . . . . . John Hopkinson  
V.P.s . . . . . Q. C. Sturm, G. Hopkinson

## WPHB—Philipsburg—1956

Frequency: 1260 Kc. . . . . Power: 5 Kw. d.  
Owned By . . . . . Moshannon Valley Bcstg.  
Address . . . . . Radio Park  
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.  
Address . . . . . 122 E. 42nd St., N.Y.C.  
Tel.: MUrray Hill 7-0808 . . . . . Independent  
Station Representative . . . . . AM Radio Sales  
President . . . . . Donald H. McGannon  
General Manager . . . . . Fred E. Walker  
Commercial Manager . . . . . Donald Traqeser  
Program Manager . . . . . Jack Williams  
Sales Prom. Mgr. . . . . June B. Trax  
Publicity Manager . . . . . Owen Simon

**Chief Engineer**.....Theodore C. Kenney  
**Owners of:** KPIX, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-AM-FM-TV, Boston,  
 Mass.; KYW-AM-FM-TV, Cleveland, O.; WINS,  
 New York; KDKA-FM-TV, Pittsburgh, Pa.;  
 WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.

**KQV—Pittsburgh—1919**

**Frequency:** 1410 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By** .....Allegheny Bcstg. Corp.  
**Address** .....Chamber of Commerce Bldg.  
**Tel.:** AT 1-9100 .....ABC  
**Station Representative** .....Eastman  
**President** .....Leonard H. Goldenson  
**General, Station Mgr.** .....John D. Gibbs  
**Commercial Manager** .....Ted Smith  
**Sales, Publicity Dir.** .....Bill Thieman  
**Program Director** .....Gerald A. Spinn  
**Chief Engineer** .....George Kleeb  
**Owners of:** WABC-AM-TV, New York; WXYZ-AM-  
 TV-FM, Detroit; KGO-AM-TV-FM, San Fran-  
 cisco; KABC-AM-TV-FM, Los Angeles; WLS,  
 Chicago; WBKB-TV, Chicago.

**WAMO—Pittsburgh—1948**

**Frequency:** 860 Kc. ....**Power:** 1000 Watts d.  
**Owned-Operated By** .....Dynamic Bcstg.  
**Address** .....Box 860  
**Tel.:** 462-6000 .....Independent  
**Representative** .....Howard  
**President, Gen. Mgr.** .....Leonard Walk  
**Chief Engineer** .....James Herbert  
**Owners of:** WAMO-FM, Pittsburgh; WUFO, Buf-  
 falo, N. Y.

**WJAS—Pittsburgh—1922**

**Frequency:** 1320 Kc. ....**Power:** 5000 Watts  
**Owned-Oper. By** .....NBC  
**Address** .....1459 Crane Ave.  
**Tel.:** 343-0500 .....NBC  
**Representative** .....NBC Spot Sales  
**General Manager** .....Stephen J. Rooney  
**Sales Prom. Mgr., Pub. Dir.** Richard C. Stafford  
**Program Director** .....Gil Faggen  
**Chief Engineer** .....Homer Linnert  
**Owners of:** WNBC-AM-TV, New York; WRCV-FM-  
 AM-TV, Philadelphia; WMAQ, WNAQ-FM,  
 WNBQ-TV, both Chicago; WRC-FM-AM-TV,  
 Washington, D. C.; KNBC, San Francisco;  
 KRCA, Los Angeles.

**WPIT—Pittsburgh—1947**

**Frequency:** 730 Kc.....**Power:** 5000 Watts d.  
**Owned By** .....Rust Craft Bcstg.  
**Address** .....Pick-Roosevelt Hotel  
**Tel.:** 281-1900 .....Independent  
**President** .....John J. Laux  
**V.P., General Manager** .....Don Ioset  
**Sales Mgr., Prog., Pub. Dir.** .....Clifford Charles  
**Chief Engineer** .....Michael Komichak  
**Owners of:** WSOL, Tampa; WWOL, Buffalo, N. Y.;  
 WSTV, Steubenville, O.; WBOY, Clarksburg,  
 W. Va.

**WRYT—Pittsburgh—1922**

**Frequency:** 1250 Kc.....**Power:** 5000 Watts  
**Owned By** .....WRYT, Inc.

**Address** .....400 Ardmore Blvd.  
**Tel.:** 242-4300 .....Independent  
**Station Representative** .....McGavren/Guild  
**Pres., General Mgr.** .....Leonard Kapner  
**Station, Commercial Mgr.** .....F. Geer Parkinson  
**Operations Manager** .....Robert S. Stevens  
**Chief Engineer** .....James Greenwood  
**Owners of:** WRYT-FM, WTAE-TV, Pittsburgh.

**WYRE—Pittsburgh—1947**

**Frequency:** 1080 Kc. ....**Power:** 1 Kw.  
**Owned By** .....Golden Triangle Bcstg. Corp.  
**Address** .....210 Wood St.  
**Tel.:** GRant 1-9950 .....MBS  
**Station Representative** .....Hollingbery  
**President** .....Myron Jones  
**General Manager** .....Philip B. Hirsch  
**V.P., Nat'l Sales Mgr.** .....Pete Citicchia  
**Commercial Mgr.** .....Ed Politowski  
**Chief Engineer** .....Walter McCoy  
**Owners of:** WJET, Erie, Pa.; WHOT-AM, WRED-  
 FM, Youngstown, Ohio.

**WWSW—Pittsburgh—1932**

**Frequency:** 970 Kc. ....**Power:** 5000 Watts  
**Owned-Oper. By** .....WWSW Radio, Inc.  
**Address** .....Hotel Sherwyn  
**Tel.:** GR 1-5200 .....Independent  
**Newspaper Affiliation** .....Post Gazette  
**Representative** .....Blair  
**President** .....O. M. Schloss  
**General, Station Mgr.** .....B. W. Muros  
**Sales Prom. Mgr., Pub. Dir.** .....Philip Davis  
**Chief Engineer** .....Harry Kaiser

**WPTS—Pittston—1953**

**Frequency:** 1540 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By** .....Midway Bcstg. Co., Inc.  
**Address** .....83 Foote Ave., Duryea, Pa.  
**Tel.:** 654-3388 .....KBS  
**Station Representative** .....Charles Bernard  
**Pres., Gen. Manager** .....Angelo W. Fiorani  
**Commercial Mgr.** .....R. E. Florey  
**Program Director** .....B. Schriver  
**Sales Promotion Mgr.** .....A. Castelli  
**Publicity Director** .....R. F. Gallagher  
**Chief Engineer** .....John P. McGoldrick

**WWML—Portage—1960**

**Frequency:** 1470 Kc.....**Power:** 500 Watts d.  
**Owned By** .....Mainline Bcstg. Co., Inc.  
**Address** .....712 Main Street  
**Tel.:** PErshing 6-8000 .....Independent  
**President** .....George J. Wasko  
**General, Commercial Mgr.** .....Ben P. Scipione  
**Sales Promo., Pub. Dir.** .....Helen Roman  
**Chief Engineer** .....Joseph Knorosky

**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  
**Pres., Gen. Mgr.** .....Herbert Scott  
**Chief Engineer** .....A. Moyer

# PENNSYLVANIA

## WPAM—Pottsville—1947

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W.n.  
Owned-Oper. By . . . . . Miners Bcstg. Serv., Inc.  
Bus.-Studio Address . . . . . Box 629  
Tel.: 622-1450 . . . . . Independent  
President . . . . . Joseph L. McGuire  
Gen. Mgr., Ch. Eng. . . . . John W. Angst  
Station Manager . . . . . James K. Stock

## WPPA—Pottsville—1946

Freq.: 1360 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By . . . . . Pottsville Bcstg. Co.  
Bus.-Studio Address . . . . . 212 S. Centre St.  
Tel.: 622-1360 . . . . . MBS  
Station Rep. . . . . Charles Bernard  
President, General Mgr. . . . . A. V. Tidmore  
Comm., Sales Prom. Mgr. . . . . Ralph L. Price, Jr.  
Program Director . . . . . Ed Romance  
Chief Engineer . . . . . William Penn Tidmore  
Owners of: WPPA-FM, Shenandoth, Pa.; WSBB,  
New Smyrna Beach, Fla.; WJEE-AM-FM,  
Hagerstown, Pa.; WAGE, Leesburg, Va.

## WPME—Punxsutawney—1953

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Punxsutawney Bcstg. Co.  
Address . . . . . 103 N. Gilpin St.  
Tel.: 938-6000 . . . . . KBS  
President . . . . . Sheridan W. Pruett  
General, Station Mgr. . . . . Charles M. Erhard, Jr.  
Commercial Manager . . . . . Ronald L. Crosswaite  
Program Director, Ch. Eng. . . . . Gilbert Carney  
Owners of: WWCH, Clarion.

## WEUU—Reading—1931

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Operated By . . . . . WEUU Bcstg. Co.  
Business-Studio Address . . . . . 433 Penn St.  
Tel.: FR 6-7335 . . . . . ABC  
Station Representative . . . . . Bolling  
President . . . . . William J. Rohn  
V.P., Gen., Sta. Mgr. . . . . K. Richard Creitz  
Chief Engineer . . . . . Harold Schearer

## WHUM—Reading—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . Eastern Radio Corp.  
Address . . . . . Berkshire Hotel  
Tel.: FRanklin 6-3987 . . . . . CBS  
Station Representative . . . . . George Hollingbery  
Pres., Gen. Mgr. . . . . Robert G. Magee  
Chief Engineer . . . . . Daniel Donohue  
Owners of: WHUM-TV.

## WRAW—Reading—1922

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W.n.  
Owned By . . . . . Reading Radio, Inc.  
Address . . . . . 19 N. Fifth St.  
Tel.: 376-7173 . . . . . Independent  
Station Representative . . . . . Radio-TV Reps.  
President . . . . . William F. Rust, Jr.  
Station Manager . . . . . Edward X. Callahan, Jr.  
Commercial Manager . . . . . Ben Varishone  
Program Director . . . . . Johnny Cantin  
Publicity Director . . . . . Paul Barnett  
Chief Engineer . . . . . Edward Gurtowski  
Owners of: WHAM, Rochester, N. Y.; WKBR,  
Manchester, N. H.; WAEB, Allentown, Pa.;  
WNOW, York, Pa.; WTSN, Dover, N. H.

## WGCB—Red Lion—1950

Frequency: 1440 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Red Lion Bcstg. Co.  
Address . . . . . P.O. Box 88  
Tel.: 233-3145 . . . . . Independent  
Pres., Gen. Mgr. . . . . John H. Norris

## WKMC—Roaring Spring—1955

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned By . . . . . Cove Bcstg. Co., Inc.  
Address . . . . . Roaring Spring  
Tel.: 690 . . . . . Independent  
President . . . . . Carl W. Kensinger  
General Manager . . . . . Walter O. Kramp

## WKBI—St. Marys—1950

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . Elk Cameron Bcstg. Co.  
Address . . . . . 41 Erie Ave.  
Tel.: TE 4-2821 . . . . . MBS  
General Manager . . . . . C. H. Simpson  
Station Manager . . . . . W. A. Herbstritt  
Sales Manager . . . . . John J. Kain

## WATS—Sayre—1950

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned By . . . . . Susquehanna Valley Bcstg. Co.  
Address . . . . . 110 N. Elmer Ave.  
Tel.: TU 2-2401 . . . . . KBS  
Representative . . . . . Indie Sales  
President . . . . . T. K. Cassel  
General Manager . . . . . Robert R. Michael  
Commercial Mgr. . . . . William Miller  
Sales Promotion Mgr. . . . . Nick Mas  
Program Director . . . . . Jay Edwards  
Publicity Director . . . . . Joe Pica  
Chief Engineer . . . . . Benjamin A. Franklin  
Owners of: WCOA, Pensacola, WBLL, Leesburg,  
Both Fla.

## WARM—Scranton—1940

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . WARM Bcstg. Co.  
Business Address . . . . . Bowman Bldg.  
Tel.: 346-4646 . . . . . Independent  
Station Representative . . . . . Eastman  
President . . . . . Louis J. Appell, Jr.  
Vice President . . . . . Arthur Carlson  
General Manager . . . . . Ted Hepburn  
Sales Manager . . . . . Luther Strittmatter  
Operations Director . . . . . Don Stevens  
Chief Engineer . . . . . Charles Morgan  
Owners of: WSBA-AM-FM, York; WHLO, Akron;  
WSBA-TV, York; WICE, Providence, R. I.

## WEJL—Scranton—1922

Frequency: 630 Kc. Power: 500 Watts d.  
Owned-Operated By . . . . . Edward J. Lynett  
Business Address . . . . . 149 Penn Ave.  
Tel.: DI 6-6555 . . . . . Independent  
Newspaper Affil. . . . . Times  
Station Rep. . . . . Meeker  
General, Station Mgr. . . . . Cecil Woodland  
Comm. Mgr., Prog. Dir. . . . . Hugh J. Connor  
Promotion, Publicity Dir. . . . . Bill Pierce  
Chief Engineer . . . . . Guy Rauer

**WGBI—Scranton—1925**

Frequency: 910 Kc. Power: 1 Kw. d., 500 W.n.  
 Owned-Oper. By .....Scranton Bcstrs., Inc.  
 Address .....1000 Wyoming Ave.  
 Tel.: DI 2-7634 .....CBS  
 Representative .....H-R Reps  
 President .....Mrs. M. E. Megargee  
 General Manager .....William P. Dix, Jr.  
 Commercial Manager .....Francis H. Conway  
 Prom. Dir., Pub. Dir. ....Doug Holcomb  
 Program Director .....George Cyr  
 Chief Engineer .....Kenneth R. Cooke  
 Owners of: WDAU-TV, Scranton.

**WICK—Scranton—1954**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned .....Scranton Radio Corp.  
 Address .....221 N. Washington Ave.  
 Tel.: DI 6-1202 .....MBS  
 Station Rep. ....Spot Time Sales  
 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.  
 Address .....116 Adams Ave.  
 Tel.: DI 7-3388 .....NBC  
 Station Representative .....Gill-Perna  
 Pres., Gen. Mgr. ....David M. Baltimore  
 Pub. Dir., Sales Prom. Mgr. ....Fred Foerster  
 Comm. Mgr. ....Joseph P. Kimble  
 Program Dir. ....David L. Griffiths  
 Chief Engineer .....Charles Sakoski, Jr.

**WISL—Shamokin—1948**

Frequency: 1480 Kc. ....Power: 1000 Watts  
 Owned-Oper. By .....Radio Anthracite, Inc.  
 Address .....Rock & Sunbury Sts.  
 Tel.: 648-6831 .....Independent  
 Representative .....Forjoe  
 President .....Henry W. Lark  
 General Manager .....Bernard Friedman  
 Chief Engineer .....Al Donovan

**WPIC—Sharon—1938**

Frequency: 790 Kc. ....Power: 1000 Watts d.  
 Owned By .....Sharon Bcstg. Co., Inc.  
 Address .....2030 Pine Hollow Blvd.  
 Tel.: 346-4113 .....Independent  
 Station Manager .....Lee D. Morehouse  
 Program Director .....Jack Sandstrom  
 Chief Engineer .....Francis L. O'Dell  
 Owners of: WMGW-AM-FM, Meadville, Pa.;  
 WGRD, Grand Rapids; WTRU, Muskegon, Mich.;  
 WPIC-FM, Sharon.

**WSHP—Shippensburg—1961**

Frequency: 1480 Kc. ....Power: 500 Watts d.  
 Owned By .....Town Radio, Inc.  
 Address .....P.O. Box 1480  
 Tel.: KELlogg 2-4105 .....Independent  
 President, General Mgr. ....Arthur K. Greiner  
 Station Manager .....Harry Sollenberger, Jr.  
 Commercial Manager .....Don Snyder  
 Chief Engineer .....John Nordine

**WVSC—Somerset—1950**

Frequency: 990 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By .....WVSC, Inc.  
 Address .....P.O. Box 231  
 Tel.: 4186 .....Independent  
 President, General Mgr. ....T. R. Oppegard  
 Commercial Manager .....I. Richard Adams  
 Program Dir., Chief Eng. ....R. L. French  
 Owners of: WPVL, Painesville, O.; WDLR, Delaware, O.

**WMPT—S. Williamsport—1957**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned .....Will-Mont Bcstg. Co.  
 Address .....P.O. Box 883  
 Tel.: 323-3608 .....ABC  
 Pres., Ch. Eng. ....Galen D. Castlebury, Jr.  
 Sales Prom., Pub. Dir. ....H. F. Seltzer  
 Program Director .....Dyson Crownover

**WMAJ—State College—1945**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By .....Centre Bcstrs., Inc.  
 Address .....E. Beaver Ave.  
 Tel.: AD 7-7217 .....KBS-NBC  
 President .....W. K. Ulerich  
 General Manager .....M. J. Bergstein  
 Sales Promotion Mgr. ....Herbert Levin  
 Program Director .....Steve Fishbein  
 Chief Engineer .....W. D. Files

**WRSC—State College—1961**

Frequency: 1390 Kc. ....Power: 1 Kw. d.  
 Owned By .....Suburban Bcstg. Corp.  
 Address .....Box 248  
 Tel.: ADams 8-3051 .....CBS  
 Station Manager .....Randolph Gretes  
 Commercial Manager .....Ed Urie  
 Program Director .....Richard Kruppa  
 Chief Engineer .....Emory Richardson

**WVPO—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  
 Chief Engineer .....Ernest Transue

**WKOK—Sunbury—1933**

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned-Operated By .....Sunbury Bcstg. Corp.  
 Address .....1150 N. Front St.  
 Tel.: AT 6-5838 .....CBS  
 President .....Basse A. Beck  
 General, Station Mgr. ....Homer R. Smith  
 Comm., Prom. Mgr. ....H. Eugene Smith  
 Chief Engineer .....John W. Keller, Jr.

**WTIV—Titusville—1955**

Freq.: 1230 Kc. Power: 500 Watts d., 250 W.n.  
 Owned By .....Crawford Co. Bcstg. Co.

# PENNSYLVANIA

Address ..... Titusville  
Tel.: 5-3234 ..... MBS  
President, Gen. Mgr. .... Robert H. Sauber  
Commercial Mgr. .... Paul R. Ruttan  
Sales Prom., Pub. Dir. .... Carole Shingledecker  
Program Director ..... Timothy E. Nelson  
Chief Engineer ..... Charles G. Smith

## WTTC—Towanda—1960

Frequency: 1550 Kc. .... Power: 500 Watts d.  
Owned By ..... C. S. & H. M. Brown  
Address ..... 406 Main St.  
Tel. Andrew 5-2165 ..... Independent  
General Mgr., Chief Eng. .... Victor A. Michael  
Commercial Manager ..... Joe Martin  
Program Director ..... Charles Snyder

## WTRN—Tyrone—1955

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W.n.  
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  
Program Director ..... John P. Knorr

## WMBS—Uniontown—1937

Frequency: 590 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Fayette Bdcstg. Corp.  
Address ..... 82 West Fayette St.  
Tel.: GE 8-3900 ..... CBS  
Representative ..... Burn-Smith  
President ..... Mrs. J. C. Burwell  
General Manager ..... Jacob H. Echard  
Station Manager ..... Jerry M. Echard  
Commercial Manager ..... Harry C. Burwell  
Program Director ..... Mrs. Hester W. Nagy  
Publicity Director ..... Lois A. Echard  
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 Potter  
Commercial Manager ..... James W. Potter  
Sales Prom. Manager ..... Frank Foster  
Program Director ..... W. LeRoy Schneck  
Chief Engineer ..... Homer M. Haines

## WJPA—Washington—1942

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Washington Bcstg. Co.  
Business Address ..... George Washington Hotel  
Tel.: BA 2-2110 ..... MBS  
Station Rep. .... Devney Organization  
Managing Director ..... A. Boyd Siegel  
Chief Engineer ..... Stan Crawford

## 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 ..... Spot Time Sales  
President ..... Mrs. Marian P. Lewis  
General, Station Mgr. .... Jay Hanshaw  
Program Director ..... Pote Coolbaugh  
Publicity Director ..... Ted Harding  
Chief Engineer ..... E. Rollison  
Owners of: WHYI, Carlisle, Pa.; WELD, Fisher,  
W. Va.; WNC, Winchester; WSWG, Mt. Jack-  
son; WFVA, Fredericksburg, all Va.

## WANB—Waynesburg—1956

Frequency: 1580 Kc. .... Power: 250 W. d.  
Owned ..... Commonwealth Bcstrs., Inc.  
Address ..... First Federal Bldg.  
Tel.: 981 ..... Independent  
President, Gen. Mgr. .... George E. McGary, Jr.  
Commercial Mgr., Pub. Dir. .... Duane Lemley  
Chief Engineer ..... Tom Balaban

## WNBT—Wellsboro—1955

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W.n.  
Owned-Oper. By ..... Farm & Home Bcstg. Co.  
Address ..... Box 98  
Tel.: 724-2113 ..... MBS  
President ..... C. H. Simpson  
General Manager ..... John Fay  
Program Dir. .... Carol Makin  
Commercial Manager ..... John Zellner  
Chief Engineer ..... Richard E. Roeder  
Owners of: WFRM, Coudersport; WKBL, St.  
Marys; WBLE, Bellefonte; WTRN, Tyrone, all  
Pa.

## WBAX—Wilkes-Barre—1922

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... P.A.L. Bcstrs., Inc.  
Business-Studio Address ..... 85 W. Union St.  
Tel.: VA 3-0196 ..... Independent  
President ..... Paul Phillips  
Station Mgr., Program Dir. .... James Ward  
Sales Promotion Mgr. .... W. G. Seymour  
Chief Engineer ..... Milan Krupa

## WBRE—Wilkes-Barre—1924

Freq: 1340 Kc. .... Power: 1 Kw. d., 250 W.n.  
Owned-Oper. By ..... WBRE-Radio, Inc.  
Business-Studio Address ..... 62 S. Franklin St.  
Tel.: 823-3101 ..... NBC  
Station Representative ..... Gill-Perna  
Pres., Gen. Mgr. .... David M. Baltimore  
Operations Director ..... F. D. Coslett  
Program Director ..... Robert Schumacher  
Commercial Manager ..... Jos Gries  
Sales Prcm., Pub. Dir. .... Fred Foerster  
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.  
Address ..... 88 No. Franklin St.  
Tel.: 824-2666 ..... ABC  
Representative ..... Avery-Knodel  
President ..... Mitchell Jenkins  
Exec. V. P., Gen. Mgr. .... Roy E. Morgan  
Commercial Manager ..... Lee Vincent  
Publicity Director ..... Emerson Ramage  
Chief Engineer ..... Theodore French



## PENNSYLVANIA-RHODE ISLAND

### WNAK—Wilkes-Barre—1947

Frequency: 730 Kc. .... Power: 1000 Watts  
 Owned By ..... Wyoming Radio, Inc.  
 Address ..... 38 E. Main, Nanticoke, Pa.  
 Tel.: 735-0730 ..... Independent  
 President ..... Martin H. Philip  
 General Manager ..... George M. Corwin  
 Sales Manager ..... Ed Fisher  
 Chief Engineer ..... Edward Black  
 Owners of: WYNS, Lehighton, Pa.

### WLYC—Williamsport—1951

Frequency: 1050 Kc. .... Power: 1 Kw., d.  
 Owned By ..... Lycoming Bcstg. Co.  
 Address ..... 331 Pine St.  
 Tel.: 322-4676 ..... KBS  
 Station Rep. .... Donald Cooke  
 President ..... John T. Keliher  
 General, Commercial Mgr. .... Vince Compana  
 Sales Prom. Mgr. .... Edward Kirchman  
 Program Director ..... Vernon Hester  
 Chief Engineer ..... James Stowe

### WRAC—Williamsport—1929

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... Wright-Mackey Corp.  
 Address ..... 1559 West 4th St.  
 Tel.: 2-6116 ..... NBC  
 Representative ..... Meeker Co.  
 President ..... J. Wright Mackey  
 Program Manager ..... Everett Rubendall  
 Technical Director ..... J. E. Mathiot

### WWPA—Williamsport—1949

Frequency: 1340 Kc. .... Power: 1 Kw. d., 250 W.n.  
 Owned By ..... Summit Enterprises, Inc.  
 Address ..... 330 Government Pl.  
 Tel.: 323-7119 ..... CBS  
 Station Representative ..... Burn-Smith

President, Gen. Mgr. .... Woodrow W. Ott  
 Commercial Manager ..... Philip D. Lane  
 Program Director ..... John H. Archer  
 Chief Engineer ..... Carl W. Steinbacher

### WNOW—York—1948

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... WNOW, Inc.  
 Address ..... P.O. Box 1747  
 Tel.: 47-1049 ..... Independent  
 Station Representative ..... Radio-TV Reps.  
 President, General Mgr. .... W. F. Rust, Jr.

### WORK—York—1932

Freq.: 1350 Kc. .... Power: 5000 W.d., 1000 W.n.  
 Owned-Oper. By ..... Associated Bcstrs.  
 Business-Studio Address ..... 13 S. Beaver St.  
 Tel.: 3-5558 ..... NBC  
 Representative ..... Meeker Co.  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... Elwood C. Anderson  
 Program Manager ..... George Trouf  
 Gen. Sales Mgr. .... J. Robert Gulick  
 Nat'l Sales Manager ..... Harry J. Shaub, Jr.  
 Technical Director ..... J. E. Mathiot

### WSBA—York—1942

Frequency: 910 Kc. .... Power: 5 Kw. d., 1 Kw.n.  
 Owned-Oper. By ..... Susquehanna Bcstg. Co.  
 Address ..... Box 910  
 Tel.: 46-1146 ..... Independent  
 Representative ..... Eastman  
 President ..... Louis J. Appell, Jr.  
 Vice President ..... Arthur W. Carlson  
 Sales Manager ..... Philip K. Eberly  
 Program Director ..... Wayne Trout  
 Nat'l Program Dir. .... William Musser  
 Chief Engineer ..... Glenn Winter  
 Owners of: WSBA-FM-TV; WARM, Scranton;  
 WIL0, Akron, O.; WICE, Providence, R. I.

Pop.: 875,000

Families: 258,000

# Rhode Island

Radio Homes: 254,000

AM Stas. in State: 15

### WADK—Newport—1948

Frequency: 1540 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Key Stations  
 Address ..... Box 367  
 Tel.: 846-1540 ..... Independent  
 Station Reps. .... Pearson Nat'l Reps.; Bill Creed  
 Station Manager ..... Charles K. Bentz  
 Program Director ..... Tom Powers  
 Publicity Director ..... Joseph G. Nevins  
 Sales Prom. Mgr. .... Francis X. Quinn  
 Chief Engineer ..... Allen Bowen

Tel.: 725-9000 ..... ABC  
 Station Rep. .... Jack Masla & Co.  
 Pres., Gen. Mgr. .... Dominick A. Hysko  
 Station, Program Dir. .... Donald R. Hysko  
 Commercial Manager ..... R. Morris  
 Sales Promotion Mgr. .... Chuck Stevens  
 Publicity Director ..... Fred Grady  
 Chief Engineer ..... John T. Costa

### WXTR—Pawtucket—1950

Frequency: 500 Kc. .... Power: 1 Kw. d., 500 W.n.  
 Owned-Oper. By ..... Roger Williams Bcstg.  
 Address ..... P.O. Box 55, Cumberland, R. I.

### WEAN—Providence—1922

Frequency: 790 Kc. .... Power: 5000 Watts  
 Owned ..... Providence Journal Co.  
 Address ..... 75 Fountain St.  
 Tel.: DE 1-0600 ..... CBS  
 News. Affil. .... Providence Journal-Bulletin  
 Reps. .... Venard, Torbet & McC.; Kettell-Carter  
 President ..... John C. A. Watkins

# RHODE ISLAND

General Manager ..... H. William Koster  
Comm. Manager ..... Hervey C. Carter  
Program Director ..... Thomas M. Robertson  
Chief Engineer ..... George W. Sharpe

## WHIM—Providence—1947

Frequency: 1110 Kc. .... Power 1000 Watts d.  
Owned-Oper. By ..... Buckley-Jaeger Bcstg. Corp.  
Address ..... 144 Westminster St.  
Tel.: 351-9446 ..... Independent  
Sta. Reps., Broadcast Time Sales: N.E. Spot Sales  
President ..... Richard D. Buckley  
V.P., Gen. Manager ..... John B. Jaeger  
National Sales Mgr. .... Howard N. Johansen  
Local Sales Mgr. .... David W. Gilford  
Chief Engineer ..... Carroll A. Philbrook  
Owners of: WDRR, Bartford; KGLL, San Fernando.

## WICE—Providence—1947

Freq.: 1290 Kc. .... Power: 5 Kw. d.; 1Kw. n.  
Owned ..... Providence Radio, Inc.  
Address ..... Crown Hotel  
Tel.: JA 1-2711 ..... Independent  
Rep. .... Eastman  
President ..... Tim Elliot  
Publicity Director ..... Jean Elliot  
Chief Engineer ..... Paul Garver

## WJAR—Providence—1922

Frequency: 920 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... The Outlet Co.  
Address ..... 176 Weybosset St.  
Tel.: 421-8255 ..... NBC  
Representative ..... H-R Reps  
President ..... Joseph S. Sinclair  
Station Manager ..... James E. Gleason  
Commercial Manager ..... John A. Dickerman  
Sales Promotion Mgr. .... Robert Kelly  
Program Director ..... Philip B. Taylor  
Chief Engineer ..... Billy L. Patton  
Owners of: WJAR-TV, Providence.

## WLKW—Providence—1961

Frequency: 990 Kc. .... Power: 50,000 W.  
Owned By ..... Rhode Island Radio, Inc.  
Address ..... 228 Weybosset St.  
Tel.: DE 1-7810 ..... Independent  
Reps. .... McGavren/Guild; Bill Creed Assocs.  
President ..... Harry Pinkerson  
General Manager ..... Mowry Lowe  
Commercial Manager ..... F. H. Elliott  
Program Mgr. .... Peter Barstow  
Chief Engineer ..... T. Kenneth Prior

## WPRO—Providence—1924

Frequency: 630 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By ..... Capital Cities Bcstg. Corp.  
Address ..... 24 Mason St.  
Tel.: JAcKson 1-4000 ..... Independent  
Representative ..... Blair  
President ..... Frank M. Smith  
General Station Manager ..... Jack W. Lee  
Commercial Manager ..... Bob La Chance  
Sales Promotion Mgr. .... Tony Visk  
Program Supervisor ..... Charles Jelferds  
Chief Engineer ..... Gil Johnson  
Owners of: WPRO-TV-FM; WTEW-TV; WROW,  
Albany; WFVD, Durham, N. C.; WFAT-AM-FM,  
Fateerson, N. J.; WRBW-AM-TV, Buffalo, N. Y.

## WRIB—Providence—1947

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
Owned By ..... R. I. Bcstg. Co.  
Address ..... Water St.  
Tel.: GE 4-2223 ..... MBS  
Station Representative ..... Charles Bernard  
President ..... Paul Perreault  
General Manager ..... Arthur Tacker  
Chief Engineer ..... Joe Acetta

## WYNG—Warwick—1959

Frequency: 1590 Kc. .... Power: 1 Kw., d.  
Owned By ..... Attleboro Radio Assn.  
Address ..... 19 Luther Ave.  
Tel.: REgent 7-0700 ..... Independent  
Station Rep. .... Breen and Ward  
President ..... Howard Sweet  
General Manager ..... Keith Field  
Station Manager ..... William A. Dawson, Jr.  
Program Director ..... Les Brown  
Chief Engineer ..... Edward Perry  
Owners of: WARA, Attleboro, Mass.

## WWRI—West Warwick—1956

Freq.: 1450 Kc. .... Power 1 Kw. d., 250 W.n.  
Owned ..... Grelin Bcstg., Inc.  
Address ..... 1501 Main St.  
Tel.: VA 1-6200 ..... KBS  
Station Reps. .... Nona Kirby; Hal Walton  
Pres., Gen. Mgr. .... Melvin C. Green  
Commercial Manager ..... George A. Rivera  
Prog. Dir. .... Patrick Fallon  
Chief Engineer ..... Joseph M. Mattias, Jr.

## WERI—Westerly—1949

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W.n.  
Owned-Oper. By ..... R. I.-Conn. Radio Corp.  
Address ..... 11 Railroad Ave.  
Tel.: LYric 6-7728-9 ..... Independent  
Representative ..... Bolles  
Pres., Gen. Mgr. .... Aug. L. Cavallaro

## WKFD—Wickford—1962

Frequency: 1370 Kc. .... Power: 500 Watts d.  
Owned By ..... South County Bcstg. Co.  
Address ..... Updike St.  
Tel.: TURner 4-9000 ..... Independent  
General Manager ..... Joseph Decbellis

## 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. Mgr., Ch. Eng. .... Joseph Britt  
Comm. Manager ..... John Thomas  
Program Director ..... Richard Bouchard

## WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W.n.  
Owned-Oper. By ..... Woonsocket Bcstg. Co.  
Business-Studio Address ..... 99 Main St.  
Tel.: PO 2-1240 ..... Independent  
Station Reps. .... Burn-Smith; Nona Kirby  
President. .... Andrew P. Palmer  
Station, Sales Prom. Mgr. .... Zel Levin  
Commercial Manager ..... Gene Mailloux  
Chief Engineer ..... Ron Deslauriers

Pop.: 2,400,000  
Families: 607,500

# South Carolina

Radio Homes: 590,000  
AM Stas. in State: 80

## WABV—Abbeville—1956

Frequency: 1590 Kc. . . . . Power: 1 Kw., d.  
Owned By . . . . . Abbeville Bcstg. Co. Inc.  
Address . . . . . Box 532  
Tel.: GLadstone 9-3155 . . . . . ABC-KBS  
President, Ch. Eng. . . . . Geo. W. Settles, Jr.  
Publicity Director . . . . . Polly Newell  
Program Director . . . . . Bob Latham

## WAKN—Aiken—1952

Frequency: 890 Kc. . . . . Power: 1,000 Watts d.  
Owned-Oper. By Aiken Electronics Adv. Corp.  
Address . . . . . Box 811  
Tel.: Midway 8-5464 . . . . . KBS  
General Manager . . . . . Joseph A. Warren  
Publicity Director . . . . . James H. Johnson  
Program Director . . . . . Earle Brodie, Jr.  
Chief Engineer . . . . . Allen Askins, Jr.

## WAIM—Anderson—1935

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By . . . . . Wilton E. Hall  
Address . . . . . 321 Kingsley Road  
Tel.: CA 8-1511 . . . . . CBS-KBS  
Newspaper Affil. . . . . Independent Publishing Co.  
Station Rep. . . . . Devney Org.  
President . . . . . Wilton E. Hall  
General Manager . . . . . Glenn P. Warnock  
Commercial Manager . . . . . John F. McCallum  
Program Director . . . . . M. Gilliard  
Chief Engineer . . . . . Earl Cosens  
Owners of: WAIM-TV.

## WANS—Anderson—1949

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Radio Anderson, Inc.  
Address . . . . . Box 211  
Tel.: 224-3424 . . . . . MBS  
Station Representative . . . . . Grant Webb & Co.  
President . . . . . Mrs. John C. Amick  
General Manager . . . . . John C. Amick  
Station Manager . . . . . George C. Nicholson  
Commercial Manager . . . . . Ray Christy  
Sales Promotion Mgr. . . . . Shirley Palmer  
Program Director . . . . . Carolyn K. Turner  
Publicity Director . . . . . J. Clark Brown  
Chief Engineer . . . . . Ken Allison

## WWBD—Bamberg—1957

Frequency: 790 Kc. . . . . Power: 1 Kw., d.  
Owned By . . . . . William V. Whetstone, Jr.  
Address . . . . . Rt. 601 South  
Tel.: CH 5-2411 . . . . . KBS  
Station Rep. . . . . Dora-Clayton  
General, Sta. Mgr. . . . . William V. Whetstone, Jr.  
Chief Engineer . . . . . H. D. Steedley

## WBAW—Barnwell—1953

Frequency: 740 Kc. . . . . Power: 1 Kw. d.  
Owned-Oper. By . . . . . WBAW, Inc.

Address . . . . . Jackson St.  
Tel.: 259-3507 . . . . . KBS  
President . . . . . J. A. Gallimore  
General Mgr. . . . . Joe Wilder  
Program Director . . . . . D. Wilson  
Chief Engineer . . . . . Tony Gross

## WBLR—Batesburg—1956

Frequency: 1430 Kc. . . . . Power: 5 Kw., d.  
Owned . . . . . Ridge Bcstg. Corp.  
Address . . . . . Drawer 410  
Tel.: KE 2-4001 . . . . . KBS  
Station Rep. . . . . Oakes  
President . . . . . H. Edward Crapps  
General Manager . . . . . Redd Reynolds  
Commercial Manager . . . . . Jack McCartha  
Program Director . . . . . Paul Brigham  
Publicity Director . . . . . Jack Dorn  
Chief Engineer . . . . . 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 . . . . . KBS-ABC  
President . . . . . John M. Trask  
General Mgr., Chief Eng. . . . . Louis M. Neale, Jr.  
Commercial Manager . . . . . Carson Renbert  
Program Director . . . . . Mary Smith

## WSIB—Beaufort—1962

Frequency: 1490 Kc. . . . . Power: 100 Watts  
Owned By . . . . . Sea Island Broadcasting Co.  
Address . . . . . 1210 Boundary St.  
Tel.: JACKson 4-4700 . . . . . Independent  
President . . . . . Lee J. Berry  
General Manager . . . . . Hugh Ward, Jr.  
Commercial Manager . . . . . M. H. Trammell  
Chief Engineer . . . . . R. H. Miller

## WHPB—Belton—1955

Frequency: 1390 Kc. . . . . Power: 1,000 Watts d.  
Owned-Oper. By . . . . . Community Bcstg. Co.  
Address . . . . . P.O. Box 426  
Tel.: ED 8-7796 . . . . . Independent  
President . . . . . C. O. Brazzell  
General, Sta. Mgr. . . . . Clyde Laughter  
Chief Engineer . . . . . Robert Liverance

## WBSB—Bennettsville—1947

Freq.: 1550 Kc. . . . . Power: 10 Kw. d.; 5 Kw. n.  
Owned By . . . . . Big Bend Bcstg. Corp.  
Address . . . . . Box 639  
Tel.: GR 9-4051 . . . . . MBS  
Station Representative . . . . . Indie Sales  
President . . . . . W. S. Dodson  
General Manager . . . . . A. K. Harmon  
Commercial Manager . . . . . Bruce Zibell  
Program Director . . . . . Tommy Herndon  
Owners of: WCNH, Quincy, Fla.

## SOUTH CAROLINA

### 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 Rep. .... Feltis, Dove, Cannon  
General Mgr. .... E. H. Bedenbaugh  
Chief Engineer ..... Dan Mellette

### WACA—Camden—1948

Frequency: 1590 Kc. Power: 1,000 Watts d.  
Owned-Oper. By ..... Camden Bcstg. Corp.  
Address ..... U.S. Highway 1  
Tel.: HE 2-2311 ..... KBS  
President ..... Haygood S. Bowden  
General Manager ..... Tom Richards  
Chief Engineer ..... A. A. Amodio

### WCAY—Cayce—1958

Frequency: 620 Kc. Power: 500 Watts d.  
Owned By ..... Lexington City Bcstg., Inc.  
Address ..... P.O. Box 335  
Tel.: ALpine 6-2000 ..... CBS, KBS  
Station Representative ..... Southern Spot Sales  
President ..... J. Olin Tice, Jr.  
General Manager ..... J. O. Tice, Sr.  
Commercial Manager ..... Donald MacLactlan  
Sales Promotion Mgr. .... Ray Hegwood  
Program Director ..... Dale R. Hawkinson  
Chief Engineer ..... Carroll Scarborough  
Owners of: WBAZ, Kingston, N. Y.; WKTC,  
Charlotte, N. C.

### WCSC—Charleston—1930

Frequency: 1390 Kc. Power: 5,000 Watts  
Owned-Oper. By ..... WCSC, Inc.  
Address ..... 485 East Bay St.  
Tel.: RAYmond 2-7611 ..... CBS  
Rep. .... Peters, Griffin, Woodward, Inc.  
President, Gen. Mgr. .... John M. Rivers  
National Sales Mgr. .... James K. Whitaker  
Station Mgr. .... John B. Hearne  
Program Co-ordinator ..... Cecil Keels  
Sales Prom., Publicity Dr. .... Mrs. Lois Marshall  
Chief Engineer ..... Rudy Hughes  
Owners of: WCSC-FM-TV.

### WOKE—Charleston—1946

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By ..... Weaver Bcstg. Corp.  
Address ..... Box 183  
Tel.: RA 3-1643 ..... ABC-NBC-KBS  
Representative ..... Clark  
Pres., Gen. Manager ..... H. C. Weaver  
Station Mgr., Ch. Eng. .... William P. Birchfield  
Sales Promo. Mgr., Pub. Dir. .... Jeff Warner

### WPAL—Charleston—1948

Frequency: 730 Kc. Power: 1,000 Watts d.  
Owned-Oper. By ..... Speidel Bcstg. Corp.  
Business Address ..... 1717 Edgewater Pk. Rd.  
Tel.: SO 6-5584 ..... Independent  
Representatives ..... Dore; Dora-Clayton  
President ..... Joseph Speidel III  
Station Manager ..... Bob Chrystie  
Chief Engineer ..... Joe Sarko

### WQSN—Charleston—1948

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By ..... Low Country Bcstg. Co.  
Address ..... P.O. Box 891  
Tel.: RA 2-2652 ..... Independent  
Station Representative ..... Radio-TV Reps  
President ..... Sol Panitz  
Gen., Sta. Manager ..... E. H. Keown  
Chief Engineer ..... Raymond Campbell

### WTMA—Charleston—1939

Freq.: 1250 Kc. Power: 5000 W. d.; 1,000 W. n.  
Owned-Oper. By ..... Atlantic Coast Bcstg. Co.  
Business Address ..... 133 Church St.  
Tel.: RA 2-2961 ..... MBS  
Station Representative ..... Adv. Time Sales  
President, General Mgr. .... Charles E. Smith  
Sales Prom. Mgr. .... J. Loring  
Program Director ..... Ron Fuller

### WCRE—Cheraw—1953

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Operated By ..... Radio Cheraw  
Address ..... Box 631  
Tel.: LEnox 7-7887 ..... KBS  
President, Ch. Eng. .... Ben Akerman  
Program Dir. .... Lucille Akerman

### WGCD—Chester—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned By ..... Dispatch Publ. Co.  
Address ..... Box 302  
Tel.: 385-2171 ..... ABC-KBS  
Newspaper Affil. .... Dispatch Publ. Co.  
Station Rep. .... Feltis, Dove, Cannon  
President ..... C. V. Sink  
General, Station Mgr. .... Wayne B. Sawyer  
Chief Engineer ..... J. Ellis Shockley

### WPCC—Clinton—1957

Frequency: 1410 Kc. Power: 1,000 Watts d.  
Owned By ..... Clinton Bcstg. Co.  
Address ..... P.O. Box 663  
Tel.: 833-1562 ..... ABC-KBS  
President ..... Robert R. Hilker  
General Manager ..... Lewis H. Bagwell, Jr.  
Commercial Manager ..... Jack Bishop  
Program Director ..... Bettie Hendrix  
Chief Engineer ..... O. D. Haynes  
Owners of: WEGO-AM-FM, Concord; WSUM, Val-  
dese; WCGC, Belmont; WZKY, Albemarle, All N.C.

### 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 ..... Radio-TV Reps.  
Pres., Gen. Mgr. .... George H. Buck, Jr.  
Commercial Manager ..... Jess Plummer  
Sales Promotion Mgr. .... Ralph Shade  
Program Director ..... Bob Fulton  
Publicity Director ..... Mrs. Sue Jones  
Chief Engineer ..... Robert D. Lambert, Jr.  
Owners of: WJNO, West Palm Beach.

**WIS—Columbia—1930**

Frequency: 560 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....Bcstg. Co. of the South  
 Address .....1111 Bull St.  
 Tel.: AL 3-643 .....NBC  
 Rep. ....Peters, Griffin, Woodward, Inc.  
 President .....B. Calhoun Hipp  
 Exec. Vice Pres. ....G. Richard Shatto  
 Managing Director .....W. Frank Harden  
 Program Director .....John Wrisley  
 Chief Engineer .....Joe Gill  
 Owners of: WIS-TV; WSEA-TV, Montgomery, Ala.

**WNOK—Columbia—1947**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 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 .....Frank Stish  
 Program Director .....Jack Cook  
 Chief Engineer .....Charlton Bowers

**WOIC—Columbia—1954**

Frequency: 1320 Kc. ...Power: 1,000 Watts d.  
 Owned By .....Speidel Broadcasting Corp.  
 Address .....P.O. Box 565  
 Tel.: AL 6-1551 .....Independent  
 Representatives .....Dore; Dora-Clayton  
 President .....Joe Speidel III  
 V.P., General Manager .....Russell George  
 Sales Prom. Mgr. ....Frankie Bridges  
 Commercial Manager .....Frank Harris  
 Chief Engineer .....W. W. Bridges  
 Owners of: WPAL, Charleston, S.C.; WYNN,  
 Florence, S.C.; WSOK, Savannah, Ga.; WKET-  
 FM, Kettering, O.

**WQXL—Columbia—1945**

Frequency: 1470 Kc. ....Power: 500 Watts d.  
 Owned By .....Midlands Radio Corp.  
 Address .....1208 Sumter St.  
 Tel.: ALPine 2-8659 .....MBS  
 Station Reps. ....Meeker; Ayers  
 President .....Edgar L. Morris  
 V.P., General Manager .....Karl E. Hall, Jr.  
 Assistant Manager .....H. Andrew Scott  
 Program Director .....Mackie Quave  
 Sales Promotion Manager ....Donald E. Steele  
 Chief Engineer .....Lloyd W. Brown, Jr.

**WLAT—Conway—1945**

Frequency: 1330 Kc. ...Power: 5000 Watts, d.  
 Owned By .....Coastal Broadcasting Co.  
 Address .....U.S. Highway 501 North  
 Tel.: 340 .....MBS  
 Station Rep. ....Devney Organization  
 President, General Mgr. ....L. M. Hawley

**WDAR—Darlington—1955**

Frequency: 1350 Kc. ....Power: 1 Kw., d.  
 Owned By .....Walter P. Pearce  
 Address .....Box 277  
 Tel.: Express 3-4081 .....Independent  
 President .....Walter P. Pearce  
 Chief Engineer .....Don Byant

**WDSC—Dillon—1946**

Frequency: 800 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By .....Border Bcstg. Co., Inc.  
 Address .....U.S. Highway 301 South  
 Tel.: 774-9031 .....ABC-KBS  
 Station Rep. ....Gill-Perna; Dora-Clayton  
 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 .....Pickens County Bcstg. Co.  
 Address .....Box 522  
 Tel.: Ulysses 9-9388 .....KBS  
 Representative .....Indie Sales  
 Pres., Gen. Mgr. ....Cleatus Brazzell  
 Program Director .....Mrs. Betty McDonald  
 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-Rawalt  
 President .....Eugene E. Stone  
 Gen. Mgr. ....Paul H. Benson, Jr.  
 Chief Engineer .....Frank Jenne

**WOLS—Florence—1937**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By .....Florence Bcstg. Co., Inc.  
 Address .....151 S. Dargan St.  
 Tel.: 662-3271 .....KBS  
 President, Gen. Mgr. ....A. P. Skinner  
 Commercial Manager .....Frank Martin  
 Program Director .....Doug Williams  
 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 2-6364 .....Independent  
 President .....Joe Speidel II  
 General Manager .....Russell George  
 Commercial Manager .....Earl Graddick  
 Station Manager .....David C. Phillips  
 Sales Promotion Mgr. ....Barbara W. Hill  
 Chief Engineer .....George M. Davis  
 Owners of: WOIC, Columbia; WPAL, Charleston;  
 WSOK, Savannah, Ga.

**WFIS—Fountain Inn—1956**

Frequency: 1600 Kc. ....Power: 1 Kw., d.  
 Owned .....Fountain Inn-Simpsonville Entp.  
 Address .....Box 271  
 Tel.: 963-5991 .....KBS  
 Reps. ....Hopewell; Felts, Dove, Cannon  
 President, General Mgr. ....L. Wayne Davis  
 Sales Prom., Pub. Dir. ....Roger Davis  
 Program Director .....D. Jerry Howard  
 Chief Engineer .....J. Dalton Reece

# SOUTH CAROLINA

## WFGN—Gaffney—1948

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. By Cherokee Radio Co., Inc.  
Address P.O. Box 759  
Tel: IVanhoe 9-4795 KBS  
President A. Ray Godshall  
Gen. Mgr., Ch. Eng. M. E. Green  
Program Director Billy Gibbons  
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. Delzell

## WESC—Greenville—1947

Frequency: 660 Kc. Power: 10,000 Watts, d.  
Owned-Oper. By Bcstg. Co. of Carolinas  
Business-Studio Address 1 College St.  
Tel: CEdar 2-8241 Independent  
Address 415 N. Main St.  
Station Representative Bolling  
President Robert A. Schmid  
V.P., General Manager J. Davenport  
Commercial Manager W. A. Mullinax  
Program Director Bob Chase  
Sales Promotion Manager Marianne Taylor  
Publicity Director Anne Jones  
Chief Engineer Don Gowens

## WFBC—Greenville—1933

Frequency: 1490 Kc. Power: 1 Kw. d. 250 W. n.  
Owned By Paramount Bcstg. Co. Inc.  
Frequency: 1330 Kc. Power: 5,000 Watts  
Owned-Oper. By WMRC, Inc.  
Address P.O. Box 788  
Tel: CE 9-1321 NBC  
Newspaper Affil. News-Piedmont  
Representative Avery-Knodel  
President R. A. Jolley  
Gen., Sta. Mgr. Bruce Buchanan  
Chief Engineer Bill Garrison  
Owners of: WFBC-FM-TV; WBIR-AM-TV, Knoxville, Tenn.

## WMRB—Greenville—1954

Tel: CEdar 6-2751 CBS-MBS  
Station Reps. Burn-Smith; Gill-Perna  
Pres., Gen. Mgr. C. F. Cope  
Station Mgr., Chief Eng. Wm. T. Arrington

## WMUU—Greenville—1949

Frequency: 1260 Kc. Power: 5,000 Watts d.  
Owned-Oper. By Bob Jones Univ.  
Address Greenville  
Tel: CE 9-9656 Independent  
President Dr. Bob Jones, Jr.  
General Manager Dr. R. K. Johnson  
Station Manager Jim Ryerson  
Comm. Manager David Yearick  
Program Director Jack Bultram  
Chief Engineer William Greaves

## WQOK—Greenville—1950

Frequency: 1440 Kc. Power: 5 Kw.  
Owned-Oper. By Dick Bcstg.  
Address Box 1007  
Tel: CEdar 5-7406 Independent  
Representatives Howard; Dora-Clayton  
President James A. Dick  
General, Station Manager T. C. Hooper

## WCRS—Greenwood—1941

Freq: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned Gresco, 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  
Publicity Director Mary Youngblood  
Chief Engineer C. M. Sparks

## WGSW—Greenwood—1953

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned Radio Greenwood, Inc.  
Address Edward Arms Apts.  
Tel: ORchard 9-3144 KBS  
Station Rep. Indie Sales  
President W. C. Woodall, Jr.  
General Manager George B. Cook, Jr.  
Commercial Mgr. Ray Bowie  
Program Director Mel Riley  
Chief Engineer T. H. Stevenson, Jr.

## WCKI—Greer—1955

Frequency: 1300 Kc. Power: 1 Kw., d.  
Owned Greer Bcstg. Co.  
Address Box 431  
Tel: TRinity 7-4451 ABC  
General Mgr. Vernon T. Fox  
Station Manager James L. Massey  
Chief Engineer B. Anderson

## WEAB—Greer—1949

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Greer Bcstg. Co.  
Address Jones Rd.  
Tel: TR 7-3141 KBS  
Pres., Gen. Mgr. E. A. Burch  
Station Manager R. Cook  
Chief Engineer Ken Patton

## WBHC—Hampton—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned Hampton County Bcstg. Co.  
Business Address Highway 601  
Tel: 2831 KBS  
President J. A. Gallimore  
General Manager J. M. Butts  
Chief Engineer Charles Cortez

## WHSC—Hartsville—1946

Freq: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned Hartsville Bcstg. Co., Inc.  
Address P. O. Box 349



# SOUTH CAROLINA

Tel.: ED 2-8101.....MBS-KBS  
 President.....J. L. Wiggins  
 General, Station Mgr.....Oby B. Lyles  
 Program Director.....Eleanor Flowers  
 Commercial Mgr.....Walter B. Copeland  
 Publicity Director.....Jane B. Elliott  
 Chief Engineer.....J. E. Parker

## WJES—Johnston—1961

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned By.....Edgefield-Saluda Radio Co.  
 Address.....P. O. Box 1  
 Tel.: 275-2342.....Independent  
 President, Gen. Mgr.....Franklin D. R. McClure  
 Commercial Mgr.....Charles L. Snyder  
 Program Director.....John Joe Green  
 Chief Engineer.....Danny McClure

## WKSC—Kershaw—1961

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned By.....Kershaw Broadcasting Corp.  
 Address.....P. O. Box 548  
 Tel.: 475-8585.....Independent  
 President, General Mgr.....Jess B. Tatum

## WDKD—Kingstree—1949

Frequency: 1310 Kc.....Power: 5 Kw. d.  
 Owned By.....Palmetto Bcstg. Co.  
 Address.....P. O. Box 450  
 Tel.: 6761.....KBS  
 Owner, General Mgr.....E. G. Robinson, Jr.  
 Program, Publicity Dir.....Sonny Du Bose  
 Chief Engineer.....Tommy Joye

## WJOT—Lake City—1954

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned By.....Lake City Bcstg. Corp.  
 Address.....Box 699  
 Tel.: 7631.....Independent  
 President.....Russell G. Busdicker  
 General, Station Mgr.....Hub Terry  
 Program Director.....Bill Yonce  
 Chief Engineer.....Henly McElveen, Jr.

## WLCM—Lancaster—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Royal Bcstg. Co. Inc.  
 Address.....103 S. Catawba St.  
 Tel.: 2051.....KBS  
 Station Rep.....Feltis, Dove, Cannon  
 President.....Charles Connelly, Jr.  
 Gen. Station Mgr.....A. Faris Giles, Jr.  
 Chief Engineer.....Barry Medlin

## WLBG—Laurens—1947

Frequency: 860 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Address.....Hillcrest Drive  
 Tel.: 2-5212.....MBS  
 Representative.....Indie Sales  
 President.....C. W. Hogan

## WLSC—Loris—1957

Frequency: 1570 Kc.....Power: 1 Kw. d.

Owned By.....Pee Dee Bcstg. Co.  
 Address.....P.O. Box 1677  
 Tel.: EL 7-3780.....Independent  
 Station Rep.....Continental Radio Sales  
 President.....James J. Harpring  
 General Mgr., Chief Eng.....Walter Molic  
 Commercial Mgr.....Roger Earp  
 Owners of: WATP, Marion.

## WYMB—Manning—1957

Frequency: 1410 Kc.....Power: 1 Kw. d.  
 Owned.....Clarendon County Bcstg. Co.  
 Address.....Sunset Drive  
 Tel.: 435-8388.....KBS  
 President.....J. M. Soles, Jr.  
 General Mgr., Ch. Eng.....Jim Roper  
 Commercial Manager.....Jim White  
 Program Director.....Mrs. Betty Roper

## WATP—Marion—1957

Frequency: 1430 Kc.....Power: 1 Kw. d.  
 Owned By.....Raymond A. Somers  
 Address.....P.O. Box 1033  
 Tel.: 1430.....Independent  
 Station Representative.....Continental  
 General Manager.....Raymond A. Somers  
 Commercial Manager.....Dorothy Somers  
 Publicity Director.....Mrs. Jacquelyn Finklea  
 Chief Engineer.....David Nobles

## WJAY—Mullins—1949

Frequency: 1280 Kc.....Power: 5000 Watts d.  
 Owned By.....Mullins & Marion Bcstg. Co.  
 Address.....Highway 76, Drawer 342  
 Tel.: 464-9252.....KBS  
 Station Rep.....C. K. Beaver & Assocs.  
 President.....William L. Harrelson  
 General Mgr.....James F. Ramsey  
 Chief Engineer.....George Magera

## WMYB—Myrtle Beach—1954

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Golden Strand Bcstg. Corp.  
 Address.....Oak St. at 28th  
 Tel.: 448-3180.....KBS  
 Station Representative.....George P. Hollingbery  
 President, General Mgr.....Wade H. Alley  
 Commercial Manager.....P. W. Smith  
 Program Director.....Tony Brooks  
 Chief Engineer.....James Fleming

## WKDK—Newberry—1960

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.  
 Address.....11 Radio Drive  
 Tel.: 143.....KBS  
 President, Gen. Mgr.....James F. Coggins  
 Program Director.....Marcia P. Coggins  
 Sales Prom. Mgr.....Bill Fields  
 Chief Engineer.....Ray Gilliam  
 Owners of: WAGS, Bishopville; WBCU, Unton.

## WFNL—North Augusta—1962

Frequency: 1600 Kc.....Power: 500 Watts d.

# SOUTH CAROLINA

Owned By ..... Harry Hammond  
Address ..... P.O. Box 1482  
Tel.: 824-1441 ..... Independent  
Station Reps. .... Bowles; Beaver  
General ..... Harry Hammond  
President ..... Bill Ellis  
Commercial Mgr. ....

## WTHB—North Augusta—1960

Frequency: 1550 Kc. .... Power: 1 Kw. d.  
Owned By ..... North Augusta Bcstg. Co.  
Address ..... Box 2877  
Tel.: TAYlor 2-3579 ..... Independent  
President ..... Frances Marion Bennett  
General Manager ..... Reese J. Vaughn  
Chief Engineer ..... Hubert E. Ritchie

## WNCC—North Charleston—1960

Frequency: 910 Kc. .... Power: 500 Watts d.  
Owned By ..... KTM Bcstg. Co.  
Address ..... Box 5758  
Tel.: SHERwood 7-5225 ..... Independent  
Station Representative ..... Walker-Rawalt  
General Manager ..... Robert S. Tambllyn  
Commercial Manager ..... Albert J. Stone  
Program Director ..... Jack W. McGinnis  
Chief Engineer ..... Rawden L. Bullard  
Owners of: WKTM-FM, N. Charleston.

## WDIX—Orangeburg—1946

Freq.: 1150 Kc. .... Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By ..... WDIX, Inc.  
Address ..... Box 662  
Tel.: JE 4-4461 ..... ABC-MBS  
Station Rep. .... Devney Organization  
President ..... Charles S. Henery  
General Station Mgr. .... Frank B. Best  
Comm. Mgr. .... Norman M. Matthews  
Program Director ..... Mrs. J. C. Hydtick, Jr.  
Chief Engineer ..... Walter D. Tabler

## WORC—Orangeburg—1958

Frequency: 1580 Kc. .... Power: 1000 Watts d.  
Owned By ..... Radio Orangeburg  
Business Address ..... 144 Broughton, S.W.  
Tel.: JE 4-1580 ..... Independent  
Station Representative ..... Continental  
President ..... J. T. Lyman

## WTND—Orangeburg—1948

Frequency: 920 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... WTND, Inc.  
Address ..... 11 Memorial Plaza  
Tel.: JE 4-1301 ..... KBS  
Representative ..... Thos. F. Clark  
General Manager ..... L. Richard Rhame  
Commercial Manager ..... Milton Blakely  
Program Director ..... Herb Price  
Chief Engineer ..... Larry Styles

## WRHI—Rock Hill—1944

Freq.: 1340 Kc. .... Power: 1000 W. d., 250 W. n.  
Owned By ..... York Co., Bcstg. Co.  
Business Address ..... Nat'l Bank Bldg.  
Tel.: 327-2085 ..... MBS-KBS  
Gen. Mgr., Chief Eng. .... James S. Beaty, Jr.  
S. a. Mgr., Prog. Dir. .... Wm. C. Beaty  
Sales 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.: 327-3175 ..... Independent  
Reps. .... Feltis, Dove, Cannon; Hopewell  
President ..... T. Lamar Simmens  
General Manager ..... Ted Burwell  
Comm. Mgr. .... W. A. Warner, Sr.  
Sales Prom., Prog. Dir. .... Fred Newton  
Chief Engineer ..... John Meeler

## WSNW—Seneca—1949

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Blue Ridge Bcstg. Co., Inc.  
Address ..... P. O. Box 443  
Tel.: TU 2-2388 ..... MBS-KBS  
Pres., Gen. Mgr. .... J. A. Gallimore  
Treasurer ..... Virginia Gallimore  
Chief Engineer ..... Herb Hosea

## WORD—Spartanburg—1940

Frequency: 910 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned By ..... Belk Bcstg. Co. of S. C.  
Address ..... White Ave.  
Tel.: 583-2711 ..... Independent  
Station Representative ..... Adv. Time Sales  
President ..... Henderson Belk  
General Manager ..... Tom Thuman  
Program Director ..... John Cashion  
Owners of: WIST, Charlotte, N. C.

## WSPA—Spartanburg—1930

Frequency: 950 Kc. .... Power: 5000 Watts  
Owned ..... Spartan Radiocasting Co.  
Address ..... 224 E. Main St.  
Tel.: 583-3621 ..... CBS  
Representative ..... Hollingbery  
President ..... Walter J. Brown  
Manager ..... Charles R. Sanders  
Program Director ..... O. C. Womick  
Publicity Director ..... Bill Adams  
Chief Engineer ..... H. R. Beckholt  
Owners of: WSPA-FM-TV.

## WZOO—Spartanburg—1953

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Spartanburg Bcstg. Co.  
Address ..... Drawer 1171  
Tel.: 583-2727 ..... NBC  
Station Representatives ..... Masla; Ochs  
Pres., Gen. Mgr. .... John K. L. Peterson  
Commercial Manager ..... John Knowles  
Sales Promotion Mgr. .... Gerald B. Cudd  
Program Director ..... A. W. Evans  
Publicity Director ..... Robert Townsend  
Chief Engineer ..... David H. Burnett, Jr.

## WDXY—Sumter—1960

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By ..... B.D.S. Radio-TV Co.  
Address ..... 814 Boulevard Rd.  
Tel.: SPruce 5-2321 ..... Independent  
President & Gen. Mgr. .... W. C. Bochman  
Vice President, Ch. Eng. .... C. E. Bell

## SOUTH CAROLINA-SOUTH DAKOTA

### WFIG—Sumter—1940

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Oper. By: WFIG, Inc.  
 Address: 22 N. Main St.  
 Tel.: SPruce 3-7305 Independent  
 President: F. B. Creech, Sr.  
 General, Sta. Mgr.: T. Doug Youngblood  
 Comm. Manager: Fulton B. Creech, Jr.  
 Chief Engineer: Richard Elam

### WSSC—Sumter—1953

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By: Radio Sumter Inc.  
 Business Address: Box 1342  
 Tel.: SPruce 3-7369 ABC  
 Station Representative: Clark  
 President, Gen. Mgr.: C. Edward Damron  
 Comm. Manager: H. W. Fowler  
 Chief Engineer: Dan Mellette

### WBCU—Union—1949

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By: Bcstg. Co. of Union, Inc.  
 Address: 210 East Main St.  
 Tel.: HA 7-2411 KBS  
 Station Rep.: Feltis, Dove, Cannon  
 President, Gen. Mgr.: Edward C. B. Osborne  
 Chief Engineer: Walker Carver

### WGOG—Walhalla—1959

Frequency: 1460 Kc. Power: 500 Watts, d.  
 Owned By: Oconee Bcstg. Co.  
 Address: P.O. Box 278  
 Tel.: NEWton 8-3616 Independent

President, Gen. Mgr.: Dorothy Friend  
 Station, Comm. Mgr.: Edithe Mooneyham  
 Sales Prom. Mgr.: Marvin Hill  
 Publicity Director: Jim Mowry  
 Chief Engineer: Bill Collins

### WALD—Walterboro—1947

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned-Oper. By: Walterboro Radiocstg. Co.  
 Address: Box 833  
 Tel.: 3861 ABC-KBS  
 Representative: Don Cooke  
 President: Robert S. Taylor  
 Managing Director: Klein B. Beach, Jr.  
 Station Manager: Bill Walton  
 Commercial Mgr.: Hilery Holloman  
 Program Director, Chief Eng.: Bob Greer

### WCKM—Winnsboro—1961

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned By: Fairfield Broadcasting Co.  
 Address: P.O. Box 505  
 Tel.: 6026 Independent  
 Managing Dir.: Harold A. Kline  
 General, Sales Mgr.: Dwight Snyder

### WYCL—York—1956

Frequency: 1580 Kc. Power: 250 Watts  
 Owned: York-Clover Bcstg. Co.  
 Address: P.O. Box 398  
 Tel.: MU 4-4241 Independent  
 Station Rep.: Hopewell  
 President: C. B. Sigmon  
 General, Sta. Mgr.: C. Curtis Sigmon  
 Comm. Mgr., Chief Eng.: Archie Warren, Jr.

Pop.: 690,000

Families: 199,500

# South Dakota

Radio Homes: 196,500

AM Stas. in State: 25

### KABR—Aberdeen—1952

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Transmedia, Inc.  
 Business Address: 117½ S. Main  
 Tel.: 225-1420 Independent  
 President: Al Vigard  
 General, Station Mgr.: Jeff Solem  
 Commercial Manager: James Darnis  
 Program Director: Glenn Douglas  
 Chief Engineer: Mark Peterson

### 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  
 Station Representatives: Weed; Bowden  
 President: Henry J. Schmitt  
 General Mgr.: Byron J. McElligott  
 Commercial Mgr.: Stan Olson  
 Program Director: Paul Rahders  
 Chief Engineer: George Crocker

### KBFS—Belle Fourche—1959

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Joseph Kopp  
 Address: Box 316  
 Tel.: 892-2571 KBS  
 Owner-Gen. Mgr.: Joseph Kopp

### KBRK—Brookings—1955

Frequency: 1340 Kc. Power: 1 Kw.  
 Owned By: Brookings Bcstg. Co.  
 Address: College Theatre Bldg.  
 Tel.: 692-6233 Independent  
 Gen., Comm. Mgr.: E. C. Stangland

### KDSJ—Deadwood—1947

Frequency: 980 Kc. Power: 1000 Watts  
 Owned By: Heart of Black Hills Stas.  
 Address: 745 Main  
 Tel.: 186 Independent  
 President: John Daniels  
 General, Station Mgr.: Harry Daniels  
 Chief Engineer: Roy Hicks

## SOUTH DAKOTA

### **KOBH**—Hot Springs—1958

Frequency: 580 Kc. Power: 500 Watts, d.  
Owned By: Fall River Bcstg. Corp.  
Address: Box 292  
Tel.: 698 Independent  
President: Russell M. Stewart  
Gen. Mgr., Chief Eng.: Frederick M. Walgren  
Comm., Sales Prom. Mgr.: H. Del Brandt

### **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  
President, Ch. Eng.: Max F. Staley

### **KJAM**—Madison—1958

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned By: Madison Bcstg. Co., Inc.  
Address: Box 549  
Tel.: Clinton 6-4514 KBS  
President: J. Mugley  
General Manager: B. G. Normandin  
Chief Engineer: John Goeman

### **KORN**—Mitchell—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned By: Mitchell Bcstg. Assoc., Inc.  
Address: Mitchell  
Tel.: Wyman 6-5821 MBS  
Pres., Gen., Sta. Mgr., Prog. Dir.: R. V. Eppel  
Comm., Sales Prom. Mgr.: M. A. Johnson  
Chief Engineer: J. R. Doherty  
Owners of: KORN-TV.

### **KOLY**—Mobridge—1956

Frequency: 1300 Kc. Power: 1 Kw., d.  
Owned By: Mobridge Bcstg. Corp.  
Address: 114 Third St. East  
Tel.: 845-3654 Independent  
Newspaper Affil.: Mobridge Tribune  
President: L. L. Coleman  
General Mgr., Chief Eng.: Q. P. Coleman  
Commercial Mgr.: Helmuth Beck  
Program Director: Robert Miller

### **KCCR**—Pierre—1959

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned By: Great Plains Bcstg. Corp.  
Address: Vilas Building  
Tel.: Capital 4-7381 Independent  
Station Reps.: Bolles; Soderlund; Bowden  
President: LeRoy Okerlund  
Commercial Manager: Pete Lund  
Program Director: Dan Birin  
Publicity Director: Donna Youngberg  
Chief Engineer: Larry Cummins

### **KGFX**—Pierre—1926

Frequency: 630 Kc. Power: 200 Watts d.  
Owned By: Black Hills Radio, Inc.  
Bus-Studio Address: 203 W. Summit Ave.  
Tel.: 224-8686 KBS  
Station Representative: Hal Holman Co.  
President: Jack A. Crowley  
General, Commercial Mgr.: Arthur L. Jones

Sales Promotion Manager: Dean Sorenson  
Chief Engineer: Robert Pink  
Owners of: KEZU, Rapid City, S. D.

### **KEZU**—Rapid City—1959

Frequency: 920 Kc. Power: 1 Kw. d.  
Owned By: Black Hills Radio, Inc.  
Address: 909 Jackson Blvd.  
Tel.: FI 3-6161 Independent  
Station Rep.: Hal Holman Co.  
President: J. A. Crowley  
General, Comm. Mgr.: James E. Taylor  
Program Director: Abner H. George  
Chief Engineer: R. W. Pink

### **KOTA**—Rapid City—1936

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By: Duhamel Ent., Inc.  
Address: Duhamel Building  
Tel.: FI 2-2000 CBS  
Station Reps.: Bolling; Wayne-Evans  
President, Gen. Mgr.: Helen S. Duhamel  
Bus., Comm. Mgr.: William F. Turner  
Chief Engineer: Elmer Nelson  
Owners of: KOTA-TV; KDUH-TV, Hay Springs, Neb.

### **KRSD**—Rapid City—1953

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Heart of the Black Hills  
Address: 1438 Mountain View Rd.  
Tel.: FI 2-6050 Independent  
President, Chief Eng.: Eli Daniels  
General Station Mgr.: D. C. Palen

### **KELO**—Sioux Falls—1937

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By: Midcontinent Bcstg. Co.  
Bus. Studio Address: Phillips Ave.—13th St.  
Tel.: 336-1100 NBC  
Station Rep.: H.R.  
President: Joe Floyd  
V.P., General Mgr.: Evans Nord  
Station, Commercial Mgr.: Jim Molohon  
Sales Prom. Mgr., Pub. Dir.: Jack Townsend  
Chief Engineer: Lester Froke  
Owners of: KELO-TV; WKOW-TV, Madison;  
WLOL-TV, Minneapolis; KSO, Des Moines;  
KDELO-TV, Garden City, S. D.; KPLO-TV,  
Reliance, S. D.

### **KISD**—Sioux Falls—1948

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owner-Oper. By: KISD, Inc.  
Bus-Studio Address: 3631 W. 12 St.  
Tel.: 336-1515 MBS  
President, Gen. Mgr.: Verl Thomson  
Commercial Mgr.: V. J. Eschliman  
Sales Promotion Mgr.: LeRoy Okerlund  
Program, Publicity Dir.: Allan Kingsley  
Chief Engineer: Lee Sterkenburg

### **KNWC**—Sioux Falls—1948

Frequency: 1270 Kc. Power: 1000 Watts  
Owned By: Northwestern College  
Address: 113 No. Main  
Tel.: ED 4-7736 Independent  
General Manager: J. Printup  
Chief Engineer: L. R. Sterkenburg

## SOUTH DAKOTA-TENNESSEE

### KS00—Sioux Falls—1926

Freq.: 1140 Kc. . . . . Power: 10 Kw. d., 5 Kw. n.  
 Owned By . . . . . KS00 TV, Inc.  
 Address . . . . . Phillips Ave. at 8th St.  
 Tel.: Edison 4-5601 . . . . . ABC  
 Station Reps. . . . . Avery-Knodel; Hyett; Soderlund  
 President, Gen. Mgr. . . . . Morton H. Henkin  
 Comm., Station Mgr. . . . . Orrin Melton  
 Sales Promotion Mgr. . . . . Marge Richards  
 Program Director . . . . . Ray Loftness  
 Publicity Director . . . . . Eddie Thomas  
 Technical Director . . . . . Max E. Pierce  
 Chief Engineer . . . . . Roland Marry  
 Owners of: KS00-TV.

### KBHB—Sturgis—1962

Frequency: 1280 Kc. . . . . Power: 1,000 Watts d.  
 Owned By . . . . . Sturgis Radio, Inc.  
 Address . . . . . P.O. Box 8  
 Tel.: 347-2526 . . . . . Independent  
 President, General Manager . . . . . Les Kleven  
 Commercial Manager . . . . . Dana Caldwell  
 Sales Promotion Director . . . . . Marquerite Kleven  
 Chief Engineer . . . . . Joe Henry

### KSDR—Watertown—1961

Frequency: 1480 Kc. . . . . Power: 1 Kw. d.  
 Owned By . . . . . Paul D. Bernards  
 Address . . . . . Box 293  
 Tel.: Turner 6-8479 . . . . . Independent  
 President, Chief Eng. . . . . Paul D. Bernards  
 Program Director . . . . . Harley Howland

### KWAT—Watertown—1940

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Midland Natl. Life Bcstg. Co.  
 Business Address . . . . . Box 827  
 Tel.: 886-8444 . . . . . MBS

President . . . . . William Rigsbee  
 Gen., Sta., Comm. Mgr. . . . . Ross E. Case  
 Program Director . . . . . Rick Gereau  
 Chief Engineer . . . . . Francis Alwin

### KWYR—Winner—1957

Frequency: 1260 Kc. . . . . Power: 5 Kw., d.  
 Owned By . . . . . Midwest Radio Corp.  
 Business Address . . . . . 322 West 2nd St.  
 Tel.: 727 . . . . . Independent  
 President, Gen. Mgr. . . . . Al Clark  
 Chief Engineer . . . . . Dave Dodd

### KYNT—Yankton—1955

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . L. T. Scoblic, L. G. Reedstrom  
 Address . . . . . Box 654  
 Tel.: North 5-7892 . . . . . MBS  
 Representative . . . . . Bob Dore  
 General Manager . . . . . Lloyd G. Reedstrom  
 Commercial Manager . . . . . Darold Loecker  
 Program Director . . . . . Gary Lukert  
 Chief Engineer . . . . . John Briggs

### WNAX—Yankton—1922

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Peoples Bcstg. Corp.  
 Address . . . . . WNAX Bldg.  
 Tel.: NO 5-7442 . . . . . CBS  
 Representative . . . . . Katz  
 President . . . . . Herbert E. Evans  
 General Mgr. . . . . Donald D. Sullivan  
 Station Mgr. . . . . Elmer Smith  
 National Sales Mgr. . . . . Terrence J. Lalley  
 Program Director . . . . . Jack Bruce  
 Sales Promotion Mgr. . . . . Roland Peterson  
 Chief Engineer . . . . . Clifton M. Todd  
 Owners of: WGAR, Cleveland; WREF, Columbus,  
 O.; WTTM, Trenton, N. J.; WMMN, Fairmont,  
 W. Va.; KVTY, Sioux City.

Pop.: 3,625,000  
 Families: 998,000

## Tennessee

Radio Homes: 965,500  
 AM Stas. in State: 118

### WEAG—Alcoa—1957

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Blount County Bcstg. Co.  
 Address . . . . . P.O. Box 127  
 Tel.: 983-0890 . . . . . Independent  
 General, Sta. Manager . . . . . Herman Petre  
 Program Director . . . . . Charlie Pickel  
 Chief Engineer . . . . . Teddy Teffteller

### WLAR—Athens—1946

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Athens Bcstg. Co.  
 Address . . . . . 148 N. Jackson St.  
 Tel.: SHerwood 5-1314 . . . . . KBS-MBS  
 Newspaper Affil. . . . . Daily Post-Athenian  
 President . . . . . Dr. Helene Arturburn  
 General, Comm. Mgr. . . . . William P. Atkins  
 Chief Engineer . . . . . Andrew Bates

### WBOL—Boliver—1962

Frequency: 1560 Kc. . . . . Power: 250 Watts  
 Owned By Savannah Broadcasting Service, Inc.  
 Address . . . . . c/o N. B. Bunn, Box 312, Savannah  
 Tel.: Savannah . . . . . Independent  
 Station Manager . . . . . William R. Schaaf

### WKYE—Bristol—1962

Frequency: 1550 Kc. . . . . Power: 1,000 Watts d.  
 Owned By . . . . . John K. Rogers  
 Address . . . . . P.O. Box 767, Bristol, Va.  
 Tel.: 669-1550 . . . . . Independent  
 President . . . . . John K. Rogers  
 General Manager . . . . . Charles J. McGuire  
 Sales Manager . . . . . George Glover  
 Sales Promotion Manager . . . . . Joe K. Rateau  
 Chief Engineer . . . . . Ike Upchurch

# TENNESSEE

## WOPI—Bristol—1929

Frequency: 1490 Kc. Power 1 Kw. d., 250 W. n.  
Owned By.....Picneer Broadcasting Corp.  
Address.....Easley-Wright Bldg., 310 State St.  
Tel.: South 4-5131.....NBC  
Representative.....Burn-Smith  
President, General Mgr.....Donald W. Owen  
Commercial Sales Prom. Mgr.....Rocky Stone

## WFWL—Camden—1956

Frequency: 1220 Kc.....Power: 250 Watts, d.  
Owned By.....Camden Bcstg. Co.  
Address.....P.O. Box 178  
Tel: LUDlow 4-7450.....KBS  
President.....M. R. Freeland  
General Mgr. Chief Eng.....John Latham  
Comm., Sales Prom. Mgr.....Esther Brewer  
Program, Publicity Director.....Ron Lane

## WRKM—Carthage—1959

Frequency: 1350 Kc.....Power: 500 Watts, d.  
Owned By.....Carthage Bcstg. Co.  
Address.....P.O. Box 179  
Tel.: 970.....KBS  
President & Gen. Mgr.....R. L. Honey

## WHLP—Centerville—1955

Frequency: 1570 Kc.....Power: 1000 Watts, d.  
Owned By.....Trans-Aire Broadcasting Corp.  
Address.....P.O. Box 66  
Tel.: 729-3575.....Independent  
President.....O. O. Smith  
General, Commercial Mgr.....W. H. Hamby  
Program, Publicity Director.....John Wheatly  
Chief Engineer.....David Lynn

## WAPQ—Chattanooga—1936

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....WAPQ Bcstg. Service  
Business-Studio Address.....Road House  
Tel.: AM 6-6141.....MBS-ABC  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Gordon Gambill  
Station Mgr.....Frank Hubbs  
Chief Engineer.....L. Reed

## WDEF—Chattanooga—1941

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WDEF Bcstg. Co.  
Business Address.....3300 Broad St.  
Tel.: AM 7-3392.....NBC  
Station Representative.....Adv. Time Sales  
President.....Carter M. Parham  
Gen., Sta. Manager.....Ken Flenniken  
Chief Engns.....B. Young; B. Briscoe  
Owners of: WDEF-TV

## WDOD—Chattanooga—1925

Frequency: 1310 Kc.....Power: 5000 Watts  
Owned By.....Bowling Green Bctrs, Inc.  
Address.....428 McCallie Ave.  
Tel.: 266-5177.....CBS  
Sta. Reps.....Masla; Ayers  
President.....Cy N. Bahakel  
Chief Engineer.....C. Stokely

## WDXB—Chattanooga—1947

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....French, Inc.  
Address.....100 Dome Bldg.  
Tel.: 266-1114.....Independent  
Station Reps.....Weed Radio; Clarke-Brown  
President.....Carlin S. French  
General, Commercial Mgr.....Luke Wilson  
Program Director.....Jerry Linger  
Publicity Director.....Lydia Boylan  
Chief Engineer.....Ron Wilson

## WMOC—Chattanooga—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Dick Broadcasting  
Address.....Hotel Patton  
Tel.: AM 7 1128.....Independent  
Station Rep.....Forjoe  
General Manager.....C. A. Dick  
Chief Engineer.....F. Hough

## WNOO—Chattanooga—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....WMFS, Inc.  
Address.....835 McCallie Ave.  
Tel.: 266-4146.....Independent  
Station Reps.....Bob Dore; Hal Walton  
President.....L. S. Walton  
General Manager.....Fred J. Webb  
Program Director.....Dave Oliver  
Chief Engineer.....Glenn Channells  
Owners of: KJFT, Beaumont, Tex.; WAPX, Mont-  
gomery, Ala.; KVNK, Shreveport, La.; KMLB-  
AM-FM, Monroe, La.

## WMCH—Church Hill—1954

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Thales E. Wallace  
Address.....P. O. Box 148  
Tel.: EL 7-5601.....Independent  
President.....Thales E. Wallace  
Chief Engineer.....R. Heath

## WDXN—Clarksville—1954

Frequency: 540 Kc.....Power: 1 Kw. d.  
Owned.....Clarksville Bcstg. Co., Inc.  
Address.....Bailey Bldg.  
Tel.: 645-2411.....Independent  
Representative.....C. K. Beaver & Assocs.  
President.....Aaron B. Robinson, Jr.  
General Manager.....J. Kenneth Marston  
Station Manager.....W. J. McCluney  
Commercial Manager.....James Miles  
Chief Engineer.....J. Johnson  
Owners of: WDFE, Lawrenceburg; WDXI-AM-TV,  
Jackson; WTPK, Paris; WENK, Union City; all  
Tenn. WCMA, Corinth, Miss.

## WJZM—Clarksville—1941

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Campbell & Sheftall  
Address.....411 Madison St.  
Tel.: 645-6414.....KBS-MBS  
Pres., Gen. Manager.....J. Parry Sheftall  
Sta. Mgr., Chief Eng.....John Bailey  
Commercial Manager.....Charles Malone



**WBAC—Cleveland—1945**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....WBAC, Inc.  
 Address.....Radio Central, 180 Central Ave.  
 Tel.: 476-7593.....MBS  
 Station Representative.....James S. Ayers  
 President.....James S. Ayers  
 V.P., General Manager.....Russell E. Offhaus  
 Sales Promotion Mgr.....I. M. Areck  
 Program Director.....Ken Krankschaft  
 Publicity Director.....Poland China  
 Chief Engineer.....Charles Daugherty

**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  
 Chief Engineer.....Robert Carr

**WSKT—Colonial Village—1961**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned By.....Morgan Broadcasting Co.  
 Address.....P.O. Box 9030, S. Knoxville  
 Tel.: 577-4439.....Independent  
 President.....Harry J. Morgan  
 General Manager.....Gerry Morgan

**WKRK—Columbia—1942**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned.....Middle Tenn. Bcstg. Co., Inc.  
 Address.....P. O. Box 71  
 Tel.: EV 8-3636.....KBS  
 Station Rep.....Burn-Smith  
 Pres., Gen. Sta. Mgr.....R. M. McKay, Jr.  
 Commercial Manager.....Melvin D. 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.: EV 8-3241.....Independent  
 Gen. Sta. Mgr.....T. E. Williford  
 Comm. Mgr. Ch. Eng.....J. W. Anderson

**WHUB—Cookeville—1940**

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 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

**WLSB—Copperhill—1958**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Copper Basin Bcstg. Co.  
 Tel.: Copperhill.....KBS  
 President.....Robert Schwab  
 General Mgr., Ch. Eng.....Henry Hoffman

**WKBL—Covington—1954**

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By.....Tipton Cty. Bcstrs.  
 Business Address.....Roper Bldg.  
 Tel.: GR 6-9635.....KBS  
 Station Representative.....Beaver  
 Pres., Gen. Mgr., Ch. Eng.....Bob Whiteley  
 Comm., Sales Prom. Mgr.....Maurice Turnage  
 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.: 932-7471.....Independent  
 Station Representative.....George T. Hopewell  
 President.....Joe Brewer  
 Commercial Manager.....James Harper  
 Program Director.....Charles Money  
 Chief Engineer.....James Spencer

**WAEW—Crossville—1952**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By.....WAEW, Inc.  
 Address.....P. O. Box 278  
 Tel.: 484-5115.....KBS  
 President.....Z. Lawson  
 General Mgr.....J. V. Hamby

**WDNT—Dayton—1957**

Frequency: 1280 Kc. Power: 1 Kw., d.  
 Owned By.....Dayton Bcstg. Co.  
 Address.....Box 294  
 Tel.: 1540.....KBS  
 President.....Norman A. Thomas  
 General Mgr., Chief Eng.....Jack S. Pullin  
 Commercial Manager.....Vance A. Travis  
 Program Director.....Juanita Terry  
 Owners of: WJSO, Jonesboro, Tenn.

**WDKN—Dickson—1955**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Dickson Cty Bcstg. Inc.  
 Address.....Box 329  
 Tel.: 446-2852.....KBS  
 President, General Mgr.....William A. Potts  
 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

**WTRO—Dyersburg—1957**

Frequency: 1330 Kc. Power: 500 W., d.  
 Owned By.....McQueen & Co., Inc.  
 Address.....Cordell Hull Hotel  
 Tel.: AT 5-4173.....ABC  
 Station Reps.....Hopewell; Beaver  
 President.....D. Mitchell Self  
 General Mgr., Chief Engr.....Pinkney B. Cole, Jr.  
 Commercial Manager.....George Feger, Jr.  
 Sales Promo., Pub. Dir.....Eddie Owens  
 Program Director.....Wanda Asbridge

**WBEJ—Elizabethton—1946**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned.....WBEJ, Inc.

# TENNESSEE

Business-Studio Address..... Box 829  
Tel.: 542-2184..... Independent  
Pres..... R. W. Turrentine, Jr.  
Station Manager..... Mack Morriss  
Commercial Manager..... James Austin  
Program Director..... Harold Henley  
Chief Engineer..... Lynn Williams  
Owners of: WSMG, Greenville, Tenn.

## WEMB—Erwin—1956

Frequency: 1420 Kc..... Power: 5 Kw., d.  
Owned By..... WEMB, Inc.  
Address..... Box 280  
Tel.: Pioneer 2-2011..... KBS  
President..... V. F. Jackson  
General Station Mgr..... J. E. True, Jr.

## WCPH—Etowah—1955

Frequency: 1220 Kc..... Power: 1 Kw., d.  
Owned By..... McMinn Bcstg.  
Address..... 109 9th St.  
Tel.: 3401..... Independent  
Station Representative..... Beaver  
President, Gen. Mgr..... H. J. Morgan

## WEKR—Fayetteville—1948

Freq: 1240 Kc..... 1 Kw. d., 250 W. n.  
Owned-Oper. By..... James Porter Clark  
Address..... P. O. Box 1009  
Tel.: 433-3545..... MBS  
President, Gen. Mgr..... James Porter Clark  
Program Director..... Edward K. Chapman  
Publicity Director..... Bob Reich  
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.: 794-1594..... KBS  
President, Chief Eng..... William R. Ornes  
Comm., Sales Prom. Mgr..... John A. Haeberle

## WHIN—Gallatin—1948

Frequency: 1010 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Sumner County Bcstg. Co.  
Address..... Box 811  
Tel.: 452-4747..... KBS  
Gen. Mgr..... Charles W. Brewer  
Chief Engineer..... Lee Raines

## WGRV—Greenville—1947

Freq: 1340 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By..... Radio Greenville, Inc.  
Address..... P.O. Box 243  
Tel.: ME 8-4147..... KBS  
President, Gen. Mgr..... Paul Metcalfe

## WSMG—Greenville—1961

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... Greene County Broadcasting Co.  
Address..... P.O. Box 737  
Tel.: 638-3188..... Independent  
President..... Raymond C. Turrentine  
General Manager..... Ray A. Hooper  
Commercial Manager..... Arthur Holland  
Sales Promotion Manager..... Peter Heck  
Chief Engineer..... Glenn Scott

## WHBT—Harriman—1947

Frequency: 1600 Kc..... Power: 5 Kw. d.  
Owned..... Folkways Bcstg. Co., Inc.  
Address..... Devonia & Crescent  
Tel.: 661..... KBS  
President, Gen. Sta. Mgr..... Ken Crosthwait  
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. Mgr..... H. C. Wilson  
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 353  
Tel.: 7-9611..... Independent  
Station Representative..... C. K. Beaver  
Pres..... Aaron B. Robinson  
General Manager..... J. Kenneth Marston  
Station, Commercial Mgr..... R. W. Phipps  
Sales Promotion Mgr..... W. M. Brown  
Program, Publicity Director..... J. R. Heller  
Chief Engineer..... James Thomas  
Owners of: WDXI-TV; WDXN, Clarksville; WENK,  
Union City; WTPR, Paris; WDXE, Lawrence-  
burg; WDXN, Clarksville; All Tenn. WCMA,  
Gorinth, Miss.

## 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 Nat'l. Reps.  
Pres..... Dr. Alexander Leech  
Gen. Mgr..... Robert Blow  
Commercial Manager..... Bill Winsett  
Program Director..... J. Butler

## 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  
Station Representative..... Adv. Time Sales  
V.P., Gen. Mgr..... A. A. Stone  
Station Manager..... Frank S. Proctor  
Asst. Mgr..... L. R. Brooks  
Program Director..... Vince Tapler  
Chief Engineer..... Jones Hale

## WCLC—Jamestown—1957

Frequency: 1260 Kc..... Power: 1 Kw., d.  
Owned..... Jamestown Bcstg. Co.  
Address..... P.O. Box 127  
Tel.: TR 9-2825..... KBS  
President..... R. Gene Cravens  
General Mgr..... R. P. Wright  
Chief Engineer..... Andrew T. Mitchell

**WJFC—Jefferson City—1961**

Frequency: 1480 Kc. Power: 500 Watts d.  
Owned By... Jefferson County Broadcasting Co.  
Address... P.O. Box 243, Greenville  
Tel.: 475-3825. KBS  
President... Paul O. Metcalfe  
General Manager... Kenneth Dearstone  
Commercial Manager... Keith Craig  
Chief Engineer... Bruce Burgess

**WETB—Johnson City—1947**

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Press, Inc.  
Business Address... Press Bldg.  
Tel.: Walnut 8-2141. MBS  
Newspaper Affil... Press-Chronicle  
Station Rep... Devney Organization  
President... Carl A. Jones  
General Mgr... Arthur Kelsey

**WJCW—Johnson City—1938**

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.  
Owned-Operated By... Tri-Cities Bcstg. Inc.  
Address... P.O. Box 607  
Tel.: 926-6167. CBS  
Sta. Representative... Weed  
President... Jim C. Wilson  
Gen. Comm. Mgr... Ken Marsh  
Program Director... B. J. Sams  
Chief Engineer... Edward Bryant

**WJSO—Johnson City—1958**

Frequency: 1590 Kc. Power: 5 Kw. d.  
Owned By... Mountain View Bcstg. Co.  
Address... R.F.D. 1, Johnson City  
Tel.: WA 6-3121. Independent  
Station Representative... Gill-Perna Inc.  
President... Norman A. Thomas Sr.  
Vice President... Jimmy H. Lewis  
V.P., Chief Engineer... Norman A. Thomas Jr.  
Program Director... Ray Stockard  
Publicity Director... Bill Harris  
Owners of: WDNT, Dayton, Tenn.

**WKIN—Kingsport—1951**

Frequency: 1320 Kc. Power: 5000 Watts d.  
Owned By... Bahakel Enterprises  
Address... Drawer K  
Tel.: Circle 6-8131. Independent  
Station Rep... Prestige Rep. Organization  
President... Cy N. Bahakel  
General, Station Mgr... Lew Sadler  
Comm., Sales Promo. Mgr... Donald Wright  
Program, Publicity Dir... Christina Gross  
Chief Engineer... Verrill Norris  
Owners of: KXEL, Waterloo, Iowa; WRIS, Roanoke, Va.; WABG AM-TV, Greenwood, Miss.; WLBj, Bowling Green, Ky.; WDOD, Chattanooga, Tenn.; WWOOD, Lynchburg, Va.

**WKPT—Kingsport—1940**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Kingsport Bcstg. Co., Inc.  
Address... 222 Commerce St.  
Tel.: CI 5-4161. NBC  
Station Representative... Burn-Smith  
President... C. P. Edwards, Jr.  
General, Sta. Mgr... Paul L. Overbay

**WATE—Knoxville—1927**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By... WATE, Inc.  
Address... 1306 Broadway, N.E.  
Tel.: 524-4651. NBC  
Station Representative... Robert Eastman  
President... Cowan Rodgers, Jr.  
V.P., Gen. Mgr... W. H. Linebaugh  
Commercial Manager... J. T. McCloud  
Sales Promotion Mgr... Pierce Harrah  
Program Director... John H. Reese  
Chief Engineer... Fred Andrews  
Owners of: WATE-TV.

**WBIR—Knoxville—1941**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By... WMRC, Inc.  
Address... 1513 Hutchison Ave.  
Tel.: 525-8101. ABC  
Newspaper Affil... Greenville News Piedmont  
Station Representative... Avery-Knodel  
President... R. A. Jolley, Sr.  
General, Sta. Manager... John P. Hart  
Commercial Manager... Charles M. Kennard  
Program Director... W. R. Johnston  
Publicity Director... Lowell Branham  
Chief Engineer... J. Rex Horton  
Owners of: WBIR-FM-TV; WFBC-AM-FM-TV,  
Greenville, S. C.

**WFCT—Knoxville—1960**

Frequency: 1430 Kc. Power: 1 Kw. d.  
Owned By... Radio Tennessee  
Address... 5041 Broadway  
Tel.: 687-2812. Independent  
President... J. Clintice, Jr.  
General Manager... Robert E. Agee  
Program Director... Jim Small  
Chief Engineer... Dean Cupp

**WIVK—Knoxville—1952**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Dick Bcstg. Co., Inc.  
Address... 6711 Kingston Pike  
Tel.: 588-6511. Independent  
Station Reps... Howard; Dora-Clayton  
President, General Mgr... James A. Dick  
Commercial Manager... W.P. Poore, Jr.  
Program Director... Claude Tomlinson, Jr.  
Chief Engineer... Milton Jones  
Owners of: WQOK, Greenville, S. C.

**WKGK—Knoxville—1946**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By... WKGK Inc.  
Business Address... 2200 W. Cumberland Ave.  
Tel.: 524-0766. Independent  
Station Reps... Radio-TV Reps; Ayers  
Pres., Gen. Mgr... George P. Mooney  
Chief Engineer... Robert Goodman

**WKXV—Knoxville—1953**

Frequency: 900 Kc. Power: 1000 Watts, d.  
Owner... Knoxville Ra-Tel  
Address... P.O. Box 2269  
Tel.: 524-9866. KBS  
Station Representative... Charles Bernard  
President, Gen. Mgr... B. L. Boring

# TENNESSEE

## WNOX—Knoxville—1921

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
Owned By . . . . . Scripps-Howard Bcstg. Co.  
Address . . . . . 4400 Whittle Springs Rd. N. E.  
Tel.: 523-3171 . . . . . CBS  
Newspaper Affiliation . . . . . News Sentinel  
Representative . . . . . John Blair  
President . . . . . Jack R. Howard  
General Manager . . . . . R. B. Westergaard  
Asst. Manager . . . . . Stan Hagan  
Commercial Manager . . . . . Fred Shepherd  
Sales Promotion Mgr. . . . . O. L. Smith  
Program Director . . . . . Robert Hood  
Chief Eng. . . . . Robert Engert  
Owners of: WCPO-AM-FM-TV, Cincinnati; WFWS,  
Cleveland; WMCA-AM-FM, WMCT, Memphis,  
Tenn.; WPTV, Palm Beach, Fla.

## WROL—Knoxville—1960

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned By . . . . . WROL, Inc.  
Address . . . . . 5014 N. Broadway  
Tel.: 687-3621 . . . . . MBS  
President, General Mgr. . . . . Samuel P. Thrower  
Commercial Manager . . . . . E. G. Perrin  
Chief Engineer . . . . . Paul E. Lewis

## WEEN—Lafayette—1958

Frequency: 1480 Kc. . . . . Power: 1000 W. d.  
Owned By . . . . . Lafayette Bcstg. Co.  
Address . . . . . P. O. Box 79, Livingston, Tenn.  
Tel.: 666-5955 . . . . . Independent  
President . . . . . D. D. Norris

## WLAF—LaFollette—1953

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owner . . . . . LaFollette Bcstg. Co., Inc.  
Address . . . . . Fleet Bldg.  
Tel.: 562-3557 . . . . . KBS  
President . . . . . James Childress  
General Manager, Chief Engineer . . . . . Dick Jones  
Commercial Manager . . . . . Claude White  
Program Director . . . . . Jack Miller

## WDXE—Lawrenceburg—1951

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Lawrenceburg Bcstg. Co.  
Address . . . . . 120½ N. Military Ave.  
Tel.: SO 2-4411 . . . . . KBS  
Station Rep. . . . . Venard, Torbet & McConnell  
President . . . . . Aaron B. Robinson  
General, Station Mgr. . . . . Ken Marston  
Comm. Mgr. . . . . Bud Sawyer  
Chief Engineer . . . . . Phil Kemper

## WCOR—Lebanon—1959

Frequency: 900 Kc. . . . . Power 500 Watts d.  
Owned-Operated By . . . . . Lebanon Bcstg. Co., Inc.  
Address . . . . . Trousdale Ferry Road  
Tel.: 444-0474 . . . . . Independent  
President, General Mgr. . . . . Theo. F. Ezell, Jr.  
Station, Commercial Mgr. . . . . Jack Hendrickson, Jr.  
Program Director . . . . . Walt Dillard  
Chief Engineer . . . . . William Johnson

## WLIL—Lenoir City—1950

Frequency: 730 Kc. . . . . Power: 1000 Watts d.

Owner . . . . . WLIL, Inc.  
Address . . . . . 406 E. Broadway  
Tel.: 986-7536 . . . . . KBS  
Pres., Gen., Sta. Mgr. . . . . Arthur Wilkerson  
Sales Prom. Mgr., Chief Eng. . . . . Dwight Wilkerson

## WJJM—Lewisburg—1947

Freq.: 1430 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . Louis D. Lingner  
Address . . . . . East Hill  
Tel. 359-4511 . . . . . MBS-KBS  
Station Representative . . . . . George T. Hopewell  
President, Gen. Mgr. . . . . Louis D. Lingner  
Commercial Manager . . . . . Perry O. Gillum  
Program Director . . . . . Barbara Ables  
Publicity Director . . . . . Jim McClelland  
Chief Engineer . . . . . R. C. Wiley

## WDXL—Lexington—1954

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By . . . . . Lexington Bcstg. Service, Inc.  
Address . . . . . Broad & Church  
Tel.: WO 8-3500 . . . . . KBS  
President . . . . . Guy B. Amis  
General Mgr., Chief Eng. . . . . Ben L. Enochs

## WLIV—Livingston—1956

Frequency: 920 Kc. . . . . Power: 1 Kw. d.  
Owned By . . . . . Audio Bcsters  
Address . . . . . P. O. Box 131  
Tel.: Talbot 3-4438 . . . . . MBS  
Station Comm. Mgr. . . . . R. H. McCoin

## WMSR—Manchester—1957

Frequency: 1320 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Manchester Bcstg. Co.  
Address . . . . . 611 McArthur St.  
Tel.: PA 8-3526 . . . . . KBS-MBS  
President, Chief Eng. . . . . Murray Chumley  
Station Commercial Mgr. . . . . C. Banks

## WCMT—Martin—1957

Frequency: 1410 Kc. . . . . Power: 1 Kw.  
Owned By . . . . . J. T. Sudbury  
Address . . . . . P. O. Box 483  
Tel.: 460 . . . . . Independent  
Station Representative . . . . . Beaver  
President . . . . . J. T. Sudbury  
General Mgr., Chief Eng. . . . . D. A. Drumm

## WGAP—Maryville—1947

Freq.: 1400 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned By . . . . . Aluminum Cities Bcstg. Co.  
Address . . . . . 220 Court St.  
Tel.: 983-4310 . . . . . Independent  
General Manager . . . . . Frank H. Corbett  
Commercial Manager . . . . . Horace McGill  
Publicity Director . . . . . Pete Williams  
Chief Engineer . . . . . James Sexton

## WHDM—McKenzie—1954

Frequency: 1440 Kc. . . . . Power: 500 Watts, d.  
Owned . . . . . Tri-County Bcstg. Co., Inc.  
Address . . . . . Hotel McKenzie  
Tel.: EL 2-3371 . . . . . Independent  
Pres., Gen. Mgr. . . . . Earl S. Nolting

**WAKI—McMinnville—1947**

Freq.: 1230 Kc.....1 Kw. d., 250 W. n.  
Owned By.....Ogram Bcstg. Corp.  
Address.....Box 409  
Tel.: 2223 .....KBS  
General Manager.....Kenneth Cantrell

**WBMC—McMinnville—1955**

Frequency: 960 Kc.....Power: 500 W. d.  
Owned By.....Cumberland Valley Bcstg. Co.  
Address.....On the Square  
Tel.: 2104 .....Independent  
President.....Dr. C. H. Cope  
Gen., Sta. Mgr.....Chick Brown  
Sales Promotion Manager...Chuck Mullican  
Program Director.....Hal Durham  
Chief Engineer.....Alvin Byars

**KWAM—Memphis—1946**

Frequency: 990 Kc.....Power: 1000 Watts, d.  
Owned-Operated By.....KWAM, Inc.  
Address.....64 Flicker St.  
Tel.: FAirfax 3-2679 .....KBS-MBS  
Representative.....Gill-Perna  
President.....John Fulton  
General Manager.....E. W. Bie  
Commercial Manager.....Ted Roney  
Program Director.....Eddie Bond  
Publicity Director.....Bea Armistead  
Chief Engineer.....Jerry Scanlon  
Owners of: WGUN, Atlanta, Ga.; WEAS, Savannah, Ga.; WSWN, Belle Glade, Fla.

**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 Grinolds  
Chief Engineer.....Henry N. Fones

**WHBQ—Memphis—1925**

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....RKO General  
Address.....Hotel Chisca  
Tel.: BRoadway 2-3441.....Independent  
Sta. Rep....RKO General, Inc., Nat'l Sales Div.  
President.....Thomas F. O'Neil  
General Manager.....D. A. Noel  
Sales Manager.....James A. Bedwell, Jr.  
Sales Promotion Mgr.....Chuck Olson  
Program Director.....Hugh Frizzell  
Chief Engineer.....Welton Roy  
Owners of: WHBQ-TV; WNAC-AM-TV, Boston;  
KHJ-AM-FM-TV, Los Angeles; KFRC-AM-FM,  
San Francisco; WOR-AM-FM-TV, New York;  
CKLW-AM-FM-TV, Detroit; WGMS-AM-FM,  
Washington, D. C.

**WHER—Memphis—1955**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned By.....Tri-State Bcstg. Service

Address.....972 S. Third St.  
Tel.: JA 5-6831.....Independent  
Station Reps.....Hal Walton; Dora-Clayton  
President.....Samuel C. Phillips  
General, Station Manager.....Dotty Abbott  
Commercial Manager.....Richard Whitmore  
Chief Engineer.....W. D. Cousar

**WHHM—Memphis—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Mercury Bcstg. Inc.  
Address.....383 Madison Ave.  
Tel.: JA 7-4422.....ABC  
Station Representative.....Eastman  
President.....William H. Grumbles  
Vice President.....Marie Capp  
Gen., Sta. Mgr.....B. F. Nevin  
Program Director.....J. Davidson  
Chief Engineer.....W. Davis

**WLOK—Memphis—1951**

Frequency: 1480 Kc.....Power: 5000 Watts d.  
Owned By.....The OK Radio Group  
Address.....363 South Second  
Tel.: JAcKson 7-9565.....Independent  
Station Representative.....Howard  
Pres.....Jules Paglin  
Vice President.....Stanley W. Ray, Jr.  
V.P., General Manager.....John F. Maurer  
Commercial Manager.....Robert Juden  
Sales Promo. Mgr., Chief Engr.....Bill Jones  
Program Director.....Richard Cole  
Publicity Director.....Don Grogan  
Owners of: WBOK, New Orleans; KAOK, Lake  
Charles; WXOK, Baton Rouge; KYOK, Houston;  
WGOK, Mobile.

**WMC—Memphis—1923**

Frequency: 790 Kc.....Power: 5000 Watts  
Owned By.....Scripps Howard Bcstg. Co.  
Business Address.....1960 Union Ave.  
Tel.: B'way 4-8515 .....NBC  
News. Affil.....Scripps-Howard  
Representative.....John Blair  
V.P., General Manager.....H. W. Slavick  
Station Manager.....Stan Torgerson  
Commercial Manager.....Ray B. Gill, Jr.  
Program Dir.....Dean Osmundson  
Promotion, Publicity Dir.....Jack Agnew  
Chief Engineer.....Robert A. Frase  
Owners of: WMC-FM, Memphis; WFO-AM-TV,  
Cincinnati; WNOX, Knoxville; WEWS-TV, Cleve-  
land; WPTV-TV, Palm Beach, Fla.

**WMPS—Memphis—1924**

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.  
Owned By.....Plough, Inc.  
Address.....112 Union Ave.  
Tel.: JA 5-2663.....Independent  
Representative.....Radio-TV Representatives  
Pres.....Harold R. Krelstein  
General Manager.....Charles T. DeVois  
Commercial Manager.....Allan Avery  
Prom. Mgr., Pub. Dir.....Dick McClary  
Program Dir.....Ed Crump  
Chief Engineer.....L. Stevens  
Owners of: WJJD, Chicago; WCAO, Baltimore;  
WGOP, Boston; WFLD, Atlanta.

# TENNESSEE

## WREC—Memphis—1922

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By WREC Bcstg. Service  
Business-Studio Address Hotel Peabody  
Tel.: JA 5-1313 CBS  
Representative Katz  
Owner, General Manager Hoyt B. Wooten  
Commercial Manager Charles Brakefield  
Program Director Jack Michael  
Chief Engineer Wilson Raney

## WKBJ—Milan—1955

Frequency: 1600 Kc. Power: 1000 Watts  
Owned West Tennessee Bcstg. Co.  
Address Milan Hotel  
Tel.: MU 6-2481 Independent  
President Ben Ivie King  
Station, Sales Prom. Mgr. Bill Haney  
Commercial Manager Dale Stewart  
Program, Publicity Director Larry Dunphy

## WGMM—Millington—1962

Frequency: 1380 Kc. Power: 500 Watts d.  
Owned By Radio Millington, Inc.  
Address Plaza Shopping Center  
Tel.: 872-3398 Independent  
General Commercial Mgr. Al McClain  
Sales Promotion Mgr. Web Anderson  
Chief Engineer Emmett Kozel

## WHEY—Millington—1957

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By Shelby Cty. Bcstrs.  
Address 4962 Navy Road  
Tel.: CAnal 3-3000 KBS  
General, Station Mgr. V. Bond  
Chief Engineer Bill Patrick

## WCRK—Morristown—1947

Frequency: 1150 Kc. 1 Kw., d.: 500 W., n.  
Owned By WCRK, Inc.  
Address Radio Center  
Tel.: 589-9101 MBS-KBS  
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.  
Address P.O. Box 70  
Tel.: 586-7993 Independent  
Pres., Ch. Eng. George Guertin  
General Manager Bill Holland  
Program Director Jimmy Peoples

## WGNS—Murfreesboro—1947

Freq.: 1450 Kc. Power: 1 Kw., d., 250 W., n.  
Owned-Oper. By Regional Bcstg. Corp.  
Address P.O. Box 762  
Tel.: 893-5373 KBS  
Station Representative Holman  
President William R. Vogel  
General, Station Mgr. David W. Martin  
Program, Publicity Dir. Richard K. Davis  
Chief Engineer Hubert Beasley  
Owners of: WMMT, McMinnville, Tenn.; KLOV,  
Loveland, Colo.

## WMTS—Murfreesboro—1953

Frequency: 860 Kc. Power: 250 Watts d.  
Owned Arthur D. Smith, Jr.  
Address 112 N. W. Broad St.  
Tel.: 893-6611 Independent  
President A. D. Smith, Jr.  
General Manager Virgil Trimm  
Commercial Mgr. Neil Lancaster  
Program Director John McCreery  
Sales Prom. Mgr. Lewis Penuel  
Publicity Director Mabel Brock  
Chief Engineer Alfred W. Parsons

## WENO—Nashville—1957

Frequency: 1430 Kc. Power: 5 Kw., d.  
Owned By Martha White Mills, Inc.  
Address Box 5236  
Tel.: TW 5-5401 Independent  
Station Reps. Charles Bernard; Dora-Clayton  
President H. C. Young, Jr.  
General Manager Jerry Glaser  
Asst. Mgr., Sales Don Kern  
Program Director Larry Green  
Publicity Director Ed Hamilton  
Chief Engineer Andrew J. Jones

## WKDA—Nashville—1947

Freq: 1240 Kc. Power: 1 Kw., d., 250 W., n.  
Owned By WKDA Broadcasting Co., Inc.  
Address First American Natl. Bank Bldg.  
Tel.: ALpine 4-0511 Independent  
Station Rep. Robert E. Eastman & Co.  
President, Gen. Mgr. Jack S. Stapp  
Prog. Director Charles F. Walker  
Sales Prom. Mgr. Carl A. Babb  
Publicity Director Joe Hathcock  
Chief Engineer W. M. Highfill

## WLAC—Nashville—1926

Frequency: 1510 Kc. Power: 50,000 Watts  
Owned By Life & Casualty Ins. Co. of Tenn.  
Bus-Studio Address 161 4th Ave. N.  
Tel.: AL 6-0161 CBS  
Representative Katz  
President Guilford Dudley, Jr.  
V. P., Gen. Mgr. F. C. Sowell  
Commercial Manager E. G. Blackman  
Program Director Rob Townsend  
Publicity Director Thrace Warren  
Chief Engineer F. D. Binns  
Owners of: WLAC-TV.

## WLVN—Nashville—1962

Frequency: 1560 Kc. Power: 10,000 Watts  
Owned By Second Thursday Corp.  
Address Life & Casualty Tower  
Tel.: 242-0386 Independent  
President Samuel J. Simon  
General Manager Bud Beale  
Commercial Manager Patsy Goodman  
Sales Promotion Manager Betty Jo Patton  
Program Director Deitrich Dinse  
Chief Engineer Glenn Boatwright

## WMAK—Nashville—1947

Frequency: 1300 Kc. Power: 5000 Watts



# TENNESSEE

Owned By.....Lin Broadcasting  
 Address.....311 Church St.  
 Tel.: 255-3536.....Independent  
 Station Rep.....Hollingbery  
 President.....Frederic Gregg, Jr.  
 Station Manager.....Charles F. King  
 Commercial Manager.....Larry Edwards  
 Program Director.....Rally Stanton  
 Chief Engineer.....Jack Walsh  
 Owners of: WAKY, Louisville, Ky.; KEEL, Shreveport, La.; KAAX, Little Rock, Ark.

## WNAH—Nashville—1949

Frequency: 1360 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Hermitage Bcstg. Corp.  
 Address.....Hermitage Hotel  
 Tel.: AL 4-7611.....MBS-KBS  
 Pres., Gen. Mgr.....Van T. Irwin, Jr.  
 Comm. Manager.....Herman Rippey  
 Program Director.....Jim Williams  
 Chief Engineer.....Howard Woodard

## WSIX—Nashville—1927

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WSIX, Inc.  
 Address.....441 Murfreesboro Road  
 Tel.: AL 5-5431.....ABC  
 Station Rep.....Peters, Griffin, Woodward  
 President.....Louis R. Draughon  
 General Manager.....E. S. Tanner  
 Station. Comm. Mgr.....Paul Ruhle  
 Sales Prom. Mgr., Prog. Dir.....Charles Caldwell  
 Publicity Director.....Bill Jones  
 Chief Engineer.....Charles R. Duke  
 Owners of: WSIX-TV.

## WSM—Nashville—1925

Frequency: 650 Kc.....Power: 50,000 Watts  
 Owned By.....WSM, Inc.  
 Business Address.....301 7th Ave., N.  
 Tel.: AL 4-5656.....NBC  
 Station Representative.....Blair  
 President.....John H. DeWitt, Jr.  
 General, Station Manager.....Bob Cooper

## WVOL—Nashville—1951

Freq.: 1470 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Rounsaville of Nashville  
 Address.....1320 Brick Church Pike  
 Tel.: CAnal 8-3424.....Independent  
 Station Rep.....Gill-Perna  
 President.....Robert W. Rounsaville  
 General Manager.....Donald K. Clark  
 Natl. Sales Mgr.....Ralph B. Johnson  
 Program Director.....Morgan Babb  
 Chief Engineer.....Wayne B. Robinson  
 Owners of: WLOU, Louisville; WCIN, Cincinnati;  
 WYLD, New Orleans; WFUN, Miami; WTMP,  
 Tampa; WATL-TV, Atlanta, Ga.; WTAM-TV,  
 Louisville, Ky.

## WLIK—Newport—1954

Frequency: 1270 Kc.....Power: 5 Kw., d.  
 Owned.....WLIK, Inc.  
 Address.....P. O. Box 270  
 Tel.: 3095.....KBS  
 President.....Arthur Wilkerson  
 General Station Mgr.....Ira B. Crisp  
 Chief Engineer.....Don Crisp

## WATO—Oak Ridge—1948

Frequency: 1290 Kc., Power: 1 Kw. d. 500 W. n.  
 Owned-Operated By..Radio-Active Bcstg., Inc.  
 Address.....253 Main St.  
 Tel.: 483-3535.....MBS  
 Pres. Gen. Mgr.....Samuel P. Thrower  
 Comm. Manager.....Leonard M. McCoig  
 Program Director.....Robert E. Yongue, III  
 Chief Engineer.....Charles R. Thurin  
 Owners of: WROL, Knoxville, Tenn.

## WBNT—Oneida—1959

Frequency: 1310 Kc. ....Power: 1 Kw.  
 Owned By.....R. H. Troxel Bcstg. Co.  
 Address.....42 Huntsville Rd.  
 Tel.: LOgan 9-8595.....KBS  
 President.....R. H. Troxel  
 General Mgr.....W. Scarbrough  
 Commercial Mgr.....E. B. Willis, Jr.  
 Chief Engineer.....H. Newsom

## WTPR—Paris—1947

Frequency: 710 Kc.....Power: 250 Watts d.  
 Owner.....Paris Bcstg. Co.  
 Address.....  
 Tel.: 1700.....KBS  
 Station Rep.....C. K. Beaver  
 General Manager.....J. Kenneth Marston  
 Sta. Mgr.....Joe P. Van Dyke  
 Commercial Manager.....Doyle Owen  
 Program Director.....Verne Brooks  
 Chief Engineer.....Don Somerville

## WKSJ—Pulaski—1947

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned By.....John R. Stephens  
 Address.....South Second St.  
 Tel.: 363-2505.....ABC-KBS  
 Pres., Gen. Sta. Mgr.....John R. Stephens  
 Commercial Manager.....Mrs. Alene Cane  
 Program Director.....George Martin  
 Publicity Director.....Alma Myers  
 Chief Engineer.....N. G. Morgan

## WTRB—Ripley—1954

Frequency: 1570 Kc.....Power: 1,000 Watts d.  
 Owned By.....Lauderdale Bcstg. Co.  
 Address.....Box 110  
 Tel.: 1060.....KBS  
 Gen. Mgr.....John Stewart

## WRKH—Rockwood—1957

Frequency: 580 Kc.....Power: 1000 W., d.  
 Owned By.....Dick Holloway Enterprises  
 Address.....Box 89  
 Tel.: 354-0911.....KBS  
 Owner, General Mgr.....Richard W. Holloway  
 Program Director.....Don F. Kesler  
 Chief Engineer.....J. K. Whittimore

## WRGS—Rogersville—1954

Frequency: 1370 Kc....Power: 1000 Watts, d.  
 Owned-Oper. By.....Rogersville Bcstg. Co.  
 Address.....Burem Road  
 Tel.: 6491.....Independent  
 President, General Mgr.....John E. Beal

# TENNESSEE

## WORM—Savannah—1956

Frequency: 1010 Kc. Power: 250 W. d.  
Owned. Savannah Bcstg. Service, Inc.  
Address. P.O. Box 312  
Tel.: 4981  
KBS  
Station Representative. Beaver  
V.P., Gen. Mgr. Neal B. Bunn  
Commercial Manager. Bob Gilkey  
Sales Promotion Manager. Tommy Purhpy  
Program Director. Tommy Murphy  
Chief Engineer. Wesley Jackson  
Owners of: WBO1, Bolivar, Tenn.

## WSEV—Sevierville—1955

Frequency: 930 Kc. Power: 5 Kw. d.  
Owned-Oper. By. Smoky Mountain Bcstg. Co.  
Business Address. Middle Creek Rd.  
Tel.: 453-2844  
Independent  
President. Norman Burchfiel  
General Manager. Hugh E. Trotter  
Chief Engineer. A. T. Henderson

## WHAL—Shelbyville—1946

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By. Shelbyville Bcstg. Co., Inc.  
Address. 112½ East Side Square  
Tel.: MURray 4-1400  
Independent  
President. G. Freeman Fly  
Gen. Mgr., Chief Eng. R. A. Davidson  
Commercial Manager. Charles Christian  
Program Director. Joe Overton

## WLIJ—Shelbyville—1959

Frequency: 1580 Kc. Power: 1000 Watts d.  
Owned By. Arthur Wilkerson  
Address. P.O. Box 110  
Tel.: MURray 4-1514  
KBS  
General, Commercial Mgr. Arthur Wilkerson  
Chief Engineer. Aaron Womble

## WEPG—So. Pittsburg—1954

Frequency: 910 Kc. Power: 500 Watts. d.  
Owned By. Marion Cty. Bcstg. Svc.  
Address. Railroad Ave.  
Tel.: TE 7-6185  
KBS  
General, Comm. Mgr. Eaton P. Govan, Jr.  
Program Dir. Patricia Chilton  
Chief Engineer. William H. Dunn

## WSMT—Sparta—1953

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Sparta Bcstg. Co. Inc.  
Business Address. Box 390  
Tel.: 3751  
Independent  
President. Sam J. Albritton  
Gen., Sta. Mgr. Martha L. Albritton  
Comm., Sales Prom. Mgr. Van L. Slack  
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.: 384-5541  
KBS

President, General Manager. W. N. Locke  
Commercial Sales Prom. Mgr. Bill Gray  
Program Director. Don Trumphour  
Chief Engineer. Don Anderson

## WDEH—Sweetwater—1955

Frequency: 800 Kc. Power: 1 Kw., d.  
Owned By. William M. Bryan  
Address. P.O. Box 182  
Tel.: 5025  
Independent  
Station Representative. Webb  
Pres., Gen. Mgr., Ch. Eng. W. M. Bryan

## WNTT—Tazewell—1960

Frequency: 1250 Kc. Power: 500 Watts d.  
Owned By. Claiborne Bcstg. Co.  
Tel.: 2300  
Independent  
Station Representative. Hopewell  
President. Hubert Turner  
General Mgr., Ch. Eng. Floyd Turner

## WJIG—Tulahoma—1947

Frequency: 740 Kc. Power: 250 Watts d.  
Owned By. Jordan Bcstg. Co.  
Address. P.O. Box 2139  
Tel.: GL 5-2607  
Independent  
Station Representative. Walker-Rawalt  
Pres., Sales Prom. Mgr. E. B. Jordan  
Gen. Mgr., Chief Eng. H. Birdsong  
Commercial Mgr. Hal Ball  
Program Director. Coye Coppedge  
Publicity Director. Dan O'Day

## WENK—Union City—1946

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By. Union City Bcstg. Co.  
Business Address. W-E-N-K Bldg.  
Tel.: TURner 5-1240  
KBS  
Station Representative. Beaver  
President. Aaron B. Robinson  
Gen., Sta. Mgr. E. B. Fritts  
Chief Engineer. Charles Holland

## WCDT—Winchester—1948

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
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

FOR STATION  
REPRESENTATIVES  
SEE PAGE 164

Pop.: 10,050,000  
Families: 2,972,000

# Texas

Radio Homes: 2,894,000  
AM Stas. in State: 262

## KCAD—Abilene—1962

Frequency: 1560 Kc. Power: 500 Watts d.  
Owned By: Westgate Broadcasting Co.  
Address: 109 Westgate  
Tel.: OWen 2-1188 Independent  
Owner: Jack Hughes  
General Manager: Bill Mathis

## KNIT—Abilene—1957

Frequency: 1280 Kc. Power: 500 W.  
Owned: Key City Bcstrs.  
Address: Windsor Hotel  
Tel.: OR 4-7211 Independent  
Representative: Pearson  
President: Howard Barrett  
General 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: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Abilene Radio & TV Co.  
Business Address: P.O. Box 178  
Tel.: OWen 2-4242 ABC  
Sta. Representative: Bolling  
President, Gen. Mgr.: Dale Ackers  
Station Manager: Ken Knox  
Chief Engineer: Herman Ridgway  
Owners of: KRBC-TV.

## 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  
General Manager: A. C. Etter

## KOPY—Alice—1947

Frequency: 1070 Kc. Power: 1000 Watts  
Owned By: Norman Building Corp.  
Business Address: Box 731  
Tel.: MO 4-4324 KBS  
President: Robert Aylin  
General Manager: L. L. Stewart  
Chief Engineer: Art Griffith

## KVLF—Alpine—1947

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Big Bend Bcstrs.  
Address: Box 779  
Tel.: TE 7-2144 Independent  
Station Representative: Clyde Melville  
President, General Mgr.: Gene Hendryx  
Station Manager: Phil Wayne Ebensberger  
Chief Engineer: Fritz Weyerts  
Owners of: KVLF-TV.

## KBUY—Amarillo—1946

Frequency: 1010 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By: Radio KBUY, Inc.

Address: Box 2828  
Tel.: DR 2-6543 KBS  
President: G. E. Miller  
General Manager: Joe Ramey

## KFDA—Amarillo—1939

Frequency: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Lone Star Bcstg. Co.  
Address: Box 128  
Tel.: DR 4-1637 ABC  
Station Rep.: Eastman  
President: Louise M. Jordan  
General, Station Mgr.: Wes Ninemire  
Commercial Manager: Cy Fields  
Program Director: Charlie Pro  
Publicity Director: Charlie Broomhead  
Chief Engineer: Sam Galloway

## KGNC—Amarillo—1922

Frequency: 710 Kc. Power: 10,000 Watts  
Owned-Oper. By: Plains Radio Bcstg. Co.  
Address: 2000 N. Polk St.  
Tel.: EVergreen 3-3321 NBC  
Newspaper Affil.: Globe-News  
Representative: Venard, Torbet & McConnell  
President: B. E. Walker  
General Manager: Bob Watson  
Station Manager: Larry Filkins  
Program Director: Al Thernes  
Publicity Dir., Sls. Prom. Mgr.: Bill Pigeon  
Chief Engineer: W. H. Torrey  
Owners of: KFYO, Lubbock.

## KIXZ—Amarillo—1947

Freq.: 940 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By: Radio KIXZ, Inc.  
Address: 112 W. 5th St.  
Tel.: DR 6-5654 Independent  
Station Rep.: McGavren-Guild; Brown  
President: Jay J. G. Schatz  
General Sta. Mgr.: John J. Heetland  
Chief Engineer: Jerry B. Hickman

## KRAY—Amarillo—1955

Frequency: 1360 Kc. Power: 500 W.  
Owned-Operated By: R. D. Hollingsworth  
Address: 233 Paramount Bldg.  
Tel.: DR 4-5235 Independent  
President, Gen. Mgr.: R. D. Hollingsworth

## 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: Wayne Whitson  
Program Director: Bob Ferris  
Chief Engineer: Tom Atkins

# TEXAS

## **KACT—Andrews—1955**

Frequency: 1360 Kc. Power: 1 Kw., d.  
Owned-Oper. By..... Clint Formby  
Address..... P. O. Box 638  
Tel.: LA 3-2845..... KBS  
President..... Clint Formby  
Chief Engineer..... S. Galloway

## **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.: SU 6-2817..... KBS  
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 By..... Roger Bcstg. Co.  
Address..... P.O. Box 3242  
Tel.: GGreenwood 6-4341..... Independent  
Station Representative..... Pearson  
General, Comm. Manager..... E. M. Cain  
Program Director..... Chuck Hardin  
Publicity Director..... Anne D. Robinson  
Sales Promotion Mgr..... Bill Simpson  
Chief Engineer..... Wendell E. Hearne

## **KNOW—Austin—1927**

Frequency: 1490 Kc. Power: 250 Watts  
Owned..... Pioneer Bcstg. Co.  
Address..... 520 Capital Nat. Bank Bldg.  
Tel.: GR 2-6213..... ABC  
Station Rep..... Eastman  
President..... Wendell Mayes  
Gen., Sta. Mgr..... Louis R. Cook  
Sales Manager..... Harry Smith  
Program Director..... Dick Laine  
Chief Engineer..... Dave Schmidt

## **KOKE—Austin—1958**

Frequency 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Radio KOKE Inc.  
Address..... Box 1102  
Tel.: HI 2-6771..... Independent  
Representative..... Bolling  
President..... Giles E. Miller  
General Manager..... Lester Ready  
Program Director..... Dick Laine  
Chief Engineer..... Mike Fisher  
Owners of: KBUY, Amarillo; KINT, El Paso.

## **KTBC—Austin—1943**

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..... CBS

Representative..... Raymer  
Pres., Gen. Mgr..... J. C. Kellam  
Vice President..... Warren Woodward  
Commercial Manager..... O. P. Bobbitt  
Program Mgr..... Richard S. Pryor  
Program Dir..... Jim Morriss  
Sales Promotion Mgr..... Larry Carothers  
Publicity Director..... Elmo Brown  
Chief Engineer..... Ben Hearn  
Owners of: KTBC-FM-TV, Austin.

## **KVET—Austin—1946**

Frequency: 1300 Kc. Power: 1 Kw.  
Owned..... Austin Bcstg. Corp.  
Address..... 113 West 8th St.  
Tel.: GR 8-8521..... MBS  
Station Rep..... Venard, Torbet & McConnell  
Pres., Gen., Sta. Mgr..... Willard Deason  
Comm., Sales Prom. Mgr..... James W. Dodd  
Program Director..... Roy Greer  
Chief Engineer..... Alvin O. Kriegel

## **KRUN—Ballinger—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Central West Bcstg.  
Address..... Box 351  
Tel.: 3151..... KBS  
Sta. Representative..... Melville  
President..... M. M. Rochester  
General, Sta. Mgr..... R. F. McGarvey

## **KIOX—Bay City—1947**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By..... Bay City Bcstg. Co.  
Business Address..... Box 1391  
Tel.: CI 5-4642..... MBS-KBS  
Gen., Station Mgr..... D. Godwin  
Chief Engineer..... Carl Lentz

## **KWBA—Baytown—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By..... Bayshore Bcstg. Co.  
Business Address..... 4638 Decker Drive  
Tel.: 566-5531..... MBS-KBS  
Station Representative..... Clyde Melville Co.  
President..... Dave Worley  
General Manager..... Myrl Stein  
Commercial Manager..... Elwood Fritsch  
Program Director..... Virgil Dowl  
Chief Engineer..... Dalton Turner

## **KAYC—Beaumont—1938**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By..... Texas Coast Bcstrs. of Beaumont  
Address..... 3130 Blanchette St.  
Tel.: TErmino 3-9421..... Independent  
Station Representative..... The Katz Agency  
President..... David H. Morris  
Station Manager..... Ed Dittert  
Commercial Manager..... Brooke Carroll  
Program Director..... Joe Walker  
Chief Engineer..... Jack Easterwood  
Owners of: KAYD-FM, Beaumont; KQUE-FM,  
KNUZ, Houston.

## **KFDM—Beaumont—1924**

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By..... Beaumont Bdcstg. Corp.

Address.....P.O. Box 5566  
 Tel.: Terminal 8-6191.....ABC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President.....D. A. Cannon  
 General Manager.....C. B. Locke  
 Station, Comm. Mgr.....Walter Rubens  
 Program Director.....Ross Wilder  
 Chief Engineer.....Ed Ogden  
 Owners of: KFDM-TV.

**KJET—Beaumont—1947**

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Owned By.....E. McLemore, R. T. Gibson  
 Address.....4845 Fannett Road  
 Tel.: Victor 2-2210.....Independent  
 Station Rep.....Bob Dore  
 General, Station Manager.....Frank Dusenbury  
 Commercial Manager.....Ed Henry  
 Program Director.....William Brown  
 Chief Engineer.....Harold Poole  
 Owners of: KANB, Shreveport, La.; WNOO,  
 Chattanooga, Tenn.; KMLB, Monroe, La.;  
 WAPX, Montgomery, Ala.

**KTRM—Beaumont—1947**

Frequency: 990 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KTRM, Inc.  
 Business-Studio Address.....4385 Crow Rd.  
 Tel.: TW 2-4990.....Independent  
 President.....Roy D. Shotts  
 Chief Engineer.....Ben Hughes

**KIBL—Beeville—1949**

Frequency: 1490 Kc.....Power: 250 Wts.  
 Owned By.....John D. Rossi  
 Address.....P.O. Box 700  
 Tel.: FL 8-1490.....Independent  
 President, Comm. Mgr.....John D. Rossi  
 Station Manager.....John Rossi, Jr.  
 Sales Promotion Mgr.....Bob McCarty  
 Program Director.....William S. Bennett  
 Publicity Director.....J. Hugh Freeman  
 Chief Engineer.....H. E. Bertram

**KTON—Beeville—1961**

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned By.....Belton Broadcasters, Inc.  
 Address.....P.O. Box 654  
 Tel.: Webster 9-3738.....Independent  
 President.....Roy Sanderford  
 General Manager.....John O'Brien  
 Chief Engineer.....Carl Knelly

**KBLT—Big Lake—1958**

Frequency: 1290 Kc.....Power: 1 Kw.  
 Owned By.....Brown Morris  
 Business Address.....1st and Florida Sts.  
 Tel.: 129.....Independent  
 Gen. Mgr., Ch. Eng.....Don Renault

**KBST—Big Spring—1936**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Snider Corp.  
 Address.....702 Johnson St.  
 Tel.: Amherst 4-6931.....ABC  
 Representative.....Pearson  
 President, Gen. Mgr.....B. Winston Wrinkle  
 Program Dir., Chief Engr.....Jay Thompson

**KBYG—Big Spring—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Big Spring Radio Co.  
 Address.....118 East Third St.  
 Tel.: AMherst 4-4326.....KBS, NBC  
 Station Representative.....George Hopewell  
 General, Station Mgr.....Jack Wallace  
 Comm., Sales Prom. Mgr.....Bob Rogers  
 Program Director.....Dorothy Henderson  
 Chief Engineer.....Don Smith

**KHEM—Big Spring—1956**

Frequency: 1270 Kc.....Power: 1 Kw., d.  
 Owned By.....Cobra Bcstg. Co.  
 Address.....Settles Hotel  
 Tel.: AM 4-2523.....Independent  
 General, Sta. Manager.....Bob Bradbury  
 Chief Engineer.....Ace Ball

**KFYN—Bonham—1948**

Frequency: 1420 Kc.....Power: 250 Watts d.  
 Owned-Operated.....Bon-Tex Radio  
 Bus.Studio Address.....903 E. Fourth St.  
 Tel.: 583-3151.....KBS  
 General, Sta. Mgr.....Joe J. Webb  
 Chief Engineer.....D. L. Solmonson

**KBBB—Borger—1957**

Frequency: 1600 Kc.....Power: 500 Watts, d.  
 Owned By.....Weldon W. & Weldon E. Lewis  
 Address.....Box 1478  
 Tel.: Broadway 3-7575.....KBS  
 Station Representative.....Hopewell  
 President, Gen. Mgr.....Robert M. Watson  
 Station Manager.....Weldon E. Lewis  
 Comm., Sales Promo. Mgr.....Jim Richardson  
 Program Director.....Allen Greer  
 Publicity Director.....Dick Gutherie  
 Chief Engineer.....Jean McKinney

**KHUZ—Borger—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KHUZ, Inc.  
 Address.....1431 Clayton St.  
 Tel.: BR 3-3744.....MBS  
 President.....R. G. Hughes  
 General Station Mgr.....Jack Roberts  
 Commercial, Sales Prom. Mgr.....Bill Clark  
 Chief Engineer.....Pat Gilbreath

**KBAN—Bowie—1959**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned By.....Bowie Nocona Bcstg.  
 Address.....Box 1080  
 Tel.: Tremont 2-2288.....KBS  
 Station Representative.....Robert E. Eastman & Co.  
 President.....Earle Fletcher  
 Station Manager.....Olie Carriker  
 Commercial Manager.....William McCreary  
 Program Dir., Chief Engr.....Eddie Zoch

**KNEL—Brady—1935**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Brady Broadcasters, Inc.  
 Address.....200 E. Commerce St.  
 Tel.: LY 7-2346.....KBS

# TEXAS

President.....E. J. Harpole  
General Sta. Mgr.....Ed. Williams  
Comm., Sales Prom. Mgr.....Kenneth Harvison  
Program Director.....George Taylor  
Chief Engineer.....Lou Rogers

## KSTB—Breckenridge—1947

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Hugh M. McBeath  
Address.....Miller Bldg.  
Tel.: HI 9-3331.....KBS  
General Mgr., Chief Eng. ....Hugh M. McBeath

## KWHI—Brenham—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned By.....Tom S. Whitehead, Inc.  
Address.....Box 730  
Tel.: GR 6-3655.....KBS  
President, Gen. Mgr.....Tom S. Whitehead, Jr.  
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  
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  
Station Rep.....Hopewell; Melville  
Pres., Gen., Sta. Mgr.....M. J. Wilson  
Prog. Dir.....Lula Ward  
Chief Engineer.....William A. Wilson

## KBWD—Brownwood—1941

Freq.: 1380 Kc.....Power: 1 Kw., d.; 500 W., n.  
Owned-Oper. By.....Brown County Bcstg. Co.  
Address.....800 Hawkins St.  
Tel.: MI 5-2401.....MBS-KBS  
Sta. Reps.....Holman; Eastman  
Pres., Gen. Manager.....Wendell Mayes  
Station Manager.....Bill Jamar  
Commercial Manager.....J. Fred Perry  
Publicity Director.....Barbara Taylor  
Chief Engineer.....Richard Osborne

## KEAN—Brownwood—1953

Frequency: 1240 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....KEAN Radio Corp.  
Address.....Box 666  
Tel.: 4372.....Independent  
President.....Pat Homan  
Manager.....Eddie 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.....ABC  
President, Gen. Mgr.....Mike Mistovich  
Chief Engineer.....David C. Jones, Jr.

## WTAW—Bryan—1922

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned By.....Radio Bryan, Inc.  
Bus. Studio Address.....3703 S. College Ave.  
Tel.: VI 6-7788.....KBS  
Station Representative.....Pearson  
President.....J. Hicks  
General Manager.....R. B. Watkins  
Chief Engineer.....Boh Jones

## KMIL—Cameron—1955

Frequency: 1330 Kc.....Power: 500 W., d.  
Owned By.....Millam Bcstg. Co.  
Address.....Box 832  
Tel.: OX 7-4634.....Independent  
Partners.....N. L. Caperton, W. E. Smltherman  
Chief Engineer.....E. Brod

## KVPH—Canyon—1962

Frequency: 1550 Kc.....Power: 1000 Watts d.  
Owned By.....W. J. Harpole  
Address.....P.O. Box 507  
Tel.: OLive 5-2589.....Independent  
General Manager.....Dan Tarpley  
Commercial Manager.....Dick Shaw  
Program Director.....Gene Bitner  
Chief Engineer.....Jack Todd

## KBEN—Carrizo Springs—1955

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Walter H. Herbort, Jr.  
Address.....105 S. Fifth St.  
Tel.: TR 6-2210.....KBS  
President, Chief Eng.....Walter H. Herbort, Jr.  
Program Director.....Georgia Herbort

## KGAS—Carthage—1955

Frequency: 1590 Kc.....Power: 1 Kw., d.  
Owned.....Carthage B'casting  
Address.....Box 955  
Tel.: OXford 3-6668.....KBS  
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 Austln St.  
Tel.: LY 8-3305.....MBS  
Station Representative.....Brown  
President.....Tom E. Foster  
General Mgr.....Jack Bell  
Chief Engineer.....Morris Stagner

## KCTX—Childress—1947

Frequency: 1510 Kc.....Power: 250 Watts d.  
Owned By.....Goldenwest Bcstg. Co., Inc.  
Address.....200 N. Main St.  
Tel.: WE 7-2563.....KBS  
President.....R. M. Hagan  
Gen., Comm. Mgr.....G. E. Morey

## KCAR—Clarksville—1955

Frequency: 1350 Kc.....Power: 500 Watts d.



Owned-Operated by.....KCAR, Inc.  
 Address.....Box 609  
 Tel.: 427-2696.....KBS  
 Reps.....Continental Radio Sales; Melville  
 President.....Maurice Wooley  
 General Mgr., Chief Eng. ....Paul H. Daniels  
 Comm., Sales Prom. Mgr.....Charlie Monk  
 Program, Publicity Dir.....Johnny Webb

**KCLE—Cleburne—1947**

Frequency: 1120 Kc.....Power. 250 Watts d.  
 Owned-Oper. By .....Jim Gordon, Inc.  
 Address.....919 N. Main  
 Tel.: Milton 5-6643.....Independent  
 President, Gen. Mgr.....Jim Gordon

**KVLB—Cleveland—1954**

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Howard Bailes  
 Address.....Box 487  
 Tel.: Lyric 2-3535.....KBS  
 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  
 Manager .....Floyd Shelton

**KVMC—Colorado City—1950**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned.....Colo. City Bcstg. Co.  
 Address.....Box 990  
 Tel.: RAndolph 8-3320.....KBS  
 Station Representative .....Hopewell  
 General Manager.....Eldon Mahon

**KCOM—Comanche—1962**

Frequency: 1550 Kc.....Power: 250 Watts d.  
 Owned By.....Radio Comanche  
 Address.....P.O. Box 68  
 Tel.: 356-2133.....Independent  
 Station Representative.....Clyde Melville  
 General, Station Manager.....Gilbert Webb  
 Comm. Mgr., Program Dir.....Edward Webb  
 Chief Engineer.....R. F. Casteel

**KMCO—Conroe—1951**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned.....Montgomery County Bcstg. Co.  
 Address.....Box 165  
 Tel.: PL 6-4466.....KBS  
 President.....Reagan Smith  
 Gen., Sta., Comm., Mgr.....David L. Oglesby  
 Publicity Director.....Mary Stout  
 Chief Engineer.....John W. Neathery, Jr.

**KCCT—Corpus Christi—1954**

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
 Owned & Oper. By ..International Radio Corp.  
 Address.....403 South Staples  
 Tel.: TU 4-2321.....Independent  
 Sta. Reps.....NTS; Oakes; Ochs  
 President.....C. V. Guzman  
 General Manager .....Arthur Thomas

**KCTA—Corpus Christi—1944**

Frequency: 1030 Kc.....Power: 50 Kw. d.  
 Owned .....Broadcasters, Inc.  
 Address.....Box 898  
 Tel.: 4-3541.....Independent  
 Representative .....Weed  
 President, Gen. Mgr.....B. Kent

**KEYS—Corpus Christi—1941**

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned By.....Nueces Bcstg. Co.  
 Address.....P. O. Box 1460  
 Tel.: TU 2-7411.....Independent  
 General Manager.....C. W. Rossi  
 Chief Engineer.....James B. Rossi

**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.  
 Sales Manager.....Joel Yowell  
 Program Director.....Gordon Clark  
 Publicity Director.....Ruby Sosebee  
 Chief Engineer.....Leo Burch

**KSIX—Corpus Christi—1947**

Frequency: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.  
 Address .....Show Room Bldg.  
 Tel.: TU 4-1616.....CBS  
 Station Representative.....Adv. Time Sales  
 Pres., Gen. Mgr.....Vann M. Kennedy  
 Commercial Manager.....Charles R. Manning  
 Program Director.....Gene Looper  
 Chief Eng.....Eric Beals  
 Owners of: KZTV, Corpus Christi.

**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  
 Station Representative...Dewney Organization  
 President.....McHenry Tichenor  
 V.P., Gen. Mgr.....Sterling Zimmerman  
 Station Mgr.....Herb Garrett  
 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.....KBS  
 General Manager.....Luther A. Johnson, Jr.

**KCRM—Crane—1959**

Frequency: 1380 Kc.....Power: 1,000 Watts d.  
 Owned By.....Albert L. Crain  
 Address.....Box 1116  
 Tel.: JO 4-3202.....KBS  
 Station Representative.....Clyde Melville  
 President.....Albert L. Crain  
 Sales Promotion Mgr....Hayward Armstrong  
 Program Director.....Christine Crain

# TEXAS

## KIVY—Crockett—1949

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By Pioneer Bcstg. Co.  
 Address Box 1109  
 Tel.: KI 4-2171. KBS  
 Pres. Gen., Sta. Mgr., Prog. Dir.: J. H. Gibbs

## KCFH—Cuero—1949

Frequency: 1600 Kc. Power: 500 Watts d  
 Owned By Cuero Bcstrs.  
 Address Box 128  
 Tel.: CRestwood 5-3430. Independent  
 Station Representative George Hopewell  
 President Margaret Respondek  
 Sta. Mgr., Chief Eng. Victor J. Boldt  
 Sales Prom. Mgr. Frank Notzon  
 Program Director Ken Metting  
 Publicity Director Leon Boldt

## KXIT—Dalhart—1948

Frequency: 1410 Kc. Power: 500 Watts, d.  
 Owned-Oper. By Dalhart Broadcasters  
 Address Box 1350  
 Tel.: CH 9-4747. KBS  
 Manager, Ch. Eng. R. J. Beller

## KBOX—Dallas—1952

Freq: 1480 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned By KBOX, Inc.  
 Address 9900 McCree Road  
 Tel.: Diamond 8-3800. Independent  
 Station Rep. Robert E. Eastman & Co.

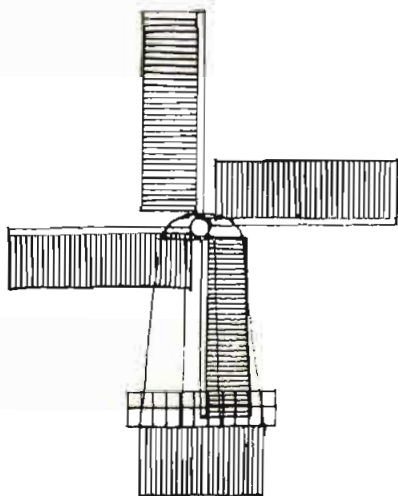
Exec. V.P. & Mngng. Dir. John F. Box, Jr.  
 General Manager Edward G. Sheridan, Jr.  
 Director of Operations Tom Murphy  
 Director of Merchandising Irene Rannels  
 Sales Manager Alan Golden  
 Program Director Hal Raymond  
 Chief Engineer Robert Swortwood  
 Owners of: WLL-AM-FM, St. Louis, Mo.; WTYO-  
 TV, Rockford, Ill.; WICD-TV, Danville, Ill.;  
 WIOS-TV, Springfield, Ill.; WCHU-TV, Cham-  
 paign, Ill.; WTNB-TV, Hartford, Conn.

## KIXL—Dallas—1947

Frequency: 1040 Kc. Power: 1000 Watts d.  
 Owned-Operated By Variety Bcstg. Co., Inc.  
 Address 1401 S. Akard St.  
 Tel.: RI 1-5016. Independent  
 Station Representative Broadcast Time Sales  
 Pres., Gen. Mgr. Lee Segall  
 Station Manager Dan Hayslett  
 Asst. Manager Don Robinson  
 Program Director Harold Smith  
 Owners of: KIXL-FM, Dallas.

## KLIF—Dallas—1947

Freq.: 1190 Kc. Power: 50 Kw. d., 1 Kw. n.  
 Owned-Oper. By The McLendon Corp.  
 Address 2104 Jackson  
 Tel.: RI 7-9311. Independent  
 Station Representative Blair  
 Ch. of Bd. B. R. McLendon



## We've Never Sold A Windmill

No matter what some of our more zealous ad-  
 vertisers might tell you—K-BOX has not sold  
 everything under the sun.

Take windmills for example. To our best recol-  
 lection, we've never in forty years of Balaban  
 broadcasting, sold one. Not that K-BOX couldn't,  
 understand. It's just that the windmill market  
 doesn't warrant the kind of coverage K-BOX  
 delivers.

If yours is a product that requires you to reach  
 lots of people—yet profit demands you reach  
 them at the lowest cost per thousand—the buy-  
 for you is K-BOX.

If you're in windmills, you might try Radio  
 Amsterdam.

## K-BOX/Dallas

THE BALABAN STATIONS

John F. Box, Jr., *Managing Director*

*In Tempo With The Times*

Represented by Robert F. Eastman & Co., Inc.

President.....Gordon B. McLendon  
 General Mgr.....W. S. Morgan, Jr.  
 Commercial Mgr.....Al Lurie  
 Program Director.....Stan Richards  
 Publicity Dir.....Cecil Hobbs  
 Chief Engineer.....Glenn Callison

**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  
 Chief Engineer.....Morris M. Ming

**KVIL—Dallas—1960**


Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned By.....University Advertising Co.  
 Address.....4152 Mockingbird Lane  
 Tel.: LA 6-8666.....Independent  
 Station Representative.....Adam Young  
 President.....John J. Coyle  
 Station Manager.....Jack R. Howard  
 Commercial Manager.....Joseph Wolfman  
 Program Director.....Dillard Carrera  
 Chief Engineer.....Gordon L. Vaughan, Jr.  
 Owners of: KVIL-FM.

**WFAA—Dallas—1922**

Frequency .....820 Kc., 570 Kc.  
 Power .....50,000 W., 5000 W.  
 Owned-Oper. By.....A. H. Belo Corp.  
 Address.....Communications Center  
 Tel.: Riverside 8-9631 .....NBC-ABC  
 Newspaper Affil.....Morning News  
 Representative.....Edward M. Petry  
 President.....Joseph M. Dealey  
 General Mgr. ....Mike Shapiro  
 Station Mgr. ....George K. Utley  
 Commercial Mgr.....Norman H. Stewart  
 Sales Prom. Mgr.....Casey Cohlma  
 Program Mgr.....Pierce Allman  
 Chief Engineer.....Jim Webb Cooper  
 Owners of: WFAA-TV.

**WRR—Dallas—1920**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Address .....Fair Park  
 Tel.: TA 3-6101.....MBS  
 Station Representative .....Gill-Perna  
 General Station Mgr.....Durward Tucker  
 Commercial Manager.....Charles Frauman  
 Program Director.....Jim Lowe  
 Engr. Spvsr. ....C. O. Bowles  
 Owners of: WRR-FM.



**PROGRESSIVE STATIONS PREFER  
 THE PRESTIGE NEWS SERVICE**

## TEXAS

### KRLD—Dallas—1926

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned: Dallas Times Herald Radio  
Address: Herald Square  
Tel.: RI 2-6811 CBS  
Station Rep.: Advertising Time Sales  
President: Clyde W. Rembert  
Sta. Mgr., Gen., Comm. Mgr.: W. A. Roberts  
Chief Engineer: B. B. Honeycutt

### KDLK—Del Rio—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Queen City Bcstg.  
Business Address: P. O. Box 1162  
Tel.: 5-2431 KBS  
President: James D. Patterson

### KDSX—Denison-Sherman 1948

Frequency: 950 Kc. Power: 500 W.  
Owned-Oper. By: KDSX, Inc.  
Address: P. O. Box 331, Denison  
Tel.: HO 5-1600 KBS  
Sta. Rep.: Melville  
Mgr., Denison Opera.: B. V. Hammond, Jr.  
Mgr., Sherman Opera.: L. L. Hendrick  
Chief Engineer: Tom John

### KDNT—Denton—1938

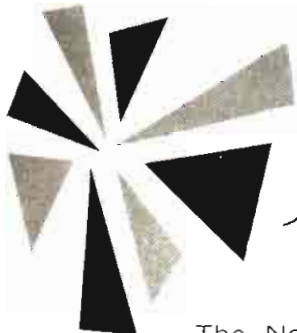
Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By: Harwell V. Shepard  
Address: Radio Center Bldg.  
Tel.: 382-4144 KBS  
President, Chief Eng.: Harwell V. Shepard

### KKAL—Denver City—1961

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned By: Yoakum County Broadcasting Co.  
Address: P.O. Drawer 67  
Tel.: 592-2503 Independent  
President: Claude C. McAdams  
General, Station Manager: Cal McAdams  
Comm., Sales Prom. Mgr.: Jack Williams

### KSPL—Diboll—1957

Frequency: 1260 Kc. Power: 1 Kw., d.  
Owner: Arthur Temple, Jr.  
Address: Box 336  
Tel.: MY 8-5533 Independent  
Station Rep.: Pearson Nat'l Reps.  
Gen., Station Mgr.: Tommy Ward Lanyon  
Comm. Mgr.: Evelyn Lanyon  
Program Director: Charles Coleman  
Chief Engineer: Billy Christie  
Owners of: KSPL-FM.



*All across the board...*

The November-December, 1962, Nielsen Report shows KRLD Big Time Radio as the NUMBER ONE station in the Dallas-Fort Worth market, 9:00 a.m. to 9:00 p.m.

Proof positive that your ad dollar goes further on 1080, home of KRLD RADIO.

See your Advertising Time Sales representative.



CBS OUTLET FOR DALLAS-FORT WORTH

**THE DALLAS TIMES HERALD STATION**

Clyde W. Rembert, President

**1080**

**KDDD—Dumas—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Dumas Bcstrs., Inc.  
Address.....Box 558  
Tel.: 935-4141.....KBS  
President, Gen. Mgr.....Ken Duke  
Comm., Sales Prom. Mgr.....Al Tremble, Jr.  
Program Director.....Ed McPherson  
Chief Engineer.....Granville Murphey  
Owners of: KDDD-FM, Dumas.

**KEPS—Eagle Pass—1957**

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned.....Uvalde Broadcasters  
Address.....Box 198  
Tel.: PR 3-2610.....KBS  
President.....E. J. Harpole  
Station Manager.....Bill Woods  
Commercial Mgr.....D. McDuff  
Chief Engineer.....Charles Harris  
Owners of: KVOU, Uvalde, Tex.

**KERC—Eastland—1953**

Frequency: 1590 Kc. Power: 500 Watts d.  
Owned.....Circle-S, Inc.  
Address.....P. O. Box 590  
Tel.: MAin 9-2621.....KBS  
Station Representative.....Hopewell  
General Manager.....R. L. Spalding  
Chief Engineer.....B. Brewer

**KURV—Edinburg—1947**

Frequency: 710 Kc. Power: 250 Watts  
Owned-Oper. By...Magic Valley Radio, Inc.  
Address.....Box 480  
Tel.: DU 3-2777.....Independent  
Station Representative.....Charles Bernard  
President, General Mgr.....Lloyd Hawkins  
Commercial Manager.....Jimmie Champion  
Program Director.....Hal Jefcoat  
Chief Engineer.....Calvin Lee

**KULP—El Campo—1948**

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By..Wharton County Bcstg. Co.  
Business Adress.....515 E. Jackson  
Tel.: LI 3-3303.....Independent  
President, Gen. Mgr.....Senator Culp Krueger  
Chief Engr., Program Director...Joe H. Miller

**KELP—El Paso—1957**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....KELP Radio Corp.  
Address.....P.O. Box 9924  
Tel.: KE 3-5911.....Independent  
Representative.....Adam Young  
President.....Norman Alexander  
General Mgr.....Gene Roth  
Comm. Manager.....Dick Amundson  
Program Director.....Charles Russell  
Chief Eng.....Mike Gaglio

**KHEY—El Paso—1947**

Frequency: 690 Kc. Power: 10,000 Watts  
Owned-Operated By.....KHEY Bcstg., Inc.  
Address.....P.O. Box 4258  
Tel.: SKYline 5-7681.....ABC

Station Rep.....Venard, Torbet & McConnell  
President, Gen. Mgr....Edward M. Sleighel  
Station, Sales Prom. Mgr.....John C. Lee  
Commercial Manager.....Bert Wahlen  
Program Director.....Michael C. Oatman  
Chief Engineer.....Rod Matthews

**KINT—El Paso—1959**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned By.....Radio El Paso  
Address.....Box 5347  
Tel.: PR 2-1486.....Independent  
Station Representative.....Pearson  
President.....Robert Howsam  
General Manager.....J. Thompson  
Chief Engineer.....J. Jackson

**KIZZ—El Paso—1958**

Frequency: 1150 Kc. Power: 1000 Watts, d.  
Owned By.....Sunland Bcstg. Co., Inc.  
Address.....470 S. Glenwood St.  
Tel.: Prospect 2-5211.....CBS  
Station Representative.....Bernard Howard Co.  
President, General Manager.....I. T. Cohen

**KROD—El Paso—1940**

Frequency: 600 Kc. Power: 5000 Watts  
Owned.....Southwest States, Inc.  
Address.....2201 Wyoming St.  
Tel.: KE 2-6551.....Independent  
Sta. Representative.....Bolling  
President.....Cecil Trigg  
V.P., General Mgr.....Dave Scribner  
Sales Manager.....Brunell Harvey  
Program Director.....Paul Allen  
Chief Engineer.....Vince Roberts  
Owners of: KROD-TV; KOSA-AM-TV, Odessa, Tex.;  
KVII, Amarillo; KRNO, San Bernardino, Calif.

**KSET—El Paso—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Rio Grande Bcstg. Co.  
Address.....904 Magoffin Ave.  
Tel.: KE 2-4979.....MBS  
Station Representative.....Bob Dore  
President.....Fred Hervey  
General, Station Mgr.....Sam E. Pendleton  
Program Dir.....James A. Kiser  
Chief Engineer.....H. N. Rand  
Owners of: KSET-FM, El Paso.

**KTSM—El Paso—1929**

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.  
Address.....801 N. Oregon St.  
Tel.: KE 2-5423.....NBC  
Rep.....George P. Hollingbery  
President.....Karl O. Wyler, Sr.  
V.P., Station Mgr.....Jack B. Chapman  
Prog. Dir.....Rudy Tellez  
Chief Engineer.....Racine Watkins  
Owners of: KTSM-TV.

**KPSO—Falfurrias—1953**

Frequency: 1260 Kc. Power: 500 Watts d.



## TEXAS

Owned & Oper. By.....Hicks Enterp  
Address.....104 N. St. Mary's St.  
Tel.: FA 5-2112.....KBS  
President.....Bob Hicks  
General Mgr.....Marvin Propes  
Station Manager.....Paul Brown  
Chief Engineer.....H. Gomez

### **KZOL—Farwell—1958**

Frequency: 1570 Kc. ....Power: 250 Watts d.  
Owned By.....KZOL Bcstg. Co.  
Address.....Box 434  
Tel.: 481-3319.....KBS  
General, Station Mgr.....Theodore Rossell  
Commercial, Sales Prom. Mgr.....Bill Moore  
Chief Engineer.....Jerry Rasco

### **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  
Station Representative.....Continental  
President.....B. A. Robertson  
General Manager.....A. Holmes  
Program Director.....D. Waldo  
Chief Engineer.....B. K. Barker, Jr.

### **KFST—Ft. Stockton—1954**

Frequency: 860 Kc. ....Power: 250 Watts d.  
Owned.....KFST, Inc.  
Address.....Box 651  
Tel.: ED 6-2228.....KBS  
Station Representative.....Hopewell  
President.....K. Z. Bond  
General Manager.....Jim Hawkins

### **KCOL—Fort Worth—1949**

Freq.: 1540 Kc. ....Power: 50 Kw. d., 1 Kw. n.  
Owned.....Dalworth Broadcasting Co.  
Address.....Box 2049  
Tel.: ED 6-5641.....Independent  
Station Representative.....Eastman  
Pres., Gen. Mgr.....Kurt A. Meer  
Sales Prom., Pub.....Diane Spiegel  
Program Director.....Lawton Williams  
Chief Engineer.....Adam P. Talmadge

### **KFJZ—Fort Worth—1922**

Frequency: 1270 Kc. ....Power: 5000 Watts d.  
Owned By.....Texas State Network  
Address.....4801 W. Freeway  
Tel.: PE 7-6631.....Independent  
Representative.....John Blair  
President.....Gene Cagle  
V.P., General Manager.....Stan Wilson  
Commercial Manager.....Bert Haney  
Sales Promotion Manager.....Jim Phillips  
Program Director.....Jack Sharp  
Publicity Director.....Suzy Simpson  
Chief Engineer.....James T. Peterson  
Owners of: KRIO, McAllen, Tex.; KFDA-TV,  
Amarillo.

### **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  
Station Rep.....Broadcast Time Sales  
President.....W. C. Windsor, Jr.  
Station Manager.....Dick Osburn  
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.....Stuart J. Hepburn  
Commercial Manager.....Dean McClain  
Chief Engineer.....James Allford

### **KXOL—Fort Worth—1947**

Freq.: 1360 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....KXOL, Inc.  
Address.....3004 W. Lancaster St.  
Tel.: ED 5-9511.....Independent  
Station Representative.....Robert E. Eastman  
President.....Wendell Mayes  
V.P., General Manager.....Earle Fletcher  
Station Manager.....Jere Hahn  
National Sales Manager.....Dale Drake  
Program Director.....Don Hodges  
Publicity Director.....Paul Ridings  
Chief Engineer.....John R. Crouse  
Owners of: KHWD, Brownwood, KNOW, Austin,  
WACO, Waco, KSNY, Snyder, KCRS, Midland,  
all Tex.; KTOK, Oklahoma City.

### **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.  
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  
General Manager.....Roy Bacus  
Publicity Director.....Phil Wiggam  
Program Director.....Harvey Boyd  
Chief Engineer.....Rupert Bogan  
Owners of: WBAP-TV.

### **KNAF—Fredericksburg—1947**

Frequency: 910 Kc. ....Power: 1 Kw.  
Owned-Oper. By... Gillespie Bcstg. Co., Inc.  
Address.....P. O. Box 311  
Tel.: WY 7-2300.....KBS  
President.....Arthur Stehling  
Gen. Mgr. Ch. Eng.....Norbert Fritz

### **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

### **KGAF—Gainesville—1947**

Frequency: 1580 Kc. ....Power: 250 Watts d.



Owned-Oper. By.....Gainesville Bcstg. 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  
 Chief Eng.....J. O. Miller

**KGBC—Galveston—1947**

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.  
 Owned-Oper. By.....The Galveston Bcstg. Co.  
 Business-Studio Address.....P.O. Box 1138  
 Tel.: SHerwood 4-4567.....Independent  
 Station Representative.....Pearson  
 General Mgr.....G. D. Cowan  
 Comm. Mgr.....Tom Lewis  
 Program Dir.....Larry Henderson  
 Chief Engineer.....Luke Stripling

**KILE—Galveston—1922**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Island Bcstg. Co.  
 Address.....6002 Broadway  
 Tel.: SH 4-3666.....Independent  
 Station Representative.....Brown  
 President.....David Nathan  
 General Manager.....D. Davis  
 Program Director.....Bill Atkins  
 Chief Engineer.....R. Ripley

**KEES—Gladewater—1949**

Frequency: 1430 Kc...Power: 1000 Watts d.  
 Owned By.....Golden Triangle Ent.  
 Address.....T. W. Lee Bldg.  
 Tel.: 2181.....Independent  
 Station Representative.....Dore  
 President.....E. E. Tidmore  
 General Mgr.....D. W. Morton  
 Chief Engineer.....Kenneth Swinford

**KCTI—Gonzales—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Gonzales Bcstg. Corp.  
 Business Address.....425 St. George St.  
 Tel.: 672-3631.....KBS  
 Station Representative.....Cooke  
 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

**KPCN—Grand Prairie—1957**

Frequency: 730 Kc.....Power: 500 Watts  
 Owned By.....Radio KPCN, Inc.  
 Address.....P.O. Box 866  
 Tel.: EMerson 3-2459.....Independent  
 Chairman of Board.....Giles E. Miller  
 President.....H. A. Hulse  
 Station Manager.....Carter S. 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.....Ray Sampson

**KCLW—Hamilton—1948**

Frequency: 900 Kc.....Power: 250 Watts, d.  
 Owned By.....San Jacinto Bcstg. Co.  
 Address.....Box 592  
 Tel.: 900.....KBS  
 Station Representative.....Clyde Melville  
 President, Gen. Mgr.....Frank J. Hedrick  
 Station Mgr., Chief Engr.....Errol R. Coker

**KGBT—Harlingen—1941**

Freq.: 1530 Kc...Power: 50 Kw d., 10 Kw. n.  
 Owned By.....Harbenito Radio Corp.  
 Address.....Box 711  
 Tel.: GARfield 3-3910.....CBS  
 Reprs...Richard O'Connell; Pearson Nat'l Reprs.  
 President.....McHenry Tichenor  
 General, Station Mgr.....Otis Shumate  
 Comm., Sales Prom. Mgr.....Willie Harris, Jr.  
 Program, Publicity Dir.....Jim Williams  
 Chief Engineer.....Al Beck  
 Owners of: KGBT-TV, KELT-FM, Harlingen;  
 KUNO, Corpus Christi, Tex.

**KGRI—Henderson—1947**

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Henderson Bcstg. Co.  
 Business-Studio Address.....P. O. Box 311  
 Tel.: 4528.....Independent  
 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  
 General, Commercial Manager.....Wes Dean  
 Program Director.....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  
 Commercial Manager.....Roy Faubion  
 Sales Promotion Manager.....Don Chaney  
 Publicity Director.....Larry Lamote  
 Chief Engineer.....Bob Rott  
 Owners of: KACT, Andrews; KLVV, Levelland,  
 both Tex.

**KHBR—Hillsboro—1948**

Frequency: 1560 Kc.....Power: 250 Watts d.

# TEXAS

Owned By.....KHBR Radio, Inc.  
Address.....Delmar Hotel  
Tel.: JU 2-3431.....KBS  
Sta. Representative.....Melville  
President, Gen. Mgr.....Nelson W. Galle  
Station Mgr., Chief Eng.....J. K. Lone, Jr.

## 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  
Station Representative.....Pearson  
President, Gen. Mgr.....Robert C. Meeker  
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 Leonard  
Program Director.....Chuck Benson  
Chief Engineer.....Glenn Cook  
Owners of: KLFJ, Dallas; KTSA, San Antonio;  
KEEL, Shreveport; WAKY, Louisville; WYSL,  
Buffalo; KABL, San Francisco; WGES, Chicago.

## KNUZ—Houston—1948

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....Texas Coast Bcstrs.  
Address.....4701 Caroline Ave.  
Tel.: Jackson 3-2581.....Independent  
Representative.....Katz  
President, General Manager.....David Morris  
Commercial Manager.....Forrest Patton  
Program Director.....Ken Grant  
Chief Engineer.....Ed Martin  
Owners of: KAYC-AM-FM, Beaumont; KQUE-FM,  
Houston. All Tex.

## KODA—Houston—1961

Frequency: 1010 Kc.....Power: 1 Kw.  
Owned By.....Taft Bcstg. Co.  
Address.....4808 San Felipe Road  
Tel.: SUNset 2-2460.....ABC  
Station Representative.....Adv. Time Sales  
President, General Manager.....Paul E. Taft  
Station Manager.....Lynn A. Christian  
Commercial Manager.....Robert O. Magruder  
Program Director.....Ronald G. Schmidt  
Chief Engineer.....Eddie Bates  
Owners of: KODA-FM, Houston.

## KPRC—Houston—1925

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Houston Post Co.  
Address.....Box 1234  
Tel.: MA 3-9271.....NBC  
Newspaper Affil.....Post  
Station Rep.....Petty  
Gen. Mgr.....Jack Harris  
Station Manager.....Jack McGrew  
Commercial Manager.....Cleve Griffin

Sales Promotion Manager.....Kirt Harriss  
Program Director.....Glenn Kensinger  
Chief Engineer.....Harvey Wheeler  
Owners of: KPRC-TV.

## KTHT—Houston—1944

Frequency: 790 Kc.....Power: 5000 Watts  
Owned By.....Winston Salem Bcstg. Co.  
Business Address.....4005 Travis St.  
Tel.: JA 3-5535.....Independent  
Station Representative.....Robert Eastman  
President.....James Coan  
General, Station Manager.....Charles W. Brunt  
Comm., Sales Prom. Mgr.....Victor Williams  
Program Director.....Bob Kelly  
Publicity Director.....Beverly Baird  
Chief Engineer.....O. B. Johnson  
Owners of: WFOB, Winston Salem, N. C.; WSGN,  
Birmingham, Ala.

## KTRH—Houston—1930

Frequency: 740 Kc.....Power: 50,000 Watts  
Owned-Operated By.....KTRH Bcstg. Co.  
Address.....Rice Hotel Annex  
General Manager.....W. C. Bryan  
Tel.: CA 7-4361.....CBS  
News, Affil.....The Chronicle  
Representative.....Peters, Griffin, Woodward  
General Manager.....W. C. Bryan  
Bus. Mgr.....Tom Jacobs  
Program Director.....Buddy McGregor  
General Sales Mgr.....Ed Case  
Merchandising, Prom. Mgr. Thelma Schoettker  
Chief Engineer.....Lester Mullan

## KXYZ—Houston—1931

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KXYZ, Inc.  
Address.....Gulf Bldg.  
Tel.: CA 2-6151.....Independent  
Sta. Representative.....Young  
President, General Mgr.....Lester Kamin  
Station Manager.....Sam Bennett  
Program Director.....Milt Willis

## KYOK—Houston—1947

Frequency: 1590 Kc.....Power: 5 Kw.  
Owned By.....KYOK, Inc.  
Address.....613 Preston St.  
Tel.: CA 7-3108.....Independent  
Representative.....Howard  
President.....Jules J. Paglia  
V.P., General Manager.....Joseph R. File  
Comm., Sales Prom. Mgr.....Robert E. Mabry  
Program Director.....Rima Bredehoeft  
Chief Engineer.....Stewart Bean  
Owners of: WBOK, New Orleans; WYOK, Baton  
Rouge; KAOK, Lake Charles; WLOK, Memphis;  
WGOK, Mobile.

## KSAM—Huntsville—1938

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Huntsville Bcstg. Co.  
Address.....Box 312  
Tel.: GA 5-2651.....KBS  
President.....Verla Cauthen  
Gen. Mgr., Ch. Eng.....Jack Nichols  
Comm., Prom. Mgr.....C. C. Springfield

**KEBE—Jacksonville—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Wells, Waller & Ballard  
 Address .....Box 1071  
 Tel.: 2211.....Independent  
 President, Gen. Mgr.....Dudley Waller  
 Commercial Manager.....Bill Peacock  
 Program Director.....Mervin Dawson  
 Chief Engineer.....Eddie Zock

**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  
 President.....J. C. Howard  
 General Manager.....A. Strong  
 Station Mgr.....W. G. Dodson

**KMBL—Junction—1950**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....HW Bcstg. Co.  
 Address.....P.O. Box 206  
 Tel.: Hickman 6-2768.....KBS  
 General, Station Mgr....Harry C. Wisehart, Jr.  
 Chief Engineer.....Bill Culherson

**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  
 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  
 General Manager.....H. Brinson

**KERV—Kerrville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned.....Kerrville Bcstg. Co.  
 Address.....P. O. Box 791  
 Tel.: CL 7-4003.....KBS  
 Station Representative.....Hopewell  
 President, Gen. Mgr.....Albert F. Mason, Jr.  
 Chief Eng. & Prog. Dir.....Clyde Jones

**KOCA—Kilgore—1936**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....A. E. McCubbin  
 Address.....Radio Bldg.  
 Tel.: 2001.....KBS  
 General, Station Manager.....John Logan

**KLEN—Killeen—1955**

Frequency: 1050 Kc. Power: 250 W., d.  
 Owned-Operated By.....Highlite Bcstg Co.  
 Address.....P.O. Box 935  
 Tel.: ME 4-3181.....Independent  
 Pres., Gen. Mgr.....A. W. Stewart  
 Commercial Manager.....W. M. Taylor  
 Publicity Director.....Mrs. Margaret West  
 Chief Engineer.....W. Kelley

**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  
 General Manager.....Ben H. Glusing  
 Station Manager.....A. Cook  
 Chief Engineer.....Troy Whitaker

**KVLG—La Grange 1959**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned By.....Vernon R. Nunn  
 Address.....Box 569  
 Tel.: 968-3173.....KBS  
 General, Commercial Mgr....Vernon R. Nunn  
 Chief Engineer.....James Rowles

**KPET—Lamesa—1946**

Frequency: 690 Kc. Power: 250 Watts  
 Owned By.....Lamesa Bcstg. Co.  
 Address.....Box 30  
 Tel.: 2404.....KBS  
 Station Representative.....Clyde Melville  
 General Manager.....Robert Bradbury  
 Station Manager.....Walter Buckel  
 Chief Engineer.....Roy Henderson

**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  
 Pres. Sta. Mgr.....V. Dean Turner  
 Chief Engineer.....S. Witcher

**KGNS—Laredo—1961**

Frequency: 1300 Kc. Power: 500 Watts d.  
 Owned By.....Southwestern Operating Co.  
 Address.....820 Convent  
 Tel.: RAndolph 3-3674.....Independent  
 Station Representative.....Bolling  
 President.....Donald W. Reynolds  
 General Manager.....Roy J. Bowman  
 Chief Engineer.....W. I. Simpson

**KVOZ—Laredo—1952**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Border Broadcasters, Inc.  
 Address.....Box 1638, Sta. I  
 Tel.: RA 3-4396.....Independent  
 President.....E. J. Harpole  
 General, Sta. Manager.....Bill Harrell  
 Program Director.....Joe Pierce  
 Chief Engineer.....Vivian Harrell  
 Owners of: KVOU, Uvalde; KEPS, Eagle Pass.  
 Both Tex.

**KLVT—Levelland—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....Levelland Bcstrs.  
 Address.....Box 866  
 Tel.: 894-3134.....KBS  
 Owners.....Clint & Marshall Formby  
 Station, Gen. Mgr.....Gene Stanley  
 Sales Prom. Mgr., Chief Eng.....Gil Patschke  
 Program Director.....Terry Belyeu  
 Owners of: KPAN, Hereford; KACT, Andrews.

# TEXAS

## **KWLD—Liberty—1959**

Frequency: 1050 Kc. Power: 250 Watts  
Owned By: KWLD Bcstg. Co.  
Address: Box 939  
Tel.: FEderal 6-4454. Independent  
General Manager: J. W. Mitchell

## **KZZN—Littlefield—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned By: Gerald H. Sanders  
Address: Box 192  
Tel.: 385-4474. KBS  
President: Gerald H. Sanders  
General Manager: Jim Black  
Sales Promotion Mgr.: Charles Campfield

## **KETX—Livingston—1957**

Frequency: 1440 Kc. Power: 5 Kw. d.  
Owned: Polk County Bcstg. Co.  
Address: Box 111  
Tel.: FA 7-8916. Independent  
Pres., Ch. Eng.: Harold J. Haley

## **KVLL—Livingston—1957**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned By: Trinity Valley Bcstg. Co.  
Address: Box 1170  
Tel.: FAculty 7-4393. KBS  
President: Jack G. Jackson

## **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. Independent  
Representative: Donald Cooke  
President: James R. Curtis  
Commercial Mgr.: John Allen

## **KLUE—Longview—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio Longview, Inc.  
Address: Highway 149 South  
Tel.: PL 8-4496. KBS-MBS  
Station Reps.: Masla; Melville; Beaver  
President: E. W. Mahone, Jr.  
V.P., Gen. Mgr.: H. A. Bridge, Jr.  
Commercial Manager: Lowell Wolfe  
Sales Promotion Manager: Glenn Daniels  
Program Director: Naomi McPeck  
Publicity Director: Jo Ann Bridge  
Chief Engineer: Tig Williford  
Owners of: KMMT, Marshall, Tex.

## **KCBD—Lubbock—1946**

Frequency: 1590 Kc. Power: 1000 Watts  
Owned: Bryant Radio & Television, Inc.  
Address: 5600 Avenue A  
Tel.: SH 4-1414. NBC  
Representative: Raymer  
President, General Mgr.: Joe H. Bryant  
Station Manager: Joe S. Bryant  
Nat. Sales Mgr.: Ray Pofindexer  
Chief Engineer: Frank Lee  
Owners of: K CBD-TV.

## **KDAV—Lubbock—1953**

Frequency: 580 Kc. Power: 500 Watts d.  
Owned: Western Bcstg.  
Address: Box 270  
Tel.: SH 4-4567. Independent  
Station Representative: Pearson Nat'l Reps.  
President: Leroy Elmore  
General Comm. Manager: Walt Lawson  
Chief Engineer: Clem Clements  
Owners of: KPEP, San Angelo, Tex.; KZIP,  
Amarillo, Tex.; KPIK, Colorado Springs, Colo.

## **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  
Station Rep.: Venard, Torbet & McConnell  
President: W. B. Walker  
General Manager: Gordon Thompson  
Commercial Manager: Jack Dale  
Program Director: Bob Nash  
Chief Engineer: Scott Bledsoe  
Owners of: KGNC-AM-FM-TV, Amarillo, Tex.

## **KLBK—Lubbock—1955**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Grayson Enterprises  
Address: 7400 College Avenue  
Tel.: SH 4-2345. MBS  
Station Manager: John Krieger  
Chief Engineer: Rudy Starnes

## **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. Independent  
Station Reps.: Charles Bernard; Clyde Melville  
General Manager: Glenn E. Corbin  
Commercial Manager: Larry Corbin  
Program Dir., Chief Engr.: Dave Orrell

## **KSEL—Lubbock—1946**

Freq.: 950 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By: McAlister Bcstg. Co.  
Address: Box 1524  
Tel.: PO 3-0484. ABC  
Representative: Weed  
President: David Worley  
General Manager: Gerald H. Sanders  
Chief Engineer: Roger V. Hively  
Owners of: KBYG, Big Spring, Tex.

## **KRBA—Lufkin—1938**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Darrell E. Yates  
Address: 121 Cotton Square  
Tel.: NEptune 4-6661. ABC-KBS  
Representative: Continental Radio Sales  
Station Manager: Darrell E. Yates

## **KTRE—Lufkin—1947**

Frequency: 1420 Kc. Power: 1000 Watts

Owned By.....Forest Capital Communications  
 Address .....P. O. Box 701  
 Tel.: NE 4-7771.....MBS  
 Reps....Venard, Torbet & McConnell; Melville  
 President, General Mgr....Richman G. Lewin  
 Director of Sales.....Royce Christenson  
 Sales Promotion Manager.....Hank Huggins  
 Program Director.....Bill Carter  
 Publicity Director.....Mary Ann Christopher  
 Chief Engineer.....Fred C. Hill  
 Owners of: KTRE-TV.

**KRIO—McAllen—1947**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned By.....Texas State Network  
 Address.....500 E. Beaumont St.  
 Tel.: MU 6-5454.....Independent  
 Station Representative.....Bolling  
 President.....Gene L. Cagle  
 General Manager....."Chuck" McKasson  
 Program Director.....Ken Carter  
 Chief Engineer.....Frank Manuel  
 Owners of: KFJZ, Ft. Worth; KFDA, Amarillo.

**KAMY—McCamey—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Sapphire Broadcasting Co.  
 Address.....101 East Fifth St.  
 Tel.: OL 2-4693.....Independent  
 President, Gen. Mgr.....Joe Martin

**KMAE—McKinney—1947**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned.....McKinney Air Enterprises, Inc.  
 Bus. Studio Address.....218 E. Virginia St.  
 Tel.: LI 2-2651.....Independent  
 Pres., Gen. Mgr., Ch. Eng.. George W. Smith, Jr.  
 Station Manager.....Wayne Farrar  
 Commercial Manager.....George Fleming  
 Program Director.....Mrs. Helen D. Smith

**KADO—Marshall—1957**

Frequency: 1410 Kc.....Power: 500 W., d.  
 Owned-Operated By...Marshall Bcstg. Corp.  
 Address.....201 East Austin St.  
 Tel.: WE 5-6789.....Independent  
 Station Representative.....Hopewell  
 Vice President.....L. D. Webster  
 General, Commercial Mgr.....Heard Moore  
 Station Manager.....Frank Battles  
 Sales Promotion Manager.....Paul Hull, Jr.  
 Publicity Director.....Douglas Hurd  
 Chief Engineer.....Joe Granger

**KMHT—Marshall—1947**

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By..Harrison Cty. Bcstg. Co.  
 Address..408 Marshall National Bank Building  
 Tel.: WE 5-7826.....KBS-MBS  
 Station Reps.....Masla; Melville; Beaver  
 President.....E. W. Mahone, Jr.  
 V.P., General Mgr.....H. A. Bridge, Jr.  
 Comm. Mgr.....Vinson Stevens  
 Publicity Director.....Jo Ann Bridge  
 Prog. Dir.....Sam Stringfellow  
 Sales Promotion Mgr.....Katie McCullough  
 Chief Engineer.....Jim Schumacher  
 Owners of: KLUE, Longview, Tex.

**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  
 President, General Mgr.....Tom Elkins

**KCRS—Midland—1935**

Freq.: 550 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Midland Bcstg. Co.  
 Address.....3701 West Wall  
 Tel.: OXford 4-6603.....Independent  
 Station Representative.....Eastman  
 President.....Wendell Mayes  
 General Manager.....Wendell Mayes, Jr.  
 Commercial Manager.....J. Fred Perry  
 Program Director.....Parker Morell  
 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  
 President, Comm. Mgr.....Ronald Lee Pope  
 General, Station Manager...Mildred Thompson  
 Sales Promotion Manager.....Naomi Boswell  
 Program Dir., Chief Engr.....Keith Ward  
 Publicity Director.....Scott McGuire

**KWEL—Midland—1957**

Frequency: 1600 Kc.....Power: 1 Kw., d.  
 Owned By.....George Vaught  
 Address.....1203 W. Wall  
 Tel.: MU 2-4331.....Independent  
 Station Representatives.....Gill-Perna; Brown  
 President, Gen. Mgr.....George Vaught  
 Chief Engineer.....Michael Flood

**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  
 General Manager.....G. Hutto

**KIRT—Mission—1957**

Frequency: 1580 Kc.....Power: 1 Kw., d.  
 Owned.....KIRT, Inc.  
 Address.....Box 985  
 Tel.: JU 5-1629.....KBS  
 Representative.....Melville  
 President.....Ray V. Jensen  
 General Manager.....C. T. McKasson  
 Program Director.....Edith Jensen  
 Chief Engineer.....Wilfredo Hinojosa

**KVKM—Monahans—1947**

Frequency: 1330 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Monahans Bcstrs., Inc.  
 Address.....Drawer K  
 Tel.: Wilson 3-3231.....MBS  
 Station Reps.....Melville; Masla  
 Pres., Gen. Manager.....J. R. Rucker  
 Station, Sales Prom. Mgr.....Bill Mitchell  
 Program, Publicity Director.....Dick Aker  
 Chief Engineer.....Rubin Masters  
 Owners of: KVKM-TV.

# TEXAS

## KRAN—Morton—1961

Frequency: 1280 Kc. Power: 500 Watts d.  
Owned By Morton Bcstg. Co.  
Address Box 456  
Tel.: 266-7221 Independent  
President Mike Barrett  
General, Commercial Mgr. Dean Weatherly

## 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  
General, Station Manager Winston O. Ward  
Commercial Manager Rusty Reynolds  
Program Director Ruby Stanley  
Chief Engineer Clarence C. Taylor  
Owners of: KBEI, Idabel, Okla.

## KMUL—Muleshoe—1956

Frequency: 1380 Kc. Power: 1000 W.  
Owned By J. Burroughs, L. Randolph, G. Lamb  
Address P.O. Box 489  
Tel.: 2730 Independent  
President John Burroughs  
General Manager Gilbert Lamb  
Asst. Mgr., Chief Engr. Robert Pittman  
Commercial Manager Otabelle Lamb  
Sales Promotion Manager Eugene Howard  
Program Director Buddy Peeler  
Publicity Director Shirley Smith

## KEEE—Nacogdoches—1947

Frequency: 1230 Kc. Power: 1 Kw. d. 250 W. n.  
Owned By J. C. Stallings  
Address 300 E. Main St.  
Tel.: LOgan 4-4444 KBS  
President, General Manager J. C. Stallings  
Comm., Sales Prom. Mgr. R. C. Atherton  
Program Director Ray Driver  
Chief Engineer J. R. Stallworth

## KSFA—Nacogdoches—1947

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned By Texan Broadcasting Co. Inc.  
Address P.O. Box 1158, SFA Sta.  
Tel.: LO 4-3723 Independent  
Station Representative Bob Dore  
General Manager Bob Dunn  
Sales Prom. Manager Sarah Jane Moon  
Commercial Manager Chuck Hancock

## KWBC—Navasota—1960

Frequency: 1550 Kc. Power: 250 Watts d.  
Owned By Whitten Bcstg. Co.  
Address 116 Railroad Street  
Tel.: TA 5-6484 Independent  
President, Gen. Mgr. Robert H. Whitten  
Sta. Mgr., Ch. Eng. Bob Brown

## 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  
President, Gen. Mgr. F. T. Wilson  
Chief Eng. Bob Stewart

## KECK—Odessa—1947

Freq.: 920 Kc. Power: 1 Kw. d. 500 W. n.  
Owned By Radio Industries, Inc.  
Address 120 W. 3d  
Tel.: FE 2-5791 Independent  
Station Reps. Webb; Melville  
General Manager Ben Nedow  
Sales Prom. Mgr., Pub. Dir. Betty Nedow  
Program Director Al Smith  
Chief Engineer Albert I. Nedow

## KOSA—Odessa—1947

Frequency: 1230 Kc. Power: 250 Watt  
Owned By Southwest States, Inc.  
Address 1300 South Crane  
Tel.: FE 2-4301 Independent  
Representative Bolling  
President Cecil L. Trigg  
General, Station Manager Stephen Trigg  
Comm., Sales Prom. Mgr. Gordon Lloyd  
Program Director Rick Reynolds  
Chief Engineer Jim Simpson  
Owners of: KOSA-TV; KRNO, San Bernardino,  
Calif.; KR0D-AM-TV, El Paso, Tex.; KVU-TV,  
Amarillo, Tex.

## KOYL—Odessa—1957

Frequency: 1310 Kc. Power: 1000 W. d.  
Owned By Mid-Cities Bcstg. Co.  
Business Address 4000 Rasco Ave.  
Tel.: Emerson 6-2801 Independent  
Pres., Chief Eng. Edward L. Roskelley  
Commercial Manager Bob Batson  
Program Director Bill Mitchell  
Publicity Director Ruth Kirby

## KRIG—Odessa—1946

Frequency: 1410 Kc. Power: 1000 Watts  
Owned By Auchincloss Bcstg. Corp.  
Address Box 231  
Tel.: FEderal 2-6871 MBS-NBC  
Station Representatives Brown; Clark  
President B. C. Auchincloss  
General Manager Marion O. Richardson  
Program Director Maurice Farrar  
Chief Engineer Bob Mettler

## KOGT—Orange—1949

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By Sabine Area Brcstg. Corp.  
Address 605 Main St.  
Tel.: TU 3-4381 Independent  
President M. L. Jacobs  
General, Station Mgr. Ed Lovelace  
Program Director Richard Corder  
Chief Engineer Bob Simmons

## KNET—Palestine—1935

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Palestine Bcstg. Corp.  
Business Address 319 W. Main St.  
Tel.: 6077 KBS  
Pres., Gen., Sta. Mgr. Allen E. Vinson  
Comm. Mgr. Austin Hotchkiss  
Chief Engineer Ted Bryan



**KHHH—Pampa—1952**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....Huntley Enterprises  
 Address.....P. O. Box 1779  
 Tel.: MO 4-2551.....Independent  
 General, Station Mgr.....H. H. Huntley  
 Comm., Sales Prom. Mgr.....Dean Beggart  
 Program Dir., Chief Engr.....A. C. Higgins  
 Publicity Director.....June Galbreath

**KPDN—Pampa—1936**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Top O' Texas Bcstg. Co.  
 Address.....Hughes Bldg.  
 Tel.: MO 4-7461.....MBS  
 Station Representative.....George Hopewell  
 Owner, General Mgr.....Warren L. Hasse  
 Station Manager.....Lois Still  
 Commercial Manager.....Ray Rodgers  
 Program Director.....John Callarman  
 Chief Engineer.....Dennis Dehn

**KFTV—Paris—1950**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Lamar Bcstg. Corp.  
 Address.....210 1st Natl. Bank Bldg.  
 Tel.: SU 4-6676.....KBS  
 Station Representative.....George T. Hopewell  
 Pres., Gen. Mgr.....James F. Hendrix  
 Commercial Manager.....Judy Simpson  
 Program Director.....Thomas D. Seay, Jr.  
 Chief Engineer.....J. C. Case

**KPLT—Paris—1936**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By.....KPLT, Inc.  
 Address.....Box 235  
 Tel.: SU 4-4311.....Independent  
 Representative.....Pearson Nat'l Reps.  
 President.....Clifford B. Marshall  
 General Mgr., Chief Engr.....Jeff D. Methven  
 Comm., Sales Prom. Mgr.....Bill Page  
 Program Director.....Harold Bray  
 Publicity Director.....Jack Pieper

**KIKK—Pasadena—1947**

Frequency: 650 Kc. Power: 250 Watts d.  
 Owned By.....Industrial Bcstg. Co.  
 Address.....Box 76  
 Tel.: GR 3-4433.....Independent  
 Station Representative.....Charles Bernard  
 President, Gen. Mgr.....Leroy J. Gloger  
 Station Manager.....Brooke Carroll  
 Program Dir.....Donna Thompson  
 Chief Engineer.....O. D. Stephens

**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  
 General Manager.....Felix H. Morales  
 Chief Engineer.....D. Golihur

**KIUN—Pecos—1935**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.

Owned-Operated By.....KIUN, Inc.  
 Address.....P.O. Box 469  
 Tel.: Hickory 5-2497.....KBS  
 Station Representative.....George T. Hopewell  
 President.....Barney Hubbs  
 General, Sales Prom. Mgr.....Bill H. Hubbs  
 Station Manager.....David Martin  
 Commercial Manager.....Tommy Cowan  
 Program Director.....Bill Boyd  
 Chief Engineer.....Harry Boehnemann

**KEYE—Perryton—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Great Plains Bcstg. Co.  
 Address.....P. O. Box 917  
 Tel.: 435-3236.....MBS  
 President.....Carl Ellis  
 Gen., Sta. Mgr.....Irving R. Buchanan  
 Comm. Mgr., Chief Eng.....Bill Day  
 Program Director.....Kenneth Roller

**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  
 General Manager.....Kermit Ashby  
 Station Manager.....Tut Tawwater  
 Commercial Manager.....Girard Fox  
 Sales Promotion Manager.....Jim Greene  
 Program Director.....Nancy Moore  
 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  
 President, General Mgr.....Ben L. Parker  
 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.....KBS  
 Station Representative.....McGavren/Guild  
 President.....John H. Hicks, Jr.  
 Station Manager.....Harper L. Clark  
 Program Director.....Don Williams  
 Chief Engineer.....Donald Bullion  
 Owners of: KPEL, Lafayette, La.; WTAW, College  
 Station, Tex.

**KPAC—Port Arthur—1934**

Freq.: 1250 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By.....Port Arthur College  
 Address.....Box 511  
 Tel.: YU 5-7458.....MBS  
 Representative.....Pearson  
 President.....W. M. Monroe  
 Gen. Mgr., Chief Eng.....Charles Segrest  
 Comm., Sales Prom. Mgr.....Tommy Vance  
 Program Director.....Jim Collins  
 Publicity Director.....Lulabelle Davis  
 Owners of: KPAC-TV.

# TEXAS

## KGUL—Port Lavaca—1961

Frequency: 1560 Kc. Power: 500 Watts d.  
 Owned By: Lewis O. Seibert  
 Address: 213 N. Colorado  
 Tel.: 524-2951 Independent  
 General Manager: L. D. Holford  
 Chief Engineer: R. L. Starnes

## KPNG—Port Neches—1959

Frequency: 1150 Kc. Power: 500 Wts. d.  
 Owned By: Midcounty Radio-KPNG  
 Address: 1402 Port Neches Ave.  
 Tel.: RAndolph 2-4323 Independent  
 Owner & President: Joseph S. Trum  
 General Station Mgr.: Mason A. Lewis  
 Program Director: Henry Larcade  
 Chief Engineer: Fred Smith

## KUKO—Post—1955

Frequency: 1370 Kc. Power: 500 Wts. d.  
 Owned By: Radio KUKO  
 Address: 201 E. Main  
 Tel.: 495-2831  
 President, Gen. Mgr.: G. O. Gilbert  
 Station, Chief Eng.: P. Crenshaw

## KOLJ—Quanoh—1952

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned By: Fay Eggleston  
 Address: P.O. Box 589  
 Tel.: MO 3-2572  
 President: Fay Eggleston

## KSOX—Raymondville—1956

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Bob Hicks Ent., Ltd.  
 Address: Box 1240  
 Tel.: MU 9-3333 Independent  
 President, Gen. Mgr.: Bob Hicks  
 Station Manager: Larry Jorgenson  
 Commercial Mgr.: Doc Chaslen  
 Program Director: Don Myers  
 Chief Engineer: A. Gomez  
 Owners of: KPSO, Falfurrias, Tex.

## KFRD—Rosenberg—1948

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Fort Bend Bcstg. Co.  
 Address: Box 832  
 Tel.: NO 2-3776 Independent  
 Station Rep.: Joe Harry  
 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  
 KBS  
 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. Inc.  
 Address: Box 1878

Tel.: 655-6715 ABC  
 Representative: Pearson Nat'l Reps.  
 President: Lewis O. Seibert  
 Station Manager: Dave Gottshall  
 Commercial Manager: John McGee  
 Program Director: Dot Bowmar  
 Chief Engineer: Bill Poteet

## KPEP—San Angelo—1954

Frequency: 1420 Kc. Power: 1000 Watts, d.  
 Owned: Western Broadcasting Co.  
 Address: Box 1350  
 Tel.: 655-8116 Independent  
 Sta. Rep.: Bcst. Time Sales; Melville  
 Station Mgr., Prog. Dir.: Bill Nicholson  
 Commercial Manager: Tom Mullins  
 Sales Promotion Mgr.: Benton Dunlap  
 Publicity Director: Blackie Crawford  
 Chief Engineer: Bill Berry  
 Owners of: KDAV, Lubbock, KPIK, Colorado Springs, Colo.; KZIP, Amarillo.

## KTEO—San Angelo—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By: Burkhardt Broadcasting Corp.  
 Address: 1013 W. Beauregard  
 Tel.: 655-3131 Independent  
 President, General Mgr.: P. D. Johnson  
 Program Director: Bill Tucker  
 Chief Engineer: Jerry White

## KWFR—San Angelo—1954

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Solar Broadcasting Co., Inc.  
 Address: First Savings Bldg.  
 Tel.: 653-3387  
 MBS  
 Station Representative: Webb  
 President: Arthur Foster  
 General Station Mgr.: Walton A. Foster  
 Commercial Mgr.: Milton Dove  
 Program Director: John S. Walk  
 Sales Promotion Mgr.: A. W. Peters  
 Publicity Director: Leona Grupe  
 Chief Engineer: Robert C. Feller

## KAPE—San Antonio—1960

Frequency: 1480 Kc. Power: 500 Watts d.  
 Owned By: Top Bcstr., Inc.  
 Address: 608 E. Travis St.  
 Tel.: CApitol 3-3877 ABC  
 President, General Manager: Sam J. Riklin  
 Station Manager: Art Riklin  
 Commercial Manager: Arthur Harper  
 Sales Promotion Manager: George Samuels  
 Publicity Director: Marilyn Ford  
 Program Director: Ted H. Fredericks  
 Chief Engineer: Homer Driesslein

## KBAT—San Antonio—1926

Freq.: 680 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned By: Texas Star Broadcasting  
 Business-Studio Address: Ave. E & 4th St.  
 Tel.: CApitol 6-2245 Independent  
 Representative: Peters, Griffin, Woodward, Inc.  
 President: Roy Holtheinz  
 General Manager: Elmer O. Wayne  
 Station Manager: Carl Skcoy

Commercial Mgr. . . . . Chester Maxwell  
 Program Dir. . . . . Charles Keller  
 Chief Engineer. . . . . Terrance O'Rourke

**KBER—San Antonio—1961**

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned By. . . . . Kepo Broadcasting Co.  
 Address. . . . . 5500 Alma Dr.  
 Tel.: Midway 8-0510. . . . . Independent  
 Station Representative. . . . . George Hollingbery  
 President, General Mgr. . . . . A. V. Bamford  
 Sales Promotion Manager. . . . . Jerry Wilder  
 Chief Engineer. . . . . Dick Jones

**KCOR—San Antonio—1946**

Freq: 1350 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned By. . . . . Inter-American, Radio, Inc.  
 Address. . . . . 111 Martinez St.  
 Tel.: CA 5-2751. . . . . Independent  
 Station Rep. . . . . Devney Organization  
 President. . . . . Ralph N. Weil  
 General Mgr. . . . . Nathan Safir  
 Station Manager. . . . . Emilio Nicolas  
 Commercial Manager. . . . . Ben Tamborello  
 Sales Prom. Mgr., Pub. Dir. . . . . William Lamar  
 Program Director. . . . . Guillermo Lozano  
 Chief Engineer. . . . . Marvin Fiedler  
 Owners of: KATZ, St. Louis, Mo.; WMMW, Meriden, Conn.

**KITE—San Antonio—1947**

Frequency: 930 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned By. . . . . Southwest States, Inc.  
 Address. . . . . 535 S. Main  
 Tel.: CA 6-0335. . . . . Independent  
 Station Representative. . . . . H-R Reps.  
 President. . . . . David G. Scribner  
 General Manager. . . . . William L. Miles  
 Program Director. . . . . Kenneth Rogers  
 Chief Engineer. . . . . Kenneth R. Hyman

**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, CBS  
 Sta. Representative. . . . . Weed  
 President, Gen. Mgr. . . . . Howard W. Davis  
 Program Director. . . . . Anna Morinelli  
 Sales Prom. Mgr. . . . . Billy Deaton  
 Publicity Director. . . . . Ned Rogoff  
 Chief Engineer. . . . . Joe Schwab

**KONO—San Antonio—1927**

Freq.: 860 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. . . . . Mission Bdcstg. Co.  
 Address. . . . . 317 Arden Grove  
 Tel.: CA 6-5171. . . . . Independent  
 Representative. . . . . Katz  
 Board Chairman. . . . . Eugene J. Roth  
 President, General Mgr. . . . . Jack J. Roth  
 Station Manager. . . . . Jack Eisele  
 Commercial Manager. . . . . Harry Mooradian  
 Merchandising Manager. . . . . Dick Porter

Program Director. . . . . Jerry Kunkel  
 Director of Engineering. . . . . George Ing  
 Owners of: KONO-TV.

**KTSA—San Antonio—1922**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . McLendon Corp.  
 Address. . . . . 4050 Eisenhower Rd.  
 Tel.: Oldfield 5-5500. . . . . Independent  
 Representative. . . . . Blair  
 Chairman of the Board. . . . . B. R. McLendon  
 President. . . . . Gordon B. McLendon  
 General, Station Mgr. . . . . Jack Fiedler  
 Sales Promotion Mgr. . . . . Jamie E. Hamby  
 Program Director. . . . . B. Marc Sommers  
 Chief Engineer. . . . . Coleman Barber  
 Owners of: KILT, Houston; KLIF, Dallas; KABL, San Francisco; WYSL, Buffalo; WYNR, Chicago.

**KUBO—San Antonio—1948**

Frequency: 1310 Kc. . . . . Power: 5,000 Watts d.  
 Owned-Oper. By. . . . . Radio KIWW, Inc.  
 Address. . . . . 518 W. Houston St.  
 Tel.: CA 6-5254. . . . . Independent  
 Station Rep. . . . . Tele-Radio & TV Sales  
 President. . . . . Robert N. Pinkerton  
 General, Comm. Mgr. . . . . Hal Hughes  
 Prog. Dir. . . . . Juan Gattas  
 Publicity Director. . . . . Ray Monte  
 Chief Eng. . . . . William Ellis

**KUKA—San Antonio—1953**

Frequency: 1250 Kc. . . . . Power: 500 Watts d.  
 Owned By. . . . . Por Favor, Inc.  
 Address. . . . . 501 W. Quincy  
 Tel.: CA 5-5757. . . . . Independent  
 President, Gen. Mgr. . . . . Alex A. Coe  
 Station Manager. . . . . Norman Fischer

**WOAI—San Antonio—1922**

Frequency: 1200 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Southland Industries, Inc.  
 Address. . . . . P.O. Box 2641  
 Tel.: CA 7-4221. . . . . NBC  
 Representative. . . . . Edward Petry & Co., Inc.  
 Pres., Gen. Mgr. . . . . James M. Gaines  
 V.P., Station Manager. . . . . Rex L. Preis  
 Sales Promotion Mgr. . . . . Gene Richards  
 Program Director. . . . . Barclay Russell  
 Publicity Director. . . . . Gene Crockett  
 Dir. of Engineering. . . . . Chas. Jeffers  
 Owners of: WOAI-TV.

**KCNY—San Marcos—1948**

Frequency: 1470 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Central Brctg. Co.  
 Address. . . . . Box 32  
 Tel.: EX 2-3545. . . . . Independent  
 President. . . . . Dr. Forest L. Whan  
 Gen., Sta. Mgr. . . . . William Veidt

**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  
 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

**KTFO—Seminole—1955**

Frequency: 1250 Kc. Power: 1000 Watts d  
 Owned By: KSML Bcstrs.  
 Address: 402 South Main St.  
 Tel.: Plaza 8-3798. KBS  
 President: F. Barbee, Jr.  
 General Manager: Mrs. F. Barbee, Jr.

**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

**KBYP—Shamrock—1949**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned By: Eugene Henderson  
 Address: Box 21  
 Tel.: BI 6-1158. KBS  
 General Manager: Eugene Henderson  
 Chief Engineer: Paul Henderson

**KT XO—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 Reps.: Charles Bernard; Clarke Brown  
 General Manager: Ray Lewis  
 Chief Engineer: M. Ferguson

**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, Sta. Mgr.: James H. Morrison  
 Program Director: Ray Robbins  
 Chief Engineer: Joseph Knight

**KKAS—Silsbee—1959**

Frequency: 1300 Kc. Power: 500 Watts d.  
 Owned By: Hardin County Bcstg. Co.  
 Address: Box 455  
 Tel.: EVergreen 5-2883. Independent  
 General, Commercial Mgr.: Billie J. Holmes  
 Sta. Mgr., Prog. Dir.: Doug McCraw  
 Chief Engineer: Bobby Peeler

**KTOD—Sinton—1954**

Frequency: 1590 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned: Southern Bcstg. Co.  
 Address: P.O. Box, 269, Corpus Christi, Tex.  
 Tel.: TU 2-8285. Independent  
 Station Representative: Melville  
 President: P. Singer  
 General Mgr.: Carroll Wakefield  
 Station Manager: Fred Mayhew  
 Commercial Manager: L. D. Burton  
 Program Director: Larry Palmer  
 Chief Engineer: Robert Starnes

**KCAS—Slaton—1962**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned By: Star of the Plains Bcstg. Co.  
 Address: 133 S. Ninth St.  
 Tel.: VAlley 8-4217. KBS  
 Owner: Kermit S. Ashby  
 General Manager: James Hughes  
 Commercial Manager: Duke Lively  
 Program, Sales Prom. Dir.: Dee Bowman  
 Chief Engineer: Wayne Carr

**KSNY—Snyder—1949**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By: Snyder Bdcstg. Co.  
 Address: Box 1008  
 Tel.: HI 3-9322. MBS, KBS  
 Station Representative: Robert Eastman  
 President: Mrs. Flora Hughes  
 Gen. Sta. Mgr.: Mel Z. Gilbert  
 Commercial Manager: Frank Taylor  
 Sales Prom., Program Dir.: Gene Ragsdale  
 Publicity Director: Roy Meador  
 Chief Engineer: Coy Thompson

**KCKG—Sonora—1962**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By: Ward Broadcasting Co.  
 Address: P.O. Box 618  
 Tel.: 2-8711. Independent  
 President, General Manager: Albert Ward  
 Program Dir., Chief Engr.: Bob Hemphill

**KDWT—Stamford—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Abko Bcstg. Co.  
 Address: Box 1295  
 Tel.: PR 3-3401. KBS  
 President: A. Boyd Kelley  
 Station Manager: Robert A. Prichard  
 Chief Engineer: James S. Thompson

**KSTV—Stephenville—1947**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned: Dixie Bcstrs.  
 Address: P. O. Box 102  
 Tel.: WO 5-3141. KBS  
 Comm. Mgr.: Mel Bennett  
 Chief Engineer: D. Solmonson

**KSST—Sulphur Springs—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Hopkins County Bcstg. Co.  
 Address: Radio Road  
 Tel.: 885-3111. KBS

President, Chief Eng. . . . . William E. Bradford  
 Comm. Mgr. . . . . Clovis Pinion  
 Sales Prom. Mgr., Pub. Dir. . . . . Buddy Funderburk  
 Program Director . . . . . Patti Anderson

**KXOX—Sweetwater—1939**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By . . . . . KXOX  
 Address . . . . . P.O. Box 570  
 Tel.: BELmont 4-4655 . . . . . KBS  
 Station Representative . . . . . Melville  
 President . . . . . F. L. Ledbetter  
 Gen. Mgr. . . . . Myrl Stein  
 Station Manager . . . . . Jack Stein  
 Commercial Manager . . . . . Bob Robbins  
 Program Director . . . . . Maxine Stein  
 Chief Engineer . . . . . Earl B. Ray

**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  
 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 . . . . . MBS  
 Newspaper Affiliation . . . . . Daily Telegram  
 President . . . . . Frank W. Mayborn  
 General Manager . . . . . J. Ralph Burgess  
 Program Director . . . . . Phil M. Miller  
 Chief Engineer . . . . . James T. Harris  
 Owners of: KCEN-TV, Temple.

**KTER—Terrell—1950**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By . . . . . Terrell Bcstg. Corp.  
 Address . . . . . Box 9  
 Tel.: JORDan 3-4497 . . . . . KBS  
 President . . . . . O. Pirtle  
 Gen. Mgr. . . . . Bill Pirtle  
 Chief Engineer . . . . . Brad Redearn

**KATQ—Texarkana—1961**

Frequency: 940 Kc. Power: 1000 Watts d.  
 Owned By . . . . . Floyd Bell  
 Address . . . . . 303 W. Broad St.  
 Tel.: 793-2128 . . . . . Independent  
 General Manager . . . . . Floyd Bell  
 Commercial Manager . . . . . James LeFan  
 Program Director . . . . . Larry Sharp  
 Chief Engineer . . . . . Thomas Graves

**KCMC—Texarkana—1932**

Frequency: 740 Kc. Power: 1,000 Watts  
 Owned-Oper. By . . . . . KCMC, Inc.  
 Address . . . . . P. O. Box 521  
 Tel.: 36151 . . . . . ABC  
 Station Reps. . . . . Masla; Melville  
 President . . . . . W. Hussman  
 Gen. Mgr. . . . . B. L. Wood  
 Chief Engineer . . . . . George Hammond

**KTFS—Texarkana—1946**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By . . . . . Aircrest Radio Sta. Inc.  
 Business-Studio Address . . . . . Box 1260  
 Tel.: 3-5123 . . . . . KBS  
 Station Representative . . . . . Walker-Rawalt  
 Pres., Gen. Manager . . . . . W. R. McDaniel  
 Commercial Manager . . . . . Tom Allford  
 Program Director . . . . . Herb Hester  
 Chief Engineer . . . . . John Crawford

**KTLW—Texas City—1947**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Texas City Bcstg. Ser.  
 Address . . . . . Show Boat Bldg.  
 Tel.: WILson 5-4418 . . . . . Independent  
 President . . . . . J. G. Long  
 General Station Mgr. . . . . Bob Greer  
 Commercial Manager . . . . . Marge Huffman  
 Program, Publicity Director . . . . . Ric Libby  
 Chief Engineer . . . . . Luke Stripling  
 Owners of: K10X, Bay City, KVIC, Victoria, both  
 Tex.

**KTUE—Tulia—1954**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Operated By . . . . . KTUE Radio, Inc.  
 Address . . . . . 110 N. Armstrong  
 Tel.: WYdown 5-3531 . . . . . KBS  
 President . . . . . Marshall Formby  
 General Station Mgr. . . . . Ralph G. Beistle  
 Chief Engineer . . . . . Clayton Fuchs

**KDOK—Tyler—1956**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Operated By . . . . . KDOK Bcstg. Co.  
 Address . . . . . 808 Peoples Bank Building  
 Tel.: LYric 3-2519 . . . . . Independent  
 Station Representative . . . . . Pearson  
 President, General Manager . . . . . Dana W. Adams  
 Chief Engineer . . . . . Robie Morgan

**KGKB—Tyler—1930**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . KGKB, Inc.  
 Address . . . . . Box 733  
 Tel.: LY 3-1751 . . . . . MBS  
 Station Representative . . . . . Clarke Brown  
 President . . . . . Wallace Barbee  
 General, Station Manager . . . . . Sam Matthews  
 Commercial Manager . . . . . Paul Morrison  
 Sales Promotion Manager . . . . . John Post  
 Program Director . . . . . Dick Moore  
 Publicity Director . . . . . Cliff Saunders  
 Chief Engineer . . . . . Mack Ferguson

**KTBB—Tyler—1947**

Freq.: 600 Kc. Power: 1000 Watts  
 Owned-Operated By . . . . . Blackstone Bcstg. Co.  
 Address . . . . . Blackstone Hotel  
 Tel.: LYric 4-7278 . . . . . Independent  
 Newspaper Affil. . . . . Courier Times; Telegraph  
 Reps. . . . . Venard, Torbet & McConnell; Melville  
 President . . . . . Mrs. C. N. Clyde  
 Gen., Sta. Mgr. . . . . M. Danbom  
 Sales Promotion Director . . . . . David Bothwell  
 Program Director . . . . . Don Jackson  
 Chief Engineer . . . . . R. A. Wileman

**KZEY—Tyler—1958**

Frequency: 690 Kc. Power: 250 Watts. d  
Owned By: Tyler Bcstg. Co.  
Address: Lake Park Drive  
Tel.: LYric 3-1744. Independent  
President: R. Thos. Gibson  
General Manager: W. L. Whitworth  
Chief Engineer: Raymond Phillips

**KVOU—Uvalde—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Uvalde Broadcasters, Inc.  
Address: Box 758  
Tel.: BR 8-4555. KBS  
President & Gen. Mgr.: Edward J. Harpole  
Station, Sales Prom. Mgr.: Cliff Sandertord  
Commercial Manager: Al Kinsall  
Program Dir., Chief Engr.: Neal Meineke  
Owners of: KEPS, Eagle Pass, Tex.

**KVWC—Vernon—1939**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Johnson-Garrison Co.  
Address: 1818½ Wilbarger St.  
Tel.: Lnden 2-6221. KBS  
General Manager: Joe Garrison

**KNAL—Victoria—1949**

Frequency: 1410 Kc. Power: 500 Watts  
Owned-Operated By: Victoria Bcstrs., Inc.  
Address: 1505 Port Lavaca Drive  
Tel.: HI 3-9176. Independent  
Station Rep.: Venard, Torbet & McConnell  
President, General Mgr.: M. N. Bostick  
Station Manager: Robert C. Martin  
Chief Engineer: Douglas E. Smith  
Owners of: KWTX-AM-TV, Waco; KBTX-TV,  
Bryan; KXII-TV, Sherman. All Tex.

**KVIC—Victoria—1939**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: KVIC Bcstg. Co., Inc.  
Address: P.O. Box 5487  
Tel.: Hillcrest 3-9171. KBS-MBS  
President: J. G. Long  
Gen., Station Mgr.: Bob Tharp  
Comm., Sales Prom. Mgr.: Jim Traber  
Program Director: Bob Nancee  
Chief Engineer: V. Boldt  
Owners of: KIOX, Bay City; KTLW, Texas City.

**KAWA—Waco—1953**

Frequency: 1010 Kc. Power: 10 Kw. d.  
Owned By: M.L. Radio, Inc.  
Address: 806 Austin Ave.  
Tel.: PLaza 4-1488. Independent  
Station Reps.: Weed; Clyde Melville Co.  
General Manager: Patt McDonald  
Station Manager: Robert E. Weathers  
Commercial Manager: Goodson McKee  
Sales Promotion Manager: Walter Vaughn  
Chief Engineer: Paul Wagenschein

**KWTX—Waco—1946**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.

Owned-Operated By: KWTX Bcstg. Co.  
Address: P.O. Box 7128  
Tel.: PL 6-4451. MBS  
Station Rep.: Venard, Torbet & McConnell  
President, General Mgr.: M. N. Bostick  
Station Manager: Frank Fallon  
Commercial Manager: Pete McNea  
Chief Engineer: William Moore  
Owners of: KWTX-TV; KNAL, Victoria, KBTX-  
TV, Bryan, KXII, Sherman, all Tex.

**WACO—Waco—1922**

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By: Waco Bcstg. Co.  
Address: 3620 Franklin Ave.  
Tel.: PL 2-6571. ABC  
Station Representative: Eastman  
President: Wendell Mayes  
V. P., Gen. Mgr.: R. Lee Glasgow  
Commercial Manager: Richard Parker  
Chief Engineer: Jack Vinson  
Owners of: KRWV, Brownwood, KCRS, Midland,  
KNOL, Ft. Worth, KSYN, Snyder, KNOW, Austi-  
o, KAND, Corsicana, WTAW, Bryan, all Tex.;  
KTOK, Oklahoma City, Okla.

**KBEC—Waxahachie—1955**

Frequency: 1390 Kc. Power: 500 W., d.  
Owned-Operated By: Richard Tuck Enterprises  
Address: Box 731  
Tel.: WE 7-1390. KBS  
Owner, Chief Engr.: Richard Tuck  
Station, Comm. Mgr.: Dub Estes

**KZEE—Weatherford—1956**

Frequency: 1220 Kc. Power: 250 W., d.  
Owned: Bartlesville Bcstg. Co.  
Address: 5346 Drane Dr.  
Tel.: LY 4-3826. Independent  
President, General Mgr.: J. Fred Case  
Station Manager: Carl Singer

**KRGV—Weslaco—1927**

Frequency: 1290 Kc. Power: 5000 Watts  
Owned By: Kenco Enterprises  
Business Address: 309 S. Missouri Ave.  
Tel.: WO 8-3131. NBC  
Representative: Raymer  
President, General Mgr.: Stoddard P. Johnston  
V.P., Station Mgr.: Charles L. Brooks  
Sales Prom. Mgr., Pub. Dir.: Hank Page  
Program Director: Wray Post  
Sales Manager: Jim Ahlgrimm  
Chief Engineer: Lewis Hartwig  
Owners of: KRGV-TV, Weslaco.

**KANI—Wharton—1962**

Frequency: 1500 Kc. Power: 500 Watts  
Owned By: V. M. Preston  
Address: P.O. Box 111  
Tel.: LEhigh 2-3800. KBS  
Owner: V. M. Preston  
Station Manager: Art Baca  
Commercial Manager: Don Fisher  
Program Dir., Chief Engr.: Bill Tate  
Sales Promotion Manager: Larry Kainer



**KNIN—Wichita Falls—1947**

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned By.....Wichita Bcstg. Corp.  
 Address.....P. O. Box 787  
 Tel.: 723-0791.....ABC  
 Station Representative.....Robert E. Eastman  
 President.....R. E. Glasgow  
 General, Station Mgr.....Bob H. Walker  
 Program Director.....Mike Hoey  
 Publicity Director.....Judy Williamson  
 Chief Engineer.....Eddie Bell

**KTRN—Wichita Falls—1947**

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....T & O Bcstg. Co.  
 Address.....917½ Scott St.  
 Tel.: 322-5214.....Independent

Representative.....Hollingbery  
 President, General Manager.....Raymond Ruff  
 Station Manager.....Mack Lester  
 Program Director.....Joe Henderson  
 Chief Engineer.....Vernon Beck  
 Owners of: KELI, Tulsa.

**KWFT—Wichita Falls—1939**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned.....North Texas Radio, Inc.  
 Address.....1005 Lamar  
 Tel.: 766-4231.....CBS  
 Representative.....H-R  
 Pres., Gen. Mgr.....Ben Ludy  
 Asst. Manager, Chief Eng.. Lewis Dickensheets  
 Commercial Manager.....A. L. Fieger  
 Prog. Dir.....Homer Cunningham

Pop.: 940,000  
 Families: 268,500

**Utah**

Radio Homes: 262,000  
 AM Stas. in State: 29

**KUTA—Blanding—1961**

Frequency: 790 Kc. Power: 1,000 Watts d.  
 Owned By.....KUTA Corp.  
 Address.....Box 790  
 Tel.: 678-4321.....ABC  
 Station Representative.....Edward Petry & Co.  
 President.....Jack W. Hawkins  
 General Mgr., Ch. Eng.....John J. Tobola  
 Sales Promotion Mgr.....Eugene F. Ege  
 Program, Publicity Dir.....Ted Wilk

**KBUH—Brigham City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned By.....Wade M. Ebeling  
 Business Address.....948 W. Forrest St.  
 Tel.: PA 3-3401.....Independent  
 Gen. Mgr., Ch. Eng.....Wade M. Ebeling  
 Program Director.....Charles Parker  
 Publicity Director.....Eula Thompson

**KSUB—Cedar City—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By.....So. Utah Bcstg. Co.  
 Address.....54 N. Main St.  
 Tel.: JU 6-6547.....CBS  
 Station Rep.....Adam Young  
 President.....Howard Johnson  
 Commercial Manager.....Jack Hayes  
 Gen. Program Dir.....Donald E. Cartwright  
 Chief Engineer.....Richard N. 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 Mncgr.....H. W. Pingree  
 Chief Engineer.....Ed McCleery

**KLGN—Logan—1954**

Frequency: 1390 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By.....KLG Radio, Inc.  
 Business Address.....RFD #1 Box 231  
 Tel.: SK 2-2600.....Independent  
 Station Representative.....Hopewell  
 President, General Mgr.....F. G. Ziser  
 Chief Engineer.....E. Schow

**KVNU—Logan—1938**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Cache Valley Bcstg. Co.  
 Address.....1393 N. Main St.  
 Tel.: SK 2-5141.....ABC-KBS  
 Representative.....Avery-Knodel  
 President.....Herschel Bullen  
 Gen., Sta. Mgr.....Reed Bullen  
 Commercial Manager.....W. W. Kirkland  
 Program Director.....Reid Andreasen  
 Chief Engineer.....W. Arnold Finchum

**KURA—Moab—1957**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....Moab Bcstg. & TV Corp.  
 Address.....P.O. Box 368  
 Tel.: ALpine 3-5001.....ABC  
 Pres. Gen. Mgr.....Forrest L. Simpson  
 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  
 Station Rep.....Webb  
 President.....O. J. Wilkinson  
 General Manager.....James K. Richey  
 Station, Prom. Mgr.....Bennie L. Williams  
 Chief Engineer.....D. Hale

# UTAH

## KLO—Ogden—1925

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By: Interstate Corp.  
Address: Box 1499  
Tel.: EXport 4-5721 ABC  
Newspaper Affiliation: Standard Examiner  
President: Mrs. Edris A. Glasmann  
Station Manager: Kim Ward  
Commercial Manager: Len Allen  
Program Director: M. Reichley  
Chief Eng.: Wayne Moss

## KSVN—Ogden—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned By: North America Bcstg. Co.  
Address: P.O. Box 107  
Tel.: EX 4-3476 Independent  
Station Representative: Prestige Rep. Org.  
President: Lavor R. Wood  
General, Station Mgr.: Bart Tolleson  
Sales Promotion Manager: John Terrill  
Program Director: Morris Reichley  
Chief Engineer: Bob Davenport

## KVOG—Ogden—1948

Frequency: 1490 Kc. 1 Kw. d., 250 W. n.  
Owned-Oper. By: United Bcstg. Co.  
Address: 1538 Gibson Ave.  
Tel.: EX 2-7535 Independent  
Representative: Webb  
Pres., Gen. Mgr.: Arch G. Webb  
Program Director: Carol V. Facer  
Commercial Manager: J. D. Jones  
Chief Engineer: Samuel V. Crawford

## 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 ABC-MBS-KBS  
Representative: Petry  
President: Jack Richards

## KEYY—Provo—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Mid Utah Bcstg. Co.  
Address: 307 S. 16th W.  
Tel.: FR 3-2174 KBS  
President: D. Spencer Grow  
General, Sta. Mgr.: Dave Weiser  
Program Dir.: Joe Meier  
Chief Engineer: Bill Smith

## KIXX—Provo—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Central Utah Bcstg. Co. Inc.  
Address: P. O. Box 550  
Tel.: FR 3-3336 ABC  
Station Reps.: Hollingbery; Webb  
Pres., Comm. Mgr.: F. A. Van Wageningen  
General, Sta. Manager: H. E. Van Wageningen  
Program Director: Lee Scanlon

## KOVO—Provo—1939

Freq.: 960 Kc. Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By: KOVO, Inc.  
Address: Box 949  
Tel.: FRanklin 3-8550 ABC  
Station Representative: Avery-Knodel  
President: Ashley L. Robison  
General, Station Mgr.: Glenn Shaw  
Chief Engineer: Dale Buhanan

## KSVC—Richfield—1947

Freq.: 980 Kc. Power: 5000 Wts. d., 1000 n.  
Owned-Operated By: Sevier Valley Bcstg. Co.  
Address: 250 East 4th South  
Tel.: TW 6-4456 ABC  
Representative: Avery-Knodel  
President: Homer Bandlely  
General Mgr., Ch. Eng.: Bill King

## KDXU—St. George—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: R. C. Winkelmann  
Business Address: P. O. Box 179  
Tel.: ORchard 3 3579 KBS  
Gen., Comm. Mgr.: Roy C. Winkelmann  
Program Director: Ellen Winkelmann

## KALL—Salt Lake City—1945

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Salt Lake City Bcstg. Co.  
Address: 146 S. Main St.  
Tel.: EM 4-3561 ABC  
Newspaper Affil.: Ogden Standard-Examiner  
Station Representative: Edward Petry & Co.  
President: George C. Hatch  
General Station Mgr.: Homer K. Peterson  
Commercial Manager: W. W. Daynes  
Program Director: Florian Wineriter  
Publicity Director: Will Lucas  
Chief Engineer: D'Orr Cozzens  
Owners of: KMON, Great Falls, KOPR, Butte, both  
Mout.: KUTV, Salt Lake City.

## KCPX—Salt Lake City—1922

Frequency: 1320 Kc. Power: 5000 Watts  
Owned By: Columbia Pict. Electronics Corp.  
Address: 130 Social Hall Ave.  
Tel.: DA 2-5681 NBC  
Representative: Katz  
President: Norman Louvau  
General Manager: Douglas Elleson  
Station, Comm. Mgr.: Howard Jorgensen  
Program Dir.: Sam Moll  
Sales Prom. Mgr., Pub. Dir.: Betsy Vaught  
Chief Engineer: James McGraw  
Owners of: KCPX-FM-TV; WAPA-TV, San Juan,  
P. R.

## KLUB—Salt Lake City—1938

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By: KLUB Bcstg. Co.  
Address: 165 Social Hall Ave.  
Tel.: EL 9-7794 MBS  
Representative: Hollingbery  
President, General Mgr.: Frank C. Carman  
Local Sales Mgr.: Hal Collipriest  
Operations Dir.: Frank C. McIntyre  
Chief Eng.: Delbert Williams

# UTAH-VERMONT

## **KNAK**—Salt Lake City—1947

Freq.: 1280 Kc. . . . Power: 5 Kw. d., 500 W. n.  
 Owned. . . . Granite District Radio Bcstg. Co.  
 Address. . . . 1042 So. 6th W.  
 Tel.: EM 4-3685. . . . Independent  
 Station Representative. . . . Adam Young  
 President, Chief Eng. . . . Howard D. Johnson  
 General Station Mgr. . . . William Wright  
 Program Director. . . . Mildred Baker  
 Commercial Manager. . . . Clyde Anderson

## **KSL**—Salt Lake City—1922

Frequency: 1160 Kc. . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . Radio Service Corp. of Utah  
 Address. . . . Broadcast House  
 Tel.: EL 5-4611. . . . CBS  
 Station Rep. . . . Peters, Griffin, Woodward  
 President. . . . Arch L. Madsen  
 General, Sta. Manager. . . . Joseph A. Kjar  
 Program Director. . . . Rex L. Campbell  
 Chief Engineer. . . . Vincent E. Clayton  
 Owners of: KSL-TV-FM.

## **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  
 Representatives. . . . Oakes; Charles Bernard  
 President, Gen. Mgr. . . . M. H. Hilton  
 Station Mgr. . . . Ralph Winn  
 Publicity, Program Director. . . . Robert Woolen  
 Chief Engineer. . . . Lyle Wahlquist

## **KSXX**—Salt Lake City—1959

Frequency: 630 Kc. . . . Power: 1000 Watts d.  
 Owned By. . . . W. P. Fuller III  
 Address. . . . 364 S. State  
 Tel.: EL 5-6233. . . . Independent  
 President. . . . W. P. Fuller III  
 General Mgr. . . . A. Thomas  
 Program Director. . . . Joyce Small  
 Chief Engineer. . . . D. R. Hale

## **KWHO**—Salt Lake City—1956

Frequency: 860 Kc. . . . Power: 1 Kw., d.

Owned-Operated By. . . . Reese C. Anderson  
 Address. . . . 510 E. Second South  
 Tel.: DA 2-5819. . . . Independent  
 Pres., Gen. Mgr. . . . Reese C. Anderson  
 Commercial Manager. . . . Robert K. Thompson  
 Publicity Director. . . . Virginia A. Hughes  
 Chief Engineer. . . . Marvin C. Zitting

## **KWIC**—Salt Lake City—1956

Frequency: 1570 Kc. . . . Power: 500 Watts d.  
 Owned By. . . . Sugarhouse Broadcasting Co.  
 Business Address. . . . 1247 Wilmington Ave.  
 Tel.: HUNter 4-8791. . . . Independent  
 President. . . . Dale R. Curtis  
 General Mgr. . . . Tom Ivory  
 Chief Engineer. . . . Kay D. Turner

## **KONI**—Spanish Fork—1960

Frequency: 1480 Kc. . . . Power: 1,000 Watts d.  
 Owned By. . . . Pioneer Bcstg. Co.  
 Address. . . . 2500 South Main  
 Tel.: 801-798-3571. . . . Independent  
 Station Representative. . . . Hopewell  
 President. . . . William P. Grubbe  
 General, Station Mgr. . . . Sterling Bricker  
 Publicity Director. . . . David M. Hebertson  
 Chief Engineer. . . . John Gould

## **KDYL**—Tooele—1956

Frequency: 990 Kc. . . . Power: 1 Kw., d.  
 Owned. . . . Tooele County Radio & TV Bcstg.  
 Address. . . . P. O. Box 449  
 Tel.: 882-1441. . . . KBS  
 Sta. Representative. . . . Hopewell  
 President. . . . Jack A. Tranter  
 General Manager. . . . T. Dee Tranter  
 Sales Promotion Mgr. . . . Burnell G. Stanton  
 Chief Engineer. . . . Lawrence Anderson

## **KVEL**—Vernal—1947

Frequency: 1250 Kc. . . . Power: 5 Kw., d.  
 Owned-Oper. By. . . . Uintah Bcstg. Co.  
 Address. . . . 120 E. Main St.  
 Tel.: 494. . . . ABC-KBS-MBS  
 General Mgr. . . . J. C. Wallentine

Pop.: 393,000  
 Families: 111,500

# Vermont

Radio Homes: 109,000  
 AM Stas. in State: 16

## **WSNO**—Barre—1959

Frequency: 1450 Kc. . . . Power: 1 Kw. d., 250 W. n.  
 Owned By. . . . R. I. Kimel & B. W. Grad  
 Address. . . . 1 Jacques St.  
 Tel.: GRamite 6-4168. . . . CBS, KBS  
 Station Reps. . . . Breen & Ward; N. E. Spot Sales  
 General Manager. . . . Robert I. Kimel  
 Station Manager. . . . Alan H. Noyes  
 Commercial Manager. . . . Edmond G. Rousse  
 Program Director. . . . Richard Rossi

Chief Engineer. . . . Allan Ray Machell  
 Owners of: WWSR, St. Albans, Vt.

## **WBTN**—Bennington—1953

Frequency: 1370 Kc. . . . Power: 1,000 Watts d.  
 Owned-Oper. By. . . . Catamount Bcstrs. Inc.  
 Address. . . . P.O. Box 560  
 Tel.: 6321. . . . Independent  
 Station Representative. . . . Kirby  
 Pres., Ch. Engr. . . . J. Gordon Keyworth  
 Station Manager. . . . Mrs. Belva C. Keyworth

## VERMONT

### WKVT—Brattleboro—1959

Frequency: 1490 Kc. Power: 250 Watts  
Owned By ..... WKVT Corp.  
Address ..... Williams & Larkin Sts.  
Tel.: ALpine 4-2343 ..... CBS  
Station Reps. .... Meeker; N. E. Spot Sales  
President ..... Joseph K. Close  
General & Station Manager. Edward D. Somes  
Chief Engineer ..... Ernest Batchelder

### WTSA—Brattleboro—1950

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By ... Tri-State Area-Bcstg. Corp.  
Address ..... Pulney Road  
Tel.: AL 4-4567 ..... MBS  
Station Representative ..... Walker-Rawall  
President ..... Theodore Feinstein  
Gen., Sta. Mgr. .... Phillips Terhune  
Program Director ..... Ed Ellis  
Chief Engineer ..... Les LeBlanc

### WCAX—Burlington—1931

Frequency: 620 Kc. Power: 5000 Watts  
Owned By ..... Vermont Radio  
Business Address ..... 100 Market Sq., S.  
Tel.: UN 2-5761 ..... NBC  
Station Rep. .... Avery-Knodel  
General Mgr. .... A. E. Spokes  
Commercial Mgr. .... John Millar  
Program Director ..... William Dow  
Chief Engineer ..... James W. Tierney

### WDOT—Burlington—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned ..... Dot Broadcasting Corp.  
Address ..... 205 Collogo St.  
Tel.: UNiversity 2-5776 ..... Independent  
Station Rep. .... Maslo  
President ..... Fortune Pope  
Vice President ..... Charles Baltin  
Station Manager ..... Val Carter  
Chief Engineer ..... John Carlini

### WJOY—Burlington—1946

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By ..... Vermont Bcstg. Corp.  
Address ..... 633 Main St.  
Tel.: UN 4-5774 ..... ABC  
President ..... David W. Howe  
Gen., Sta. Mgr. .... Frank Balch  
Program Director ..... Ted Barker  
Chief Eng. .... Hugh T. McKinney

### WSKI—Montpelier—1947

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By ..... Green Mt. Bcstg. Co.  
Bus. Address ..... 94 Main St.  
Tel.: CApitol 3-5275 ..... ABC  
Station Rep. .... Bill Creed  
President ..... Eben Parsons  
Gen., Sta. Mgr. .... Daniel B. Ruggles III  
Commercial Manager ..... James Canto  
Publicity Director ..... Robert Bannon  
Chief Eng. .... Gerard Marcotte

### WIKE—Newport—1952

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By ..... Memphremagog Bcstg. Co.  
Address ..... P.O. Box 711  
Tel.: 334-6521 ..... KBS, NBC  
Sta. Reps. .... Masla; N. England Spot Sales  
President ..... E. Dean Finney  
Station Manager ..... Lawrence Knight  
Commercial Manager William W. Graham, Jr.  
Chief Engineer ..... Dennis Miller

### WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts  
Owned ..... Central Vermont Broadcasting Corp.  
Address ..... Box 591  
Tel.: 773-3200 ..... Independent  
Station Reps. .... Gill-Perna; Nona Kirby  
President ..... John Carusone  
General, Station Manager Francis McCormack  
Comm., Program Director Edward R. Lloyd  
Sales Promotion Mgr. .... Howard Cameron  
Chief Engineer ..... Daniel Churchill

### WSYB—Rutland—1930

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... Philip Weiss Music Co.  
Address ..... Dorr Drive  
Tel.: PR 3-8140 ..... Independent  
Station Reps. .... Bill Creed; Devney Org.  
President, General Mgr. .... Phillip Weiss  
Program Director ..... Richard Benard  
Chief Engineer ..... R. Antos

### 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  
Station Reps. .... N. E. Spot Sales; Breen & Ward  
General Mgr. .... Robert I. Kimel  
Commercial Mgr. .... Cecile Fahl  
Program Director ..... M. J. Morrill  
Chief Engineer ..... Ted Boisvert  
Owners of: WSNQ, Barre, Vt.

### WTWN—St. Johnsbury—1949

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By ..... Twin State Bcstrs, Inc.  
Address ..... Concord Ave.  
Tel.: PI 8-2344 ..... NBC  
Station Reps. .... Masla; N. E. Spot Sales  
Pres., Gen. Mgr. .... E. Dean Finney  
Asst. Mgr., Prog. Dir. .... Douglas N. Drown  
Chief Engineer ..... Donald Wheatley  
Owners of: WIKE, Newport, Vt.

### WCFR—Springfield—1954

Frequency: 1480 Kc. Power: 1 Kw., d.  
Owned-Operated By ..... Conn. Valley Bcstg. Co.  
Address ..... 106 Park St.  
Tel.: TUrner 5-4555 ..... Independent  
President, Gen. Mgr. .... Carlo F. Zezza  
Chief Eng. .... Gordon I. Stearns

## VERMONT-VIRGINIA

### WDEV—Waterbury—1931

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Lloyd E. Squier  
 Address.....9 Stowe St.  
 Tel.: 223-5266.....Independent  
 Station Reps. ...Kettell-Carter; Walker-Rawalt  
 General Manager.....Lloyd E. Squier  
 Program & Comm. Mgr.....Craig S. Parker  
 Chief Engineer.....Warren C. Chase

### WWRJ—White River Junction 1959

Frequency: 910 Kc. Power: 1000 Watts d.  
 Owned By.....White River Enterprises, Inc.  
 Address.....Box 190  
 Tel.: 295-9720.....Independent  
 Station Representative.....Nona Kirby  
 President.....Philip C. Smith  
 Gen. Manager, Ch. Eng.....Norman J. Graham  
 Program Director.....David Johnson

Pop.: 4,125,000  
 Families: 1,101,000

## Virginia

Radio Homes: 1,059,000  
 AM Stas. in State: 108

### WBBI—Abingdon—1956

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....Burley Bcstg. Inc.  
 Address.....P. O. Box 190  
 Tel.: Market 8-2147.....Independent  
 Station Representative.....Webb  
 President.....Nelson T. Barker  
 Gen. Comm. Mgr.....L. M. Seamon

### WEAM—Arlington—1947

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By.....Thoms Radio-TV Ent.  
 Business Address.....1515 N. Courthouse Rd.  
 Tel.: JA 4-7500.....Independent  
 Station Rep. ....Katz  
 President.....Harold H. Thoms  
 General Manager.....Kenneth L. Wood  
 Chief Engineer.....James Self

### WPIK—Alexandria—1945

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address.....523 First St.  
 Tel.: OV 3-3000.....Independent  
 Station Representative.....Adv. Time Sales  
 President.....Carl L. Lindberg  
 General, Commercial Mgr. ...Howard B. Hayes  
 Program Director.....Robert Dupree  
 Chief Engineer.....Arthur McDougall

### WIVE—Ashland—1962

Frequency: 1430 Kc. Power: 1 Kw. d.  
 Owned By.....WDYL Radio, Inc.  
 Address.....P.O. Box 452  
 Tel.: 798-8484.....KBS  
 Station Rep. ....Hal Walton  
 President.....John Laurino  
 General, Station Mgr.....George G. Gatley  
 Sales Promotion Mgr.....Ron Burton  
 Program Director.....Don Dale  
 Chief Engineer.....Sam Jackson  
 Owners of: WYAL, Scotland Neck, N. C.

### WKDE—Altavista—1962

Frequency: 1280 Kc. Power: 500 Watts d.  
 Owned By.....Altavista Bcstg. Corp.  
 Address.....P.O. Box 512  
 Tel.: FOrEst 9-5588.....Independent  
 Station Representative.....Hal Walton  
 President, General Mgr.....Ted J. Gray, Jr.  
 Commercial Manager.....Harold Gallier  
 Program Director.....Doug Catlin  
 Chief Engineer.....James Wilkie

### WODY—Bassett—1960

Frequency: 500 Kc. Power: 500 Watts d.  
 Owned By.....WYTI, Inc.  
 Address.....Box 231  
 Tel.: NA 9-2509.....Independent  
 President.....Lester L. Williams  
 General, Station Mgr.....Arnold Terry  
 Commercial Mgr.....Blane T. Woody  
 Program Director.....James E. Wall  
 Chief Engineer.....William Farley  
 Owners of: WYTI, Rocky Mount, Va.

### WAVA—Arlington—1946

Frequency: 780 Kc. Power: 1000 W., d.  
 Owned By.....U.S. Transdynamics Corp.  
 Address.....5232 Lee Highway  
 Tel.: KE 6-9000.....Independent  
 Station Representative.....Weed  
 President.....Arthur W. Arundel  
 General, Station Mgr.....George A. Crump  
 Comm. Mgr.....John F. BURGREN  
 Program Director.....Doug Wilson  
 Publicity Director.....Alexander Cabot  
 Chief Engineer.....Stephen J. Hart

### WBLT—Bedford—1949

Frequency: 1350 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Bedford Bcstg. Corp.  
 Address.....P. O. Box 406  
 Tel.: JU 6-8245.....Independent  
 Pres., Gen., Sta. Mgr.....J. E. Synan  
 Commercial Manager.....Ralph S. Nichols  
 Chief Engineer.....J. P. Laughlin

### WLSD—Big Stone Gap—1953

Frequency: 1220 Kc. Power: 1000 Watts d.



# VIRGINIA

Owned-Oper. By ..... Gap Bcstg. Co.  
Address ..... Box 244  
Tel.: 1000 ..... Independent  
Sta., Comm. Mgr. .... W. H. Wren

## WKLV—Blackstone—1947

Frequency: 1440 Kc. .... Power: 5 Kw., d.  
Owned-Oper. By .... Blockstone Bdcstg. Corp.  
Address ..... Drawer 192  
Tel.: 478 ..... KBS  
President, Gen. Mgr. .... H. L. Umstead

## WCYB—Bristol—1946

Frequency: 690 Kc. .... Power: 10,000 Watts  
Owned-Oper. By .... Appalachian Bcstg. Corp.  
Address ..... P. O. Box 1009  
Tel.: NOrth 9-4161 ..... ABC  
Station Rep. .... Bolling  
President, Gen. Mgr. .... Robert H. Smith  
Commercial Sales Prom. Mgr. .... Fey Rogers  
Chief Engineer ..... R. V. Robinson

## WFHG—Bristol—1947

Freq.: 980 Kc. .... Power: 5 Kw., d.; 1 Kw., n.  
Owned-Oper. By ..... Bristol Bcstg. Co.  
Address ..... Valley Drive  
Tel.: NOrth 9-8112 ..... MBS  
Station Rep. .... Walker-Rawall  
Pres. .... W. C. Ninninger  
General Mgr. .... W. L. Ninninger  
Commercial Manager. .... Jack Martin  
Program Director. .... Robert M. Fleming  
Chief Eng. .... John Hughlett, Jr.

## WCHV—Charlottesville—1933

Frequency: 1260 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... Eastern Bcstg.  
Address ..... Rose Hill Drive  
Tel.: 295-5121 ..... ABC-MBS  
Station Representative ..... Gill-Perna  
President. .... Roger A. Neuhoff  
General Station Mgr. .... Robert C. Walker  
Sales Manager. .... Charles Smith, Jr.  
Program & Publicity Director. .... Colin Rosse  
Chief Engineer. .... Arthur S. Brown  
Owners of: WIAE, Hopewell, Va.; WALT, Tampa, Fla.; WCCV-FM, Charlottesville, Va.

## WELK—Charlottesville—1957

Frequency: 1010 Kc. .... Power: 1 Kw., d.  
Owned By ..... Virgina Bcstg. Co.  
Address ..... Box 1294  
Tel.: 2-8080 ..... KBS  
Station Representative. .... Hal Walton  
President. .... J. W. Deter  
General Manager. .... Richard P. Sullivan  
Program Director. .... Everard W. Meade  
Chief Engineer. .... 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 Reps. .... Dora-Clayton; Thomas Clark  
Pres., Gen. Mgr. .... Donald G. Heyne  
Prog. Dir. .... Edward Desmond  
Chief Engineer. .... Gene Bassieux, Jr.  
Owners of: WJMA, Orange, Va.

## WMEK—Chase City—1959

Frequency: 980 Kc. .... Power: 500 Watts d.  
Owned By ..... Mecklenburg Bcstg. Co.  
Address ..... Main St.  
Tel.: DRake 2-3141 ..... ABC-KBS  
General Manager. .... John L. Cole, Jr.  
Station, Commercial Mgr. .... Arthur A. Moran, Jr.  
Chief Engineer. .... Al Mull

## WBCR—Christiansburg—1954

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... WBCR, Inc.  
Address ..... P.O. Box 1260  
Tel.: EVergreen 2-4291 ..... Independent  
Station Rep. .... Webb  
President, Gen. Mgr. .... A. H. Griffith  
Station Mgr. .... Lewis S. Kanode, Jr.  
Program Dir. .... Darrell F. Hudnall  
Chief Engineer. .... C. Ray Mills

## WCFV—Clifton Forge—1950

Freq.: 1230 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned-Operated By ..... James R. Reese, Jr.  
Address ..... Fairview Heights  
Tel.: 862-4147 ..... MBS  
Station Representative ..... Walton  
President. .... J. R. Reese, Jr.  
General Manager, Ch. Eng. .... Claude F. Jones

## WKEY—Covington—1941

Freq.: 1340 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned. .... Earl M. Key  
Address ..... Lexington & 3rd St.  
Tel.: 965-8351 ..... ABC-KBS  
General Manager. .... Earl M. Key  
Commercial Manager. .... Kenneth L. Bryant  
Program Director. .... John L. Davis  
Chief Engineer. .... Grover K. Fulk

## WSVS—Crewe—1947

Frequency: 800 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By .... So. Virginia Bcstg. Corp.  
Business Address ..... 800 Melody Lane  
Tel.: 645-7734 ..... Independent  
President ..... Calvin S. Willis  
Gen. Manager. .... Freeman H. Stewart  
Commercial Manager. .... Paul V. Williams  
Program Director. .... Frank Smith  
Chief Engineer. .... C. E. Wilson

## WCVA—Culpeper—1949

Frequency: 1490 Kc. .... Power: 1 Kw. d., 250 W. n.  
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  
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.  
 Exec. V.P., General Mgr..... Jim Crawford  
 V.P., Sales..... Eddie Allgood  
 V.P., Secy. & Treas..... Milton N. Adams  
 Program Director..... Ann Siddle  
 Supervising Engineer..... Millard F. McKinsey

**WDVA—Danville—1947**

Freq.: 1250 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Va.-Carolina Bcstg. Corp.  
 Address..... 130 Lexington Ave.  
 Tel.: 792-9311..... MBS  
 Station Representative..... Thomas Clark  
 President..... Harry Link  
 General, Station Mgr..... Dick Campbell  
 Commercial Mgr..... Ralph Hess, Jr.  
 Sales Prom. Mgr..... Jeff Waugh  
 Publicity Director..... Wayne Williams  
 Chief Engineer..... Howard Clendenen

**WILA—Danville—1957**

Frequency: 1580 Kc..... Power: 1 Kw.  
 Owned By..... Baron Broadcasting Corp.  
 Address..... 560 Patton St.  
 Tel.: SW 2-2133..... Independent  
 President, General Mgr..... Ralph J. Baron  
 Commercial, Sales Prom. Mgr..... George Lund  
 Program Director..... Harvey Jacobs  
 Chief Engineer..... Roger Lee

**WYPR—Danville—1959**

Frequency: 970 Kc..... Power: 1000 Watts d.  
 Owned By..... WSSB, Inc.  
 Address..... Box 971  
 Tel.: SWif 2-6022..... Independent  
 President..... James S. Beattie

**WABH—Deerfield—1962**

Frequency: 1150 Kc..... Power: 1000 Watts d.  
 Owned By..... Deerfield Bcstg. Co.  
 Address..... Deerfield  
 Tel.: 939-1150..... Independent  
 Station Reps..... George Hopewell; Beaver  
 Gen. Mgr., Program Dir..... David G. Hendricks  
 Station, Comm. Mgr..... Ralph O. Hamilton  
 Chief Engineer..... J. L. McFarland

**WEVA—Emporia—1952**

Frequency: 860 Kc..... Power: 1000 Watts, d.  
 Owned..... Stone Broadcasting Corp.  
 Address..... Washington St.  
 Tel.: MELrose 4-2133..... KBS  
 Pres., Gen., Sta. Mgr..... Willis L. Stone  
 Commercial Sales Prom. Mgr..... 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  
 President..... George Oleson  
 General Manager..... B. Johnschier  
 Chief Engineer..... Joe Terrien

**WFAF—Falls Church—1948**

Frequency: 1220 Kc..... Power: 1 Kw., d.  
 Owned-Operated By..... Lamar A. Newcomb  
 Address..... Tower Square  
 Tel.: JE 2-1220..... KBS  
 Pres., Gen. Mgr., Ch. Eng..... Lamar A. Newcomb

**WFLO—Farmville—1947**

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Colonial Bcstg. Co.  
 Address..... Cumberland Rd.  
 Tel.: EX 2-4195..... Independent  
 Owner..... Mrs. Carla B. Keys  
 Station 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  
 President, Gen. Mgr..... Thomas F. Clark  
 Station Manager..... Augie Bender  
 Chief Engineer..... John Ashman

**WFLS—Fredericksburg—1960**

Frequency: 1350 Kc..... Power: 500 Watts d.  
 Owned By..... Star Bcstg. Corp.  
 Address..... 305 William St.  
 Tel.: 373-1500..... KBS  
 Newspaper Affil..... Free Lance-Star  
 Station Representative..... Robert Dome  
 President..... Charles S. Rowe  
 General Manager..... Josiah P. Rowe III  
 Station Mgr., Chief Eng..... James W. Poole  
 Program Director..... Frank G. Starling  
 Publicity Director..... Mary G. Calamos

**WFVA—Fredericksburg—1939**

Frequency: 1230 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By..... Fredericksburg Bcstg. Corp.  
 Address..... Box 263  
 Tel.: 373-7721..... ABC  
 Station Reps..... Spot Time Sales; Phila, Spot Sales  
 Exec. Vice-Pres..... Mrs. Marion Park Lewis  
 Gen., Sta., Comm. Mgr., Ch. Eng., J. C. Morgan  
 Program Director..... John C. Calhoun  
 Owners of: WFVA-FM, Fredericksburg; WING,  
 WRFL-FM, Winchester; WSIG, Mt. Jackson. All  
 Va.; WLNB, Lacombe, N. H.; WIIYI-AM-FM,  
 Carlisle; WAYZ-AM-FM, Waynesboro. All Pa.;  
 WELD, Fisher, W. Va.

**WFTR—Front Royal—1948**

Freq.: 1450 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By..... Sky-Park Bcstg. Corp.  
 Address..... P. O. Box 192  
 Tel.: MELrose 5-4121..... Independent  
 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

# VIRGINIA

## WGAT—Gate City—1959

Frequency: 1050 Kc. Power: 250 Watts, d.  
Owned By: Rogers-McGuire Bcstg. Co.  
Address: Box 37  
Tel.: 386-7025 Independent  
President: Charles McGuire  
General Manager: Charles N. Doll  
Program, Pub. Dir.: James B. Roberts

## WDDY—Gloucester—1957

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned-Operated By: Cape Radio, Inc.  
Address: P. O. Box 673  
Tel.: OXford 3-4302 KBS  
Pres., Gen. Mgr.: Arthur Lazarow  
Asst. Station Manager: Joan R. Lazarow  
Chief Engineer: Charles Lawrence

## 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

## WNRG—Grundy—1955

Frequency: 940 Kc. Power: 5 Kw., d.  
Owned-Oper. By: Va.-Ky. Bcstg. Co., Inc.  
Address: Box V  
Tel.: 935-2587 Independent  
President: Herman Dolson  
General Mgr., Chief Eng.: David B. Jordan  
Commercial Manager: Jean Scott  
Sales Promotion Mgr.: Aubrey Garber  
Program Director: Glenn Woodward  
Publicity Director: Margaret Jordan

## WVEC—Hampton—1948

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Oper. By: Peninsula Radio Corp.  
Address: 1930 Pembroke Ave.  
Tel.: PArk 2-6331 NBC-ABC  
Station Representative: Webb  
Pres., Gen. Mgr.: Thomas P. Chisman  
V.P. & Dir. Sls.: Harrol A. Brauer, Jr.

## WHBG—Harrisonburg—1956

Frequency: 1360 Kc. Power: 5 Kw. d.  
Owned By: Radio Harrisonburg, Inc.  
Address: 75 East Market St.  
Tel.: 434-9311 Independent  
Station Representative: Hal Walton  
President: W. W. Greer, Jr.  
Station Manager: Bill Kramer

## WSVA—Harrisonburg—1935

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned: Shenandoah Valley Broadcasting, Inc.  
Address: Rawley Pike  
Tel.: 434-4431 NBC  
Newspaper Affil.: Washington Eve. Star  
Station Reps.: Venard, Torbet & McC.; Brown  
President, Gen. Mgr.: Hamilton Shea  
Commercial Manager: Richard Johnson

Program Director: Robert E. Lee  
Sales Promotion, Pub. Dir.: Wanda Wilt  
Chief Engineer: Thomas B. Jones  
Owners of: WSVA-TV.

## WENZ—Highland Springs 1959

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: Henrico Radio Corp.  
Address: Raleigh Hotel, Richmond  
Tel.: Milton 4-4574 Independent  
President: Ken Wood  
Vice President: Charles Springer  
Program Director: Van Fortune  
Chief Engineer: Fred Gray

## WHHV—Hillsville—1961

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Carroll Bcstg. Co.  
Address: Box 648  
Tel.: Parkway 8-9114 Independent  
President, Ch. Eng.: Dale W. Gallimore  
Commercial Manager: Joe Beeson  
Sales Promotion Mgr.: Ray Jones  
Program Director: Homer Austin  
Publicity Director: Marie Gallimore

## WHAP—Hopewell—1948

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By: Eastern Bcstg. Corp.  
Address: Box 621  
Tel.: GLenview 8-8518 KBS  
Station Representative: Walton  
President: R. Neuhoff  
Station Manager: R. Oppenheimer

## WAGE—Leesburg—1958

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By: Radio WAGE, Inc.  
Address: Box 891  
Tel.: Spring 7-1290 MBS  
President, Gen. Mgr.: James H. Symington  
Station Mgr., Program Dir.: Francis I. Lambert  
Commercial Manager: Richard S. Olson  
Sales Promotion Mgr.: Russel W. Lehman  
Chief Engineer: John Gill

## WRLE—Lexington—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Rockbridge Bcstg. Co.  
Address: Drawer 902  
Tel.: HObart 3-2161 KBS  
Representative: Indie Sales  
Gen. Manager: Milton B. Henson

## WBRG—Lynchburg—1956

Frequency: 1050 Kc. Power: 1 Kw., d.  
Owned: Harry A. Epperson, Sr.  
Address: Box 1079  
Tel.: Victor 6-6541 KBS  
Representative: Thomas F. Clark  
Gen., Comm. Mgr.: Tom Buckley  
Sales Promotion Mgr.: Donald W. Jarvis  
Program Director: Mrs. Eddie M. Raymond  
Chief Engineer: Marvin E. Johnson

**WDMS—Lynchburg—1962**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned By... Southeastern Bcstg. Corp.  
 Address... 1100 Peoples Nat'l Bank Bldg.  
 Tel.: 847-6666 Independent  
 Station Reps... Breen & Ward; Beaver  
 President, General Mgr... Danny Shaver  
 Sales Manager... J. Seibel  
 Sales Promotion Mgr... Mary E. Gray  
 Program Director... Barbara J. Trear  
 Chief Engineer... James Wilkie

**WLVA—Lynchburg—1930**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By... Lynchburg Bcstg. Corp.  
 Address... 2320 Langhorne Rd.  
 Tel.: Victor 5-1242 ABC  
 Pres., Gen. Mgr... Philip P. Allen  
 Station Representative... Jack Masla  
 Commercial Manager... Thomas L. Turner  
 Sales Promo. Mgr., Pub. Dir... Thomas N. Waller  
 Program Director... Warren Uttal  
 Chief Engineer... John T. Orth  
 Owners of: WLVA-TV.

**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 MBS  
 Newspaper Affil... Salem Times Register  
 President... Cy N. Bahakel  
 General Manager... Henry Hughes  
 Program Director... William Ostrom  
 Chief Engineer... Samuel Raymond  
 Owners of: WRIS, Roanoke, Va.; WKIN, Kings-  
 port, Tenn.; WLBJ, Bowling Green, Ky.; WKIN,  
 Waterloo, Ia.; WABG-AM-TV, Greenwood,  
 WKOZ, Kosciusko, both Miss.; WVOD, Chatta-  
 nooga, Tenn.

**WPRW—Manassas—1957**

Frequency: 1460 Kc. Power: 500 W., d.  
 Owned... Prince William Bcstg. Corp.  
 Address... Box 151  
 Tel.: EMpire 8-3108 Independent  
 President... Harold H. Hersch  
 General Sta. Mgr... W. T. Merchant, Jr.  
 Commercial Manager... C. A. Sinclair, III  
 Chief Engineer... Thomas Sullivan

**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... Fred Cox

**WOLD—Marion—1962**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned By... Seward Bcstg. Co.  
 Address... P.O. Box 285  
 Tel.: 783-7109 MBS  
 President, General Mgr... Charles B. Seward  
 Program Director... Samuel Russell  
 Chief Engineer... Douglas Slough

**WHEE—Martinsville—1954**

Frequency: 1370 Kc. Power: 5 Kw. d.  
 Owned-Oper. By... Patrick Henry Bcstg. Corp.  
 Address... 40 Franklin St.  
 Tel.: ME 2-9811 Independent  
 President... Phil F. Hedrick  
 Co-Managers... T. W. Patterson, C. F. Adams  
 Program Director... Mrs. Grace P. Uram  
 Chief Engineer... T. E. Tatum  
 Owners of: WHEO, Stuart, Va.

**WMVA—Martinsville—1941**

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By... Martinsville Bcstg. Co., Inc.  
 Address... 1129 Chatham Heights  
 Tel.: MErcury 2-2152 NBC-KBS  
 Representative... Bob Dore  
 President... Jacob C. Aaron  
 General Manager... John W. Bouldin, Jr.  
 Vice President... Kennon C. Whittle  
 Commercial Manager... Lynwood Judkins, Jr.  
 Chief Engineer... B. Edward Boyer

**WSIG—Mount Jackson—1954**

Frequency: 790 Kc. Power: 1 Kw. d.  
 Owned By... R. F. Lewis Jr., Inc.  
 Address... WSIG Bldg.  
 Tel.: GGranite 7-3128 MBS  
 Station Representative... Spot Time Sales  
 President... Marion P. Lewis  
 Gen. Comm. Mgr... Philip J. Potter  
 Chief Engineer... John Gill  
 Owners of: WINC, Winchester, WEVA, Fredericks-  
 burg, both Va.; WHYL, Carlisle, WAYZ,  
 Waynesboro, both Pa.; WELD, Fisher, W. Va.

**WNRV—Narrows—1952**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Giles Bcstg. Co.  
 Address... Route 100  
 Tel.: PA 6-2211 MBS  
 President... E. D. McWilliams  
 Station Manager... R. M. Whitehead  
 Program Director... Megan H. McWilliams  
 Chief Engineer... Ray Kelly

**WGH—Newport News—1928**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned By... Hampton Roads Bcstg. Corp.  
 Address... P.O. Box 98  
 Tel.: 826-1310 Independent  
 News Affil... Daily Press & Times Herald  
 Station Representative... Blair  
 President... Capt. W. R. Van Buren  
 General, Station Mgr... Ambert Dail  
 Sales Manager... Howard Jernigan  
 Promo., Pub. Dir... William W. Walker  
 Chief Engineer... George Sokol

**WTID—Newport News—1947**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned By... Twelve-Seventy, Inc.  
 Business Address... 114 24th St.  
 Tel.: 244-7991 Independent  
 President... Max Reznick  
 General Manager... Al Lynn  
 Station Manager... Gary Lawrence  
 Chief Engineer... Jack Garrison

## VIRGINIA

### 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. Repr., Inc.  
President J. Glen Taylor  
Program Director Lee Leonard  
Sales Promotion Manager Nancy Fentress  
Chief Engineer Andrew Jackson  
Owners of: WAVY-TV.

### WCMS—Norfolk—1954

Frequency: 1050 Kc. Power: 5 Kw. d.  
Owned By WCMS Radio Norfolk, Inc.  
Address Helena Building  
Tel.: MA 5-0525 Independent  
Station Representative Charles Bernard  
President, Gen. Mgr. George A. Crump  
Commercial Manager George E. Dail  
Program Director Joe Hoppel  
Chief Engineer Steven J. Hart

### WHIH—Norfolk—1946

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By James Bcstg. Corp.  
Address 731 Boush St.  
Tel.: 625-4231 Independent  
Station Representative Avery-Knodel, Inc.  
President Tim Elliot  
Station Manager Robert Story  
Commercial Manager B. J. Rodgers  
Sales Promotion Manager Jean Elliot  
Program Director Jack Baker  
Publicity Director Sally High  
Chief Engineer Ray Smith

### WNOJ—Norfolk—1949

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By Norfolk Bcstg. Co.  
Address 252 W. Brambleton Ave.  
Tel.: MADison 2-7071 Independent  
Representative Eastman  
President Louis H. Peterson  
General Manager Jack H. Harris  
Operations Manager Jim Stanley  
Commercial Manager Josh Bar y  
Sales Promotion Manager Bob Calvert  
Program Director Jay Lawrence  
Publicity Director Buzz Baxter  
Chief Engineer George Hillier

### WRAP—Norfolk—1952

Freq.: 850 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By Continental Bcstg.  
Address Box 598  
Tel.: 399-3051 Independent  
President O. Wayne Rollins  
General Station Mgr. William L. Eure, Jr.  
Commercial Mgr. Stu Baroness  
Program Director Oliver Allen  
Chief Eng. Glen Frazier  
Owners of: WAMS, Wilmington, Del.; WCBS,  
Charleston, W. Va.; WBEE, Chicago, Ill.;  
WGEE, Indianapolis, Ind.; WNJR, Newark,  
N. J.; WPPZ, Paterson, N. Y.; WEAR,  
Pensacola, Fla.; KDAY, Los Angeles, Calif.;  
WCBS-TV, Wilmington, Del.

### WTAR—Norfolk—1923

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By WTAR Radio-TV Corp.  
Address 720 Boush St.  
Tel.: MA 5-6711 CBS  
Representative Edward Petry  
President Robert M. Lambe  
General Station Mgr. Jack B. Prince  
Commercial Manager Larry Saunders  
Sales Prom., Publicity Dir. James W. Evans  
Program Director William Ross  
Chief Eng. R. L. Lindell  
Owners of: WTAR-TV-FM.

### 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

### WJMA—Orange—1949

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By WJMA, Inc.  
Address Spicer's Mill Road  
Tel.: 726 KBS-NBC  
Station Representative Spot Time Sales  
President, Gen. Mgr. Arch Harrison, Jr.  
Commercial Mgr. Clarence Little  
Chief Engineer William H. Hager

### WSWV—Pennington Gap—1959

Frequency: 1570 Kc. Power: 1,000 Watts d.  
Owned By Lee County Bcstg. Co.  
Address Box 338  
Tel.: 520 Independent  
President, General Manager Dr. D. Gabriel

### WPVA—Petersburg—1955

Frequency: 1290 Kc. Power: 5000 Watts d.  
Owned-Operated By Harry A. Epperson, Jr.  
Business Address Box 87  
Tel.: RE 2-3478 Independent  
Pres., Sta. Mgr. Harry E. Epperson, Jr.

### WSSV—Petersburg—1945

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By Petersburg Bcstg Co., Inc.  
Address 702 Mutual Savings Bldg.  
Tel.: 733-4567 MBS  
Station Rep. Pearson Nat'l Repr.  
Pres., Gen. Mgr. Roger A. Beane  
Commercial Manager John R. Speciale  
Program Director Robert Peterson  
Sales Promotion Mgr. William Chinn  
Publicity Director Bill Woody  
Chief Engineer Charles Lewis

### WPUV—Pulaski—1946

Frequency: 1580 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By WPUV, Inc.  
Business Address P.O. Box 351  
Tel.: 3-3931 KBS  
Pres., Ch. Eng. John A. Columbus

**WQVA—Quantico—1961**

Frequency: 1530 Kc. Power: 250 Watts d.  
Owned By.....Radio One Co.  
Address.....Polomac & Broadway Aves.  
Tel.: 875-9460 .....MBS  
General Manager.....W. T. Merchant, Jr.

**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

**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.....R. Coty

**WEET—Richmond—1959**

Frequency: 1320 Kc. Power: 1000 Watts, d.  
Owned.....Radio Richmond, Inc.  
Address.....2106 N. Hamilton St.  
Tel.: 353-6641 .....Independent  
Station Representative.....Masla  
President, Gen. Mgr.....Burton L. Levine  
Asst. Mgr., Comm. Mgr.....Ted Court  
Program Dir.....Jess Du Boy  
Chief Engineer.....Don Emerson  
Owners of: WROV, Roanoke, Va.

**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  
Station Reps.....Select Sta. Reps.; Brown  
President.....Thomas Tinsley  
V.P.....I. G. Abeloff  
V.P., Managing Dir.....Harvey L. Hudson  
Station Manager.....Joe Mason  
Local Sales Manager.....Richard Via  
Program Director.....Jim Gaines  
Ch. Eng., Oper. Mgr.....Tom Kita

**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  
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

**WRGM—Richmond—1958**

Frequency: 1590 Kc. Power: 5000 Watts d.  
Owned By.....Southern States Radio Corp.  
Address.....2314 W. Cary St.  
Tel.: EL 3-6656.....Independent  
Station Representative.....Bob Dore Assocs.  
President, General Mgr.....Robert A. Monroe  
Asst. Station Mgr.....Charles B. Raynor  
Commercial Manager.....Louis Brink  
Publicity Director.....Don Reed  
Chief Engineer.....Ken Shelton

**WRNL—Richmond—1937**

Frequency: 910 Kc. Power: 5000 Watts  
Owned By.....WRNL, Inc.  
Business-Studio Address.....111 N. Fourth St.  
Tel.: Milton 3-3436.....CBS  
Newspaper Affil..Richmond Newspapers, Inc.  
Representative.....Edward Petry  
President.....D. Tennant Bryan  
Exec. Vice President.....E. S. Whitlock  
V.P., General Manager.....Frank Soden  
Sales Manager.....E. T. Moore  
Opera. Mgr., Ch. Eng., E. V. Wolstenholme, Jr.  
Promotion, Pub. Dir.....Rose Marie Paradis

**WRVA—Richmond—1925**

Frequency: 1140 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Larus & Brother Co.  
Address.....Box 1516  
Tel.: 643-6633 .....NBC  
Representative.....Peters, Griffin, Woodward  
Vice President.....William R. Preston  
General Manager.....John B. Tamsey  
Sales Manager.....Harold Barre  
Promotion Manager.....Irby N. Hollans, Jr.  
Program Manager.....Brick Rider  
Public Relations Dir.....Walter R. Bishop  
Chief Engineer.....Rudolph W. Raabe  
Owners of: WRVA-TV.

**WXGI—Richmond—1947**

Frequency: 950 Kc. Power: 5000 Watts d.  
Owned-Operated By.....Radio Virginia, Inc.  
Address.....701 German School Rd.  
Tel.: BE 3-7666.....Independent  
Station Representative.....Charles Bernard  
President.....Douglas H. Robertson  
Gen. Comm. Mgr.....David M. Wilburn  
Program Director.....George T. Popkins  
Chief Engineer.....Robert C. Coddington

**WDBJ—Roanoke—1924**

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By.....Times-World Corp.  
Address.....Box 150  
Tel.: 345-1511 .....CBS  
News. Affil.....Times, World News  
Representative.Peters, Griffin, Woodward, Inc.  
President.....M. W. Armistead, III  
V.P., Station Mgr.....Frank E. Koehler  
Promotion Mgr.....Melvin L. Mayfield  
Local Sales Mgr.....Don Stanley  
Program Director.....David R. Van Horne  
Chief Engineer.....Elbyrne St. Claire  
Owners of: WDBJ-TV.



# VIRGINIA

## WHYE—Roanoke—1957

Frequency: 910 Kc. Power: 1 Kw., d.  
Owned By: Roanoke Broadcasters, Inc.  
Address: 119 W. Church Ave., S.W.  
Tel.: 345-0988  
Station Representative: ABC  
Weed  
President, General Mgr.: Thomas M. Ahern  
Commercial Manager: Thornton A. Marshall  
Chief Engineer: William C. Purcell

## WRIS—Roanoke—1953

Frequency: 1410 Kc. Power: 5000 Watts d.  
Owned By: Cy N. Bahakel  
Address: 902 S. Jefferson St.  
Tel.: DI 2-3131  
MBS  
Newspaper Affil.: Roanoke Star Publish. Co.  
Station Representative: Burn-Smith  
President: Cy N. Bahakel  
General Station Mgr.: Frank Tirico  
Commercial Manager: Ray Lewis  
Program Director: Gary Cooper  
Chief Engineer: Don Kassner

## WROV—Roanoke—1947

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: WROV Bcstrs., Inc.  
Bus. Studio Address: 15th & Cleveland Ave.  
Tel.: DI 3-4444  
Independent  
Station Representative: Adam Young  
President: Burton L. Levine  
General Manager: Bernard Monn  
Program Director: Fred Frelantz  
Chief Engineer: Al Beckley

## WSLS—Roanoke—1940

Frequency: 610 Kc. Power: 5 Kw. d, 1 Kw. n.  
Owned: Shenandoah Life Stations, Inc.  
Address: Box 2161  
Tel.: 339-8611  
NBC  
President: James H. Moore  
Vice President: Horace Fitzpatrick  
Station Comm. Mgr.: George W. Chernault, Jr.  
Sales Promotion Mgr.: Herm Reavis  
Program, Pub. Dir.: John Willett  
Chief Engineer: John Aldhizer  
Owners of: WSLS-TV-FM.

## WKWS—Rocky Mount—1959

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By: Radio Franklin, Inc.  
Address: Box 110  
Tel.: HUDson 3-9244  
Independent  
President, General Mgr.: Kermit W. Salyer  
Sales Prom., Program Dir.: K. E. Smith  
Chief Engineer: Giles Brown

## WYTI—Rocky Mount—1957

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned: WYTI, Inc.  
Address: P.O. Drawer 471  
Tel.: HU 3-9955  
Independent  
President: S. L. Goodman  
General, Station Mgr.: Lester L. Williams  
Commercial Manager: William E. Jefferson  
Program Director: Richard L. Garst  
Chief Engineer: William M. Farley  
Owners of: WODY, Bassett, Va.

## WBLU—Salem—1956

Frequency: 1480 Kc. Power: 5 Kw., d.  
Owned By: Salem Bcstg. Co.  
Address: P. O. Box 408  
Tel.: DUpont 9-5443  
Independent  
President, Ch. Eng.: M. C. Bowers, Jr.  
General & Station Manager: R. Bentley

## WHLF—South Boston—1947

Freq.: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Halifax Bcstg. Co.  
Address: Webster St  
Tel.: 2-9988  
ABC-KBS  
Gen., Comm. Mgr.: John L. Cole, Jr.  
Chief Engineer: J. C. Bishop  
Owners of: WHLF-FM, WMEG-AM, Chase City.

## WJWS—South Hill—1953

Frequency: 1370 Kc. Power 5000 Watts d.  
Owned-Operated By: Old Belt Bcstg. Corp.  
Address: P. O. Box 216  
Tel.: HI 7-4007  
Independent  
Station Rep.: Charles Bernard  
President, Gen. Mgr.: W. B. Hoffer  
Chief Engineer: Charles E. Brown

## WAFB—Staunton—1954

Frequency: 900 Kc. Power: 1 Kw. d.  
Owned: Am. Home Bcstg. Corp.  
Address: P. O. Box 1209  
Tel.: 886-2311  
CBS-KBS  
Station Rep.: Clark  
President, Gen. Mgr.: Lloyd Gochenour  
Program Director: Jimmy Ross  
Chief Engineer: Charles Neer

## WTON—Staunton—1945

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Charles P. Blackley  
Address: Morrison Bldg.  
Tel.: TU 6-6666  
ABC  
General Manager: Charles P. Blackley  
Commercial Manager: Charles E. Seebeck  
Program Director: Arnold J. Felsher  
Chief Engineer: Rex C. Houser

## WHEO—Stuart—1959

Frequency: 1270 Kc. Power: 1 Kw. d.  
Owned By: Patrick-Henry Broadcasting Corp.  
Address: Stuart  
Tel.: Owens 4-3114  
Independent  
President: Phil F. Hedrick  
Station, Comm. Manager: Henry Hill  
Co-Managers: T. W. Patterson, C. F. Adams  
Sales Promotion Manager: Herb Gardner  
Program Director: Barbara Rakes  
Chief Engineer: Roy Russell  
Owners of: WHEE, Martinsville, Va.

## WLPM—Suffolk—1940

Frequency: 1460 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Suffolk Bcstg. Corp.  
Address: Box 1626  
Tel.: 539-2394  
KBS  
President: Fred L. Hart  
General Manager: L. Earl Hundley  
Program Director: Ted Potter  
Chief Eng.: Veryl W. Rupp



**WESR—Tasley—1958**

Frequency: 1330 Kc. Power: 1 Kw.  
 Owned By: Accomack-Northampton Bcstg. Co.  
 Address: Box 1330  
 Tel.: SU 7-3200. KBS  
 President, Ch. Eng.: Vernon H. Baker

**WKBA—Vinton—1961**

Frequency: 1550 Kc. Power: 1000 Watts d.  
 Owned By: Roanoke-Vinton Radio, Inc.  
 Address: 2043 10th St. N.E.  
 Tel.: Diamond 2-2551. Independent  
 President, General Mgr.: S. W. Epperson  
 Commercial Manager: Michael Hanes  
 Sales Promotion Mgr.: George Hume  
 Program Director: William Franklin  
 Chief Engineer: Michael Kavanaugh

**WBOF—Virginia Beach—1954**

Frequency: 1550 Kc. Power: 5 Kw. d.  
 Owned By: Metro-WBOF, Inc.  
 Address: Box 536  
 Tel.: GArden 8-3434. MBS  
 Sales Representative: Walker-Rawalt  
 President: Temple W. Seay  
 General Manager: Leo Hoarty  
 Commercial Manager: Bill Gasper  
 Program Director: Roy Marsh  
 Chief Engineer: Fred Earl Himes

**WEER—Warrenton—1957**

Frequency: 1570 Kc. Power: 500 W., d.  
 Owned By: Radio Associates, Inc.  
 Business Address: Box 817  
 Tel.: 347-1570. KBS  
 Station Representative: George T. Hopewell  
 President: Laurens M. Hamilton  
 General Manager: Ronald W. Lambert  
 Commercial Manager: Joyce A. Miller  
 Chief Engineer: James Thoroman

**WKCW—Warrenton—1957**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned By: WKTF, Inc.  
 Address: P. O. Box 740  
 Tel.: 347-1420. Independent  
 Station Rep.: Charles Bernard  
 President: Harry Wismer  
 General Mgr.: William Montgomery  
 Station Manager: William E. Matherly  
 Commercial Manager: A. C. Ellis  
 Chief Engineer: Stephen J. Hart

**WNNT—Warsaw—1949**

Frequency: 690 Kc. Power: 250 Watts d.  
 Owned By: Patricia Parker Headley  
 Address: Warsaw  
 Tel.: ED 3-6900. KBS  
 General Manager: Patricia Parker Headley  
 Commercial Mgr.: Ruth R. Rouzie  
 Prog. Dir.: Chris Naumann  
 Chief Engineer: W. Dean Loudy

**WAYB—Waynesboro—1947**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By: Waynesboro Bcstg. Corp.  
 Business Address: 526 W. Main St.  
 Tel.: WH 2-1490. MBS  
 Rep.: Donald Cooke  
 President, General Mgr.: N. Wilbur Kidd  
 Comm., Sales Prom. Mgr.: Al Charles  
 Program, Publicity Dir.: Bob Fulcher  
 Chief Engineer: William T. Gabbert

**WBCI—Williamsburg—1959**

Frequency: 740 Kc. Power: 500 Watts d.  
 Owned By: Williamsburg Bcstg. Co., Inc.  
 Address: Box 180  
 Tel.: CApiitol 9-5544. Independent  
 Station Representative: Thomas Clark  
 President: William E. Allaun, Jr.  
 General, Comm. Mgr.: Raymond L. Schreiner  
 Program Director: Roy Aycock  
 Chief Engineer: Kenneth S. Bradby

**WHPL—Winchester—1961**

Frequency: 610 Kc. Power: 500 Watts d.  
 Owned By: Shenval Bcstg. Corp.  
 Address: Box 828  
 Tel.: 662-5101. Independent  
 Station Representative: Burn-Smith  
 President: Edwin R. Fischer  
 General, Commercial Mgr.: John P. Bell, Jr.  
 Station Manager: Kay Bell  
 Program Director: Thomas H. Gibson  
 Chief Engineer: Archie McKay

**WINC—Winchester—1941**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By: Richard F. Lewis, Jr., Inc.  
 Address: P.O. Box 805  
 Tel.: 662-4855. ABC  
 Sta. Reps.: Spot Time Sales; Phila. Spot  
 President: Mrs. R. F. Lewis, Jr.  
 Gen. Mgr., Chief Engineer: Phil Whitney  
 Sales Prom., Pub. Dir.: James Coffinberger  
 Program Director: Peggy Anderson  
 Owners of: WELD, Fisher, W. Va.; WHYL-AM-FM, Carlisle, Pa.; WSIG, Mount Jackson, Va.; WFVA-AM-FM, Fredericksburg, Va.; WAYZ-AM-FM, Waynesboro, Pa.; WRFL-FM, Winchester; WLNH-AM-FM, Laconia, N. H.

**WYVE—Wytheville—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Wythe County Bcstg. Co.  
 Address: 195 S. 1st St.  
 Tel.: CApiitol 8-3185. KBS  
 General Manager: Arthur M. Gates  
 Commercial Manager: Edward A. Zuber  
 Chief Engineer: W. Jack Fleming

Pop.: 2,950,000  
Families: 937,000

# Washington

Radio Homes: 918,000  
AM Stas. in State: 83

## **KBKW**—Aberdeen—1949

Frequency: 1450 Kc. . . . . 1 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . KBKW, Inc.  
Address . . . . . 701 E. Heron St.  
Tel.: LEnox 2-1450-1 . . . . . MBS  
Sta. Reprs., Feltis, Dove, Cannon; Pacific; Cooke  
President . . . . . Archie Taft, Jr.  
Gen., Sta. Mgr. . . . . Mahlon R. Taft  
Program Director . . . . . Gordy Dru  
Chief Engineer . . . . . Bob Smading

## **KXRO**—Aberdeen—1927

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . KXRO, Inc.  
Address . . . . . P.O. Box 1120  
Tel.: LEnox 3-1320 . . . . . Independent  
President . . . . . Helen G. Spence  
General Manager . . . . . Fred G. Goddard

## **KAGT**—Anacortes—1956

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . KAGT, Inc.  
Address . . . . . Box 110  
Tel.: 3-2114 . . . . . ABC/KBS  
Sta. Representative . . . . . Wagner; Webb  
President, Ch. Eng. . . . . A. Lehnhoff  
Sales Promotion Mgr., Pro. Dir. . . . . J. Bailey

## **KASY**—Auburn—1958

Frequency: 1220 Kc. . . . . Power: 250 Watts, d  
Owned By . . . . . Auburn Broadcasters, Inc.  
Address . . . . . P.O. Box 459  
Tel.: TEmple 3-5220 . . . . . ABC  
Station Representative . . . . . Feltis, Dove, Cannon  
President . . . . . Edward Garre  
Chief Engineer . . . . . Frank C. Cook

## **KFKF**—Bellevue—1958

Frequency: 1330 Kc. . . . . Power: 5 Kw., d.  
Owned By . . . . . Bellevue Bcstrs.  
Address . . . . . Box 833  
Tel.: GLencourt 4-2477 . . . . . Independent  
Station Rep. . . . . Gene Bolles Co.  
President . . . . . Kemper Freeman  
General Manager . . . . . S. M. Tacher  
Sales Promotion Mgr. . . . . Verl Wheeler  
Program Director . . . . . Dick Stokke  
Publicity Director . . . . . Jay Ward  
Chief Engineer . . . . . Jack Hemingway  
Owners of: KPEG, Spokane.

## **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 . . . . . Feltis, Dove, Cannon  
General Mgr., Ch. Eng. . . . . D. T. Haveman

## **KGMI**—Bellingham—1927

Frequency: 790 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned By . . . . . Internat'l Good Music, Inc.  
Address . . . . . 1610 Home Road  
Tel.: REgent 3-3790 . . . . . ABC  
Station Reprs. . . . . Moore; Hollingbery; Scharf  
President . . . . . Rogan Jones  
Station Manager . . . . . Gene Wagner  
Commercial Manager . . . . . Tom McCollum  
Program Director . . . . . James Olson  
Chief Engineer . . . . . Bob Rathman  
Owners of: KGMI-FM, Bellingham; KGMJ-FM,  
Seattle; KGMG-FM, Portland; KFMU-FM, Los  
Angeles; KFMW-FM, San Bernardino; KBAY-FM,  
San Francisco.

## **KPUG**—Bellingham—1947

Frequency: 1170 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . KPUG, Inc.  
Address . . . . . 2340 E. Sunset Dr.  
Tel.: REgent 4-1170 . . . . . MBS  
Newspaper Affil. . . . . Othell. (Wash.) Outlook  
Station Reprs. . . . . Pearson; Day-Wellington  
President . . . . . Jessica L. Longston  
General Manager . . . . . John R. DiMeo  
Station Manager . . . . . James Tincker  
Sls. Prom. Mgr. . . . . William Berry  
Program Director . . . . . David Hall  
Publicity Director . . . . . Fran Titus  
Chief Engineer . . . . . Donald E. Pinney  
Owners of: KAYO, Seattle; KSEFM, Moses Lake;  
both Washington.

## **KARI**—Blaine—1960

Frequency: 550 Kc. . . . . Power: 500 Watts, d.  
Owned . . . . . Birch Bay Bcstg. Co.  
Address . . . . . Box X  
Tel.: EDgewood 2-0751 . . . . . KBS  
Station Representative . . . . . Wagner & Assoc.  
President . . . . . George A. Wilson  
General, Sta. Manager . . . . . D. J. Bevilacqua  
Comm. Sales Prom. Mgr. . . . . Don Ball  
Publicity Director . . . . . Don P. McKinnis  
Chief Engineer . . . . . E. M. Mathews

## **KBRO**—Bremerton—1947

Frequency: 1490 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
Owned By . . . . . Bremerton Bcstg. Co.  
Address . . . . . 205 Washington Ave.  
Tel.: ESsex 7-3995 . . . . . Independent  
Station Reprs. . . . . Pacific Bcst. Sales; Masla  
President . . . . . Bruce Bartley  
General Manager . . . . . Linc Perry  
Comm. Sales Prom. Mgr. . . . . Bruce Perry  
Program Director . . . . . Calvin R. Vandegrift  
Chief Engineer . . . . . Rcbert L. Adams

## **KVAN**—Camas—1956

Frequency: 1480 Kc. . . . . Power: 1 Kw., d.

Owned By.....Cathryn C. Murphy  
 Address.....Washington Hotel, Portland,Ore.  
 Tel.: CApitol 3-1977 (Portland).....Independent  
 Station Rep.....Hopewell  
 General Manager.....Cathryn Murphy  
 Chief Engineer.....William Murphy

**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.: 736-3321.....MBS  
 Sta. Reps...Walker-Rawalt; Moore; O'Connell  
 President.....J. Elroy McCaw  
 Gen., Sta. Mgr.....Joe Chytill  
 Commercial Manager.....Dick Dawson  
 Sales Promotion Mgr.....Lee Stottlemyre  
 Program Director.....Donald Youngmans  
 Chief Engineer.....Bob De Lapp

**KITI—Centralia-Chehalis—1954**

Frequency: 1420 Kc.....Power: 1 Kw. d.  
 Owned By.....KITN-KITI Corp.  
 Address.....St. Helens Hotel, Chehalis  
 Tel.: 748-3379.....Independent  
 Reps...Feltis, Dove, Cannon; Ven., Torbet &  
 McC.  
 Pres., Gen. Mgr.....Donald F. Whitman  
 Engineering Director.....Lee Hurley  
 Owners of: KITN, Olympia, Wash.

**KOZI—Chelan—1957**

Frequency: 1230 Kc..Power: 1 Kw. d., 250 W. n.  
 Owned.....Lake Chelan Bcstg. Corp.  
 Address.....P. O. Box 1210  
 Tel.: 440.....Independent  
 Pres., Gen. Mgr.....Stuart S. Maus

**KCLX—Colfax—1950**

Frequency: 1450 Kc..Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Adrian De Vries  
 Address.....Box 710  
 Tel.: EXbrook 7-3441.....MBS  
 President, Gen. Mgr.....Adrian DeVries  
 Chief Engineer.....E. O. McVay

**KCVL—Colville—1955**

Frequency: 1270 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Colville Bcstg. Co.  
 Address.....Mantz & Rickey Rd.  
 Tel.: MU 4-6481.....KBS  
 Station Representative.....Continental; Moore  
 Pres., Ch. Eng.....Merle B. Peterson  
 Commercial Manager.....P. J. Hull

**KGDN—Edmonds—1954**

Frequency: 830 Kc.....Power: 5000 Watts d.  
 Owned By.....King's Garden, Inc.  
 Address.....N. 190th & Fremont Ave.  
 Tel.: LI 2-3131.....Independent  
 Station Rep.....Wm. J. Wagner & Assoc.  
 President.....Axel Fredeen  
 General Manager.....Hendrick Van Dyke  
 Program Director.....Al Cherry  
 Publicity Director.....Robert Staley  
 Chief Engineer.....William Ward

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Bcstrs. Inc.  
 Address.....Box 600  
 Tel.: WOODland 2-1488.....ABC  
 Reps...Art Moore; Cooke; Pacific Bcst. Sales  
 President.....G. Morgan McBride  
 Station Manager.....Bob Sumbardo  
 Program Director.....Sherman Bailey  
 Chief Engineer.....Bill Watt

**KULE—Ephrata—1950**

Frequency: 730 Kc.....Power: 1000 Watts  
 Owned By.....Coulee Bcstg. Corp.  
 Address.....118 B St., N.W.  
 Tel.: SK 4-4686.....Independent  
 President, General Mgr.....Donald R. Berry  
 Publicity Director.....John Holgren  
 Chief Engineer.....Gordon Sinclair

**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 Reps...Feltis, Dove, Cannon; H-R  
 Pres., Gen. Mgr.....W. R. Taft  
 Sales Manager.....Dale Watson  
 Program Director.....Russ Rebel  
 Chief Engineer.....Dale Good

**KWYZ—Everett—1957**

Freq: 1230 Kc....Power: 1 Kw. d., 250 W. n.  
 Owned By.....Snohomish County Bcstg. Co.  
 Address.....3021 Rockefeller  
 Tel.: ALpine 9-6111.....Independent  
 Station Reps...Avery-Knodel; Day-Wellington  
 President, General Mgr.....Clifford H. Hansen  
 Sales Manager.....George B. Aller  
 Program Director.....Paul McCarthy  
 Chief Engineer.....Vern Downing

**KFDR—Grand Coulee—1950**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Ralph A. Nachtmann  
 Address.....Box 395  
 Tel.: 1322.....Independent  
 Station Reps...Hopewell; Art Moore  
 General Manager.....R. A. Nachtmann  
 Chief Engineer.....Frank Van Hemert

**KHOQ—Hoquiam—1961**

Frequency: 1560 Kc.....Power: 1,000 Watts d.  
 Owned By.....Twin Cities Bcstg. Co.  
 Address.....Box 576  
 Tel.: GE 8-1200.....Independent  
 President, Ch. Eng.....Irving V. Schmidtke  
 Commercial, Promo Mgr.....Allen E. Hoffard  
 Program Director.....Fred I. Schmidtke

**KLOG—Kelso—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....K-L Bcstg.  
 Address.....P. O. Box 90  
 Tel.: EX 3-4900.....Independent

# WASHINGTON

Station Representative.....Art Moore  
President.....Mrs. Margaret Nagle  
General, Sta. Manager.....Robert D. Bartels  
Comm., Sales Prom. Mgr.....Arthur Anderson  
Prog. Dir., Chief Eng.....Russell Ripley

## **KEPR—Kennewick—1947**

Frequency: 610 Kc.....Power: 5000 Watts  
Owned By.....Cascade Bcstg. Corp.  
Address.....P.O. Box 437  
Tel.: JUstice 6-6184.....MBS  
Representatives.....Moore; Young  
President.....Thomas Bostic  
General Manager.....Bruce Glenn  
Chief Engineer.....John P. Berg  
Owners of: KIMA-AM-TV, Yakima, Wash.; KEPR-TV, Kennewick, Wash.; KBAS-TV, Moses Lake, Wash.; KLEW-TV, Lewiston, Idaho.

## **KCDI—Kirkland—1961**

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned By.....Carl-Drek, Inc.  
Address.....1206 Malcolm Ave., Los Angeles  
Tel.: Los Angeles.....Independent  
President.....Carl E. Haymond  
General Manager.....Jack Goetz

## **KNBX—Kirkland—1948**

Frequency: 1050 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Eastside Bdcstg. Co.  
Address.....Civic Center  
Tel.: VAndyke 2-1201.....KBS  
General Manager.....G. A. Wilson  
Commercial Manager.....George W. Boucher  
Chief Engineer.....Justin M. Erisman

## **KFHA—Lakewood—1959**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
Owned By.....Radio Sales Corp.  
Address.....Box 3309, Tacoma  
Tel.: IUniper 4-1243.....Independent  
President.....R. W. Burden, Jr.  
Station Manager.....Dale Woods  
Commercial Manager.....Marvin Young  
Sales Promotion Manager, George Burmeister  
Chief Engineer.....Clay Freinwald  
Owners of: KEEF, Twin Falls, Idaho.

## **KBAM—Longview—1955**

Frequency: 1270 Kc.....Power: 5000 Watts d.  
Owned-Operated By.....K-BAM Bcstg. Co.  
Address.....Box 31  
Tel.: HA 3-1210.....MBS  
Station Rep.....Holman; Wagner  
General Mgr.....Arne G. Peterson  
Commercial Manager.....Terry Kynaston  
Program Director.....A. A. Reed  
Chief Engineer.....John Lewis

## **KEDO—Longview—1938**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....KEDO, Inc.  
Address.....P. O. Box 779  
Tel.: HA 5-1500.....KBS  
Reps.....Feltis, Dove, Cannon; Pearson  
Pres., Gen., Sta. Mgr.....Don L. Veith  
Chief Engineer.....M. Johnston

## **KLFF—Mead—1962**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
Owned By.....KLFF, Inc.  
Address.....2221 E. Lincoln Rd., Spokane  
Tel.: HUdson 9-3100.....Independent  
President.....Robert D. Dellwo  
Gen. Mgr., Chief Eng.....Ralph O. Dailey  
Comm. Mgr., Prog. Dir.....E. O. Jacobson

## **KSEM—Moses Lake—1947**

Freq.: 1470 Kc.....Power: 5 Kw., d.; 1 Kw., n.  
Owned-Operated By.....KSEM, Inc.  
Address.....Box 276  
Tel.: RO 5-3441.....MBS  
Station Representative.....Pearson  
President.....Jessica L. Longston  
Gen. Manager.....Robert Pollock  
Commercial Manager.....Walt Bjerke  
Chief Engineer.....Ron Crouse

## **KWIQ—Moses Lake—1956**

Frequency: 1260 Kc.....Power: 1000 Watts, d.  
Owned By.....KWIQ Radio, Inc.  
Address.....P.O. Box 1696  
Tel.: ROckwell 5-7843.....Independent  
Station Rep.....Moore  
President, Station Mgr.....W. E. Lawrence  
Sales Promotion Mgr.....Don McCoun  
Program Director.....Kent Myhre  
Chief Engineer.....Bill Newland

## **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.....MBS  
Representative.....Art Moore  
Pres., Gen., Sta. Mgr.....Leo H. Beckley  
Commercial Mgr.....Ted Frayling  
Publicity, Program Dir.....Chuck Sharman

## **KGY—Olympia—1922**

Freq.: 1240 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Tom Olsen  
Address.....1240 N. Washington St.  
Tel.: 943-1240.....MBS-ABC-KBS  
Station Reps.....Art Moore; Walker-Rawalt  
General Manager.....Tom Olsen  
Sta., Comm. Mgr.....Herb Anderson  
Program Mgr., Ch. Eng.....Dcn Jones

## **KITN—Olympia—1956**

Frequency: 920 Kc.....Power: 1 Kw. d.  
Owned By.....KITN-KITI Corp.  
Address.....P.O. Box 629  
Tel.: 357-7718.....Independent  
Reps.....Feltis/Dove/Cannon; Pacific Bcst. Sales  
President, Gen. Mgr.....Donald F. Whitman  
Engineering Director.....Lee Hurley  
Owners of: KITI, Centralia-Chehalis, Wash.

## **KOMW—Omak—1947**

Frequency: 680 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KOMW, Inc.  
Address.....Box 151  
Tel.: 20.....Independent

Station Rep..... Feltis, Dove, Cannon  
 President, General Mgr..... Dean Nichols  
 Commercial Manager..... Jerry Weaver  
 Program Director..... Elizabeth Uht  
 Chief Engineer..... W. Miltenberger

**KZUN—Opportunity—1955**

Frequency: 630 Kc..... Power: 500 Watts. d.  
 Owned..... KZUN, Inc.  
 Address..... Box 123  
 Tel.: WA 4-2400..... Independent  
 Station Representative..... Clark  
 President, General Mgr..... Robert L. Swartz  
 Program, Pub. Dir..... Art MacKelvie  
 Sales Prom. Mgr..... Dick Wright  
 Chief Engineer..... Jack Feldhausen

**KRSC—Othello—1957**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... R. D. Leary, C. B. Ward  
 Address..... Box 1400  
 Tel.: HU 8-2791..... KBS  
 Newspaper Affiliation..... Othello Outlook  
 Station Representative..... Day-Wellington  
 General Manager..... R. D. Leary  
 Station Manager..... D. R. Lockwood  
 Sales Promotion Manager..... R. Hill

**KORD—Pasco—1956**

Frequency: 910 Kc..... Power: 1 Kw., d.  
 Owned..... KORD, Inc.  
 Address..... Box 485  
 Tel.: LI 7-9791..... Independent  
 Station Representative..... Pearson  
 President, Gen. Mgr..... Wally Reid

**KPKW—Pasco—1945**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Century Bcstg. Co.  
 Address..... Chase at "A" St.  
 Tel.: LI 7-9741..... KBS-ABC  
 President..... R. Stacey

**KAPY—Port Angeles—1961**

Frequency: 1290 Kc..... Power: 1 Kw. d.  
 Owned By..... Port Angeles Radio, Inc.  
 Address..... One Melody Lane  
 Tel.: Glencourt 2-9288..... Independent  
 Representatives..... Feltis, Dove, Cannon  
 President..... John W. Mowbray  
 General, Sta. Manager..... Sam Ewing  
 Commercial Manager..... Ron Susslick  
 Program Director..... Russ White  
 Publicity Director..... Larry Hoover  
 Chief Engineer..... James Moulton

**KONP—Port Angeles—1945**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned By..... Radio Pacific, Inc.  
 Address..... 313 West First Street  
 Tel.: GL 7-4200..... KBS  
 Newspaper Affiliate..... Evening News  
 Representative..... Art Moore  
 President..... Charles N. Webster  
 General Manager..... George Buck

**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..... Wagner  
 President, General Mgr..... Jack L. Quinn  
 Comm., Sales Prom. Mgr..... Robert Wilson  
 Program Director..... Bill Doane  
 Chief Engineer..... Dewey Trostel

**KOFE—Pullman—1950**

Frequency: 1150 Kc..... Power: 1000 Watts d.  
 Owned By..... KOFE, Inc.  
 Address..... P.O. Box 318  
 Tel.: LOgan 4-5251..... ABC  
 President, General Mgr..... William Wippel  
 Station Manager..... Bob Tuenley  
 Commercial Manager..... Bill Campbell  
 Program Director..... Mike James  
 Chief Engineer..... Bill Watt

**KAYE—Puyallup—1951**

Freq.: 1450 Kc..... Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By..... Henry Perozzo  
 Address..... P. O. Box 271  
 Tel.: THornwall 5-1450..... KBS  
 Station Representative..... Moore  
 Gen. Mgr., Ch. Eng..... Henry Perozzo

**KPOR—Quincy—1957**

Frequency: 1370 Kc..... Power: 1 Kw., d.  
 Owned..... Quincy Valley Bcstrs.  
 Address..... 806 S. Central Ave.  
 Tel.: SUNset 7-6731..... Independent  
 Station Rep..... Hopewell; Jacobson  
 Pres., Gen. Mgr..... Donald R. Nelson  
 Commercial, Prog. Dir..... Doyle Nelson  
 Chief Engineer..... Ralph Barclay

**KAPA—Raymond—1950**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Willapa Broadcasting Co.  
 Address..... Box 626  
 Tel.: 942-2340..... KBS  
 Station Rep..... Art Moore  
 President..... R. E. Claunch  
 General Manager..... J. Reavley  
 Sta. Mgr., Chief Eng..... R. E. Sheetz

**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  
 Station Reps..... Hollingbery; Day-Wellington  
 President, General Mgr..... L. G. Dix  
 Program Director..... Loyd Aman  
 Chief Engineer..... C. White

**KAYO—Seattle—1926**

Freq.: 1150 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Wash. Telecasters, Inc.  
 Address..... 2339 Fourth Ave. So.  
 Tel.: MAin 3-2480..... MBS  
 Newspaper Affil. St. Helens Ore. Sentinel-Mist

# WASHINGTON

Station Representative ..... Pearson  
President ..... Jessica L. Longston  
General Mgr. .... R. E. Pollock  
Station Manager ..... John R. DiMeo  
Commercial Manager ..... William Shela  
Program Director ..... Chris Lane  
Sales Prom., Publicity Dir. .... Lee White  
Chief Engineer ..... Verle Jones  
Owners of: KSEM, Moses Lake; KPUG, Bellingham, both Wash.; KBAR, Burley, Ida.

## KETO—Seattle—1961

Frequency: 1590 Kc. .... Power: 5000 Watts  
Owned By ..... Chem-Air, Inc.  
Address ..... 1417 4th Ave. Bldg.  
Tel.: MU 2-2662 ..... Independent  
President ..... William E. Boeing, Jr.  
General Manager ..... Jack J. Link  
Station Manager ..... George A. Edgar  
Commercial Mgr. .... C. Doug Setterberg  
Program Director ..... Fred Johnson  
Chief Engineer ..... Robert R. Zirk  
Owners of: KETO-FM, Seattle; KFAM, KPXM,  
Portland, Ore.; KIDO, Boise, Idaho.

## KING—Seattle—1927

Frequency: 1090 Kc. .... Power: 50,000 Watts  
Owned By ..... King Bcstg. Co.  
Address ..... 320 Aurora Ave.  
Tel.: MUtual 2-3555 ..... NBC  
Station Rep. .... Blair  
President ..... Dorothy S. Bullitt  
V.P., Bcst. Div. .... Otto P. Brandt  
V.P. Business ..... Henry B. Owen  
Station Manager ..... Earl F. Reilly  
Program Director ..... Pat S. O'Halloran  
Promotion Manager ..... G. E. McDade  
Merchandising ..... G. W. Parker  
Chief Engineer ..... A. A. Shultz  
Owners of: KGW-AM-TV, Portland, Ore.; KREM-  
AM-FM-TV, Spokane, Wash.; KING-AM-FM-TV.

## KIRO—Seattle—1926

Frequency: 710 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Queen City Bcstg. Co.  
Address ..... 1507 Queen Anne Ave.  
Tel.: AT 3-9800 ..... CBS  
Representative, Peters, Griffin, Woodward, Inc.  
President, General Mgr. .... Saul Haas  
Station, Commercial Mgr. .... William F. Tucker  
Operations Manager ..... John Shield  
Chief Engineer ..... Jim Upthegrove  
Owners of: KIRO-TV 11M.

## KIXI—Seattle—1947

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned By ..... K-91, Inc.  
Address ..... 1305 Third Ave.  
Tel.: MAin 3-6910 ..... Independent  
Station Representative ..... Avery-Knodel  
President ..... W. N. Nelskog  
General, Station Mgr. .... Hale Bondurant  
Sales, Promotion Mgr. .... John Mowbray  
Program Director ..... Bob Carmichael  
Chief Engineer ..... Tom Lewis  
Owners of: KQTY, Everett, Wash.

## KJR—Seattle—1923

Frequency: 950 Kc. .... Power: 5000 Watts

Owned-Oper. By ..... Seattle-Portl. Radio  
Address ..... P.O. Box 3726  
Tel.: WEst 7-5100 ..... Independent  
Station Representative ..... McGavren/Guild  
Pres., Gen Mgr. .... Lester M. Smith  
Commercial Manager ..... Gaylen S. Blackford  
Chief Engineer ..... George Newton

## KOL—Seattle—1922

Frequency: 1300 Kc. .... Power: 5000 Watts  
Owned By ..... F-V Productions  
Bus.-Studio Address ..... 1100 W. Florida St.  
Tel.: MA 2-2312 ..... Independent  
Station Representative ..... H.R. Reys.  
V.P., Gen. Mgr. .... Seymour Whitelaw  
Commercial Manager ..... W. L. Simpson  
Chief Engineer ..... Lloyd C. Hannah

## KOMO—Seattle—1926

Frequency: 1000 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Fisher's Blend Station, Inc.  
Bus.-Studio Address ..... 100 4th Ave. No.  
Tel.: MA 4-6000 ..... ABC  
Representative ..... Katz  
President, General Mgr. .... W. W. Warren  
Station Manager ..... John Behnke  
Sales Manager ..... Fred Kaufman  
Public Relations Mgr. .... Arthur Gerbel  
Program Manager ..... Mike Weide  
Merchandising Mgr. .... Pop Hagerty  
Chief Engineer ..... C. E. Miller  
Owners of: KATT, Portland, Wash.

## KTW—Seattle—1920

Frequency: 1250 Kc. .... Power: 5 Kw.  
Owned By ..... First Presbyterian Church of Seattle  
Address ..... 710 Madison  
Tel.: MAin 4-6226 ..... Independent  
General Manager ..... A. H. Jacobsen  
Program Director ..... Lee Knudsen  
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  
Chairman of Board ..... Gene Aulry  
President ..... Robert O. Reynolds  
V.P., General Mgr. .... Bert S. West  
Vice Presidents ..... L. C. Sigmon, W. D. Shaw  
General Sales Mgr. .... Randy Archer  
Program Director ..... Buddy Webber  
Promotion, Publicity Dir. .... Jack Macdonald  
Owners of: KNEO, San Francisco; KMPC, Los  
Angeles; KEX, Portland, Ore.

## KXA—Seattle—1926

Frequency: 770 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... KXA, Inc.  
Address ..... 320 Second Ave., W.  
Tel.: ATwater 4-8600 ..... Independent  
Representative ..... Meeker  
President ..... Wesley I. Dumm  
General Manager ..... R. W. Wassenberg  
Commercial Manager ..... John Croghan  
Program Director ..... John Sherman  
Chief Engineer ..... John Dubuque



**KCFA—Spokane—1959**

Frequency: 1330 Kc. Power: 5000 Watts d.  
Owned By.....Christian Serv. Inc.  
Address.....5408 Freya St.  
Tel.: KEystone 5-3077.....Independent  
President.....R. L. Stensland  
General Mgr.....H. J. Chandler

**KGA—Spokane—1926**

Frequency: 1510 Kc. Power: 50,000 Watts  
Owned By.....Gran Bcstg. Co.  
Address.....Box 141  
Tel.: KE 4-0631.....Independent  
Station Representative.....Walker-Rawalt  
President.....E. S. Weig  
General Mgr.....A. M. Vogel  
Station Manager.....Len Greensword  
Program Director.....A. Wolter  
Chief Engineer.....Val Strange

**KHQ—Spokane—1922**

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By.....KHQ, Inc.  
Address.....South 4202 Regal  
Tel.: KEystone 4-0511.....NBC  
Representative.....Katz  
Pres., Gen. Sta. Mgr.....Richard O. Dunning  
Sales Manager.....Bill Carroll  
Chief Engineer.....Dee Waymire  
Owners of: KHQ-TV.

**KNEW—Spokane—1947**

Frequency: 790 Kc. Power: 5000 Watts d.  
Owned-Operated By...Seattle-Portland Radio  
Address.....P.O. Box 8033  
Tel.: KE 4-9363.....Independent  
Station Rep.....McGavren-Guild  
President, Gen. Mgr.....Lester M. Smith  
Comm. Mgr.....Hugh MacPherson  
Program Dir.....Bob Adkins  
Chief Engineer.....Vince Hoffart  
Owners of: KJR, Seattle; KXJ, Portland, Ore.

**KPEG—Spokane—1957**

Frequency: 1380 Kc. Power: 5 Kw. d.  
Owned.....Bellevue Bcstrs.  
Address.....East 3810 Boone St.  
Tel.: KE 5-3688.....Independent  
Station Rep.....Charles Bernard  
President.....F. Kemper Freeman  
General, Station Mgr.....W. R. White  
Program Director.....Ed Mosley  
Chief Engineer.....Sig Turnquist  
Owners of: KFKF, Bellevue, Wash.

**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 4-0423.....ABC  
Sta. Representative.....Petry  
President.....Mrs. A. Scott Bullitt  
General Manager.....Robert Temple  
Station Manager.....Alex P. Hunter  
Program Director.....Ron MacDonald  
Chief Engineer.....Ed Antosyn  
Owners of: KREM-TV.

**KXLY—Spokane—1922**

Frequency: 920 Kc. Power: 5,000 Watts  
Owned By.....Spokane Television  
Address.....W. 315 Sprague Ave.  
Tel.: MA 4-1218.....Independent  
Station Rep.....H-R; Day-Wellington; Jacobson  
General Manager.....Wayne F. McNulty  
Commercial Mgr.....Al LaCom  
Program Director.....Dave Steer  
Chief Engineer.....David Green

**KREW—Sunnyside—1950**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Cole E. Wylie  
Address.....Box 209  
Tel.: TEmple 7-2277.....MBS-KBS  
Representative.....Tracy Moore  
Pres., Gen. Mgr.....Cole E. Wylie  
Sta., Comm. Mgr.....Don G. Bennett  
Program Director.....Jean Runyan  
Chief Engineer.....Dale Howard

**KMO—Tacoma—1926**

Frequency: 1360 Kc. Power: 5000 Watts  
Owned.....Tacoma Radio Corp.  
Address.....P. O. Box 1651  
Tel.: WAverly 7-1360.....Independent  
Station Reps.....H-R; Feltis, Dove, Cannon  
Pres., Gen. Sta. Mgr.....J. Archie Morton  
Program Director.....Don Woodland  
Publicity Director.....Burt Malakoff  
Chief Engineer.....Robert Capstick

**KTAC—Tacoma—1941**

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Operated By.....Tacoma Bcstrs., Inc.  
Address.....Winthrop Hotel  
Tel.: BR 2-2241.....Independent  
Station Representative.....Avery-Knodel  
President, Gen. Mgr.....Jerry Geehan  
Asst., Commercial Manager.....John Condon  
Sales Prom. Mgr., Prog. Dir.....Dick Weeks  
Publicity Director.....Robi Bryant  
Chief Engineer.....Bill Luckhurst

**KTNT—Tacoma—1952**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Tribune Publ. Co.  
Address.....So. 11th & Grant Sts.  
Tel.: FU 3-2561.....Independent  
Newspaper Affil.....News Tribune  
Station Representative...Paul H. Raymer & Co.  
President.....George F. Russell  
General Manager.....Max H. Bice  
National Sales Mgr.....John Upham  
Operations Manager.....Ted Knightlinger  
Program Director.....Don St. Thomas  
Chief Engineer.....Dick F. Engh  
Owners of: KTNT-FM-TV.

**KENE—Toppenish—1954**

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Radio Broadcasters Inc.  
Address.....P. O. Box 350

## WASHINGTON

Tel.: 869-1490 .....KBS  
President.....John R. Woodrooffe  
Station Manager.....Don Downing  
Chief Engineer.....Warren Walters

### KKEY—Vancouver—1954

Frequency: 1150 Kc....Power: 1,000 Watts d.  
Owned-Oper. By.....Western Bcstg. Co.  
Address.....5500 Fourth Plain Blvd.  
Tel.: OX 3-2565.....Independent  
Station Representative.....William J. Wagner  
President.....Ralph C. Weagant  
General Mgr.....Ernest Crater  
Commercial Manager.....Arthur Rowell  
Program Dir., Chief Eng.....Russ Ripley  
Publicity Director.....Laurie Lauritzen

### KHIT—Walla Walla—1956

Frequency: 1320 Kc....Power: 1000 Watts d.  
Owned By.....Leader Broadcasting Co.  
Address.....Denny Bldg.  
Tel.: JACKSON 5-3190.....Independent  
Sta. Reps.....Feltis, Dove, Cannon; Jacobson  
Pres., Gen. Sta. Mgr.....Arch Le Roux  
Chief Engineer.....Ed Carter

### KTEL—Walla Walla—1946

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Oper. By....Walla Walla Bdcstg. Co.  
Address.....Box 1028  
Tel.: JACKSON 5-4103.....ABC  
Sta. Reps.....Wagner; Masla  
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  
President, Gen. Mgr.....H. E. Studebaker  
Program Director.....LaVerne Russell  
Chief Engineer.....Glenn E. Dubbe

### 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  
President, Chief Eng.....J. E. Goslin  
Program, Publicity Dir.....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-NBC  
Station Representative.....George P. Hollingbery  
Pres., Sta., Gen. Mgr.....James W. Wallace  
Chief Engineer.....George Frese

### KUEN—Wenatchee—1956

Frequency: 900 Kc....Power: 1 Kw. d.  
Owned.....KUEN Bcstg.  
Address.....P.O. Box 79  
Tel.: NOrmandy 3-5186.....KBS  
Sta. Reps.....Hollingbery; Feltis, Dove, Cannon  
Gen. Mgr., President.....M. C. Robertson  
Station Manager.....Roy Robinson  
Chief Engineer.....Jerry Daggett

### KBBO—Yakima—1947

Freq.: 1390 Kc....Power: 1 Kw d... 250 W. n.  
Owned By.....Yakima Bcstg. Co.  
Address.....P.O. Box 172  
Tel.: CH 8-1390.....MBS  
Station Representative.....Masla  
President.....J. J. Christenson  
General, Commercial Mgr.....Kye Harris  
Program Director.....Arvid Erickson  
Chief Engineer.....Gerald Gerhardt

### KIMA—Yakima—1946

Frequency: 1460 Kc....Power: 5000 Watts  
Owned-Oper. By.....Cascade Bdcstg. Co.  
Address.....P. O. Box 702  
Tel.: GLencourt 2-9111.....NBC  
Station Reps.....Adam Young; Moore  
President.....Tom Bostic  
General Manager.....Monte DeVon  
Publicity, Sales Promotion Mgr.....B. Horn  
Chief Engineer.....Dave Hubert  
Owners of: KEPR-AM-TV, Kennewick, Wash.;  
KIMA-TV.

### KIT—Yakima—1929

Freq.: 1280 Kc....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....KIT, Inc.  
Address.....114 S. 4th St.  
Tel.: GL 7-8115.....ABC  
Reps.....McGavren/Guild, Feltis, Dove, Cannon  
President.....Carl E. Haymond  
General Manager.....Jack H. Goetz  
Commercial Manager.....Vern Chartier  
Sales Promotion Manager.....Ben Shropshire  
Program Director.....Al Bell  
Chief Engineer.....H. B. Murphy

### KUTI—Yakima—1954

Frequency: 980 Kc....Power: 5000 Watts d.  
Owned-Oper. By.....Yakima Valley Radio, Inc.  
Address.....316 Butterfield Rd.  
Tel.: CHestnut 8-2900.....Independent  
Station Representative.....George Hollingbery  
Pres., Gen. Mgr.....H. G. Wells, Jr.  
Commercial Manager.....Bill Bainter  
Chief Engineer.....Roger Raymond

Pop.: 1,850,000  
Families: 495,000

# West Virginia

Radio Homes: 484,000  
AM Stas. in State: 52

## WJLS—Beckley—1939

Freq.: 560 Kc. . . . Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By . . . . . Joe L. Smith, Jr., Inc.  
Address . . . . . WJLS Building  
Tel.: 253-7311 . . . . . CBS  
Representative . . . . . Burn-Smith  
President, Gen. Mgr. . . . . Joe L. Smith, Jr.  
Station Manager . . . . . Gene Morehouse  
Program Director . . . . . Gary Dent  
Chief Engineer . . . . . R. Harold Dew  
Owners of: WKNA-TV-FM, Charleston, W. Va.

## WVNR—Beckley—1947

Freq.: 620 Kc. . . . Power: 1 Kw. d., 500 W. n.  
Owned-Operated By . . . . . Rahall Bcstg. Co.  
Address . . . . . 1708 Harper Road  
Tel.: CI 3-8330 . . . . . Independent  
Station Representative . . . . . H.R. Reys  
President . . . . . N. Joe Rahall  
General Manager . . . . . Anthony P. Gonzalez  
Assistant Manager . . . . . Paul M. Harless  
Sales Manager . . . . . Bud Kurtz  
Program Director . . . . . Bill Boyd  
Owners of: WKAP, Allentown, Pa.; WLGY, St.  
Petersburg, Fla.; WNAE, Norristown, Pa.;  
WQTY, Arlington, Fla.

## WCST—Berkeley Springs—1958

Frequency: 1010 Kc. . . . Power: 250 Watts d.  
Owned By . . . . . Berkeley Springs Radio St. Corp.  
Address . . . . . Box 8  
Tel.: 771 . . . . . Independent  
President . . . . . Vernon Weber  
General Manager . . . . . Thomas Butscher  
Commercial Manager . . . . . Kenneth Robertson  
Program Director . . . . . Daniel Duckwall  
Chief Engineer . . . . . Gary Daniels

## WHIS—Bluefield—1929

Freq.: 1440 Kc. . . . Power: 5 Kw., d.; 500 W. n.  
Owned-Oper. By . . . . . Daily Telegraph Prtg. Co.  
Address . . . . . Municipal Bldg.  
Tel.: 327-7115 . . . . . NBC  
Newspaper Affil. . . . . Daily Telegraph  
President . . . . . Hugh Ike Shott  
Station Mgr. . . . . Melvin Barnett  
Commercial Manager . . . . . George Hendrick  
Chief Engineer . . . . . Kenneth Dick  
Owners of: WHIS-TV.

## WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By . . . . . Bristol Bcstg.  
Address . . . . . Box 800  
Tel.: 327-6124 . . . . . MBS  
General Manager . . . . . W. L. Nininger  
Station Manager . . . . . J. R. Watkins, Jr.

## WBUC—Buckhannon—1959

Frequency: 1460 Kc. . . . . Power 5 Kw. d.

Owned . . . . . Upshur County Bcstg. Co.  
Address . . . . . Box 71  
Tel.: 444 . . . . . Independent  
General Manager, Ch. Eng. . . . . Jesse D. Newman  
Commercial Mgr. . . . . Joseph Barker  
Program Director . . . . . James Murphy  
Publicity Director . . . . . Dale Brooks

## WXVA—Charles Town—1962

Frequency: 1550 Kc. . . . Power: 5,000 Watts d.  
Owned By . . . . . WXVA Broadcasting Corp.  
Address . . . . . P.O. Box 188  
Tel.: 1550 . . . . . Independent  
Station Representative . . . . . Weed  
President . . . . . Arthur W. Arundel  
Exec. V.P., General Mgr. . . . . J. Strider Moler  
Program Director . . . . . Robert Houston  
Chief Engineer . . . . . Thomas Aliff

## WCAW—Charleston—1946

Frequency: 680 Kc. Power: 10 Kw. d., 250 W. n.  
Owned-Oper. By . . . . . Capitol Bcstg. Corp.  
Address . . . . . Kanawha Hotel Bldg.  
Tel.: 343-7503 . . . . . MBS  
Station Reps . . . . . Raymer; Ohio Stations Reps.  
President . . . . . E. M. Johnson  
General, Station Mgr. . . . . Paul N. Miles  
Comm., Program Dir. . . . . Paul Howard  
Sales Promotion Manager . . . . . Carl A. Cook  
Publicity Director . . . . . Barbara Yeager  
Chief Engineer . . . . . William E. Ford

## WCHS—Charleston—1927

Frequency: 580 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Rollins Broadcasting, Inc.  
Address . . . . . 1111 Virginia St. East  
Tel.: DI 2-8131 . . . . . CBS  
Representative . . . . . John Blair  
President . . . . . O. Wayne Rollins  
V.P., Radio . . . . . Albert R. Lanphear  
Station Manager . . . . . Bert Files  
Commercial Manager . . . . . Norman Posen  
Promotion, Publicity Manager . . . . . Harry Brawley  
Program Director . . . . . Joe Farris  
Chief Engineer . . . . . Harry Bowen  
Owners of: WGEE, Indianapolis, Ind.; WAMS, Wil-  
mington, Del.; WCHS-TV; WNJR, Newark, N. J.;  
WPTZ-TV, Plattsburgh, N. Y.; WRAP, Norfolk,  
Va.; WBEE, Harvey, Ill.; WEAR-TV, Pensacola,  
Fla.; KDAY, Los Angeles, Calif.

## WGKV—Charleston—1932

Frequency: 1490 Kc. . . . . Power: 250 W.  
Owned By . . . . . E. L. Clinton  
Address . . . . . 315 Professional Bldg.  
Tel.: DI 3-9544 . . . . . ABC  
V.P., Gen., Comm. Mgr. . . . . G. L. Sutherland  
Chief Engineer . . . . . Bernard Clark

## WKAZ—Charleston—1946

Frequency: 950 Kc. . . . . Power: 5 Kw., d; 1 Kw. n.

# WEST VIRGINIA

Owned By.....Radio WKAZ, Inc.  
Address.....210 Dickinson St.  
Tel.: 343-4556.....NBC  
Station Rep.....Katz  
President.....Hardley L. Samuels  
General Mgr.....Don O. Hays  
Commercial Manager.....Carl A. Cook  
Sales Promotion, Publicity Dir.....Jack Williams  
Program Director.....James D. Tuverson  
Chief Engineer.....Don Browning  
Owners of: WDLB, Marshfield, Wisc.

## WTIP—Charleston—1946

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Chemical City Bcstg. Co.  
Bus. Address.....415 Dickinson St.  
Tel.: Dickens 2-3136.....ABC  
Station Representative.....Pearson Nat'l Reps.  
President, Chief Engr.....Gus Zaharis  
General Manager.....Mel S. Burka  
Commercial Manager.....Bud A. Burka  
Program Director.....Sam Poland  
Sales Promotion Manager.....Bob Bower

## WBOY—Clarksburg—1937

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....Rust Craft Bcstg. Co.  
Address.....912 W. Pike St.  
Tel.: 624-7571.....NBC, KBS  
Station Representative.....Adam Young, Inc.  
President.....Jack Berkman  
General Mgr.....Roger Garrett  
Commercial Manager.....Frank Balsley  
Program Director.....Jack See  
Sales Prom. Mgr., Pub. Dir.....Peter Lyman  
Chief Engineer.....Harry Brown  
Owners of: WBOY-TV, Clarksburg, W. Va.;  
WSTV-AM-FM-TV, Steubenville, O.; WPIT-AM-  
FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.;  
WLDW-TV, Augusta, Ga.; WRGP-TV, Chatta-  
nooga, Tenn.

## WHAR—Clarksburg—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Harrison Corp.  
Address.....1200 E. Pike St.  
Tel.: 624-5525.....ABC  
Station Representative.....Burn-Smith Co.  
President.....Charles Gaylord  
General Manager.....John Peters  
Commercial Manager.....Carl Clovis  
Program Director.....Ralph Doolittle, III  
Publicity Director.....Albert Cox  
Chief Engineer.....Beryl Snyder

## WPDX—Clarksburg—1947

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Clarksburg Bcstg. Corp.  
Address.....339 W. Main St.  
Tel.: 62-4-6425.....Independent  
Station Representative.....Pearson Nat'l Reps.  
President.....R. C. Warden  
General, Station Manager.....James T. Fawcett  
Program Director.....Byron Parrish  
Chief Engineer.....Robert D. Hough

## WDNE—Elkins—1948

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.

Owned-Oper. By.....Marja Bcstg. Corp.  
Address.....Davis & Wash. Sts.  
Tel.: 636-1300.....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.: 363-5200.....CBS  
Representative.....Hollingbery  
President.....Herbert E. Evans  
General Manager.....A. Garen Ferrise  
Commercial Manager.....J. Ross Felton  
Program Director.....Frank Lee  
Chief Engineer.....Donald G. Gruitt  
Owners of: WGAR, Cleveland, O.; WTTM, Trean-  
ton, N. J.; WRFD, Worthington, O.; WSNX,  
Yankton, S. D.; KVTY, Sioux City, Ia.

## WTCS—Fairmont—1947

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....Fairmont Broadcasting Co.  
Address.....P.O. Box 1549  
Tel.: 366-3700.....ABC  
President.....Paul Pitrolo  
V.P., General Manager.....Nick Fantasia  
Program Director.....Josephine Trotta  
Publicity Director.....Jack Bernardo  
Chief Engineer.....Fred K. Gross

## WELD—Fisher—1956

Frequency: 690 Kc. Power: 500 W., d.  
Owned-Oper. By.....South Branch Bcstg. Corp.  
Address.....Fisher  
Tel.: LE 8-6062.....MBS  
President.....Marian Park Lewis  
General Manager.....K. Johnson

## WVWV—Grafton-Fairmont— 1956

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned.....Beacom Bcstg. Enterprises  
Address.....400 Quincy St., Fairmont  
Tel.: Fairmont 363-0700.....ABC  
Newspaper Affil.....Mannington Times  
Station Rep.....Weed Radio  
President.....J. Patrick Beacom  
General, Station Manager.....Patrick W. Larkin  
Commercial Manager.....N. F. Fabre  
Program Director.....B. F. Waters  
Chief Engineer.....J. S. Larkin

## WKEE—Huntington—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned By.....Geyer Broadcasting Co.  
Address.....623 4th Ave.  
Tel.: 525-7788.....Independent  
Sta. Representative.....Raymer  
President.....Wayne W. Geyer  
Station Manager.....Robert R. O'Dell  
Commercial Manager.....John Thacker  
Program Director.....Robert Martin  
Chief Engineer.....R. Thompson

## WVWV—Huntington—1946

Frequency: 1470 Kc. Power: 5000 Watts, d.

## WEST VIRGINIA

Owned By.....Ohio River Bcstg.  
Business Address.....1046½ Third Ave.  
Tel.: JA 3-3421.....Independent  
Representative.....Peters, Griffin, Woodward  
General Manager.....Jack Gelder  
Station Mgr.....R. Osbourne  
Chief Engineer.....Bob Nixon

### WSAZ—Huntington—1923

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned By.....WJR, The Goodwill Station  
Address.....201 Ninth St.  
Tel.: JA 3-8401.....NBC  
Representative.....Katz  
President.....Worth Kramer  
V.P., Gen. Mgr.....C. Tom Garten  
Commercial Manager.....Lewis Bryant  
Mdse. Dir., Prom. Mgr.....Jack M. Williams  
Program Director.....Bob Bowen  
Chief Engineer.....John Clay  
Owners of: WSAZ-TV.

### WKYR—Keyser—1953

Freq.: 1270 Kc.....Power: 5003 Kw. d.  
Owned.....WKYR Inc.  
Address Ft. Cumberland Hotel, Cumberland, Md.  
Tel.: PARKview 4-5000.....MBS  
President.....Robert K. Richards  
Gen., Sta. Mgr.....William W. Robinscn  
Program, Publicity Director....Jack R. Husson  
Commercial, Prom. Mgr.....Dewitt Mower  
Chief Engineer.....Wilmer G. Thompson

### WLOG—Logan—1940

Frequency: 1230 Kc..Power: 1 Kw. d., 250 W. n.  
Owned By.....Buyan Valley Bcstg.  
Address.....445 Stratton St.  
Tel.: PLaza 2-3939.....MBS  
Station Manager.....R. O. Graever  
Commercial Manager.....E. M. Bailey  
Program Director.....Lucille Gallion  
Chief Engineer.....Lewis H. Fry

### WVOW—Logan—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned By.....Logan Bcstg. Co.  
Address.....Trailways Bus Terminal Bldg.  
Tel.: PL 2-5080.....Independent  
President.....W. C. Browning  
General Mgr.....W. P. Becker

### WEPM—Martinsburg—1946

Frequency: 1340 Kc..Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Martinsburg Bcstg. Co.  
Address.....Peoples Trust Co. Bldg.  
Tel.: AM 3-5252.....MBS  
Station Rep.....Devney Organization  
General Mgr.....C. Leslie Golliday  
Station, Comm. Manager....George N. O'Brien  
Program Director.....John E. Taylor  
Chief Engineer.....William Weller

### WHJC—Matewan—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Operated By...Three States Bcstg. Co.  
Address.....Radio Hill  
Tel.: MC 7-7771.....KBS

President, Gen. Mgr. ....Fred Morningstar  
Program Director.....E. Watkins  
Chief Engineer.....Ken Bickord

### 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  
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.  
Address.....P.O. Box 867  
Tel.: Linden 2-9488.....NBC  
President.....Agnes J. Greer  
General, Sta. Manager.....L. W. Fleming, Jr.  
Sales Prom. Mgr.....Virginia Pattison  
Publicity Director.....Dorothy Comuntzis  
Program Director.....Herbert J. Tennant  
Chief Engineer.....James Davis

### WCLG—Morgantown—1954

Frequency: 1300 Kc..Power: 1000 Watts, d.  
Owned.....Morgantown Broadcasting Co.  
Address.....P. O. Box 885  
Tel.: LI 2-2222.....KBS  
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.: 845-1230.....Independent  
President, General Mgr.....Joseph M. Larosa  
Program Director.....Chuck Brand  
Commercial Manager.....Mrs. Judy Reager  
Chief Engineer.....Felice Rigoli

### WETZ—New Martinsville— 1952

Frequency: 1330 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Magnolia Broadcasting Co.  
Address.....Box 391  
Tel.: 455-3030.....Independent  
Station Representative.....Hal Walton  
President, Gen. Mgr.....Harry G. Bright  
Vice President.....C. R. Bright  
Comm. Manager.....George K. Eubanks  
Program Director.....Mike Gabor  
Publicity Director.....Lorraine Espy  
Chief Engineer.....David Miles

### WOAY—Oak Hill—1947

Frequency: 860 Kc.....Power: 10 Kw. d.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel.: HO 9-3361.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Commercial Manager.....A. W. Vickers  
Chief Engineer.....Thomas Phillips

## WEST VIRGINIA

### WCEF—Parkersburg—1954

Frequency: 1050 Kc. Power: 1000 Watts d  
Owned By.....Franklin Broadcasting Co.  
Address.....219 Eighth St.  
Tel.: HU 5-4401-2.....Independent  
Station Representative.....Masla  
President, Chief Eng.....C. E. Franklin  
Station Mgr.....Morris Leon  
Commercial Mgr.....Mike Morris  
Sales Prom. Mgr.....Dorothy Leon  
Program Director.....Randy Jay

### WPAR—Parkersburg—1935

Frequency: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....WPAR, Inc.  
Address.....211 5th St.  
Tel.: HUDson 5-5475.....CBS  
President.....H. Max Good  
Station Manager.....Eddie Lane  
Chief Engineer.....A. J. English  
Owners of: WMGS, Bowling Green, O.

### WTAP—Parkersburg—1947

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....Zanesville Publish. Co.  
Address.....123 West Seventh St.  
Tel.: 485-4588.....ABC  
Sta. Representative.....Pearson  
President.....Clay Littick  
General Manager.....Gene P. Loffler  
Managing Director.....Allan Land  
Commercial Manager.....Denny Dever  
Program Director.....Howard Burlingame  
Chief Engineer.....Bob Hatton

### 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

### WLOH—Princeton—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Co.  
Address.....Box 1011  
Tel.: GA 5-2151.....KBS  
Station Representative.....Hopewell  
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.....Good Neighbor Bcstrs.  
Address.....Gibbs & Gallatine Sts.  
Tel.: BRowning 3-2544.....Independent  
Station Manager.....W. M. Watterson  
Chief Engineer.....R. Osborne

### WVAR—Richwood—1957

Frequency: 1280 Kc. Power: 1000 Watts  
Owned By.....Royal Bcstg. Co.  
Address.....P. O. Box 349  
Tel.: Viking 6-0411.....KBS  
President.....W. Courtney Evans  
Manager.....R. Henderson

### WRON—Ronceverte—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Blake Bcstg. Co.  
Address.....Box 69  
Tel.: Midway 5-1327.....KBS  
Station Representative.....Hopewell  
Pres., Gen. Mgr.....James Venable  
Station Mgr., Prog. Dir.....Garry Ritchie  
Commercial Manager.....Betty Ann Venable  
Chief Engineer.....Bill Mullins

### WKLC—St. Albans—1956

Frequency: 1300 Kc. Power: 1 Kw., d.  
Owned By.....Kandel Corp.  
Business Address.....109 - 6th Ave.  
Tel.: PA 7-1300.....Independent  
Station Representative.....Thomas Clark  
President.....Raymond I. Kandel  
General, Sta. Manager.....Morton J. Victorson  
Program Director.....Robert Entley  
Chief Engineer.....Bernard Clark

### WSPZ—Spencer—1961

Frequency: 1400 Kc. Power: 1,000 Watts d.  
Owned By.....Community Radio  
Address.....Box 60  
Tel.: 900.....KBS  
President.....H. G. Minns  
General Manager.....Paul R. Fairchild  
Sales Manager.....Robert J. Weaver

### 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.....Spot Time Sales  
President.....Thomas E. Millsop  
General Manager.....Edward J. Hirschberg  
Station Manager.....Robert E. Badger  
Sales Prom. Mgr.....Geraldine Cohen  
Program Dir.....Steve Liadis  
Publicity Dir.....Lou Serra  
Chief Engineer.....James Mark

### WELC—Welch—1950

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Pocahontas Bcstg. Co.  
Address.....Box 1032  
Tel.: 436-2131.....KBS  
President, General Manager.....Sam Sidote  
Chief Engineer.....Howard R. King

### WOVE—Welch—1955

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By.....McDowell Bcstg. Co.  
Address.....Rhodes Building  
Tel.: 436-3333.....MBS  
Station Representative.....Kentucky Radio Sales  
President, General Mgr.....South C. Bevins  
Station, Commercial Mgr.....Roy Canfield  
Chief Engineer.....George Hall

### WHAW—Weston—1948

Frequency: 980 Kc. Power: 1 Kw., d.



## WEST VIRGINIA-WISCONSIN

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.....J. Caldo  
 Chief Engineer.....William Corathers

### 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, Program Mgr.....Jim Smith  
 Chief Engineer.....Rudolph Pearl

### WKWK—Wheeling—1941

Frequency: 1400 Kc....Power: 250 Watts  
 Owned-Oper. By.....Community Bcstg., Inc.  
 Business Address.....1600 Market St.  
 Tel.: CE 2-2250.....MBS  
 Station Representative.....McGavren/Guild  
 President, Gen. Mgr.....L. W. Dickey  
 Comm., Sales Prom. Mgr.....Gene Johnson  
 Program, Publicity Director.....Herb Allen  
 Chief Engineer.....F. Baker

### WWVA—Wheeling—1926

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned By.....Basic Communications, Inc.  
 Address.....Hawley Bldg.  
 Tel.: Cedar 2-1170.....ABC  
 Representative.....John Blair  
 Chairman.....Emil Mogul  
 President.....Ira Herbert  
 Exec. V.P.....Tudie Herbert  
 General Manager.....Paul J. Miller  
 Commercial Manager.....Andrew F. Hofmann  
 Sls. Prom. Mgr., Pub. Dir.....Howard W. Meagle  
 Program Director.....Lew Cleagun  
 Chief Engineer.....Edwin L. Keim  
 Owners of: WAKE, Atlanta; WYDE, Birmingham.

### WBTH—Williamson—1939

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Williamson Bcstg. Corp.  
 Address.....P.O. Box 261  
 Tel.: Belmont 5-3600.....MBS  
 President.....Phil Belhorn  
 General Manager.....Robert B. Harvit  
 Commercial Manager.....John Moses  
 Sales Promotion Manager.....Jim Wolford  
 Program Director.....Bill Hardebeck  
 Publicity Director.....Sandra May  
 Chief Engineer.....Leo Scott

Pop.: 4,025,000

Families: 1,192,000

# Wisconsin

Radio Homes: 514,000

AM Stas. in State: 81

### 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, General Mgr.....A. F. Berner  
 Chief Engineer.....Lyle Gunderson

### WAPL—Appleton—1952

Frequency: 1570 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....John Dixon  
 Address.....109 S. Appleton St.  
 Tel.: RE 4-9226.....KBS  
 Pres., Gen. Manager.....John Dixon  
 Comm., Sales Promo. Mgr.....Gene Steinhorst  
 Program Director.....Rex Munger  
 Publicity Director.....Bill Day  
 Chief Engineer.....Robert Falkner

### WHBY—Appleton—1925

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Norbertine Fathers  
 Bus. Studio Address.....600 So. Lawe St.  
 Tel.: RE 3-6584.....MBS  
 Station Representative.....Burn-Smith  
 President.....Abbot Killiam  
 General, Station Mgr.....Lewis J. Process  
 Chief Engineer.....George Merkl

### WATW—Ashland—1940

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....WATW, Inc.  
 Address.....118 W. 2nd Ave.  
 Tel.: MURdock 2-2727.....Independent  
 Representative.....Thomas F. Clark  
 President, Gen. Mgr.....Gene Halker  
 Commercial Manager.....Bud Huber  
 Program Director.....Arnold Peterson  
 Chief Engineer.....Russ Johnston

### WBEV—Beaver Dam—1951

Frequency: 1430 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Beaver Dam Bcstg. Co.  
 Address.....109½ Front St.  
 Tel.: TU 5-4442.....Independent  
 Representative.....Hal Holman  
 President.....Joe T. Mackin  
 General Mgr.....Thomas H. Faile  
 Commercial Manager.....Richard McDermott  
 Program Manager.....Paul Ryan  
 Chief Engineer.....David Pierce

### WBEL—Beloit—1948

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Beloit Bcstrs., Inc.  
 Business-Studio Address.....430 State St.

# WISCONSIN

Tel.: EMerson 5-6641.....Independent  
Representative.....Gill-Perna  
President.....Russ Salter  
General Mgr.....Robert O. Moran  
Sta., Comm. Mgr.....Joe Moen  
Sales Promotion Manager.....Irv Andreoni  
Program Director.....Bill Greener  
Publicity Director.....Christie Thomsen  
Chief Engineer.....Leo Wilson

## WGEZ—Beloit—1948

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Howard Miller Ent.  
Address.....416 College  
Tel.: EM 5-8865.....MBS  
President, Gen. Mgr.....Howard Miller  
Station Mgr.....Tom Anderson  
Chief Engineer.....Frank Goodard

## 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.....Independent  
Owners.....M. J. & M. McDonald

## WAXX—Chippewa Falls—1957

Frequency: 1150 Kc.....Power: 5 Kw. d.  
Owned.....Chippewa Bcstg., Inc.  
Address.....108½ N. Bridge St.  
Tel.: PArk 3-2242.....Independent  
Station Representative.....Masla  
President, Gen. Mgr.....Jack Holden  
Station, Comm. Manager.....Donald Holden  
Sales Prom. Mgr., Prog. Dir.....Andre Le Tendre

## WERL—Eagle River—1961

Frequency: 950 Kc.....Power: 1,000 Watts  
Owned By.....Eagle River Bcstg. Co.  
Address.....Box 593  
Tel.: 456.....Independent  
General Manager.....George Palo

## WBIZ—Eau Claire—1944

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 Wt. n.  
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  
Program Director.....Loren G. Kassera  
Chief Engineer.....Chris Bangert

## WEAQ—Eau Claire—1937

Frequency: 790 Kc.....Power: 5000 Watts  
Owned By.....Bcster. Services, Inc.  
Address.....Hotel Eau Claire Bldg.  
Tel.: TEmple 2-3463.....NBC  
Station Representative.....Hollingbery  
General Manager.....C. R. Dickoff  
Program Director.....Peter Murphy  
Publicity Director.....Byron Napier  
Chief Engineer.....Kenneth Tetzloff

## WECL—Eau Claire—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned By.....WECL, Inc.  
Address.....Rudolph Road  
Tel.: TEmple 2-1629.....KBS  
Station Representative.....Bolles; Hyett  
President, Gen. Mgr.....Robert E. Nelson  
Station Manager.....Helen Bartz  
Commercial Manager.....Robert Onarheim  
Program Director.....Richard Hoff  
Publicity Director.....Donald Smith  
Chief Engineer.....Jerry Kalmanson

## KFIZ—Fond du Lac—1922

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....KFIZ Bcstg. Co.  
Address.....18 W. First St.  
Tel.: WA 1-3770.....MBS  
Newspaper Affil.....Reporter Printing Co.  
Representative.....Holman  
President, Gen. Mgr.....Emery W. Martin  
Commercial Manager.....Joe Goeser  
Program Director.....Ron Harvey  
Sales Promotion Manager.....James Schwartz  
Publicity Director.....Doug McGrath  
Chief Engineer.....Wendell S. Meyers

## WBAY—Green Bay—1922

Frequency: 1360 Kc.....Power: 5000 Watts  
Owned-Operated By.....Norbartine Fathers  
Address.....115 South Jefferson  
Tel.: HE 2-3331.....CBS  
Station Representative.....H.R. Reys  
General Manager.....Haydn R. Evans  
Commercial Manager.....Joe De Young  
Program Director.....Rog Mueller  
Chief Engineer.....Wallace Stangel  
Owners of: WBAY-TV.

## WDUZ—Green Bay—1947

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Green Bay Bcstg. Co.  
Business Address.....225 N. Adams St.  
Tel.: HEmlock 5-5331.....ABC  
Station Rep.....Radio-TV Reprs., Inc.  
President, Gen. Mgr.....Ben A. Laird  
Station Manager.....Ann C. Schauer  
Comm. Sales Prom. Mgr.....John E. Mayasich  
Program Director.....Thomas L. Hoppe  
Publicity Director.....Donald A. Vander Kelen  
Chief Engineer.....Clifford Graff  
Owners of: WDUZ, Waupaca, Wis.

## WJPG—Green Bay—1947

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By.....Green Bay Newspaper Co.  
Address.....428 Cherry St.  
Tel.: HE 5-7575.....MBS  
Newspaper Affiliation.....Press-Gazette  
Station Rep.....George P. Hollingsbery Co.  
President.....William A. C. Roethke  
Station Manager.....Glen R. Holznecht  
Commercial Manager.....Larry Fitchett  
Sales Prom. Mgr., Pub. Dir.....William McCarthy  
Program Director.....Clair Stone  
Chief Engineer.....Roland Henry

**WTKM—Hartford—1954**

Frequency: 1540 Kc. Power: 500 Watts d.  
 Owned By: Top Hat Enterprises, Inc.  
 Address: 23 N. Main St.  
 Tel.: 673-3550. Independent  
 President: Ralph Schewe  
 General, Station Manager: Galen Brunner  
 Sales Promotion Manager: Rusty Flynn  
 Program Director: Jim Parker  
 Publicity Director: Marty Jupp  
 Chief Engineer: Ed Dulaney

**WHSM—Hayward—1957**

Frequency: 910 Kc. Power: 1000 Watts, d.  
 Owned By: WJMC, Inc.  
 Address: Route 3  
 Tel.: 303. MBS-KBS  
 Station Rep.: Hollingbery  
 President: W. C. Bridges  
 General Mgr.: Russell J. Brown  
 Station Manager: B. L. Munson  
 Sales Promotion Manager: R. V. Davenport  
 Program Director: Bob Fraser  
 Chief Engineer: Robert P. Kolsky  
 Owners of: WJMC-AM-FM, Rice Lake, Wis.

**WCLO—Janesville—1930**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned: Southern Wisconsin Radio, Inc.  
 Business-Studio Address: 200 E. Milwaukee St.  
 Tel.: PL 4-3316. MBS  
 Newspaper Affiliation: Daily Gazette  
 President: Sidney H. Bliss  
 General Manager: V. W. Williams

**WLIP—Kenosha—1947**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Kenosha Bcstg., Inc.  
 Address: 625 57th St.  
 Tel.: OL 7-6162. Independent  
 Pres., Gen. Mgr.: William L. Lipman  
 Station Mgr.: Hugh L. Gately

**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  
 Station Representative: Avery-Knodel  
 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 923  
 Tel.: 2-6042. ABC  
 Station Representative: Radio-TV Reps.  
 President, Gen. Mgr.: Herbert H. Lee  
 Commercial Manager: Philip A. Dyer  
 Prog. Dir.: Marilyn J. Bahwell

**WLCC—La Crosse—1947**

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned: La Crosse Radio Inc.  
 Address: 306 Rivoli Bldg.  
 Tel.: 4-4521. Independent  
 Station Representative: Devney Organization  
 Pres., Gen. Mgr., Ch. Eng.: Joe Rohrer  
 Comm., Sales Prom. Mgr.: Glenn H. Pederson  
 Program, Publicity Dir.: Jean Gitz

**WLDY—Ladysmith—1948**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By: Flambeau Bcstg. Co.  
 Address: Hwy. 8  
 Tel.: 585. KBS  
 President: Ruth Nelson  
 Gen. Mgr.: Chas. H. Nelson  
 Chief Engineer: S. Mercer

**WIBA—Madison—1925**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Operated By: Badger Bcstg. Co.  
 Address: Box 99  
 Tel.: CE 3-5311. NBC  
 Newspaper Affiliation: Capital Times  
 Representative: Avery-Knodel  
 President: William T. Evjue  
 General, Comm. Manager: Howard A. Johnson  
 Asst. Mgr., Prog. Dir.: Fred H. Gage  
 Publicity Director: A. C. Stephenson  
 Chief Engineer: Norman Hahn

**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. Independent  
 Representative: Radio-TV Reps  
 President, Gen. Mgr.: William R. Walker  
 V.P., Sales: Philip Fisher  
 Asst. Manager: Chuck Mefford  
 Chief Engineer: George Reynolds  
 Owners of: WEAQ, Eau Claire, WBEV, Beaver  
 Dam, WOSH, Oshkosh, all Wisc.; WSMJ, St.  
 Joseph, Mich.

**WKOW—Madison—1947**

Freq.: 1070 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned By: Midcontinent Bcst. Co. of Wisc.  
 Address: 215 W. Washington Ave.  
 Tel.: AL 7-2261. CBS  
 Station Representative: H-R Reps.  
 Exec. V.P., General Manager: Tony Moe  
 General Sales Manager: Ben F. Hovel  
 Operations Manager: Tom Hooper  
 Merchandising, Prom. Mgr.: James Roy Miller  
 Technical Engineer: Robert Wickhem  
 Owners of: WKOW-TV; WLOL-AM-FM, Minneapo-  
 lis; KSO, Des Moines; KELO-TV, Sioux Falls.

**WCUB—Manitowoc—1950**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned By: Eastern Wisc. Bdcstg. Corp.  
 Address: 2500 North Mirro Drive  
 Tel.: MURray 2-8226. Independent

# WISCONSIN

President ..... Ben Hovel  
Exec. V.P., General Manager..... Jack Severson  
Program Director..... Bob Irish  
Chief Engineer..... Jay Wells

## 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  
Chief Eng..... H. E. Willis

## WMAM—Marinette—1939

Freq.: 570 Kc..... Power: 250 W. d., 100 W. n.  
Owned-Oper. By..... Marinette Central Bcstg. Co.  
Address ..... 400 Wells St.  
Tel.: RE 5-6631..... NBC  
Newspaper Affiliation..... Mining Journal  
Station Representative..... Pearson Nat'l Reps.  
President..... Frank J. Russell  
General Manager..... Howard L. Emich  
Program Director..... Bill Liegeois  
Chief Engineer..... Paul Anick  
Owners of: WDMJ, Marquette, WEST, Escanaba,  
WMIQ, Iron Mountain, all Mich.

## WDLB—Marshfield—1947

Freq.: 1450 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned..... Clarkwood Broadcasting Corp.  
Address ..... 1710 N. Central Ave.  
Tel.: FUlton 4-2191..... KBS  
President, Gen. Mgr..... Hartley L. Samuels  
Station, Publicity Director..... John R. Thornton  
Commercial Manager..... Lynn Eckes  
Sales Promotion Manager..... William Allen  
Program Director..... Jack Hackman  
Chief Engineer..... Richard Hanneman  
Owners of: WKAZ, Charleston, W. Va.

## WRJC—Mauston—1961

Frequency: 1270 Kc..... Power: 500 Watts d.  
Owned By..... Radio Juneau County, Inc.  
Address ..... 200 Hickory St.  
Tel.: VICTOR 3-8001..... KBS  
Station Representative..... James C. Bowden  
President..... John D. Rice  
General, Commercial Mgr..... Gordon P. Bigalke  
Program Director..... Vicki L. Klabough  
Chief Engineer ..... Donald L. Yapp

## WIGM—Medford—1941

Frequency: 1490 Kc..... Power: 1 Kw. d., 250 W. n.  
Owned ..... WIGM, Inc.  
Business Address..... Box 59  
Tel.: 748-2566 ..... KBS  
Representative ..... Clark  
Pres., Gen. Mgr..... Paul Allman  
Comm., Sales Prom. Mgr..... Joe Dahlvig  
Chief Engineer..... Ray Bohnert

## WMNE—Menomonie—1951

Frequency: 1360 Kc..... Power: 1 Kw. d.  
Owned-Oper. By..... Menomonie Bcstg. Co.

Address ..... 603½ Broadway  
Tel.: CEdar 5-2112..... KBS  
Station Representative ..... Hopewell  
President ..... Wendell Hansen  
General, Station Manager..... Don Moriwedt  
Commercial, Sls. Prom. Mgr..... Thor Edgeberg  
Program Director, Ch. Eng..... LaVern Garton  
Publicity Director..... Bob Lee

## WXMT—Merrill—1960

Frequency: 730 Kc..... Power: 1 Kw. d.  
Owned By..... Thunder Bird Broadcasting Co.  
Address ..... P.O. Box 72  
Tel.: 1990 ..... Independent  
Station Rep..... Thomas F. Clark, Inc.  
President ..... Gene Halker  
General Manager..... Marty Hogman

## WAWA—Milwaukee—1961

Frequency: 1590 Kc..... Power: 1 Kw. d.  
Owned By..... Suburbanair Inc.  
Add. 12700 W. Bluemound Rd., Elm Grove, Wis.  
Tel.: SUNset 6-4625..... ABC  
President..... Herbert L. Mount  
General, Comm. Manager..... Neil K. Searles  
Program Director..... Earl Gissing  
Chief Engineer..... Jack Krause

## 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  
Station Rep..... H-R Reps.  
President..... A. M. Spheeris  
General Mgr..... Hugh K. Boice, Jr.  
Commercial Manager..... John Gagliano  
Station, Program Dir..... Chuck Phillips  
Chief Engineer..... Rolland Pasko  
Owners of: KWK, St. Louis, Mo.

## WFOX—Milwaukee—1946

Frequency: 860 Kc..... Power: 250 Watts d.  
Owned By..... Fox Broadcasting  
Address..... 208 E. Wisconsin Ave.  
Tel.: BRoadway 2-1272..... MBS  
Station Representative..... Meeker  
General Manager..... Jack Raymond  
Commercial Manager..... Viola E. Wilson  
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  
Station Representative..... McGavren/Guild  
V.P., General Manager..... James T. Butler  
Commercial Manager..... Herman Schneider  
Program Director..... Tom Lambert  
Publicity Director..... Patt Barnes  
Chief Engineer..... Lionel Wittenberg  
Owners of: WISN-FM-TV; WRAL-AM-FM-TV,  
Baltimore; WRYT, WTAE-TV, Pittsburgh.

**WMIL—Milwaukee—1947**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Cream City Bcstg. Co., Inc.  
 Address... 2625 W. Wisconsin Ave.  
 Tel.: WE 3-1290. CBS  
 Station Representative... Jack Masla  
 President... Gene Posner  
 General, Station Mgr.... Sol Radoff  
 Commercial Manager... Oliver West  
 Program Director... Bill Bramhall  
 Chief Engineer... Gino Monaco

**WOKY—Milwaukee—1947**

Frequency: 920 Kc. Power: 1 Kw.  
 Owned... Bartell Bcstg. Corp.  
 Address... 3500 N. Sherman Blvd.  
 Tel.: Hilltop 2-0150. Independent  
 Station Representative... Blair  
 President... Gerald A. Bartell  
 General Manager... Rosa Bartell Evans  
 Station Manager... John A. Reddy  
 Sales Promotion Manager... Lois Rice  
 Engineering Director... Ralph Evans  
 Owners of: KCBQ, San Diego; WADO, New York;  
 4v1R, Haiti; PJC-TV, Curacao; PJA-TV,  
 Aruba.

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By... WRIT, Inc.  
 Address... 5407 W. Martin Dr.  
 Tel.: Glenview 3-4130. Independent  
 Representative... Eastman  
 President... Charles Sawyer  
 Executive Vice President... J. P. Williams  
 Vice President... Alexander Buchan  
 General Manager... Bernie Strachota

**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 Affiliation... Journal, Sentinel  
 Representative... Christal  
 General Manager... George Comie  
 Station Manager... R. J. Heiss  
 Sales Mgr.... Joseph Killeen  
 Prog. Mgr.... Don Loose  
 Owners of: WTMJ-FM-TV, Milwaukee.

**WEKZ—Monroe—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Operated By... Green County Bcstg. Co.  
 Address... Box 460  
 Tel.: 1260. Independent  
 Station Representative... Webb  
 President... Kenneth Stuart  
 General Manager... Joseph Urban  
 Commercial Manager... Stanley Neuberger  
 Chief Engineer... Herb Bolliger

**WNAM—Neenah—1947**

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned... Neenah-Menasha Bcstg. Co.  
 Address... Radio Park  
 Tel.: PA 2-6471. Independent

Station Representative... Paul H. Raymer Co.  
 Vice President... Don C. Wirth  
 Chief Engineer... Gordon Daily

**WCCN—Neillsville—1957**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned... Central Wisconsin Bcstg.  
 Business Address... 140 W. 5th St.  
 Tel.: SHerwood 3-3333. Independent  
 General Manager... Howie Sturtz II  
 Commercial Manager... Wayne Grap  
 Chief Engineer... Charles E. Marvin

**WIXK—New Richmond—1960**

Frequency: 1590 Kc. Power: 5 Kw. d.  
 Owned By... Radio St. Croix, Inc.  
 Address... First National Bank Bldg.  
 Tel.: CHapel 6-2254. KBS  
 Station Reps... Gill-Perna; Bowden  
 General Manager... Bob Smith

**WOSH—Oshkosh—1941**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Value Radio Corp.  
 Business Address... 2333 Bowen St.  
 Tel.: Beverly 5-3150. Independent  
 General Manager... Wm. L. McDonald

**WFPF—Park Falls—1953**

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned... Northland Bcstg. Co., Inc.  
 Address... P.O. Box 309  
 Tel.: 2-3959. KBS  
 Station Representative... Clark  
 Pres., Gen., Comm. Mgr.... Gordon Schluter

**WSWW—Platteville—1955**

Frequency: 1590 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By... Southwest Wisc. Co.  
 Address... P. O. Box 1  
 Tel.: Diamond 8-2775. Independent  
 President... Mrs. M. B. Monroe  
 General, Comm. Mgr.... R. J. Bodden  
 Chief Engineer... Marc Karrmann

**WPLY—Plymouth—1954**

Frequency: 1420 Kc. Power: 500 Watts d  
 Owned-Oper. By... WPLY, Inc.  
 Address... Box 222  
 Tel.: TWinbrook 3-2661. Independent  
 President... R. Bunker Rogoski  
 Gen., Comm. Mgr.... D. C. Hille  
 Program Director... P. Sell  
 Chief Engineer... C. Markworth

**WPDR—Portage—1952**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Portage Bcstg. Co.  
 Address... P.O. Box 296  
 Tel.: RI 2-2350. Independent  
 President... W. T. Comstock  
 General, Sta. Mgr.... Robert D. Hutchings  
 Commercial Mgr.... R. J. Hoffman  
 Program Dir.... B. Ableman  
 Sales Prom. Mgr.... Carol Mork  
 Chief Engineer... George Wuerch

# WISCONSIN

## WIBU—Poynette—1925

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Radio Station WIBU  
Tel.: 365-4532.....MBS-KBS  
Pres., Gen. Mgr.....William C. Forrest  
Program Director.....Sarah Forrest  
Chief Engineer.....Leonard Doeze

## WPRE—Prairie du Chien—1952

Frequency: 980 Kc. Power: 1000 Watts, d.  
Owned.....Prairie Bcstg. Co. Inc.  
Address.....P. O. Box 90  
Tel.: 637.....Independent  
Representative.....Holman  
Gen., Sta. Mgr.....W. C. Schlaugart, 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 Rep.....Devney Organization  
Pres., Gen. Mgr.....William J. Prialux  
Comm., Sales Prom. Mgr.....Raymond J. Pawzun

## WRJN—Racine—1926

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Rocine Bcstg. Corp.  
Address.....4201 Victory Ave.—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  
Chief Engineer.....Stanley D. Fisher

## WRDB—Reedsburg—1953

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....William C. Forrest  
Address.....Box 207  
Tel.: 400.....MBS  
President.....William C. Forrest  
General Manager.....Michael J. Flaherty  
Chief Engineer.....Leonard Doeze  
Owners of: WIBU, Poynette.

## WOBT—Rhinelander—1947

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Onelda Bcstg. Co.  
Address.....P. O. Box 498  
Tel.: FO 2-6140.....NBC  
Station Reps.....Spot Time Sales; Bowden  
President.....James Cleary  
General Manager.....Jack R. Gennaro  
Program Dir.....John Wadd  
Chief Engineer.....William Anderson

## WJMC—Rice Lake—1939

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....WJMC, Inc.  
Address.....Box 352  
Tel.: CE 4-2131.....KBS-MBS  
Station Representative.....Hollingbery  
President.....W. C. Bridges  
Station Manager.....Russell J. Brown

## WRCO—Richland Center—1949

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By.....Richland Bcstg. Co.  
Address.....P. O. Box 192  
Tel.: MI 7-2111.....KBS-ABC  
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 By.....Greycote, Inc.  
Address.....Radio Road  
Tel.: 748-5111.....Independent  
Station Representative.....Hal Walton Assocs.  
President, Gen. Mgr.....Arlow D. Bice, Jr.  
Station, Sales Prom. Mgr.....Gordon N. Alsum  
Prog. Dir.....Norman Clark  
Publicity Director.....Bob Bandy  
Chief Engineer.....Paul Vagus

## 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.: LA 6-2121.....KBS  
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  
Chief Engineer.....Christ Bauer

## WKTS—Sheboygan—1955

Frequency: 950 Kc. Power 500 Watts, d.  
Owned By.....Sheboygan Radio, Inc.  
Address.....814 N. 8th St.  
Tel.: GLencourt 7-5561.....Independent  
Station Reps.....Breen & Ward; Spot Time Sales  
President, General Mgr.....Richard P. McKee  
Commercial Manager.....Harold Cohan  
Program Director.....Julian Jetzer  
Publicity Director.....Jean Hesse  
Chief Engineer.....R. Kruse

## WCOW—Sparta—1951

Frequency: 1290 Kc. Power: 5 Kw. d.  
Owned.....Sparta-Tomah Broadcasting Co.  
Address.....209 E. Main St.  
Tel.: 3307.....KBS-MBS  
Station Representative.....Walton  
Pres., Gen. Mgr.....John D. Rice  
Program Director.....Mary Hooogenhus

## WSPT—Stevens Point—1948

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Stevens Pt. Bcstg. Co.



Business Address.....414 Main St.  
 Tel.: Diamond 4-9778.....Independent  
 Representative.....Hal Holman  
 President.....William F. Johns, Sr.  
 V.P., Gen. Mgr.....Peter A. Bernard  
 Commercial Manager.....David Silverman  
 Program Director.....Lucie Land  
 Chief Engineer.....Art Zagrzebski

**WDOOR—Sturgeon Bay—1951**

Frequency: 910 Kc.....Power: 1000 W. d.  
 Owned-Oper. By...Door County Bcstg. Co. Inc.  
 Address.....212 N. Third Ave.  
 Tel.: Pioneer 3-4411.....MBS  
 Pres., Gen. Mgr.....Edward Allen, Jr.  
 Commercial Manager.....Leonard Koskubar  
 Program Director.....William Kary  
 Sales Prom., Publicity Director...Dolores Allen  
 Chief Engineer.....Lyle Henry

**WIGL—Superior—1961**

Frequency: 970 Kc.....Power: 500 Watts d.  
 Owned By.....Radio Superior, Inc.  
 Address.....1302 Tower Ave.  
 Tel.: EXport 2-4707.....Independent  
 Station Representative.....Gill-Perna  
 President.....J. G. Haig  
 Vice President.....W. T. Haig  
 Program Director.....L. M. Latto, Jr.  
 Chief Engineer.....Kermit Littler

**WQMN—Superior—1959**

Frequency: 1320 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Quality Radio, Inc.  
 Address.....WQMN Bldg.  
 Tel.: EXport 4-6695.....MBS  
 Station Representative.....P.R.O.  
 President, Gen. Mgr.....W. H. Whitsitt  
 Station Manager.....John C. Grinden  
 Program Director.....William C. Kelly  
 Chief Engineer.....Wilfred A. Meys

**WTMB—Tomah—1959**

Frequency: 1460 Kc.....Power: 1 Kw. d.  
 Owned By.....Tomah Maustom Bcstg. Co.  
 Address.....P.O. Box 142  
 Tel.: 822.....Independent  
 President, Sta. Mgr.....Hugh Dickie  
 Gen. Mgr., Pub. Dir.....T. Price  
 Chief Engineer.....W. Merritt

**WTRW—Two Rivers—1950**

Frequency: 1590 Kc.....Power: 1000 W. d.  
 Owned By.....Two Rivers Bcstg. Corp.  
 Address.....1817 Washington St.  
 Tel.: 793-1348.....Independent  
 Station Representative.....Thomas F. Clark  
 President, Commercial Mgr...Kenneth A. Daum  
 Gen., Sta. Mgr.....Ray F. Kessenack  
 Sales Promotion Mgr.....Jack Spevacek  
 Publicity.....Eleanore Daum  
 Chief Engineer.....Robert White

**WISV—Viroqua—1958**

Frequency: 1360 Kc.....Power: 500 Watts d.

Owned By.....Parks Robinson  
 Address.....Box 191  
 Tel.: 7-7200.....KBS  
 Gen. Mgr., Ch. Eng.....Parks Robinson  
 Station Mgr.....Dwain Munyon

**WTTN—Watertown—1950**

Frequency: 1580 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Watertown Radio, Inc.  
 Address.....104 W. Main St.  
 Tel.: 261-3950.....KBS  
 Station Rep.....Hopewell  
 Pres., Gen. Mgr.....Carl V. Kolata  
 Commercial Manager.....Clifford Scott  
 Chief Engineer.....Douglas Beaudoin

**WAUX—Waukesha—1947**

Frequency: 1510 Kc.....Power: 10 Kw. d.  
 Owned-Operated By...Waukesha Bcstg. Co.  
 Address.....330 Wisconsin Ave.  
 Tel.: Liberty 2-6636.....MBS  
 Station Representative.....Gill-Perna  
 General Manager.....Mig Figi  
 Comm., Sales Manager...Charles E. Williams  
 Chief Engineer.....Adin Randall

**WDUX—Waupaca—1956**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned.....Laird Broadcasting Co.  
 Address.....204 S. Main St.  
 Tel.: 83.....ABC  
 Representative.....Radio-TV Reps.  
 President.....D. Laird  
 Station Mgr.....Tom Karavakis  
 Program Director.....Cal Cheek  
 Chief Engineer.....T. Flaherty  
 Owners of: WDUZ, Greenbay, Wis.

**WHVF—Wausau—1953**

Frequency: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned.....Lakeland Bcstg. Corp.  
 Address.....1110 Wausau Ave.  
 Tel.: Viking 2-1188.....KBS  
 Representative.....Grant Webb & Co.  
 President, Ch. Eng.....Hilding V. Foreen  
 General Manager.....Arthur N. Lynn

**WRIG—Wausau—1958**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....WRIG, Inc.  
 Address.....529 Third St.  
 Tel.: Viking 2-1921.....Independent  
 Station Rep.....Devney Organization  
 President.....Duey Wright, Sr.  
 Gen., Sta. Mgr.....Gerald G. Gertschen  
 Commercial, Sales Prom. Mgr...Elroy Sellin  
 Program Director.....Marvin Nelles  
 Chief Engineer.....Duey Wright, Jr.

**WSAU—Wausau—1937**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Wisc. Valley TV Corp.  
 Business Address.....427 4th St.  
 Tel.: VI 2-2111.....NBC

## WISCONSIN-WYOMING

Newspaper Affil. .... Record Herald  
 Representative ..... Meeker  
 President ..... George T. Frechette  
 Exec. V.P., General Mgr. .... Richard D. Dudley  
 Station Manager ..... George Bundner  
 General Sales Mgr. .... James Frey  
 Sales Prom., Pub. Dir. .... Thomas E. Bolger  
 Prog. Dir. .... Rudy Topinka  
 Chief Engineer ..... Roland W. Richardt  
 Owners of: WSAU-FM-TV, Wausau.

V.P., Chief Engineer ..... Paul J. Mueller  
 Station Manager ..... John P. Steinbach  
 Sales Promotion Manager ..... Jack Skidmore

### WFHR—Wisconsin Rapids—1940

Frequency: 1320 Kc. .... 5 Kw., d., 500 Watts, n.  
 Owned-Oper. By ..... William F. Huffman Radio  
 Address ..... 210 First Ave. South  
 Tel.: HArrison 3-7205 ..... MBS  
 Newspaper Affil. .... Daily Tribune  
 Representative ..... Meeker  
 President ..... Louise F. Huffman  
 Gen., Sta. Mgr. .... George T. Frechette  
 Commercial Manager ..... L. L. Zurawski  
 Program Director ..... Arnie Stroppe  
 Chief Engineer ..... Gordon Miller

### WBKV—West Bend—1950

Frequency: 1470 Kc. .... Power: 1000 W. d.  
 Owned-Oper. By ..... West Bend Bcstg. Co.  
 Business Address ..... P.O. Box 60  
 Tel.: FE 4-2344 ..... KBS  
 Station Representative ..... Walker-Rowalt  
 Pres., Gen. Mgr. .... August C. Berkholtz

Pop.: 340,000

Families: 102,000

## Wyoming

Radio Homes: 98,500

AM Stas. in State: 26

### KBBS—Buffalo—1956

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Northern Wyoming Bcstg. Corp.  
 Address ..... 98 S. Main Street  
 Tel.: MU 4-7169 ..... ABC-KBS  
 Station Representative ..... Petry  
 Gen. Mgr. .... Jack Rosenthal  
 Chief Engineer ..... R. P. Burger

### KCHY—Cheyenne—1959

Frequency: 1590 Kc. .... Power: 1 Kw., d.  
 Owned By ..... Charles W. Stone  
 Address ..... 309 W. 18 St.  
 Tel.: 634-7975 ..... Independent  
 Station Representative ..... Masla  
 President ..... Charles W. Stone  
 General Manager ..... David Williams  
 Chief Engineer ..... Everett Anderson

### KATI—Casper—1956

Frequency: 1400 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned ..... KATI Corp.  
 Address ..... P. O. Box 2006  
 Tel.: 237-7994 ..... KBS  
 Station Representative ..... Pearson  
 Pres., Gen. Mgr. .... Kenneth G. Prather  
 Sales Prom. Mgr. .... Misha S. Prather

### KFBC—Cheyenne—1940

Frequency: 1240 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By ..... Frontier Bcstg. Co.  
 Address ..... 2923 East Lincolnway  
 Tel.: 634-4461 ..... ABC  
 News, Affil. .... Wyoming Eagle, State Tribune  
 Station Representative ..... Edward Petry & Co.  
 President ..... Robert S. McCracken  
 General Mgr., Chief Eng. .... William C. Grove  
 Station, Commercial Mgr. .... Larry Birelfi  
 Program Director ..... Joan Troyer  
 Owners of: KFBC-TV; KSTF, Scottsbluff, Neb.

### KTWO—Casper—1930

Freq.: 1470 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned By ..... Rocky Mt. Tele. Stations  
 Address ..... 3900 East 2nd  
 Tel.: 237-3711 ..... CBS  
 Station Representatives ..... Meeker; McGuire  
 President ..... B. Harris  
 General, Station Mgr. .... L. Berger  
 Commercial Manager ..... Ralph Brannon  
 Owners of: KTWO-TV.

### KVWO—Cheyenne—1952

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Cheyenne Bcstg. Co., Inc.  
 Address ..... Box 926  
 Tel.: 632-6433 ..... MBS  
 Station Reps., Pearson Nat'l Reps.: John McGuire  
 President, General Manager ..... Leo R. Morris  
 Program Director ..... Jimmy Dallas  
 Chief Engineer ..... Mike Paxton

### KVOC—Casper—1946

Frequency: 1230 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By ..... KVOC Bcstg. Co.  
 Address ..... Box 209C  
 Tel.: 235-3518 ..... ABC  
 Station Representative ..... Petry  
 Sta., Sales Prom. Mgr. .... William F. Shutts  
 Comm. Mgr., Ch. Eng. .... Duane W. Simons  
 Program Director ..... Marjorie W. Hileman

### KODI—Cody—1947

Frequency: 1400 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By ..... Park Broadcasters, Inc.  
 Address ..... P. O. Box 1222  
 Tel.: 587-2211 ..... Independent

President, Station Mgr. . . . . R. B. Beall  
 Commercial Manager . . . . . Hank Dais  
 Chief Engineer . . . . . Ted Agnew

**KWIV—Douglas—1957**

Frequency: 1050 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . Douglas Broadcasting, Inc.  
 Address . . . . . Box 114  
 Tel.: 800 . . . . . KBS  
 Station Representative . . . . . Pearson  
 President, Chief Eng. . . . . Joe C. Henry

**KLUK—Evanston—1953**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By . . . . . Evanston-Kemmerer Bcstrs.  
 Address . . . . . P. O. Box 198  
 Tel.: 700 . . . . . ABC-KBS  
 President, General Mgr. . . . . Warren Papke  
 Commercial Mgr., Prog. Dir. . . . . J. Belcher  
 Chief Engineer . . . . . Harry Albers

**KIML—Gillette—1957**

Frequency: 1490 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . Gillette Bcstg Co.  
 Address . . . . . Box 1009  
 Tel.: 682-4747 . . . . . ABC, MBS  
 Station Representative . . . . . Edward Petry & Co.  
 President . . . . . W. H. Edelman, Jr.  
 Station Manager . . . . . Roy A. Mapel  
 Chief Engineer . . . . . A. D. Gaddis

**KOVE—Lander—1948**

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Fremont Bcstg.  
 Business Address . . . . . P. O. Box 436  
 Tel.: 488 . . . . . ABC  
 Representative . . . . . Continental  
 Sta., Gen. Mgr. . . . . Dan Breece

**KLME—Laramie—1961**

Frequency: 1490 Kc. . . . . Power: 100 W.  
 Owned By . . . . . Albany Broadcasters  
 Address . . . . . Box 463  
 Tel.: 745-7396 . . . . . Independent  
 Station Representative . . . . . Hal Holman  
 President . . . . . Les Ware  
 General Manager . . . . . Denny Hawkins

**KOWB—Laramie—1948**

Freq.: 1290 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Kowboy Radio, Inc.  
 Address . . . . . Box 1290  
 Tel.: 745-4888 . . . . . ABC  
 Station Representative . . . . . Petry  
 President . . . . . Charles R. Bell  
 Program Director . . . . . Mike Goodrich  
 Chief Engineer . . . . . Al Beckman  
 Owners of: KYCN, Wheatland, Wyo.

**KASL—Newcastle—1953**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Jack Rosenthal Group  
 Address . . . . . Box 967  
 Tel.: FR 5-4888 . . . . . ABC-KBS  
 President . . . . . Mal Wyman  
 General Station Mgr. . . . . Jack Rosenthal  
 Chief Engineer . . . . . Al Bailey

**KPOW—Powell—1941**

Freq. . . 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . KPOW, Inc.  
 Address . . . . . P. O. Box 864  
 Tel.: Skyline 4-2421 . . . . . KBS-MBS  
 Representative . . . . . Avery-Knodel  
 President, General Mgr. . . . . Merlyn J. Hedin  
 Program, Publicity Dir. . . . . John C. Steele  
 Chief Engineer . . . . . J. S. Kilness

**KRAL—Rawlins—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Radio 1240  
 Address . . . . . Box 385, West Rawlins  
 Tel.: EA 4-2711 . . . . . Independent  
 General, Station Mgr. . . . . Denny Hawkins  
 Chief Engineer . . . . . R. E. Williams

**KVOW—Riverton—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Riverton Bcstg. Co.  
 Business Address . . . . . Box 393  
 Tel.: UL 6-2251 . . . . . Independent  
 President, General Manager . . . . . Tony A. Kehl  
 Station, Comm. Manager . . . . . Loren Ellis  
 Program Director . . . . . Gary Lopez  
 Publicity Director . . . . . Jack Langan  
 Chief Engineer . . . . . Ralph Schafer

**KVRS—Rock Springs—1939**

Freq.: 1360 Kc. . . . . Power: 1 Kw. d., 500 Watts n.  
 Owned . . . . . Wyoming Broadcasting Co.  
 Address . . . . . Box 1167  
 Tel.: EMpire 2-3793 . . . . . ABC-KBS-MBS  
 Newspaper Affil. . . . . Rock Springs Newspapers  
 President . . . . . D. G. Richardson  
 Gen., Sta. Mgr. . . . . Dwight A. Fisher  
 Commercial Manager . . . . . Jack Facinelli  
 Program Director . . . . . Imogene Parr  
 Chief Engineer . . . . . John Cormana

**KROE—Sheridan—1961**

Frequency: 930 Kc. . . . . Power: 1 Kw. d.  
 Owned By . . . . . Sheridan Bcstg. Co., Inc.  
 Address . . . . . 47 South Scott St.  
 Tel.: 674-4444 . . . . . Independent  
 Station Representative . . . . . Pearson  
 President . . . . . Sam Rosenthal  
 General Manager . . . . . Ed Niehay

**KWYO—Sheridan—1934**

Freq.: 1410 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Big Horn Bcstg. Co., Inc.  
 Address . . . . . 140 E. Loucks  
 Tel.: 674-4461 . . . . . ABC-MBS  
 Representative . . . . . Petry  
 President, Gen. Mgr. . . . . Donald E. Tannehill  
 Station, Publicity Mgr. . . . . H. W. Thompson  
 Program Director . . . . . Don Hargis  
 Commercial, Sales Prom. Mgr. . . . . F. C. Taggart  
 Chief Engineer . . . . . Bob Crossthwaite

**KRTR—Thermopolis—1955**

Frequency: 1490 Kc. . . . . Power: 250 Watts

## WYOMING-GUAM-PUERTO RICO

Owned ..... Mildred V. Ernst  
Address ..... 500 Broadway  
Tel.: UN 4-2351 ..... KBS  
Gen., Comm. Mgr. .... Mildred V. Ernst

### **KTHE**—Thermopolis—1958

Freq.: 1240 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By... Big Horn Basin Bcstg. Co.  
Address ..... P. O. Box 591  
Tel.: 864-2119 ..... Independent  
Pres., Gen. Mgr. .... Hugh R. Graham  
Commercial Manager. .... Earl Myers  
Program Director. .... Dorothy Sanders  
Chief Engineer. .... J. R. Burnell

### **KGOS**—Torrington—1950

Frequency: 1490 Kc. .... Power: 1 kw.d., 250 W. n.  
Owned By ..... Kermit G. Kath  
Address ..... West Hi Way

Tel.: 532-2158 ..... Independent  
General Manager. .... Kerm Kath  
Commercial Mgr., Chief Engr. .... Bob Grasmick  
Program Director. .... Rick Allen  
Owners of: KOLR, Sterling, Colo.

### **KYCN**—Wheatland—1960

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned By ..... Kowboy Radio, Inc.  
Address ..... Box 250  
Tel.: 646 ..... Independent  
President ..... Charles R. Bell  
General Manager. .... Larry Cobb

### **KWOR**—Worland—1946

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Joseph P. Ernst  
Address ..... Route 20 West  
Tel.: FI 7-2675 ..... KBS  
Gen. Comm. Mgr. .... Joseph P. Ernst

## Territories and Possessions

### Guam

### **KUAM**—Agana—1954

Frequency: 610 Kc. .... Power: 1000 Watts d.  
Owned By ..... Radio Guam, Inc.  
Address ..... P. O. Box 368  
Tel.: 7961 ..... NBC, MBS

Station Rep. .... Intercont. Services Ltd.  
President ..... Phil Berg  
Station Manager. .... Robert A. Jordan  
Sales Manager. .... Mary C. Chappelle  
Chief Engineer. .... Kenneth Pier

### Puerto Rico

### **WABA**—Aguadilla—1951

Frequency: 850 Kc. .... Power: 500 Watts  
Owned-Operated By ..... L. Hector Reichard  
Address ..... Box 188  
Tel.: 241 ..... Independent  
General Manager. .... F. Bonnet Velez

### **WCMN**—Arecibo—1947

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Caribbean Bdcstg Corp.  
Address ..... 32 Jose de Diego Ave.  
Tel.: 5 ..... Independent  
President. .... Antonio E. Vidal  
Gen., Comm. Mgr. .... Nabal Barreto  
Program Director. .... Mrs. Digna Pabon  
Chief Engineer. .... William Arce

### **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  
General, Comm. Mgr. .... Epliano Rodriguez-Velez  
Program Publicity Director. .... Luis A. Rios  
Chief Engineer. .... Ramon Orta  
Owners of: WWW, Rio Piedras.

### **WNIK**—Arecibo—1958

Frequency: 1230 Kc. .... Power: 250 W.  
Owned By ..... Arecibo Radio Corp.  
Address ..... 462 Jose de Diego Ave.

Tel.: 913 .....Independent  
 President.....M. A. Cabrera  
 General Manager.....David Ortiz  
 Program Director.....Luis Quinonez  
 Chief Engineer.....F. Santiago Andujar

**WRSJ—Bayamon—1947**

Frequency: 1560 Kc..Power: 5 Kw. d., 250 W. n.  
 Owned-Operated By.....Antilles Bcstg.  
 Address.....Box 5627, San Juan  
 Tel.: 3-8515 (San Juan).....Independent  
 President, Gen. Mgr.....J. M. Ortiz

**WNEL—Caguas—1947**

Frequency: 1430 Kc..Power: 1 Kw. d., 500 W. n.  
 Owned By.....Atlantic Bcstg.  
 Address.....Box 487  
 Tel.: 678 .....Independent  
 President.....Jack Sterling  
 General Manager.....Charlie Sierra  
 Chief Engineer.....Eduardo Biascochea

**WVJP—Caguas—1947**

Frequency: 1110 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Borinquen Bdcstg. Co.  
 Address.....Ruiz Belvis St.  
 Tel.: 789 .....Independent  
 President, General Mgr.....Hector Pereira

**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  
 President, General Mgr.....Rafael Fuster, Jr.  
 Station, Comm. Mgr...Gumersindo Cordero, Jr.  
 Program Director...Gloria E. Santiago de Ortiz  
 Chief Engineer.....Juan M. Ortiz

**WALO—Humacao—1957**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Antonio L. Ochoa  
 Address.....Box 1055  
 Tel.: 422 .....Independent  
 General, Promotion Mgr.Ramon A. Rodriguez

**WISA—Isabela—1962**

Freq. 1390 Kc..Power: 1 Kw. d., 500 Watts n.  
 Owned By.....Sergio Martinez Caraballo  
 Address.....Box W.  
 Tel.: 872 .....Independent  
 President.....Sergio Martinez  
 General Manager.....Raul S. Roman  
 Assistant Manager.....Diego A. Aviles  
 Program Director.....Zaida Santos  
 Sales Promotion Manager.....Mariano Alma  
 Chief Engineer.....William C. Reeves

**WMNT—Manati—1959**

Frequency: 1500 Kc.....Power: 250 Watts  
 Owned By.....Arecibo Broadcasting Co.  
 Address.....P. R. 2, Barrio Santanna, Arecibo  
 Tel.: Arecibo.....Independent  
 Owners.....E. Archilla-Roig, P. C. Barbosa

**WAEL—Mayaguez—1948**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Mario Acosta  
 Business Address.....12 Iglesia St.  
 Tel.: 600 .....Independent  
 Gen. Manager.....Mario Acosta

**WKJB—Mayaguez—1946**

Frequency: 710 Kc..Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Jose A. Bechara, Jr.  
 Address.....Box 1293  
 Tel.: 983 .....Independent  
 Pres., Gen. Mgr.....Jose A. Bechara, Jr.

**WORA—Mayaguez—1947**

Frequency: 760 Kc.....Power: 5000 W.  
 Owned-Oper. By.....Radio Americas Corp.  
 Studio Address.....P. O. Box 43  
 Tel.: 1150 .....Independent  
 Representative.....Inter-American  
 Pres., Gen. Mgr.....Alfredo R. DeArellano  
 Station Manager.....Reinaldo M. Dupont  
 Chief Engineer.....Miguel Ortiz

**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

**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

**WISO—Ponce—1953**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....South P. R. Bcstg. Corp.  
 Tel.: 842-1257 .....Independent  
 President.....Andres Grillasca  
 Gen. Mgr., Ch. Eng.....Luis E. Freyre  
 Sta. Manager.....Nilda P. Freyre

**WLEO—Ponce—1956**

Frequency: 1170 Kc.....Power: 250 Watts  
 Owned By.....Ponce Broadcasting Corp.  
 Business Address.....Torres & Villa Sts.  
 Tel.: 2-3038 .....Independent  
 Pres., Gen. Mgr.....Charles Cordero  
 Chief Engineer.....J. H. Conesa  
 Program Director.....Felix Irizarry  
 Owners of: WKFE, Yauco, P. R.



## PUERTO RICO

### 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.: 842-3260  
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.: 2-3296  
Representative: Inter-American  
President, Gen. Mgr.: Alfredo R. de Arellano  
Station, Comm. Mgr.: Antonio Miro  
Chief Engineer: Russell O. Johnson

### WUNO—Rio Piedras—1949

Frequency: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.  
Owned By: San Juan Bcstg. Corp.  
Address: Box Q, Hato Rey, P. R.  
Tel.: 766-2491  
President: W. M. Carpenter  
General Manager: Mariano Angelet  
Program Director: Diego Acevedo  
Chief Engineer: Jose M. Carriles

### WWW—Rio Piedras—1949

Frequency: 1520 Kc. Power: 250 Watts  
Owned-Oper. By: Abacoa Radio Corp.

Address: Box 935  
Tel.: 6-5000  
Independent  
President, General Mgr.: Carlos P. Lopez  
Chief Engineer: Ramon E. Orta  
Owners of: WMIA, Arceibo.

### WAPA—San Juan—1947

Frequency: 880 Kc. Power: 10,000 Watts  
Owned-Oper. By: José Ramón Qulñones  
Bus. Address: 357 Ponce De Leon Ave.  
Tel.: 724-3000  
Independent  
Station Rep.: Caribbean Networks, Inc.  
Owner: Jose Ramon Quinones  
General Mgr.: Segismundo Quinones  
Program Dir.: Francisco Aranzamendi, Jr.  
Chief Engineer: Jose Arzuaga

### WHOA—San Juan—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Continental Broadcasting Corp.  
Address: Box V, Hato Rey  
Tel.: 6-3182  
Independent  
Pres., Gen. Mgr.: Carmina Mendez

### WIAC—San Juan—1947

Frequency: 740 Kc. Power: 10 Kw.  
Owned By: Bestov Bcstg., Inc.  
Address: Box 4504  
Tel.: 2-0014  
Independent  
General Manager: Louis A. Mejia

The San Juan market IS  
PUERTO RICO and

# WAPA

680 Kc 10 Kw

has an outstanding sales producing record for  
hundreds of advertisers at the lowest cost per  
thousand radio homes reached.

For information, program and spot availabilities, rates, etc.  
contact our sales offices:

**WAPA**

San Juan, Puerto Rico

Caribbean Networks, Inc.

20 West 43rd Street, New York 36, N. Y.



## PUERTO RICO-VIRGIN ISLANDS

### WITA—San Juan—1947

Frequency: 1140 Kc. .... Power: 500 Watts  
Owned-Oper. By... Electronic Enterprises, Inc.  
Address ..... P.O. Box 2692  
Tel.: 724-3594 ..... Independent  
Newspaper Affiliation ..... El Imparcial  
President ..... Antonio Ayuso Valdivieso  
Program Director... Osvaldo Torres Velazquez  
Chief Engineer ..... Luis Prado

### WKAQ—San Juan—1922

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned-Oper. By... El Mundo Bcstg. Corp.  
Address ..... 654 Ponce de Leon Ave.  
Tel.: 723-8290 ..... Independent  
Newspaper Affiliation ..... El Mundo  
Representatives... Inter-American Pub'., Inc.  
President ..... Mrs. A. Ramos  
General Mgr. .... V. Lamas, Jr.  
Program Director... Mrs. Esther Pales  
Chief Eng. .... Jose Arzuaga

### WKVM—San Juan—1945

Frequency: 810 Kc. .... Power: 25 Kw.  
Owned By... American Colonial Bcstg. Corp.  
Address ..... 1000 Ponce de Leon Ave.  
Tel.: 2-1278 ..... Independent  
Representative... Pan American Bcstg. Co.  
Pres., Gen. Mgr. .... R. P. Perry  
Chief Engineer... Emilio Ramirez  
Owners of: WSUR-TV, Ponce; WKBM-TV, Caguas.

### WKYN—San Juan—1960

Frequency: 630 Kc. .... Power: 1,000 Watts  
Owned By: ..... Quality Broadcasting Corp.  
Address ..... P.O. Box 9986, Santurce  
Tel.: 723-8085 ..... MBS  
President ..... Alfredo R. de Arellano, Jr.  
General Manager ..... George A. Mayoral  
Commercial Manager ..... Carl A. Soderlund  
Program Director ..... Roy H. Hill  
Sales Promotion Manager ..... Bill Atwood  
Chief Engineer ..... Meyer Gottesman  
Owners of: WKAQ-TV-FM, San Juan, P. R.

### WIVV—Vieques Island—1956

Frequency: 1370 Kc. .... Power: 1,000 Watts  
Owned By... Calvary Baptist Mission of P. R.  
Address ..... Vieques Island  
Tel.: 2961 ..... Independent  
President, Gen. Mgr. .... Donald D. Luttrell  
Program Director ..... Ruth Luttrell  
Chief Engineer ..... Gerow Carr

### WKFE—Yauco—1961

Frequency: 1550 Kc. .... Power: 250 Watts  
Owned By ..... Ponce Bcstg. Corp.  
Address ..... Box 1526, Ponce  
Tel.: 507 ..... Independent  
President, Sta. Mgr. .... Charles Cordero  
Chief Engineer ..... J. H. Conesa  
Owners of: WLEO, Ponce, P. R.

## Virgin Islands

### WIVI—Christiansted—1952

Frequency: 970 Kc. .... Power: 1000 Watts  
Owned-Oper. Radio American West Indies, Inc.  
Address ..... P. O. Box 931  
Tel.: 223 ..... KBS  
Station Rep. .... Pan American  
Pres., Gen. Mgr. .... Mrs. Hazel M. Higdon  
Chief Engineer ..... Raymond E. Higdon

### WSTA—St. Thomas—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned By ..... V. I. Industries, Inc.  
Address ..... Box 2577  
Tel.: 774-1340 ..... MBS-NBC  
Station Rep. .... Intercontinental Services  
President ..... W. M. O'Neil  
General, Sta. Mgr. .... Len Stein  
Comm. Sales Promo. Mgr. .... Jim Kirwan  
Program Director ..... Rick Ricardo  
Publicity Director ..... Bob Bell  
Chief Engineer ..... Stephen Bennett

COMPLETE ALPHABETICAL LISTING

OF U. S. AM RADIO STATIONS BY

CALL LETTERS BEGINS ON PAGE 225

# Canadian Broadcasting in '62

## A Difficult but Rewarding Year



By  
JULES LAROCHELLE  
Radio-TV Daily  
Canadian Bureau

THE Canadian broadcasting industry in 1962 continued to enjoy favorable business. Further extension of coverage took place and recent official Bureau of Statistics figures indicated that almost 87 per cent of Canadian households had television receiving sets during 1962, compared with 84.2 per cent in 1961, while 96.1 per cent of Canadian households had radios, virtually unchanged from the preceding year.

However, there were a number of developments in the broadcasting industry that made 1962 a difficult year.

TV advertising again showed a substantial increase. Radio advertising also recorded gains, but to lesser extent. However, the revenue dollar was more widely spread than ever before, especially in TV as the independently owned Canadian Television Network, operated full blast during the whole year, thus giving the publicly-owned Canadian Broadcasting Corporation a stiff battle.

According to estimates released in late 1962 by the commercial publishing firm of Maclean-Hunter and analyzed by the Television Bureau of Advertising of Canada, TV showed greater increase in net advertising revenues than any other media.

Television moved ahead with an 18.2 per cent gain. Radio, meanwhile had a gain of 3.6 per cent. The report noted that TV is boosting Canadian total advertising expenditures close to the relative level of U. S. expenditures.

During the year, the CBC continued to dominate the industry, but the corporation often found itself in a real battle—mainly because the privately owned CTV Network was fully operative. The biggest public hassle of the year was over televising of Canada's classic football game — the Grey Cup

contest between the leading professional football teams of the Eastern and Western conferences. CTV had the telecast rights but not the network for a full national coverage. The Board of Broadcast Governors ordered the CBC to carry the CTV's Grey Cup telecast, complete with commercials. The CBC balked, claiming that the order would reduce it to the status of a sales tool of the private network. An acceptable solution to all concerned was found—telecasting the game with short "acknowledgment" messages.

The CBC during the year consolidated its radio broadcasting division. A single English-language radio network came into being, as the corporation's CBC Radio Network replaced both the former Trans Canada and Dominion radio networks. The new network comprising all CBC-owned stations along with repeaters and affiliated private stations provides wider national radio service to more Canadian communities than ever before.

The question of color TV for Canada again was fairly widely discussed during the year. Various segments of the industry remained divided on the question. Most Canadian TV receiver manufacturers came out in favor of color TV — immediately. However, in the broadcast section, the feeling was not as decisive. Some independent TV station operators favored almost immediate color TV, but members of the Canadian Association of Broadcasters were reported divided. CBC president Alphonse Ouimet and CTV president Spencer Caldwell favored a go-slow approach.



presents

# CANADIAN AM STATIONS



PERSONNEL OF CBC, CTV & CAB  
INTERNATIONAL RADIO STATIONS  
CANADIAN STATION INDEX  
AM STATIONS LISTED BY PROVINCES

1963

# Canadian Broadcasting Corporation

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.  
Phone: 236-0311

## EXECUTIVE OFFICERS

President . . . . . Alphonse Ouimet	Dir., Eng. & Tech. Spvsn. . . . . W. E. Richardson
Vice President . . . . . Capt. W. E. S. Briggs	Dir., Public Relations . . . . . W. A. Macdonald
V.P., Asst. to Pres. . . . . Col. R. P. Landry	Comptroller . . . . . V. F. Davies
Vice Pres., Pgmng. . . . . E. S. Hallman	Gen. Mgr., English Net. Bcstg. . . . . H. G. Walker
Vice Pres., Pers. & Opera. . . . . J. P. Gilmore	Gen. Mgr., French Net. Bcstg. . . . . Marcel Ouimet
Vice Pres., Corp. Affairs. . . . . R. C. Fraser	Gen. Mgr., Regional Bcstg. . . . . Charles Jennings

# CTV Television Network Ltd.

Head Office—42 Charles St., E., Toronto 1, Ont.  
Phone: 924-5454

## OFFICERS

President . . . . . Spencer W. Caldwell	Chief Accountant . . . . . Pel Bell-Smith
Exec. Vice Pres. . . . . Gordon F. Keeble	National Sales Mgr. . . . . Bernie Le Maitre
V.P., Programming . . . . . Michael Hind-Smith	Montreal Office:
Ass't to the Pres. . . . . Bruce McLeod	Phone: 849-8091
Dir. of Legal & Bus. Affs. . . . . Richard P. Morgan	Manager . . . . . Vin Dittmer
General Sales Mgr. . . . . Thomas B. J. Atkins	New York Office:
Mgr. Network Opera. . . . . Stan Wilson	Phone: TN 7-0190
Dir. of Info. & Adv. . . . . Ralph Foster	Manager . . . . . Jack White

## STATIONS

CFCN-TV . . . . . Calgary, Alta.	CJCH-TV . . . . . Halifax, N. S.
CFRN-TV . . . . . Edmonton, Alta.	CFTO-TV . . . . . Toronto, Ont.
CHAN-TV . . . . . Vancouver, B. C.	CJOH-TV . . . . . Ottawa, Ont.
CJAY-TV . . . . . Winnipeg, Man.	CFCF-TV . . . . . Montreal, Que.
CHAB-TV . . . . . Moose Jaw, Sask.	

# Canadian Association of Broadcasters

Head Office—Blackburn Bldg., Ottawa 4, Ont.  
Phone: CE 3-4035

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## FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 166 privately owned (independent) radio broadcasting stations, and 49 television stations in Canada.

# International Radio Stations Of the United States and Canada

<i>Station Operator and Location</i>	<i>Call Letters</i>	<i>Power</i>
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBB-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.
*International Educational Bestg. Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.
*Radio Station KGEE, Inc., Belmont, Calif.....	KGEE	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

*Headquarters and production studios are in Montreal with three shortwave transmitters at Sackville, New Brunswick, of 50 kw. each, operating under the following frequencies:*

<i>Services To:</i>	<i>Frequencies (Mc/s)</i>	<i>Band (meters)</i>
Australasia .....	9.63	31.15
	5.97	50.25
European .....	17.82	16.84
	15.32	19.58
	11.72	25.60
	9.63	31.15
African .....	15.32	19.58
	11.72	25.60
	9.63	31.15
Northern Canada (CBC Northern Service).....	9.585	31.30
Caribbean, Latin American.....	6.12	49.02
	11.72	25.60
	15.19	19.75
	9.625	31.17

Note: There are never more than two frequencies used at once. Call letters are not used on the air.  
Source: CBC.

# Canadian Radio Station Index

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CBE	594	CFRA	592	CJDC	582	CKGM	597
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CBG	587	CFRG	600	CJEM	586	CKKW	591
CBH	588	CFRN	581	CJET	593	CKLB	592
CBI	588	CFRS	593	CJFP	598	CKLC	590
CBJ	595	CFRY	585	CJFX	588	CKLD	599
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CBL	594	CFTJ	590	CJIB	584	CKLM	597
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CBU	583	CHAD	595	CJLS	589	CKMR	586
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CFAC	581	CHFC	585	CJOB	585	CKOM	601
CFAM	585	CHFI	594	CJOC	582	CKOT	593
CFAR	585	CHGB	598	CJON	587	CKOV	583
CFAX	584	CHIC	589	CJOR	584	CKOX	595
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# Alberta

## CFAC—Calgary—1922

Frequency: 960 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Calgary Bcstg. Co., Ltd.  
 Address . . . . . 1301 17th Ave., S.W.  
 Tel.: 244-9311 . . . . . CBC  
 Station Reps. . . . . All-Canada Radio & TV Weed  
 President . . . . . Hugh E. Pearson  
 V.P., General Manager . . . . . D. H. Hartford  
 Asst. Manager . . . . . David F. Penn  
 Sales Promotion Manager . . . . . G. B. Mannix  
 Program Director . . . . . Clarence F. Mack  
 Chief Engineer . . . . . E. C. Connor

## CFCN—Calgary—1922

Frequency: 1060 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . The Voice of the Prairies, Ltd.  
 Address . . . . . Broadcast House  
 Tel.: CHurchill 9-9101 . . . . . Independent  
 Sta. Reps. . . . . Young Canadian; Radio Reps. Ltd.  
 President . . . . . H. Gordon Love  
 Station Manager . . . . . Gordon L. Carter  
 Program Dir. . . . . Don Thomas  
 Chief Engineer . . . . . Robert W. Lamb  
 Owners of: CFCN-TV.

## CKXL—Calgary—1950

Frequency: 1140 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . CKXL Ltd.  
 Address . . . . . 210 9th Ave. S.W.  
 Tel.: AM 6-3026 . . . . . Independent  
 Representatives . . . . . Stovin-Byles; Forjoe  
 President, Gen. Mgr. . . . . A. R. Mackenzie

## CFCW—Camrose—1954

Frequency: 790 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Camrose Bcstg. Co. Ltd.  
 Address . . . . . Box 1600  
 Tel.: 672-3151 . . . . . Independent  
 Pres., Gen. Mgr. . . . . H. J. Yerxa  
 Sales Prom., Comm. Mgr. . . . . W. H. Holte  
 Chief Engineer . . . . . L. W. Olson

## CJDV—Drumheller—1958

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Dinosaur Bcstg. Corp. Ltd.  
 Address . . . . . 307 2nd St. E.  
 Tel.: VA 3-3444 . . . . . Independent  
 Station Reps. . . . . Trans-Ocean; Messner; Scharf  
 President, Station Mgr. . . . . Tony Mayer  
 Program Dir. . . . . Bill Dowson  
 Chief Engineer . . . . . John Bruins

## CBX—Edmonton—1948

Frequency: 1010 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
 Bus-Studio Address. Rm. 813, MacDonald Hotel  
 Tel.: 469-2321 . . . . . CBC  
 Station Manager . . . . . R. Horley  
 Program Director . . . . . B. C. Deaville  
 Chief Engineer . . . . . V. J. McMahon

## CFRN—Edmonton—1934

Frequency: 1260 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Sunwapta Bcstg. Co., Ltd.  
 Address . . . . . 102 C.P.R. Bldg.  
 Tel.: GArden 2-2101 . . . . . Independent  
 Reps. . . . . Radio Reps., Ltd.; Young Canadian  
 Pres., Gen Mgr. . . . . G. R. A. Rice  
 Station, Comm. Mgr. . . . . A. J. Hopps  
 Retail Sales Manager . . . . . A. G. Coumont  
 Publicity Director . . . . . Jack J. Foster  
 Production Mgr. . . . . George Duffield  
 Chief Engineer . . . . . Ted Wadson  
 Owners of: CFRN-TV.

## CHED—Edmonton—1954

Freq.: 630 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . CHED, Ltd.  
 Address . . . . . 10006—107th St.  
 Tel.: 424-2111 . . . . . Independent  
 Representative . . . . . Stephens & Towndrow  
 President . . . . . L. E. Moffat  
 General, Sta. Mgr. . . . . M. D. Dyck  
 Prog. Dir. . . . . Jerry Forbes  
 Commercial Manager . . . . . John Barton  
 Sales Promotion Mgr. . . . . John Baldock  
 Publicity Dir. . . . . Howard Smith  
 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

## CJCA—Edmonton—1922

Freq.: 930 Kc. . . . . Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By . . . . . Edmonton Bcstg. Co., Ltd.  
 Address . . . . . Birks Building  
 Tel.: 424-4131 . . . . . Independent  
 Representatives . . . . . All-Canada; Weed  
 President . . . . . H. E. Pearson  
 General, Station Manager . . . . . R. Barnes  
 Commercial Manager . . . . . K. Goddard  
 Sales Prom. Manager . . . . . Joe Hawryluk  
 Publicity Director . . . . . D. Lamb  
 Program Director . . . . . D. Elton  
 Chief Engineer . . . . . G. Skuttle

## CFGP—Grande Prairie—1937

Frequency: 1050 Kc. . . . . Power: 10 Kw.  
 Owned By . . . . . Northern Bcstg. Corp., Ltd.  
 Address . . . . . 9910 99th St.  
 Tel.: 532-2311 . . . . . CBC  
 Representatives . . . . . All-Canada; Weed  
 President . . . . . Hugh E. Pearson  
 General Manager . . . . . Cameron A. Perry  
 Comm. Mgr. . . . . G. Peary  
 Program Director . . . . . Jack Sears  
 Chief Engineer . . . . . Jim de Roaldes

## ALBERTA-BRITISH COLUMBIA

### **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  
Station Reps.....All-Canada; Weed  
President.....H. E. Pearson  
General Mgr.....A. J. Balfour  
Assistant Manager.....E. P. Ross  
Commercial Manager.....D. McFarlane  
Sales Prom., Publicity Dir.....W. McCann  
Program Director.....R. Lang  
Chief Engineer.....Doug Card

### **CKSA**—Lloydminster—1957

Frequency: 1150 Kc. Power: 1000 Watts  
Owned By.....Sask-Alta Bcstg. Ltd.  
Address.....Lloydminster  
Tel.: Lloydminster.....Independent  
President.....A. F. Shortell  
General Mgr.....P. J. Edwards  
Chief Engineer.....P. Robinson

### **CHAT**—Medicine Hat—1946

Frequency: 1270 Kc. Power: 10,000 Watts  
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.  
Address.....520 First St. S.E.  
Tel.: JAcKson 6-2821.....CBC

Station Reps.....Weed; All-Canada  
President.....J. H. Yuill  
General Station Mgr.....Orv Kope  
Commercial Manager.....Tom Gunter  
Sales Promotion Manager.....Bill Yuill  
Program Director.....Lorne Havard  
Chief Engineer.....Sid Gaffney  
Owners of: CHAT-TV.

### **CKYL**—Peace River—1954

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By.....Peace River Bcstg. Co.  
Address.....Box 1150  
Tel.: 624-2535.....Independent  
Station Reps., Lorrie Potts; Radio Reps.; Messner  
President, Gen. Mgr.....John Skelly  
Commercial Mgr.....W. E. McNabb  
Chief Engineer.....Leslie Klement

### **CKRD**—Red Deer—1949

Freq.: 850 Kc. Power: 10,000 Watts  
Owned By.....Central Alberta Bcstg. Co. Ltd.  
Address.....Box 518  
Tel.: 346-2083.....CBC  
President.....Henry L. Flock  
Managing Director.....G. E. Spackman  
Comm. Sta. Mgr.....W. R. Scott  
Program Director.....Rod Stephen  
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., W.  
Tel.: SYcamore 3-7226.....CBC  
Representatives.....All-Canada; Weed  
Managing Director.....Murdo MacLachlan  
Commercial Manager.....Bill Teetzel  
Program Director.....Bill Wolfe  
Chief Engineer.....Tony Shepherd

### **CFCP**—Courtenay—1959

Frequency: 1440 Kc. Power: 1,000 Watts  
Owned By.....William George Browne  
Address.....Courtenay, B. C.  
Tel.: Courtenay.....Independent  
President.....William George Browne

### **CKEK**—Cranbrook—1957

Frequency: 570 Kc. Power: 1 Kw.  
Owned By.....East Kootenay Bcstg. Ltd.  
Address.....28 South 8th Ave.  
Tel.: 426-2224.....Independent  
Reps.....Messner; Radio Reps  
President.....B. Redisky  
General Sta. Manager.....L. J. Hoole  
Commercial Mgr.....T. Hogarth  
Production Director.....John Bell  
Chief Engineer.....W. J. Gillespie

### **CJDC**—Dawson Creek—1948

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Operated By.....Radio Station CJDC, Ltd.  
Business Address.....902 - 102nd Ave.  
Tel.: STerling 2-3341.....Independent  
President.....H. Michaud  
General, Comm. Mgr.....Mike Lavern

### **CBDA**—Fort Nelson—1959

Frequency: 860 Kc. Power: 40 Watts  
Owned By.....CBC  
Address.....Fort Nelson, B. C.  
Tel.: Fort Nelson.....CBC

### **CKNL**—Fort St. John—1962

Frequency: 970 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By.....Northern Lights Bcstg. Ltd.  
Address.....P.O. Box 1928  
Tel.: 785-6634.....Independent  
President, General Mgr.....John Skelly  
Commercial Manager.....Mel Stevenson  
Chief Engineer.....Leslie Klement

### **CFJC**—Kamloops—1926

Freq.: 910 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned.....Inland Bcstrs., Ltd.  
Address.....387 Fourth Ave.  
Tel.: 372-8826.....CBC  
Station Reps.....All-Canada; Weed

**President** ..... Ronald White  
**General Manager**..... Ian G. Clark  
**Station Manager**..... Jack Pollard  
**Assistant Manager**..... Jean C. Ross  
**National Comm. Mgr.**..... Walter Harwood  
**Local Sales Manager**..... Jim Embury  
**Program Director**..... Paul Haines  
**Chief Engineer**..... Kurt Reichennek

**CKOV—Kelowna—1931**

**Frequency:** 830 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Okanagan Bcstrs., Ltd.  
**Address**..... Box 100  
**Tel.:** POplar 2-3331..... CBC  
**President**..... Mrs. J. W. B. Browne  
**General Station Manager**..... J. H. Browne  
**Commercial Manager**..... K. E. Compton  
**Sales Promotion Mgr.**..... Walter E. Gray  
**Program Director**..... J. B. Cooper  
**Chief Engineer**..... Art Vipond

**CHUB—Nanaimo—1949**

**Frequency:** 1570 Kc..... **Power:** 10,000 Watts  
**Owned By**..... Nanaimo Bcstg. Corp.  
**Address**..... Malaspine Hotel  
**Tel.:** SKYline 3-4341..... CBC  
**President, General Mgr.**..... Bob Giles  
**Chief Engineer**..... John Morgan

**CKLN—Nelson—1939**

**Frequency:** 1390 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... News Publishing Co., Ltd.  
**Address**..... P. O. Box 250  
**Tel.:** 352-2410..... CBC  
**Newspaper Affiliation**..... Nelson Daily News  
**Rep.**..... Stovin & Byles; Young Canadian  
**Station Manager**..... Alan R. Ramsden

**CKNW—New Westminster  
1944**

**Freq.:** 980 Kc..... **Power:** 10,000 Watts  
**Owned By**..... Radio NW, Ltd.  
**Address**..... 227 Columbia St.  
**Tel.:** LA 2-2711..... Independent  
**President**..... Frank A. Griffiths  
**Gen., Station Mgr.**..... W. J. Hughes

**CKLG—No. Vancouver—1955**

**Frequency:** 730 Kc..... **Power:** 10,000 Watts  
**Owned By**..... Moffat Broadcasting Ltd.  
**Address**..... 143 E. 11th, North Vancouver  
**Tel.:** YUkon 8-1101..... Independent  
**Reps.**..... Radio Reps.; Messner; Oakes  
**President**..... Lloyd E. Moffat  
**General Station Mgr.**..... Lew Roskin  
**Commercial Manager**..... Don M. E. Hamilton  
**Sales Promotion Manager**..... Larry Johns  
**Publicity Director**..... Reginald Meek  
**Program Director**..... Keith Sterling  
**Chief Engineer**..... Peter MacKintosh  
**Owners of:** CKY, Winnipeg.

**CKOK—Penticton—1948**

**Freq.:** 800 Kc..... **Power:** 10 Kw. d., 500 W. n.  
**Owned-Operated By**..... CKOK, Ltd.  
**Business Address**..... 33 Carmi Ave.  
**Tel.:** Hyatt 2-2800..... Independent

**Station Reps.**..... All-Canada; Weed  
**Pres., Gen. Mgr.**..... Maurice P. Finnerty  
**Station Manager**..... Ralph J. Robinson  
**Sales Prom. Mgr., Sales Mgr.**..... Ken Compton  
**Commercial Mgr.**..... H. C. Dane  
**Program Director**..... Henry Shannon  
**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  
**Station Reps.**..... Messner; Cooke; Bedard  
**Pres., Gen. Mgr.**..... Kenneth Hutcheson  
**Commercial Mgr.**..... William Loeppky  
**Sales Prom., Publicity Dir.**..... William Gibson

**CKPG—Prince George—1945**

**Frequency:** 550 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Radio Station CKPG, Ltd.  
**Address**..... 1220 Sixth Ave.  
**Tel.:** LO 4-8861..... CBC  
**Station Reps.**..... All-Canada; Weed  
**President, Gen. Mgr.**..... R. T. Harkins  
**General Sales, Prom. Mgr.**..... J. W. Barlee  
**Program Director**..... N. A. McLean  
**Publicity Director**..... Helen Smith  
**Chief Engineers**..... S. W. Davis  
**Owners of:** CKPG-TV.

**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. G. Hankinson  
**Program Director**..... Norman Newton  
**Technical Supervisor**..... C. H. Insulander

**CKCQ—Quesnel—1957**

**Frequency:** 570 Kc..... **Power:** 1 Kw.  
**Owned**..... Cariboo Bcstrs. Ltd.  
**Address**..... 345 St. Laurent Ave.  
**Tel.:** 485..... Independent  
**Reps.**..... Radio Rep., Cooke, Air-Time Sales  
**President**..... J. Frederick Weber  
**General, Sta. Mgr.**..... Dennis Reid  
**Comm. Prom. Mgr.**..... John V. Boates  
**Program Director**..... Gil McCall  
**Chief Engineer**..... Stanley Davis

**CJAT—Trail—1930**

**Frequency:** 610 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Kootenay Bcstg. Co., Ltd.  
**Address**..... 1300 Cedar Ave.  
**Tel.:** 368-5511..... CBC  
**Station Reps.**..... All-Canada; Weed  
**President**..... A. S. Mawdsley  
**General, Sta. Manager**..... J. P. Kobluk  
**Commercial Manager**..... Robert W. Meneer  
**Prog. Dir.**..... Ralph Milton  
**Chief Engineer**..... Gordon Fairweather

**CBU—Vancouver—1947**

**Frequency:** 690 Kc..... **Power:** 10,000 Watts  
**Owned-Oper. By**..... Canadian Bcstg. Corp.  
**Address**..... 701 Hornby St.

## BRITISH COLUMBIA-LABRADOR

Tel.: MU 4-0246.....CBC  
Dir. of Radio.....R. G. Harlow  
Regional Prog. Dir.....M. L. Munro  
Technical Dir.....A. Geluch  
Commercial Mgr.....K. Buhr  
Technical Supervisor.....E. F. McGrath

General Sta. Manager.....William A. Spears  
Commercial Manager.....R. S. Lennie  
Sales Promotion Manager.....Doug Reid  
Program Manager.....John Ansell  
Chief Engineer.....Charles Smith

### CFUN—Vancouver—1922

Freq.: 1410 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Radio CFUN Ltd.  
Address.....1900 W. 4th Ave.  
Tel.: REgent 1-6511.....Independent  
Representatives.....John Tyrrell; Devney Org.  
President.....Gordon Burnett  
General Sta. Manager.....Douglas Greig  
Comm. Manager.....Don Mac Donald  
Program Director.....Al Jordan  
Chief Engineer.....Stan Davis

### CJIB—Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts  
Owned-Operated By.....Interior Bcstrs., Ltd.  
Address.....3330 Barnard Ave.  
Tel.: Linden 2-3900.....CBC  
Station Reps.....All-Canada; Weed & Co.  
President, Managing Dir.....A. G. Seabrook  
Commercial Manager.....Ann Gaustin  
Sales Promo., Publicity Dir.....John Foster  
Program Director.....Don Warner  
Chief Engineer.....Laurie Wright

### CHQM—Vancouver—1959

Frequency: 1320 Kc.....Power: 10,000 Watts  
Owned By.....Vancouver Broadcasting Assoc., Ltd.  
Address.....1134 Burrard St.  
Tel.: MUtual 2-3141.....Independent  
Station Rep.....Standard Broadcast Sales, Ltd.  
President, Managing Dir.....W. E. Bellman  
General Sales Manager.....John Donaldson  
Sales Promotion Manager.....D. McKinsey  
Chief Engineer.....Stan Davis

### CFAX—Victoria—1959

Frequency: 810 Kc.....Power: 1000 Watts  
Owned By.....Saanich Bcstg. Co. Ltd.  
Address.....700 Central Bldg.  
Tel.: EVERgreen 6-2441.....Independent  
Station Rep.....Donald Cooke  
President, Gen. Mgr.....Roy V. Parrett  
Chief Engineer.....Tom Davidson

### CJOR—Vancouver—1926

Frequency: 600 Kc.....Power: 10,000 Watts  
Owned-Operated By.....CJOR, Ltd.  
Business-Studio Address.....846 Howe St.  
Tel.: MUtual 5-6464.....Independent  
Representative.....Stovin & Byles, Ltd.  
President, Gen. Mgr.....Mrs. George C. Chandler  
Commercial Manager.....Don Laws  
Sales Promo., Publicity Dir.....Alan McNab  
Program Director.....Jim Thom  
Chief Engineer.....Art Chandler

### 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  
Commercial Manager.....Hugh Curtis  
Prog. Dir.....Walter Cownden  
Chief Engineer.....Joe Sommers

### 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  
Station Reps.....All-Canada; Weed  
President.....Arthur Holstead

### CKDA—Victoria—1950

Frequency: 1220 Kc.....Power: 10 Kw.  
Owned-Oper. By.....Capital Bcstg. System Ltd.  
Address.....Hotel Douglas  
Tel.: EVERgreen 4-9311.....Independent  
Station Reps.....Radio Reps.; Messner; Forjoe  
President, Gen. Mgr.....David M. Armstrong  
Station, Commercial Mgr.....Keith G. MacKenzie  
Sales Promo., Publicity Dir.....Bob Willett  
Program Director.....David G. Hill  
Chief Engineer.....Mike Doyle

## Labrador

### CFGB—Goose Bay—1959

Frequency: 1340 Kc.....Power: 1 Kw.  
Owned By.....CBC

Address.....Box 237  
Tel.: TW 6-2971.....CBC  
Station Manager.....Gordon Frederick

# Manitoba

## CFAM—Altona—1957

Freq.: 1290 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Southern Manitoba Bcstg. Co.  
 Address.....P.O. Box 1000  
 Tel.: 324-6464.....Independent  
 Station Reps.....Cooke; Radio Reps. Ltd.  
 President.....Walter E. Kroeker  
 Station Manager.....Dennis Barkman  
 Commercial Manager.....Elmer Hildebrand  
 Chief Engineer.....John J. Pauls

## CKX—Brandon—1928

Freq.: 1150 Kc. Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper. By....Western Manitoba Bcstrs.  
 Address.....2940 Victoria Ave.  
 Tel.: Parkway 9-5441.....CBC  
 Sta. Reps.....Radio Reps.; Young Canadian  
 Pres., Gen. Manager.....J. B. Craig  
 Commercial Manager.....E. D. Holland  
 Prog. Dir.....Frank Bird  
 Chief Engineer.....E. Humphrey Davies

## CKDM—Dauphin—1950

Freq.: 730 Kc. Power: 10 Kw. d.; 5 Kw. n.  
 Owned.....Dauphin Bcstg. Co., Ltd.  
 Address.....27 3rd Ave., N. E.  
 Tel.: 638-3230.....Independent  
 Station Reps.....Radio Reps.; Air-Time Sales  
 President.....A. T. Warnock  
 General, Station Manager.....J. Dunlop  
 Commercial Mgr.....Irvin Wilibinsky  
 Program Director.....Alex Pascal  
 Chief Engineer.....Alan Watson

## CFAR—Flin Flon—1937

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By....Arctic Radio Corp., Ltd.  
 Address.....75 Callinan St.  
 Tel.: 4422.....CBC  
 Sta. Reps.. Young Can.; Messner; Lorrie Potts  
 President.....Grey Mundie  
 Station Mgr.....J. E. Smallwood  
 Program Director.....Alex Cobban

## CHFC—Fort Churchill—1958

Frequency: 1230 Kc. Power: 250 W.  
 Owned By.....CBC  
 Address.....Fort Churchill  
 Tel.: OS 5-7729.....CBC  
 Director of N. Service.....A. Cowan  
 Station Manager.....Ivan Le Mesonien  
 Program Organizer.....Keith Lawrence  
 Publicity Director.....Sheldon O'Conner  
 Superv., Technical Opera.....Lloyd Moore

## CFRY—Portage La Prairie 1956

Frequency: 920 Kc. Power: 1,000 Watts  
 Owned.....Portage-Delta Bcstg. Co. Ltd.

Address.....1500 Saskatchewan Ave. W.  
 Tel.: 857-6447.....Independent  
 Station Reps.....Lorrie Potts; Messner; Scharf  
 Pres., Gen. Mgr.....R. D. Hughes  
 Station, Commercial Mgr.....Jack E. Follett  
 Sales Promotion Mgr.....Nancy Lane  
 Program Director.....Robert Clare  
 Chief Engineer.....Ricky Hughes

## 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  
 Reps.....Devney Org.; Interprovincial Sales  
 General Manager.....Roland Couture  
 Commercial Mgr.....Etienne Bohemier  
 Program Co-ord.....Flore Toupin  
 Chief Engineer.....Roland Brodeur

## 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  
 Operations Dir.....L. B. McIlhegga  
 Program Director.....D. E. Cameron  
 Technical Director.....R. L. Punshon

## CJOB—Winnipeg—1946

Freq.: 680 Kc. Power: 10 Kw. d., 250 W. n.  
 Owned By.....Radio OB Ltd.  
 Business Address.....10th Fl., Lindsay Bldg.  
 Tel.: WH 2-6374.....Independent  
 Station Reps...Radio Reps.; Young Canadian  
 President.....Frank A. Griffiths  
 General, Sta. Manager.....R. M. MacLennan  
 Sales Prom. Mgr., Pub. Dir.....Ron Krochuk

## CKRC—Winnipeg—1927

Frequency: 630 Kc. Power: 5000 Watts  
 Owned...Transcanada Communications, Ltd.  
 Bus. Studio Address.....300 Carlton St.  
 Tel.: WH 2-2231.....CBC  
 Station Reps.....Weed; All-Canada  
 General Manager.....Robert Buss  
 Chief Engineer.....A. W. Hooper

## CKY—Winnipeg—1950

Frequency: 580 Kc. Power: 50 Kw.  
 Owned By.....Moffat Broadcasting Ltd.  
 Business Address.....432 Main St., N.  
 Tel.: Whitehall 3-1531.....Independent  
 Sta. Reps.....Scharf; Devney Org.  
 President.....Lloyd E. Moffat  
 Station Manager.....Sid Boyling  
 Comm. Manager.....D. McDermid  
 Program Director.....Jack Stewart  
 Sales Promo., Publicity Dir.....Jim Pryor  
 Chief Engineer.....Andy Malowanchuk

# New Brunswick

## CKBC—Bathurst—1955

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Bathurst Broadcasting Co., Ltd.  
 Business Address.....455 Golf St.  
 Tel.: LI 6-4461.....Independent  
 President.....J. Leo Hachey  
 Station Manager.....W. A. Winton  
 Chief Engineer.....Phil Pacquet

## CKNB—Campbellton—1939

Frequency: 950 Kc. Power: 1000 Watts  
 Owned By.....Restigouche Bcstg. Co., Ltd.  
 Business Address.....110 Water St.  
 Tel.: PLaza 3-4415.....CBC  
 Station Rep.....Weed; Jos. Hardy  
 President.....John Alexander  
 General Mgr.....Dr. Charles Houde  
 Commercial Mgr.....Kenneth Coughlan  
 Station Program Dir.....M. Douglas Young  
 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.....Independent  
 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.....Mulvihill  
 President, General Manager.....D. Malcolm Neill  
 Sta., Comm. Manager.....J. T. H. Fenety  
 Sales Manager.....Stan Hooper  
 Prog. Director.....H. L. McFee  
 Publicity Director.....Christine E. Maxwell  
 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.: 384-3366.....CBC  
 Station Manager.....P. E. Carrier  
 Technical Director.....Yves Bruchesi

## CKCW—Moncton—1934

Frequency: 1220 Kc. Power: 10,000 Watts  
 Owned-Oper. By.....Moncton Bcstg., Ltd.  
 Address.....Box 1220  
 Tel.: 389-9111.....CBC  
 Station Rep.....Young Canadian; Stovin-Byles  
 Pres., Gen. Mgr.....F. A. Lynda  
 Sales Promotion Mgr.....Earle Ross  
 Program Director.....Bob Reid  
 Chief Engineer.....Keith MacConnell

Owners of: CKCW-TV, Moncton, N. B.; CKAM-TV, Campbellton, N. B.; CKCD-TV, Harrison Brook, P. Q.

## CKMR—Newcastle—1949

Frequency: 790 Kc. Power: 1000 Watts  
 Owned.....Miramichi Bcstg. Co. Ltd.  
 Address.....Castle St.  
 Tel.: MADison 2-3311.....CBC  
 Station Representative.....Alex Bedard  
 President.....L. W. Flett  
 Sta. Mgr., Ch. Engr.....R. J. Wallace  
 Sales Promotion Manager.....Dan Leeman  
 Publicity Director.....Fred Haining

## CFBC—Saint John—1946

Freq.: 930 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By.....Fundy Bcstg. Co., Ltd.  
 Business Address.....68 Carleton St.  
 Tel.: OX 2-3301.....Independent  
 President.....A. M. McLean  
 General Manager.....R. T. Bowman  
 Chief Engineer.....H. M. Stout

## CHSJ—Saint John—1947

Freq. 1150 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....New Brunswick Bcstg. Co.  
 Address.....85 Germain St.  
 Tel.: OXford 2-0144.....CBC  
 Newsp. Affil. Times Globe, Telegraph Journal  
 Representative.....All Canada, Weed & Co.  
 General Manager.....T. H. Tonner  
 Chief Engineer.....J. G. Bishop  
 Owners of: CHSA-TV.

## CJ CJ—Woodstock—1959

Frequency: 920 Kc. Power: 1,000 Watts  
 Owned By.....Carleton-Victoria Bcstg. Co. Ltd.  
 Address.....Woodstock  
 Tel.: Woodstock.....CBC  
 Station Reps.....Lorrie Polts; Messner  
 President, General Mgr.....R. J. Morrison  
 Station Manager.....J. D. Morrison  
 Commercial Manager.....A. H. Morrison  
 Program Director.....Bruce A. Smith  
 Chief Engineer.....Bruce W. Groh

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# Newfoundland

## CBY—Corner Brook—1949

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address..... P. O. Box 610  
 Tel.: 43431 ..... CBC  
 Station Mgr..... C. V. Hierlhy  
 Sales Manager..... C. L. Brown  
 Chief Engineer..... J. Heaney

## CBG—Gander—1949

Frequency: 1450 Kc. Power: 250 W.  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address..... 98 Sullivan Ave.  
 Tel.: 8-4321 ..... CBC  
 Dir. for Prov..... W. F. Galgay  
 Station, Commercial Manager... B. M. Dawe  
 Program Dir..... R. G. O'Brien  
 Engineer ..... L. E. Baker

## CBT—Grand Falls—1949

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business Address..... Mill Road  
 Tel.: 2102 ..... CBC  
 Dir. for Prov..... W. F. Galgay  
 Station Manager..... John J. Grace

## CBN—St. John's—1949

Frequency: 840 Kc. Power: 10,000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address ..... Box 5490

Tel.: 8-7181 ..... CBC  
 Dir. for Prov..... W. F. Galgay  
 Reg. Presentation Dir. .... R. G. O'Brien

## 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  
 Station Manager..... Colin Jamieson  
 Commercial Manager ..... C. Pope  
 Program Dir..... J. Wiggins  
 Sales Promotion Manager..... J. Baird  
 Chief Engineer..... Oscar Hierlhy  
 Owners of: CJON-TV; CJOX, Argentia; CJON,  
 Grand Falls.

## VOCM—St. John's—1936

Frequency: 590 Kc. Power: 10,000 Watts  
 Owned by..... Colonial Bcstg. System  
 Address..... P. O. Box 1-590  
 Tel.: 578-3148 ..... Independent  
 Station Reps... All-Canada; Young Canadian  
 Pres., Ch. Eng..... W. R. Williams  
 General Manager..... J. V. Butler  
 Commercial Manager..... Denys Ferry  
 Program, Pub. Director..... W. Williamson  
 Sales Prom. Mgr..... J. T. Browne  
 Owners of: CKCM, Grand Falls; CHCM, Marys-  
 town, Both Nfld.

# Northwest Territories

## CBXH—Fort Smith—1959

Freq.: 860 Kc. Power: 40 W.  
 Owned By ..... CBC  
 Address ..... Fort Smith  
 Tel.: Fort Smith..... CBC  
 Operator ..... Dennis MacKie

## CFFB—Frobisher Bay—1961

Frequency: 1200 Kc. Power: 40 Watts  
 Owned By ..... CBC  
 Address ..... Frobisher Bay  
 Tel.: 54 ..... CBC  
 Operator..... Ralph St. Julien

## CFHR—Hay River—1959

Frequency: 1490 Kc. Power: 40 W.  
 Owned By ..... CBC

Address ..... Hay River  
 Tel.: Hay River..... CBC  
 Operator ..... Norman McCowan

## CHAK—Inuvik—1960

Frequency: 860 Kc. Power: 1 Kw.  
 Owned By ..... CBC  
 Address ..... P.O. Box 1220  
 Tel.: 2361 ..... CBC  
 Station Mgr..... E. Menarik

## CFYK—Yellowknife—1958

Frequency: 1340 Kc. Power: 250 W.  
 Owned By ..... CBC  
 Address ..... P.O. Box 160  
 Tel.: 4529 ..... CBC  
 Station Manager ..... D. Mackie  
 Technician ..... Peter Radcliffe

# Nova Scotia

## CKDH—Amherst—1957

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Amherst Bcstg. Ltd.  
 Address: Casey Block, Amherst  
 Tel.: 3875 Independent  
 President: J. A. Langille  
 Station Manager: J. Hugh Dunlop  
 Commercial Mgr.: Eastwood Ives  
 Chief Engineer: Geo. Lewis

## CJFX—Antigonish—1943

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: Atlantic Bcstrs., Ltd.  
 Address: St. Ninian St.  
 Tel.: 863-4580 CBC  
 Station Reps.: Young Canadian; Mulvihill  
 President: Dr. F. Giniivan  
 General Manager: J. Clyde Nunn  
 Commercial Manager: Bruce Rafuse  
 Sales Promotion Manager: Al Graham  
 Chief Engineer: Michael E. Doyle

## CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Acadia Bcstg. Co., Ltd.  
 Address: 399 King St.  
 Tel.: 543-2401 CBC  
 Sta. Reps.: Air Time Sales; Radio Reps; Cooke  
 President: C. J. Morrow  
 General Manager: John F. Hirtle  
 Sta. Mgr., Comm. Mgr.: James A. MacLeod  
 Program Director: Robert A. MacLaren  
 Sales Prom. Mgr.: Lester L. Rogers  
 Publicity Dir.: Kenneth Lawrence  
 Chief Engineer: Douglas B. Hirtle

## CBH—Halifax—1947

Frequency: 860 Kc. Power: 10,000 Watts  
 Owned-Operated By: Canadian Bcstg. Corp.  
 Address: Box 175  
 Tel.: 422-8311 CBC  
 Director of Radio: F. G. Cooke  
 Program Director: J. A. MacEwen  
 Technical Superv.: L. A. Canning

## CHNS—Halifax—1926

Frequency: 960 Kc. Power: 10 Kw.  
 Owned-Oper. By: Maritime Bcstg. Corp., Ltd.  
 Address: Box 400  
 Tel.: 3-8318 CBC  
 Station Reps.: All-Canada; Weed  
 General Manager: Fred W. Arenburg  
 Commercial Manager: Douglas Grant  
 Chief Engineer: Arthur H. Greig

## CJCH—Halifax—1944

Freq.: 920 Kc. Power: 10,000 Wts. d. 5000 n.  
 Owned-Operated By: CJCH Limited  
 Address: 741 Robie St.  
 Tel.: 5-5443 Independent

Station Reps.: Mulvihill; Young Canadian  
 President, Gen. Mgr.: Finlay MacDonald  
 Station Manager: Bob Bambury  
 Program Director: Ron Blom  
 Comm. Manager: Howard E. Gerard  
 Chief Engineer: John Jay

## CKEN—Kentville—1948

Frequency: 1350 Kc. Power: 1,000 Watts  
 Owned By: Evangeline Bcstg. Co. Ltd.  
 Address: 11 Webster St.  
 Tel.: 2111 Independent  
 Station Representative: Lorrie Potts & Co.  
 President: Frank J. Burns  
 General Manager: Willard A. Bishop  
 Commercial Manager: Mrs. Eleanor Macmillan  
 Sales Manager: James Crossan  
 Chief Engineer: Bill Schofield

## CKEC—New Glasgow—1953

Freq.: 1320 Kc. Power: 5 Kw. d., 250 W. n.  
 Owned-Oper. By: Hector Bcstg. Co.  
 Address: 130 George St.  
 Tel.: 2-4200 Independent  
 Pres., Gen. Mgr.: James M. Cameron

## CBA—Sackville—1939

Frequency: 1070 Kc. Power: 50,000 Watts  
 Owned By: CBC  
 Address: Box 130  
 Tel.: 152 CBC  
 Technical Director: M. H. Young  
 Technical Supervisor: L. A. Canning

## CBI—Sydney—1948

Freq.: 1140 Kc. Power: 10,000 Watts  
 Owned-Operated By: Canadian Bcstg. Corp.  
 Address: Box 700  
 Tel.: 564-4495 CBC  
 Station Manager: K. R. Hill  
 Local Sales Mgr.: Chris Meisner  
 Technical Supervisor: S. Tysom

## CJCB—Sydney—1929

Freq.: 1270 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Cape Breton Bcstrs., Ltd.  
 Business Address: Charlotte St.  
 Tel.: 564-5596 Independent  
 Station Reps.: All-Canada; Weed  
 President: Nathaniel Nathanson  
 General Manager: Norris L. Nathanson  
 Commercial Manager: Mrs. Florence MacLeod  
 Sales Promotion Mgr.: Lloyd MacDonald  
 Program Director: Toby Halloran  
 Chief Engineer: A. E. Vernon  
 Owners of: CJCB-FM-TV, Sydney; CFNU-TV, Antigonish, N.S.

## CKCL—Truro—1947

Frequency: 600 Kc. Power: 1,000 Watts

## NOVA SCOTIA-ONTARIO

Owned-Operated By Colchester Bcstg. Co. Ltd.  
Address.....840 Prince St.  
Tel.: 893-4491.....CBC  
Sta. Reps.....Devney Org.; Scharf  
President, Manag. Dir.....J. Arthur Manning  
Commercial Manager.....H. C. Deryk Upton  
Program Manager.....W. Frank Harvey  
Chief Engineer.....E. S. Bernasconi

### CFAB—Windsor—1945

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Evangeline Bcstg. Co., Ltd.  
Address.....11 Webster St., Kentville, N. S.  
Tel.: 2111.....Independent

President.....F. J. Burns  
General Station Mgr.....W. A. Bishop  
Comm. Mgr.....Mrs. E. J. MacMillan  
Sales Promotion Mgr.....J. F. Crossan  
Chief Engineer.....A. M. Bishop

### CJLS—Yarmouth—1934

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.  
Address.....222 W. Main St.  
Tel.: 500.....Independent  
Station Reps.....All-Canada; Weed  
Gen., Comm. Mgr.....D. L. Smith  
Chief Engineer.....W. Singer

## Ontario

### CKBB—Barrie—1949

Freq.: 950 Kc.....Power: 10,000 Wts. d., 2500 n.  
Owned By.....Barrie Broadcasting Co., Ltd.  
Address.....Box 519  
Tel.: PA 6-6466.....Independent  
Station Reps.....Young; Mulvihill  
Station, Commercial Mgr.....Robert Hunter  
Chief Engineer.....Harold Atkinson

### CJBQ—Belleville—1946

Frequency: 800 Kc.....Power: 1000 Watts  
Owned-Operated By.....Quinte Bcstg. Co., Ltd.  
Address.....11 Victoria Ave.  
Tel.: Woodland 8-5555.....CBC  
Newspaper Affilia.....Ontario Intelligencer  
Station Rep.....Young Canadian; Stovin-Byles  
President.....Dr. G. A. Morton  
General, Station Mgr.....Frank C. Murray  
Comm. Sales Prom. Manager J. H. MacDonald  
Program Director.....L. Jourard  
Publicity Director.....Mrs. J. Isaac  
Chief Engineer.....J. B. Buchanan

### CJNR—Blind River—1958

Frequency: 730 Kc.....Power: 1000 Watts  
Owned By.....Nash Radio-TV Bcstg. Co.  
Address.....Box 729  
Tel.: Elgin 6-2209.....CBC  
Representative.....Radio-TV Sales  
President, General Mgr.....G. Marson  
Station Mgr., Prog. Dir.....Eric R. Thorsen

### CHIC—Brampton—1953

Frequency: 1090 Kc.....Power: 250 W. d.  
Owned By.....S. W. Caldwell  
Address.....2 Ellen St.  
Tel.: GL 1-3110.....Independent  
President.....Gordon F. Keeble  
General, Sta. Manager.....John Fox  
Commercial Manager.....Shelley Panter  
Chief Engineer.....Robert McBean

### CKPC—Brantford—1923

Freq.: 1380 Kc.....Power: 10 Kw.

Owned-Oper. By.....Telephone City Bcst. Ltd.  
Address.....525 Colborne St.  
Tel.: Plaza 3-2664.....Independent  
Station Rep.....Lorrie Potts & Co.  
President.....Mrs. Florence M. Buchanan  
General Station Mgr.....R. Buchanan  
Comm., Prom. Mgr.....Russ Waters  
Prog. Dir.....Arnold Anderson  
Chief Engineer.....J. Featherston

### CFJR—Brockville—1926

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....Eastern Ontario Bcstg. Co., Ltd.  
Address.....Revere Hotel Bldg.  
Tel.: Diamond 2-4628.....CBC  
Station Reps.....Hardy; Young Canadian  
Pres., Gen. Mgr.....Jack R. Radford  
Asst. Sta. Mgr.....Thomas Statham  
Program Director.....Jim Chapman  
Chief Engineer.....Peter Paczynski

### CFCO—Chatham—1926

Frequency: 630 Kc.....Power: 1000 Watts  
Owned By.....Great Lakes Broadcasting Ltd.  
Address.....42 King St. W.  
Tel.: EL 2-3000.....Independent  
Station Reps.....Stovin-Byles; Devney Organiz.  
President, General Mgr.....D. G. Hildebrand  
Commercial Manager.....C. L. Chambers  
Sales Promo., Publicity Dir.....Jack Nixon  
Program Director.....Bob Wood  
Chief Engineer.....Gordon Brooks

### CHUC—Cobourg—1957

Frequency: 1500 Kc.....Power: 1 Kw. d.  
Owned By.....Radio CHUC, Ltd.  
Address.....P. O. Box 520  
Tel.: Franklin 2-5401.....Independent  
Station Rep.....Radio & TV Sales, Inc.  
President.....D. B. Williamson  
Station Manager.....L. A. Fogal  
Commercial Mgr.....Dennis Forster  
Program Director.....Garry Kirker  
Chief Engineer.....G. Skinner

# ONTARIO

## CJSS—Cornwall—1959

Frequency: 1220 Kc. Power: 1000 Watts  
Owned By: Bushnell Broadcasting Ltd.  
Address: 237 Water St., E.  
Tel.: Wellington 2-5180. Independent  
Station Reprs.: All Canada; Weed  
President: E. L. Bushnell  
Station, Comm. Manager: J. D. Wright  
Program Director: B. Collier  
Publicity Director: N. Andrews  
Chief Engineer: Mahlon Clark

## CFOB—Fort Frances—1944

Frequency: 800 Kc. Power: 1000 Watts  
Owned By: Border Bcstg., Ltd.  
Address: Border Theatre Bldg.  
Tel.: Atlas 3-3311. CBC  
Manager: Don Fawcett  
Chief Engineer: O. Petsnick

## CJLX—Fort William—1959

Freq.: 800 Kc. Power: 10 Kw. d., 5 Kw. n.  
Owned By: Lakehead Bcstg. Co., Ltd.  
Address: 407 Victoria Ave.  
Tel.: MA 2-9618. Independent  
Sta. Reprs.: Potts; Messner; Scharf; Devney Org.  
President, Gen. Manager: R. P. MacGowan  
Commercial, Sales Promo. Man.: W. J. Clemens  
Program Director: Gary Parkhill  
Publicity Director: John G. Thompson  
Chief Engineer: Murray Shields

## CKPR—Fort William—1931

Freq.: 580 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: H. F. Dougall Co., Ltd.  
Address: 404½ Victoria Ave.  
Tel.: Mayfair 3-3477. Independent  
Sta. Reprs.: Stovin-Byles; Young  
President, Gen. Mgr.: Clara H. Dougall  
Station, Commercial Mgr.: George Jeffrey  
Sales Promotion Manager: Jack Alexander  
Program Director: Rey Isley  
Chief Engineer: W. T. Ross

## CFTJ—Galt—1954

Frequency: 1110 Kc. Power: 250 Watts, d.  
Owned-Oper. By: Galt B'casting Co., Ltd.  
Address: 3 Ainslie St. N.  
Tel.: 621-7510. Independent  
Sta. Reprs.: Bedard; Messner  
Pres., Gen. Mgr.: John V. Evans  
Commercial Manager: A. C. Bond  
Program Director: John Etherton  
Chief Engineer: Patrick Stone

## CJOY—Guelph—1948

Freq.: 1450 Kc. Power: 10 Kw. d., 5 Kw. n.  
Owned-Operated By: CJOY, Ltd.  
Address: Bond Bldg.  
Tel.: TA 4-0670. Independent  
President: Wallace Slatler  
General Mgr.: Frederick T. Metcalf  
Station Manager: Jack Jackson

Program Director: J. D. LeBlanc  
Chief Engineer: Bob Nagyobb

## 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.: 549-2411. Independent  
Reprs.: Stephens & Towndrow; Scharf; Messner  
President: Kenneth D. Sobie  
General, Station Manager: Tcm Darling  
Commercial Manager: W. G. Reid  
Sales Promo., Publicity Dir.: T. M. Thompson  
Production Manager: W. E. Hall  
Chief Engineer: Ed Victor

## CKOC—Hamilton—1922

Frequency: 1150 Kc. Power: 5000 Watts  
Owned: Wentworth Radio Bcstg. Co., Ltd.  
Address: Box 880  
Tel.: LI 5-8585. CBC  
Station Reprs.: All-Canada; Weed  
President: Clifford Sifton  
V. P., General Manager: W. T. Cranston  
Chief Engineer: Leslie Horton

## CKAR—Huntsville—1958

Frequency: 590 Kc. Power: 1000 Watts  
Owned By: Muskoka-Parry Bcstg. Ltd.  
Address: P.O. Box 1016  
Tel.: 934. Independent  
President: L. Olan  
General Mgr.: G. Thomas

## CJRL—Kenora—1938

Frequency: 1220 Kc. Power: 1000 Watts  
Owned-Oper. By: Lake of Woods B'cast, Ltd.  
Business Address: Johnson Block  
Tel.: HE 7850. CBC  
Representative: Stovin-Byles  
President: Stuart King  
Station Manager: William Wylie  
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.: LI 2-4927. CBC  
Representatives: Stovin-Byles; 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.: 542-4977. CBC  
Newspaper Affil.: Kingston Whig Standard  
Station Reprs.: Stovin-Byles; Weed  
President: Senator W. R. Davies  
Gen. Manager: Don Lawrie  
Station Manager: Roy Holstetter  
Commercial Manager: Bill King  
Prog. Director: Carl Cogan  
Sales Prom. Mgr.: Arlene Robertson  
Pub. Director: Bryan Olney

Chief Engineer.....Gord Backus  
 Owners of: CKWS-TV; CHEX-AM-TV, Peterborough, Ont.

**CJKL—Kirkland Lake—1934**  
 Frequency: 560 Kc.....Power: 5000 Watts  
 Owned.....Kirkland Lake Bcstg., Ltd.  
 Address.....22 Government Rd. W.  
 Tel.: 27.....CBC

Newspaper Affil.....Thomson Newspapers Ltd.  
 Station Representative.....Slovina-Byles  
 President.....Mrs. Irma Brydson  
 General Manager.....D. R. Lawrie  
 Station Manager.....Reg. Carne  
 Commercial Manager.....Clyde Brydle  
 Program Director.....Ron Smith  
 Chief Engineer.....C. L. Spence  
 Owners of: CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CHEX-AM-TV, Peterborough, Ont.; CKWS-AM-TV, Kingston, Ont.; CKGN-TV, North Bay, Ont.

**CKCR—Kitchener—1929**  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Opera. By.....K.W. Bcstg. Co., Ltd.  
 Address.....125 King St. W.  
 Tel.: SH 3-3628.....Independent  
 President, Gen. Mgr.....J. Irving Zucker  
 Station Manager.....Gordon J. Schaus  
 Chief Engineer.....Ion Hartman

**CKKW—Kitchener—1959**  
 Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned By.....Twin City Bcstg. Co. Ltd.  
 Address.....251 King St. W.  
 Tel.: SHERWOOD 5-6861.....Independent  
 President.....Albert E. Dunker  
 Managing Director.....Nyle Futher  
 Acting Station Mgr.....Len C. Evans  
 National Sales Manager.....Ed Howard  
 Program Director.....Don Willcox  
 Chief Engineer.....R. R. Shantz

**CJSP—Leamington—1954**  
 Frequency: 710 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Sun Parlor Bcstrs., Ltd.  
 Address.....23 Erie St., N.  
 Tel.: FA 6-8171.....Independent  
 Station Reps.....Radio-TV Sales; Hopewell  
 Exec. V.P., Gen. Mgr.....Stuart C. Brandy  
 Operations Manager.....Lou Tomasi  
 Regional Sales Mgr.....John C. Garton  
 Chief Engineer.....Walter Dowhan

**CKLY—Lindsay—1955**  
 Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Operated By...Greg-May Bcstg. Ltd.  
 Address.....249 Kent St. W.  
 Tel.: 324-3585.....Independent  
 Station Reps.....Bedard; Scharf  
 President, Gen. Mgr.....J. A. McNabb  
 Program Director.....Doug Whelan  
 Chief Engineer.....Roland Hunt

**CFPL—London—1922**  
 Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper.....London Free Press Printing Co.  
 Address.....442 Richmond St.  
 Tel.: GEneral 8-8391.....CBC  
 Newspaper Affil.....London Free Press

Station Reps.....Weed; All-Canada  
 President.....Walter J. Blackburn  
 Gen. Mgr.....Murray T. Brown  
 Station Manager.....Ward M. Cornell  
 Program Director.....Geoffrey Bingle  
 Sales Manager.....C. N. Knight  
 Chief Engineer.....Glen A. Robitaille  
 Owners of: CFPL-TV-FM.

**CKSL—London—1956**  
 Frequency: 1290 Kc.....Power: 5 Kw.  
 Owned.....London Bcstrs. Ltd.  
 Address.....343 Richmond St.  
 Tel.: GEneral 2-4181.....Independent  
 Station Reps.....Devney Org.; Air Time Sales  
 President.....F. Vincent Regan  
 General, Station Mgr.....Hal E. Cocke  
 Commercial Manager.....Jim Alexander  
 Sales Prom. Mgr.....Arthur Bartel  
 Program Director.....Roly Koster  
 Chief Engineer.....Bill Post

**CHVC—Niagara Falls—1947**  
 Frequency: 1600 Kc.....Power: 10,000 Watts  
 Owned-Oper. By....Radio Station CHVC, Ltd.  
 Address.....1745 River Rd.  
 Tel.: EL 8-7151.....Independent  
 Station Rep.....Potts; Cooke; Alex Bedard  
 President.....B. Howard Bedford  
 Station, Comm. Mgr.....Arthur W. Blakely  
 Sales Manager.....George A. Brown  
 Production Director.....Mrs. Emily Lamb  
 Program Director.....J. Ross Kenzie  
 Acting Chief Engineer.....Roger Gordon

**CFCH—North Bay—1931**  
 Freq.: 600 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Northern Bcstg. Ltd.  
 Address.....Box 1000  
 Tel.: GR 2-9000.....CBC  
 Newspaper Affil.....Thompson Dailies  
 Station Reps.....Weed; Stovin-Byles  
 President.....Mrs. P. A. Campbell  
 Station Manager.....Harvey C. Freeman  
 Commercial Manager.....Clarence Houston  
 Program Director.....Bruce Ruggles  
 Publicity Director.....Edward F. Vitunski  
 Chief Engineer.....Dave Mee  
 Owners of: CFCH-TV; CKGB-AM-FM, Timmins, Ont.; CHEX-AM-TV, Peterborough, Ont.; CKWS-AM-TV, Kingston, Ont.; CJKL, Kirkland Lake, Ont.

**CHWO—Oakville—1956**  
 Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned.....CHWO Radio  
 Address.....34A Colborne St. W.  
 Tel.: 845-2821.....Independent  
 Pres., Gen. Mgr.....Howard C. Caine  
 Commercial Manager.....Victor Tipple  
 Chief of Operations.....Stanley Switzer  
 Program Director.....Frank Taylor  
 Chief Engineer.....Bill McNaughton

**CFOR—Orillia—1945**  
 Freq.: 1570 Kc.....Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper. By....Radio Station CFOR, Ltd.  
 Address.....P.O. Box 128

# ONTARIO

Tel.: 326-3511 ..... CBC  
Station Reps. .... Stephens & Towndrow; Young  
Pres., Gen. Mgr. .... Gordon E. Smith  
Commercial. Pub. Mgr. .... Pete McGarvey  
Program Director. .... J. K. McDonald  
Sales Promotion Manager. .... Paul Smith  
Chief Engineer. .... Peter Rowe

## CKLB—Oshawa—1946

Freq.: 1350 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By. .... Lakeland Bcstg. Co., Ltd.  
Address. .... 360 King St. W.  
Tel.: 723-3415 ..... Independent  
Reps. .... Potts; Devney Org.; Broadcast Reps.  
President, Station Mgr. .... Gordon G. Garrison  
Program Director. .... William Henning  
Chief Engineer. .... William C. Marchand

## CBO—Ottawa—1924

Frequency: 910 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Canadian Bcstg. Corp.  
Address. .... P.O. Box 1045  
Tel.: CE 6-9541 ..... CBC  
Dir. of Ottawa Area. .... J. J. Dunn  
Program Dir. .... Dennis Townsend  
Area Engineer. .... Maxted Gilbert  
Owners of: CBO-FM.

## CFRA—Ottawa—1947

Freq.: 580 Kc. .... Power: 50 Kw. d., 10 Kw. n.  
Owned ..... CFRA, Ltd.  
Address. .... 150 Isabella St.  
Tel.: CE 3-6241 ..... Independent  
Reps. .... Weed; Stephens & Towndrow  
President ..... Frank Ryan  
Station Manager. .... T. Kielty  
Comm. Mgr. .... George M. Gowling  
Program Director. .... Doug McGowan  
Sales Promo., Publicity Dir. .... Larry Barnabe  
Chief Engineer. .... George Roach

## 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 ..... Independent  
Reps. .... Cooke; All-Canada Radio & TV  
President ..... Irving Cameron  
General, Station Mgr. .... Jack Daly  
Comm., Sales Promo. Mgr. .... Gerry Beland  
Program Director. .... John Murphy  
Chief Engineer. .... Ken Putlock

## CFOS—Owen Sound—1940

Frequency: 560 Kc. .... Power: 1000 Watts  
Owned. .... Grey & Bruce Bcstg. Co., Ltd.  
Address. .... 270 9th St. E.  
Tel.: FR 6-2030 ..... CBC  
Newspaper Affiliation. .... Sun-Times  
Station Reps. .... Stovin-Byles; Young Canadian  
President ..... C. J. McTavish  
Station Manager. .... William N. Hawkins  
Commercial Manager. .... Russ Tomlinson  
Program Director. .... Stan Latham  
Chief Engineer. .... W. Vallins

## CHOV—Pembroke—1942

Frequency: 1350 Kc. .... Power: 1000 Watts

Owned-Oper. By. .... Ottawa Valley Bcstg. Co.  
Business Address. .... 319 Pembroke St., E.  
Tel.: 735-6811 ..... CBC  
Station Reps. .... Stovin-Byles; Young Canadian  
President. .... E. Gordon Archibald  
Station Manager. .... Bill Kay  
Commercial Manager. .... J. B. Scott  
Chief Engineer. .... W. Edwin Schmidt

## CHEX—Peterborough—1942

Frequency: 980 Kc. .... Power: 5000 Watts  
Owned. .... Kawartha Bcstg. Co.  
Address. .... Box 659  
Tel.: RI 2-7708 ..... CBC  
News, Afil. .... The Examiner  
Station Reps. .... Weed; Stovin-Byles  
President. .... W. R. Davies  
Station Manager. .... Wally Rewegan  
Commercial Manager. .... Babe Fontaine  
Sales Promotion Manager. .... Sean Eyre  
Program Director. .... Don O'Neil  
Chief Engineer. .... Bert Crump

## CKPT—Peterborough—1959

Freq.: 1420 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned By. .... Peterborough Bcstg. Co., Ltd.  
Address. .... Empress Hotel  
Tel.: Riverside 2-8844 ..... Independent  
Station Reps. .... Stephens & Towndrow  
President. .... Ralph Snelgrove  
Station Manager. .... Fred G. Sherratt  
Commercial Manager. .... Joseph Polipco  
Sales Promotion Manager. .... Keith Randall  
Program Director. .... William Spencley  
Chief Engineer. .... Fred Owen

## CFPA—Port Arthur—1944

Freq.: 1230 Kc. .... Power: 1 Kw. d., 250 Wts. n.  
Owned-Operated By. .... Ralph H. Parker Ltd.  
Address. .... 230 N. Cumberland St.  
Tel.: Diamond 4-2404 ..... CBC  
Station Reps. .... All-Canada; Weed  
President, Gen. Mgr. .... Ralph H. Parker  
Commercial Manager. .... Joe Ulakovic  
Program Director. .... John Simpson

## CFGM—Richmond Hill—1957

Freq.: 1310 Kc. .... Power: 10 Kw. d., 2.5 Kw. n.  
Owned. .... Radio Richmond Hill Ltd.  
Address. .... 50 Yonge St., N.  
Tel.: AVenue 5-4915 ..... Independent  
Station Rep. .... Radio Reps. Ltd.  
Pres., Gen. Mgr. .... John O. Graham  
Station Manager. .... Stewart H. Coxford  
Commercial Manager. .... Andy Mitchell  
Program Director. .... Gordon Symons  
Chief Engineer. .... Brian Sawyer

## CKTB—St. Catharines—1930

Freq.: 610 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
Owned. .... Niagara District Bcstg. Co., Ltd.  
Business-Studio Address. .... 12 Yates St.  
Tel.: MU 4-1174 ..... Independent  
Station Reps. .... Mulvihill; Devney Organization  
President. .... W. B. C. Burgoyne



General, Sta. Manager... Miss M. C. Burgoyne  
 Comm., Sales Prom. Mgr.... Vince Lococo  
 Publicity Director..... Roy Bonisteel  
 Prog. Dir..... Jack Dawson  
 Chief Engineer..... W. H. Allen

**CHLO—St. Thomas—1948**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned.....Souwesto Broadcasters Ltd.  
 Address.....133 Curtis St.  
 Tel.: ME 1-3910.....Independent  
 Station Reps.. Radio-TV Sales; Cooke; Messner  
 President, Gen. Mgr..... John L. Moore  
 Comm., Sales Prom. Mgr.... William F. Shave  
 Program Director..... Don Lumley  
 Publicity Director..... John L. Moore  
 Chief Engineer..... William Hyson

**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  
 Station Reps...Cooke, Mulvihill; Radio Reps.  
 Pres., Gen. Mgr..... Claude R. Irvine  
 Station Manager..... Karl E. Monk  
 Sales Manager..... Arthur H. J. O'Hagan  
 Program Manager..... Gene McLaughlin  
 Publicity Director..... Janet Lindsey  
 Chief Engineer..... Robert F. Cooke

**CJIC—Sault Ste. Marie—1934**

Freq.: 1050 Kc....Power: 10 Kw. d., 2.5 Kw. n.  
 Owned-Oper. By.....Hyland Radio-TV Ltd.  
 Address.....119 East St.  
 Tel.: ALqoma 3-1121.....CBC  
 Station Reps.....Lorrie Potts; Devney Org.  
 President..... Mrs. J. G. Hyland  
 General Manager..... R. Ramsay  
 Station, Sales Manager..... E. G. Vance  
 Commercial Manager..... G. Plouffe  
 Program Director..... George Jonesco  
 Chief Engineer..... David Irwin  
 Owners of: CJIC-TV.

**CKCY—Sault Ste. Marie—1955**

Freq.: 920 Kc..Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Algonquin Radio & TV  
 Address.....254 Queen St., E.  
 Tel.: AL 3-2393.....Independent  
 President..... C. P. Greco

**CFRS—Simcoe—1956**

Frequency: 1560 Kc.....Power: 250 W., d.  
 Owned.....Simcoe Bcstg. Co.  
 Business Address.....John & Grove Sts.  
 Tel.: 426-3240.....Independent  
 Representative.....Radio & TV Sales  
 Pres., Gen. Mgr..... Ted M. Fielder  
 Commercial Mgr..... Richard T. Maxwell  
 Sales Promotion Mgr..... Jim Blakely  
 Chief Engineer..... Robert Watmough

**CJET—Smiths Falls—1955**

Frequency: 630 Kc.....Power: 1000 Watts

Owned.....Rideau Broadcasting Ltd.  
 Address.....P.O. Box 217  
 Tel.: 283-4630.....CBC  
 Station Reps.....Lorrie Potts; Devney Org.  
 President..... J. W. Pollie  
 Commercial Manager..... Don Fox  
 Program Director..... George Heath  
 Chief Engineer..... Ken Weitzel

**CJCS—Stratford—1924**

Freq.: 1240 Kc..Pow: 500 Watts d., 250 Watts n.  
 Owned-Operated By.....CJCS, Ltd.  
 Address.....125 Ontario St.  
 Tel.: 271-2450.....CBC  
 Station Reps.....Air-Time Sales; Weed  
 Pres., Gen. Manager..... Frank M. Squires  
 Sta., Comm. Mgr..... S. E. Tapley  
 Program Director..... William Inkol  
 Chief Engineer..... John Grigg

**CFBR—Sudbury—1957**

Frequency: 550 Kc....Power: 1000 Watts, d.  
 Owned.....Sudbury Bcstg. Co. Ltd.  
 Address.....166 Elm St., W.  
 Tel.: OSborne 4-6401.....CBC  
 Reps.....Potts; Messner; Young Canadian  
 Pres., Gen. Mgr..... F. Baxter Ricard  
 Sta., Comm. Mgr..... Rene Riel  
 Program Director..... Robert Grandmaison  
 Chief Engineer..... Clyde Turner  
 Owners of: CHNO, Sudbury.

**CHNO—Sudbury—1947**

Freq.: 900 Kc....Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.  
 Address.....Box 700  
 Tel.: OS 4-6401.....Independent  
 Station Representative.....Lorrie Potts  
 President, General Mgr..... F. B. Ricard  
 Station Manager..... Peter Scott  
 Chief Engineer..... Clyde Turner  
 Owners of: CFBR, Sudbury.

**CKSO—Sudbury—1935**

Freq.: 790 Kc....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By.....CKSO, Radio, Ltd.  
 Address.....P.O. Box 400  
 Tel.: 674-0711.....CBC  
 Station Reps.....All-Canada; Weed  
 President..... W. B. Plaunt  
 General Station Manager..... Ralph Connor  
 Traffic Superv..... Mrs. Eileen Forbom  
 Program Director..... Bob Alexander  
 Sales Promo., Publicity Dir..... Bud Morrison  
 Chief Engineer..... Leo Gilbeau  
 Owners of: CKSO-TV.

**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  
 General Manager..... John Lamers  
 Prog. Dir., Chief Eng..... A. Ken Orton

**CFCL—Timmins—1951**

Freq.: 620 Kc..Power: 10 Wts., d., 2500 Wts., n.

## ONTARIO

Owned By.....Radiocon Associates  
Address.....Box 620  
Tel.: AMherst 4-4211.....CBC  
Representatives.....Mulvihill; Devney Org.  
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: 10,000 Watts  
Owned-Oper. By.....Timmins Bcstg. Ltd.  
Address.....Box 370  
Tel.: AM 4-2351.....CBC  
Newspaper Affiliation.....Daily Press  
Station Reps.....Weed; Stovin-Byles  
President.....K. R. Thomson  
Station Manager.....Gerry Hall  
Commercial Manager.....Art Mousley  
Sales Promo., Program Director.....Dan Kelly  
Chief Engineer.....Andy Andrews  
Owners of: CKL, Kirkland Lake; CFCH-AM-TV,  
North Bay; CHEN-AM-TV, Peterborough;  
CKWS-AM-TV, Kingston.

### CBL—Toronto—1947

Frequency: 740 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....Box 500  
Tel.: WALnut 5-3311.....CBC  
Station Mgr.....J. H. Harvey  
Technical Director.....A. W. Holmes

### CFRB—Toronto—1927

Frequency: 1010 Kc.....Power: 50,000 Watts  
Owned By.....CFRB, Ltd.  
Address.....37 Bloor St. W.  
Tel.: 924-5711.....CBS  
Station Representative.....Standard Bcst. Sales  
President.....W. C. Thornton Cran  
Station Mgr.....Wes McKnight  
Commercial Manager.....Bill Brennan  
Sales Promotion Manager.....Jerry Maccabe  
Program Dir.....Jack Dawson  
Chief Engineer.....Clive Eastwood  
Owners of: CJAD, Montreal.

### CHFI—Toronto—1962

Freq.: 1540 Kc.....Power: 50,000 Watts d.  
Owned By.....Rogers Broadcasting Co.  
Address.....13 Adelaide St. E.  
Tel.: EMpire 3-1317.....Independent  
Station Representative.....Radio & TV Sales  
President.....Edward S. Rogers  
General Manager.....B. K. Bryam  
Sales Manager.....George Harper  
Program Director.....Vaughn Bjerre  
Chief Engineer.....Ron Turnpenny

### 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

Reps.....Stephens & Towndrow; Devney Org.  
President, Gen. Mgr.....Allan F. Waters  
Comm. Mgr.....Wes Armstrong  
Program, Prom. Dir.....Allan Slaight  
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  
Station Mgr.....J. H. Harvey  
Technical Director.....A. W. Holmes

### CKEY—Toronto—1944

Frequency: 580 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned By.....Shoreacres Bcstg. Co. Ltd.  
Address.....247 Davenport Road  
Tel.: WA 5-3111.....Independent  
President.....John Campbell  
Gen., Sta. Mgr.....D. C. Trowel  
Program Director.....Don Inley  
Chief Engineer.....William Onn

### CKFH—Toronto—1951

Freq.: 1430 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned.....Foster Hewitt Bcstg., Ltd.  
Address.....1 Grenville St.  
Tel.: WA 3-0921.....ABC  
Station Representative.....ABC International  
President.....Foster Hewitt  
Station Mgr.....Bill Hewitt  
Local Sales Mgr.....Vern Paul  
National Sales Mgr.....Jim Crawford  
Prog., Pub. Dir.....Barry Nesbitt  
Chief Engineer.....Gerald Wilson

### CHOW—Welland—1958

Freq.: 1470 Kc.....Power: 1 Kw. d., 250 Watts n.  
Owned-Oper. By.....Wellport Bcstg., Ltd.  
Address.....200 Fitch St.  
Tel.: REgent 2-4435.....CBC  
Station Rep.....Weed  
President.....Gordon W. Burnett  
V. P., Sales Promotion Mgr.....R. E. Redmond  
Station Manager.....D. T. Manning  
Program Director.....Andy Laughland  
Chief Engineer.....Len Whalley

### CBE—Windsor—1950

Frequency: 1550 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....Security Bldg.  
Tel.: 254-5116.....CBC  
Station Manager.....K. A. Murray  
Technical Supervisor.....R. A. Clark

### CKLW—Windsor

(See U. S. Listing, Detroit, Mich.)

### CKNX—Wingham—1926

Frequency: 920 Kc.....Power: 2500 Watts

## ONTARIO-PRINCE EDWARD ISLAND-QUEBEC

Owned .....CKNX, Ltd.  
Address .....Carling Terrace  
Tel.: Wingham 158.....Independent  
Station Rep.....Potts; Young Canadian  
President.....W. T. Cruickshank  
General Manager.....G. W. Cruickshank  
Station Manager.....J. J. Cruickshank  
Commercial Manager.....T. R. Mathers  
Dir. of Operations.....Bruce St. George  
Program Dir.....John Langridge  
Chief Engineer.....S. C. Reid  
Owners of: CKNX-TV, Wingham.

### CKOX—Woodstock—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By....Oxford Bcstg. Co. Ltd.  
Address.....290 Dundas St.  
Tel.: LE 7-3414.....Independent  
Sta. Rep.....Lorrie Potts  
President, Gen.-Station Mgr....Monty J. Worry  
Commercial Manager.....Verne Hesse  
Program Director.....Howard Hilyer  
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  
Station Reps.....All-Canada; Weed  
President.....Mrs. K. S. Rogers  
Sta. Mgr., Comm. Mgr.....R. F. Large

### CJRW—Summerside—1948

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Gulf Bcstg. Co., Ltd.  
Business-Studio Address.....218 Water St.  
Tel.: 2201 .....Independent  
President, Gen. Manager.....R. C. Schurman  
Program Director.....L. E. Huestis  
Sales Promotion Manager....P. H. Schurman  
Chief Engineer.....Angus MacKie

## Quebec

### CFGT—Alma—1953

Frequency: 1270 Kc.....Power: 1 Kw.  
Owned-Oper. By.....Radio Lac. St. John Ltd.  
Address.....741 DuPont Ave.  
Tel.: NO 2-3461.....Independent  
Station Representative.....Interprovincial  
President.....Andre Gauthier  
General Manager.....France Fortin  
Comm. Mgr., Pub. Dir.....Jacques Cote  
Program Dir.....Rosaire Pelletier  
Chief Engineer.....J. R. Maltais

Address.....121 Racine St., E.  
Tel.: 543-7747 .....CBC  
Station Manager.....V. Fortin  
Chief Engineer.....J. E. Roberts

### CJMT—Chicoutimi—1954

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned .....CJMT Ltd.  
Address.....365 Racine St.  
Tel.: LI 3-1517.....Independent  
Station Reps. ....Devney Org.  
President .....J. Omasse  
General Manager.....Pierre Tremblay  
Station Mgr., Pub. Dir.....Andre Jean  
Sales Prom. Mgr.....Francois Ranger  
Program Director.....Achille Soucy  
Chief Engineer.....Lucien Simard

### CHAD—Amos—1942

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Northern Radio Inc.  
Address .....70 Gamble St., W. Rouyn  
Tel.: ROger 2-7741 .....CBC  
Station Rep.....Weed; Scharf; Jos. A. Hardy  
Pres., Gen. Mgr.....David A. Gourd  
Station, Commercial Mgr. ....G. F. Capellari  
Chief Engineer.....Julien Trepanier

### CHRD—Drummondville—1954

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Drummond Ltee.  
Address .....248 Lindsay St.  
Tel.: 2-5458 .....Independent  
President.....M. Sigouin  
Manager.....B. Vanier  
Chief Engineer.....G. Paul

### CBJ—Chicoutimi—1933

Frequency: 1580 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.

## QUEBEC

### CHEF—Granby—1946

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By... La Voix de l'Est Ltee.  
Address.....136 Rue Principale  
Tel.: FRontenac 2-5433.....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... Radiodiffusion CKCH de Hull Ltee.  
Address.....72 Laval St.  
Tel.: PR 7-2771.....CBC  
Newspaper Affiliation.....Ottawa Le Droit  
Station Rep.....Scharf; Weed  
President.....Wilfrid Carr  
General Manager.....Aurele Gratton  
Sta. Manager.....J. P. Lemire  
Sales Prom., Comm. Mgr.....Henry Allard  
Program Director.....Pierre Dufault  
Publicity Dir.....S. Lanctot  
Chief Engineer.....J. L. Guerette

### CJLM—Joliette—1960

Frequency: 1350 Kc. Power: 1 Kw.  
Owned By.....Radio Richelieu Ltd.  
Address.....432 Notre-Dame  
Tel.: PLateau 3-7432.....Independent  
Station Rep.....Hardy Radio and TV Ltd.  
President.....Henri Olivier  
General, Sta. Mgr.....Maurice Boulianne  
Commercial Manager.....Cyrille Denis  
Program Director.....Claude Rochon  
Chief Engineer.....Joseph Cardin  
Owners of: CJSO, Sorel, Que.

### CKRS—Jonquiere—1947

Frequency: 590 Kc. Power: 1000 Watts  
Owned.....Radio-Saguenay Ltd.  
Address.....175 Sir Wilfrid Laurier St.  
Tel.: LI 2-4551.....Independent  
Station Reps.....Hardy; Young  
President.....Henri Lepage  
General Mgr.....Tom Burham  
Commercial Mgr.....Mrs. Rejeanne Bilodeau  
Program Dir.....Noel Fillion  
Sta. Mgr.....Guy Boivin  
Chief Engineer.....Gerard Lemieux  
Owners of: CKRS-TV.

### CKLS—La Sarre—1950

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Northern Radio, Inc.  
Address.....70 Gamble St., W., Rouyn  
Tel.: ROger 2-7741, Rouyn.....CBC  
Sta. Rep.....Weed; Scharf; Hardy  
Pres., Gen. Mgr.....David Armand Gourd  
Operations Mgr.....Franco Capellari  
Chief Engineer.....Julien Trepanier

### CFLM—La Tuque—1959

Frequency: 1240 Kc Power: 1 Kw. d., 250 W. n.  
Owned By.....Radio La Tuque, Ltee.  
Address.....529 St. Louis St.  
Tel.: 523-4575.....Independent

Station Representative.....Don Cooke  
President.....Paul Aboud  
Commercial Manager.....Jean Trepanier  
Sales Promotion Manager.....Real Gagnon  
Chief Engineer.....Herve Lapointe

### CKBL—Matane—1948

Frequency: 1250 Kc. Power: 5000 Watts  
Owned By... La Co. De Radiodiffusion De Matane  
Address.....4 St. Sacrement St.  
Tel.: 562-0290.....CBC  
Newspaper Affilia.....La Voix Gaspesienne  
Representative.....Hardy  
Pres., Gen. Mgr.....Rene Lapointe  
Station Mgr.....Octave Lapointe  
Comm., Sales Promo. Mgr.....Charles Fradette  
Program Director.....Yvan Bert  
Publicity Director.....Georges Guy  
Chief Engineer.....J. O. Thibeau  
Owners of: CKBL-TV, Matane

### CKBM—Montmagny—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Radio Alleghanys, Inc.  
Address.....8, Rue St. Thomas  
Tel.: 801.....CBC  
Representative.....Radio & TV Sales  
President.....Henri Deschenes  
Program Director.....Olivia Poitras  
Publi., Sta., Com., Sls. Prom. Mgr. Andre Mercier  
Chief Engineer.....Hector Fortin

### CBF—Montreal—1937

Frequency: 690 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....Box 6,000  
Tel.: 868-3211.....CBC  
Dir., Quebec Div.....G. Lamarche  
Dir. Radio Opera.....R. Teasdale  
Commercial Manager.....M. Valiquette  
Program Director.....C. Sylvestre  
Publicity Director.....E. C. Hebert  
Technical Director.....Joe Marcotte

### CBM—Montreal—1936

Frequency: 940 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....Box 6,000  
Tel.: 868-3211.....CBC  
Dir., Quebec Div.....G. Lamarche  
Dir., Radio Opera.....R. Teasdale  
Program Director.....Kenneth Withers  
Publicity Director.....E. C. Hebert  
Technical Director.....Joe Marcotte

### 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  
Station Reps.....Weed; All Canada  
General Manager.....R. E. Misener  
Chief Engineer.....C. Douglas

### CJAD—Montreal—1945

Frequency: 800 Kc. Power: 10,000 Watts

Owned-Operated By.....CJAD, Ltd.  
 Business-Studio Address.....1407 Mountain St.  
 Tel.: VI 4-0111.....CBS  
 Sta. Rep.....Standard Bcst. Sales; Young Can.  
 President.....W. C. Thornton Cran  
 V.P., General Manager.....H. T. McCurdy  
 Program Manager.....L. J. Potts  
 Sales Prom. Manager.....C. Waldo  
 Sales Manager.....Murray Morrison  
 Chief Engineer.....Ernest Mott

**CJMS—Montreal—1953**

Freq.: 1280 Kc.....Power: 10 Kw., d. 5 Kw., n.  
 Owned.....CJMS Radio, Montreal, Ltee.  
 Address.....1700 Berri St.  
 Tel.: VI 9-5373.....Independent  
 Station Rep.....Stephens & Towndrow  
 President.....A. R. Crepault  
 General Manager.....Roch Demers

**CKAC—Montreal—1922**

Frequency: 730 Kc.....Power: 50,000 Watts  
 Owned.....Publication La Presse Ltee.  
 Address.....980 St. Catherine St. W.  
 Tel.: UNIVERSITY 6-7301.....CBS  
 News. Affil.....La Presse  
 Station Reps.....Devney Organization; I.B.S.  
 President.....Maurice Chartre  
 Station Manager.....Phil Leland  
 Program Director.....Ferdinand Biondi  
 Comm. Mgr.....G. Bourassa  
 Publicity Director.....Paul Gelinax  
 Chief Engineer.....Leonard Spencer

**CKGM—Montreal—1959**

Frequency: 980 Kc.....Power: 10,000 Watts  
 Owned By.....Maisonneuve Bcstg. Corp.  
 Address.....1455 Drummond St.  
 Tel.: VI 5-3201.....Independent  
 Newspaper Affil.....Newfoundland Herald  
 Station Rep.....Stephens & Towndrow; Forjoe  
 President, General Mgr.....Geoff Stirling  
 Station Manager.....Geo. Davies  
 Chief Engineer.....Jack Campbell  
 Owners of: CJON-AM-TV, St. John's, Nfld., CJCN-  
 TV Central, Nfld.; CJOX-TV, Argentina.

**CKLM—Montreal—1962**

Frequency: 1570 Kc.....Power: 10,000 Watts  
 Owned By.....Radio-Laval  
 Address.....1184 St. Catherine St. W.  
 Tel.: UN 1-9991.....Independent  
 Station Reps.....Forjoe; Paul L'Anglais, Inc.  
 President.....Mario Verdon  
 Manager.....Roland Saucier  
 Commercial Director.....Guy D'Arcy

**CHNC—New Carlisle—1933**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gaspesia Radio Bcstg. Co.  
 Address.....New Carlisle  
 Tel.: 248 & 249.....CBC  
 Rep.....Hardy; Scharf; Weed  
 General Mgr.....Dr. Charles Houde  
 Station. Comm. Manager.....Pierre Stein  
 Chief Engineer.....Bruce MacDonald

**CFOX—Pointe Claire—1960**

Frequency: 1470 Kc.....Power: 1,000 Watts  
 Owned By.....Lakeshore Broadcasting Ltd.  
 Address.....203 Hymus Blvd.  
 Tel.: 697-2250.....Independent  
 Station Representative.....Paul Mulvihill  
 President.....Gord Sinclair  
 General Manager.....Keith Dancy  
 Vice President.....Daniel Dooner  
 Program Manager.....Roger Wiltshire  
 Sales Promotion Manager.....Hal Botham  
 Chief Engineer.....Bernard Greeley

**CBV—Quebec City—1934**

Frequency: 980 Kc.....Power: 5 Kw.  
 Owned.....Canadian Bcstg. Corp.  
 Bus. Address.....Palais Montcalm, St. Jean St.  
 Tel.: 525-8155.....CBC  
 Program Dir., Station Manager.....Rene Dussault  
 Superv., Technical Opera.....Raymond Fortin

**CHRC—Quebec City—1926**

Frequency: 800 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....CHRC, Limitée  
 Address.....1143 St. John St.  
 Tel.: 522-8177.....Independent  
 Station Rep.....Hardy; Young Canadian  
 President.....Herve Baribeau  
 General Manager.....Henri Lepage  
 Station Manager.....Aurele Pelletier  
 Comm., Sales Promotion Mgr.....R. D. Thibodeau  
 Program Director.....Henri Veilleux  
 Chief Engineer.....Arsene Nadeau

**CJLR—Quebec—1959**

Frequency: 1060 Kc.....Power: 5,000 Watts  
 Owned By.....CJLR, Inc.  
 Address.....1300 Laurier Blvd.  
 Tel.: LA 7-2564.....Independent  
 Station Representative.....Stovin-Byles  
 President, General Mgr.....Jacques La Roche  
 Commercial Manager.....Jean Brousseau  
 Chief Engineer.....Lucien Cote

**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  
 President.....Paul Lepage  
 Gen., Sta. Mgr.....H. Burnside

**CKCV—Quebec City—1926**

Frequency: 1280 Kc.....Power: 10 Kw.  
 Owned-Operated By.....CKCV, Ltd.  
 Address.....978 St. John St.  
 Tel.: 522-1585.....Independent  
 Station Reps.....Interprovincial; Weed  
 President.....Gaston Pratte  
 General, Sta. Manager.....Marcel Leboeuf  
 Sales Prom., Pub. Dir.....Jean-Guy Bernier  
 Prog. Dir.....Michel Garipey  
 Chief Engineer.....Lucien Gobeil

**CJBR—Rimouski—1937**

Frequency: 900 Kc.....Power: 10,000 Watts d.

## QUEBEC

Owned.....La Radio du Bas St. Laurent Inc.  
Address.....13 St. Jean Baptiste St.  
Tel.: 723-2217.....CBC  
Newspaper Affil.....Le Progres Du Golle  
Station Representative.....Weed  
President.....Jacques Brillant  
General Station Mgr.....Andre Lecomte  
Prog. Dir.....S. Burgess  
Commercial Manager.....Robert Cote  
Publicity Director.....Harry A. Willisie  
Chief Engineer.....Marcel Vallee  
Owners of: CBJR-FM-TV.

### CJFP—Riviere-Du-Loup—1947

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By.....Radio CJFP, Ltd.  
Address.....1 Christophe Colomb  
Tel.: UN 2-2727.....CBC  
Station Rep.....Hardy: Young Canadian  
President.....Luc Simard  
General Manager.....Rene Viel  
Station Manager.....Raoul Savard  
Chief Engineer.....Raymond Lavoie

### CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....Radio Roberval Inc.  
Address.....Blvd. St. Joseph  
Tel.: 275-1831.....Independent  
Representative.....Jos. A. Hardy  
President.....Paul E. Robitaille  
Station Mgr.....Norman Gagnon  
Commercial, Sales Promo. Mgr. Georges Gagnon  
Program Dir.....Harvey Paradis  
Chief Engineer.....Gerald Bisailion

### CKRN—Rouyn—1937

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Northern Radio Nord, Inc.  
Address.....70 Gamble St., W. Rouyn  
Tel.: RO 2-7741.....CBC  
Station Reps.....Weed; Scharf; Hardy  
Pres., Gen. Mgr.....David A. Gourd  
Operations, Sta. Manager.....Franco Capellari  
Chief Engineer.....Julien Trepanier  
Owners of: CKRN-TV.

### 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.: 228-4811.....CBC  
President.....Yvon Thibaudeau  
General Sta. Mgr.....C. A. Thibaudeau  
Comm., Prom Mgr.....Jean Barbeau  
Program. Dir.....Gilles Bernier  
Chief Engineer.....Armand Catellier

### CHRS—St. Jean—1956

Frequency: 1090 Kc.....Power: 1000 Watts d.  
Owned By.....Radio-Iberville Ltd.  
Address.....Box 1090  
Tel.: 658-5441.....Independent  
President, General Mgr.....Bernard Turcot  
Commercial Manager.....Jack Turcot  
Program Director.....Fernand Robidoux  
Chief Engineer.....Guy De Valter

### CKJL—St. Jerome—1954

Frequency: 900 Kc.....Power: 1 Kw.  
Owned.....Radio Laurentides  
Address.....P. O. Box 900  
Tel.: GE 8-1228.....Independent  
Station Representative.....Hardy Radio-TV  
Pres., Gen. Mgr.....Jean LaLonde  
Commercial Mgr.....Hugo Gravel  
Program Dir.....Marie Andree  
Sales Prom. Mgr.....John R. Fox  
Chief Engineer.....Andre Hebert

### CHGB—Ste Anne De La Pocatiere—1938

Freq.: 1350 Kc.....Power: 5000 Watts  
Owned.....CHGB, Ltd.  
Address.....Main St.  
Tel.: 101.....CBC  
President, Gen. Mgr.....G. Thomas Desjardins  
Station Mgr.....P. E. Hudon  
Comm., Prom. Mgr.....R. Plante  
Program Dir.....C. Landry

### 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 Kw. d., 5 Kw. n.  
Owned By.....La Tribune Ltd.  
Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
Newspaper Affilia.....La Tribune, Inc.  
President.....Paul Desruisseaux  
General Manager.....M. Paul Hogue  
Station, Commercial Mgr. M. Jean-Louis Gauthier  
Sales Promotion Mgr. ....M. Lucien LaRocque  
Program Director.....M. Marcel Girard  
Chief Engineer.....M. Auguste Dubuc  
Owners of: CHLT-FM-TV, Sherbrooke.

### CKTS—Sherbrooke—1945

Frequency: 900 Kc.....Power: 1000 Watts  
Owned By.....Telegram Printing & Pub. Co.  
Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
Representative.....Young Canadian  
President.....C. B. Howard  
General, Comm. Mgr.....J. L. Gauthier  
Station, Program Dir.....Gordon Beerworth  
Chief Engineer.....Auguste Dubuc

### CJSO—Sorel—1945

Frequency: 1320 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Richelieu, Ltée



## QUEBEC-SASKATCHEWAN

Business Studio Address ..... 72 du Roi St.  
Tel.: RI 3-3318 ..... Independent  
Station Representative ..... Jos A. Hardy  
President ..... Henri Olivier  
General Manager ..... Maurice Boulianne  
Comm. Manager ..... Maurice Berube  
Program Director ..... Claude Rochon  
Sls. Prom. Manager ..... L. Brouillard  
Chief Engineer ..... Joseph Cardin  
Owners of: CJLM, Joliette, Que.

### CKLD—Thetford Mines—1950

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Megantic Ltee.  
Address ..... Ave Labbe  
Tel.: FE 5-7533 ..... CBC  
Representative ..... Hardy  
Newspaper Affil. .... Canadian Press  
Pres., Sta. Manager ..... F. Labbe  
Comm. Mgr. .... Will Dugre  
Chief Engineer ..... Paul Cloutier

### CHLN—Trois-Rivieres—1937

Freq.: 550 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By ..... Radio Trois-Rivieres, Inc.  
Bus. Studio Address ..... 550 Bonaventure St.  
Tel.: FR 4-3556 ..... CBC  
Newspaper Affilia. .... Le Nouvelliste  
Station Reps. .... Young Canadian; Scharf  
President ..... Mrs. Honore Dansereau  
General. Station Mgr. .... Maurice Dansereau  
Comm., Prom., Pub. Dir. .... Maurice Duval  
Program Director ..... Louis Dufresne  
Chief Engineer ..... Oric Lefebvre

### CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc. .... Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... CKTR, Ltd.  
Address ..... 543 Gervais St.  
Tel.: FR 5-4855 ..... Independent  
Station Reps. .... Radio & TV Sales, Inc.  
President ..... Paul Aboud  
Station, Comm. Mgr. .... C. Couture  
Production Manager ..... Jules Heroux  
Program Director ..... Jean Deny  
Publicity Director ..... Jacques Hebert  
Chief Engineer ..... Herve Lapointe  
Owners of: CFLM, La Tuque, P. Q.

### CKVD—Val D'Or—1939

Frequency: 1230 Kc. .... Power: 250 Watts

Owned ..... Northern Radio-Radio Nord, Inc.  
Address ..... 70 Gamble St., W., Rouyn  
Tel.: ROger 2-7741 ..... CBC  
Station Reps. .... Weed; Scharf; Hardy  
President, General Mgr. .... David A. Gourd  
Station, Comm. Mgr. .... G. F. Capellar  
Chief Engineer ..... Julien Trepanier

### CFLV—Valley Field—1961

Frequency: 1370 Kc. .... Power: 1000 Watts  
Owned By ..... Jean Claude Lefebvre  
Address ..... 149 Victoria St.  
Tel.: FFrontenac 3-1370 ..... Independent  
Station Rep. .... Alex Bedard  
President ..... Adrien Cholette  
General, Comm. Mgr. .... Gilbert Herard  
Chief Engineer ..... Pierre Trepanier

### CKVL—Verdun—1946

Freq.: 850 Kc. .... Power: 50 Kw. d., 10 W. n.  
Owned By ..... CKVL, Ltd.  
Address ..... 211 Gordon Ave.  
Tel.: 766-2311 ..... Independent  
Newspaper Affil. .... Radiomonde Ltd.  
Reps. .... Radio & TV Sls.; Young Canadian  
President ..... Jack Tietolman  
Vice President ..... Corey Thomson  
Commercial Mgr. .... Judah Tietolman  
Program Dir. .... Marcel Provost  
Sales Promotion Manager. .... Jack Selinger  
Chief Engineer ..... Maurice Rousseau

### CFDA—Victoriaville—1951

Frequency: 1380 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Radio Victoriaville Limitee  
Address ..... Box 68  
Tel.: PL 2-5545 ..... Independent  
Representative ..... Radio & TV Sales  
Pres., Ch. Engineer ..... P. Brisson  
General Manager ..... Leo Benoit

### CKVM—Ville-Marie—1950

Frequency: 710 Kc. .... Power: 10,000 Watts  
Owned-Operated By ..... Radio Temiscamingue  
Address ..... St. Anne St.  
Tel.: 710-152 ..... CBC  
President ..... Herve LeBlanc  
General. Sta. Mgr. .... Rene Legault  
Program Dir. .... Yvon Lariviere

## Saskatchewan

### CJSL—Estevan—1961

Frequency: 1280 Kc. .... Power: 1 Kw.  
Owned By ..... Soo Line Bcstg. Co., Ltd.  
Address ..... Box 1378  
Tel.: ME 4-3432 ..... Independent  
Station Reps. .... Potts; Stovin-Byles; Cooke  
President ..... Tom G. Laing  
General, Comm. Mgr. .... Norman A. Hickey

Station Manager ..... Albert J. Donahue  
Sales Prom. Mgr., Prog. Dir. .... Mary E. McGregor  
Production Manager ..... Hart Kirch  
Chief Engineer ..... Robert MacDonald

### CFGR—Gravelbourg—1952

Frequency: 1230 Kc. .... Power: 250 Watts n.  
Owned By ..... Radio Gravelbourg, Ltd.

# SASKATCHEWAN

Address.....Edifice Villeneuve  
Tel.: 648-2515.....CBC  
Station Reps.....I.B.S.; Scharf; Devney Org.  
President.....Dr. Rosario E. Morin  
General, Station Mgr.....Dumont Lepage  
Sales Promotion Mgr.....Leonard Beaudry  
Publicity Director.....Marcel Moor  
Chief Engineer.....Raymond Lizee

## CFRG—Gravelbourg—1952

Frequency: 710 Kc.....Power: 5000 Watts d.  
Owned Oper. By.....Radio Gravelbourg, Ltd.  
Address.....Edifice Villeneuve  
Tel.: 648-2515.....CBC  
Station Reps.....I.B.S.; Scharf; Devney Org.  
President.....Dr. Rosario E. Morin  
Gen., Sta., Comm. Mgr.....Dumont LePage  
Sales Promotion Mgr.....Leonard Beaudry  
Publicity Director.....Marcel Moor  
Chief Engineer.....R. Lizee

## CHAB—Moose Jaw—1922

Frequency: 800 Kc.....Power: 10,000 Watts  
Owned-Operated By.....CHAB, Ltd.  
Address.....127 Main N.  
Tel.: 692-6464.....Independent  
Reps....Stephens & Towndrow; Messner; Weed  
Pres., Gen. Mgr.....Jack Moffat  
Commercial Manager.....George Lawlor  
Program Director.....Bill Falkner  
Chief Engineer.....M. Pickford  
Owners of: CHAB-TV.

## CJNB—North Battleford—1947

Frequency: 1460 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Northwestern Bcstg. Co., Ltd.  
Business Address.....P.O. Box 1460  
Tel.: 2477.....Independent  
Representative.....Stovin  
President.....Harry S. Hay  
Gen. Sta. Mgr.....Harry Dekker  
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.: 763-7421.....CBC  
Station Reps.....All-Canada; Weed  
General Manager.....E. A. Rowlinson  
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.  
Address.....Box 347  
Tel.: LAkeside 3-6641.....CBC  
Station Manager.....R. H. Roberts  
Technical Sup.....K. J. Lamb

## CJME—Regina—1959

Frequency: 1300 Kc.....Power: 1 Kw.  
Owned By.....Midwest Bcstrs. Ltd.

Address.....1771 Rose St.  
Tel.: LA 7-4191.....Independent  
Station Rep.....Devney Org.  
President.....J. Marsh Ellis  
General Manager.....Roy M. Malone  
Station Manager.....Mrs. Jessie Ellis  
Commercial Manager.....Terry J. Ennis  
Sales Promotion Mgr.....Jim Loucks  
Program Director.....Robert G. Zaran  
Chief Engineer.....Dave Sentt

## 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  
Station Reps.....All-Canada; Weed  
President.....Michael Sifton  
General Manager.....Harold A. Crittenden  
Station Manager.....Donald R. Dawson  
Commercial Manager.....Jim Grisenhwalte  
Sales Prom. Pub. Dir.....Audrey-Ann Taylor  
Program Director.....Bob Bye  
Chief Engineer.....E. A. Strong

## CKRM—Regina—1926

Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....Western Communications Ltd.  
Address.....2060 Halifax St.  
Tel.: LA 3-5661.....Independent  
Station Reps.....Radio Reps.; Young Canadian  
President, General Mgr.....James T. Miller  
Commercial Manager.....Joseph H. Budd  
Sales Prom. Mgr.....Kay Jeffries  
Program Dir.....B. Hill, L. Armitage  
Chief Eng.....L. Cozine

## CFNS—Saskatoon—1952

Frequency: 1170 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.  
Address.....1902 Broadway  
Tel.: 949-3766.....CBC  
Sta. Reps.....I.B.S.; Scharf; Devney Org.  
President.....Clotaire Denis  
General Manager.....Raymond J. Marcotte  
Commercial Manager.....Mrs. M. A. Papen  
Sales Promotion Mgr.....Auguste Bandet  
Program Director.....Roger Gautier  
Chief Engineer.....J. Lacroix

## CFQC—Saskatoon—1923

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....A. A. Murphy & Sons, Ltd.  
Address.....216 1st Ave. N.  
Tel.: CHerry 2-6611.....CBC  
Reps...Radio Reps.; Bcst. Reps; Oakes; Young  
General Manager.....Vernon Dallin  
Station Manager.....Roy Currie  
Comm. Mgr.....E. C. Bourassa  
Chief Engineer.....Jan VanDerTuuk  
Owners of: CFQC-TV.

## SASKATCHEWAN-YUKON

### CKOM—Saskatoon—1951

Frequency: 1250 Kc. Power: 10 Kw.  
 Owned: Saskatoon Community Bcstg. Co., Ltd.  
 Address: Empire Hotel  
 Tel.: 652-1420 Independent  
 Station Reps.: Stovin-Byles; Weed  
 Pres., Gen. Mgr.: R. A. Hosie  
 Sta., Comm. Mgr.: W. H. Stovin  
 Sales Promotion Mgr.: Easton Wayman  
 Program Director: G. E. Walburn  
 Production Manager: Arnold E. Stilling  
 Chief Engineer: Maynard Greer

### CKSW—Swift Current—1956

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W.n.  
 Owned: Frontier City Bcstg. Co. Ltd.  
 Address: 134 Central Ave.  
 Tel.: 773-4605 Independent  
 Reps.: Air-Time Sls.; Radio Reps.; Bcst. Reps.  
 Pres., Gen. Mgr.: Douglas Scott  
 Station Mgr., Chief Eng.: Wilf Gilbey  
 Comm., Sales Prom. Mgr.: William H. Friest

### CFSL—Weyburn—1957

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned: Soo Line Bcstg. Co. Ltd.  
 Address: P. O. Box 1330  
 Tel.: Victor 2-4666 Independent  
 Sta. Rep.: Stovin-Byles; Potts; Cooke  
 President: T. G. Laing  
 General Comm. Mgr.: Norman A. Hickey  
 Sales Prom. Mgr., Prog. Dir.: Mary E. McGregor  
 Production Manager: Hart Kirch  
 Chief Engineer: Robert MacDonald

### CJGX—Yorkton—1927

Freq.: 940 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Yorkton Bcstg. Co., Ltd.  
 Address: Tower Bldg., 2nd Ave.  
 Tel.: 783-12256 Independent  
 Station Reps.: Messner; Scharf  
 President: F. K. Tully  
 Station Manager: G. G. Gallagher  
 Commercial Manager: M. G. Phillips  
 Sales Promotion Mgr.: K. M. Dodds  
 Program Director: E. A. Laurence  
 Chief Engineer: H. F. McRae

## Yukon

### CFWH—Whitehorse—1958

Frequency: 1240 Kc. Power: 250 W.

Address: P. O. Box 730  
 Tel.: WH 7-2544 CBC  
 Owned By: CBC



PROGRESSIVE STATIONS PREFER  
 THE PRESTIGE NEWS SERVICE

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## Negro Community Growth Holds New Broadcasting Challenges

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By  
HARRY NOVIK  
General Manager  
WLIB, New York

**T**HE burgeoning economy in the national Negro community these days, with its attendant rises in living standards, has created new challenges for broadcasters in this specialized market.

For with these rises go increasingly selective and more varied merchandising practices, more definitive on-the-air services plus a more acute need for in-depth, qualitative analyses of Negro community compositions, particularly on regional as well as urban market bases.

The 1960 census proved this. Since then, various other indices continually underscore the little we actually do know, comparatively, about the Negro community, particularly since major metropolitan centers like New York, Los Angeles and Chicago have Negro communities whose numbers are growing every day.

In measuring the new Negro communities we still tend to use old yardsticks and formulae. The net results are underestimates of actual Negro impact in the national economic structure.

Evidences of the growth pattern vary greatly. We know, for example, the national Negro community is 11 percent of the population. This same figure pertains to greater New York, but is different in other metropolitan centers. We know also that New York's Negro community is a \$2.4 billion consumer purchasing area—one of the highest and most concentrated in the country—and that its present population total makes it the sixth largest city in our land. And we know, too, that there are greater numbers of Negro practicing professionals and blue-collar specialists and that there are more Negro job avail-

abilities in all skill categories today than ever before.

In our own operation we have kept pace by continually expanding our news, public interest, and public service programming while at the same time providing entertainment geared to the full gamut of tastes in the increasingly cosmopolitan Negro community within greater New York.

In only one area—personal rapport between on-the-air personality and listener—has the basic parochialism of the Negro dominated. Unlike print, which often uses "name" testimonials for advertising impact, the advertiser using Negro-oriented radio relies on listener acceptance of station and personalities for the maximum impact to his sales messages. At WLIB, we go one step farther, however. Our personalities cooperate in tie-in print campaigns, too. The result is even greater efficiency for the advertiser.

This entire burgeoning process in the Negro community not only has prompted larger advertising agencies to include specialized stations as integral parts of their major market schedules for national and regional clients but has also caused some agencies to create departments of specialists to supervise and coordinate such activities. They realize that complete market coverage depends on efficient integration of mass and specialized media within the marketing area—with the specialized outlets getting air-copy particularly attuned to the group on which they have impact.

# AM Stations with Negro Programming

## ALABAMA

(100% Programming)

WENN—Birmingham  
WJLD—Birmingham  
WJLD—Homewood  
WEUP—Huntsville  
WGOK—Mobile  
WRMA—Montgomery  
WTUG—Tuscaloosa  
(8 or more hours per week)  
WAUD—Auburn  
WPRN—Butler  
WEOF—Dothan  
WULA—Eufaula  
WOWL—Florence  
WZOB—Ft. Payne  
WJAM—Marion  
WHBB—Selma  
WJHB—Talladega  
WJDB—Thomasville  
WABT—Tuskegee

## ARKANSAS

(100% Programming)

KOKY—Little Rock  
(8 or more hours per week)  
KXJK—Forrest City  
KBLO—Hot Springs  
KOTN—Pine Bluff  
KPBA—Pine Bluff

## CALIFORNIA

(100% Programming)

KDAY—Los Angeles  
KGFJ—Los Angeles  
KSAN—San Francisco  
(8 or more hours per week)  
KDIA—Oakland

## DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington  
WUST—Washington

## FLORIDA

(100% Programming)

WELE—Daytona  
WOBS—Jacksonville  
WKOS—Ocala  
WOKB—Orlando  
WBOP—Pensacola  
WTMP—Tampa  
WYOU—Tampa  
WOKB—Winter Garden  
(8 or more hours per week)  
WRHC—Jacksonville  
WMOP—Ocala  
WWPF—Palatka  
WCNH—Quincy  
WTRR—Sanford  
WIRK—West Palm Beach

## GEORGIA

(100% Programming)

WAOK—Atlanta  
WTHB—Augusta  
WCLS—Columbus  
WOKS—Columbus  
WIBB—Macon  
(8 or more hours per week)  
WDEC—Americus  
WDOL—Athens  
WERD—Atlanta  
WAUG—Augusta  
WHAB—Baxley  
WBBK—Blakely  
WMOG—Brunswick  
WDMF—Buford  
WGRA—Cairo  
WHIE—Griffin  
WSOK—Savannah  
WWNS—Statesboro  
WJAT—Swainsboro  
WGOV—Valdosta  
WACL—Waycross

# AM STATIONS WITH NEGRO PROGRAMMING

## ILLINOIS

(100% Programming)

WBEE—Chicago  
WNYS—Chicago

(8 or more hours per week)

WAAF—Chicago  
WTAQ—La Grange  
WOPA—Oak Park

## INDIANA

(8 or more hours per week)

WWCA—Gary  
WGEE—Indianapolis

## KENTUCKY

(100% Programming)

WLOU—Louisville

(8 or more hours per week)

WYGO—Corbin  
WKYB—Paducah

## LOUISIANA

(100% Programming)

WXOK—Baton Rouge  
WBOK—New Orleans  
WYLD—New Orleans  
KANB—Shreveport  
KOKA—Shreveport

(8 or more hours per week)

KVOL—Lafayette  
KAOK—Lake Charles  
KMAR—Winnsboro

## MARYLAND

(100% Programming)

WANN—Annapolis  
WEBB—Baltimore  
WSID—Baltimore

(8 or more hours per week)

WITH—Baltimore  
WWIN—Baltimore

## MASSACHUSETTS

(8 or more hours per week)

WILD—Boston

## MICHIGAN

(100% Programming)

WCHB—Inkster

(8 or more hours per week)

WJLB—Detroit  
WAMM—Flint  
WTRX—Flint

## MISSISSIPPI

(100% Programming)

WESY—Greenville  
WOKJ—Jackson  
WQIC—Meridian

(8 or more hours per week)

WELZ—Belzoni  
WGLC—Centreville  
WROX—Clarksdale  
WCLD—Cleveland  
WCBI—Columbus  
WGVM—Greenville  
WCPC—Houston  
WMBC—Macon  
WAPF—McComb  
WSSO—Starkville  
WROB—West Point  
WAZF—Yazoo City

## MISSOURI

(100% Programming)

KPRS—Kansas City  
KATZ—St. Louis  
KXLW—St. Louis

## NEW JERSEY

(100% Programming)

WNJR—Newark

(8 or more hours per week)

WCAM—Camden

## NEW MEXICO

(8 or more hours per week)

KWEW—Hobbs

## NEW YORK

(100% Programming)

WUFO—Buffalo

(8 or more hours per week)

WADO—New York  
WBNX—New York  
WLIB—New York  
WWRL—New York



~~~~~ **AM STATIONS WITH NEGRO PROGRAMMING**

**NORTH CAROLINA**

*(100% Programming)*

WSRC—Durham  
WAAA—Winston-Salem  
*(8 or more hours per week)*

WBBS—Burlington  
WGIV—Charlotte  
WCNC—Elizabeth City  
WBLA—Elizabethtown  
WAGY—Forest City  
WGBG—Greensboro  
WHVH—Henderson  
WELS—Kinston  
WRAL—Raleigh  
WREV—Reidsville  
WCEC—Rocky Mount  
WYAL—Scotland Neck  
WADA—Shelby  
WGTM—Wilson  
WVOT—Wilson

**OHIO**

*(100% Programming)*

WCIN—Cincinnati  
WABQ—Cleveland  
*(8 or more hours per week)*  
WJMO—Cleveland  
WVKO—Columbus

**OKLAHOMA**

*(8 or more hours per week)*

KOKO—Okmulgee  
KTOW—Tulsa

**PENNSYLVANIA**

*(100% Programming)*

WDAS—Philadelphia  
WHAT—Philadelphia  
WAMO—Pittsburgh

**SOUTH CAROLINA**

*(100% Programming)*

WPAL—Charleston  
*(8 or more hours per week)*  
WANS—Anderson  
WBEU—Beaufort  
WFIS—Fountain Inn

WESC—Greenville  
WDKD—Kingstree  
WJAY—Mullins  
WZOO—Spartanburg  
WSSC—Sumter

**TENNESSEE**

*(100% Programming)*

WNOO—Chattanooga  
WJAK—Jackson  
WDIA—Memphis  
WVOL—Nashville  
*(8 or more hours per week)*  
WJZM—Clarksville  
WLAC—Nashville

**TEXAS**

*(100% Programming)*

KJET—Beaumont  
KNOK—Fort Worth  
KCOH—Houston  
KZEY—Tyler  
*(8 or more hours per week)*

KCAR—Clarksville  
KULP—El Campo  
KGBC—Galveston  
KLVH—Houston  
KYOK—Houston  
KLUE—Longview  
KHMT—Marshall  
KTAE—Taylor

**VIRGINIA**

*(100% Programming)*

WILA—Danville  
WRAP—Norfolk  
WANT—Richmond  
*(8 or more hours per week)*  
WMEK—Chase City  
WYSR—Franklin  
WDDY—Gloucester  
WBRG—Lynchburg  
WHEE—Martinsville  
WSSV—Petersburg

**WISCONSIN**

*(8 or more hours per week)*

WMIL—Milwaukee

# Revenue & Income of 91 FM Stations Operated By Non-AM Licensees in Metropolitan Markets

— 1961 —

| <i>Metropolitan Areas</i>              | <i>Total Stations Reporting</i> | <i>Total Time Sales<sup>2</sup></i> | <i>Incidental Broadcast Revenues<sup>3</sup></i> | <i>Total Broadcast Revenues<sup>1</sup></i> | <i>Total Broadcast Expenses</i> | <i>Total Broadcast Income<sup>4</sup></i> |
|----------------------------------------|---------------------------------|-------------------------------------|--------------------------------------------------|---------------------------------------------|---------------------------------|-------------------------------------------|
| Boston .....                           | 3                               | \$ 39,975                           | \$ 19,480                                        | \$ 79,806                                   | \$ 172,557                      | \$ (92,751)                               |
| Chicago .....                          | 15                              | 753,805                             | 391,708                                          | 1,168,055                                   | 1,180,276                       | (12,221)                                  |
| Detroit .....                          | 9                               | 308,127                             | 33,250                                           | 381,210                                     | 528,481                         | (147,271)                                 |
| Houston .....                          | 4                               | 105,631                             | 6,738                                            | 107,941                                     | 214,181                         | (106,240)                                 |
| Los Angeles-Long Beach .....           | 20                              | 690,506                             | 265,877                                          | 952,357                                     | 1,192,328                       | (239,971)                                 |
| Milwaukee .....                        | 4                               | 79,719                              | 7,729                                            | 99,749                                      | 118,579                         | (18,830)                                  |
| New York .....                         | 4                               | 172,334                             | 44,274                                           | 207,620                                     | 317,567                         | (109,947)                                 |
| Philadelphia, Pa.-N. J. ....           | 4                               | 141,767                             | 1,564                                            | 141,486                                     | 206,673                         | (65,187)                                  |
| Providence-Pawtucket, R. I.-Mass. .... | 3                               | 55,423                              | 3,266                                            | 53,371                                      | 108,902                         | (55,531)                                  |
| Sacramento, Calif. ....                | 4                               | 72,349                              | 288                                              | 98,774                                      | 143,547                         | (44,773)                                  |
| San Diego, Calif. ....                 | 5                               | 57,498                              | 24,438                                           | 117,911                                     | 183,651                         | (65,740)                                  |
| San Francisco-Oakland .....            | 10                              | 249,284                             | 11,590                                           | 300,244                                     | 456,267                         | (156,023)                                 |
| Seattle, Wash. ....                    | 6                               | 111,035                             | 43,049                                           | 190,064                                     | 326,003                         | (135,939)                                 |
| <b>Total .....</b>                     | <b>91</b>                       | <b>\$2,837,453</b>                  | <b>\$853,251</b>                                 | <b>\$3,898,588</b>                          | <b>\$5,149,012</b>              | <b>(\$1,250,424)</b>                      |

<sup>1</sup> Before federal income tax.

<sup>2</sup> Before commissions to agencies, representatives and others.

<sup>3</sup> Includes revenues from providing functional time or other special services.

<sup>4</sup> Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

U. S. SOURCE, FCC.



presents

# FM STATIONS



NATIONAL ASSOCIATION OF  
FM BROADCASTERS  
NAFMB MEMBERS  
FM STATIONS LISTED BY  
STATE AND CITY  
STEREO FM STATIONS

1963



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

THE SKY IS FULL OF  
FABULOUS STEREO MUSIC



THE  
INTERNATIONAL  
**FM/STEREO**  
STATION

Serving the 22 County  
N. Y. Metropolitan Area

**103.5 FM**  
*of course*

AT THE LONG ISLAND EXPRESSWAY FRESH MEADOWS, N. Y. LE 9-5600

# National Association of FM Broadcasters

1023 Munsey Building, Washington 4, D. C.

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Harold Engel (Ed. Dir.)  
Wisconsin State Broadcasting Service

## MEMBERS

| City           | Call Letters | Station Representative and Address              |
|----------------|--------------|-------------------------------------------------|
| Birmingham     | WCRT-FM      | ALABAMA (Region 4)                              |
| Huntsville     | WAHR         | William Chapman, 2008 - 8th Avenue, South       |
| Jasper         | WWWB-FM      | William R. Lane, Jr., Times Building            |
|                |              | William Edgemon, 20th Street & Bankhead Highway |
| Anchorage      | KNIK-FM      | ALASKA (Region 8)                               |
|                |              | A. G. Hiebert, P. O. Box 2200                   |
| Phoenix        | KNIX         | ARIZONA (Region 7)                              |
| Tucson         | KFMM         | John P. Karshner, P. O. Box 7100                |
|                |              | Lee Little, 199 North Stoue Avenue              |
| Siloam Springs | KUOA-FM      | ARKANSAS (Region 4)                             |
|                |              | Cecil E. Smith, John Brown University           |
| Beverly Hills  | KCBH         | CALIFORNIA (Region 8)                           |
| Hollywood      | KGLA         | Arthur K. Crawford, P. O. Box 23                |
| Los Angeles    | KBBI         | Dave Williams, 6909 Melrose Avenue              |
| Los Angeles    | KHOF         | Thomas E. Steele, 658 South Hope Street         |
| Los Angeles    | KMLA         | V. Dale Smith, P. O. Box 41108                  |
| Riverside      | KDUO         | William Tomberlin, 2917 Temple Street           |
| Sacramento     | KCRA-FM      | 3639 East 8th Street                            |
| Sacramento     | KHIQ         | John S. Kelly, 310 - 10th Street                |
| Sacramento     | KSEF         | James C. Hedges, P. O. Box 9311                 |
| San Diego      | KESB         | 555 La Sierra Drive                             |
| San Diego      | KGB-FM       | Kenneth K. Jones, Jr., San Diego State College  |
| San Diego      | KITT         | Marion R. Harris, P. O. Box 2088                |
| San Diego      | KOGO         | Fred Rabell, U. S. Grant Hotel                  |
| San Francisco  | KMPX-FM      | Wilson Edwards, P. O. Box 628                   |
| San Francisco  | KPEN         | W. Sam Samulski, 1212 Columbus Avenue           |
| Santa Barbara  | KDB-FM       | Gary M. Gielow, 1231 Market Street              |
| Santa Barbara  | KMUZ         | Len Menard, 1050 Arilla del Mar                 |
| Santa Barbara  | KRCW         | William H. Buckley, 4050 State Street           |
| Santa Cruz     | KSCO         | Cameron A. Warren, 818 State Street             |
| Santa Maria    | KEYM         | Charles V. Berlin, P. O. Box 1080               |
| Turlock        | KHOM         | Marion Smith, 114 West Church Street            |
|                |              | Charles R. Palmquist, Jr., 208 Landers Avenue   |

# NATIONAL ASSN. OF FM BROADCASTERS

| City                                   | Call Letters | Station Representative and Address             |
|----------------------------------------|--------------|------------------------------------------------|
| <b>COLORADO (Region 7)</b>             |              |                                                |
| Colorado Springs                       | KVOR-FM      | Harrison Fuerst, 512 S. Tejon Street           |
| Denver                                 | KLIR         | George B. Anderson, 6535 W. Jewell Avenue      |
| Denver                                 | KTGM         | William C. Kirk, 7580 W. 16th Avenue           |
| Denver                                 | KDEN-FM      | Ed Koepke, 1601 W. Jewell Avenue               |
| Denver                                 | KFML-FM      | Timothy D. O'Connor, 299 Fillmore              |
| Manitou Springs                        | KCMS-FM      | C. M. Edmonds, P. O. Box 592                   |
| <b>CONNECTICUT (Region 1)</b>          |              |                                                |
| Hartford                               | WHCN         | Karl Kritz, P. O. Box 1062                     |
| Meriden                                | WBMI         | Raymond G. Hard, 99 Colony Street              |
| <b>DELAWARE (Region 2)</b>             |              |                                                |
| Wilmington                             | WJBR         | J. B. Reynolds, Sr., 2617 Ebright Road         |
| <b>DISTRICT OF COLUMBIA (Region 2)</b> |              |                                                |
| Washington                             | WMAL-FM      | Stan Hamilton, 4161 Connecticut Avenue, N. W.  |
| <b>FLORIDA (Region 4)</b>              |              |                                                |
| Cocoa Beach                            | WBBR         | Nicholas Farinella, P. O. Box 116              |
| Coral Gables                           | WVCG-FM      | George W. Thorpe, P. O. Box 1516               |
| Daytona Beach                          | WNDK-FM      | R. Y. Huffman, P. O. Box 431                   |
| Fort Lauderdale                        | WWFL-FM      | William A. Roberts, Fort Lauderdale            |
| Gainesville                            | WKUF         | Benneth Small, University of Florida           |
| Jacksonville                           | WJAX-FM      | J. W. Douglass, P. O. Box 1740                 |
| Miami Beach                            | WAEZ         | Arthur Zucker, 6704 Collins Avenue             |
| Naples                                 | WNFM         | William J. Ryan, South Tamiami Trail           |
| Palm Beach                             | WQXT-FM      | Art Rivera, 3000 S. Ocean Boulevard            |
| Tallahassee                            | WBGH-FM      | J. Kenneth Ballinger, P. O. Box 1027           |
| Tampa                                  | WPKM         | Frank Kuerr, Jr., Bayshore Royal Hotel         |
| <b>GEORGIA (Region 1)</b>              |              |                                                |
| Atlanta                                | WSB-FM       | Frank Gaither, 1601 W. Peachtree Street, N.E.  |
| Atlanta                                | WKLS         | Donald C. Kennedy, P. O. Box 13212             |
| Columbus                               | WRBL-FM      | J. W. Woodruff, Jr., P. O. Box 270             |
| Marietta                               | WBIE-FM      | James M. Wilder, P. O. Box 91                  |
| Savannah                               | WTOG-FM      | John W. Vance, Jr., P. O. Box 858              |
| <b>ILLINOIS (Region 6)</b>             |              |                                                |
| Carbondale                             | WSIU         | Buren C. Robbins, Southern Illinois University |
| Champaign                              | WDWS-FM      | Larry Stewart, 48 Main Street                  |
| Chicago                                | WEBH         | Buddy Black, 5319 N. Sheridan Road             |
| Chicago                                | WCLM         | William Drenthe, 333 N. Michigan Avenue        |
| Chicago                                | WCFM         | Ted Leltzell, 6001 W. Diekens Street           |
| Chicago                                | WFMP         | Maurice Rosenfield, 230 N. Michigan Avenue     |
| Chicago                                | WFMQ         | Lester Vilton, 79 W. Monroe Street             |
| Decatur                                | WSOY-FM      | Robert B. King, P. O. Box 789                  |
| Mt. Carmel                             | WSAB         | Leonard M. Koger, Jr., P. O. Box 210           |
| Oak Park                               | WOPA-FM      | Al Michel, 108 S. Oak Park Avenue              |
| Rock Island                            | WHBF-FM      | Ted Arnold, Telco Building                     |
| <b>INDIANA (Region 5)</b>              |              |                                                |
| Anderson                               | WAFM         | Civic Broadening Corporation                   |
| Evansville                             | WKY-FM       | J. A. Engelbrecht, P. O. Box 148               |
| FL Wayne                               | WPTH-FM      | Richard D. Morgan, Butler Road                 |
| Greenfield                             | WSMJ         | John S. Byrne, 610 W. 9th Street               |
| Indianapolis                           | WFBL-FM      | S. K. Evans, Jr., 1330 N. Meridian Street      |
| Indianapolis                           | WTMS         | Martin R. Williams, 2255 N. Hawthorne Lane     |
| Richmond                               | WGLM         | Richard N. Williams, First Federal Building    |
| Terre Haute                            | WTHI         | Sheldon Z. Fisher, 918 Ohio Street             |
| <b>IOWA (Region 6)</b>                 |              |                                                |
| Des Moines                             | KNDR         | Richard Hopkins, Brown Hotel                   |
| Des Moines                             | KDML-FM      | Donald A. Richards, 2948 Easton Boulevard      |
| <b>KANSAS (Region 7)</b>               |              |                                                |
| Garden City                            | KNCO-FM      | O. D. Carmichael, P. O. Box 247                |
| Topeka                                 | WBW-FM       | Thad M. Sandstrom, P. O. Box 119               |
| Wichita                                | KCMB-FM      | James F. Kramer, 6100 N. Hillside              |
| <b>KENTUCKY (Region 3)</b>             |              |                                                |
| Louisville                             | WLVL         | S. A. Cisler, P. O. Box 1614                   |
| <b>LOUISIANA (Region 1)</b>            |              |                                                |
| Baton Rouge                            | WJBO-FM      | Roger S. Davison, P. O. Box 496                |
| New Orleans                            | WWYF-FM      | Maey O. Teeter, Jr., 328 Chartres Street       |
| New Orleans                            | WDSU-FM      | Harold M. Wheelahan, 520 Royal Street          |
| Shreveport                             | KTAL-FM      | Joseph H. Keith, P. O. Box 7128                |
| <b>MAINE (Region 1)</b>                |              |                                                |
| Bangor                                 | WABJ-FM      | John McRae, 35 Hildreth Avenue                 |
| Portland                               | WMTW-FM      | John M. McGorill, 645 Congress Street          |
| <b>MARYLAND (Region 2)</b>             |              |                                                |
| Bethesda                               | WJFS         | William A. Tynan, 8248 Wisconsin Avenue        |
| Waldorf                                | WSMD         | John Dorsey, P. O. Box 101                     |
| Westminster                            | WTTR-FM      | Russell H. Morgan, P. O. Box 28                |
| <b>MASSACHUSETTS (Region 1)</b>        |              |                                                |
| Boston                                 | WBCN         | T. M. Hastings, Jr., 171 Newbury Street        |
| Boston                                 | WBOS-FM      | Ralph Weinman, 160 Washington Street North     |
| Frammingham                            | WKOX-FM      | Richard E. Adams, Mt. Wayte Avenue             |
| Waltham                                | WCRB-FM      | Richard L. Kaye, 750 South Street              |



# NATIONAL ASSN. OF FM BROADCASTERS

| City             | Call Letters | Station Representative and Address          |
|------------------|--------------|---------------------------------------------|
| Ann Arbor        | WOIA-FM      | MICHIGAN (Region 5)                         |
| Bay City         | WBCM-FM      | Herbert W. Lester, P. O. Box 5              |
| Detroit          | WBFJ-FM      | Leo A. Jylha, 100 Center Avenue             |
| Detroit          | WLSM         | Donald Garrett, P. O. Box 855               |
| East Lansing     | WSWM         | Harold I. Tanner, 15401 W. Ten Mile Road    |
| Grand Rapids     | WJEF-FM      | John McGoff, P. O. Box 289                  |
| Lansing          | WJIM-FM      | John F. Fetzer, Pandling Hotel              |
| Saginaw          | WNEM         | Bryan S. Halter, Jr., P. O. Box 1226        |
|                  |              | James Herrington, 5700 Becker Road          |
| Brainerd         | KLIZ-FM      | MINNESOTA (Region 6)                        |
| Minneapolis      | WAXL         | Tom O'Brien, 2709 E. Oak Street             |
| Minneapolis      | WLOL-FM      | Jack I. Moore, 3223 East 38th Street        |
|                  |              | Thomas H. Ruben, 1021 LaSalle Avenue        |
| Jackson          | WJDX-FM      | MISSISSIPPI (Region 4)                      |
|                  |              | Fred L. Beard, P. O. Box 2171               |
| Kansas City      | KBEY-FM      | MISSOURI (Region 6)                         |
| Kansas City      | KXTR         | Thomas Howard, P. O. Box 424                |
| Kansas City      | KCMO-FM      | Robert B. Sayers, 5715 McGeo Street         |
| St. Louis        | KCFM         | E. K. Hartenbower, 125 East 31st Street     |
| St. Louis        | KADI         | Gertrude Bunchev, 532 De Baliviero Street   |
|                  |              | William R. Cady, P. O. Box 6155             |
| Omaha            | KQAL-FM      | NEBRASKA (Region 7)                         |
| Omaha            | WOW-FM       | Jay Spurgeon, 836 Kilpatrick Building       |
|                  |              | W. O. Wiseman, Meredith WOW, Inc.           |
| Las Vegas        | KRGV-FM      | NEVADA (Region 7)                           |
|                  |              | Robert A. Shehtanian, 310 Fremont Street    |
| Dover            | WDHA-FM      | NEW JERSEY (Region 2)                       |
| Long Branch      | WRLB         | Ridgely Bolgiano, Route 10                  |
| Trenton          | WTOA-FM      | Joseph P. Tomaino, 156 Broadway             |
|                  |              | James K. Knser, 558 Ingham Avenue           |
| Albuquerque      | KDEF-FM      | NEW MEXICO (Region 7)                       |
| Albuquerque      | KHFM         | Frank Quinn, 506 2nd Street, N.W.           |
| Clovis           | KTQM         | William L. Weinrod, 5900 Domingo Road, N.E. |
| Roswell          | KBIM-FM      | Norman Petty, P. O. Box 926                 |
|                  |              | W. C. Taylor, P. O. Box 910                 |
| Albany           | WJIV         | NEW YORK (Region 1)                         |
| Babylon          | WQMF         | Ted Hodge, Cherry Valley                    |
| Buffalo          | WBUF         | D. H. Polinger, Madison Avenue              |
| Buffalo          | WBIV         | Lawrence Gordon, 1227 Main Street           |
| Ithaca           | WEIV         | Ted Hodge, Buffalo                          |
| Lake Success     | WTFM         | Ellis E. Erdman, P. O. Box 10               |
| New York         | WNEN         | David Polinger, Lake Success                |
| Peekskill        | WLNA-FM      | Sidney Fruchter, 11 East 47th Street        |
| Rochester        | WBBF-FM      | Irving Cottrill, P. O. Box 188              |
| Rochester        | WROR-FM      | Robert S. Kieve, 51 Clinton Avenue, South   |
| Rochester        | WCMF         | Irvin F. Lyke, 201 Humboldt Street          |
| Rochester        | WMIY         | Robert Wille, 183 Main Street, East         |
| Syracuse         | WONO         | Ted Hodge, Rochester                        |
| Syracuse         | WOIV         | Stephen F. Jacobs, 237 E. Genesee Street    |
| Utica            | WUFM         | Ted Hodge, P. O. Box 10, Ithaca, New York   |
| Woodside         | WRFM         | Timothy P. Ahlstrom, Suite 301, Hotel Utica |
|                  |              | Edith Dick, 41-30 - 58th Street             |
| Asheboro         | WGWR-FM      | NORTH CAROLINA (Region 3)                   |
| Barberton        | WDBN-FM      | J. R. Marlowe, P. O. Box 309                |
| Burlington       | WBBB-FM      | Robert D. West, Barberton                   |
| Burlington       | WBAG-FM      | E. Z. Jones, 321 S. Main Street             |
| Greensboro       | WNDE         | Jack Starnes, Maple Avenue & Broad Street   |
| Greensboro       | WQMG         | Herman C. Hall, 903 Howard Street           |
| North Wilkesboro | WKBC-FM      | Harry J. Hill, 721 Jefferson Building       |
| Raleigh          | WRAL-FM      | Roland B. Potter, P. O. Box 950             |
| Raleigh          | WPTF-FM      | Fred Fletcher, P. O. Box 9583               |
| Statesville      | WREB-FM      | Richard H. Mason, Insurance Building        |
| Tarboro          | WDBN-FM      | Clay Cline, P. O. Box 1027                  |
| Winston-Salem    | WCPS         | Robert E. Harper, P. O. Box 1112            |
|                  | WYFS         | Allan C. Godwin, 406 - 27th Street, N.W.    |
| Canton           | WCNO         | OHIO (Region 5)                             |
| Cincinnati       | WKRC-FM      | Sal Butera, 106 High Avenue, N.W.           |
| Cincinnati       | WAFF-FM      | J. T. Lawrence, Jr., 1906 Highland Avenue   |
| Cleveland        | WDGO-FM      | North Cincinnati Broadcasting Co., Inc.     |
| Cleveland        | WERE-FM      | Richard Janssen, 1305 S.O.M. Center Road    |
| Cleveland        | WDOK-FM      | Edwin J. Stevens, 1500 Chester Avenue       |
| Columbus         | WBNS-FM      | Frederick C. Wolf, 1515 Euclid Avenue       |
| Dayton           | WAVI-FM      | Don W. White, 33 N. High Street             |
| Dayton           | WHIO-FM      | H. K. Crowl, 1428 Cincinnati Street         |
| Eaton            | WCTM         | Wade H. Alley, 1414 Wilmington Avenue       |
| Greenville       | WDRK         | Ron Wickersham, 505 N. Barron Street        |
| Hamilton         | WFOL         | John D. Kennedy, 1625 Dayton Road           |
| Kettering        | WKET-FM      | Walter L. Follmer, Jr., 102 Riverside Drive |
| Mansfield        | WFNO         | George Plensants, 1564 W. Dorothy Lane      |
| Middletown       | WPFB-FM      | Gunther Meisse, 590 Park Avenue West        |
| Piqua            | WPTW         | Paul F. Braden, 4503 Central                |
| Toledo           | WHIE         | C. Oscar Baker, Piqua                       |
| Toledo           | WTOL-FM      | William A. Hillebrand, 4665 W. Bancroft     |
|                  |              | Dong Tabner, Bell Building, Madison Avenue  |

# NATIONAL ASSN. OF FM BROADCASTERS

| City                             | Call Letters | Station Representative and Address                   |
|----------------------------------|--------------|------------------------------------------------------|
| <b>OKLAHOMA (Region 7)</b>       |              |                                                      |
| Bartlesville                     | KVCW-FM      | Peter B. Wolcott, Price Tower Studios                |
| Oklahoma City                    | K-JEM        | C. Hewel Jones, 515 N. Robinson                      |
| Tulsa                            | KRAV-FM      | George R. Kravits, First National Bank Building      |
| Tulsa                            | KIHI-FM      | William L. Wehrndt, 3900 Domingo Road, N.E.          |
| <b>OREGON (Region 8)</b>         |              |                                                      |
| Portland                         | KGMG         | James L. Hamstreet, 1636 S.W. Council Crest          |
| Seattle                          | KLSN         | Cortlandt T. Clark, 1529 University Court            |
| Seattle                          | KGMJ         | James L. Hamstreet, 603 Lloyd Building               |
| Seattle                          | KIRO-FM      | W. F. Tucker, 1530 Queen Anne Avenue                 |
| <b>PENNSYLVANIA (Region 2)</b>   |              |                                                      |
| Erie                             | WWYN         | Art Arkelian, 1003 State Street                      |
| Harrisburg                       | WHP-FM       | Cecil M. Sansbury, Telegraph Building                |
| Jenkintown                       | WBEF         | William L. Fox, The Benson-East                      |
| Lancaster                        | WDAC-FM      | Donald B. Crawford, Lancaster                        |
| New Kensington                   | WYDD         | Nelson L. Goldberg, 810 - 5th Avenue                 |
| Palmyra                          | WJWR         | Frank A. Evans, 920 S. Grand Street                  |
| Philadelphia                     | WPEB-FM      | William B. Caskey, 2212 Walnut Street                |
| Philadelphia                     | WIBG         | Joseph T. Conway, Suburban Station Building          |
| Philadelphia                     | WQAL         | Abe Veron, 1230 E. Mermaid Lane                      |
| Pittsburgh                       | WAMO-FM      | Leonard Walk, P. O. Box 106                          |
| Reading                          | WRFY-FM      | Anthony B. Battia, 2325 Perkiomen Avenue             |
| Wilkes-Barre                     | WYZZ         | Richard G. Evans, 156 Prospect Street                |
| <b>RHODE ISLAND (Region 1)</b>   |              |                                                      |
| Providence                       | WPEM         | John E. Donofrio, 108 State Street                   |
| Providence                       | WPRO-FM      | John Lee, 24 Mason Street                            |
| Providence                       | WVCN         | Karl Kritz, P. O. Box 1015                           |
| <b>SOUTH CAROLINA (Region 1)</b> |              |                                                      |
| Dillon                           | WDSC-FM      | Joseph Martin, P. O. Box 231                         |
| Greenville                       | WMUU-FM      | Jim Ryerson, Bob Jones University                    |
| <b>TENNESSEE (Region 3)</b>      |              |                                                      |
| Chattanooga                      | WDOB-FM      | Gus Lombardo, Chattanooga                            |
| Chattanooga                      | WLDM         | Charles W. Gwyn, Chattanooga                         |
| Kingsport                        | WKPT-FM      | Robert L. Ratcliff, 222 Commerce Street              |
| Lebanon                          | WQOR-FM      | Walter Dillard, P. O. Box 300                        |
| Knoxville                        | WRR-FM       | John P. Hart, 1513 Hutchison Avenue                  |
| Manchester                       | WMSR-FM      | Murray Chumley, Oakdale Street                       |
| Memphis                          | WMC-FM       | Henry W. Slavick, 1950 Union Avenue                  |
| Nashville                        | WFMH         | Will C. Baird, Jr., 537 Third National Bank Building |
| Nashville                        | WLVA         | Webber Parrish, 1108 - 17th Avenue South             |
| Nashville                        | WNFO-FM      | Paul Oliphant, 1808 West End Building                |
| Nashville                        | WSIX-FM      | Louis R. Draughton, 111 Murfreesboro Road            |
| Sevierville                      | WSEF-FM      | Hugh E. Trotter, P. O. Box 192                       |
| <b>TEXAS (Region 7)</b>          |              |                                                      |
| Abilene                          | KPMN         | Lowell G. Perry, 2025 Lincoln Drive                  |
| Dallas                           | WRR-FM       | Durward J. Tucker, Fair Park                         |
| El Paso                          | KSET-FM      | Sam Pendleton, P. O. Box 20,000                      |
| Fort Worth                       | KXOL-FM      | Jerry Hahn, 3001 W. Lancaster Street                 |
| Fort Worth                       | WBAP-FM      | Frank M. Mills, P. O. Box 1780                       |
| Gainesville                      | KGAF-FM      | Joe M. Leonard, Jr., P. O. Box 368                   |
| Houston                          | KODA-FM      | Lynn Christian, 1808 San Felipe Road                 |
| Houston                          | KFMK         | James R. Corry, Medical Towers Building              |
| Houston                          | KTRH-FM      | William C. Bryan, Rice Hotel Annex                   |
| Port Arthur                      | KFMP         | Henry Diehl, P. O. Box 130                           |
| San Antonio                      | KKEZ-FM      | Charles W. Balthrope, 211 Tower Life Building        |
| San Antonio                      | KITY-FM      | Jack Eisele, P. O. Box 2338                          |
| Tyler                            | KSLT-FM      | W. Abe Pounds, Jr., P. O. Box 301                    |
| <b>UTAH (Region 7)</b>           |              |                                                      |
| Salt Lake City                   | KCPX-FM      | Doug Elleson, 130 Social Hall Avenue                 |
| <b>VERMONT (Region 1)</b>        |              |                                                      |
| Burlington                       | WJOV-FM      | Frank A. Bateh, 633 Main Street                      |
| <b>VIRGINIA (Region 3)</b>       |              |                                                      |
| Arlington                        | WAVA-FM      | Arthur W. Arundel, P. O. Box 7065, North Station     |
| Harrisonburg                     | WNSA-FM      | Warren L. Braun, Rawley Pike                         |
| Manassas                         | WPRW         | W. T. Woody, Manassas                                |
| Martinsville                     | WMAA-FM      | John W. Bouldin, Jr., 1131 Chatham Heights           |
| Newport News                     | WGH-FM       | R. B. Bottom, Jr., P. O. Box 98                      |
| Norfolk                          | WYFI-FM      | Bill Rhyne, Golden Triangle Hotel                    |
| Richmond                         | WCOB         | William M. Havens, P. O. Box 5229                    |
| Richmond                         | WFMV         | R. W. Galloway, 2100 N. Lombardy Street              |
| Richmond                         | WRAA-FM      | John B. Tunney, P. O. Box 1516                       |
| Roanoke                          | WLKJ         | Robert L. Hartman, 3236 Cove Road, N.W.              |
| Roanoke                          | WNLB-FM      | George W. Chermant, P. O. Box 2161                   |
| Shamton                          | WSGM         | Lloyd Gochenour, P. O. Box 1209                      |
| <b>WASHINGTON (Region 8)</b>     |              |                                                      |
| Seattle                          | KGMJ         | James L. Hamstreet, 603 Lloyd Building               |
| Seattle                          | KIRO-FM      | W. F. Tucker, 1530 Queen Anne Avenue                 |
| Seattle                          | KLSN         | Cortlandt T. Clark, 1529 University Court            |
| <b>WEST VIRGINIA (Region 2)</b>  |              |                                                      |
| Charleston                       | WKNA         | G. W. Sandefur, 505 Randolph Street                  |
| <b>WISCONSIN (Region 6)</b>      |              |                                                      |
| Janesville                       | WCLO-FM      | Vern W. Williams, 300 E. Milwaukee Street            |
| Milwaukee                        | WMBE         | Dick Steffan, 5609 W. North Avenue                   |
| Milwaukee                        | WQFM         | Hugo Koeth, Jr., 606 W. Wisconsin Avenue             |
| Waukesha                         | WAUX-FM      | Mig Figl, 320 Wisconsin Avenue                       |
| West Bend                        | WBBV-FM      | Paul J. Mueller, P. O. Box 60                        |

# FM Stations' Financial Report Covering Revenues, Expenses & Income, 1960-1961

| <i>Item</i>                                            | <i>1961<br/>Number of<br/>stations</i> | <i>Amount<br/>(millions)</i> | <i>1960<br/>Number of<br/>stations</i> | <i>Amount<br/>(millions)</i> |
|--------------------------------------------------------|----------------------------------------|------------------------------|----------------------------------------|------------------------------|
| <i>Total FM Broadcast Revenues</i>                     |                                        |                              |                                        |                              |
| FM stations operated by:                               |                                        |                              |                                        |                              |
| AM licensees:                                          |                                        |                              |                                        |                              |
| Reporting no FM revenues.....                          | 405                                    | —                            | 337                                    | —                            |
| Reporting FM revenues.....                             | 284                                    | \$2.9                        | 234                                    | \$3.6                        |
| Non-AM licensees .....                                 | 249                                    | 7.1*                         | 218                                    | 5.8                          |
| Total FM stations.....                                 | 938                                    | 10.0                         | 789                                    | 9.4                          |
| <i>FM Broadcast Expenses</i>                           |                                        |                              |                                        |                              |
| FM stations operated by:                               |                                        |                              |                                        |                              |
| Non-AM licensees.....                                  | 249                                    | \$9.7                        | 218                                    | \$8.2                        |
| <i>FM Broadcast Income (before federal income tax)</i> |                                        |                              |                                        |                              |
| FM stations operated by:                               |                                        |                              |                                        |                              |
| Non-AM licensees .....                                 | 249                                    | (\$2.6)                      | 218                                    | (\$2.4)                      |

## Number of FM Stations Operated By Non-AM Licensees Reporting Profit & Loss, 1957-1961

| <i>Year</i> | <i>Number of FM<br/>Stations<br/>Reporting</i> | <i>Number<br/>Reporting<br/>a Profit</i> | <i>Number<br/>Reporting<br/>a Loss</i> |
|-------------|------------------------------------------------|------------------------------------------|----------------------------------------|
| 1961 .....  | 249                                            | 59                                       | 190                                    |
| 1960 .....  | 218                                            | 50                                       | 168                                    |
| 1959 .....  | 148                                            | 38                                       | 110                                    |
| 1958 .....  | 93                                             | 25                                       | 68                                     |
| 1957 .....  | 67                                             | 23                                       | 44                                     |

( ) Denotes loss.

(\*) Of this amount \$1.4 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

NOTE: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

# FM Stations on the Air

This list does not include CPs granted or non-commercial and educational stations.

| City              | Call Letters | Freq. | Exp.<br>(Kw) | Ant. Hgt.<br>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.            |
| Anniston          | WHMA-FM      | 100.5 | 3.7          | 200                 | Anniston Bcstg. Co.             |
| Athens            | WJOF         | 104.3 | 1            | 260                 | Athens Bcstg. Co.               |
| Birmingham        | WAPI-FM      | 99.5  | 66           | 785                 | Radio Station WAPI              |
|                   | WBRC-FM      | 106.9 | 13           | 900                 | Taft Bcstg. Co.                 |
|                   | WCRT-FM      | 96.5  | 49           | 580                 | Chapman Radio & TV Co.          |
|                   | WJLN         | 104.7 | 23           |                     | Johnston Bcstg. Co.             |
|                   | WSFM         | 93.7  | 20           | 260                 | Melonas Bcstg. Co.              |
| Clanton           | WKLF-FM      | 100.9 | .37          | 302                 | Southeastern Bcstg. Co.         |
| Cullman           | WFMH-FM      | 101.1 | 5.3          | 165                 | Voice of Cullman                |
|                   | WKUL-FM      | 97.1  | 24.5         |                     | Cullman Bcstg. Co.              |
| Decatur           | WHOS-FM      | 102.1 | 2.4          | 200                 | N. Ala. Bcstg. Co.              |
| Huntsville        | WAHR         | 99.1  | 3.2          | 790                 | WAHR, Inc.                      |
|                   | WNDA         | 92.9  | 3.1          | 50                  | Hughey Bcstg. Co.               |
| Jasper            | WWWB-FM      | 102.5 | 27           | 155                 | Bankhead Bcstg. Inc.            |
| Mobile            | WKRQ         | 99.9  | 3.3          | 310                 | WKRQ-TV, Inc.                   |
| Montgomery        | WFMI         | 98.5  | 10           |                     | Fine Music, Inc.                |
|                   | WAJM         | 103.3 | 29           | 210                 | Advertiser Co.                  |
| Sylacauga         | WMLS-FM      | 98.3  | .63          |                     | Marble City Bcstg. Co.          |
| Tuscaloosa        | WTBC-FM      | 95.7  | 18           | 100                 | Tuscaloosa Bcstg. Co.           |
| <b>ALASKA</b>     |              |       |              |                     |                                 |
| Anchorage         | KBYR-FM      | 102.1 | 3            | —24                 | Radio Anchorage Inc.            |
|                   | KNIK-FM      | 105.5 | .75          | 105                 | Northern TV Inc.                |
| <b>ARIZONA</b>    |              |       |              |                     |                                 |
| 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           | 265                 | ANJO Bcstrs. and Tlcstrs., Inc. |
|                   | KEPI         | 96.9  | 4.8          |                     | W. J. Atkinson                  |
|                   | KNIX-FM      | 102.5 | 3.1          | 1                   | Aztec Radio, Inc.               |
|                   | KOOL-FM      | 94.5  | 58           |                     | KOOL Radio                      |
|                   | KTAR-FM      | 98.7  | 115          |                     | KTAR Bcstg. Co.                 |
| Tempe             | KUPD-FM      | 97.9  | 6.4          |                     | Tri-State Bcstg. Co.            |
| Tucson            | KFMM         | 99.5  | 7.2          | —24                 | Lee Little Radio                |
| <b>ARKANSAS</b>   |              |       |              |                     |                                 |
| Blytheville       | KLCN-FM      | 96.1  | 21           | 398                 | H. L. Sudbury                   |
| Forrest City      | KXJK-FM      | 93.5  | .67          |                     | Forrest City Bcstg. Co.         |
| Jonesboro         | KBTM         | 101.9 | 8            | 200                 | Potterson Bros.                 |
| Little Rock       | KARK-FM      | 103.7 | 22.5         | 790                 | Ark. Radio & Equip. Co.         |
|                   | KMMK-FM      | 94.1  | 32           | 313                 | Hi-Fi Bcstg. Corp.              |
| Mammoth Spring    | KAMS         | 103.9 | .32          | 313                 | R. F. Neathery                  |
| Osceola           | KOSE-FM      | 98.1  | 2.2          |                     | Osceola Bcstg. Co.              |
| Pine Bluff        | KOTN-FM      | 92.3  | 3.2          | 305                 | Joellen Bcstg. Corp.            |
| Siloam Springs    | KUOA-FM      | 105.7 | 2.6          | 455                 | KUOA, Inc.                      |
| Texarkana         | KCMC-FM      | 98.1  | 40           | 415                 | KCMC, Inc.                      |
| <b>CALIFORNIA</b> |              |       |              |                     |                                 |
| Alameda           | KJAZ         | 92.7  | 1            | 80                  | Patrick Henry                   |
| Anaheim           | KEZR         | 95.9  | .87          |                     | Radio Orange Cty. Inc.          |
| Bakersfield       | KERN-FM      | 94.1  | 9.1          | 301                 | Radio KREN, Inc.                |
|                   | KQXR         | 101.5 | 14.5         | 360                 | KLEF Bcstrs.                    |
| Berkeley          | KRE-FM       | 102.9 | 19.5         | —32                 | Central Cal. Bcstrs., Inc.      |
| Coachella         | KCHV-FM      | 93.7  | 25           |                     | Coachella Valley Bcstg.         |
| El Cajon          | KUFM         | 93.3  | 3.4          | 848                 | Family Stations                 |
| Eureka            | KIEM         | 96.3  | 5.6          | 1,516               | Redwood Bcstg. Co., Inc.        |
| Fresno            | KARM-FM      | 101.9 | 7.4          | 360                 | KARM, the George Harm Sta.      |
|                   | KMJ-FM       | 97.9  | 7.3          | 630                 | McClatchy Bcstg. Co.            |
|                   | KRFM         | 93.7  | 70           | 1,880               | Triangle Pubs., Inc.            |
|                   | KXOR         | 102.7 | 37           |                     | Dean & Newman                   |
| Glendale          | KUTE         | 101.9 | 82           | 1,660               | KUTE Bcstg. Co.                 |
| Hayward           | KBBM         | 101.7 | .9           |                     | Shore Bcstg. Co.                |
| Inglewood         | KTYM-FM      | 103.9 | .45          | 375                 | A. J. Williams                  |
| Lodi              | KCVR-FM      | 97.7  | 1            |                     | Radio KCVR                      |
| Long Beach        | KFOX-FM      | 102.3 | 1            | 120                 | KFOX, Inc.                      |
|                   | KNOB         | 97.9  | 79           | 420                 | Cerritos Bcstg. Co.             |
|                   | KPGM         | 97.7  | 1            |                     | Foothill Bcstg. Corp.           |
| Los Angeles       | KABC-FM      | 95.5  | 4.3          | 183                 | American Bcstg. Co.             |

# FM STATIONS ON THE AIR

| City            | Call Letters | Freq. | Exp.<br>(Kw). | Ant. Hgt.<br>In Ft. | Licensee                          |
|-----------------|--------------|-------|---------------|---------------------|-----------------------------------|
|                 | KBBI         | 107.5 | 19.6          | 858                 | Bible Inst. of L. A.              |
|                 | KBCA         | 105.1 | 6             | 2,900               | Radio Beverly Hills Corp.         |
|                 | KBIQ         | 104.3 | 104.3         | 5,400               | Poole Bcstg. Co., Inc.            |
|                 | KBMS         | 105.9 | 72.37         | 2,000               | Planned Music, Inc.               |
|                 | KCBH         | 98.7  | 75            | 80                  | A. A. Crawford                    |
|                 | KFAC-FM      | 92.3  | 60            | 2,810               | Cleveland Bcstg. Co.              |
|                 | KFMU         | 97.1  | 58            | 2,000               | International Good Music, Inc.    |
|                 | KGLA         | 103.5 | 13            | 430                 | E. Jacobson                       |
|                 | KHJ-FM       | 101.1 | 16.8          | 2,926               | RKO General                       |
|                 | KHOF-FM      | 99.5  | 100           | 260                 | Maple Chapel, Inc.                |
|                 | KLAC-FM      | 102.7 | 8.3           |                     | Hall Bcstg. Co.                   |
|                 | KMLA         | 100.3 | 60            | 1,190               | KMLA Bcstg. Corp.                 |
|                 | KNX-FM       | 93.1  | 68            | 2,800               | Columbia Bcstg. System            |
|                 | KPOL-FM      | 93.9  | 38            | 570                 | Coast Radio Bcstg. Corp.          |
|                 | KRHM         | 94.7  | 58            | 2,835               | Harry Maizlish                    |
|                 | KRKB-FM      | 96.3  | 54            | 475                 | Continental Telecasting Corp.     |
| Marysville      | KMYC-FM      | 99.9  | 4.9           | 75                  | Carlton Bcstg. Corp.              |
| Modesto         | KBEE-FM      | 103.3 | 11.5          | 150                 | McClatchey Bcstg. Co.             |
|                 | KTRB-FM      | 104.1 | 4.7           | 300                 | KTR Bcstg. Co., Inc.              |
| Montrey         | KHFR-FM      | 96.9  | 18            |                     | Kenneth F. Warren                 |
| Newport Beach   | KJAS         | 103.1 | .86           |                     | Newport-Costa Mesa Bcstg.         |
| Oakland         | KAFE         | 98.1  | 1.7           | 1,080               | Hal Cox                           |
| Ontario         | KASK-FM      | 93.5  | 1             | 193                 | Radio KASK                        |
| Oxnard          | KAAR         | 104.7 | 10            | 14                  | Oxnard Bcstg. Co.                 |
| Palm Springs    | KPSR         | 92.1  | 4             | 130                 | KPSR, Inc.                        |
| Redlands        | KCAL-FM      | 100.5 | 1             | —320                | Southwest Bcstg. Co.              |
| Redondo Beach   | KAPP         | 93.5  | 1             |                     | So. Bay Bcstg. Co.                |
| Redwood City    | KUFY-FM      | 107.7 | 3.8           | 1,590               | International Radio Inc.          |
| Riverside       | KACE-FM      | 92.7  | 1             | 243                 | KACE Radio, Inc.                  |
|                 | KDUO         | 97.5  | 72            | 1,600               | Southeastern California Bcstg.    |
|                 | KPLI         | 99.1  | 1.57          | 1,628               | Parker-Lee, Inc.                  |
| Sacramento      | KCNW         | 107.9 | 12.5          |                     | Cal-Vai Radio Inc.                |
|                 | KCRA-FM      | 96.1  | 11            | 437                 | Kelly Bcstg.                      |
|                 | KEBR         | 100.5 | 15            |                     | Family Stations, Inc.             |
|                 | KFBK-FM      | 92.5  | 1.9           | —115                | McClatchey Bcstg. Co.             |
|                 | KHIQ         | 105.1 | 17.3          | 130                 | Erickson, Spaulding, Stiigenbauer |
|                 | KJML         | 106   | 2.7           | 40                  | Town and County Bcstrs.           |
|                 | KRAK-FM      | 92.9  | 1.5           |                     | Golden Valley Bcstg. Co.          |
|                 | KSFM         | 96.9  | 60            | 360                 | KSFM, Inc.                        |
|                 | KXRQ         | 98.5  | 3.5           | 255                 | D. W. Flewelling                  |
| San Bernardino  | KFMW         | 99.9  | 30            | 1,600               | International Good Music, Inc.    |
| San Diego       | KFMB-FM      | 100.7 | 18.5          | 50                  | Marietta Bcstg., Inc.             |
|                 | KFMX         | 96.5  | 29.5          | 590                 | S. C. Corwin                      |
|                 | KFSD         | 94.1  | 100           |                     | Time-Life Bcstg.                  |
|                 | KGB-FM       | 101.5 | 36            | 454                 | KGB, Inc.                         |
|                 | KITT         | 105.3 | 56            | 320                 | Freddot, Ltd.                     |
|                 | KJLM         | 98.1  | 4.5           |                     | E. Edward Jacobson                |
|                 | KLRO         | 94.9  | 7.5           | 73                  | Multi Casting Corp.               |
|                 | KPRI         | 106.5 | 25            | 413                 | Radio KPRI                        |
| San Fernando    | KVFM         | 94.3  | .86           | 175                 | Spectra Bcstg., Inc.              |
| San Francisco   | KBCO         | 105.3 | 50            | 810                 | Bay FM Bcstrs.                    |
|                 | KCBS-FM      | 98.9  | 35            | 640                 | Columbia Bcstg. System, Inc.      |
|                 | KDFC         | 102.1 | 33            | 1,050               | Sundial Bcstg. Corp.              |
|                 | KEAR         | 97.3  | 82            | 1,100               | Family Stations, Inc.             |
|                 | KFOG-FM      | 104.5 | 29.92         | 870                 | Kaiser Industries                 |
|                 | KFRC-FM      | 106.1 | 69            | 1,290               | RKO General, Inc.                 |
|                 | KGO-FM       | 103.7 | 23.6          | 1,180               | Amer. Bcstg.-Paramount Theatres   |
|                 | KNBR-FM      | 99.7  | 45            | 1,240               | National Bcstg. Co.               |
|                 | KSFR         | 94.9  | 33            | 1,170               | KSFR-FM Station                   |
|                 | KMPX         | 106.9 | 40            |                     | Crosby Pacific Bcstg.             |
|                 | KPEN         | 101.3 | 46            |                     | Pacific FM                        |
|                 | KKHI-FM      | 95.7  | 10.5          |                     | Atlas Bcstg. Co.                  |
|                 | KRON-FM      | 96.5  | 13.5          | 1,230               | Chronicle Publ. Co.               |
|                 | KYA-FM       | 93.3  | 14.5          | 710                 | Churchill Bcstg.                  |
| San Jose        | KSJO-FM      | 92.3  | 1.4           | —66                 | Santa Clara Broadcasting          |
|                 | KRPM         | 98.5  | 3.3           | 157                 | Audio House, Inc.                 |
| San Luis Obispo | KATY-FM      | 96.1  | 3.8           | —510                | KATY of SLO, Inc.                 |
| San Rafael      | KTIM-FM      | 100.9 | 1             |                     | Marin Bcstg. Co. Inc.             |
| Santa Ana       | KWIZ-FM      | 96.7  | 1             | 160                 | Voice of Orange Empire, Inc.      |
|                 | KFIL         | 106.3 | 1             | 145                 | Gus Malpee                        |
| Santa Barbara   | KDB-FM       | 93.7  | 5             |                     | KDB Bcstg. Co.                    |
|                 | KMUZ         | 103.3 | 105           |                     | Tri-Counties Bcstg.               |
|                 | KRCW         | 97.5  | 17.5          | 2,890               | Chonnel Bcstg. Co.                |
| Santa Cruz      | KSCO-FM      | 99.1  | 24            |                     | Radio Santa Cruz                  |
| Santa Maria     | KSMA-FM      | 102.5 | 27            | —57                 | Groom and Hagerman                |
|                 | KEYM         | 99.1  | 3.2           | —135                | Santa Maria Bcstg. Co.            |
| Santa Monica    | KSRF         | 103.1 | 1             |                     | Santa Monica Bcstg. Co.           |
| Stockton        | KSTN-FM      | 107.3 | 8.9           |                     | San Joaquin Bcstg. Co.            |
| Ventura         | KVEN-FM      | 100.7 | 39            |                     | Coast Ventura Co.                 |
| Visalia         | KONG-FM      | 92.9  | 3             |                     | Air Waves, Inc.                   |
| Walnut Creek    | KWME         | 92.1  | .25           |                     | Walnut Creek Bcstrs.              |
| West Covina     | KDWC         | 98.3  | .81           | 650                 | Pacific-South Bcstg. Co.          |
| Woodland        | KATT         | 95.3  | .75           |                     | Interstate Bcstg. Co.             |

(Continued on Next Page)

# FM STATIONS ON THE AIR

| City                     | Call Letters | Freq. | Exp.<br>(Kw.) | Ant. Hgt.<br>In Ft. | Licensee                       |
|--------------------------|--------------|-------|---------------|---------------------|--------------------------------|
| <b>COLORADO</b>          |              |       |               |                     |                                |
| Boulder                  | KRNW         | 97.3  | 2             |                     | Colorado Recording Co.         |
| Colorado Springs         | KFMH         | 96.5  | 20            | 2,300               | KFMH, Inc.                     |
|                          | KVOR         | 92.9  | 1.35          | 670                 | KVOR, Inc.                     |
| Denver                   | KDEN-FM      | 99.5  | 30            | 594                 | KDEN Bcstg. Corp.              |
|                          | KFML-FM      | 98.5  | 2.35          | 2,000               | Fine Arts Bcstg.               |
|                          | KLIR-FM      | 100.3 | 8.77          | 71                  | KLIR, Inc.                     |
|                          | KOA-FM       | 103.5 | 50            |                     | Metropolitan TV Co.            |
|                          | KTGM         | 105.1 | 10            | 250                 | Good Music Assn.               |
| Grand Junction           | KREX-FM      | 92.3  | 2.8           | 300                 | Western Slope Bcstg. Co.       |
| Manitou Springs          | KCMS-FM      | 102.7 | 21.5          | 2,080               | Mr. and Mrs. C. M. Edmonds     |
| <b>CONNECTICUT</b>       |              |       |               |                     |                                |
| Bridgeport               | WJZZ         | 99.9  | 9             | 870                 | Conn-N. Y. Bcstrs., Inc.       |
| Brookfield               | WGHF         | 95.1  | 20            | 500                 | Eastern Bcstg. System, Inc.    |
| Danbury                  | WLAD-FM      | 98.3  | .34           | 280                 | Berkshire Bcstg. Corp.         |
| Hartford                 | WDRC-FM      | 102.9 | 7             |                     | Buckley Jaeger Bcstg.          |
|                          | WFNQ         | 93.7  | 7             |                     | General Bcstg. Inc.            |
|                          | WHCN         | 105.9 | 7             | 750                 | Concert Network, Inc.          |
|                          | WTIC-FM      | 96.5  | 8             | 705                 | Travelers Bcstg. Service Corp. |
|                          | WCCC         | 106.9 | 6.8           | 750                 | Greater Hartford Bcstg. Co.    |
| Meriden                  | WBMI         | 95.7  | 20            |                     | Busines Music Inc.             |
| New Haven                | WNHC-FM      | 99.1  | 10            | 630                 | Triangle Publications, Inc.    |
|                          | WYBC-FM      | 94.3  | .3            |                     | Yale Bcstg. Co.                |
| Stamford                 | WSTC-FM      | 96.7  | .65           | 305                 | Western Conn. Bcstg. Co.       |
| Waterbury                | WATR-FM      | 92.5  | 7             |                     | WATR, Inc.                     |
| Westport                 | WMMM-FM      | 107.9 | 5.2           | 79                  | Westport Bcstg. Co.            |
| <b>DELAWARE</b>          |              |       |               |                     |                                |
| Dover                    | WDOV-FM      | 94.7  | 3             | 200                 | Daver Bcstg. Corp.             |
| Wilmington               | WDEL-FM      | 93.7  | 20            | 460                 | Delmarva Bcstg. Co.            |
|                          | WJBR         | 99.5  | 19            | 500                 | J. B. Reynolds Bcstg. Co.      |
| <b>DIST. OF COLUMBIA</b> |              |       |               |                     |                                |
| Washington               | WASH         | 97.1  | 15            | 470                 | Everett L. Dillard             |
|                          | WFAN         | 100.3 | 18.4          | 320                 | United Bcstg. Co., Inc.        |
|                          | WGAY-FM      | 99.5  | 20            |                     | WGAY, Inc.                     |
|                          | WGMS-FM      | 103.5 | 20            | 440                 | RKO General, Inc.              |
|                          | WHFS         | 102.3 | 1             |                     | High Fidelity Bcstrs.          |
|                          | WMAL-FM      | 107.3 | 20            | 450                 | Evening Star Bcstg. Co.        |
|                          | WOL-FM       | 98.7  | 20            | 485                 | Washington Bcstg. Co.          |
|                          | WQMR         | 99.5  | 20            |                     | Connie B. Gay Bcstg.           |
|                          | WRC-FM       | 93.9  | 20            | 484                 | National Bcstg. Co., Inc.      |
|                          | WTOP-FM      | 96.3  | 20            | 500                 | Washington Post Co.            |
|                          | WWDC-FM      | 101.1 | 20            | 500                 | WWDC, Inc.                     |
| <b>FLORIDA</b>           |              |       |               |                     |                                |
| Coral Gables             | WVCG-FM      | 105.1 | 18.5          | 220                 | Peninsula Bcstg. Corp.         |
| Daytona Beach            | WNDB-FM      | 94.5  | 8.5           | 330                 | News-Journal Corp.             |
| Ft. Lauderdale           | WFLM         | 105.9 | 2.9           |                     | Findlay Pub. Co.               |
|                          | WMFP         | 100.7 | 56            |                     | Percy B. Crawford              |
|                          | WWIL-FM      | 103.5 | 31            |                     | Florida Air Power, Inc.        |
| Ft. Pierce               | WARN-FM      | 98.7  | 1.3           |                     | So. Jersey Bcstg. Co.          |
|                          | WIRA-FM      | 95.5  | 2.5           |                     | Indian River Bcstg. Co.        |
| Gainesville              | WRUF         | 104.1 | 12            | 407                 | State and U. of Fla.           |
| Jacksonville             | WJAX-FM      | 95.1  | 7.7           | 560                 | City of Jacksonville           |
|                          | WMBR-FM      | 96.1  | 40            |                     | WMBR, Inc.                     |
| Miami                    | WIOD-FM      | 97.3  | 50            | 250                 | Miami Valley Bcstg. Corp.      |
|                          | WGBS-FM      | 96.3  | 18            | 250                 | Storer Bcstg. Co.              |
|                          | WKAT-FM      | 93.1  | 17.5          | 279                 | WKAT, Inc.                     |
|                          | WUPY         | 104.3 | 3.9           | 295                 | Harvey Sheldon                 |
| Miami Beach              | WAEZ         | 94.9  | 81            |                     | Arthur E. Zucker               |
|                          | WMET-FM      | 93.9  | 13            | 170                 | Consolidated Communications    |
|                          | WWPB-FM      | 101.5 | 9.2           | 275                 | P. Brake                       |
| Orlando                  | WDBO-FM      | 92.3  | 25            | 600                 | Orlando Bcstg. Co.             |
|                          | WHOO-FM      | 96.5  | 59            | 460                 | WHOO Radio, Inc.               |
|                          | WKIS-FM      | 100.3 | 16.5          | 300                 | Central Fla. Bcstg. Co.        |
| Ocala                    | WMOP-FM      | 93.7  | 4.3           |                     | A. Letson                      |
| Palm Beach               | WQXT-FM      | 97.9  | 37.5          | 235                 | Flame Radio-TV Corp.           |
| Pensacola                | WPEX-FM      | 94.1  | 2.5           |                     | Mello-Tone, Inc.               |
| Sarasota                 | WYAK         | 102.5 | 2.8           |                     | Multitone Music Corp.          |
| St. Petersburg           | WTCX         | 99.5  | 31            | 190                 | Trans-Chord Co.                |
| Tampa                    | WDAE-FM      | 100.7 | 65            | 434                 | Smiley Properties              |
|                          | WFLA-FM      | 93.3  | 46            | 910                 | The Tribune Co.                |
|                          | WPKM         | 104.7 | 10.5          | 160                 | Frank Knorr, Jr.               |



# FM STATIONS ON THE AIR

| City              | Call Letters | Freq. | Erp.<br>(Kw). | Ant. Hgt.<br>In Ft. | Licensee                         |
|-------------------|--------------|-------|---------------|---------------------|----------------------------------|
| <b>GEORGIA</b>    |              |       |               |                     |                                  |
| Athens            | WGAU-FM      | 102.5 | 4.4           | 255                 | Clarke Bcstg. Corp.              |
| Atlanta           | WPLO-FM      | 103.3 | 36            | 960                 | Plough Bcstg. Co.                |
|                   | WGKA-FM      | 92.9  | 9.4           | 270                 | Glenkaren Associates, Inc.       |
| Augusta           | WSB-FM       | 98.5  | 100           | 1,050               | Atlanta Newspaper, Inc.          |
|                   | WAUG-FM      | 105.7 | 9             | 100                 | Garden City Bcstg. Co.           |
|                   | WBBQ-FM      | 103.7 | 19.3          | 914                 | Savannah Valley Bcstg. Co.       |
| Columbus          | WRBL-FM      | 102.9 | 21.2          | 921                 | Columbus Bcstg. Co.              |
|                   | WDUN-FM      | 103.9 | .34           | 440                 | Northeast Ga. Bcstg. Co.         |
| Gainesville       | WLAG-FM      | 104.1 | 2.3           | 180                 | LaGrange Bcstg. Co.              |
|                   | WMAZ-FM      | 99.1  | 5             | 255                 | Southeastern Bcstg. Co.          |
| Macon             | WNEX-FM      | 96.9  | 4.1           |                     | Macon Bcstg. Co.                 |
|                   | WBIE-FM      | 101.5 | 3.5           | 100                 | Marietta Bcstg. Co.              |
| Marietta          | WKLS         | 96.1  | 6.5           |                     | Kenco Bcstg. Co.                 |
|                   | WNFM         | 94.5  | 5.4           | 115                 | Radio Naples Inc.                |
| Naples            | WCOH-FM      | 96.7  | .33           | 240                 | Newnan Bcstg. Co.                |
| Newnan            | WTOC-FM      | 96.9  | 7.9           | 397                 | Savannah Bcstg. Co.              |
| Toccoa            | WLET-FM      | 106.1 | .73           | 190                 | Radio WLET                       |
| <b>HAWAII</b>     |              |       |               |                     |                                  |
| Honolulu          | KAIM-FM      | 95.5  | 5.7           | —290                | Christian Bcstg. Co.             |
|                   | KPOI-FM      | 97.5  | 55            | —225                | KPOI Bcstg. Co.                  |
| <b>IDAHO</b>      |              |       |               |                     |                                  |
| Boise             | KBOI-FM      | 97.9  | 17.5          |                     | Boise Valley Bcstrs. Inc.        |
| Lewiston          | KOZE-FM      | 96.7  | .9            |                     | Lewis Clark Bcstg. Inc.          |
| <b>ILLINOIS</b>   |              |       |               |                     |                                  |
| Anna              | WRAJ-FM      | 92.7  | 1             | 250                 | Anna Bcstg. Co.                  |
| Arlington Heights | WNWC-FM      | 92.7  | 1             | 225                 | Northwest Suburban Bcstrs.       |
| Aurora            | WKKD         | 95.9  | 1             |                     | Russ Salter Radio Stations       |
| Bloomington       | WJBC-FM      | 101.5 | 15.3          | 425                 | Bloomington Bcstg. Corp.         |
| Carmi             | WROY-FM      | 97.3  | 11            | 210                 | Carmi Bcstg. Co.                 |
| Champaign         | WDWS-FM      | 97.5  | 27            | 430                 | Champaign News Gazette, Inc.     |
|                   | WBBM-FM      | 96.3  | 10.5          |                     | CBS, Inc.                        |
| Chicago           | WCLM         | 101.9 | 60            | 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            |                     | Zenith Radio Corp.               |
|                   | WENR-FM      | 94.7  | 27            |                     | AB-P Theatres Inc.               |
|                   | WFMF         | 100.3 | 33            | 540                 | Functional Music Inc.            |
|                   | WFMQ         | 107.5 | 37            | 560                 | L. Vihon and Assoc., Inc.        |
|                   | WFMT         | 98.7  | 29.5          |                     | Gale Bcstg. Co., Inc.            |
|                   | WJJD-FM      | 104.3 | 40            | 510                 | Plough Bcstg. Co., Inc.          |
|                   | WKFM         | 103.5 | 50            | 500                 | WKFM, Inc.                       |
|                   | WMAQ-FM      | 101.1 | 24            | 640                 | National Bcstg. Co., Inc.        |
|                   | WNIB         | 97.1  | 11            | 210                 | No. Illinois Bcstg. Co.          |
|                   | WSBC-FM      | 93.1  | 27.5          | 260                 | WSBC Bcstg. Co.                  |
| Cicero            | WEHS         | 97.9  | 75            | 550                 | WHFC, Inc.                       |
| Decatur           | WSOY-FM      | 102.1 | 31            | 460                 | Illinois Bcstg. Co.              |
| De Kalb           | WLBK-FM      | 99.1  | 3             |                     | De Kalb Radio Inc.               |
| East St. Louis    | WBBR-FM      | 101.1 | 37            |                     | Stanlin, Inc.                    |
| Effingham         | WSEI         | 95.7  | 20            | 295                 | Illinois Bcstg. Co.              |
| Elgin             | WELG         | 103.9 | 1             |                     | Citadel Bcstrs.                  |
|                   | WRMN-FM      | 94.3  | 1             |                     | Elgin Bcstg. Co.                 |
| Elmwood Pk.       | WXFM         | 105.9 | 32            | 250                 | WXFM Bcstg. Co.                  |
| Evanston          | WEAW-FM      | 105.1 | 180           | 300                 | North Shore Bcstg. Co.           |
| Harrisburg        | WBEQ-FM      | 99.9  | 4.2           | 305                 | First Trust Assn.                |
| Jacksonville      | WLDS-FM      | 100.5 | 9             | 340                 | Jacksonville Radio and Tv Bcstg. |
| Joliet            | WAJP         | 93.5  | 1             |                     | A. J. & M. J. Pohlers            |
|                   | WJOL-FM      | 96.7  | 1             | 125                 | WJOL, Inc.                       |
| Litchfield        | WSMI-FM      | 106.1 | 6.1           |                     | Mid-Illinois Bcstg. Co.          |
| Mattoon           | WLBH-FM      | 96.9  | 23            | 190                 | Mattoon Bcstg. Co.               |
| Mt. Carmel        | WSAB         | 94.9  | 37            |                     | WSAB, Inc.                       |
| Mt. Vernon        | WMIX-FM      | 94.1  | 50            | 712                 | Mt. Vernon Radio and TV Co.      |
| Oak Park          | WOPA-FM      | 102.7 | 5             | 260                 | Village Bcstg. Co.               |
| Olney             | WVLN-FM      | 92.9  | 18.5          | 290                 | Illinois Bcstg. Co.              |
| Paris             | WPRS-FM      | 98.3  | 1             | 225                 | Paris Bcstg. Co.                 |
| Peoria            | WMBD-FM      | 92.5  | 2.5           | 550                 | Midwest Television Co.           |
| Quincy            | WGEM-FM      | 105.1 | 8.3           | 640                 | Quincy Bcstg. Co.                |
|                   | WTAD-FM      | 99.5  | 27            | 770                 | Lee Bcstg. Co.                   |
| Rock Island       | WHBF-FM      | 98.9  | 37            | 380                 | Rock Island Bcstg. Co.           |
| Rockford          | WROK-FM      | 97.5  | 16            | 300                 | Rockford Newspapers, Inc.        |
| Springfield       | WTAX-FM      | 103.7 | 6.7           | 315                 | WTAX, Inc.                       |
| Taylorville       | WGGM         | 95    | 3.4           |                     | K. W. Moyer                      |
| <b>INDIANA</b>    |              |       |               |                     |                                  |
| Bloomington       | WTTV-FM      | 92.3  | 37.2          | 1,110               | 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.                |

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# FM STATIONS ON THE AIR

| City         | Call Letters | Freq. | Exp.<br>(Kw.) | Ant. Hgt.<br>In Ft. | Licensee                      |
|--------------|--------------|-------|---------------|---------------------|-------------------------------|
| Elkhart      | WCAR-FM      | 104.7 | 8.2           |                     | Clarence C. Moore             |
|              | WTRC-FM      | 100.7 | 9.7           | 350                 | Truth Radio Corp.             |
| Evansville   | WIKY-FM      | 104.1 | 36            | 1,162               | South Central Brcstg. Corp.   |
| Ft. Wayne    | WPTH         | 95.1  | 44            |                     | Sarkes Tarzian                |
| Hammond      | WYCA         | 92.3  | 31            | 405                 | Percy B. Crawford             |
| Indianapolis | WFMS-FM      | 95.5  | 4.5           | 110                 | Williams FM Service           |
|              | WFBI         | 94.7  | 51.75         | 110                 | Time-Life Bcst. Inc.          |
|              | WIBC-FM      | 93.1  | 24.1          | 170                 | WIBC, Inc.                    |
|              | WISH-FM      | 107.9 | 41            |                     | Indiana Bcstg. Corp.          |
|              | 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-FM      | 104.1 | 7.4           | 286                 | Tri-City Radio Corp.          |
| Newcastle    | WCTW         | 102.5 | 4             | 250                 | WCTW, Inc.                    |
| Princeton    | WRAY-FM      | 98.1  | 6.7           |                     | Princeton Bcstg. Co.          |
| Richmond     | WGLM         | 96.1  | 32            |                     | House of Sound, Inc.          |
|              | WKBV-FM      | 106.5 | 23            |                     | Central Bcstg. Corp.          |
| Salem        | WSLM-FM      | 98.9  | 2.7           |                     | Don H. Martin                 |
| Seymour      | WJCD-FM      | 93.7  | 5.6           |                     | Azro C. Baker                 |
| South Bend   | W5BT-FM      | 101.5 | 4.2           | 960                 | The South Bend Tribune        |
| Terre Haute  | WTHI-FM      | 99.9  | 7.4           | 365                 | Wabash Valley Bcstg. Corp.    |
|              | WVTS         | 100.7 | 3.9           |                     | W. J. Kulinski                |
| Warsaw       | WRSW-FM      | 107.3 | 35            | 230                 | Reub William and Son          |
| Washington   | WFML         | 106.5 | 14            | 365                 | Washington Radio, Inc.        |

## IOWA

|            |         |       |     |     |                            |
|------------|---------|-------|-----|-----|----------------------------|
| Clinton    | KROS-FM | 96.1  | 13  | 400 | Clinton Bcstg. Co.         |
| Davenport  | WOC-FM  | 103.7 | 47  | 490 | Tri-City Bcstg. Co.        |
| Des Moines | KDMI    | 97.3  | 115 |     | Ruth M. Crowford           |
|            | 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. |
| Sioux City | KDVR    | 97.9  | 3   |     | Wolff Bcstg. Corp.         |
| Storm Lake | KAYL-FM | 101.5 | 8.9 | 370 | Cornbelt Bcstg. Co.        |

## KANSAS

|            |         |       |     |     |                       |
|------------|---------|-------|-----|-----|-----------------------|
| Hutchinson | KMAH    | 99.1  | 110 |     | N. E. Kightlinger     |
| Mission    | KCJC    | 98.1  | 63  |     | Futura Music, Inc.    |
| Newton     | KJRG-FM | 92.1  | .25 |     | KJRG, Inc.            |
| Topeka     | KTOP-FM | 100.1 | 3.5 | 100 | B. Axton              |
|            | WIBW-FM | 97.3  | 40  |     | Stauffer Publications |
| Wichita    | KCMB-FM | 107.3 | 30  |     | J. F. Kramer          |
|            | KFH-FM  | 100.3 | 11  | 410 | Radio Sta. KFH Co.    |

## KENTUCKY

|              |         |       |      |     |                            |
|--------------|---------|-------|------|-----|----------------------------|
| Ashland      | WCMI-FM | 93.7  | 4.4  | 405 | WCMI Radio, Inc.           |
| Central City | WNES-FM | 101.9 | 21.5 |     | Muhlcnberg Bcstg. Co.      |
| Fulton       | WFUL-FM | 104.9 | .5   | 155 | Ken-Tenn Bcstg. Corp.      |
| Glasgow      | WGCG    | 95.1  | 14.3 |     | Glasgow Bcstg. Co.         |
| Hazard       | WKIC-FM | 94.1  | 8.3  | 461 | Mt. Bcstg. Serv. Inc.      |
| Henderson    | WSON-FM | 99.5  | 20   | 400 | Henderson Bcstg. Co., Inc. |
| Hopkinsville | WKOF    | 100.3 | 3.7  |     | Pennyrille Bcstg. Co.      |
|              | WRLX    | 98.7  | 16.5 |     | Hopkinsville Bcstg. Co.    |
| Lexington    | WLAP-FM | 94.5  | 3.5  | 320 | Thoroughbred Bcstg. Co.    |
| Louisville   | WVLF    | 92.9  | 32   |     | Bluegrass Bcstg. Co.       |
|              | WLVI    | 97.5  | 35   | 345 | Fidelity Radio Inc.        |
| Madisonville | WFMW-FM | 93.9  | 30   | 450 | Messenger Bcstg. Co., Inc. |
| Mayfield     | WNGO-FM | 94.7  | .583 | 203 | W. Ky. Bcstg. Co., Inc.    |
| Owensboro    | WQMI-FM | 92.5  | 19.5 | 375 | Owensboro Bcstg. Co.       |
| Paducah      | WVJS-FM | 96.1  | 10   | 370 | Owensboro on the Air, Inc. |
|              | WKYB-FM | 93.3  | 31   | 430 | Barrington Co. of Ky.      |
|              | WPAD-FM | 96.9  | 36   | 335 | Paducah Bcstg. Co., Inc.   |

## LOUISIANA

|             |         |       |      |     |                              |
|-------------|---------|-------|------|-----|------------------------------|
| Alexandria  | KALB-FM | 96.9  | 8.4  | 350 | Alexandria Bcstg. Co.        |
| Baton Rouge | WJBO-FM | 98.1  | 2.5  | 460 | Baton Rouge Bcstg. Co., Inc. |
| Monroe      | KMLB-FM | 104.1 | 17   | 220 | KMLB, Inc.                   |
| New Orleans | WDSU-FM | 105.3 | 3.4  | 240 | WDSU Bcstg. Co.              |
|             | WRCM    | 97.1  | 5.9  |     | Supreme Bcstg. Co.           |
| Shreveport  | WWMT    | 95.7  | 44   | 215 | Fidelity Bcstg. Co.          |
|             | KBCL-FM | 96.5  | 11   |     | Good Music, Inc.             |
|             | KRMD-FM | 101.1 | 11.5 | 200 | Radio Station KRMD           |
|             | KWKH-FM | 94.5  | 17   | 390 | International Bcstg. Corp.   |

## MAINE

|               |         |       |     |     |                            |
|---------------|---------|-------|-----|-----|----------------------------|
| Augusta       | WFAU-FM | 101.3 | 4.8 |     | Twin City Bcstg. Co.       |
| Caribou       | WFST-FM | 97.7  | .22 | 185 | Northern Bcstg. Co.        |
| Lewiston      | WCOU-FM | 93.9  | 13  | 250 | Twin City Bcstg. Co., Inc. |
| Poland Spring | WMTW-FM | 94.9  | 49  | —   | Mt. Washington TV Inc.     |
| Portland      | WLOB-FM | 97.9  | 3.7 | 305 | Casco Bcstg. Corp.         |

# FM STATIONS ON THE AIR

| City                 | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. In Ft. | Licensee                       |
|----------------------|--------------|-------|------------|------------------|--------------------------------|
| <b>MARYLAND</b>      |              |       |            |                  |                                |
| Annapolis            | WNAV-FM      | 99.1  | 16.6       | 370              | Capital Bcstg. Co.             |
|                      | WXTC         | 107.9 | 20         |                  | Annapolis Bcstg. Corp.         |
| Baltimore            | WBAL-FM      | 97.9  | 8.7        |                  | The Hearst Corp.               |
|                      | WCAO-FM      | 102.7 | 20         | 400              | Plough Bcstg. Co., Inc.        |
|                      | WCMB-FM      | 106.5 | 20         |                  | Baltimore Bcstg. Corp.         |
|                      | WTH-FM       | 104.3 | 20         | 500              | Md. Bcstg. Co.                 |
|                      | WFMM-FM      | 93.1  | 20         | 520              | Commercial Radio Inst.         |
|                      | WRBS         | 95.1  | 20         |                  | John B. Reynolds               |
|                      | WYOU         | 92.3  | 5.1        |                  | United Bcstg. Co.              |
| Bethesda             | WJMD         | 94.7  | .5         | 320              | WUST, Inc.                     |
| Bradbury Hgts.       | WPGC         | 95.5  | 15.5       | 360              | WPGC, Inc.                     |
| Cumberland           | WCUM-FM      | 102.9 | 1.25       | 176              | Allegheny Cty. Bcstg. Corp.    |
| Frederick            | WFMD-FM      | 99.9  | 2.1        | 1120             | Monocacy Bcstg. Co.            |
| Hagerstown           | WARK-FM      | 106.9 | 2.2        | 225              | WARK, Inc.                     |
|                      | WJEJ-FM      | 104.7 | 9.4        | 1,340            | Hagerstown Bcstg. Co.          |
| Hovre de Grace       | WASA-FM      | 103.7 | 3.8        | 185              | Chesapeake Bcstg. Corp.        |
| Morningside          | WPGC-FM      | 95.5  | 15.7       |                  | WPGC, Inc.                     |
| Towson               | WAQE-FM      | 101.9 | 20         |                  | WTOW, Inc.                     |
| Westminister         | WTTR-FM      | 100.7 | 4.6        | 190              | Carroll County Bcstg. Corp.    |
| <b>MASSACHUSETTS</b> |              |       |            |                  |                                |
| Boston               | WBCN         | 104.1 | 20         | 490              | Concert Network, Inc.          |
|                      | 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         |                  | CBS, Inc.                      |
|                      | WHDH-FM      | 94.5  | 20         |                  | WHDH, Inc.                     |
|                      | WRKO-FM      | 98.5  | 20         | 410              | RKO General, Inc.              |
| Brockton             | WBET-FM      | 97.7  | .8         | 275              | Enterprise Publishing Co.      |
| Brookline            | WBOS-FM      | 92.9  | 15         | 285              | Champion Bcstg. Inc.           |
| Cambridge            | WHRB-FM      | 95.3  | .96        | 44               | Harvard Radio Bcstg. Co., Inc. |
|                      | WXHR         | 96.9  | 20         | 440              | Middlesex Bcstg. Co.           |
| Fitchburg            | WFGM-FM      | 104.7 | 20         | 1,200            | Music Service Corp.            |
| Framingham           | WKOX-FM      | 105.7 | 15.5       | 120              | WKOX, Inc.                     |
| Greenfield           | WHAI-FM      | 98.3  | 1          | 240              | Haigis Bcstg. Corp.            |
| Haverhill            | 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  | 20         | 600              | Merrimac Bcstg. Co., Inc.      |
| Lynn                 | WUPY         | 105.3 | 1.4        |                  | Harvey Sheldon                 |
| Medford              | WHIL-FM      | 107.9 | 20         |                  | 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.        |
| Plymouth             | WPLM-FM      | 99.1  | 20         |                  | Plymouth Rock Bcstg. Co.       |
| Springfield          | WHYN-FM      | 93.1  | 20         | 970              | Hampden-Hampshire Corp.        |
|                      | WMA5-FM      | 94.7  | 1.35       | 175              | WMA5 Inc.                      |
| Waltham              | WCRB-FM      | 102.5 | 20         | 180              | Charles River Bcstg. Co.       |
| West Yarmouth        | WOCB-FM      | 94.3  | 1          | 155              | E. Anthony & Sons              |
| Worcester            | WAAB-FM      | 107.3 | 1.4        |                  | Waterman Bcstg. Corp.          |
|                      | WTAG-FM      | 96.1  | 10         | 640              | WTAG Inc.                      |
| <b>MICHIGAN</b>      |              |       |            |                  |                                |
| Bay City             | WBCM-FM      | 96.1  | 41         |                  | Michigan Bcstg. Co.            |
| Benton Harbor        | WHFB-FM      | 99.9  | 12         | 230              | Palladium Publishing Co.       |
| Big Rapids           | WHFI         | 94.7  | 20         |                  | WBRN, Inc.                     |
| Cadillac             | WWTV-FM      | 92.9  | 100        |                  | Fetzer Bcstg. Co.              |
| Coldwater            | WTVB-FM      | 98.5  | 7.9        | 185              | Twin Valley Bcstrs. Inc.       |
| Dearborn             | WKMH-FM      | 100.3 | 7.1        | 250              | Knorr Bcstg. Corp.             |
| Detroit              | WJBK-FM      | 93.1  | 30         | 440              | Storer Bcstg. Co.              |
|                      | CKLW-FM      | 93.9  | .25        |                  | W. Ontario Bcstg. Co.          |
|                      | WABX         | 99.5  | 36         |                  | Richard E. Burris              |
|                      | WCHD         | 105.9 | 34         |                  | Bell Bcstg. Co.                |
|                      | WDTM         | 106.7 | 61         | 510              | WDTM, Inc.                     |
|                      | WGPR         | 107.5 | 32         |                  | Ross Mulholland                |
|                      | WJR-FM       | 96.3  | 24         | 483              | The Goodwill Station, Inc.     |
|                      | WLIN         | 92.3  | 10         | 480              | Down River Bcstg.              |
|                      | WMUZ         | 103.5 | 115        | 368              | Alpha Bcstg. Co.               |
|                      | WMZK         | 97.9  | 20         | 430              | Booth Bcstg. Co.               |
|                      | WQRS-FM      | 105.1 | 28.5       | 380              | Fine Arts Bcstrs. Inc.         |
|                      | WWJ-FM       | 97.1  | 50         | 480              | Evening News Assn. Inc.        |
|                      | WXYZ-FM      | 101.1 | 27         | 1,070            | WXYZ Inc.                      |
| East Lansing         | WSWM         | 99.1  | 30         |                  | MidState Bcstg. Co.            |
| Grand Rapids         | WFUR-FM      | 102.9 | 40         |                  | Furniture City Bcstg. Co.      |
|                      | WJEF-FM      | 93.7  | 115        | 420              | Fetzer Bcstg. Co.              |
|                      | WLAV-FM      | 96.9  | 3          | 210              | Stevens-Wismer Bcstg. Inc.     |
|                      | WMAX         | 101.3 | 7.2        | 175              | Atlas Bcstg. Co.               |
| Holland              | WJBL-FM      | 94.5  | 37         |                  | Ottawa Bcstg. Corp.            |
| Houghton Lake        | WJGG         | 98.5  | 8          |                  | Sparks Bcstg. Co.              |
| Jackson              | WBBC         | 94.1  | 5.4        |                  | Booth Bcstg. Co.               |

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# FM STATIONS ON THE AIR

| City                 | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. In Ft. | Licensee                        |
|----------------------|--------------|-------|------------|------------------|---------------------------------|
| Lansing              | WJIM-FM      | 97.5  | 28         |                  | Gross Telecasting Inc.          |
|                      | WMRT-FM      | 100.7 | 92         |                  | Herbert T. Graham               |
| Midland              | WQDC         | 99.7  | 40         |                  | Midland-Mid-State Bcstg. Co.    |
| Mt. Clemens          | WBRB-FM      | 102.7 | 80         |                  | Wright & Maltz, Inc.            |
| Oak Park             | WLDN         | 95.5  | 20         | 430              | Lincoln Bcstg. Co.              |
| Royal Oak            | WOMC         | 104.3 | 215        | 390              | Sparks Bcstg. Co.               |
| Saginaw              | WNEM-FM      | 102.5 | 93         |                  | Garity Bcstg. Co.               |
|                      | WSAM-FM      | 98.1  | 1.7        | 330              | K. H. MacDonald                 |
| Saline               | WOIA-FM      | 102.9 | 10         | 155              | Lester Bcstg. Co.               |
| Sturgis              | WSTR-FM      | 103.1 | 1          | 190              | Water Wonderland Bcstg. Co.     |
| <b>MINNESOTA</b>     |              |       |            |                  |                                 |
| Brainerd             | KLIZ-FM      | 95.7  | 15         |                  | Brainerd Bcstg. Corp.           |
| Mankato              | KYSM-FM      | 103.5 | 14         | 525              | F. B. Clements and Co.          |
| Minneapolis          | KNOF         | 95.3  | .75        |                  | Selby Gospel Mission            |
|                      | KWFM         | 97.1  | 21         | 150              | Fidelity Bcstg. Co.             |
|                      | WAYL         | 96.1  | 10         |                  | Contemporary Radio              |
|                      | WLWL-FM      | 99.5  | 9.7        | 450              | BFR Bcstg. Corp.                |
|                      | WPBC-FM      | 101.3 | 5.2        | 247              | Peoples Bcstg. Co.              |
| St. Cloud            | KFAM-FM      | 104.7 | 15         | 425              | The Times Publishing            |
| Worthington          | KWOA-FM      | 94.9  | 27         |                  | Worthington Bcstg. Co.          |
| <b>MISSISSIPPI</b>   |              |       |            |                  |                                 |
| Jackson              | WJDX-FM      | 102.9 | 39         | 1,450            | Lamar Life Ins. Co.             |
| Laurel               | WNSL-FM      | 100.3 | 4.8        | —                | Voice of New South              |
| <b>MISSOURI</b>      |              |       |            |                  |                                 |
| Carrollton           | KAOL-FM      | 101.1 | 10         |                  | Homelond Ent. Inc.              |
| Clayton              | KFUO-FM      | 99.1  | 1          | 260              | Lutheran Church                 |
| Crestwood            | KSHE         | 94.7  | 1          |                  | Rudolph Ceries                  |
| Joplin               | KSYN         | 92.5  | 3.6        |                  | Wm. B. Neal                     |
| Kansas City          | KCMK         | 93.3  | 35         | 300              | FM Bcstrs. Inc.                 |
|                      | KCMO-FM      | 94.9  | 65         | 850              | Meredith Bcstg. Co.             |
|                      | KMBC-FM      | 99.7  | 4.25       | 950              | Metromedia, Inc.                |
|                      | KXTR         | 96.5  | 58         | 215              | Telesound Bcstg. Corp.          |
|                      | WDAF-FM      | 102.1 | 35.7       | 640              | Transcontinent Television Corp. |
| Kennett              | KBOA-FM      | 98.9  | 6.9        | 320              | Kennett Bcstg. Corp.            |
| Poplar Bluff         | KWOC-FM      | 94.5  | 14         | 215              | Poplar Bluff Broadcasting Co.   |
| St. Charles          | KADI-FM      | 96.5  | 24.5       | —                | KADY, Inc.                      |
| St. Louis            | KCFM         | 93.7  | 82         | 450              | Commercial Bcstg. Co.           |
|                      | KMOX-FM      | 103.3 | 47         |                  | CBS, Inc.                       |
|                      | KRFD         | 106.9 | 82         |                  | Gateway Bcstg. Corp.            |
|                      | KSTL-FM      | 98.1  | 78         |                  | Radio St. Louis, Inc.           |
|                      | WIL-FM       | 92.3  | 22         |                  | Radio WIL                       |
| Springfield          | KTT5-FM      | 94.7  | 9.1        | 660              | Independent Bcstg. Co.          |
| West Plains          | KWPM-FM      | 93.9  | 3.4        | 130              | R. F. Neathery                  |
| <b>NEBRASKA</b>      |              |       |            |                  |                                 |
| Kearney              | KHOL-FM      | 98.9  | 57         |                  | Bi-States Co.                   |
| Lincoln              | KFMQ         | 95.3  | .32        | 100              | H. Burton                       |
| Omaha                | KICN         | 96.1  | 3.5        |                  | Central States Bcstg. Inc.      |
|                      | KFAB-FM      | 99.9  | 58         | 500              | KFAB Bcstg. Co.                 |
|                      | KQAL-FM      | 94.3  | 70         | 220              | National Weekly, Inc.           |
|                      | WOW-FM       | 92.3  | 40         |                  | Meredith WOW, Inc.              |
| Scottsbluff          | KNEB-FM      | 94.1  | 6.6        |                  | Platte Valley Bcstg. Co.        |
| <b>NEVADA</b>        |              |       |            |                  |                                 |
| Las Vegas            | KLUC-FM      | 98.5  | 5.2        | 93               | Meyer Gold                      |
|                      | KORK-FM      | 97.1  | 9.6        |                  | So. Western Bcstg. Co.          |
| Reno                 | KNEV         | 95.5  | 35         | 35               | E. B. Cobb                      |
| <b>NEW HAMPSHIRE</b> |              |       |            |                  |                                 |
| Berlin               | WMOU-FM      | 103.7 | 10         | 160              | Berlin Bcstg. Co.               |
| 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.  |
| Nashua               | WOTW-FM      | 106.3 | 1          | 195              | Gateway Bcstg. Corp.            |
| <b>NEW JERSEY</b>    |              |       |            |                  |                                 |
| Asbury Park          | WJLK-FM      | 94.3  | 1          | 250              | Asbury Park Press, Inc.         |
| Atlantic City        | WOSJ-FM      | 103.7 | 2.6        |                  | So. Jersey Radio, Inc.          |
|                      | WRNJ         | 95.1  | 3.3        |                  | WRNJ Associates                 |
| Bridgeton            | WSNJ-FM      | 107.9 | 15.2       | 480              | Eastern States Bcstg. Corp.     |
| Camden               | WKDN-FM      | 106.9 | 7.3        | 340              | South Jersey Bcstg. Co.         |
| Dover                | WDHA-FM      | 105.5 | 1          |                  | Drexell Hill Assoc.             |
| Long Branch          | WRLB         | 107.1 | .16        |                  | Long Branch Bcstg. Co.          |
| Millville            | WVVB-FM      | 97.3  | 5.2        | 200              | Union Lake Bcstrs. Inc.         |
| Newark               | WHBI-FM      | 105.9 | 5          | 390              | Cosmopolitan Bcstg. Corp.       |
|                      | WJRZ-FM      | 94.7  | 20         | 621              | Bergen Bcstg. Co.               |
|                      | WVNJ-FM      | 100.3 | 20         |                  | Newark Bcstg. Corp.             |

# FM STATIONS ON THE AIR

| City              | Call Letters | Freq. | Exp.<br>(Kw.) | Ant. Hgt.<br>In Ft. | Licensee                        |
|-------------------|--------------|-------|---------------|---------------------|---------------------------------|
| New Brunswick     | WCTC-FM      | 98.3  | 1             | 110                 | Raritan Valley Bcstg. Co., Inc. |
| Paterson          | WPAT-FM      | 93.1  | 4.4           | 876                 | Capital Cities Bcstg. Co.       |
| Princeton         | WPRB         | 103.9 | 17            | 195                 | Princeton Bcstg. Service Inc.   |
| Red Bank          | WFHA-FM      | 106.3 | 1             |                     | F. H. Accorsi                   |
| Trenton           | WBUD-FM      | 101.5 | 20            | 130                 | WBUD, Inc.                      |
|                   | WTOA         | 97.5  | 14.5          | 275                 | Mercer Bcstg. Co.               |
| Wildwood          | WCMC-FM      | 100.7 | 3.5           | 98                  | F. J. Matrangola                |
| <b>NEW MEXICO</b> |              |       |               |                     |                                 |
| Albuquerque       | KDEF-FM      | 94.1  | 1.6           |                     | White Oaks Bcstg. Co.           |
|                   | KHFM         | 96.3  | 1.5           | 140                 | GHE Bcstg. Co., Inc.            |
| Aztec             | KNDE-FM      | 94.9  | 3.4           | —95                 | I. E. Shahan                    |
| Los Alamos        | KRSN-FM      | 98.5  | 4.6           | —33                 | Community Bcstg. Co.            |
| Roswell           | KBIM-FM      | 97.1  | 5.8           |                     | Taylor Bcstg. Co.               |
| <b>NEW YORK</b>   |              |       |               |                     |                                 |
| Auburn            | WMBO-FM      | 96.1  | 18            | 248                 | WMBO, Inc.                      |
| Babylon           | WBAB-FM      | 102.3 | .67           | 110                 | Babylon Bayshore Bcstg.         |
|                   | WQMF         | 94.3  | 1             |                     | WGLI, Inc.                      |
| Binghamton        | WKOP-FM      | 99.1  | 33            | 320                 | Binghamton Bcstrs., Inc.        |
|                   | WNBF-FM      | 98.1  | 4.6           | 912                 | Triangle Publications, Inc.     |
| Buffalo           | WBEN-FM      | 102.5 | 110           | 1,350               | WBEN, Inc.                      |
|                   | WBUF-FM      | 92.9  | 100           | 570                 | Functional Bcstg. Inc.          |
|                   | WVQL-FM      | 104.1 | .250          | 310                 | Rust Craft Bcstg.               |
|                   | WEBR-FM      | 94.5  | 105           | 710                 | WEBR, Inc.                      |
|                   | WGR-FM       | 96.9  | 17.5          | 630                 | Transcontinent TV Corp.         |
|                   | WIFE         | 103.3 | 5             | 248                 | McLendon Corp.                  |
| Cherry Valley     | WJIV         | 101.9 | 5.4           | 1,080               | Ivy Bcstg. Co.                  |
| Corning           | WCLI-FM      | 106.1 | 4.2           | 500                 | Radio Corning, Inc.             |
| Cortland          | WKRT-FM      | 99.9  | 14            | 710                 | Radio Cortland, Inc.            |
| DeRuyter          | WOIV         | 105.1 | 5.3           | 560                 | Ivy Bcstg. Co.                  |
| Fulton            | WOSC-FM      | 104.7 | 3.1           |                     | Cassill Radio Corp.             |
| Garden City       | WLIR-FM      | 92.7  | 1             | 143                 | High Fidelity Music Co.         |
| Hempstead         | WHLI-FM      | 98.3  | 1             |                     | Fm Bcstg. Corp.                 |
| Hornell           | WWHG-FM      | 105.3 | 8.3           | 560                 | Ra-Tel Bcstrs. Inc.             |
| Ithaca            | WEIV         | 103.7 | 5.6           | 890                 | Ivy Bcstg. Co.                  |
|                   | WVBR-FM      | 93.5  | .7            |                     | Cornell Radio Guild, Inc.       |
|                   | WHCU-FM      | 97.3  | 40            | 730                 | Cornell Univ.                   |
| Jamestown         | WJTN-FM      | 93.3  | 9.5           | 735                 | James Bcstg. Co.                |
| Mt. Kisco         | WRNW         | 107.1 | .3            |                     | Meliphan, Inc.                  |
|                   | WVIP-FM      | 106.3 | .3            | 450                 | Suburban Bcstg. Co.             |
| New Rochelle      | WVOX-FM      | 93.5  | 1             | 190                 | Suburban Bcstg. Co.             |
| New York          | WABC-FM      | 95.5  | 1.5           | 1,270               | American Bcstg. Co.             |
|                   | WBAI         | 99.5  | 18            | 520                 | Pacific Foundation              |
|                   | WBFM         | 101.9 | 20            | 650                 | Muzak Corp.                     |
|                   | WCBS-FM      | 101.1 | 1.5           |                     | CBS, Inc.                       |
|                   | WEVD-FM      | 97.9  | 20            | 340                 | DEBS Memorial Radio Fund, Inc.  |
|                   | WHOM-FM      | 92.3  | 11            | 630                 | Progress Bcstg. Corp.           |
|                   | WNBC-FM      | 97.1  | 1.1           |                     | National Bcstg. Co.             |
|                   | WNCN         | 104.3 | 15            | 560                 | Concert Network, Inc.           |
|                   | WNEW-FM      | 102.7 | 1.3           | 1,360               | Metromedia, Inc.                |
|                   | WNYC-FM      | 93.9  | 18            | 535                 | Municipal Bcstg. System         |
|                   | WOR-FM       | 98.7  | 1.7           | 1,260               | RKO General, Inc.               |
|                   | WQXR-FM      | 96.3  | 11            | 675                 | Interstate Bcstg. Co., Inc.     |
|                   | WRFM         | 105.1 | 20            | 235                 | Long Island Bcstg. Corp.        |
|                   | WRVR         | 106.7 | 20            |                     | Riverside Radio                 |
| New York          | WTFM         | 103.5 | 20            | 200                 | WTFM, Inc.                      |
| Niagara Falls     | WHLD-FM      | 98.5  | 46            | 420                 | E. C. Hull                      |
| Olean             | WHDL-FM      | 95.7  | 43            | 830                 | WHDL, Inc.                      |
| Patchogue         | 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.           |
| Plattsburgh       | WEAV-FM      | 99.9  | 3.7           |                     | Plattsburgh Bcstg. Corp.        |
| Poughkeepsie      | WEOK-FM      | 101.5 | 4.4           |                     | Hudson Valley Bcstg. Corp.      |
|                   | WKIP-FM      | 104.7 | 2.3           | 1,120               | Dutchess County Bcstg. Corp.    |
| Riverhead         | WAPC-FM      | 103.9 | .17           | 115                 | Patchogue Bcstg. Co.            |
| Rochester         | WBBF-FM      | 101.3 | 27.5          |                     | WBBF, Inc.                      |
|                   | WCMF         | 96.5  | 1.3           |                     | Community Music Service, Inc.   |
|                   | WHFM         | 98.9  | 8.7           | 240                 | Rust Bcstg.                     |
|                   | WROC-FM      | 97.9  | 18            | 410                 | Veterans Bcstg. Co.             |
| Schenectady       | WGFM         | 99.5  | 6             |                     | General Electric Co.            |
| South Bristol     | WMIV         | 95.1  | 5.3           | 990                 | Ivy Bcstg. Corp.                |
| Syracuse          | WDDS-FM      | 93.1  | 97            |                     | Functional Bcstrs. Inc.         |
|                   | WONO         | 100.9 | 1             | 600                 | Sentinel Heights FM Bcstrs.     |
|                   | WSYR-FM      | 94.5  | 10            | 480                 | Newhouse Bcstg. Corp.           |
| Troy              | WFLY         | 92.3  | 5.4           | 840                 | Troy Record Co.                 |
| Utica             | WRUN-FM      | 105.7 | 4.3           | 490                 | Rome Sentinel Co.               |
| Wethersfield      | WBIV         | 107.7 | 5.4           | 460                 | Ivy Bcstg. Corp.                |
| White Plains      | WFAS-FM      | 103.9 | 1             | 675                 | Westchester Bcstg. Corp.        |

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# FM STATIONS ON THE AIR

| City                  | Call Letters | Freq. | Exp.<br>(Kw.) | Ant. Hgt.<br>In Ft. | Licensee                         |
|-----------------------|--------------|-------|---------------|---------------------|----------------------------------|
| <b>NORTH CAROLINA</b> |              |       |               |                     |                                  |
| Albemarle             | WABZ-FM      | 100.9 | .75           | 52                  | Radio Station WABZ Inc.          |
| Asheboro              | WGWR-FM      | 92.3  | 10            | 650                 | Asheboro Bestg. Co., Inc.        |
| Asheville             | WLOS-FM      | 104.3 | 9.2           | 130                 | Skyway Bestg. Corp.              |
| Burlington            | WBAG-FM      | 93.9  | 2.8           |                     | Burlington-Graham Bestg. Co.     |
|                       | WBBB-FM      | 101.1 | 3.8           | 410                 | Alamance Bestg. Co., Inc.        |
| Charlotte             | WSOC-FM      | 103.5 | 35            | 415                 | Carolina Bestg.                  |
|                       | WYFM         | 104.7 | 3.8           |                     | Charlotte Bests. Inc.            |
| Durham                | WDNC-FM      | 105.1 | 36            | 380                 | Durham Radio Corp.               |
| Elkin                 | WFIM-FM      | 100.9 | .35           | —35                 | Tri-County Bestg. Co., Inc.      |
| Fayetteville          | WFNC-FM      | 98.1  | 14            | 290                 | Cape Fear Bestg. Co.             |
| Forest City           | WAGY-FM      | 105.3 | 3.3           |                     | Tri-City Bestg. Co.              |
|                       | WBBO-FM      | 93.3  | 1.5           | 345                 | Rutherford County Radio Co.      |
| Gastonia              | WGNC-FM      | 101.9 | 11            |                     | C. T. McSwain                    |
| Goldensboro           | WEQR         | 96.9  | 35            | 360                 | Eastern Carolina Bestg Co., Inc. |
| Greensboro            | WMDE         | 98.7  | 5.8           | 110                 | H. C. Hall                       |
| Henderson             | WHNC-FM      | 92.5  | 9             | 260                 | Henderson Radio Corp.            |
| Hendersonville        | WHKP-FM      | 102.5 | 9.5           | 2                   | Radio Hendersonville             |
| Hickory               | WHKY-FM      | 102.9 | 15            | 325                 | Catawba Valley Bestg.            |
| High Point            | WHPE-FM      | 95.5  | 13            | 395                 | High Pt. Bestg. Co.              |
|                       | WMFR-FM      | 99.5  | 8             | 350                 | WMFR Inc.                        |
|                       | WNOS-FM      | 100.3 | 2.7           | 195                 | C. E. Doss                       |
| Laurinburg            | WEWO-FM      | 96.5  | 9.2           | 215                 | Scotland Bestg. Co.              |
| Leaksville            | WLOE-FM      | 94.5  | 13.5          | 96                  | WLOE Inc.                        |
| Lexington             | WBUI-FM      | 94.3  | .3            | 210                 | Davidson County Bestg. Co.       |
| Lumberton             | WTSB-FM      | 95.7  | 6.5           |                     | Robeson Bestg. Corp.             |
| Marion                | WMIT         | 106.9 | 36            | 3,100               | Mt. Mitchell Bests. Inc.         |
| North Wilkesboro      | WKBC-FM      | 97.3  | 4.5           |                     | Wilkes Bestg. Co.                |
| Raleigh               | WKIX-FM      | 96.1  | 30            | 420                 | WKIX Broadcasting Co.            |
|                       | WPTF-FM      | 94.7  | 50            | 560                 | WPTF Radio Co.                   |
|                       | WRAL-FM      | 101.5 | 54            | 325                 | Capitol Bestg. Co., Inc.         |
| Reidsville            | WREY-FM      | 102.1 | 1.6           | 330                 | Reidsville Bestg. Co.            |
| Rocky Mount           | WFMA         | 100.7 | 33            | 540                 | Eastern Carolina Electronics     |
| Roxboro               | WROX-FM      | 96.7  | .6            |                     | Roxboro Bestg. Co.               |
| Salisbury             | WSTP-FM      | 106.5 | 15            | 250                 | WSTP, Inc.                       |
| Sanford               | WWGP-FM      | 105.5 | .49           | 340                 | WWGP Bestg. Corp.                |
| Shelby                | WOHS-FM      | 96.1  | 2.6           | 460                 | Western Carolina Radio Corp.     |
| Statesville           | WDBM-FM      | 96.9  | 3.6           |                     | Iredell Bestg. Corp.             |
|                       | WFMX         | 105.7 | 3             | 335                 | Statesville Bestg. Co., Inc.     |
| Tarboro               | WCPS-FM      | 104.3 | 10            | 260                 | Coastal Plains Bestg. Co.        |
| Thomasville           | WTNC-FM      | 98.3  | .45           | 250                 | Thomasville Bestg. Co.           |
| Wilson                | WVOT-FM      | 106.1 | 23            |                     | Wilson Radio Co.                 |
| Winston-Salem         | WAIR-FM      | 93.1  | 34            | 370                 | Holiday Bestg. Corp.             |
|                       | WFYS         | 107.5 | 155           |                     | Winsonett, Inc.                  |
|                       | WSJS-FM      | 104.1 | 12.5          | 309                 | Piedmont Publishing Co.          |
| <b>OHIO</b>           |              |       |               |                     |                                  |
| Akron                 | WAKR-FM      | 97.5  | 4.4           | 260                 | Sunmit Radio Corp.               |
| Alliance              | WFAH-FM      | 101.7 | 1             | 160                 | Review Publishing Co             |
| Ashland               | WNCO-FM      | 101.3 | 10.2          | 380                 | Radio Ashland, Inc.              |
| Ashtabula             | WREQ-FM      | 97.1  | 200           | 380                 | WICA Inc.                        |
| Barberton             | WDBN         | 94.9  | 110           |                     | Independent Music Bests          |
| Bellaire              | WOMP-FM      | 100.5 | 9             | 500                 | WOMP, Inc.                       |
| Canton                | WCNO         | 106.9 | 27.5          |                     | Dover Bestg. Co.                 |
|                       | WHBC-FM      | 94.1  | 15            | 390                 | Ohio Broadcasting Co.            |
| Colina                | WMER-FM      | 94.3  | .7            |                     | Colina Bestg. Co.                |
| Chillicothe           | WBEX-FM      | 93.3  | 2.7           |                     | Shawnee Bestg. Co.               |
| Cincinnati            | WAKW         | 93.3  | 4.8           | 380                 | Pillar of Fire                   |
|                       | WCPO-FM      | 105.1 | 16.5          | 590                 | Scripps-Howard Radio Inc.        |
|                       | WFFM         | 101.1 | 9             |                     | Plains Radio Bestg. Co.          |
|                       | WKRC-FM      | 101.9 | 15.5          | 530                 | Taft Bestg. Co.                  |
|                       | WSAI-FM      | 102.7 | 14.7          | 550                 | Jupiter Bestg. Co.               |
|                       | WAEF-FM      | 100.3 | 4.8           | 100                 | N. Cincinnati Bestg. Co.         |
| Cleveland             | KYW-FM       | 105.7 | 27            | 900                 | Westinghouse Bestg. Co., Inc.    |
|                       | WCRF         | 103.3 | 21.3          |                     | Moody Bible Institute            |
|                       | WDOK-FM      | 102.1 | 31            | 120                 | Transcontinent TV Corp.          |
|                       | WERE-FM      | 98.5  | 40            | 600                 | Cleveland Bestg. Co., Inc.       |
|                       | WGAR-FM      | 99.5  | 31            | 410                 | Peoples Bestg. Corp.             |
|                       | WHK-FM       | 100.7 | 30            | 620                 | Metropolitan Bestg.              |
|                       | WJW-FM       | 104.1 | 20            | 510                 | Storer Bestg. Co.                |
|                       | WNOB         | 107.9 | 135           | 370                 | N. Ohio Bestg. Co.               |
|                       | WXEN-FM      | 106.5 | 18.5          | 51                  | Tuschman Bestg. Co.              |
| Cleveland Heights     | WCUY         | 95.3  | 27            |                     | Friendly Bestg. Co.              |
| Columbus              | WBNS-FM      | 97.1  | 54            | 315                 | Rad/Ohio, Inc.                   |
|                       | WCOL-FM      | 92.3  | 38            | 350                 | Air Trails, Inc.                 |
|                       | WTVN-FM      | 96.3  | 26            | 570                 | Taft Bestg. Inc.                 |
|                       | WVCO-FM      | 94.7  | 52            | 220                 | Sky-Way Bestg. Corp.             |
| Dayton                | WHIO-FM      | 99.1  | .35           |                     | Miami Valley Bestg. Corp.        |
|                       | WIFE         | 104.7 | 24            |                     | Skyland Bestg. Co.               |
|                       | WKET-FM      | 99.9  | 7.5           |                     | Speidel Bestg. Corp.             |
| E. Liverpool          | WOHI-FM      | 104.3 | 27            | 330                 | Constrander Corp.                |
| Eaton                 | WCTM         | 92.9  | 7.6           |                     | Ohio Bestg. Service Inc.         |



# FM STATIONS ON THE AIR

| City         | Call Letters | Freq. | Exp.<br>(Kw). | Ant. Hgt.<br>In Ft. | Licensee                        |
|--------------|--------------|-------|---------------|---------------------|---------------------------------|
| Elyria       | WEOL-FM      | 107.3 | 15            | 290                 | Elyria-Lorain Bcstg. Co.        |
| Fairfield    | WFOL-FM      | 94.9  | 29            | 350                 | W. L. Follmer                   |
| Findlay      | WFIN-FM      | 100.5 | 8.2           | 240                 | Findlay Publishing Co.          |
| Fostoria     | WFQB-FM      | 96.7  | 1             | 215                 | Seneca Radio Corp.              |
| Fremont      | WFRO-FM      | 99.3  | 1             | 200                 | Wolfe Bcstg. Corp.              |
| Hamilton     | WHOH         | 103.5 | 8.7           | 255                 | Fort Hamilton Bcstg. Co.        |
|              | WQMS         | 96.7  | .3            |                     | Community Bcstg. Co.            |
| Lancaster    | WHOK-FM      | 95.5  | 16            | 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.               |
| Miamisburg   | WFCJ         | 93.7  | 6.8           |                     | Miami Valley Christian Bcstg.   |
| Middletown   | WPFB-FM      | 105.9 | 60            | 350                 | WPFB, Inc.                      |
| Mt. Vernon   | WMVO-FM      | 93.7  | 2.9           | 270                 | Mt. Vernon Bcstg. Co.           |
| Newark       | WCLT-FM      | 100.3 | 8.5           | 370                 | WCLT Radio Inc.                 |
| Oberlin      | WOXR         | 97.7  | .6            |                     | Radio Oxford                    |
| Piqua        | WPTW-FM      | 95.7  | 35.6          |                     | WPTW Radio                      |
| Portsmouth   | WPAY-FM      | 104.1 | 7             | 520                 | WPAY, Inc.                      |
| Salem        | WSOM         | 105.1 | 100           | 400                 | Salem Bcstg. Co.                |
| Sandusky     | WLEC-FM      | 102.7 | 5.9           | 120                 | Cleveland Bcstg. Corp.          |
| Springfield  | WBLY-FM      | 103.9 | 1             | 62                  | Champion City Bcstg. Co.        |
| Staubenville | WSTV-FM      | 103.5 | 3.1           | 880                 | WSTV, Inc.                      |
| Toledo       | WHME         | 92.5  | 10            |                     | Hillebrand Electronics          |
|              | WSPD-FM      | 101.5 | 23            | 440                 | Storer Bcstg. Co.               |
|              | WTRT         | 99.9  | 8.8           | 160                 | Booth Bcstg. Co.                |
|              | WTOL-FM      | 104.7 | 50            | 156                 | Community Bcstg. Co.            |
| Wooster      | WWST-FM      | 104.5 | 51.8          | 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        | KSEB-FM | 107.3 | 2.75 |     | Durant Publ.-Bcstg. Corp.  |
| Oklahoma City | KEFM    | 94.7  | 2.9  | 125 | C. E. Williams             |
|               | KIOO    | 100.5 | 40   |     | Nanmar, Inc.               |
|               | KJEM-FM | 102.7 | 2.9  |     | KJEM, Inc.                 |
|               | KYFM    | 98.9  | 1.5  | 155 | Groven Bcstg. Co.          |
| Stillwater    | KSPJ    | 93.9  | 3.9  | 300 | Stillwater Publishing Co.  |
| Tulsa         | KIHI    | 95.5  | 3    |     | Video Independent Theatres |
|               | KOCW    | 97.5  | 1.5  | 165 | Grayhill Inc.              |
|               | KOGM-FM | 92.9  | 4.1  |     | Sound Unlimited Radio Ent. |

## OREGON

|             |         |       |      |       |                                  |
|-------------|---------|-------|------|-------|----------------------------------|
| Eugene      | KFMY    | 97.9  | 3.6  |       | Music, Inc.                      |
|             | KUGN-FM | 99.1  | 10   |       | KUGN, Inc.                       |
| Medford     | KBOY-FM | 95.3  | .8   | —225  | KBOY Bcstrs.                     |
| Portland    | KEX-FM  | 92.3  | 56   | 955   | Westinghouse Bcstg. Co.          |
|             | KGMG    | 95.5  | 68   |       | International Good Music, Inc.   |
|             | KOJN-FM | 101.1 | 48   | 1,390 | Mt. Hood Radio & TV Bcstg. Corp. |
|             | KPDQ-FM | 93.7  | 57   |       | J. W. Davis                      |
|             | KPFM    | 97.1  | 33   | 900   | Chem-Air, Inc.                   |
|             | KPOJ-FM | 98.7  | 50   | 1,100 | KPOJ, Inc.                       |
| Springfield | KQFM    | 98.7  | 4.4  |       | H. Q. Cox                        |
|             | KEED-FM | 93.1  | 1.35 | 90    | KEED, Inc.                       |

## PENNSYLVANIA

|              |         |       |      |       |                               |
|--------------|---------|-------|------|-------|-------------------------------|
| Allentown    | WAEB-FM | 104.1 | 8.9  |       | WAEB, Inc.                    |
|              | WFMZ    | 100.7 | 4.8  | 835   | Triangle Pub. Inc.            |
| Altoona      | WFBG-FM | 98.1  | 33   | 1020  | Triangle Pub. Inc.            |
|              | WVAM-FM | 100.1 | .36  |       | General Bcstg. Corp.          |
| Beaver Falls | WBVP-FM | 106.7 | 16.5 |       | WBVP, Inc.                    |
| Bethlehem    | WGPA-FM | 95.1  | 10   | 630   | Bethlehem's Globe Pub. Co.    |
| Bloomsburg   | WHLM-FM | 106.5 | 8.8  | 600   | Harry L. Magee                |
| Boyetown     | WBYO-FM | 107.5 | 20   |       | Boyetown Bcstg. Co.           |
| 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 | WCHA-FM | 95.1  | 2.8  | 240   | Chambersburg Bcstg. Co., Inc. |
| DuBois       | WCED-FM | 102.1 | 9.5  | 660   | Tri-County Bcstg. Co.         |
| Easton       | WEEX-FM | 99.9  | 3.3  | 200   | Easton Publishing Co.         |
|              | WEST-FM | 107.9 | 11   | 50    | Associated Bcstrs. Inc.       |
| Erie         | WYYN-FM | 99.9  | 9.7  | 400   | Cleveland Bcstg. Co.          |
| Harrisburg   | WHP-FM  | 97.3  | 4    | —35   | WHP Inc.                      |
| Hazleton     | WAZL-FM | 97.9  | 2.6  | 630   | Hazleton Bcstg. Co., Inc.     |
| Jenkintown   | WIBF    | 103.9 | .75  |       | WIBF, Inc.                    |
| Johnstown    | WARD-FM | 92.1  | .285 | —87   | Central Bcstg.                |
|              | WJAC-FM | 95.5  | 8.3  | 1,070 | WJAC, Inc.                    |
| Lancaster    | WDAC    | 94.5  | 15   |       | R. M. Crawford                |
|              | 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.            |

(Continued on Next Page)

# FM STATIONS ON THE AIR

| City         | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. In Ft. | Licensee                      |
|--------------|--------------|-------|------------|------------------|-------------------------------|
| Meadville    | WMGW-FM      | 100.3 | 1          | 585              | Regional Bcstrs. Inc.         |
| Montrose     | WPFL-FM      | 96.5  | 57         |                  | Montrose Bcstg. Corp.         |
| Oil City     | WDJR         | 98.5  | 3.4        | 300              | WKRZ, Inc.                    |
| Palmyra      | WJWR         | 90.1  | .8         |                  | Radio Music, Inc.             |
| Philadelphia | WCAU-FM      | 98.1  | 10         |                  | CBS, Inc.                     |
|              | WDA5-FM      | 105.3 | 20         | 285              | M. M. Lean, Inc.              |
|              | WDVR         | 101.1 | 9.4        | 128              | D. L. Kurtz                   |
|              | 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.       |
|              | WIBG-FM      | 94.1  | 20         | 170              | Seaboard Radio Bcstg. Corp.   |
|              | WIFI         | 92.5  | 20         |                  | High-Fidelity Bcstrs. Corp.   |
|              | WIP-FM       | 93.3  | 20         | 430              | Metropolitan Bcstg.           |
|              | WPBS         | 98.9  | 4.6        |                  | Bulletin Co.                  |
|              | WPEN-FM      | 102.9 | 20         | 420              | Consolidated Sun Ray, Inc.    |
|              | WQAL         | 106.1 | 20         | 710              | Geo. Voron & Co.              |
| Pittsburgh   | KDKA-FM      | 92.9  | 47         |                  | Westinghouse Bcstg. Co.       |
|              | KQV-FM       | 102.5 | 55         | 820              | Allegheny Bcstg. Corp.        |
|              | WAMO-FM      | 105.9 | 4.5        |                  | Dynamic Bcstg., Inc.          |
|              | WJAS-FM      | 99.7  | 24         |                  | NBC, Inc.                     |
|              | WKJF         | 93.7  | 40         | 470              | A. J. R. Greer                |
|              | WPIT-FM      | 101.5 | 19         | 510              | WPIT, Inc.                    |
|              | WRYT-FM      | 96.1  | 30         |                  | WCAE, Inc.                    |
| Pottsville   | WPPA-FM      | 101.9 | 2.8        | 650              | Pottsville Bcstg. Co.         |
| Red Lion     | WGCB-FM      | 96.1  | 20         |                  | J. M. Narris                  |
| 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.          |
| Towanda      | WTTC-FM      | 92.7  | .7         |                  | Vical Bcstg. Co.              |
| Tyrone       | WGMR         | 101.1 | 3.3        |                  | Cory H. Simpson               |
| Waynesboro   | WAYZ-FM      | 101.5 | 3.2        |                  | R. F. Lewis, Jr.              |
| Warren       | WRRN         | 92.3  | 3          | 450              | Northern Allegheny Bcstg. Co. |
| 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 | 3.8        | 1,150            | Lycoming Bcstg. Co.           |
|              | WRAK-FM      | 100.3 | 4          | 1,220            | Wright-Mackey Corp.           |
| York         | WNOW-FM      | 105.7 | 4          | 465              | WNOW, Inc.                    |
|              | WSBA-FM      | 103.3 | 6.5        | 470              | Susquehanna Bcstg. Co.        |

## RHODE ISLAND

|            |         |       |     |     |                             |
|------------|---------|-------|-----|-----|-----------------------------|
| Providence | WICE-FM | 107.7 | 20  |     | Susquehanna Bcstg.          |
|            | WPFM    | 95.5  | 20  | 170 | Golden Gate Corp.           |
|            | WPJB-FM | 105.1 | 20  |     | Providence Journal Co.      |
|            | WPRO-FM | 92.3  | 15  | 560 | Capital Cities Bcstg. Corp. |
|            | WXCN    | 101.5 | 20  | 500 | Concert Network, Inc.       |
| Woonsocket | WWON-FM | 106.2 | 390 |     | Woonsocket Bcstg. Co.       |

## SOUTH CAROLINA

|             |         |       |     |       |                             |
|-------------|---------|-------|-----|-------|-----------------------------|
| Anderson    | WCAC    | 101.1 | 6.4 | 330   | W. E. Hall                  |
| Charleston  | WCSC-FM | 96.9  | 50  | 700   | John M. Rivers              |
|             | WTMA-FM | 95.1  | 10  | 385   | Atlantic Coast Bcstg. Corp. |
| Columbia    | WCOS-FM | 97.9  | 5.3 | 260   | WCOS Inc.                   |
|             | WNOK-FM | 104.7 | 3.4 |       | Palmetto Radio Corp.        |
| Dillon      | WDSC-FM | 92.9  | 8.8 | 290   | Barder Bcstg. Co.           |
| Greenville  | WESC-FM | 92.5  | 12  | 360   | Bcstg. of Carolinas         |
|             | WFBC-FM | 93.7  | 9.9 | 1,350 | WMRC Inc.                   |
| Laurens     | WLBG-FM | 100.5 | 3.5 |       | Laurins-Clinton Bcstg.      |
| Seneca      | WSNW-FM | 98.1  | 5   |       | Blue Ridge Bcstg. Co.       |
| Spartanburg | WSPA-FM | 98.9  | 4.9 | 520   | Spartan Radiocasting Co.    |

## TENNESSEE

|              |         |       |     |     |                             |
|--------------|---------|-------|-----|-----|-----------------------------|
| Bristol      | WOPI-FM | 96.9  | 9.7 | 260 | Pioneer Bcstg. Corp.        |
| Chattanooga  | WDDO-FM | 96.5  | 13  |     | Bowling Green Bcstrs.       |
|              | WLOM    | 106.5 | 33  |     | Radio Dixie, Inc.           |
| Cleveland    | WCLE-FM | 100.7 | 5   |     | S. E. Enterprise            |
| Gallatin     | WFMG    | 104.5 | 8.2 |     | E. F. Jones, Jr.            |
| Greenville   | WGRV-FM | 94.9  | 4.6 | 250 | Radio Greenville Inc.       |
| Jackson      | WTJS-FM | 104.1 | 50  | 640 | Sun Publishing Co., Inc.    |
| Johnson City | WJCV-FM | 100.7 | 9.6 |     | Tri-Cities Bcstg. Inc.      |
| Kingsport    | WKPT-FM | 98.5  | 10  | 960 | Kingsport Bcstg. Co., Inc.  |
| Knoxville    | WBIR-FM | 93.3  | 3.3 | 620 | WMRC, Inc.                  |
| Lebanon      | WCOR-FM | 107.3 | 3.3 | 200 | Lebanon Bcstg. Co., Inc.    |
| Memphis      | WMC-FM  | 99.7  | 300 | 940 | WMC Bcstg. Co.              |
|              | WDIA-FM | 102.7 | 11  |     | WDIA, Inc.                  |
|              | WMPS-FM | 97.1  | 6.6 |     | WMPS, Inc.                  |
|              | WOMM    | 95.5  | 1.3 |     | Quality Music of America    |
| Nashville    | WFMB    | 105.9 | 3.6 | 42  | Great Southern Bcstg. Co.   |
|              | WSIX-FM | 97.9  | 30  | 770 | WSIX, Inc.                  |
| Sevierville  | WSEV-FM | 102.1 | 29  |     | Smokey Mt. Bcstg. Corp.     |
| Shelbyville  | WHAL-FM | 102.9 | 22  | 510 | Shelbyville Bcstg. Co. Inc. |

# FM STATIONS ON THE AIR

| City            | Call Letters | Freq. | Exp.<br>(Kw.) | Ant. Hgt.<br>In Ft. | Licensee                       |
|-----------------|--------------|-------|---------------|---------------------|--------------------------------|
| <b>TEXAS</b>    |              |       |               |                     |                                |
| Abilene         | KFMN         | 99.3  | .25           |                     | Fine Music Ent.                |
| Amarillo        | KGNC-FM      | 93.1  | 14.5          | 440                 | Plains Radio Bcstg. Co.        |
| Austin          | KAZZ         | 95.5  | .33           | 150                 | Audioland Bcstg. Co.           |
|                 | KHFI         | 98.3  | .780          | 52                  | R. E. Kennedy                  |
| Beaumont        | KAYD-FM      | 97.5  | 15            | 360                 | Texas Coast Bcstrs.            |
| Cleburne        | KCLE-FM      | 94.9  | 6.4           | 260                 | Gordon, Inc.                   |
| Corpus Christi  | KMFM         | 95.5  | 10            | 280                 | Master Music, Inc.             |
| Dallas          | KBOX-FM      | 100.3 | 7.8           | 185                 | KBOX Radio                     |
|                 | KIXL-FM      | 104.5 | 25            | 470                 | Variety Bcstg. Co.             |
|                 | KQRO         | 102.9 | 9.7           | 200                 | Multi-Casting, Inc.            |
|                 | KRLD-FM      | 92.5  | 59            | 480                 | Dallas Times Herald            |
|                 | WFAA-FM      | 97.9  | 47            |                     | A. H. Bello Corp.              |
|                 | WRR-FM       | 101.1 | 68            | 500                 | City of Dallas                 |
| Denton          | KDNT-FM      | 106.3 | 3             |                     | H. V. Shepard                  |
| Diboll          | KSPL-FM      | 95.5  | 6.5           | 295                 | A. Temple, Jr.                 |
| Dumas           | KDDD-FM      | 95.3  | .7            |                     | Dumas Bcstrs. Inc.             |
| El Paso         | KSET-FM      | 94.7  | 2.55          | 115                 | Rio Grande Bcstg. Co.          |
|                 | KTSM-FM      | 99.9  | 27            | 1,850               | Tri-State Bcstg. Co.           |
| Fort Worth      | WBAP-FM      | 96.3  | 52            | 475                 | Carter Publications Inc.       |
|                 | KFJZ-FM      | 97.1  | 21.8          | 730                 | Tarrant Bcstg. Co.             |
|                 | KJIM-FM      | 102.1 | 2.9           | 165                 | Trinity Bcstg. Co.             |
|                 | KXOL-FM      | 99.5  | 20            | 280                 | KXOL, Inc.                     |
| Gainesville     | KGAF-FM      | 94.5  | 4.9           | 250                 | Gainesville Bcstg. Co.         |
| Harlingen       | KELT         | 94.5  | 3.1           | 700                 | Harbenito Radio Corp.          |
| Hillsboro       | KHBR-FM      | 102.3 | .8            |                     | KHBR Radio                     |
| Houston         | KARO         | 94.5  | 7.6           | 245                 | Multi-Casting, Inc.            |
|                 | KFMK         | 97.9  | 10.5          | 235                 | J. R. Corry                    |
|                 | KHCB-FM      | 105.7 | 2             |                     | Houston Christian Bcstrs.      |
|                 | KJSB         | 93.7  | 18.5          |                     | J. S. Kaufman                  |
|                 | KHUL         | 96.7  | 15.5          | 235                 | Nor-Temp Bcstg. Corp.          |
|                 | KODA-FM      | 99.1  | 49            |                     | Taft Bcstg.                    |
|                 | KOST         | 100.3 | 15.5          |                     | McLendon Corp.                 |
|                 | KQUE         | 102.9 | 64.2          |                     | Veterans Bcstg. Co.            |
|                 | KRBE         | 104.1 | 79            | 260                 | Texas Fine Music               |
|                 | KTRH-FM      | 101.1 | 29.5          |                     | KTRH Bcstg.                    |
|                 | KXYZ-FM      | 96.5  | 15            |                     | Public Radio Corp.             |
| Killeen         | KLEN-FM      | 93.3  | 1             |                     | Highlite Bcstg. Co.            |
| Longview        | KLUE-FM      | 105.7 | 6.2           |                     | Radio Longview, Inc.           |
| Lubbock         | KBFM         | 96.3  | 3.6           |                     | Background Music, Inc.         |
|                 | KRKH-FM      | 93.7  | 9.6           |                     | R. B. McAlister                |
| Midland         | KNFM         | 92.3  | 4.8           |                     | FM Associates                  |
| Mt. Pleasant    | KIMP-FM      | 96.1  | 3             |                     | Mt. Pleasant Bcstg. Co.        |
| Odessa          | KQIP         | 96.9  | 1.7           |                     | Texas Bcstg. Ind.              |
|                 | KWMO         | 99.1  | 3.4           |                     | Audiomultifidelity             |
| Pampa           | KBMF-FM      | 100.3 | 3             |                     | C. C. Palmer                   |
| Plainview       | KVOP-FM      | 97.3  | 3             |                     | KVOP, Inc.                     |
| Port Arthur     | KMP          | 93.3  | 3.2           |                     | Triangle Bcstg. Co.            |
| San Antonio     | KEEZ         | 97.3  | 17.5          | 110                 | Sound Distributors, Inc.       |
|                 | KISS         | 99.5  | 12.9          | 515                 | The Walmac Co.                 |
|                 | KITY         | 92.9  | 19            |                     | Mission Bcstg. Co.             |
| Sinton          | KTOD-FM      | 101.3 | 92            |                     | So. Bcstg. Corp.               |
| Texarkana       | KCMC-FM      | 98.1  | 1.5           |                     | KCMC, Inc.                     |
| Tyler           | KSLT         | 93.1  | 4.8           |                     | Pounds & Reynolds              |
| Waco            | KEFC         | 95.5  | 3.2           | 210                 | Centex Radio Co.               |
|                 | WACO-FM      | 99.9  | 4             |                     | WACO Bcstg. Corp.              |
| <b>UTAH</b>     |              |       |               |                     |                                |
| Salt Lake City  | KCPX-FM      | 98.7  | 1.2           | 2,970               | Columbia Pict. Electronics Co. |
|                 | KLUB-FM      | 97.1  | 4.8           | —380                | KLUB Bcstg. Co.                |
|                 | KSL-FM       | 100.3 | 4             | 3,620               | Radio Service Corp.            |
| <b>VERMONT</b>  |              |       |               |                     |                                |
| Burlington      | WJOY-FM      | 98.9  | 3.1           | 310                 | Vermont Bcstg. Corp.           |
| <b>VIRGINIA</b> |              |       |               |                     |                                |
| Arlington       | WAVA-FM      | 105.1 | 20            | 500                 | U. S. Transdynamics Corp.      |
| 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.      |
| Farmville       | WFLO-FM      | 95.7  | 6.3           |                     | Colonial Bcstg. Co.            |
| Fredericksburg  | WFVA-FM      | 101.5 | 5             |                     | Fredericksburg Bcstg. Corp.    |
| Gretna          | WMNA-FM      | 103.3 | 3             |                     | Central Va. Bcstg. Co.         |
| Harrisonburg    | WSVA-FM      | 100.7 | 7.2           | 345                 | Evening Star Bcstg. Co.        |
| Lynchburg       | WVOD-FM      | 100.1 | .94           | 170                 | Lynchburg Independent Bcstrs   |
| Manassas        | WPRW-FM      | 106.7 | 30            |                     | Prince William Bcstg. Corp.    |
| Marion          | WMEV-FM      | 93.9  | 3.4           |                     | Mt. Empire Bcstg. Corp.        |
| Martinsville    | WMVA-FM      | 96.3  | 14.5          | 625                 | Martinsville Bcstg. Co., Inc.  |
| Newport News    | WGH-FM       | 97.3  | 37            | 186                 | Hampton Rds. Bcstg. Corp.      |
| Norfolk         | WRVC         | 102.5 | 8.7           | 95                  | Virginia Good Music Corp.      |
|                 | WYFI-FM      | 99.7  | 11.5          | 70                  | Metro-WBOF, Inc.               |
| Richmond        | WCOD         | 98.1  | 34            |                     | Havens & Martin, Inc.          |
|                 | WFMY         | 103.7 | 74            |                     | Professional Bcstg. Inc.       |

(Continued on Next Page)

# FM STATIONS ON THE AIR

| City                 | Call Letters | Freq.   | Exp. (Kw.) | Ant. Hgt. In Ft. | Licensee                         |
|----------------------|--------------|---------|------------|------------------|----------------------------------|
| Roanoke              | WRNL-FM      | 102.1   | 50         | 320              | WRNL, Inc.                       |
|                      | WRVA-FM      | 94.5    | 25         | 460              | Larus & Bro. Co., Inc.           |
|                      | WDBJ-FM      | 94.9    | 14.5       | 1,940            | Times-World Corp.                |
|                      | WLRJ         | 92.3    | 2.8        |                  | L. Hartmon & Sons                |
|                      | WSLS-FM      | 99.1    | 21         |                  | Shenandoah Life Stations         |
| South Boston         | WHLF-FM      | 97.5    | 2.4        |                  | Halifax Bcstg. Co.               |
| Staunton             | WSGM-FM      | 93.5    | .5         | 350              | American Home Bcstg. Corp.       |
| Winchester           | WRFI         | 92.5    | 22         | 1,690            | R. F. Lewis, Jr., Inc.           |
| Woodbridge           | WXRA         | 105.8   | 9.5        | 305              | WBVA, Inc.                       |
| <b>WASHINGTON</b>    |              |         |            |                  |                                  |
| Bellingham           | KGMI-FM      | 92.9    | 16.5       | 2,330            | International Good Music         |
|                      | KGFM         | 105.3   | 120        | 760              | King's Garden Inc.               |
| Edmonds              | KLYN-FM      | 106.5   | 1.5        |                  | KLYN-FM, Inc.                    |
| Lynden               | KZUN-FM      | 96.1    | 3.7        |                  | KZUN, Inc.                       |
| Opportunity          | KG MJ        | 95.7    | 71         |                  | International Good Music, 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    | 10.5       | 350              | E. W. Lippincott                 |
|                      | KMCS         | 98.9    | 17.5       | 1,070            | Market-Casters, Inc.             |
|                      | KLSN         | 96.5    | 14.5       | 350              | Sight & Sound                    |
|                      | KOL-FM       | 94.1    | 5.8        |                  | Seattle Bcstg. Co.               |
| Spokane              | KETO-FM      | 101.5   | 17         | 1,100            | Chem-Air Inc.                    |
|                      | KHQ-FM       | 98.1    | 47         |                  | KHQ, Inc.                        |
|                      | KREM-FM      | 92.9    | 4.8        |                  | KREM Bcstg. Co.                  |
| Tacoma               | KXLY-FM      | 99.9    | 2          | 490              | Northern Pacific Radio           |
|                      | KLAY-FM      | 106.1   | 3.4        |                  | C. F. Huntington                 |
| Yakima               | KTNT-FM      | 97.3    | 10.2       | 410              | Tribune Publishing Co.           |
|                      | KTWR         | 103.9   | .8         |                  | T. W. Read                       |
|                      | KNDX         | 106.3   | .9         |                  | D. Pugsley                       |
| <b>WEST VIRGINIA</b> |              |         |            |                  |                                  |
| Beckley              | WBKW         | 99.5    | 34         | 1,050            | J. L. Smith, Jr., Inc.           |
|                      | WKAZ-FM      | 97.5    | 9          |                  | WKAZ, Inc.                       |
| Charleston           | WKNA         | 98.5    | 2.65       | 390              | J. L. Smith, Jr.                 |
| Huntington           | WKEE-FM      | 100.5   | 53         |                  | Geyer Bcstg. Co.                 |
| 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    | 20         | 660              | R. R. Thomas, Jr.                |
| Parkersburg          | WAAM-FM      | 106.5   | 8.9        | 280              | WPAR, Inc.                       |
| Wheeling             | WKWK-FM      | 97.3    | 16         | 470              | Community Bcstg. Inc.            |
|                      | WWVA-FM      | 101.9   | 23         | 470              | Herbert-Mogul Group              |
| <b>WISCONSIN</b>     |              |         |            |                  |                                  |
| Eau Claire           | WIAL-FM      | 94.1    | 60         | 360              | Bcstrs. Services, Inc.           |
|                      | WFAW         | 107.3   | 3          |                  | Blackhawk Bcstg. Co.             |
| Ft. Atkinson         | WBAY-FM      | 101.1   | 13.5       |                  | Norbertine Fathers               |
| Green Bay            | WCLO-FM      | 99.9    | 15.5       | 200              | Southern Wis. Radio Inc.         |
| Janesville           | WISM-FM      | 98.1    | 1          | 105              | Heart O' Wisconsin Bcstrs., Inc. |
| Madison              | WMFM         | 104.1   | 7.5        | 80               | E. W. Fessler                    |
| Milwaukee            | WIBA-FM      | 101.5   | 11         | 470              | Badger Bcstg. Co.                |
|                      | WRVB-FM      | 102.5   | 3.9        | 185              | Stewart Ent.                     |
|                      | WFMR         | 96.5    | 22         | 215              | High Fidelity Bcstg. Corp.       |
|                      | WMIL-FM      | 95.7    | 29         | 245              | Cream City Bcstg. Co.            |
|                      | WMKE         | 102.1   | 35         |                  | Music Time, Inc.                 |
|                      | WQFM         | 93.3    | 30         |                  | Koeth Bcstg. Corp.               |
|                      | WRIT-FM      | 102.9   | 22         |                  | Radio Milwaukee Inc.             |
|                      | WISN-FM      | 97.3    | 3.6        | 920              | Hearst Corp.                     |
|                      | WTMJ-FM      | 94.1    | 4.6        | 980              | Journal Company                  |
|                      | WEKZ-FM      | 93.7    | 14.8       | 180              | Green Company Bcstg. Co.         |
|                      | WVCF         | 94.9    | 37         |                  | W. C. Forrest                    |
|                      | Racine       | WRJN-FM | 100.7      | 15               | 265                              |
| Rice Lake            | WJMC-FM      | 96.3    | 50         |                  | WJMC, Inc.                       |
| Sparta               | WCOW-FM      | 97.1    | 16         |                  | Sparta-Tomah Bcstg. Co.          |
| Stevens Point        | WSPT-FM      | 97.9    | 15         |                  | Stevens Pt. Bcstg. Co.           |
| Watertown            | WTTN-FM      | 104.7   | 9.6        |                  | Watertown Radio, Inc.            |
| Waukesha             | WAUX-FM      | 106.1   | 3.8        |                  | Waukesha Bcstg. Co.              |
| Wausau               | WVN-FM       | 95.5    | 20.5       |                  | Wisc. Valley TV Corp.            |
| Wauwatosa            | WTOS         | 103.7   | 3.5        |                  | Broadcast, Inc.                  |
| West Bend            | WBKV-FM      | 92.5    | 18         | 145              | West Bend Bcstg. Co.             |
| Wisconsin Rapids     | WFHR-FM      | 103.3   | 2.1        | 360              | W. F. Huffman Radio Inc.         |
| <b>WYOMING</b>       |              |         |            |                  |                                  |
| Cheyenne             | KVWO-FM      | 106.3   | 250        |                  | Great West Co.                   |
| <b>PUERTO RICO</b>   |              |         |            |                  |                                  |
| Mayaguez             | WORA-FM      | 97.5    | .4         |                  | Radio Americus Corp.             |
|                      | WFID         | 95.7    | 17         |                  | Fidelity Bcstg. Corp.            |
|                      | WFQM         | 99.9    | 3.6        |                  | Quality Bcstg. Corp.             |
|                      | WIAC-FM      | 102.5   | 3.5        |                  | Bestov Bcstg. Inc.               |
|                      | WITA-FM      | 93.7    | 3.4        |                  | Electronic Ent. Inc.             |
|                      | WKAQ-FM      | 104.7   | .3         |                  | El Mundo Bcstg. Corp.            |

# FM Stereo Stations on the Air

## ALABAMA

WCRT-FM ..... Birmingham  
 WSFM ..... Birmingham  
 WNDA ..... Huntsville

## ALASKA

KBYR-FM ..... Anchorage

## ARIZONA

KEPI ..... Phoenix  
 KNIX ..... Phoenix  
 KTPM ..... Sun City

## CALIFORNIA

KCBH ..... Beverly Hills  
 KCHV ..... Coachella  
 KCIB ..... Fresno  
 KXQR ..... Fresno  
 KGGK ..... Garden Grove  
 KNOB ..... Long Beach  
 KFAC-FM ..... Los Angeles  
 KFMU ..... Los Angeles  
 KMLA ..... Los Angeles  
 KPOL-FM ..... Los Angeles  
 KRHM ..... Los Angeles  
 KHFR ..... Monterey  
 KDES ..... Palm Springs  
 KDUO ..... Riverside  
 KHIQ ..... Sacramento  
 KSFM ..... Sacramento  
 KFMX ..... San Diego  
 KGB-FM ..... San Deigo  
 KLRO ..... San Diego  
 KPRI ..... San Diego  
 KBCO ..... San Francisco  
 KFOG ..... San Francisco  
 KMPX ..... San Francisco  
 KPEN ..... San Francisco  
 KSFR ..... San Francisco  
 KSJO-FM ..... San Jose  
 KVEC-FM ..... San Luis Obispo  
 KMUZ ..... Santa Barbara  
 KEYM ..... Santa Maria  
 KHOM ..... Turlock  
 KUDU-FM ..... Ventura  
 KONG-FM ..... Visalia  
 KWME ..... Walnut Creek

## COLORADO

KLST ..... Colorado Springs  
 KLIR-FM ..... Denver

## CONNECTICUT

WGHF ..... Brookfield  
 WTIC-FM ..... Hartford  
 WBMI ..... Meriden

## DELAWARE

WJBR ..... Wilmington

## DISTRICT OF COLUMBIA

WASH ..... Washington

## FLORIDA

WRKT-FM ..... Cocoa Beach  
 WVCG-FM ..... Coral Gables  
 WFLM ..... Ft. Lauderdale  
 WWPB ..... Miami  
 WAEZ ..... Miami Beach  
 WHOO-FM ..... Orlando  
 WPEX-FM ..... Pensacola  
 WTCX ..... St. Petersburg  
 WYAK ..... Sarasota

## GEORGIA

WGAU-FM ..... Athens  
 WKLS ..... Atlanta  
 WSB-FM ..... Atlanta  
 WDUN-FM ..... Gainesville

## HAWAII

KAIM-FM ..... Honolulu

## ILLINOIS

WJBC ..... Bloomington  
 WEFM ..... Chicago  
 WFMQ ..... Chicago  
 WFMT ..... Chicago  
 WKFM ..... Chicago  
 WMAQ-FM ..... Chicago  
 WSBC-FM ..... Chicago  
 WJOL-FM ..... Joliet  
 WGEM-FM ..... Quincy  
 WHBF-FM ..... Rock Island

## INDIANA

WCSI-FM ..... Columbus  
 WIKY ..... Evansville  
 WFMS-FM ..... Indianapolis  
 WISH-FM ..... Indianapolis  
 WVTS ..... Terre Haute

As of March 15, 1963.

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# FM STEREO STATIONS ON THE AIR

## IOWA

KHAK-FM ..... Cedar Rapids  
KDMI ..... Des Moines  
KXEL-FM ..... Waterloo

## KANSAS

KANU ..... Lawrence

## KENTUCKY

WVLK-FM ..... Lexington  
WSTO ..... Owensboro

## LOUISIANA

KMLB-FM ..... Monroe  
WWMT ..... New Orleans

## MAINE

WMTW-FM ..... Poland Spring

## MARYLAND

WHFS ..... Bethesda (Wash., D.C.)  
WJMD ..... Bethesda (Wash., D.C.)  
WAQE-FM ..... Towson (Balt.)

## MASSACHUSETTS

WBCN ..... Boston  
WCRB ..... Boston  
WGBH ..... Boston  
WUPY ..... Lynn  
WCRB-FM ..... Waltham  
WTAG ..... Worcester

## MICHIGAN

WNEM-FM ..... Bay City  
WABX ..... Detroit  
WDTM ..... Detroit  
WGPR-FM ..... Detroit  
WLDM ..... Detroit  
WOMC ..... Detroit  
WSWM ..... East Lansing  
WGMZ ..... Flint  
WJEF-FM ..... Grand Rapids  
WOOD-FM ..... Grand Rapids  
WQDC ..... Midland  
WCEN-FM ..... Mt. Pleasant

## MINNESOTA

KRSI-FM ..... Minneapolis  
KWFM ..... Minneapolis  
WAYL ..... Minneapolis

## MISSOURI

KSYN ..... Joplin  
KCMO-FM ..... Kansas City  
KMBC-FM ..... Kansas City  
KCFM ..... St. Louis  
KSHE ..... St. Louis  
KTXR ..... Springfield

## NEBRASKA

KQAL-FM ..... Omaha

## NEVADA

KORK-FM ..... Las Vegas

## NEW JERSEY

WFPG ..... Atlantic City  
WDHA-FM ..... Dover  
WRLB ..... Long Branch  
WBUD-FM ..... Trenton

## NEW MEXICO

KHFM ..... Albuquerque

## NEW YORK

WQMF ..... Babylon, L. I.  
WDCX ..... Buffalo  
WLIR ..... Garden City, L. I.  
WQXR-FM ..... New York  
WTFM ..... New York  
WPAC-FM ..... Pachogue, L. I.  
WAPC-FM ..... Riverhead, L. I.  
WCMF ..... Rochester  
WGFN ..... Schenectady  
WSYR-FM ..... Syracuse  
WUFM ..... Utica

## NORTH CAROLINA

WBBB-FM ..... Burlington  
WBT-FM ..... Charlotte  
WMDE ..... Greensboro  
WQMG ..... Greensboro  
WIRC ..... Hickory  
WHKY ..... Hickory

## OHIO

WDBN ..... Barberton (Akron)  
WCNO ..... Canton  
WDGO ..... Cleveland



# FM STEREO STATIONS ON THE AIR

WNOB ..... Cleveland  
WBNS-FM ..... Columbus  
WFIN-FM ..... Findlay  
WKET-FM ..... Kettering  
WVNO-FM ..... Mansfield  
WPFB ..... Middletown  
WRWR ..... Port Clinton  
WPAY-FM ..... Portsmouth  
WBBW ..... Youngstown

## OKLAHOMA

KFNB ..... Oklahoma City  
KOSU-FM ..... Stillwater  
KOCW ..... Tulsa  
KRAV ..... Tulsa

## OREGON

KFMY ..... Eugene  
KWFS-FM ..... Eugene  
KGMG ..... Portland  
KPFM ..... Portland  
KEED-FM ..... Springfield

## PENNSYLVANIA

WLOA-FM ..... Braddock (Pitts.)  
WCHA-FM ..... Chambersburg  
WJAC-FM ..... Johnstown  
WFLN-FM ..... Philadelphia  
WHAT-FM ..... Philadelphia  
WIFI ..... Philadelphia  
WQAL ..... Philadelphia  
WKJF ..... Pittsburgh  
WYZZ ..... Wilkes-Barre

## RHODE ISLAND

WPFM ..... Providence  
WXCN ..... Providence

## SOUTH CAROLINA

WBEU-FM ..... Beaufort  
WKTM ..... North Charleston  
WSPA-FM ..... Spartanburg

## TENNESSEE

WKPT-FM ..... Kingsport  
WNFO-FM ..... Nashville  
WSIX-FM ..... Nashville  
WSEY ..... Sevierville  
WJIG-FM ..... Tullahoma

## TEXAS

KCHO ..... Amarillo  
KTBC-FM ..... Austin  
KHGM ..... Beaumont  
KTOD-FM ..... Corpus Christi  
KIXL-FM ..... Dallas  
KVIL-FM ..... Dallas  
WBAP-FM ..... Ft. Worth  
KXOL ..... Ft. Worth  
KGAF-FM ..... Gainesville  
KFMK ..... Houston  
KODA-FM ..... Houston  
KRBE ..... Houston  
KXYZ-FM ..... Houston  
KQUE ..... Houston  
KFMP ..... Port Arthur  
KEEZ ..... San Antonio  
KNTD ..... Wichita Falls

## UTAH

KSL-FM ..... Salt Lake City

## VIRGINIA

WMVA-FM ..... Martinsville  
WTAR-FM ..... Norfolk  
WYFI ..... Norfolk  
WFMV ..... Richmond  
WLSL-FM ..... Roanoke

## WASHINGTON

KETO-FM ..... Seattle  
KGMJ ..... Seattle  
KISW ..... Seattle  
KLSN ..... Seattle  
KZAM ..... Seattle  
KLAY-FM ..... Tacoma

## WEST VIRGINIA

WKNA ..... Charleston  
WEMP-FM ..... Martinsburg

## WISCONSIN

WAXO ..... Kenosha  
WHA ..... Madison  
WISM-FM ..... Madison  
WMFM ..... Madison  
WFMR ..... Milwaukee  
WMKE ..... Milwaukee  
WTMJ-FM ..... Milwaukee  
WBKV-FM ..... West Bend

## PUERTO RICO

WFID ..... Rio Piedras

# State Broadcasters Associations

## Alabama Broadcasters Association

P.O. Box 6174, University, Alabama  
Phone: 752-7411, Ext. 488

Meetings: Spring and Fall  
Elections: Fall meeting  
Members: 72, Active; 21 Assoc  
President.....Hugh M. Smith, WCOV-AM-TV,  
Montgomery  
V.P. Radio...James E. Stewart, WHEP, Foley  
V.P. TV.....C. P. Persons, Jr., WKRG-TV,  
Mobile  
Secy.-Treas..Hal Kirby, WWWR, Russellville  
Exec. Secy.....Mrs. Angie M. Youngson  
Box 6174, University

## Arizona Broadcasters Association

c/o Exec. Secy.  
631 N. First Ave., Phoenix  
Phone: ALpine 8-4511

Meetings: April and December  
Elections: December  
Members: 52  
Pres.....C. VanHaafden, KTUC, Tucson  
Vice Pres.....Homer Lane, KOOL-AM-TV,  
Phoenix  
Secy.-Treas.....Ray Smucker, KTAR-TV,  
Phoenix  
Exec. Secy.....Lucy Krug, KPHO, Phoenix

## Arkansas Broadcasters Association

c/o President, Brinkley, Ark.

Meetings: March and August  
Elections: August  
Members: 62 Active, 10 Allied  
President.....Hi Mayo, KBRI, Brinkley  
Vice Pres.....J. C. Willis, KVOM, Morrilton  
Secy.-Treas.....Don Whitney

## California Broadcasters Association

c/o Managing Director  
601 Seventh Ave., Sacramento 18, Calif.  
Phone: GI 1-4041

Meetings: November (and on special call)  
Elections: November  
Members: 100  
President.....Robert D. Wood, KNXT,  
Los Angeles  
V.P., Radio.....Ellsworth Peck, KWIP,  
Merced  
V.P., TV.....Leslie H. Peard, Jr., KFRE-TV,  
Fresno  
Secy.-Treas.....Jules Dundes, KCBS,  
San Francisco  
Managing Dir.....Ken DeVaney  
601 Seventh Ave., Sacramento

## Colorado Broadcasters Association

c/o Exec. Secy.  
RFD No. 3, Box 518, Golden  
Phone: CRestview 9-3018

Meetings: June  
Elections: June  
Members: 69  
President.....Bob Martin, KMOR, Littleton  
Vice Pres.....Jerry Fitch, KGLN,  
Glenwood Spgs.  
Secy.-Treas....Ralph Atlass, KIUP, Durango  
Exec. Secy.....Mrs. Isabell Prien,  
RFD No. 3, Box 518, Golden

## Connecticut Broadcasters Association

c/o Secy.-Treas., 135 College St., New Haven  
Meetings: Two Per Year  
Elections: October  
Members: 35  
President.....Robert Tyrol, WTIC, Hartford  
Vice Pres.....Herbert C. Rice, WILI,  
Willimantic  
Secy.-Treas....Howard Maschmeier, WNHC,  
New Haven

## Delaware Association of Broadcasters

c/o President

Meetings: October  
Elections: Annually  
Members: 7  
President.....Wayne Rollins, WAMS,  
Wilmington  
Vice Pres.....Gordon MacIntosh,  
WTUX, Wilmington  
Secy.-Treas.....Ewing B. Hawkins, WILM,  
Wilmington

## Florida Association of Broadcasters, Inc.

c/o Exec. Secy., Box 2757, Univ. Station,  
Gainesville

Meetings: Annual (June)  
Elections: Annual  
Members: 160  
Pres.....Joseph S. Field, WIRK,  
W. Palm Beach  
V.P. Radio.....Fred P. Shawn, WSUN,  
St. Petersburg  
Vice Pres., TV...Eugene B. Dodson, WTVT,  
Tampa  
Treas.....Norman O. Protsman, WNER,  
Live Oak  
Exec. Secy.....Kenneth F. Small, WRUF,  
Gainesville

# STATE BROADCASTERS ASSOCIATIONS

## **Georgia Association of Broadcasters, Inc.**

c/o Exec. Secy., 24 Ivy St., S.E., Atlanta  
Phone: 524-2311

Meetings: August and January  
Elections: August  
Members: 225  
President.....Charles C. Smith, WDEC,  
Americus  
Vice Pres., Radio.....Charles Doss, WROM,  
Rome  
Vice Pres., TV..Raymond E. Carow, WALB-  
TV, Albany  
Treas.....Esther Pruett, WTOC, Savannah  
Exec. Secy.....Jack Williams, Atlanta

## **Hawaiian Association of Broadcasters**

P.O. Box 2399, Honolulu

Meetings: On President's Call  
Elections: December  
Members: 22  
President.....Harry Chu, KAHU, Waipahu  
Vice Pres.....Jack Irvine, KLEI, Kailua  
Secy.-Treas...Milt Hibdon, KULA, Honolulu

## **Idaho Broadcasters Association**

c/o President

Meetings: Annual (July)  
Elections: Annual  
Members: 34 Radio; 6 TV  
President...Henry Fletcher, KSEI, Pocatello  
Vice Pres.....R. W. Burden, KEEP,  
Twin Falls  
Secy.-Treas....Mrs. Gale Mix, KRPL, Moscow

## **Illinois Broadcasters Association**

c/o Pres.,  
Box 460, Springfield

Meetings: May and November  
Elections: November  
Members: 77 Active; 11 Assoc.  
President.....Gordon Sherman, WMAY,  
Springfield  
V.P. Radio.....Robert W. Frudeger, WIRL,  
Peoria  
V.P. TV.....Clark B. George, WBBM-TV,  
Chicago  
Secy.-Treas.....M. H. Stuckwish, WSOY,  
Decatur  
Exec.-Secy...Philip E. Hanna, Illinois Bldg.,  
Springfield

## **Indiana Broadcasters Association, Inc.**

c/o Executive Secretary  
307 N. Pennsylvania, Indianapolis  
Phone: MELrose 5-1541

Meetings: Spring and Fall  
Elections: October  
Members: 62 Radio; 16 TV  
President..Don Menke, WFBM, Indianapolis  
V.P. AM....Wm. C. Fowler, WBAT, Marion  
V.P. FM.....Martin Williams, WFMS,  
Indianapolis  
V.P. TV.....Reid G. Chapman, WANE,  
Ft. Wayne  
Secy.-Treas.....John B. Babcock  
Exec. Secy.....Mrs. Helen B. Huber,  
WIRE, Indianapolis

## **Iowa Broadcasters Association**

c/o President

Meeting: Annual  
Elections: Annual  
Members: 56  
President...Don Sullivan, KQTV, Sioux City  
Vice Pres.....Gene Claussen  
Treasurer.....Dave Steinle  
Secy.....James Duncan, Drake  
University, Des Moines  
Directors...Bob Erickson, KOKX, Keokuk;  
Ken Hastie, WMT, Cedar Rapids; Harold  
Heath, WHO, Des Moines; Glen Stanley,  
KBOE, Oskaloosa

## **Kansas Association of Radio Broadcasters**

c/o President

Meetings: May  
Elections: May  
Members: 45  
President.....Max Falkenstein, WREN,  
Topeka  
Vice Pres.....Robert Schmirt, KAYS, Hays  
Secy.-Treas....Robert McKune, KSAL, Salina

## **Kentucky Broadcasters Association**

c/o Secy.-Treas., Box 930, Bowling Green

Meetings: October and May  
Elections: October  
Members: 65  
President...William M. Whittaker, WMOR,  
Morehead  
1st Vice Pres.....Art Grunewald, WCCT,  
Corbin  
2nd Vice Pres...Charles W. Stratton, WNGO,  
Mayfield  
Secy.-Treas.....Al Temple, WKCT,  
Bowling Green  
Directors.....William F. Russell, WSON,  
Henderson; James M. Caldwell, WAVE,  
Louisville; C. A. McClain, WFKY, Frank-  
fort; Thomas Kerr, WTCO, Campbellsville;  
Sam Livingston, WPSD-TV, Paducah

# STATE BROADCASTERS ASSOCIATIONS

## **Louisiana Association of Broadcasters**

c/o Exec. Secy.  
Box 2706, Baton Rouge, La.  
Phone: 343-1742

Meetings: September  
Elections: September  
Members: 75  
President.....Winston Linam, KSLA-TV,  
Shreveport  
V.P., Radio.....Donald Bonin, KANE,  
New Iberia  
V.P., TV.....Willard Cobb, KALB-TV,  
Alexandria  
Treasurer....Si Willing, KMAR, Winnsboro  
Exec. Secy.....Rolfe McCollister,  
Box 2706, Baton Rouge, La.  
Directors.....Louis Basso; John Knight;  
John Screen; John Vath; Bottillman  
Bailey; James A. Noe, Jr.; Roger Davison;  
Bob Earle; Clarence Faulk

## **Maine Assoc. of Broadcasters**

c/o Secy.-Treas., Box 307, Augusta  
Phone: MAYfair 3-3878

Meetings: Annual (November)  
Elections: November  
Members: 28 Radio; 6 TV  
President.....Edward Guernsey, WLBZ,  
Bangor  
Vice Pres...Stanley Lyons, WAGM-AM-TV,  
Presque Isle  
Secy.-Treas.....Norman G. Gallant, WFAU,  
AM-FM, Augusta  
Dist. 1 Rep....John McCorrill, WMTW-FM,  
Poland Spring  
Dist. 2 Rep.Harold Dutch, WLAM, Lewiston  
Dist. 3 Rep....Dick Bronson, WABI-AM-TV,  
Bangor

## **Maryland-D. C. Broadcasters Association**

c/o Secretary-Treasurer

Meetings: June and October  
Elections: October  
Members: 34 Active; 44 Assoc.  
President.....Joseph Goodfellow, WRC,  
WRC-TV, Washington, D. C.  
Vice Pres.....Thomas S. Carr, WBAL,  
Baltimore  
Secy.-Treas.....Morris Blum, WANN,  
Annapolis

## **Massachusetts Broadcasters Association, Inc.**

c/o Pres., WNEB, Worcester  
Phone: PL 6-4672

Meetings: Annual  
Elections: Annual  
Members: 36  
President..George Steffy, WNEB, Worcester  
Vice Pres...Gerald Harrison, WLLH, Lowell  
Secy.....Donald A. Thurston, WMNB,  
North Adams  
Treas.....John Crohan, WCOP, Boston

## **Michigan Association of Broadcasters**

c/o Exec. Secy.,  
453 Rosewood, East Lansing, Mich.  
Phone: 332-5788

Meetings: February-September  
Elections: September  
Members: 79 Active, 22 Associate  
President.....Willard Schroeder, WOOD,  
Grand Rapids  
Vice Pres.....E. L. Byrd, WILS, Lansing  
Secy.-Treas..John O. Gilbert, WXYZ, Detroit  
Exec. Secy.....Robert J. Coleman  
Directors.....A. Don Faust, WJRT, Flint;  
Edwin R. Huse, WKHM, Jackson; Walter  
Patterson, WKMH, Dearborn; Raymond  
Plank, WKLA, Ludington

## **Minnesota Broadcasters Association**

c/o Pres., 50 South Ninth St., Minneapolis

Meetings: Annual, convention in Sept.  
Elections: Bi-annual  
Members: 69 Active, 9 Associate  
President.....Sherman Headley, WCCO-TV,  
Minneapolis-St. Paul  
Vice Pres.....James Hambacher, KBUN,  
Bemidji  
Vice Pres...John Lemme, KLTF, Little Falls  
Secy., Treas.....Thomas Young, KMMT-  
KAUS, Austin

## **Mississippi Broadcasters Association**

c/o Secy.-Treas., Univ. of Miss., Oxford, Miss.  
Phone: 1154

Meetings: August & April  
Elections: April  
Members: 65  
President....James Reese, WGCM, Gulfport  
Vice Pres....Bill Jones, WCHJ, Brookhaven  
Secy.-Treas....Marrin Mathis, WSJC, Magee  
Exec. Secy.....Duncan Whiteside, Box 5,  
University

## **Missouri Broadcasters Association**

1144 Hampton Ave., St. Louis 10, Mo.  
Phone: ST 1-2315

Meetings: Spring & Fall  
Elections: Fall  
Members: 84  
President.....Don Dailey, KGBX,  
Springfield, Mo.  
Vice Pres.....Harold Douglas, KMMO,  
Marshall  
Secy.-Treas.....William A. Bates, WDAF,  
Kansas City  
Directors.....Robert F. Neathery, KWPM,  
West Plains; James F. Collins, KFMO, Flat  
River; William R. Natsch, Jr., KWOS,  
Jefferson City

# STATE BROADCASTERS ASSOCIATIONS

## Montana Broadcasters Association

c/o President  
P.O. Box 1453, Great Falls, Mont.  
Meetings: Annual (May)  
Elections: Annual  
Members: 27  
President... Paul Crain, KRTV, Great Falls  
Vice Pres. .... Dick Smiley, KZZL, Bozeman  
Secy.-Treas. .... Pat Goodover, KARR,  
Great Falls  
Exec. Secy. ... Thomas L. Judge, Wheat Bldg.,  
Helena

## Nebraska Broadcasters Association

c/o Secy. Treas.  
KFOR, 804 Stuart Bldg., Lincoln, Neb.  
Phone: 432-6606  
Meetings: Annual  
Elections: January  
Members: 42 AM, 10 TV  
President. .... Arden Swisher, KMTV, Omaha  
Vice Pres. .... Bob Thomas, WJAG, Norfolk  
Secy.-Treas. .... Dick Chapin, KFOR, Lincoln

## New Hampshire Association of Broadcasters, Inc.

c/o President  
Meetings: October  
Elections: October  
Members: 10  
President. .... Bernie Mack, WGIB,  
Manchester  
Secy.-Treas. .... Roland Hale, WKBR,  
Manchester

## New Jersey Broadcasters Association

c/o President  
Meetings: Semi-annually  
Elections: October  
Members: 21 Active; 11 Assoc.  
Pres. .... Fred Wood, WMVB, Millville, N. J.  
Vice Pres. .... Ron Hickman, WNNJ, Newton  
Exec. Committee. .... Paul Alger, WSNJ,  
Bridgeton; Howard Green, WOND, Pleasantville;  
Gordon Giffen, WKDN, Camden;  
Glenn C. Jackson, WTTM, Trenton; Frank  
Matrangola, WCMC, Wildwood

## New Mexico Broadcasters Association

c/o Exec. Secy., Box 1297, Gallup  
Phone: UN 3-4444  
Meetings: April & August  
Elections: April  
Members: 28 Active; 4 Assoc.  
President. .... Odis Echols, Jr., KCLV, Clovis  
Vice Pres. .... Bob Williams, KENN,  
Farmington  
Treas. .... Dino Ianni, KQEO, Albuquerque  
Exec. Secy. .... L. Thomas Christison, KGAk,  
Gallup

Directors. . Darrel Burns, KRSN, Los Alamos;  
E. N. Thwaites, KFUN, Las Vegas; Carter  
Waid, KARS, Belen; Max Sklower, KOAT-  
TV, Albuquerque

## New York State Broadcasters Association

Suite 1114, 75 State St., Albany  
Phone: HE 4-5718  
Meetings: March  
Elections: March  
Members: 100  
President. .... Merl Galusha, WRGB, WGY,  
Schenectady  
Vice Pres. .... R. Peter Straus, WMCA,  
New York  
Secretary. .... Elliott Stewart, WIBX, Utica  
Treas. .... John Lynch, WWSC, Glens Falls  
Exec. Dir. .... Howard M. Van de Car  
Legal Counsel. .... John Tahner  
Directors. . . . Michael Hanna, WHCU, Utica;  
Lowell MacMillan, WHEC-TV, Rochester;  
Thomas Murphy, Capital Cities Bcstg.  
Corp.; Harry Novik, WLIB, New York;  
Paul Adanti, WHEN-AM-TV, Syracuse;  
Robert Dreyer, Metromedia, N. Y. C.;  
Harold L. Neal, WABC, New York;  
R. Peter Straus, WMCA, New York; Sam  
Slate, WCBS, New York; Sam Nielsen,  
WTRY, Troy; Herbert Mendelsohn,  
WKBW, Buffalo.

## North Carolina Association of Broadcasters Inc.

c/o Exec. Secy., Box 907, Raleigh  
Phone: TEmple 4-3461  
Meetings: Spring & Fall  
Elections: October  
Members: 135  
President. . Jack Starnes, WBAG, Burlington  
V.P., Radio. .... Harry Severance, WVOT,  
Wilson  
V.P., TV. . Earle Gluck, WSOC-TV, Charlotte  
Secy.-Treas. .... Mrs. Doris B. Potter, WKBC,  
No. Wilkesboro  
Exec. Secy. .... E. L. Rankin, Jr., Raleigh

## North Dakota Broadcasters Association

c/o Secretary-Treasurer, Box 10, Minot  
Phone: TEmple 4-1146  
Meetings: October and May  
Elections: October  
Members: 20 Radio, 10 TV, 5 Associate  
President. . . Stanley Deck, KDIX, Dickinson  
Vice Pres. .... Chet Reiten, KXMC-TV, Minot  
Secy.-Treas. .... Les Maupin, KLPM, Minot

## Ohio Association of Broadcasters

c/o Secy. Treas.,  
218 E. State St., Columbus  
Phone: CApital 8-5895  
Meetings: Spring & Fall  
Elections: Fall meeting  
Members: 91



# STATE BROADCASTERS ASSOCIATIONS

Pres.....Joseph Bradshaw, WRFD,  
Worthington  
1st Vice Pres.....James Hanrahan, WEWS,  
Cleveland  
2nd Vice Pres.....Lawrence H. Rogers, II,  
Taft Besting.  
Secy., Treas.....Carlton Dargusch, Jr.  
218 E. State St., Columbus

## **Oklahoma Broadcasters' Association**

c/o President

Meetings: January and August  
Elections: January  
Members: 49  
President.....Ray Van Hoser, KNED,  
McAlester  
Vice Pres.....Wm. S. Morgan, KNOR,  
Norman  
Secy. Treas.....C. Hewel Jones, KJEM,  
Oklahoma City

## **Oregon Association of Broadcasters**

210 Allen Hall, Eugene  
Phone: DI 2-1411, Ext. 538

Meetings: November & April  
Elections: November  
Members: 43 Radio; 11 TV; 10 Assoc.  
President.....Irwin Adams, KGON,  
Oregon City  
Vice Pres.....Robert Chopping, KAST,  
Astoria  
Secy.-Treas....Bob LaBonte, KERG, Eugene  
General Mgr.....Karl J. Nestvold

## **Pennsylvania Association of Broadcasters**

c/o Exec. Sec., Box 606, Harrisburg, Pa.  
Phone: CEdar 6-5607

Meetings: May  
Elections: May  
Members: 110 Active; 30 Assoc.  
President.....Robert R. Williams, WHLM,  
Bloomsburg  
Vice Pres.....Samuel M. Altdorffer,  
WLAN, Lancaster  
Secretary....Tom Metzger, WMRF, Lewiston  
Exec. Secy.....Robert H. Maurer, Box 606,  
Harrisburg

## **Broadcasters Association of Puerto Rico**

c/o Exec. Secy., Box 10144, Santurce

Meetings: March and as called  
Elections: March  
Members: Radio 27; TV 6  
President.....Ventura Lamas, Jr., WKAQ,  
San Juan  
Vice Pres.....Clement Littauer, WRSJ,  
Bayamon  
Secretary.....Carmina Mendez, WHOA,  
Hato Rey

Treasurer....Segismundo Quinones, WAPA,  
San Juan  
Exec. Secy.....Roberto Bocanegra, P. O. Box  
10144, Santurce

## **Rhode Island Broadcasters Association**

c/o President

Meetings: Quarterly  
Elections: June  
Members: 15  
Pres.....Joseph P. Dougherty, WPRO-TV,  
Providence  
V.P.....Joseph S. Sinclair, WJAR-TV,  
Providence  
Secy.....Zel Levin, WWON, Woonsocket  
Treas.....Maury Lowe, WLKW, Providence

## **South Carolina Broadcasters Association**

Box 30, Sumter  
Phone: 773-7306

Meetings: January & Summer  
Elections: January  
Members: 73 Radio; 6 TV; 21 Assoc.  
President....W. F. Harden, WIS, Columbia  
V.P., Radio...Cleatus O. Brazzell, WELP,  
Easley  
V.P., TV...J. Wilton Quinn, WBTW, Florence  
Secy.-Treas....T. Doug Youngblood, WFIG,  
Sumter  
Directors.....Harry Weaver, WOKE,  
Charleston; F. F. Creech, Jr., WFIG, Sumter;  
J. A. Gallimore, WSNW, Seneca;  
Bruce Buchanan, WFBC, Greenville;  
Wayne Sawyer, WCCD, Chester; J. F.  
Ramsey, WJAY, Mullins.

## **South Dakota Broadcasters Association**

c/o Secy.-Treas.

Meetings: Annual  
Elections: Annual  
Members: 15  
President.....Helen Duhamel, KOTA,  
Rapid City  
Vice Pres.....Mort Henkins, KSOO,  
Sioux Falls  
Secy.-Treas....William F. Turner, Box 1752,  
Sta. KOTA, Rapid City

## **Tennessee Association of Broadcasters**

c/o Exec. Secy., 14 Ayres Hall  
U. of Tenn., Knoxville

Meetings: September  
Elections: September  
Members: 94 Active; 8 Assoc.  
President....Jack Michael, WREC, Memphis  
Vice Pres..Carroll Wilson, WIRJ, Humboldt  
Vice Pres.....Arthur Kelsey, WETB,  
Johnson City  
Vice Pres.....Virgil Trimm, WMTS,  
Murfreesboro  
Secy.-Treas., Alex Bonner, WHBQ, Memphis  
Exec. Secy.....Kenneth D. Wright



# STATE BROADCASTERS ASSOCIATIONS

## **Texas Association of Broadcasters**

c/o Exec. Secy.

1004 International Life Bldg., Austin, Tex.  
Phone: GR 6-6031

Meetings: Semi-annual

Elections: Fall

Members: 173

President....Jack Roth, KONO, San Antonio  
Vice Pres.....Wendell Mayes, Jr., KCRS,  
Midland

Secy.-Treas.....Lee Glasgow, WACO, Waco  
Exec. Secy.....Bonner McLane  
Directors..Bill Hicks, KSOX, Raymondville;  
Warren Woodward, KTBC-FM, Austin;  
Roy Bacus, WBAP-TV, Ft. Worth; Jay  
Harpole, KVOU, Uvalde; Dave Morris,  
KNUZ, Houston; Tony Bridge, KMHT,  
Marshall; Gene Hendryx, KVLV, Alpine;  
Vann Kennedy, KZTV, Corpus Christi

## **Utah Broadcasters Association**

c/o Exec. Secy.

239 Surety Life Bldg., Salt Lake City  
Phone: IN 7-4498

Meetings: Semi-annual

Elections: Annual

Members: 26

President.....Glenn Shaw, KOVO, Provo  
Vice Pres.....Thomas Ivory, KWIC,  
Salt Lake City

Treas.....Kim Ward, KLO, Ogden  
Excc. Secy.....Des Barker, 239 Surety Life  
Bldg., Salt Lake City

## **Vermont Association of Broadcasters**

c/o Secy. WTWN, Box 662, St. Johnsbury

Meetings: June

Elections: June

Members: 17

Pres.....Craig S. Parker, WDEV,  
Waterbury

Vice Pres.....Daniel B. Ruggles III, WSKI,  
Montpelier

Treas.....Daniel B. Ruggles, WSKI,  
Montpelier

Secy.....Douglas Drown, WTWN,  
St. Johnsbury

## **Virginia Association of Broadcasters**

c/o Exec. Secy., Box DE, Williamsburg, Va.

Meetings: June

Elections: June

Members: 71 Active; 11 Assoc.

Pres.....Hamilton Shrea, WSWA,  
Harrisonburg

Vice Pres.....Horace Fitzpatrick, WSLS,  
Roanoke

Secy.-Treas.....Arthur Gates, WYVE,  
Wytheville

Exec. Secy...Hugh De Samper, Williamsburg

## **Washington State Association of Broadcasters**

c/o Exec. V.P. & Counsel

462 Olympic Natl. Bldg., Seattle

Phone: MAIn 2-2991

Meetings: April and October

Elections: April

Members: 58 Radio; 13 TV; 9 Assoc.

Ch. of Bd...Saul Haas, KIRO-AM-TV, Seattle  
Pres.....Thomas C. Bostic, Cascade  
Bestg Co.

Exec. V.P. & Counsel.....James A. Murphy

Secy.-Treas...Allen Miller, KWSC, Pullman

## **West Virginia Broadcasters Association Inc.**

c/o Exec. Secy.

P. O. Box 3032, Charleston

Phone: DI 2-2136

Meetings: Spring and Fall

Elections: Fall

Members: 47

Pres.....Mel S. Burka, WTIP, Charleston

Vice Pres.....A. G. Ferrise, WMMN,  
Fairmont

Secy.-Treas...Don Hays, WKAZ, Charleston

Exec. Secy.....Mrs. Mary Sonis, P.O. Box  
3032, Charleston, W. Va.

## **Wisconsin Broadcasters Association**

c/o Exec. Secy.

Meetings: Jan.-June

Elections: January

Members: 48

Pres.....Bruce Wallace, WTMJ-AM-TV,  
Milwaukee

V.P., Radio.....George Frechette, WFHR,  
Wisconsin Rapids

V.P., TV..Howard Dahl, WKBT, La Crosse  
Sect.....Carl Kolata, WTTN,  
Watertown

Treas..Richard Dudley, WSAU-TV, Wausau

Exec. Secy.....Heury Buslee, 202 Monona  
Ave., Madison

## **Wyoming Association of Broadcasters**

c/o President

Meetings: Annually

Elections: Annually

Members: 18

Pres....Lawrence Birleffi, KFBC, Cheyenne

Vice Pres....Jack Rosenthal, KBBS, Buffalo

Secy.-Treas.....Kermit G. Kath, KGOS,  
Torrington

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### MUSICAL COMEDY

"Oliver"—Music, lyrics and book by LIONEL BART.  
"Stop The World—I Want To Get Off"—Music, lyrics and book by LESLIE BRICUSSE and ANTHONY NEWLEY. Current Broadway hits.

### SYMPHONIC

HENRY COWELL—1962 Henry Hadley Medal. Awarded by the National Association of American Composers and Conductors for outstanding service to American music.

### JAZZ

GIL EVANS, THELONIOUS MONK, GEORGE RUSSELL, JOHN LEWIS, CHARLES MINGUS. Winners in Downbeat's 10th Annual International Jazz Critics Poll.

### COUNTRY & WESTERN

"Big Bad John"—Written and recorded by JIMMY DEAN. Voted most popular record of the year by the Music Operators of America.

### MOTION PICTURES

The score of "Lawrence of Arabia," by MAURICE JARRE, published in the U.S. by Gower Music, Inc.

### POP

"I Can't Stop Loving You" by DON GIBSON. Number 1 "Favorite Single" in the Billboard's 15th Annual Record Artist Popularity Poll.

### OPERA

ROBERT WARD—1962 Pulitzer Prize "The Crucible," an opera after the play by Arthur Miller.

### CHAMBER

ARTHUR BERGER—"String Quartet." New York Music Critics Circle Award 1962.

### BALLET

ROBERT PRINCE—"New York Export: Opus Jazz." First performance of Ballet at the White House.

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# TELEVISION



presents

## TELEVISION YEAR BOOK

TWENTY-SIXTH  
ANNUAL EDITION

# YEARBOOK

**CHAS. A. ALICOATE**  
*Editor-in-Chief*

# 1963

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agent for the sale and distribution of

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# TV as a Mover of Ideas— Key to Corporate Survival



By  
NORMAN E. CASH  
President  
Television Bureau  
of Advertising

LATE in 1962 television entered the 50 millionth American home. That this fact was, for the most part, unheralded by the communications industry speaks to the awareness of the medium as it is held by marketers and the public alike. As a force in our economy, TV is no longer measured solely by the sheer numbers that marked its earlier years. Today, it is more often measured in terms of its social and economic impact, in terms of its importance as a mover of goods and ideas.

It is the aforementioned power of TV—the ability to move ideas—that gives the medium its very special importance as a communications force.

As we pointed out in our eighth annual industry presentation, "Jericho," today the ideas of "enlightened corporate citizenship" extend beyond the products of industry; they reach now to the ideas of industry, the concepts upon which industry was built and without which it cannot grow.

In today's increasingly complex society, to whom can industry delegate the responsibility of informing the total public about industry? Can it be left to teachers who learned from other teachers? Can it be left to government? If the public hasn't been told, industry surely cannot expect the public to know.

Telling the story of industry through the pages of business publications like "Fortune" and "The Wall Street Journal" is no more than industry speaking to industry. While the sound may be loud and reassuring within the walls, little of the message drifts over to the public. In other words, the wall between industry and the public cannot be removed by the annual report regardless of its circulation.

Television not only communicates ideas, it also brings with it the power to move people. And for the ideas of industry, the avenue of communications is as wide as the imagination of industry itself.

In the recent past American Cyanamid told of the problems in Algeria while Purex told of the problem child . . . Prudential presented recent history, Gulf presented current events, Olin Mathieson presented the future . . . Shell brought great sporting events, Corning Glass brought great cultural events . . . Ralston Purina brought educational programs, Ford brought great music.

Reaching the public is no longer just a question of corporate image. It is a question of corporate responsibility exercised for corporate survival. Unfortunately, the responsible corporations that are already telling industry's story often carry upon their shoulders their less responsible competitors.

If we accept the fact that TV today is an essential ingredient in industry's communication of ideas to the public, is it not a virtual certainty that many of our major electronics, basic metals, aviation, chemical and related industries could bring themselves much closer to their many publics through use of the medium? Is it not highly likely that such companies could bring themselves even closer to achievement of their goals if they were to use TV as their basic means of communicating?

I believe that the answer to these questions is an unqualified yes.

*The Standard of Quality  
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## **EASTMAN PROFESSIONAL MOTION PICTURE FILMS**

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*Agents for the Sale and Distribution of  
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**W. J. GERMAN, INC.**

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# The 25 Leading Brand Advertisers In Network TV, by Quarters, 1962

## 1962

### FOURTH QUARTER 1962

|                                |             |                                |           |
|--------------------------------|-------------|--------------------------------|-----------|
| 1. Anacin Tablets              | \$3,395,199 | 14. Kent Cigarettes            | 1,286,287 |
| 2. Salem Cigarettes            | 3,031,306   | 15. Alka Seltzer               | 1,235,567 |
| 3. Chevrolet Pass. Cars        | 2,812,267   | 16. Marlboro Cigarettes        | 1,234,194 |
| 4. Winston Cigarettes          | 2,122,421   | 17. Campbell Soups             | 1,222,245 |
| 5. Bufferin                    | 2,112,117   | 18. Chesterfield Cigarettes    | 1,201,291 |
| 6. L & M Filter Tip Cigarettes | 1,899,159   | 19. Contac                     | 1,129,275 |
| 7. Dristan Tablets             | 1,666,674   | 20. Camel Cigarettes           | 1,115,945 |
| 8. Ford Passenger Cars         | 1,656,368   | 21. Tide                       | 1,069,634 |
| 9. Polaroid Land Camera        | 1,538,644   | 22. Goodyear Tires (Car)       | 1,064,659 |
| 10. Crest Toothpaste           | 1,537,021   | 23. Pillsbury Chilled Products | 1,027,052 |
| 11. Pall Mall Cigarettes       | 1,443,223   | 24. Prudential Ins. Co. Am.    | 1,022,115 |
| 12. Colgate Dental Cream       | 1,420,549   | 25. Oldsmobile Passenger Cars  | 1,007,665 |
| 13. Excedrin Tablets           | 1,402,187   |                                |           |

### THIRD QUARTER 1962

|                                 |             |                           |           |
|---------------------------------|-------------|---------------------------|-----------|
| 1. Bufferin                     | \$2,812,743 | 14. Nabisco Cookies       | 1,310,726 |
| 2. Anacin Tablets               | 2,605,958   | 15. Bayer Aspirin Tablets | 1,287,410 |
| 3. Salem Cigarettes             | 2,217,831   | 16. Tide                  | 1,284,120 |
| 4. Colgate Dental Cream         | 2,206,884   | 17. Texaco Gasoline       | 1,273,398 |
| 5. Camel Cigarettes             | 1,963,209   | 18. Allerest Tablets      | 1,232,753 |
| 6. Winston Cigarettes           | 1,877,562   | 19. Kent Cigarettes       | 1,217,761 |
| 7. Chevrolet Pass. Cars         | 1,873,748   | 20. Gillette Razor Blades | 1,207,631 |
| 8. Crest Tooth Paste            | 1,802,672   | 21. Ford Passenger Cars   | 1,169,428 |
| 9. Coca Cola                    | 1,630,278   | 22. Excedrin Tablets      | 1,154,782 |
| 10. L & M Filter Tip Cigarettes | 1,524,562   | 23. Viceroy Cigarettes    | 1,137,912 |
| 11. Falstaff Beer               | 1,466,805   | 24. Kool Cigarettes       | 1,126,109 |
| 12. Pall Mall Cigarettes        | 1,404,138   | 25. Alka Seltzer          | 1,106,073 |
| 13. Campbell Soups              | 1,364,093   |                           |           |

### SECOND QUARTER 1962

|                                 |             |                                |           |
|---------------------------------|-------------|--------------------------------|-----------|
| 1. Anacin Tablets               | \$2,717,022 | 14. Viceroy Cigarettes         | 1,262,304 |
| 2. Crest Toothpaste             | 2,432,507   | 15. Kent Cigarettes            | 1,237,706 |
| 3. Camel Cigarettes             | 2,165,046   | 16. Falstaff Beer              | 1,186,564 |
| 4. Salem Cigarettes             | 2,035,685   | 17. Tide                       | 1,185,704 |
| 5. Chevrolet Pass. Cars         | 2,001,709   | 18. Eastman Kodak Cameras      | 1,165,930 |
| 6. Winston Cigarettes           | 1,983,945   | 19. General Elect Co. Gen. Pr. | 1,154,918 |
| 7. Bufferin                     | 1,925,924   | 20. Nabisco Cookies            | 1,132,757 |
| 8. Colgate Dental Cream         | 1,772,673   | 21. Alka Seltzer               | 1,125,758 |
| 9. Beech Nut Gum                | 1,638,922   | 22. Ford Passenger Cars        | 1,115,606 |
| 10. L & M Filter Tip Cigarettes | 1,614,290   | 23. Bayer Reg. & Ch. Aspirin   | 1,070,983 |
| 11. Pall Mall Cigarettes        | 1,439,477   | 24. Gillette Razor Blades      | 1,041,172 |
| 12. Campbell Soups              | 1,439,384   | 25. Prudential Ins. Co. Am.    | 1,034,211 |
| 13. Polaroid Land Camera        | 1,277,640   |                                |           |

### FIRST QUARTER 1962

|                                   |             |                                |           |
|-----------------------------------|-------------|--------------------------------|-----------|
| 1. Anacin Tablets                 | \$2,719,191 | 14. Crest Toothpaste           | 1,396,572 |
| 2. Beech-Nut Gum                  | 2,483,665   | 15. Campbell Soups             | 1,309,161 |
| 3. Camel Cigarettes               | 2,154,983   | 16. Dristan Tablets            | 1,307,586 |
| 4. Chevrolet Passenger Cars       | 2,024,304   | 17. Pall Mall Cigarettes       | 1,294,197 |
| 5. Winston Cigarettes             | 1,986,611   | 18. Tide                       | 1,286,911 |
| 6. Bufferin                       | 1,890,048   | 19. Pillsbury Chilled Products | 1,145,493 |
| 7. Colgate Dental Cream           | 1,757,118   | 20. Alka-Seltzer               | 1,105,257 |
| 8. Salem Cigarettes               | 1,740,086   | 21. Chesterfield Cigarettes    | 1,069,594 |
| 9. Ford Passenger Cars            | 1,717,550   | 22. Marlboro Cigarettes        | 994,376   |
| 10. Kent Cigarettes               | 1,675,853   | 23. One-A-Day Vitamin Tablets  | 974,789   |
| 11. L & M Filter Tip Cigarettes   | 1,661,564   | 24. Oldsmobile Passenger Cars  | 965,965   |
| 12. Mercury & Comet Passenger Car | 1,591,929   | 25. Savings & Loan Foundation  | 960,580   |
| 13. Viceroy Cigarettes            | 1,547,027   |                                |           |

Source: TvB/LNA-BAR



# Estimated Expenditures of Network TV Advertisers by Product Classification

— GROSS TIME COSTS ONLY —

|                                                                       | 1961                 | 1962                 | %<br>Change   |
|-----------------------------------------------------------------------|----------------------|----------------------|---------------|
| Agriculture & Farming.....                                            | \$ 1,821,084         | \$ 102,951           | - 94.3        |
| Apparel, Footwear & Accessories.....                                  | 9,628,653            | 6,984,443            | - 27.5        |
| Automotive, Automotive<br>Accessories & Equipment.....                | 48,199,253           | 52,205,183           | + 8.3         |
| Beer, Wine .....                                                      | 6,291,143            | 8,766,826            | + 39.4        |
| Building Materials, Equipment<br>& Fixtures .....                     | 4,605,961            | 5,541,835            | + 20.3        |
| Confectionery & Soft Drinks.....                                      | 18,634,340           | 24,147,711           | + 29.6        |
| Consumer Services .....                                               | 5,853,749            | 5,969,917            | + 2.0         |
| Drugs & Remedies.....                                                 | 86,171,869           | 105,377,851          | + 22.3        |
| Entertainment & Amusement.....                                        | 1,193,575            | 880,893              | - 26.2        |
| Food & Food Products.....                                             | 128,275,143          | 133,656,350          | + 4.2         |
| Freight, Industrial &<br>Agriculture Development .....                | 270,010              | 76,600               | - 71.6        |
| Gasoline, Lubricants &<br>Other Fuels .....                           | 18,616,658           | 17,289,134           | - 7.1         |
| Horticulture .....                                                    | 179,857              | 304,325              | + 69.2        |
| Household Equipment & Supplies.....                                   | 27,199,547           | 33,554,928           | + 23.4        |
| Household Furnishings .....                                           | 3,960,891            | 3,515,823            | - 10.5        |
| Industrial Materials .....                                            | 19,834,897           | 19,773,350           | - 0.3         |
| Insurance .....                                                       | 11,204,099           | 15,746,737           | + 40.5        |
| Jewelry, Optical Goods &<br>Cameras .....                             | 13,798,783           | 12,922,268           | - 6.4         |
| Office Equipment, Stationery<br>& Writing Supplies.....               | 4,050,970            | 3,761,541            | - 7.1         |
| Political .....                                                       |                      | 9,678                |               |
| Publishing & Media.....                                               | 1,699,537            | 1,001,646            | - 41.1        |
| Radio, TV Sets, Phonographs-<br>Musical Instruments, Accessories..... | 2,726,821            | 5,360,020            | + 96.6        |
| Retail & Direct by Mail.....                                          | 145,164              | 157,484              | + 8.5         |
| Smoking Materials .....                                               | 84,613,015           | 88,681,088           | + 4.8         |
| Soaps, Cleansers & Polishes.....                                      | 76,622,011           | 83,755,386           | + 9.3         |
| Sporting Goods & Toys.....                                            | 5,743,359            | 10,235,744           | + 78.2        |
| Toiletries & Toilet Goods.....                                        | 121,686,728          | 147,910,938          | + 21.6        |
| Travel Hotels & Resorts.....                                          | 465,299              | 1,088,709            | + 134.0       |
| Miscellaneous .....                                                   | 8,635,732            | 9,998,776            | + 15.8        |
| <b>TOTAL .....</b>                                                    | <b>\$712,128,148</b> | <b>\$798,808,138</b> | <b>+ 12.2</b> |

Source: TVB LNA-BAB



## 'Repertoire Workshop'—Local Showcase for New Talents



By  
MERLE S. JONES  
President  
CBS Television  
Stations

IN JUNE 1961, WBBM-TV announced plans for a new local series called "Repertoire Theatre." The station conceived the series in an effort to stimulate the development of lesser-known local creative talents from Chicago for television. In order to fulfill this plan, WBBM-TV embarked on a long-range programming plan, at that time one of the most ambitious and unique projects undertaken by a local station.

To insure that talent from all the performing arts received an opportunity to take advantage of this vehicle for television exposure, the station conducted extensive in-studio auditions on a regular basis. Local drama groups and college and university drama departments were contacted and advised of the auditions. Newspaper ads and publicity releases announced the audition schedules. As a result, WBBM-TV now has created what amounts to its own local repertoire company for "Repertoire Theatre" productions, and in addition has files on local talent who can be employed in other station productions. Moreover, the station was able to uncover some excellent talent.

During the period that "Repertoire Theatre" was being produced by WBBM-TV, the other four CBS Owned stations, WCBS-TV New York, KNXT Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis, carefully observed the progress and results of this experimental project. After observing the effort for a period of time, the decision was made by the general managers of the other four stations to expand the series to their markets.

This series basically follows the original Chicago concept with one major addition. The talents now receive

weekly exposure in all five of the markets served by a CBS Owned television station. These markets are located in the meccas of the theatrical world where performing talents are observed on center stage by some of the most important show business entrepreneurs in the world.

With each of the five stations producing seven half-hours, the "Repertoire Workshop" series will be broadcast for a 35-week period each year. The series premiered on all the stations in early January 1962, following extensive searches for talent and property. To date, the five stations have auditioned some 3,000 artists.

The "Repertoire Workshop" series has received major attention from all the stations. This is true of all local programming as the stations constantly strive to present the best possible programming supported by a major promotion effort. An extensive advertising, on-the-air and publicity campaign was undertaken to be certain that aspiring performers were aware of this series so that they could take full advantage of the opportunities it offers.

It has been most gratifying to study the initial results of the experiment, particularly the critical comments in several national publications such as Saturday Review and Newsweek.

In addition, the various local newspaper critics have paid close attention to this series. This is most important since the programs and ensuing promotion need the support of newspaper columnists and critics to gain maximum results for the performer.

# NAB Television Code Subscribers



In addition to the three major networks, the following 399 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.

**WABC-TV**—New York, N. Y.  
**WABI-TV**—Bangor, Maine  
**WAFB-TV**—Baton Rouge, Louisiana  
**WAGA-TV**—Atlanta, Georgia  
**WAGM-TV**—Presque Isle, Maine  
**WAIH**—Atlanta, Georgia  
**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**—Norfolk-Portsmouth-  
 Newport News, Virginia  
**WBAL-TV**—Baltimore, Maryland  
**WBAP-TV**—Fort Worth, Texas  
**WBAY-TV**—Green Bay, Wisconsin  
**WBEM-TV**—Chicago, Illinois  
**WBEN-TV**—Buffalo, New York  
**WBIR-TV**—Knoxville, Tennessee  
**WBKB**—Chicago, Illinois  
**WBNS-TV**—Columbus, Ohio  
**WBRC-TV**—Birmingham, Alabama  
**WBZ**—Baton Rouge, Louisiana  
**WBT**—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  
**WCST**—Portland, Maine  
**WCTV**—Tallahassee, Florida  
**WCYB-TV**—Bristol, Virginia  
**WDAF-TV**—Kansas City, Missouri  
**WDAU-TV**—Scranton, Pennsylvania  
**WDAY-TV**—Fargo, North Dakota  
**WDBJ-TV**—Roanoke, Virginia  
**WDBC-TV**—Orlando, Florida  
**WDFB-TV**—Chattanooga, Tennessee  
**WDSM-TV**—Duluth, Minnesota  
**WDSU-TV**—New Orleans, Louisiana  
**WEAU-TV**—Eau Claire, Wisconsin  
**WEEK-TV**—Peoria, Illinois  
**WEHT**—Evansville, Indiana  
**WESE-TV**—Daytona Beach, Florida

**WEWS**—Cleveland, Ohio  
**WFAA-TV**—Dallas, Texas  
**WFBC-TV**—Greenville, South Carolina  
**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  
**WFMV-TV**—Greensboro, North Carolina  
**WFRV-TV**—Green Bay, Wisconsin  
**WFTV**—Orlando, Florida  
**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  
**WBFB-TV**—Rock Island, Illinois  
**WHDF-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  
**WHNB-TV**—New Britain, Connecticut  
**WHO-TV**—Des Moines, Iowa  
**WIBW-TV**—Topeka, Kansas  
**WHIC**—Pittsburgh, Pennsylvania  
**WIMA-TV**—Lima, Ohio  
**WINK-TV**—Ft. Myers, Florida  
**WINE-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  
**WJAR-TV**—Johnstown, Pennsylvania  
**WJBK-TV**—Detroit, Michigan  
**WJHG-TV**—Panama City, Florida  
**WJIM-TV**—Lansing, Michigan  
**WJRT**—Flint, Michigan  
**WJTV**—Jackson, Mississippi  
**WJW-TV**—Cleveland, Ohio  
**WJXT**—Jacksonville, Florida  
**WJZ-TV**—Baltimore, Maryland  
**WBBN-TV**—Youngstown, Ohio  
**WBST**—La Crosse, Wisconsin  
**WBWV-TV**—Buffalo, New York  
**WKJG-TV**—Fort Wayne, Indiana  
**WKNX-TV**—Saginaw, Michigan  
**WKRC-TV**—Cincinnati, Ohio

# NAB TELEVISION CODE SUBSCRIBERS

WKRQ-TV—Mobile, Alabama  
 WKST-TV—Youngstown, Ohio  
 WKTU—Utica, New York  
 WKY-TV—Oklahoma City, Oklahoma  
 WKYT—Lexington, Kentucky  
 WKZO-TV—Kalamazoo, Michigan  
 WLAC-TV—Nashville, Tennessee  
 WLBT—Jackson, Mississippi  
 WLBW-TV—Miami, Florida  
 WLBZ-TV—Bangor, Maine  
 WLOS-TV—Asheville, North Carolina  
 WLVA-TV—Lynchburg, Virginia  
 WLW-C—Columbus, Ohio  
 WLW-D—Dayton, Ohio  
 WLW-I—Indianapolis, Indiana  
 WLW-T—Cincinnati, Ohio  
 WLYH-TV—Lebanon, Pennsylvania  
 WMAL-TV—Washington, D. C.  
 WMAR-TV—Baltimore, Maryland  
 WMAZ-TV—Macon, Georgia  
 WMBD-TV—Peoria, Illinois  
 WMCT—Memphis, Tennessee  
 WMT-TV—Cedar Rapids, Iowa  
 WMTV—Madison, Wisconsin  
 WMTW-TV—Poland Spring, Maine  
 WNBC-TV—New York, New York  
 WNBW-TV—Binghamton, New York  
 WNBQ—Chicago, Illinois  
 WNCT—Greenville, North Carolina  
 WNDU-TV—South Bend, Indiana  
 WNEM-TV—Bay City, Michigan  
 WNEP-TV—Scranton, Pennsylvania  
 WNHC-TV—New Haven, Connecticut  
 WNYS-TV—DeWitt, N. Y.  
 WOAI-TV—San Antonio, Texas  
 WOAY-TV—Oakhill, West Virginia  
 WOC-TV—Davenport, Iowa  
 WOI-TV—Ames, Iowa  
 WOKR—Rochester, N. Y.  
 WOOD-TV—Grand Rapids, Michigan  
 WOW-TV—Omaha, Nebraska  
 WOWL-TV—Florence, Alabama  
 WPBN-TV—Traverse City, Michigan  
 WPIX—New York, N. Y.  
 WPRO-TV—Providence, Rhode Island  
 WPSD-TV—Paducah, Kentucky  
 WPTA—Ft. Wayne, Indiana  
 WPTV—Palm Beach, Florida  
 WRAL-TV—Raleigh, North Carolina  
 WRBL-TV—Columbus, Georgia  
 WRC-TV—Washington, D. C.  
 WRCV-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  
 WSB-TV—Atlanta, Georgia  
 WSBT-TV—South Bend, Indiana  
 WSFA-TV—Montgomery, Alabama  
 WSIX-TV—Nashville, Tenn.  
 WSJS-TV—Winston-Salem, North Carolina  
 WSJV—Elkhart, Indiana  
 WSLV-TV—Roanoke, Virginia  
 WSM-TV—Nashville, Tennessee  
 WSOC-TV—Charlotte, North Carolina  
 WSPA-TV—Spartanburg, South Carolina  
 WSPD-TV—Toledo, Ohio  
 WSUN-TV—St. Petersburg, Florida  
 WVA-TV—Harrisonburg, Virginia  
 WSYE-TV—Elmira, New York  
 WSYR-TV—Syracuse, New York  
 WTAE—Pittsburgh, Pennsylvania  
 WTAP-TV—Parkersburg, West Virginia  
 WTAR-TV—Norfolk, Virginia  
 WTCN-TV—Minneapolis, Minnesota  
 W-TEN—Albany, New York  
 WTHI-TV—Terre Haute, Indiana  
 WTIC-TV—Hartford, Connecticut  
 WTMJ-TV—Milwaukee, Wisconsin  
 WTOG-TV—Savannah, Georgia  
 WTOK-TV—Meridian, Mississippi  
 WTOL-TV—Toledo, Ohio  
 WTOM-TV—Cheboygan, Michigan  
 WTOP-TV—Washington, D. C.  
 WTPA—Harrisburg, Pennsylvania  
 WTRF-TV—Wheeling, West Virginia  
 WTV—Chattanooga, Tennessee  
 WTV-D—Durham, North Carolina  
 WTVJ—Miami, Florida  
 WTVM—Columbus, Georgia  
 WTVN-TV—Columbus, Ohio  
 WTVT—Tampa, Florida  
 WTVW—Evansville, Indiana  
 WUSN-TV—Charleston, South Carolina  
 WVUE-TV—Norfolk-Hampton, Virginia  
 WVUE—New Orleans, Louisiana  
 WWJ-TV—Detroit, Michigan  
 WWL-TV—New Orleans, Louisiana  
 WWTV—Cadillac, Michigan  
 WYEX-TV—Richmond-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  
 KATC—Lafayette, Louisiana  
 KATU—Portland, Oregon  
 KATV—Little Rock, Arkansas  
 KAYS-TV—Hays, Kansas  
 KBOI-TV—Boise, Idaho  
 KBTU—Denver, Colorado  
 KCBD-TV—Lubbock, Texas  
 KCEN-TV—Temple, Texas  
 KCKT-TV—Great Bend, Kansas  
 KCMO-TV—Kansas City, Missouri  
 KCMT—Alexandria, Minnesota  
 KCOP—Los Angeles, California  
 KCPX—Salt Lake City, Utah  
 KCRV-TV—Sacramento, California  
 KCRG-TV—Cedar Rapids, Iowa  
 KCRL—Reno, Nevada  
 KCTV—San Angelo, Texas  
 KDAL-TV—Duluth, Minnesota  
 KDIX-TV—Dickinson, North Dakota  
 KDKA-TV—Pittsburgh, Pennsylvania  
 KDUH-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)  
 KENS-TV—San Antonio, Texas  
 KEPR-TV—Pasco, Washington  
 KERO-TV—Bakersfield, California  
 KETV—Omaha, Nebraska  
 KEYC-TV—Mankato, Minnesota  
 KEY-T—Santa Barbara, California  
 KEZI-TV—Eugene, Oregon  
 KFBB-TV—Great Falls, Montana  
 KFBC-TV—Cheyenne, Wyoming  
 KFDA-TV—Amarillo, Texas  
 KFDM-TV—Beaumont, Texas  
 KFDX-TV—Wichita Falls, Texas  
 KFMB-TV—San Diego, California  
 KFRE-TV—Fresno, California  
 KFVS-TV—Cape Girardeau, Missouri  
 KFYP-TV—Bismarck, North Dakota  
 KGBT-TV—Harlingen, Texas  
 KGGM-TV—Albuquerque, New Mexico  
 KGHV-TV—Billings, Montana  
 KGLD-TV—Garden City, Kansas  
 KGLO-TV—Mason City, Iowa  
 KGMB-TV—Honolulu, Hawaii  
 KGNC-TV—Amarillo, Texas  
 KGO-TV—San Francisco, California  
 KGUN-TV—Tucson, Arizona  
 KGW-TV—Portland, Oregon  
 KHAS-TV—Hastings, Nebraska  
 KHBC—Hilo, Hawaii  
 KHOL-TV—Kearney, Nebraska  
 KHOU-TV—Houston, Texas  
 KHPL-TV—Hayes Center, Nebraska  
 KHQ-TV—Spokane, Washington  
 KHQA-TV—Hannibal, Missouri  
 KHSL-TV—Chico, California  
 KHVV-TV—Honolulu, Hawaii  
 KID-TV—Idaho Falls, Idaho  
 KIMA-TV—Yakima, Washington  
 KING-TV—Seattle, Washington  
 KIRO-TV—Seattle, Washington

(Continued on Next Page)



# NAB TELEVISION CODE SUBSCRIBERS

(Continued from Previous Page)

|                                    |                                        |
|------------------------------------|----------------------------------------|
| KIVA-TV—Yuma, Arizona              | KSBW-TV—Salinas, California            |
| KJEO-TV—Fresno, California         | KSBY-TV—San Luis Obispo, California    |
| KKTU-TV—Colorado Springs, Colorado | KSD-TV—St. Louis, Missouri             |
| KLBK-TV—Lubbock, Texas             | KSL-TV—Salt Lake City, Utah            |
| KLEW-TV—Lewiston, Idaho            | KLIA-TV—Shreveport, Louisiana          |
| KLEY-TV—Lafayette, Louisiana       | KSOO-TV—Sioux Falls, South Dakota      |
| KLIX-TV—Twin Falls, Idaho          | KSTP-TV—Scottsbluff, Nebraska          |
| KLOE-TV—Goodland, Kansas           | KSTP-TV—Minneapolis, Minnesota         |
| KLTV-TV—Tyler, Texas               | KSWO-TV—Lawton, Oklahoma               |
| KLZ-TV—Denver, Colorado            | KSWV-TV—Roswell, New Mexico            |
| KMAU-TV—Honolulu, Hawaii           | KSYD-TV—Wichita Falls, Texas           |
| KMED-TV—Medford, Oregon            | KTAL-TV—Shreveport, Louisiana          |
| KMID-TV—Midland, Texas             | KTAR-TV—Phoenix, Arizona               |
| KMJ-TV—Fresno, California          | KTBC-TV—Austin, Texas                  |
| KMNT-TV—Austin, Minnesota          | KTBS-TV—Shreveport, Louisiana          |
| KMOT-TV—Minot, North Dakota        | KPHV-TV—Little Rock, Arkansas          |
| KMOX-TV—St. Louis, Missouri        | KTIW-TV—Sioux City, Iowa               |
| KMSO-TV—Missoula, Montana          | KTLA-TV—Los Angeles, California        |
| KMTV-TV—Omaha, Nebraska            | KTNT-TV—Tacoma, Washington             |
| KNBC-TV—Los Angeles, California    | KTRE-TV—Lubbock, Texas                 |
| KNDD-TV—Yakima, Washington         | KTRG-TV—Honolulu, Hawaii               |
| KNDF-TV—Richland, Washington       | KTRK-TV—Houston, Texas                 |
| KNOE-TV—Monroe, Louisiana          | KTSM-TV—El Paso, Texas                 |
| KNOX-TV—Grand Forks, N. D.         | KTSS-TV—Springfield, Missouri          |
| KNTV-TV—San Jose, California       | KTTV-TV—Los Angeles, California        |
| KNXT-TV—Los Angeles, California    | KTHL-TV—Tulsa, Oklahoma                |
| KOA-TV—Denver, Colorado            | KTYA-TV—Anchorage, Alaska              |
| KOAA-TV—Pueblo, Colorado           | KTYB-TV—Boise, Idaho                   |
| KOAM-TV—Pittsburg, Kansas          | KTYE-TV—El Dorado, Arkansas            |
| KOB-TV—Albuquerque, New Mexico     | KTVH-TV—Wichita, Kansas                |
| KOGO-TV—San Diego, California      | KTVL-TV—St. Louis, Missouri            |
| KOIN-TV—Portland, Oregon           | KTVK-TV—Phoenix, Arizona               |
| KOLD-TV—Tucson, Arizona            | KTVO-TV—Ottumwa, Iowa                  |
| KOLN-TV—Lincoln, Nebraska          | KTVT-TV—El Worth, Texas                |
| KOMC-TV—McCook, Nebraska           | KTVU-TV—Oakland, California            |
| KOMO-TV—Seattle, Washington        | KTWO-TV—Casper, Wyoming                |
| KOMU-TV—Columbia, Missouri         | KTMV-TV—Williston, North Dakota        |
| KONO-TV—San Antonio, Texas         | KTVU-TV—Salt Lake City, Utah           |
| KOOL-TV—Phoenix, Arizona           | KVAL-TV—Eugene, Oregon                 |
| KORN-TV—Mitchell, So. Dakota       | KVII-TV—Amarillo, Texas                |
| KOSA-TV—Odessa, Texas              | KVKM-TV—Monahans, Texas                |
| KOTA-TV—Rapid City, South Dakota   | KVOA-TV—Tucson, Arizona                |
| KOTV-TV—Tulsa, Oklahoma            | KVOO-TV—Tulsa, Oklahoma                |
| KPAC-TV—Port Arthur, Texas         | KVOS-TV—Bellingham, Washington         |
| KPAR-TV—Abilene, Sweetwater, Texas | KVTY-TV—Sioux City, Iowa               |
| KPHO-TV—Phoenix, Arizona           | KWTV-TV—Oklahoma City, Oklahoma        |
| KPIC-TV—Roseburg, Oregon           | KWWL-TV—Waterloo, Iowa                 |
| KPIX-TV—San Francisco, California  | KXAB-TV—Abilene, So. Dakota            |
| KPLC-TV—Lake Charles, Louisiana    | KXGO-TV—Fargo, North Dakota            |
| KPRC-TV—Houston, Texas             | KXJB-TV—Valley City, North Dakota      |
| KPTV-TV—Portland, Oregon           | KXLI-TV—Spokane, Washington            |
| KRBC-TV—Abilene, Texas             | KXMB-TV—Bismarck, N. Dakota            |
| KRCA-TV—Los Angeles, California    | KXMC-TV—Minot, N. Dakota               |
| KRDO-TV—Colorado Springs, Colorado | KXNT-TV—Sacramento, California         |
| KREM-TV—Spokane, Washington        | KYTV-TV—Springfield, Missouri          |
| KREX-TV—Grand Junction, Colorado   | KYW-TV—Cleveland, Ohio                 |
| KREY-TV—Montrose, Colorado         | KZTV-TV—Corpus Christi, Texas          |
| KRGV-TV—Weslaco, Texas             | Number of Code Stations..... 399       |
| KRIS-TV—Corpus Christi, Texas      | Number of Networks..... 3              |
| KRLD-TV—Dallas, Texas              | TOTAL..... 402                         |
| KRNT-TV—Des Moines, Iowa           | Number of Code Film Affiliates..... 15 |
| KROC-TV—Rochester, Minnesota       | GRAND TOTAL..... 417                   |
| KROD-TV—El Paso, Texas             |                                        |
| KRON-TV—San Francisco, California  |                                        |

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

|                                                                                   |                                                                                 |                                                                                                                      |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| Melinar Enterprises<br>151 E. Camino Drive<br>Beverly Hills<br>California         | Duda Productions, Inc.<br>580 North Gower Street<br>Hollywood 38<br>California  | Magberry Enterprises<br>151 E. Camino Drive<br>Beverly Hills, Calif<br>Radio Station<br>Universal City<br>California |
| Bing Crosby Productions<br>711 Fifth Avenue<br>New York 22, New York              | Four Star Television<br>4030 Radford Avenue<br>North Hollywood<br>California    | P & L Productions<br>151 E. Camino Drive<br>Beverly Hills<br>California                                              |
| Berman-Westrate Productions<br>151 E. Camino Drive<br>Beverly Hills<br>California | Lassie Television, Inc.<br>270 North Green Drive<br>Beverly Hills<br>California | United Artists Television, Inc.<br>7324 Santa Monica Boulevard<br>Hollywood 46<br>California                         |
| Beverly Hills Productions<br>151 E. Camino Drive<br>Beverly Hills, Calif          |                                                                                 |                                                                                                                      |

## Independent Producers

|                                                          |                                                                            |                                                                                     |                                                     |
|----------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------|
| CBS Films, Inc.<br>485 Madison Ave<br>New York 22, N. Y. | Link Wenzel Organizations<br>8833 Sunset Boulevard<br>Hollywood 29, Calif. | Rapinover-Washington<br>Editors, Inc.<br>3729 N. St., N. W.<br>Washington 26, D. C. | Screen Gems<br>712 Fifth Ave.<br>New York 22, N. Y. |
|----------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------|

# Network Television Gross Time Billings

## January-December 1962

|            | December     |              |                | January-December |               |                |
|------------|--------------|--------------|----------------|------------------|---------------|----------------|
|            | 1961         | 1962         | Percent Change | 1961             | 1962          | Percent Change |
| ABC-TV ... | \$16,572,900 | \$18,296,385 | +10.4          | \$190,615,140    | \$205,224,342 | + 7.7          |
| CBS-TV ... | 26,195,871   | 28,525,466   | + 8.9          | 268,676,875      | 311,709,771   | +16.0          |
| NBC-TV ... | 23,030,151   | 24,555,202   | + 6.6          | 252,836,133      | 281,874,025   | +11.5          |
| Total .... | \$65,798,922 | \$71,377,053 | + 8.5          | \$712,128,148    | \$798,808,138 | +12.2          |

## Month by Month — 1962

|                 | ABC          | CBS          | NBC          | Total        |
|-----------------|--------------|--------------|--------------|--------------|
| January .....   | \$16,673,662 | \$25,528,518 | \$23,578,579 | \$65,780,759 |
| February .....  | 15,757,364   | 23,528,815   | 21,956,372   | 61,242,551   |
| March .....     | 17,762,981   | 25,731,519   | 24,100,566   | 67,595,066   |
| April .....     | 17,237,755   | 24,193,144   | 21,899,207   | 63,330,106   |
| May .....       | 17,227,296   | 25,380,092   | 23,494,373   | 66,101,761   |
| June .....      | 16,031,277   | 25,081,505   | 22,609,590   | 63,722,372   |
| July .....      | 15,708,722   | 25,793,374   | 22,788,918   | 64,291,014   |
| August .....    | 16,075,143   | 24,969,181   | 23,160,760   | 64,205,084   |
| September ..... | 16,601,454   | 25,851,332   | 21,416,265   | 63,869,051   |
| October .....   | 19,219,752   | 28,774,414   | 26,098,632   | 74,092,798   |
| November .....  | 18,632,551   | 28,352,411   | 26,215,561   | 73,200,523   |
| December .....  | 18,296,385   | 28,525,466   | 24,555,202   | 71,377,053   |

## By Day Parts

|              | December     |              |                | January-December |               |                |
|--------------|--------------|--------------|----------------|------------------|---------------|----------------|
|              | 1961         | 1962         | Percent Change | 1961             | 1962          | Percent Change |
| Daytime ...  | \$19,634,102 | \$23,490,098 | +19.6          | \$212,350,673    | \$255,265,294 | +20.2          |
| Mon.-Fri. .. | 14,448,810   | 17,058,461   | +18.1          | 171,966,903      | 206,166,700   | +19.9          |
| Sat.-Sun. .. | 5,185,292    | 6,431,637    | +24.0          | 40,383,770       | 49,098,594    | +21.6          |
| Nighttime .. | 46,164,820   | 47,886,955   | + 3.7          | 499,777,475      | 543,542,844   | + 8.8          |
| Total ....   | \$65,798,922 | \$71,377,053 | + 8.5          | \$712,128,148    | \$798,808,138 | +12.2          |

Source: TvB/LNA-BAR.

## Good-bye Omaha—Ha!

## —And Federal Hoopla?



By  
ARTHUR PERLES  
Editor  
Radio-Television Daily

CUT my journalistic eye-teeth on the Teapot Dome scandal. Here was my first involvement with big-league exposure of corruption. It was shocking to discover the depths to which humans will degrade themselves for profit and power. At the same time, it was indeed comforting to see the lumbering wheels of government grind over the rough trails until it reached and destroyed the heart of villainy.

Over those impressionable Police Card Years, I covered lots of other big 'uns, such as the "See Lockpipe John Phillips" multi-million-dollar sewer scandal, the Seabury Quiz, and Murder, Inc., so that, by the time of my entry into broadcasting, I was quite inured to the processes of digging up malfeasance, misfeasance and non-feasance—and very much in favor of stomping the wrongdoers.

I participated directly in that period when the late Senator Burton K. Wheeler headed the ICC committee as it diligently ploughed up the already rich fields of radio to make sure the taxpayers were receiving maximum values from burgeoning stations and networks.

Under the system of benign—but far from asleep—regulation, the private industry of broadcasting was encouraged to flourish and widen its areas of serving the public. Within such a climate, the government and the new electronic mass communicator worked in tandem. The networks forged the links in their chains of global news coverage, FM took root, television was born and peripheral developments—i.e., long-playing records materialized and scores of industries devoted themselves to the manufacture of transmitting and receiving

equipment — provided opportunities and jobs for hundreds of thousands of citizens.

But, within the past decade, we have witnessed the unhappy spectacle of a wild-eyed Federal evangelism that has a potential of actually turning radio and TV into a vast wasteland of Bureaucratic Big Brotherism.

I refer, of course, to the interminable calendar of industry hearings that hangs on the walls of official Washington. Staged there, they have now developed a proclivity for the road-show with full circus panoply. FCC and FTC now jape and caper to the accompaniment of the publicity tom-toms. And, as if this cacophony is not enough, their sounds are intermingled with those emanating from a slough of committees and subcommittees in the House and Senate.

If only they could learn that a democracy is unsafe when its leaders play at being gods. If they would apply the resources at hand to help build the arts and sciences of communications for a world at peace, they would fulfill a greater—albeit, less sensational—destiny than would result from the present state of affairs.

Can broadcasters, then, look to a year of relatively less upheaval by probe and hearing than heretofore? Frankly, I have grave doubts. But, this much is certain: Unless the broadcasters, individually and en masse, really demonstrate their resentment toward constant harassment, the demagogues will not cease pouring their shot and shell of half-truths and the big lie.





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**1963**

## Rising TV Production Costs A Concern to Nets & Sponsors



By  
THOMAS W. MOORE  
President  
ABC TV Network

**A** TREND in television which is of concern to both networks and advertisers is the rising cost of television production.

Some 15 years ago, half-hour filmed television programs were being brought in for anywhere from \$5,500 to \$18,500. Today the average price for a half-hour show is close to \$60,000.

Just a few seasons back, hour-long shows were commanding around \$80,000. That figure now is closer to \$120,000.

The costs are not yet prohibitive. But they are climbing even higher and giving pause to a number of advertisers—the advertisers who are being asked to pay more each year for their show.

There are many reasons, as well as rationalizations, for this cost spiral.

Unfortunately, there are few solutions.

And the people who should be most aware of the problem—and of what it could lead to—are, I am afraid, the least concerned with finding a solution. Here I am speaking of the film producers.

It seems to be the philosophy of many to get what the traffic will bear.

They had better keep awake. They may be running into a traffic jam.

Imagination, not higher bills, is what producers should concentrate on. If television is going to continue to grow as it has and attract numerous new advertisers each season, it must

cost itself so that it can be afforded by more than the biggest advertisers.

There are many factors that advertisers look for in selecting programs and networks. They have many and diverse needs to fill in their selling efforts. A network has the essential task of seeking the interest of its primary customer — the viewers — and that is with appealing programming of all kinds that will strike a responsive chord. It is in the search for this responsive chord that new forms of television are created.

Television must exhibit daring creativity and increasing quality at a cost that will not only be appealing to advertisers, but so attractive that it becomes a "must."

There are advertisers who, because of special marketing needs, would rather buy a full half-hour or alternate half-hour sponsorship than participating sponsorships in a number of shows.

The networks are aware of their particular needs and are trying to find ways to help them accomplish their desires. It is our hope that the producers will now become aware of the problem on the horizon for these advertisers as well as the whole industry and help in finding the solution.

# American Broadcasting Co. Television Network

(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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Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company  
 Simon B. Siegel... Exec. V.P., AB-PT & ABC  
 Martin Brown... Treas. of AB-PT & V.P. & Treas. of ABC  
 Thomas W. Moore... Pres., ABC TV Network  
 Robert R. Pauley... V.P. & Pres., AM Network  
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 Julius Barnathan... TV Net. V.P. & Gen. Mgr.  
 Alfred Beckman... Vice-President  
 Edward Bleier... Vice-President  
 Michael P. Boland... Vice-President  
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 Julius Barnathan... Network V.P. & Gen. Mgr.

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 Frederick Zellner... Dir. of Tech. Oprs. AM  
 Joseph Sauer... Traffic Manager  
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 George Milne... Dir. of Traffic & Comm.  
 Clure Owen... Administrative Assistant  
 John Preston... Director of Engineering Facilities  
 Lawrence A. Ruddell... Recording Director  
 Robert Gabrielson... Mgr., TV Oprs.  
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 Royce Pointer... Dir., Audio-Video Eng.

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 David Eschelbacher... Studio Svcs. Mgr.  
 Frederick J. Schuhman... Dir. of Prod. Serv.  
 Arthur Segal... Scenic Svcs. Mgr.

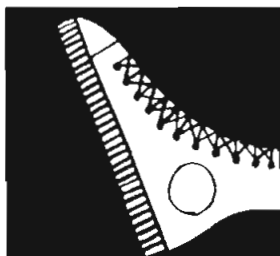
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Simon B. Siegel... Exec. V.P. of AB-PT & ABC  
 Martin Brown... V.P. & Treas. of ABC & Treas. of AB-PT  
 George Ast... Purchasing Agent  
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 Joseph Spagnola... Dir. of Office & Studio Services  
 David Sweeney... Chief Accountant  
 Sam Barr... Mgr. of Data Processing  
 Grace Johnsen... Dir. of Continuity Accept.  
 Henry Epstein... Art Director  
 J. Lawrence Lecky... Mgr. of Print Prod.

### Legal

Everett H. Erlick... V.P. & Gen. Counsel AB-PT  
 Mortimer Weinbach... V.P. & Asst. Gen. Counsel AB-PT

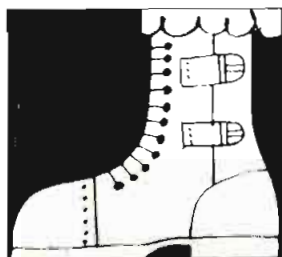
(Continued on Page 657)



Sports



Variety



Adventure

## It's the way we put them together that counts.

Programming, of course, is a network's basic product.

And frankly, our programming is slanted. A blend of many types, it is aimed, principally, at attracting the *young* viewing family. It is therefore characterized by a constant search for *new* forms of quality television entertainment and information to supplement our many established favorites.

In comedy, for example, where two years ago *The Flintstones* added the new, successful twist of animation, this year *McHale's Navy* finds its fun in

the lighter side of the War in the Pacific and *I'm Dickens... He's Fenster* adds a new dimension in comedy.

To the serious business of responsible programming for children, ABC has contributed *Discovery*, which entertains as it informs, and is the only network show to do so every weekday.

On the action-adventure front, where ABC pioneered with the first hour formats, we've again taken off in a new direction. In *Combat!* and *The Gallant Men* we dramatize the lives of men in bat-





Comedy



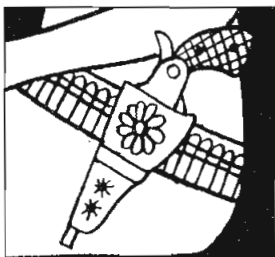
News and Public Affairs



Drama



Mystery



Westerns

e, against an authentic World War II backdrop.

In Public Affairs programming, *Close-Up!* has been consistently penetrating and far-ranging in its subject matter.

In news, with four daily network programs, including the only late-night network news, we have expanded our efforts enormously to provide a responsible full, daily and weekly coverage.

Sports? Indeed. Highlighted by ABC's *Wide World of Sports*, which covers the field on a global scale, our programming provides arm-chair buffs

with 20 hours of sports activity a month.

And, as becomes a young network, we've concentrated on developing new, young talent. Witness Vince Edwards, Ingels and Astin, Vic Morrow, Tim Conway, ABC discoveries, all of them!

When you are dedicated to creating new programming trends, not following them, you'll find these virtues reflected in your viewers.

They, too, are young, alert, responsive.

ABC Television Network



# ABC Television Network

**THOMAS W. MOORE**  
**PRESIDENT, ABC TELEVISION NETWORK**

Joining the American Broadcasting Company in November, 1957 as Vice President in Charge of Sales, Mr. Moore made the unusual shift from sales to Vice President in Charge of TV Programming only four months later. He assumed his present position in April of this year. He came to the American Broadcasting Company from the Columbia Broadcasting System where he was General Sales Manager of CBS-TV Film Sales. Mr. Moore joined CBS Films in 1950 as an Account Executive. Born in Meridian, Mississippi, Mr. Moore attended Mississippi State College and the University of Missouri, from which he received a bachelor's degree in journalism in 1939.



**JAMES C. HAGERTY**  
**VICE PRESIDENT IN CHARGE OF NEWS, SPECIAL EVENTS  
AND PUBLIC AFFAIRS**



News Secretary to former President Eisenhower during his administration, James Hagerty took over the top ABC news job on January 23, 1961, three days after leaving the White House. A top news reporter for the New York Times from 1934 to 1943, Mr. Hagerty became former New York Governor Thomas Dewey's Press Secretary in 1943. In 1952 he took leave from his New York State position to work with General Eisenhower, then became his News Secretary when Eisenhower was elected President.

**JULIUS BARNATHAN**  
**VICE PRESIDENT & GENERAL MANAGER OF TV NETWORK**

After joining ABC in 1954, Mr. Barnathan embarked on a steady course up through the executive ranks until he assumed his present post in March, 1962. He became Director of Research in 1957, Research Vice President in 1959 and Vice President of Affiliated Television Stations later that same year. From January to March of 1962, he held the post of President of the ABC Owned Television Stations. He is a graduate of Brooklyn College, a member of Phi Beta Kappa and holds a Master's Degree from Columbia University.





(Continued from Page 653)

Omar Elder.....V.P. & General Attorney  
 Richard Freund.....V.P. Chg. of Labor Rel.  
 Edward Masket.....Dir. of Pgm. Bus. Aff.  
 Robert Kaufman.....Gen. Attorney, Sls. & Pgm.  
 Contracts  
 Charles DeBare.....Gen. Attorney AM Net. &  
 OGO Stas.

## Programming

Theodore H. Fetter.....V.P. & Program Director  
 Armand Grant.....V.P. in Charge of  
 Daytime Programs  
 Daniel Melnick.....V.P. in chg. Nighttime Pgms.  
 Douglas Cramer.....Dir. Pgm. Planning  
 Theodore Lyman.....Mgr. Anncg. Div.  
 Charles H. Barris.....Mgr. Daytime Prog.  
 John B. Green.....Exec. Producer  
 Frederick P. Laffey.....Program Service Mgr.  
 Leonard Maskin.....Admin. & Budget Manager  
 Julian Bercovici.....Dir. of TV Daytime Pgms.  
 Stanley Chase.....Dir. Prog. Devel.  
 George Patrick.....Pgm. & Comm. Prod. Mgr.

## News, Special Events & Public Affairs

James C. Hagerty.....V.P. in Chg.  
 Robert Lang.....V.P. in Chg. of Oprs.  
 Thomas Velotta.....V.P., Administration  
 Donald G. Coe.....Asst. to VP—Operations  
 Wiley Hance.....Mgr. of Public Affairs  
 John Madigan.....Dir. of News  
 John Secondari.....Producer, Sp. Projects  
 William McSherry.....Asst. Dir. of News  
 Jules Bergman.....Science Editor  
 Thomas O'Brien.....Nat'l News Editor-AM  
 Sidney Darion.....Associate Producer  
 Jack Powers.....Dir. of News & Sp. Events, WABC  
 Jack Bush.....Director of Films  
 Ben Blank.....Creative Graphic Arts Dir.  
 Fred Sheehan.....Assoc. Producer

## Press Information

Michael J. Foster.....Vice-President in Charge  
 Stephen Strassberg.....Director of Press Information  
 Sidney R. Mesibov.....Dir. of Spec. Exploit. Proj.  
 Catharine Lynch.....Librarian  
 Philip Bernstein.....Asst. Dir.  
 Ellen MacKinnon.....Superv. Audience Info.  
 George Hoover.....Trade News Editor  
 Richard Sarno.....Photo Editor  
 Mari Yanofsky.....Magazine Editor

## Continuity Acceptance

Grace Johnsen.....Director

## Advertising & Promotion

Donald Foley.....Vice-President in Charge  
 Andre Gebstaedt.....Advertising Mgr.

## Sales

Edgar J. Scherick.....V.P. in Charge  
 Edward Bleier.....V.P., Nat'l Sales Mgr.  
 Slocum Chapin.....V.P., West Div. TV-Net Sales  
 Henry T. Hede.....V.P. Admin. Sls. Mgr.  
 Charles Ayres.....V. P. & Assoc. Sales Dir.  
 Charles Allen.....Dir. of Sales Service  
 Peter Reinheimer.....Eastern Sls. Mgr.  
 Yale Roe.....Dir. of Daytime Sales

## Owned & Operated Stations

Stephen Riddleberger.....V.P. & Pres. AM  
 OGO Stas.  
 Theodore F. Shaker.....V.P. & Pres. of TV OGO Stas.

## Affiliated Stations, Station Relations, Station Clearance

Robert Coe.....V.P. in Chg. TV Sta. Rel.  
 Donald S. Shaw Jr.....Director of Station Relations  
 Joseph Giaquinto.....Director, Station Clearance

## Research and Sales Development

Frederick Pierce.....Dir., Plan. & Sales Devel.  
 Jerome Zucker.....Mgr. of Sls. Develop.

## ABC International Television, Inc.

Donald W. Coyle.....President  
 James T. Larkin.....Mgr., Sta. Devel.  
 Donald Hine.....Program Manager  
 Harvey Jacobs.....Mgr. of Adv., Sls., Prom.  
 & Public Rel.  
 Charles Dwyer.....Sales Manager

## ABC Films, Inc.

1501 Broadway

Henry G. Plitt.....President  
 John Tobin.....V.P., U. S. Sales Mgr.  
 Harold Klein.....V.P., Business Affairs  
 Gilbert Cohen.....Film Supervisor  
 Raymond Fox.....Administrative Vice-Pres.  
 Irving Paley.....Advertising & Prom. Director

## ABC-Paramount Records, Inc.

1501 Broadway

Samuel Clark.....President  
 James L. Brown.....Vice-President  
 David Berger.....N. Y. Promo. Dir.  
 Romeo Fabrizio.....Prod. Mgr.  
 Sidney Feller.....Artist & Rep. Dir.  
 Irwin Garr.....V.P., West Coast Opera.  
 Albert Genovese.....Accountant  
 Natt Hale.....Asst. to the Pres.  
 Raymond Kissel.....Chg. of Stereo Prod.  
 Harry Levine.....Chg. of Artist Booking Bur., Inc.  
 Larry Newton.....Nat'l Sales Mgr.  
 Allan Parker.....Dir. of Album Sales

## ABC-Television Spot Sales, Inc.

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 Walter Stein.....Research & Promo. Mgr.  
 Fred Nettore.....East. Sales Mgr.  
 Mark Ellentuck.....Business Mgr.  
 D. Thomas Miller.....V.P., Central Div. Chicago  
 John McElfresh.....Chicago Sales Mgr.  
 Charles Barrickman.....Los Angeles Sales Mgr.  
 James Osborn.....San Francisco Sales Mgr.

## CHICAGO (WBKB)

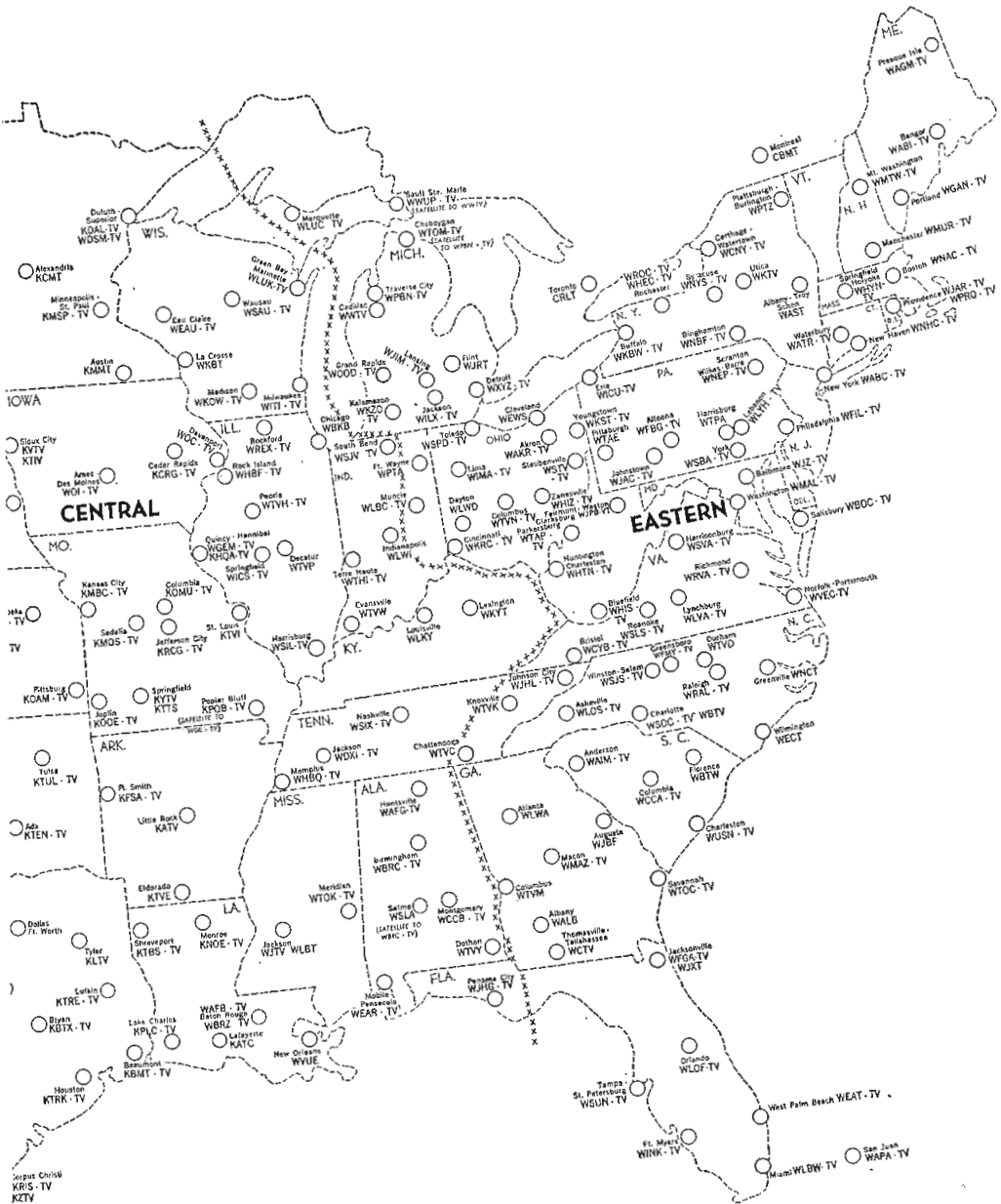
360 N. Michigan Ave., Chicago Ill.

Sterling C. Quinlan.....V.P. in Chg. & Gen. Mgr.  
 William C. Gillogy.....V.P. in Chg. TV Net Sales  
 Donald Peterson.....Dir. Pub. & Prom.  
 Ralph Andrews.....Film Director

(Continued on Page 660)



# Company Television Network



# ABC TELEVISION NETWORK

(Continued from Page 657)

Manuel Fingerhut . . . . . Controller  
 Joseph Corey . . . . . Personnel Dir.  
 William P. Kusack . . . . . Chief Engineer  
 Rex Maupin, Dir. of Music for WBKB & ABC C. D.  
 Con O'Dea . . . . . Dir. WBKB News & Sp. Events  
 Daniel Schuffman . . . . . Program Manager, WBKB  
 Robert F. Adams . . . . . Dir. of Sales, WBKB  
 Arne Nordmark . . . . . Mgr. Sls. Svc. TV Net. C.D.  
 Marcella Braun . . . . . Continuity Dir.  
 John Fitzpatrick . . . . . Prod. Mgr. WBKB-TV

## DETROIT (WXYZ)

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 Detroit 41, Mich.

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 Elizabeth Ashton . . . . . Traffic Manager  
 Harold Christian . . . . . V. P., in Charge of  
 Merchandising  
 Ralph Dawson . . . . . Mgr. Tape Comm. Dept.  
 Kent Fredericks . . . . . TV Nat'l Sales Mgr.  
 William Hendricks . . . . . Sales Mgr.  
 Edward Stocke . . . . . Mgr. of Prod. Svcs.  
 Kenneth Layden . . . . . Promotion Mgr.  
 Earl Moore . . . . . Business Mgr.  
 Jan Coil . . . . . Sales Service Mgr.  
 Kenneth Sims . . . . . Film Director  
 Richard Femmel . . . . . Editorial Director  
 Charles Kocher . . . . . Chief Engineer  
 John Reynolds . . . . . Controller  
 Peter Strand . . . . . Program Mgr.

## HOLLYWOOD (KABC-TV)

ABC Television Center  
 Hollywood 27, Calif.

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 Edward Parish . . . . . Mgr. Pgm. Svcs., TV Net W.D.  
 J. Clifford Anderson . . . . . Director of Special Servs.  
 Jack Brembeck . . . . . Manager, Pub. Promo.  
 Dorothy L. Brown . . . . . Continuity Acceptance Editor,  
 Western Division  
 Milt Fishman . . . . . Dir. Radio-TV News  
 Rowe S. Giesen . . . . . Mgr. TV Net Prgs.  
 William Edwards . . . . . Mgr. Adv. Prom. TV Net W.D.  
 Bert Nodella . . . . . Dir., Pgm. Dev., TV Net  
 Theodore Grenier . . . . . Chief Eng., West Div.  
 Vincent Francis . . . . . V.P. in Chg. TV Net. Sls. W.D.  
 Arthur Harvey . . . . . Dir. Labor Rel. & Bus. Affairs  
 Courtney McLeod . . . . . Regional Mgr., TV Sta. Rel.  
 Norma T. Olsen . . . . . Director TV Program Opera.  
 Hugh Hole . . . . . ABC Co-Ord TV Network Pgms.  
 Donald Kraatz . . . . . ABC Co-Ord TV Network  
 Richard Loeb . . . . . ABC Co-Ord. TV Net. W. D.  
 Richard O'Leary . . . . . Sales Mgr. KABC-TV  
 Louis Sanman . . . . . Mgr. Program Prod. Services  
 Robert Trachinger . . . . . Mgr. TV Eng. Opera.  
 James Patterson . . . . . Program Dir. KABC-TV  
 John Mills . . . . . Production Mgr. KABC-TV  
 George Pierce . . . . . Sls. Svc. Mgr., KABC-TV  
 Ronald Gleason . . . . . Dir. of Research, Sales Devel. &  
 Merchandising, KABC-TV

Jerome Bredouw, Dir. of On-the-Air Prom., TV  
 Net.  
 Henry Miller . . . . . ABC Co-ord. TV Net. W.D.  
 Frank G. Ralston, Jr. . . . . Network Film Dept. Dir.  
 Elton Rule . . . . . V.P. Gen.-Mgr. KABC-TV  
 Florence T. Schiro . . . . . Personnel Director  
 John C. Wagner . . . . . Controller, Western Division  
 Elliott Henry . . . . . Dir. of TV Net. Press Info.  
 Western Division  
 Mitchell L. Gamson . . . . . ABC Coordinator-  
 Warner Bros. TV  
 Howard H. Lipstone . . . . . Mgr. Film Dept. KABC-TV  
 Norman Sloane . . . . . Business Mgr. KABC-TV

## SAN FRANCISCO (KGO)

277 Golden Gate Ave.  
 San Francisco, Calif.

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 Harry Jacobs . . . . . Chief Engineer  
 Edith Kirby . . . . . Traffic Manager  
 Robert Mitchell . . . . . Mgr., Film Dept.  
 Tosca Lemont . . . . . Sales Svc. Mgr., KGO-TV  
 Russ Baker . . . . . Operations Director  
 James Monroe . . . . . Dr. of Rsrch., Sales Develop.  
 Victor Reed . . . . . Dir. of News & Sp. Events  
 Lorraine Pedersen . . . . . Continuity Acceptance Editor  
 David Sacks . . . . . V.P. Gen. Mgr. KGO-TV  
 Henry Saroyan . . . . . Controller  
 Russ Coughlan . . . . . Sales Mgr. KGO-TV  
 Calvin Thomas . . . . . Prod. Mgr. KGO-TV

## WASHINGTON

1735 DeSalle St., N.W.  
 Washington, D. C.

Alfred Beckman . . . . . V.P. in Chg.

## WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Arthur Dorfner . . . . . Business Mgr.  
 Richard Bessemyer . . . . . Gen. Sales Mgr.  
 John Doyle . . . . . Sls. Svc. Mgr.  
 Takashi Kako . . . . . Film Director  
 Gordon Kunz . . . . . Production Manager of WABC-TV  
 Frank Little . . . . . Publicity Director  
 Clarence Johnson . . . . . Art Director  
 Lawrence Pollock . . . . . Dir. of Research & Adv. Svcs.  
 Monroe Mendelsohn . . . . . Dir. of Adv. & Sls. Prom.  
 Seymour Horowitz . . . . . Dir. of Programming

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 Thomas Chisman, V. Chmn. WVEC-TV, Norfolk,  
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 Martin Umansky, Treas. . . . . KAKE-TV, Wichita  
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 Joseph Hladky . . . . . KCRG-TV, Cedar Rapids, Ia.  
 William Warren . . . . . KOMO, Seattle, Wash.  
 Norman Louvou . . . . . KCPX, Salt Lake City, Utah



## Informational B'casting Rise Key to TV Progress & Maturity



By  
RICHARD S. SALANT  
President  
CBS News Division

**A**T THE May 1961 meeting of CBS Television Network affiliates, I first put forth the proposal to the affiliates for a 30-minute nightly network news broadcast.

There were many problems to be worked out, and the matter moved slowly—but steadily. Finally, in 1962, we received the green light; and, following a meeting of the affiliates' advisory board in the fall of 1962, the precedent was established with the announcement that in the fall of 1963 we would present a 30-minute evening news broadcast, Monday through Friday. Apparently, this much-needed advance in electronic journalism has been well received and will be the rule rather than the exception henceforth from 1963.

The expanded news service will be the result of months of study and will relate dynamically to the increased flow and complexity of the news. It will enable our world-wide news organization to cover many more important stories in the depth we have longed for. This is a great leap forward in realizing the potential of electronic journalism.

In three short decades, electronic journalism has come a long way. We have not, of course, reached the millennium; we shall never reach it, for our sights are always rising higher. But, now, informational broadcasting is occupying more and more of our Network schedule, and the healthiest phenomenon in informational broadcasting is the sharp growth of competition within the last few years. I would hope that the competition will increase—with the emphasis on quality rather than quantity.

I do not believe that time on network schedules should be carved out for news and public affairs broad-

casts as a matter of right, grace—or Washington. Rather, ideas—the program concepts themselves—must come first and must earn their way into greater portions of the broadcast schedule. I believe that we shall never attain full journalistic maturity until this is recognized. Any other course will bring us into the television schedule by forced feeding. We must examine the world of reality and determine what needs to be done and said, and then do it and say it as clearly, as interestingly, and as accurately as possible. As we learn how information can be more effectively moved by making it more interesting and imperative, we shall increase our share of the broadcast schedule.

The real advances, however, will come as the American people themselves advance. One of the social phenomena of contemporary American society is the increase in educational levels.

Electronic journalism provides a vividness and impact and a sense of personal involvement, which is the beginning of national concern and national understanding. We in electronic journalism have to make sure that we do our best—that we don't program by press release, that we don't add news and public affairs in our schedules merely for the sake of a statistic to enrapture or mollify the government and the critics, or ourselves. We must continue to improve our informational broadcasting according to the highest journalistic standards and the most demanding sense of history.

**Annual**



# report!

For the eighth  
consecutive year the  
CBS Television Network  
is attracting television's  
biggest audiences  
at night and for the fifth  
consecutive year,  
the biggest audiences  
in the daytime.

*ninth*

*sixth*

# CBS Television Network

## **JAMES T. AUBREY, JR.** **PRESIDENT, CBS TELEVISION NETWORK**

James T. Aubrey, Jr., was appointed President of the CBS Television Network on December 8, 1959, and elected to the Board of Directors of the Columbia Broadcasting System the following day. Since June 1 of the same year he had been Executive Vice President of the CBS Television Network. Mr. Aubrey entered broadcasting in 1948 as an account executive for KNXT and KNX-Radio, the CBS-owned stations in Los Angeles. After serving as Sales Manager of KNXT he was General Manager of KNXT and of the CBS Television Pacific Network from October, 1952, to June 1956. In June, 1956, he was named Manager of Network Programs, Hollywood, for the CBS Television Network. From December 1956 until he rejoined CBS as Vice President, Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958, Mr. Aubrey was with the ABC Television Network as Vice President in Charge of Programming and Talent. He was associated with Street & Smith Publications and Conde Nast Publications after World War II service in the U. S. Air Force.



## **THOMAS H. DAWSON** **CBS TELEVISION NETWORK VICE PRESIDENT — SALES**

Thomas H. Dawson was appointed CBS Television Network Vice President-Sales on April 22, 1963. In this capacity he directs all phases of Network sales and services. Mr. Dawson joined CBS in 1938 as a salesman with WCCO, CBS Radio station in Minneapolis, following a year on the advertising staff of Pillsbury Mills in Minneapolis. In 1940, he transferred to CBS Radio Spot Sales in Chicago, returning to WCCO in 1941 as Sales Manager. In 1942, he enlisted in the U.S. Navy, remaining in service until 1945, when he resumed his post as WCCO Sales Manager. In 1948, Mr. Dawson moved to the New York office of CBS Radio Spot Sales as an account executive, and later became Eastern Sales Manager. In 1950 he joined Edward Petry & Co. as Director of Television, returning to CBS a year later as General Sales Manager of CBS Television Spot Sales. He was named Sales Manager for the CBS Television Network in December, 1952, and became a Network Sales Vice President in February, 1957. Mr. Dawson was born in Appleton, Minn., in 1914. He attended the University of Minnesota. He is married, has two children and lives in Greenwich, Conn.



## **MICHAEL H. DANN** **CBS TELEVISION NETWORK VICE PRESIDENT—PROGRAMS**

Michael H. Dann was appointed CBS Television Network Vice President-Programs on March 11, 1963. He had joined the CBS Television Network in March, 1958, as Vice President, Network Programs-New York. Mr. Dann was born in Detroit, Michigan, September 11, 1921, and was graduated from the University of Michigan in 1943. After serving in the Army, he first entered broadcasting as a comedy writer for Louis Nye. He joined NBC subsequently as Trade and Business News Editor and then became Director of the Program Department, Director of Special Programs and Vice President in Charge of Program Sales. During his years at NBC Mr. Dann was associated with such shows as "Today," "Tonight" and such NBC-TV specials as "Producers Showcase," "Ford Anniversary Show," "Peter Pan" and others. At CBS-TV he was an important factor in the conception of such successful series as "Garry Moore Show," "The Defenders," "The Nurses," "East Side, West Side" and others. Mr. Dann is married, has three children and lives in Chappaqua, New York.



# 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 192.*

### CBS TELEVISION DIVISION OFFICERS

James T. Aubrey, Jr. . . . . President  
 Frank Shakespeare, Jr. . . . V.P. & Ass't. to the Pres.  
 John T. Reynolds . . . . . Sr. V.P.—Hollywood  
 Michael H. Dann . . . . . Vice President—Programs  
 Robert Lewine . . . . . V.P., Programs, Hollywood  
 Alan Courtney . . . . . V.P., Network Programs  
 Oscar Katz . . . . . V.P., Pgm. Administration  
 Hunt Stromberg . . . . . V.P. Pgm. Devel., Hollywood  
 Joseph H. Ream . . . . . Vice Pres., Program Practices  
 Edward L. Saxe . . . . . V.P. in Charge of Operations  
 Thomas H. Dawson . . . . . Vice President—Sales  
 John Karol . . . . . V.P., Special Proj. Netwk. Sales  
 William B. Lodge . . . . . V.P. Eng. & Affiliate Relations  
 Carl Ward . . . . . Vice Pres., Affiliate Relations  
 Salvatore Iannucci . . . . . V.P., Business Affairs  
 Merritt Coleman . . . . . V.P. & Business Mgr., Talent  
 & Contract Properties, Hollywood  
 John P. Cowden . . . . . Vice Pres., Information Serv.  
 Charles S. Steinberg . . . . . V.P., Public Information  
 William MacPhail . . . . . Vice President, Sports  
 James Geer . . . . . Controller

### Network Sales

Thomas H. Dawson . . . . . Vice President—Sales  
 John Karol . . . . . V.P., Special Proj. Netwk. Sales  
 Carl Tillmanns . . . . . V.P., Eastern Sales  
 Joseph Cuf . . . . . V.P., Daytime Sales  
 Roy Porteous . . . . . V.P., Central Sales  
 Robert Swats . . . . . Detroit Sales Manager  
 Robert Livingston . . . . . Pacific Coast Sales Mgr.  
 William J. Fagan . . . . . Business Manager  
 Robert Jamieson . . . . . Mgr., Sta. Sls. & Clearances  
 George Zurich . . . . . Manager, Station Clearances  
 James Aberle . . . . . Sales Mgr., Extended Mkt. Plan  
 Robert Philpot . . . . . Sales Coordinator  
 Herbert Gross . . . . . Mgr., Sales Development  
 Dale Dannenberg . . . . . Admin., Comm. Co-ord.

### Affiliate Relations

Carl Ward . . . . . Vice-President in Charge  
 Gordon Hayes . . . . . National Mgr.  
 Donald Clancy . . . . . Administrative Manager  
 Robert Wood . . . . . Mgr., Contracts & Records  
 Edward E. Hall . . . . . Western Manager  
 Ed Scovill . . . . . Midwest Manager  
 David R. Williams . . . . . Eastern Manager

### Network Programs

Michael H. Dann . . . . . Vice President—Programs  
 Oscar Katz . . . . . V.P., Program Admin.  
 John T. Reynolds . . . . . Sr. Vice Pres.—Hollywood  
 Robert Lewine . . . . . V.P., Net. Pgms., Hollywood  
 Hunt Stromberg . . . . . V.P., Pgm. Devel. Hollywood  
 Bruce Lansbury . . . . . Gen. Program Exec., Hollywood  
 Paul Levitt . . . . . Dir., Daytime Pgms., Hollywood  
 Robert Milford . . . . . Director, Netwk. Progs., N. Y.  
 Tom Loeb . . . . . Spvr. of Live Pgmng.—N. Y.  
 Alan Wagner . . . . . Dir., Pgm. Development  
 Marc Merson . . . . . Gen. Program Exec., N. Y.  
 James Lavenstein . . . . . Administrative Mgr.

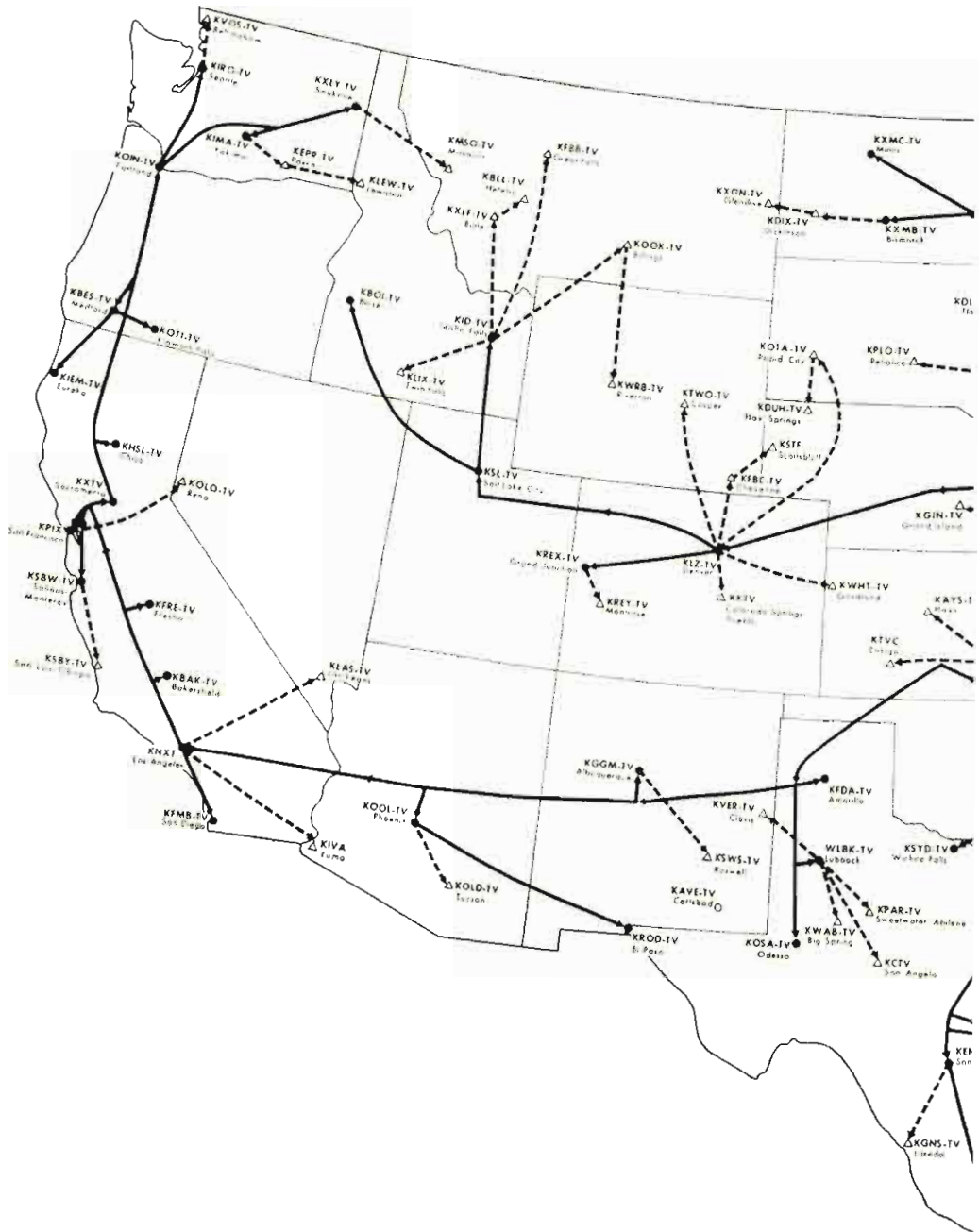
### Operations

Edward L. Saxe . . . . . Vice-President  
 Staff: Joseph A. Flaherty, Paul Wittlig, Plant  
 Engng. & Devel.; Robert Bridges, Joel Hymson,  
 Planning & Analysis  
 Operating Components  
 New York: Hugh T. Graham, Gen. Mgr.; E. Carlton  
 Winckler, Asst. Gen. Mgr.  
 Staff: Harold Meier, On-Air Services; David White,  
 Facilities Scheduling; Albert Raymond, Labor  
 Rel.; Walter Pierson, Plant Svcs.; Fred Faviano,  
 Prod. Control.  
 Operating Dept. Heads:  
 Gordon Shadwick, Film Svcs.; E. C. Winckler,  
 Shops & Staging Evcs.; Robert Hammer, Tech.  
 Svcs.  
 Hollywood: James Heslen, Gen. Mgr.  
 Staff: Harry Zipper, Admin. Svcs.; Everett Sears,  
 Scheduling; Herbert Pangborn, Quality Control.  
 Operating Dept. Heads:  
 Morton Granas, Film Svcs.; Edwin Gale, Prod.  
 Svcs.; Gilbert Wyland, Studio Svcs.

### Information Services

John Cowden . . . . . Vice President  
 (Continued on Page 668)

# Columbia Broadcasting



# System Television Network



**LEGEND**

- INTERCITY FACILITIES
- - - OFF-AIR ROUTES
- INTERCONNECTED STATIONS
- NON-INTERCONNECTED STATIONS
- △ OFF-AIR STATIONS



# CBS TELEVISION NETWORK

(Continued from Page 665)

## Advertising & Sales Promotion

Louis Dorfsman ..... Creative Director  
George Bristol ..... Operations Director  
Robert Strunsky ..... Copy Chief  
Alex Kennedy ..... Director of Audience Promotion  
Richard Golden ..... Director of Market Planning  
David Fuchs ..... Director, Market Development  
Daniel Taylor ..... Manager, Station Promotion  
Edward Side ..... Production Manager

## Press Information

Charles Steinberg ..... V.P., Public Information  
Leonard Spinrad ..... Exec. Editor  
Hank Warner ..... Director, Press Information  
Edward Reynolds ..... Ass't. Director  
Ernest Stern ..... Director, Hollywood  
Harry Feeney ..... Manager of Trade & Bus. News  
James Kane ..... Mgr., Affiliate Press Relations

## Research

Jay Eliasberg ..... Director  
Philip Luttinger ..... Asst. Director  
Rose Marie O'Reilly ..... Manager of Ratings  
Arnold Becker ..... Mgr., Coverage & Rsch. Analysis

## Engineering

William B. Lodge ..... V.P., Engineering  
and Affiliate Relations  
Richard O'Brien ..... Director of Engineering  
H. A. Chinn ..... Chief Engineer  
Kenneth Benson ..... Director, Audio-Video  
Engineering

## Business Affairs

Sal Iannucci ..... V.P., Business Affairs  
Merritt Coleman ..... V.P. & Bus. Mgr., Talent  
& Contracts, Hollywood  
Bernard Krause ..... Dir. of Bus. Aff. & Admin.  
Robert Joliner ..... Dir., Contracts, Talent & Rights  
Franklin Rohner ..... Dir., Bus. Aff., Hollywood

## Accounting

James Geer ..... Controller  
Louis I. Teicher ..... Dir. of Music Opera.

## CBS TELEVISION STATIONS DIV.

Merle S. Jones ..... President  
Craig Lawrence ..... Vice President in Charge of  
CBS Television-Owned Stations

### WCBS-TV, 485 Madison Ave. New York 22, N. Y.

Norman E. Walt, Jr. .... General Manager  
Jerry Danford ..... Sales Manager  
Ned Cramer ..... Director, Public Affairs  
Dan Gallagher ..... Program Director  
Phil King ..... Dir., Info., Service & Adv.  
William C. Lacey ..... Film Manager  
Arthur Hecht ..... Dir. Advertising

### WBBM-TV, 630 N. McClurg Ct. Chicago, Ill.

Clark George ..... Vice President & Gen'l Mgr

### KNXT, 6121 Sunset Blvd.

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 TV Stations Nat'l. Sales

Bruce Bryant ..... Vice President, Gen'l Mgr.  
Gerald E. Marenoff ..... Business Manager  
Ted O'Connell ..... Eastern Sales Manager  
William Hohmann ..... Dir. Sls. Prom. & Rsch.

### Branch Offices

Richard Loftus ..... Midwestern Sales Manager  
630 N. McClurg Ct., Chicago  
William Miller ..... St. Louis Manager  
12th and Cole Sts., St. Louis, Mo.  
John Logan ..... Detroit Manager  
932 Fisher Bldg., Detroit 2, Mich.  
Robert Perez ..... 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  
Fred Mahlstedt ..... Dir. Oper. & Prodn.  
Eugene Moss ..... Sales Promotion Manager  
Murray Benson ..... Dir. of Licensing  
Robert Fuller ..... Dir. of Publicity  
Howard Kany ..... Dir. of Intern. Bus. Rel.

### Terrytoons

William Weiss ..... Vice President

### Advertising & Sales Promotion

Tom Means ..... Director

### Information Services

Howard Berk ..... Director

### Legal

Thomas K. Fisher ..... V.P. & Gen. Attorney

### Programming

Hal Hough ..... Vice President

### Station Services

Harvey Struthers ..... Vice President

### Research

Robert Davis ..... Director

### CBS News

Richard Salant ..... President  
Blair Clark ..... Vice Pres. & General Mgr.  
David Klinger ..... Vice Pres., Administration  
John W. Kiermaier ..... Vice Pres., Pub. Affairs  
Ernest Leiser ..... Asst. General Manager, TV  
Ralph Paskman ..... Assignment Manager  
Jack Bush ..... Manager of Film Production  
Pamela Hott ..... Director, Religious Programs  
Robert Skedgell ..... Asst. General Mgr., Radio  
Bob Allison ..... Bureau Mgr., Wash., D. C.  
Bill Small ..... Dir., Wash., D. C.  
John Cooper ..... Mgr., News Film Synd.  
Donald Hamilton ..... Dir., Bus. Affairs

### CBS Sports

William MacPhail ..... Vice President  
Jack Dolph ..... Director



## 'Instant' Programs Herald Dawn Of New Network TV Sales Age



By  
WALTER D. SCOTT  
Executive Vice President  
NBC TV Network

WITH the enormous logistics added, our overnight sale of participations in the Giants-Dodgers "sudden life" playoff series last October was really a natural outgrowth of the network's "Instant Sponsorship." To affirm this evolutionary pattern, people in the television industry need only recall that in that same October, Gulf Oil renewed for 1963 its sponsorship of our precedent-setting "Instant News Specials."

"Instant News Specials" makes possible immediate and extensive coverage of happenings within hours after their occurrence. In terms of immediacy and impact, the speed with which electronic journalism goes about its work is the kind of pace that hitherto was made conspicuous by newspaper "extras."

In the TV market place this speed, as welded to vivid, moving pictorialization, received another nationwide boost last spring when, within 24 hours of the scheduling of a special half-hour news program on May 24, for a recapitulation of that day's orbit flight of astronaut Scott Carpenter, full sponsorship was bought by Kemper Insurance. The films of Carpenter's recovery had arrived only minutes before broadcast.

Our gamble included a challenge, the previously mentioned logistics, and no challenge of this sort is greater than prompt delivery of the goods. Our Sports and Special Program Sales faced the challenge when the Dodgers lost and the Giants won the last game of the pennant race, thus producing a tie and triggering the network's coverage of the pennant playoff, to commence 21 hours later.

The 21-hour countdown by the divisional sales unit became a minute-by-

minute operation as a 22-member sales force was alerted into action by the "command post" to announce availability of participations to prospects through their agencies. During that 21-hour alert, 10 companies, representing 60 per cent sponsorship of the first game, affixed their banners to the playoff mast. The ensuing 24 hours brought another 14 sponsors, or a 93 per cent fill for the second game—accompanied all the way by constant juggling to assure product protection.

There was a "third nine" on the playing field Wednesday of that week. In the 21-hour period between the tie at regular season's end and the start of the first playoff game, nine advertisers had purchased participation in the series. Hours later, five more were contracted. With the latter, participation had reached sold-out status before the third and final game.

A similar story unfolded at NBC Radio, which signed a one-quarter sponsor exactly 55 minutes before airtime. For the second and third games, NBC Radio clicked off four additional sponsors in one string, and a few hours later these were joined by three other companies, to mark a sellout.

The results with these "instant" programs suggest the dawn of a new age in network TV sales. The intricacies of product protection, commercial placement, strength and composition of audience—those TV sales complexities which must be resolved and coordinated before a sponsored broadcast—are swiftly surmounted by network sales forces.

**NBC—  
the network  
that attracts  
more people whenever  
all networks cover  
a national event...  
whether it is  
election night  
or the flight  
of an astronaut  
or a Telstar broadcast  
or a president's  
report on a crisis.**

**The reason?  
NBC News leads  
in bringing world news  
to the nation  
rapidly, accurately,  
responsibly. **

# 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 at 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.

**MORT WERNER**

**VICE PRESIDENT, PROGRAMS**

Mort Werner was appointed vice president, programs, television network, in July, 1961. Mr. Werner came to NBC from Young and Rubicam, Inc., where he had been senior vice president and member of the executive committee. He previously was with NBC from 1951 until July, 1957, when he left to become vice president in charge of broadcast activities of Kaiser Industries Corporation. Mr. Werner joined NBC in 1951 as producer of "Today," later becoming executive producer of the program and then executive producer of "Today," "Home" and "Tonight." In February, 1955, he was named director of participating programs for the NBC-TV Network, and in November of that year was appointed national program director. He was elected vice president, national programs, in Dec., 1955, and in February, 1957, was appointed vice president, television daytime programs. He continued in that post until he joined Kaiser Industries in July, 1957. Mr. Werner joined Young & Rubicam in October, 1959, as vice president and director of radio and television, becoming senior vice president and member of the executive committee one year later, a position he held until he joined NBC in July, 1961.



# National Broadcasting Co., Inc.

## NBC Television Network

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

*A full listing of the NBC Board of Directors and Officers, as well as Radio Division Executive personnel and West Coast Executive personnel, will be found on page 214.*

### OFFICERS

Walter D. Scott..... Exec. V.P., TV Network  
 Charles R. Abry..... V.P., Gen. Sls. Exec., TV Network  
 Max E. Buck..... V.P., Eastern Sls., TV Network  
 Giraud Chester..... V.P., Pgm. Admin., TV Network  
 Don Durgin..... V.P., Sales, TV Network  
 Edwin S. Friendly, Jr..... V.P., Special Pgm.,  
 TV Network  
 Nicholas C. Gilles..... V.P., Bus. Affairs, TV Network  
 Felix Jackson..... V.P., TV Network Pgm.,  
 West Coast  
 Harold F. Kemp..... V.P., Nighttime Pgm., TV  
 Network, West Coast  
 John M. Otter..... V.P., Natl. Sls., TV Network  
 Angus Robinson..... V.P., Central Sls., TV Network  
 Herbert S. Schlosser..... V.P., Talent & Pgm.  
 Admin., TV Network  
 Robert L. Stone..... V.P. & Gen. Mgr., TV Network  
 David W. Tebet..... V.P., Talent Rel., TV Network  
 Grant A. Tinker..... V.P., Pgm. Opera., TV Network,  
 West Coast  
 William H. Trevarthen..... V.P., Opera. & Eng.,  
 TV Network  
 Mort Werner..... V.P., Pgm., TV Network

### Television Network Programs

Walter D. Scott..... Exec. V.P., TV Network  
 Mort Werner..... Vice President, Pgm.  
 Giraud Chester..... V.P., Program Admin.  
 Edwin S. Friendly Jr..... V.P., Special Programs  
 Ross Donaldson..... Dir. Program Services  
 Donald B. Hyatt..... Dir., Special Projects  
 Robert F. Aaron..... Dir., Daytime Pgm.  
 Joseph P. Cunneff..... Dir., Nighttime Pgm.  
 Arch Robb..... Dir., Special Programs  
 Thomas S. Gallery..... Director, Sports  
 David W. Tebet..... V.P., Talent Relations  
 Felix Jackson..... V.P., Pgm., West Coast  
 Grant Tinker..... V.P., Pgm. Opera., West Coast  
 Harold F. Kemp..... V.P., Nighttime Pgm.,  
 West Coast

### Television Network Sales

Walter D. Scott..... Exec. V.P., TV Network  
 Don Durgin..... Vice President, Sales  
 John M. Otter..... V.P., National Sales  
 Max E. Buck..... V.P., Eastern Sales  
 Charles R. Abry..... V.P., Gen. Sls. Exec.  
 John H. Dodge..... General Sls. Exec.  
 Angus Robinson..... V.P., Central Sales  
 Harry T. Floyd..... Manager, Western Sales  
 Walter Tolleson..... Mgr., San Francisco Sales  
 Walter W. Gross..... Manager, Detroit Sales  
 James Hergen..... Dir., Daytime Pgm. Sales  
 Sam Maxwell..... Dir., Special Pgm. Sales  
 William Storke..... Dir., Partic. Pgm. Sales  
 Stephen Flynn..... Dir., Sales Services  
 Harvey Gannon..... Mgr., Special Services  
 Joseph Iaricci..... Dir., Sales Admin.  
 Dean Shaffner..... Dir., Sales Planning  
 Nicholas Gordon..... Dir., Sales Develop.  
 Raymond Eichmann..... Dir., Client Presentations  
 & Sales Promo.  
 Dave Hedley..... Dir., Pgm. Presentations

### TV Network Business Affairs

Walter D. Scott..... Exec. V.P., TV Network  
 Robert L. Stone..... V.P., General Manager  
 Nicholas Gilles..... V.P., Business Affairs  
 Robert O'Connor..... Mgr., Business Admin.  
 Stephen Weston..... Mgr., Pgm. Budgets & Svcing.  
 Donald Carswell..... Mgr., Pricing & Finan. Svcs.

### Operations and Engineering

William H. Trevarthen..... Vice President  
 Neil J. Murphy..... Mgr., Business Admin.  
 Bernard I. Paulson..... Dir., Prod. Svcs.  
 Charles E. Corcoran..... Dir., TV Network Opera.  
 John Weir..... Mgr., Facilities Plan. & Opera.  
 Control  
 Robert Galvin..... Mgr., Video Tape, Film  
 & Kinescope Opera.  
 Thomas Phelan..... Mgr., Tech. Facil. & Maint.  
 John Rogers..... Mgr., Studio-Field Tech. Opera.  
 Edward M. Lowell..... Mgr., Facilities Admin.  
 James L. Wilson..... Dir., Engineering  
 George M. Nixon..... Mgr., Equip. Devel. & Standards  
 Donald Castle..... Mgr., Systems Plan. & Estimating  
 Chester A. Rackey..... Mgr., Facil. Design  
 & Construct.  
 Joseph J. Arnone..... Mgr., Design & Construct.

(Continued on Page 676)

# National Broadcasting







# NBC TELEVISION NETWORK

(Continued from Page 673)

## Talent & Pgm. Administration

Herbert S. Schlosser . . . . . Vice President  
Robert Dunne . . . . . Manager  
Robert Hanna . . . Mgr., Music & Literary Rights  
Joseph Milroy . . . . Mgr., Contract Admin.  
Edward Rosenberg . . . . Mgr., Talent & Pgm.,  
Admin., West Coast

## Treasurer

Aaron Rubin . . . . . Executive V.P. & Treasurer  
Howard P. Swanson . . . Dir., Tax Administration  
Richard J. Raburn . . . . . Controller  
Anthony J. Dente . . . Mgr., Operating Budgets &  
Financial Evaluation  
Julius Ross . . . . . Manager, Audits  
Ulrich F. Caro . . . . . Dir., Capital Budgets &  
Office Services  
Randall McMillin . . . Dir., Purchasing & Materials  
James White . . . . . Director, Accounting  
Patrick J. Burke, Jr. . . . Chief Accountant  
Charles Ochsenreiter . . Mgr., Systems & Data  
Processing  
Albert E. Walker . . . . Manager, Transportation  
William A. Williams . . . Assistant Treasurer  
Jerrold Wollison . . . . Manager, Contract Admin.

## Personnel

George H. Fuchs . . . . . Vice President  
J. Noel Deutscher . . . . Manager, Organization  
Planning & Management Devel.  
Richard Goldstein . . . Director, Labor Relations  
Dr. Bernard J. Handler . . . Company Physician  
Henry O. Lumb . . . . . Director, Personnel  
Oscar C. Turner . . . . Manager, Personnel & Labor  
Rel., West Coast

## Planning & Research

Hugh M. Beville . . . . . Vice President  
Allen R. Cooper . . . . . Dir., Corporate Planning  
Barry T. Rumble . . . Mgr., Broadcast Economics  
Thomas E. Coffin . . . . Director, Research  
Marvin Baiman . . . . Mgr., Research Projects  
William Rubens . . . . Mgr., Audience Measurement  
William S. Duttera . . . . Dir., Allocations Eng.

## General Executive

Louis Hausman . . . . . Vice Pres., Gen. Exec.

## Public Information

Sydney H. Eiges . . . . . V.P., Public Information

## Press and Publicity

Ellis O. Moore . . . . . Vice President  
Cornelius K. Sullivan . . Mgr., Admin. & Svcs.  
Joseph Derby . . . . . Director, News Publicity  
Merryle S. Rukeyser . . . Director, Pgm., Publicity  
Sidney Desfor . . . . . Manager, Photo Unit  
J. Alan Baker . . . . . Mgr., Bus. & Trade Pub.  
Malcolm Oettinger . . . . Coordinator, News Info.,  
Washington  
Ralph Shawhan . . . Dir., Press & Pub., West Coast

## Advertising

Lawrence Grossman . . . . Director, Advertising  
David Bellin . . . . . Manager, Special Projects  
John J. Graham . . . . . Art Director  
Gerald Rowe . . . . . Mgr., Audience Adv. & Promo.

## Promotional Services

Alexander S. Rylander . . . . Vice President  
John Scuoppo . . . . . Manager, Promotion  
Peter M. Tinkle . . . . . Manager, Guest Relations  
Paul Mosher . . . . . Manager, Pgm. Merchandise

## Corporate Affairs

Robert D. Kasmire . . . . Director, Corporate Info.  
Kathryn S. Cole . . . . . Manager, Information  
Willis Grant . . . . . Co-ordinator, Corp. Information

## Standards and Practices

Ernest Lee Jahncke Jr. . . . Vice President  
John A. Cimperman . . . . Director, Practices  
Carl M. Watson . . . . . Director, Broadcast Standards  
Doris S. Williams . . . . . Coordinator

## Legal

Thomas E. Ervin . . . . . V.P. & General Attorney  
James A. Stabile . . . . . V.P. & Assoc. Gen. Attorney  
Richard H. Graham . . . . V.P., Law, West Coast  
Howard Monderer . . . . . Asst. Gen. Attorney,  
Washington

## News

William R. McAndrew . . . Exec. Vice President  
Julian Goodman . . . . . Vice President  
Elmer W. Lower . . . . . V.P., General Manager  
Carl Lindemann, Jr. . . . V.P., Special News Projects  
Irving Gitlin . . . . . Exec. Prod., Creative Projects  
Rex Goad . . . . . Director  
Eugene Juster . . . . . Director, News Film

Edward Stanley.....Dir., Public Affairs  
 William Monroe.....Dir., News, Washington  
 James A. Jurist.....Director, Bus. Affairs  
 Donald Meaney.....Directors, News Programs  
 Leonard Allen.....Manager, News  
 Russell Tornabene.....Mgr., News Opera., N. Y.  
 Arthur Wakelee.....Weekend Manager  
 George Heinemann.....Manager, Public Affairs  
 Milton Brown.....Coordinator, NBC News  
 Information Services  
 Burroughs H. Prince.....Manager, Local News  
 Frank Jordan.....Manager, News, Chicago  
 John Thompson.....Mgr., News, Los Angeles

**Station Relations**

Thomas E. Knode.....Vice President  
 Donald J. Mercer.....Director  
 Sheldon B. Hickox, Jr.....Director, West Coast  
 Regional Managers.....Joseph J. Berhalter,  
 Anthony A. Cervini, William M. Kelley, Mal-  
 colm B. Laing, Raymond T. O'Connell, Theodore  
 Reinhard, Paul Rittenhouse

**NBC OWNED STATIONS &  
NBC SPOT SALES****Administration**

Raymond W. Welpott... Executive Vice President  
 Marvin V. McCormick....Dir. Business Affairs

**Television Spot Sales**

Richard H. Close.....V.P., NBC Spot Sales  
 Byron E. Goodell.....Director  
 Robert H. Anderson...Mgr., San Francisco Office  
 William A. Loudon....Mgr., Burbank Office  
 Charles Bergh.....Mgr. Central Office  
 Caroline Wynkoop....Mgr., Sales Service  
 Wilbur Fromm.....Dir., New Bus. & Promo.  
 Robert Sullivan.....Mgr., Sales Development  
 Howard Selger.....Manager, Research

**NBC Owned Stations (Television)****WNBC-TV, New York**

30 Rockefeller Plaza, N. Y. 20, N. Y.

Theodore H. Walworth...V.P. & General Mgr.  
 Peter M. Affe.....Station Manager  
 Richard B. Barnhill....Mgr., Operations  
 Jay J. Heitin.....Director, Sales  
 Edward A. Warren....Manager, Pgms.  
 Alvin Slep.....Mgr., Publ. & Exploitation  
 Earl M. Harder.....Dir., Bcst. Standards  
 Frederick E. Acker....Mgr., Business Affairs  
 John Reynolds.....Mgr., Public Affairs

**WRCV-TV, Philadelphia**

1619 Walnut St., Philadelphia 3, Pa.

Raymond W. Welpott...Vice Pres. & Gen. Mgr.  
 Arthur A. Watson.....Station Manager  
 Neal Van Ells.....Manager, Programs  
 John P. Wiley.....Manager, Sales  
 Jack Dorr.....Mgr., Adv. & Promo.  
 William P. Keeney.....Business Manager

**WRC-TV, Washington**

4001 Nebraska Ave., N.W.,

Washington 16, D. C.

Joseph W. Goodfellow...V.P. & Gen. Mgr.  
 Thomas E. Paro.....Station Manager  
 Eugene Walz.....Director, Programs  
 Edward Ryan.....Mgr., Adv. & Promo.  
 William Callaway....Business Manager  
 Arthur Faircloth....Manager, Sales

**KNBC, Burbank**

3000 West Alameda, Burbank, Calif.

Thomas C. McCray.....V.P. & Gen. Mgr.  
 James F. Parks.....Station Manager  
 Robert Kennedy.....Mgr., Adv. & Promo.  
 Noyes A. Scott.....Mgr., Local Sls. & Sls. Svc.  
 John Kenaston.....Manager, Programs  
 John B. Knight.....Mgr., Tech. Operations  
 John Wehrheim.....Business Manager  
 Christopher B. Bose...Admin., Bcst. Stand.

**WNBQ, Chicago**

Merchandise Mart, Chicago 54, Ill.

Lloyd E. Yoder.....V. P. & Gen. Mgr.  
 Robert Lemon.....Station Manager  
 Kenneth Christiansen...Mgr., Opera.  
 Norman Cissna.....Mgr., National Sales  
 Harry Trigg.....Manager, Programs  
 Hugh Del Regno.....Dir., Business Affairs  
 Wilfred Prather.....Mgr., Tech. Opera.  
 Chester Campbell....Dir., Adv. & Promo.

**Enterprises**

George A. Graham Jr....V.P., Entp. Div.  
 William J. Schmitt....General Manager  
 David H. Horowitz....Mgr., Business Affairs  
 James W. Dodd.....Mgr., Sales Services  
 Morris Rittenberg....Dir., Domestic Enter.  
 Norman Nunenfeld....Mgr., Merchandising  
 Ira Wolff.....Mgr., Sales Planning  
 William P. Breen....V.P., Sales, NBC Films Inc.  
 Joseph M. Klein.....Dir., Internat. Enter.  
 George W. Harper....V.P., Gen. Mgr., NBC Ltd.

# Population, Families, Television Homes And Television Stations, Listed by State

January 1, 1963\*

| <i>State</i>         | <i>Population</i> | <i>Families</i> | <i>TV<br/>Homes</i> | <i>TV<br/>Stations</i> |
|----------------------|-------------------|-----------------|---------------------|------------------------|
| Alabama              | 3,320,000         | 880,000         | 665,000             | 11                     |
| Alaska               | 250,000           | 65,000          | 43,000              | 5                      |
| Arizona              | 1,410,000         | 415,000         | 348,000             | 8                      |
| Arkansas             | 1,775,000         | 500,000         | 333,500             | 7                      |
| California           | 16,300,000        | 5,321,500       | 4,838,000           | 35                     |
| Colorado             | 1,850,000         | 515,500         | 421,000             | 9                      |
| Connecticut          | 2,670,000         | 788,500         | 748,000             | 6                      |
| Delaware             | 475,000           | 140,000         | 125,000             | —                      |
| District of Columbia | 770,000           | 224,500         | 211,500             | 5                      |
| Florida              | 5,115,000         | 1,564,500       | 1,270,000           | 18                     |
| Georgia              | 4,070,000         | 1,064,000       | 839,000             | 11                     |
| Hawaii               | 670,000           | 206,000         | 140,000             | 4                      |
| Idaho                | 685,000           | 203,500         | 157,000             | 5                      |
| Illinois             | 10,275,000        | 3,161,000       | 2,980,000           | 17                     |
| Indiana              | 4,798,000         | 1,479,500       | 1,385,000           | 17                     |
| Iowa                 | 2,790,000         | 860,000         | 797,000             | 12                     |
| Kansas               | 2,205,000         | 699,000         | 586,000             | 10                     |
| Kentucky             | 3,055,000         | 841,000         | 626,000             | 7                      |
| Louisiana            | 3,375,000         | 959,000         | 754,500             | 13                     |
| Maine                | 980,000           | 283,000         | 260,000             | 6                      |
| Maryland             | 3,275,000         | 945,000         | 857,000             | 4                      |
| Massachusetts        | 5,235,000         | 1,517,000       | 1,447,000           | 7                      |
| Michigan             | 8,000,000         | 2,333,000       | 2,199,000           | 17                     |
| Minnesota            | 3,500,000         | 1,032,000       | 907,000             | 10                     |
| Mississippi          | 2,180,000         | 576,000         | 397,500             | 8                      |
| Missouri             | 4,500,000         | 1,409,500       | 1,247,000           | 16                     |
| Montana              | 685,000           | 210,000         | 142,500             | 8                      |
| Nebraska             | 1,430,000         | 442,000         | 371,500             | 8                      |
| Nevada               | 305,000           | 99,500          | 79,000              | 5                      |
| New Hampshire        | 615,000           | 186,000         | 173,000             | 1                      |
| New Jersey           | 6,275,000         | 1,847,000       | 1,740,500           | —                      |
| New Mexico           | 1,025,000         | 282,000         | 209,000             | 6                      |
| New York             | 17,225,000        | 5,225,000       | 4,836,000           | 24                     |
| North Carolina       | 4,660,000         | 1,188,500       | 926,000             | 13                     |
| North Dakota         | 637,000           | 173,000         | 132,000             | 9                      |
| Ohio                 | 9,925,000         | 2,998,500       | 2,850,000           | 20                     |
| Oklahoma             | 2,380,000         | 728,000         | 595,000             | 10                     |
| Oregon               | 1,825,000         | 596,000         | 475,000             | 11                     |
| Pennsylvania         | 11,500,000        | 3,318,000       | 3,088,000           | 21                     |
| Rhode Island         | 875,000           | 258,000         | 241,000             | 3                      |
| South Carolina       | 2,400,000         | 607,500         | 465,000             | 10                     |
| South Dakota         | 690,000           | 199,500         | 142,500             | 6                      |
| Tennessee            | 3,625,000         | 998,000         | 767,500             | 14                     |
| Texas                | 10,050,000        | 2,972,000       | 2,405,000           | 44                     |
| Utah                 | 940,000           | 268,500         | 240,000             | 3                      |
| Vermont              | 393,000           | 111,500         | 100,500             | 1                      |
| Virginia             | 4,125,000         | 1,101,000       | 894,000             | 12                     |
| Washington           | 2,950,000         | 937,000         | 798,000             | 11                     |
| West Virginia        | 1,850,000         | 495,000         | 390,000             | 9                      |
| Wisconsin            | 4,025,000         | 1,192,000       | 1,086,000           | 13                     |
| Wyoming              | 340,000           | 102,000         | 78,000              | 3                      |
| Total                | 184,278,000       | 54,519,000      | 47,807,500          | 534                    |

\* From Census Bureau and other sources.



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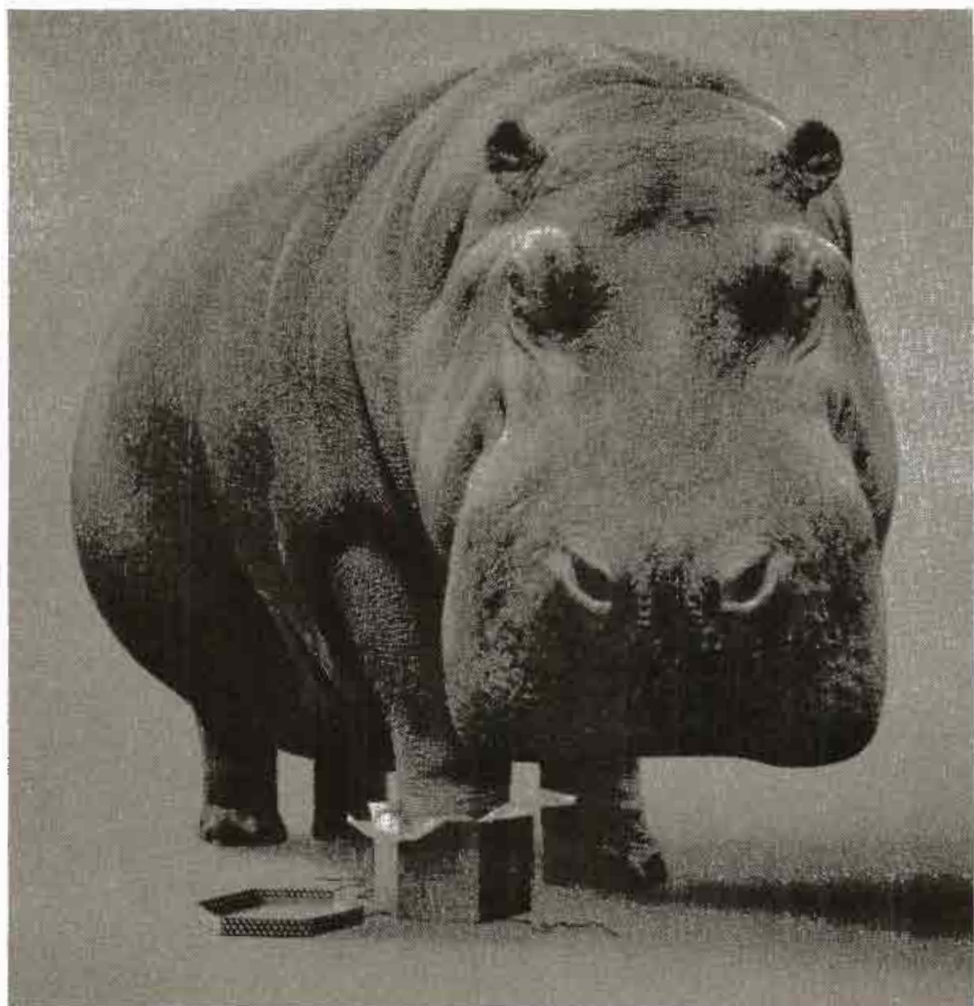
# TELEVISION STATIONS



STATION INDEX  
TV STATIONS LISTED  
BY STATE AND CITY  
EXECUTIVE PERSONNEL

1963





## how do you fit a hippo into a hatbox?

You can! . . . if you're interested in just his foot. Like ranking TV markets. You can take a small portion of the market by using the SMSA metro approach . . . but if you want the whole hippo, you gotta rank by total market! Consider. More than 90% of the Charlotte Market is located outside the metro area and the total Charlotte TV Market contains 574,800 TV homes . . . ranking 20th in the nation.\* We throw our weight around too, with an 87% lead over the market's second station.\* Throw your hat into our coverage ring — it's a whopper!

**WBTV**  
**CHARLOTTE**

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

\*ABB TV Market Digest



# Television Station Index

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| KXGN-TV . .  | 726  | WBAL-TV . .  | 716  | WCSSH-TV . . | 716  | WISN-TV . .  | 769  |
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| KXMC-TV . .  | 735  | WBKB . . .   | 705  | WDBJ-TV . .  | 765  | WJHG-TV . .  | 700  |
| KXTV . . .   | 691  | WBNB-TV . .  | 770  | WDBO-TV . .  | 699  | WJHL-TV . .  | 752  |
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| KZTV . . .   | 757  | WBOY-TV . .  | 767  | WDSU-TV . .  | 715  | WJPB-TV . .  | 767  |
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| WABG-TV . .  | 722  | WBRE-TV . .  | 749  | WEAR-TV . .  | 700  | WJTV . . .   | 723  |
| WABI-TV . .  | 715  | WBRZ . . .   | 714  | WEAT-TV . .  | 701  | WJW-TV . .   | 736  |
| WAFB-TV . .  | 714  | WBTV . . .   | 733  | WEAU-TV . .  | 768  | WJXT . . .   | 697  |
| WAFG-TV . .  | 684  | WBTW . . .   | 750  | WECT . . .   | 734  | WJZ-TV . .   | 716  |
| WAGA-TV . .  | 702  | WBZ-TV . .   | 718  | WEEK-TV . .  | 706  | WKAQ-TV . .  | 770  |
| WAGM-TV . .  | 716  | WCAU-TV . .  | 745  | WEHT . . .   | 708  | WKBM-TV . .  | 770  |
| WAIH . . .   | 702  | WCAX-TV . .  | 764  | WESH-TV . .  | 696  | WKBN-TV . .  | 738  |
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|              |      |              |      | WFMY-TV . .  | 733  | WKZO-TV . .  | 720  |
|              |      |              |      | WFRV-TV . .  | 768  | WLAC-TV . .  | 753  |
|              |      |              |      | WFTV . . .   | 700  | WLBC-TV . .  | 710  |
|              |      |              |      | WGAL-TV . .  | 745  | WLBT . . .   | 723  |
|              |      |              |      | WGAN-TV . .  | 716  | WLBW-TV . .  | 699  |
|              |      |              |      | WGEM-TV . .  | 706  | WLBZ-TV . .  | 715  |
|              |      |              |      | WGN-TV . .   | 705  | WLEX-TV . .  | 713  |
|              |      |              |      | WGR-TV . .   | 730  | WLKY . . .   | 713  |
|              |      |              |      | WHAS-TV . .  | 713  | WLOS-TV . .  | 733  |
|              |      |              |      | WHBF-TV . .  | 707  | WLOX-TV . .  | 722  |
|              |      |              |      | WHBQ-TV . .  | 753  | WLTU . . .   | 713  |
|              |      |              |      | WHCT . . .   | 695  | WLUC-TV . .  | 720  |
|              |      |              |      | WHDH-TV . .  | 718  | WLUK-TV . .  | 768  |
|              |      |              |      | WHEC-TV . .  | 732  | WLVA-TV . .  | 764  |
|              |      |              |      | WHEN-TV . .  | 732  | WLW-C . . .  | 736  |
|              |      |              |      | WHIO-TV . .  | 737  | WLW-D . . .  | 737  |
|              |      |              |      | WHIS-TV . .  | 767  | WLW-I . . .  | 710  |
|              |      |              |      | WHIZ-TV . .  | 738  | WLW-T . . .  | 736  |
|              |      |              |      | WHNB-TV . .  | 695  | WLYH-TV . .  | 743  |
|              |      |              |      | WHO-TV . .   | 711  | WMAL-TV . .  | 696  |
|              |      |              |      | WHP-TV . .   | 743  | WMAR-TV . .  | 717  |
|              |      |              |      | WHTN-TV . .  | 767  | WMAZ-TV . .  | 702  |
|              |      |              |      | WHYN . . .   | 718  | WMBD-TV . .  | 706  |
|              |      |              |      | WIBW-TV . .  | 713  | WMCT . . .   | 753  |
|              |      |              |      | WICC-TV . .  | 695  | WMSL-TV . .  | 684  |
|              |      |              |      | WICD . . .   | 706  | WMT-TV . .   | 711  |
|              |      |              |      | WICS . . .   | 707  | WMTV . . .   | 769  |
|              |      |              |      | WICU-TV . .  | 743  | WMTW-TV . .  | 716  |

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|--------------|-------|--------------|-------|--------------|-------|--------------|-------|
| Call Letters | Page  | Call Letters | Page  | Call Letters | Page  | Call Letters | Page  |
| WMUR-TV      | . 729 | WPTA . . .   | . 708 | WSLS-TV . .  | . 765 | WTTV . . .   | . 708 |
| WNAC-TV      | . 718 | WPTV . . .   | . 700 | WSM-TV . . . | . 753 | WTVC . . .   | . 752 |
| WNBC-TV . .  | . 719 | WPTZ-TV . .  | . 732 | WSOC-TV . .  | . 733 | WTVD . . .   | . 733 |
| WNBE-TV . .  | . 734 | WRAL-TV . .  | . 734 | WSPA-TV . .  | . 751 | WTVH . . .   | . 706 |
| WNBFTV . . . | . 730 | WRBL-TV . .  | . 702 | WSPD-TV . .  | . 737 | WTVJ . . .   | . 699 |
| WNBQ . . .   | . 706 | WRC-TV . . . | . 696 | WSTV-TV . .  | . 737 | WTVK . . .   | . 752 |
| WNCT . . .   | . 734 | WRCV-TV . .  | . 747 | WSUN-TV . .  | . 701 | WTVM . . .   | . 702 |
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| WNHC-TV . .  | . 695 | WRGP-TV . .  | . 752 | WTAF-TV . .  | . 710 | WTVT . . .   | . 701 |
| WNOK-TV . .  | . 750 | WRIK-TV . .  | . 770 | WTAP-TV . .  | . 767 | WTVW . . .   | . 708 |
| WNYS . . .   | . 732 | WRLP . . .   | . 718 | WTAR-TV . .  | . 764 | WTVY . . .   | . 684 |
| WOAI-TV . .  | . 762 | WROC-TV . .  | . 732 | WTCN-TV . .  | . 722 | WTWV . . .   | . 723 |
| WOAY-TV . .  | . 767 | WRVA-TV . .  | . 765 | WTEN . . .   | . 730 | WUHF-TV . .  | . 769 |
| WOC-TV . . . | . 711 | WSAU-TV . .  | . 769 | WTEV . . .   | . 749 | WUSN-TV . .  | . 750 |
| WOI-TV . . . | . 711 | WSAV-TV . .  | . 702 | WTHI-TV . .  | . 710 | WUTV . . .   | . 733 |
| WOKR . . .   | . 732 | WSAZ-TV . .  | . 767 | WTIC-TV . .  | . 695 | WVEC-TV . .  | . 764 |
| WOOD-TV . .  | . 720 | WSB-TV . . . | . 701 | WTMJ-TV . .  | . 769 | WVUA-TV . .  | . 715 |
| WOOK-TV . .  | . 696 | WSBA-TV . .  | . 749 | WTOC-TV . .  | . 703 | WWJ-TV . . . | . 719 |
| WOR-TV . . . | . 732 | WSBT-TV . .  | . 710 | WTOK-TV . .  | . 723 | WWL-TV . . . | . 715 |
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**COMMERCIAL RADIO STATION INDEX**

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**RADIO STATIONS LISTED BY STATE**

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Pop.: 3,320,000  
Families: 880,000

# Alabama

TV Homes: 665,000  
TV Stas. in State: 11

## WAPI-TV—Birmingham—1949

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned By.....Newhouse Bcstg. Corp.  
Address.....P. O. Box 1310  
Tel.: FA 3-6141.....CBS-NBC  
Newspaper Affiliation.....Birmingham News  
Representative.....Harrington, Righter & Parsons  
V.P., General Manager.....Charles F. Grisham  
Pub., Prom. Dir.....James Chenoweth  
Program Dir.....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.: 322-4701.....ABC  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
V.P., General Manager.....R. T. Schlunkert  
Sales Manager.....Oliver V. Naylor  
Prog. Dir., Film Mgr.....Keith E. Barze  
Promotion, Publicity Director.....Robert E. Lee  
Chief Engineer.....Harry L. Lawson  
Owners of: WKRC, AM-TV-FM, Cladonati; WTVN,  
AM-TV-FM, Columbus; WBRC, AM-FM; WKYT-  
TV, Lexington.

## WMSL-TV—Decatur—1954

Channel: 23 UHF...AP: 102 Kw...VP: 189 Kw.  
Owned By.....Tenn. Valley Radio & TV Corp.  
Address.....701 Banks St.  
Tel.: EL 3-0361.....ABC-CBS-NBC  
Station Reps.....Masla; Clarke Brown  
President, Gen. Mgr.....Frank Whisenant  
Commercial Manager.....Bob Gleason  
Program, Prom. Mgr.....Alice A. Whisenant  
Film Manager.....Mort Hargrove  
Chief Engineer.....Kenneth Casey  
Owners of: WMSL-AM.

## WTVY—Dothan—1955

Channel: 4 VHF...AP: 100 Kw...VP: 170 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Box 798  
Tel.: 792-3195.....ABC-CBS  
Station Reps.....Southeastern Reps.; Meeker  
Exec. V. P., Gen. Mgr.....F. E. Busby  
Local Sales Manager.....Arthur Creamer  
Program Director.....John Gause  
Promotion Director.....Gate Roemheld  
Chief Engineer.....Ellis N. Anderson

## WOWL-TV—Florence—1957

Channel: 15 UHF...AP: 11.7 Kw...VP: 20.8 Kw.  
Owned By.....TV Muscle Shoals, Inc.  
Business Address.....P. O. Box 600  
Tel.: AT 2-7711.....CBS-NBC-ABC  
Station Reps.....Jack Masla; Bernard Ochls  
President.....Richard B. Biddle  
V.P.....W. A. Mapes

Gen. Mgr.....Jack Worley  
Comm. Mgr., Local Adv.....M. Davis  
Program Director.....E. Foote  
Prom., Publicity Director.....Gayle Bishop  
Film Manager.....Henry Jones  
Nat. Adv. Mgr.....Dick Biddle  
Chief Engineer.....Larry Rohling

## WAFG-TV—Huntsville—1959

Channel: 31 UHF...AP: 112 Kw...VP: 204 Kw.  
Owned By.....Rocket City TV Inc.  
Address.....1000 Monte Sano Blvd.  
Tel.: 539-1783.....ABC  
Station Reps.....Breen & Ward; Ayers  
President.....James Cleary  
General Manager.....John A. Higdon  
Film Mgr.....Samuel Arnold  
Chief Engineer.....Victor Bankowski

## WALA-TV—Mobile—1953

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Sta. Reps.....Bolling; Clarke Brown  
President.....W. O. Pape  
General, Sta. Manager.....W. B. Pape  
Commercial, Adv. Mgr.....John E. Dixon  
Promotion, Publicity Director.....Bob Grimes  
Program Director.....Mal Eno  
Chief Engineer.....R. Hurley  
Owners of: WALA.

## WKRK-TV—Mobile—1955

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....WKRK-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....CBS  
Newspaper Affiliation.....Press-Register  
Station Rep.....Avery-Knodel  
President.....Kenneth R. Giddens  
Exec. V.P., General Mgr.....C. P. Persons, Jr.  
Program Dir.....Bob Peary  
Operations Manager.....John E. Crawford  
Publicity Dir.....Mrs. Mary Herring  
Film Manager.....James Ellis  
Chief Engineer.....Donald B. Patton  
Owners of: WKRK-AM-FM.

## 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.: 262-5361.....ABC-CBS  
Sta. Rep.....Venard, Torbet, 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

## ALABAMA-ALASKA-ARIZONA

### WSFA-TV—Montgomery—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Broadcasting Co. of South  
 Address .....10 East Delano Ave.  
 Tel.: 265-1251 .....NBC  
 Sta. Rep.....Peters, Griffin, Woodward  
 President.....B. Calhoun Hipp  
 Exec. V.P.....G. Richard Shafto  
 Manag. Dir.....Carter C. Hardwick  
 Operations Director .....Gene Jacobsen  
 Sales Manager .....Bob Villar  
 Nat. Sales Mgr.....Jack Long  
 Program Director .....Sam Spivey  
 Public Relations Dir. ....John Raines  
 Promotion Director .....Jim Wilbourne

Film Manager .....Alice Mayfield  
 Chief Engineer.....Richard Payne  
 Owners of: WIS, AM-TV, Columbia.

### WSLA-TV—Selma—1960

Channels: 8 VHF...AP: 1.5 Kw...VP: 3 Kw.  
 Owned By.....Selma Television, Inc.  
 Address.....Box 305  
 Tel.: TR 2-0455.....Independent  
 Sta. Representative.....Radio-TV Reps. Inc.  
 President.....W. J. Brennan  
 General Mgr., Ch. Eng.....Cyril G. Brennan  
 Commercial Manager.....John Frasier  
 Program Director.....John Rogers  
 Promotion Director.....Bill Wills  
 Publicity Director.....Minnie Lee Frazee  
 Film Manager.....Billy Morgan

Pop.: 250,000  
 Families: 65,500

## Alaska

TV Homes: 43,000  
 TV Stas. in State: 5

### KENI-TV—Anchorage—1953

Channel: 2 VHF...AP: 2.69 Kw...VP: 5.37 Kw.  
 Owned By .....Midnight Sun Bcstrs., Inc.  
 Business Address.....Box 1160  
 Tel.: BR 5-2201.....NBC-ABC  
 Station Reps.....Fletcher; Day-Wellington, Inc.  
 President, Gen. Mgr.....Alvin O. Bramstedt  
 Comm. Adv. Mgr.....William Stewart  
 Program, Promotion Dir .....Marcia Hiber  
 Film Manager .....Byra Petre  
 Chief Engineer.....Charles Gray  
 Owners of: KENI; KFAR, AM-TV, Fairbanks;  
 KTKN, Ketchikan.

Commercial Manager .....Bob Parsons  
 Program, Publicity Dir. ....Marcia Hiber  
 Promotion Director .....Leilani Hodges  
 Film Manager .....Al Frey  
 Advertising Manager .....William Ackiss  
 Chief Engineer .....James O'Kelly  
 Owners of: KFAR, Fairbanks; KENI, Anchorage;  
 KTKN, Ketchikan; KENI-TV, Anchorage. All  
 Alaska.

### 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.: BR 5-4321.....CBS  
 Representative.....Weed; Alaska Radio-TV  
 Pres., Gen. Sta. Mgr.....A. G. Hiebert  
 Chief Engineer.....John Honea

### KTVF—Fairbanks—1955

Channel: 11 VHF...AP: 5.5 Kw...VP: 11.1 Kw.  
 Owned-Oper. By.....Northern TV, Inc.  
 Address.....Box 2200, Anchorage  
 Tel.: GL 2-3636.....CBS  
 Station Reps.....Weed; Alaska Radio-TV  
 President.....A. G. Hiebert  
 Station, Comm. Manager.....John Griffin  
 Promotion Director.....Jan Ward  
 Film Mgr.....Sue Yoder  
 Chief Engineer.....Ken Phillips  
 Owners of: KTVA-TV, Anchorage.

### KFAR-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2.76 Kw...VP: 5.6 Kw.  
 Owned By .....Midnight Sun Bcstrs., Inc.  
 Address .....Lathrop Building  
 Station Rep.....Day-Wellington  
 Tel.: GL 2-2125.....ABC-NBC  
 Pres., General Mgr. ....Alvin O. Bramstedt  
 Station Manager.....D. Andon

### KINY-TV—Juneau—1956

Channel: 8 VHF...AP: .13 Kw...VP: .26 Kw.  
 Owned-Oper. By....Juneau Broadcasters, Inc.  
 Address.....231 So. Franklin St.  
 Tel.: JU 6-1800.....CBS  
 Station Reps.....Weed; Wagner  
 Pres., Gen. Mgr.....J. W. McKinley  
 Program Director.....Richard Peter

Pop.: 1,410,000  
 Families: 415,000

## Arizona

TV Homes: 348,000  
 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.: BR 1-2345.....CBS  
 Representative .....Hollingsbery  
 President .....Tom Chauncey

## ARIZONA-ARKANSAS

V. P., General Mgr. . . . . Homer Lane  
 V. P., Comm. Mgr. . . . . Leslie Lindvig  
 Station Manager . . . . . John Murphy  
 Program Director . . . . . Robert Davies  
 Publicity Director . . . . . Thomas King  
 Promotion Director . . . . . Marge Injasoulian  
 Film Manager . . . . . William Hancharik  
 Chief Engineer . . . . . Albin Hillstrom  
 Owners of: KOOL-AM-FM, Phoenix; KOLD-AM-TV,  
 Tucson.

### KPHO-TV—Phoenix—1949

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . Meredith Broadcasting 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  
 Director, Prog. & Opera. . . . . Robert Martin  
 Promotion Manager . . . . . Blue Wright  
 Film Manager . . . . . Thomas Sherlock  
 Dir. of Engineering . . . . . George McClanathan  
 Owners of: WOW-AM-FM-TV, Omaha; KCMO-AM-  
 FM-TV, Kansas City; WHEN-AM-TV, Syracuse,  
 N. Y.

### KTAR—Phoenix—1953

Channel: 12 VHF . . . AP: 15.8 Kw. . . VP: 31.6 Kw.  
 Owned-Oper. By . . . . . KTAR Broadcasting Co.  
 Address . . . . . 1101 No. Central Ave.  
 Tel.: AL 4-4161 . . . . . NBC  
 Representative . . . . . Avery-Knodel  
 Chairman of Board . . . . . John J. Louis, Jr.  
 Pres., Gen. Mgr. . . . . Richard O. Lewis  
 V.P., Commercial Mgr. . . . . Ray C. Smucker  
 Program Director . . . . . Richard H. Covey  
 Promotion Director . . . . . Nancy Chappel  
 Film Director . . . . . Betty Campbell  
 Sales Manager . . . . . George Guyan  
 Chief Engineer . . . . . Cliff Stevens  
 Owners of: KYCA, Prescott; KYUM, Yuma; KTAR,  
 AM-FM, Phoenix.

### 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  
 Sta., Comm. Manager . . . . . Burton B. LaDow  
 Chief Engineer . . . . . George McLouth

### KGUN—Tucson—1956

Channel: 9 VHF . . . AP: 31.6 Kw. . . VP: 63.1 Kw.  
 Owned By . . . . . KGUN-TV, Inc.  
 Address . . . . . P. O. Box 5147  
 Tel.: MA 3-3633 . . . . . ABC  
 Pres., Gen. Mgr. . . . . Edwin G. Richter, Jr.  
 Program Director . . . . . Larry Schnebly  
 Comm., Adv. Mgr. . . . . Howard D. Duncan, Jr.  
 Prom., Pub. Dir. . . . . Edna Hanna Strosnider  
 Chief Engineer . . . . . Bob Cleveland  
 Owners of: WHET-TV, Evansville, Ind.

### KOLD-TV—Tucson—1953

Channel: 13 VHF . . . AP: 15 Kw. . . VP: 30 Kw.  
 Owned-Oper. By . . . . . Old Pueblo Bcstg. Co.  
 Address . . . . . 1115 Miracle Mile Strip  
 Tel.: MA 4-2511 . . . . . CBS  
 Representative . . . . . Hollingbery  
 President . . . . . Tom Chauncey  
 V.P., General Manager . . . . . E. S. Mittendorf  
 Asst. Gen. Mgr. . . . . Paul Plunkett  
 Commercial Manager . . . . . Bernie Perlin  
 Program Dir. . . . . William Spies  
 Promotion, Publicity Director . . . . . Jack Trustman  
 Chief Engineer . . . . . Howard Smith

### KVOA-TV—Tucson—1953

Channel: 4 VHF . . . AP: 18 Kw. . . VP: 35 Kw.  
 Owned By . . . . . WGAL Television  
 Address . . . . . P. O. Box 5188  
 Tel.: MAin 3-2555 . . . . . NBC  
 Station Rep. . . . . Avery-Knodel  
 President . . . . . Clinton D. McKinnon  
 General Manager . . . . . Fred L. Vance  
 Station Manager . . . . . Gordon E. Hamilton  
 Promotion Director . . . . . Holl Williams  
 Program Director . . . . . Henry E. Hubbard  
 Film Manager . . . . . James Richards  
 Chief Engineer . . . . . Raymond H. Holsclaw  
 Owners of: KOAT-TV, Albuquerque.

### KIVA—Yuma—1953

Channel: 11 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned By . . . . . Valley Telecasting Co.  
 Business Address . . . . . P. O. Bin 1671  
 Tel.: 572-0211 . . . . . NBC-CBS-ABC  
 Station Representative . . . . . George Hollingbery  
 President . . . . . Bruce Merrill  
 General Manager . . . . . Leavenworth Wheeler  
 Sales Manager . . . . . Walter Kubiak  
 Program Director . . . . . Martin Tallberg  
 Promotion Director . . . . . Wayne Groner  
 Chief Engineer . . . . . Charles Field

Pop.: 1,775,000  
 Families: 500,000

## Arkansas

TV Homes: 333,500  
 TV Stas. in State: 7

### KTVE—El Dorado—1960

Channel: 10 VHF . . . AP: 156 Kw. . . VP: 316 Kw.  
 Owned By . . . . . KTVE, Inc.  
 Address . . . . . P. O. Box 791  
 Tel.: UN 2-3488 . . . . . ABC-NBC

President . . . . . Ervin F. Lyke  
 General, Station Mgr. . . . . John B. Soell  
 Commercial Mgr. . . . . William deTourgnillon  
 Program Director . . . . . Lanny Ducote  
 Promotion Director . . . . . Kenneth Adams  
 Chief Engineer . . . . . John Long



**KFSA-TV—Fort Smith—1956**

Channel: 5 VHF . . . AP: 60 Kw. . . VP: 100 Kw.  
 Owned By . . . . . American TV Co.  
 Business Address . . . . . 101 N. 4th St.  
 Tel.: SU 3-3131 . . . . . ABC-CBS-NBC  
 Newspaper Affil. . . . . American-Times Record  
 Station Rep. . . . . Venard, Torbet & McConnell  
 President . . . . . D. W. Reynolds  
 General, Sta. Manager . . . . . J. W. Slates  
 Program, Publicity Dir. . . . . Pat Porta  
 Promotion Director . . . . . Jerry Davis  
 Film Manager . . . . . Gordon Brown, Jr.  
 Chief Engineer . . . . . W. Matten  
 Owners of: KFSA; KOLO, AM-TV, Reno; KBRB,  
 Springdale; KOKL, Okmulgee; KORK, Las Vegas;  
 KLRJ-TV, Las Vegas; KGNS-TV-AM, Laredo;  
 KFOY-TV, Hot Springs.

**KFOY-TV—Hot Springs—1961**

Channel: 9 VHF . . . AP: 1.32 Kw. . . VP: 2.63 Kw.  
 Owned By . . . . . Donald W. Reynolds  
 Address . . . . . Drawer Y  
 Tel.: NATIONAL 4-3373 . . . . . NBC  
 Station Representative . . . . . Bolling  
 President . . . . . Donald W. Reynolds  
 General Manager . . . . . Harold E. King

**KAIT-TV—Jonesboro—1963**

Channel: 8 VHF . . . AP: 28.2 Kw. . . VP: 56.2 Kw  
 Owned By . . . . . George T. Henreich  
 Address . . . . . 510 Church Street  
 Tel.: WE 2-4288 . . . . . Independent  
 President . . . . . George T. Henreich  
 General, Station Mgr. . . . . Rubin L. Masters  
 Owners of: KEPW, Fort Smith; KZNG, Hot  
 Springs, Both Arkansas.

**KARK-TV—Little Rock—1954**

Channel: 4 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Arkansas Radio & Equip. Co.  
 Business Address . . . . . 10th & Spring Streets

Tel.: Franklin 6-2481 . . . . . NBC  
 Representative . . . . . Petry  
 President . . . . . T. K. Barton  
 Commercial Mgr. . . . . H. Lee Bryant  
 Program Dir. . . . . Fred Schmutz  
 Promo. Director . . . . . Shirley R. Kennedy  
 Chief Engineer . . . . . Champ Smith

**KATV—Little Rock—1953**

Channel: 7 VHF . . . AP: 91.2 Kw. . . VP: 170 Kw.  
 Owned-Oper. By . . . . . Central South Sales Co.  
 Address . . . . . 310 W. 3rd St.  
 Tel.: FR 4-1691 . . . . . ABC  
 Representative . . . . . Avery-Knodel, Inc.  
 President . . . . . James C. Leake  
 General, Sta. Manager . . . . . R. Doubleday  
 Program Dir., Film Mgr. . . . . Jack Bomar  
 Promotion, Publicity Director . . . . . Bruce Smith  
 Chief Engineer . . . . . A. R. Garrett  
 Owners of: KTUL-TV, Tulsa; KWTV, Oklahoma  
 City.

**KTHV—Little Rock—1955**

Channel: 11 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Operated By . . . . . Arkansas TV Co.  
 Address . . . . . Box 269  
 Tel.: FR 4-3764 . . . . . CBS  
 Newspaper Affil. . . . . Arkansas Democrat  
 Station Representative . . . . . Adv. Time Sales  
 President . . . . . K. A. Engel  
 Gen., Sta. Manager . . . . . B. G. Robertson  
 Comm. Manager . . . . . W. V. Hutt  
 Program Dir. . . . . Tom Walker  
 Film Manager . . . . . Curtis Threlkeld  
 Promotion Dir. . . . . John Pounders  
 Publicity Director . . . . . Jan Newby  
 Chief Engineer . . . . . Cecil Suit

**KTAL—Texarkana—**

**Shreveport—1953**

(See Shreveport, La.)



PROGRESSIVE STATIONS PREFER  
 THE PRESTIGE NEWS SERVICE



**KFRE-TV Market**  
(Grade B Contour)

Population: 1 million



Spendable Income: \$1 3/4 billion



Retail Sales: \$1 1/3 billion



Agricultural Income: \$1.1 billion



Tourists: 2 million annually



Cattle, Dairy Income: \$243 million



Cotton Income: \$213 million



Raisin Income: \$50 million



Grape Income: \$140 million

# Three times the power... in the world's richest agricultural market

By any measure — power, picture, people or spendable income — Channel 30 is the top TV buy in Central California. With three times the power of the next strongest Fresno station — 1,392,000 watts of power — KFRE-TV delivers 1/3 more families with almost \$500,000,000 more spendable income within its Grade B contour. Much more, of course, in the usable fringe area beyond.

It takes a Fresno station to cover California's richest central valley. And it takes Channel 30's power to cover it right. Ask Blair TV.

Sources: SRDS Consumer Market Data, June 1962.  
U.S. Census of Pop. 1960.  
U.S. Census of Ag. 1959.  
Calif. Statistical Abstract, 1961.

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WPIL-AM • FM • TV, Philadelphia, Pa. / WNSP-AM • FM • TV, Binghamton, N.Y. / WFEG-AM • FM • TV, Altoona-Johnstown, Pa.  
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLYH-TV, Lancaster-Lebanon, Pa. / KFRE-AM • TV • KRPM, Fresno, Cal.  
Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore

**A TRIANGLE STATION**  
**KFRE-TV**  
FRESNO, CALIFORNIA  
CBS-TV Channel 30 BLAIR-TV

Pop.: 16,300,000  
Families: 5,321,000

# California

TV Homes: 4,838,000  
TV Stas. in State: 35

## **KBAK-TV—Bakersfield—1953**

Channel: 29 UHF..AP: 95 Kw..VP: 191 Kw.  
Owned By.....Bakersfield Bcstg. Co.  
Address.....P. O. Box 1448  
Tel.: FA 7-7955.....CBS  
Station Representative.....Young TV Corp.  
President.....J. Drayton Hastie  
Exec. V.P., General Mgr.....John E. Barrett  
Director of Operations.....Lyle Murphy  
Chief Engineer.....Richard Hoffman  
Owners of: WUSN, Charleston, S. C.; WHTN,  
Huntington, W. Va.

## **KERO-TV—Bakersfield—1953**

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.  
Owned-Oper. By.....Transcontinent TV Corp.  
Address.....321 21st St.  
Tel.: FA 7-1441.....NBC  
Representative.....Petry  
President.....David C. Moore  
Vice President.....George Whitney  
General Manager.....Arthur M. Mortensen  
Commercial Mgr.....Roland T. Kay  
Program Mgr., Film Dir.....Kenneth R. Croes  
Chief Engineer.....Ray Mattinson

## **KLYD-TV—Bakersfield—1959**

Channel: 17 UHF..AP: 123 Kw..VP: 234 Kw.  
Owned By.....Kern County Bcstg. Co.  
Address.....2831 Eye St.  
Tel.: FAirview 7-7511.....ABC  
Station Representative.....Blair Television  
President.....Lincoln Dellar  
General Manager.....Dave Maxwell  
Program, Film Mgr.....L. K. Abbott  
Publicity, Adv. Mgr.....Jim Urner  
Chief Engineer.....Howard McClure  
Owners of: KLYD-AM, Bakersfield.

## **KHSL-TV—Chico—1953**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Golden Empire Bcstg. Co.  
Address.....180 East 4th St.  
Tel.: FI 2-0141.....CBS  
Sta. Rep.....Bolling  
President.....Mrs. H. McClung  
General Mgr.....M. F. Woodling  
Sales Manager.....G. Ross  
Dir. of Engineering.....Russell Pope

## **KIEM-TV—Eureka—1953**

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.  
Owned-Oper. By.....California-Oregon TV  
Business Address.....P. O. Box 1021  
Tel.: HI 3-3123.....ABC-CBS  
Station Reps.....Young; Art Moore  
President.....William B. Smullin  
VP-Manager.....Donald H. Telford  
V.P., News Director.....Newton L. Steward  
Program Manager.....Robert Miller  
Chief Engineer.....Donald King

## **KVIQ-TV—Eureka—1958**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned.....Calif. Northwest Bcstg. Co.  
Address.....Box 1019  
Tel.: HI 3-3061.....ABC-NBC  
Station Rep.....Hollingbery  
President.....Carl R. McConnell  
General Mgr.....Geo. C. Fleharty  
Station Mgr.....Ted Dooley  
Commercial Mgr.....Sam Horel  
Promotion Director.....Carolyn Hansen  
Film Manager.....Buster De Brunner  
Chief Engineer.....Amos Hargrave

## **KAIL-TV—Fresno—1961**

Channel: 53 UHF..AP: 16 Kw..VP: 32 Kw.  
Owned By.....KAIL Bcstg. Co.  
Address.....308 So. Fruit Ave.  
Station Rep.....Tele-Radio & TV Sales  
Station Representative.....Harlan Oakes  
General Manager.....Barney Lee Golden  
Director of Operations.....Hal O'Donnell  
Chief Engineer.....Elbert Dean

## **KFRE-TV—Fresno—1956**

Channel: 30 UHF..AP: 696 Kw..VP: 1392 Kw.  
Owned By.....Triangle Publications  
Business Address.....733 L St.  
Tel.: AM 8-6441.....CBS  
Representative.....Blair-TV  
Vice-President.....Roger W. Clipp  
General Manager.....Leslie H. Beard, Jr.  
Asst. General Mgr.....Guy Farnsworth  
Commercial Manager.....Jay Sondheim  
Program Director.....Pack Phillips  
Promotion Director.....Don Sheppard  
Film Manager.....Fred Carbine  
Chief Engineer.....Keith L. Mealey  
Owners of: WFIL, AM-TV-FM, Philadelphia;  
WNBF, AM-TV-FM, Binghamton; WFBC, AM-  
TV-FM, Altoona-Johnstown, Pa.; WNHC-AM-  
FM-TV, Hartford-New Haven, Conn.; WLYH-TV,  
Lebanon-Lancaster, Pa.; KFRE, AM-TV, KRFM,  
Fresno, Calif.

## **KJEO—Fresno—1953**

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.  
Owned By.....Shasta Telecstg. Corp.  
Address.....Box 1708  
Tel.: BA 2-2411.....ABC  
Station Representative.....Hollingbery  
President, Gen. Mgr.....George C. Fleharty  
Commercial Manager.....Ray Grant  
Promotion, Publicity Dir.....Ruth Wall  
Film Manager.....Richard Bertolin  
Chief Engineer.....Jack McElwain  
Owners of: KVIP-AM-TV, Redding; KVIQ-TV,  
Eureka, both Calif.

## **KMJ-TV—Fresno—1953**

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
Owned-Oper. By.....McClatchy Newspapers

## CALIFORNIA

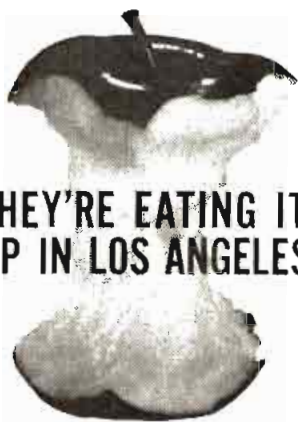
Address ..... 1530 Van Ness Ave.  
 Tel.: AM 8-6666 ..... NBC  
 Representative ..... Katz  
 President ..... Eleanor McClatchy  
 Station Mgr. .... John Edwards  
 Comm., Prom. Mgr. .... Wilson Lefler  
 Chief Engineer ..... J. B. Hancock

### KCOP—Hollywood—1948

Channel: 13 VHF.. AP: 83.2 Kw.. VP: 170 Kw.  
 Owned By ..... Chris-Craft Corp.  
 Address ..... 915 N. La Brea Ave.  
 Tel.: Oldfield 6-6050 ..... Independent  
 Station Representative ..... Peiry  
 Pres., General Mgr. .... John Hopkins  
 V.P. & Gen. Sales Manager. .... Amos T. Baron  
 Promotion, Publicity Director. .... Hal K. Biard  
 Chief Engineer ..... Al Browdy

### 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  
 Station Representative ..... ABC-TV Spot Sales  
 V.P., General, Sta. Mgr. .... Elton H. Rule  
 Gen., Sales Mgr. .... Richard A. O'Leary  
 Prom., Pub. Dir. .... Jack Brembeck  
 Film Manager. .... Howard Lipstone  
 Chief Engineer ..... Theodore Grenier



**"THEY'RE EATING IT  
 UP IN LOS ANGELES"**



**KMEX-TV CHANNEL 34**

THE NEW IMAGE OF SPANISH T.V. IN LOS ANGELES

### KHJ-TV—Los Angeles—1948

Channel: 9 VHF.. AP: 81.3 Kw.. VP: 162 Kw.  
 Owned-Oper. By ..... RKO General Inc.  
 Address ..... 5515 Melrose, Hollywood  
 Tel.: HO 2-2133 ..... Independent  
 Station Representative. .... RKO Nat'l Sales Div.  
 President ..... Thomas F. O'Neil  
 Divisional Mgr. .... Harry Trenner  
 General, Sta. Manager. .... Malcolm Klein  
 Div. Dir. of Operations ..... Hal Phillips  
 General Sales Mgr. .... Don Balsamo  
 Promotion, Adv. Director. .... Richard L. Sinclair  
 Program Dir., Film Mgr. .... Wally Sherwin  
 Publicity Director. .... Tony Arnone  
 Chief Engineer ..... Bob Bullock  
 Owners of: WOR, AM-TV-FM, New York; WNAC-AM-TV, Boston; KFRC, San Francisco; WHBQ-AM-TV, Memphis; CKLW-AM-FM-TV, Detroit-Windsor; WGMS, Washington, D. C.; WRCT, Hartford; KHJ, AM-TV-FM, Los Angeles; WRKD-FM, Boston, Mass.

### KMEX-TV—Los Angeles—1962

Channel: 34 UHF.. AP: 60.5 Kw.; VP: 121 Kw.  
 Owned By ..... Spanish International Bcstg. Co.  
 Address ..... 721 N. Bronson  
 Tel.: HO 6-8131 ..... Independent  
 Station Rep. .... Gates/Hall  
 President ..... Frank L. Fouce  
 V. P., General Mgr. .... Burt S. Avedon  
 V. P., Program Dir. .... Rene Anselmo  
 Vice President ..... Julian M. Kaufman  
 Operations Manager ..... Gustavo Aguilera  
 Business Manager ..... Hermina LuKacsy

### KNBC—Los Angeles—1949

Channel: 4 VHF.. AP: 23.5 Kw.. VP: 47 Kw.  
 Owned ..... NBC  
 Address ..... 3000 W. Alameda Ave., Burbank  
 Tel.: 845-7000 ..... NBC  
 Representative ..... NBC TV Spot Sales  
 V.P., General Manager. .... Thomas McCray  
 Station Manager ..... James Parks  
 Operations Mgr. .... Bob Henry  
 Adv., Prom. Mgr. .... Robert Kennedy  
 Prog. Dir. .... Jack Kenaston  
 Business Manager ..... John Wehrheim  
 Public Affairs Mgr. .... Howard Sturm  
 Film Manager. .... George Burke  
 Chief Engineer ..... John Knight

### KNXT—Los Angeles—1951

Channel: 2 VHF.. AP: 23.4 Kw.. VP: 46.8 Kw.  
 Owned-Oper. By ..... CBS Inc.  
 Business-Studio Address. .... 6121 Sunset Blvd.  
 Tel.: HO 9-1212 ..... CBS  
 Station Rep. .... CBS TV Stations Nat'l Sales  
 V.P., General Manager. .... Robt. D. Wood  
 Gen. Sales Mgr. .... Ray L. Beindorf  
 Program Director. .... Leon Drew  
 Prom., Publicity Director. .... Robert L. Nelson  
 Film Manager. .... Allen Ludlum  
 Engineer in Chg. .... Edwin Miller  
 Owners of: WCBS-AM-FM-TV, New York; WBEM-AM-FM-TV, Chicago; WEEI, Boston, Mass.; WCAU-AM-FM-TV, Philadelphia; KCBS-AM-FM, San Francisco; KMOX-AM-FM-TV, St. Louis; Mo.; KNX-AM-FM, Los Angeles.

**KTLA—Los Angeles—1947**

Channel: 5 VHF..AP: 25.1 Kw...VP: 50.1 Kw.  
 Owned-Oper. . . . .Paramount TV Production, Inc.  
 Studio Address... 5800 Sunset Blvd., H'wood  
 Tel.: HO 9-3181.....Independent  
 Representative . . . . .PGW  
 President . . . . .Paul Raibourn  
 V.P., General Manager.....S. L. Adler  
 Asst. Gen. Mgr., Prog. Dir.....Robert Quinlan  
 General Sls. Manager.....Jack Donahue  
 Nat'l Sales Manager.....Martin F. Connelly  
 Local Sales Manager.....Carlo Anneke  
 Adv., Promotion Dir.....Robert Nashick  
 Business Manager.....Alex Tovar  
 Production Manager.....Hal Dasbach  
 Chief Engineer.....John Silva

**KTTV—Los Angeles—1949**

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.  
 Owned-Oper. By . . . . .Times-Mirror Bcstg. Co.  
 Business Address . . . . .5746 Sunset Blvd.  
 Tel.: HO 2-7111.....Independent  
 Newspaper Affil. . . . .L. A. Times  
 President . . . . .Robert W. Breckner  
 V. P., Program Director . . . . .Richard Wollen  
 Nat'l Sales Manager . . . . .Charles Young  
 Local Sales Manager . . . . .Robert Bennett  
 Dir., Promo. & Merch. . . . .James F. Hoffman  
 Promotion Manager . . . . .Frank Hovore  
 Publicity Director . . . . .Reavis Winckler  
 Film Manager . . . . .Nord Whited  
 Chief Engineer . . . . .Allen Gunderson

**KVIP—Redding—1956**

Channel: 7 VHF..AP: 57.5 Kw...VP: 115 Kw.  
 Owned By . . . . .Shasta Telecasting Corp.  
 Business Address.....2770 Pioneer Drive  
 Tel.: CH 1-1414.....ABC-NBC  
 Representative . . . . .Hollingbery  
 Pres., Gen. Mgr. . . . .George C. Fleharty  
 Commercial Manager.....K. Swinehart  
 Ass't Mgr., Chief Eng.....Russell K. Olsen

**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  
 President, Sta. Mgr.....Robert E. Kelly  
 General Mgr.....Jon S. Kelly  
 Asst. Gen. Mgr.....Howard J. Smiley  
 Program Mgr.....David B. Hume  
 Chief Engineer.....W. Herbert Hartman  
 Owners of: KCRA, AM-FM.

**KXTV—Sacramento—1955**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned By . . . . .Great Western Bcstg Corp.  
 Address.....601 7th Ave.  
 Tel.: G1 1-4041.....CBS  
 Station Rep.....H-R Reps  
 President . . . . .C. Wrede Petersmeyer  
 V.P., General Mgr.....Robert Wilson  
 General Sales Mgr.....Richard L. Cochrame  
 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.; KOTV, Tulsa,  
 Okla.; KHOU-TV, Houston, Tex.

**KSBW-TV—Salinas—1953**

Channel: 8 VHF..AP: 117 Kw...VP: 234 Kw.  
 Owned By . . . . .Central Calif. Comm. Corp.  
 Address.....238 John St.  
 Tel.: HA 2-6422.....CBS-NBC  
 Representative . . . . .H-R Television  
 Pres., Gen. Mgr.....John C. Cohan  
 V. P., Asst. General Mgr. . . . .Bob Martin  
 Commercial Mgr. . . . .Tom Boise  
 Production Coordinator . . . . .Frances Postlethwaite  
 Chief Engineer . . . . .Wes Chaney  
 Owners of: KSBW-AM-FM, Salinas; KNGS, Han-  
 ford; KSBY-TV, KVEC-AM-FM, San Luis Obispo.  
 All Calif.

**KCHU—San Bernardino—1961**

Channel: 18 UHF..AP: .05 Kw...VP: .1 Kw.  
 Owned By . . . . .Sun Co.  
 Address . . . . .Box 18  
 Tel.: TU 8-18181.....Independent  
 General Manager . . . . .Norman H. Rogers  
 Station Mgr., Prog. Dir...Elzora A. Hemenway  
 Commercial Manager.....Bill Bellman  
 Promotion Director.....Wally Boyko  
 Publicity Director.....Donald L. Rogers  
 Film Manager.....Leah Stricker  
 Advertising Manager.....Lowell Smith  
 Chief Engineer.....Richard T. Sampson

**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  
 Asst. to Sta. Mgr.....Shirley Dixon  
 Program, Promotion Mgr.....George Stantis  
 Film Manager.....Del Gary  
 Mgr. of Engineering.....Charles Abel  
 Owners of: KFMB, FM-AM; WGR-AM-TV-FM,  
 Buffalo, N. Y.; WDAF-AM-FM-TV, Kansas City,  
 Mo.; WNBP-TV, Scranton; KERQ-TV, Bakers-  
 field, Calif.; WDOK-AM-FM, Cleveland.

**KOGO-TV—San Diego—1953**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned By . . . . .Time-Life Broadcast, Inc.  
 Address . . . . .Box 628  
 Tel.: CO 2-2421.....NBC  
 Representative . . . . .Katz  
 President . . . . .Hugh B. Terry  
 Vice President . . . . .William E. Goetze  
 Director of Sales . . . . .Jay Grill  
 Program, Film Mgr.....Burke Ormsby  
 Promotion, Publicity Dir. . . . .Keith Nicholson  
 Dir. of Engineering . . . . .LeRoy A. Bellwood



## CALIFORNIA

### XETV—San Diego—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... Radio Television S.A.  
Address... 7th & Ash, TV Hghts.  
Tel.: 234-8431  
Station Representative... ABC  
Blair  
V.P., Gen. Mgr... Julian M. Kaufman  
Business Manager... Louis J. Meiers  
Program, Promotion Dir... Mel Hall  
Sales Manager... Ted C. Millan  
Film Manager... Wayne Ferree  
Chief Engineer... Felipe Fernandez

### KGO-TV—San Francisco—1949

Channel: 7 VHF... AP: 168 Kw... VP: 316 Kw.  
Owned By... American Bcstg. Co.  
Address... 277 Golden Gate Ave.  
Tel.: UN 3-0077  
Representative... ABC TV Spot Sales  
President... Leonard Goldenson  
V.P., Gen., Station Mgr... D. M. Sacks  
Commercial Mgr... R. Coughlan  
Sales Manager... Jack Gregory  
Adv., Pub., Prom. Dir... George T. Rodman  
Program Director... Seymour Horowitz  
Film Manager... Bob Mitchell  
Chief Engineer... Harry N. 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  
President... Donald H. McGannon  
V.P., WBC, West Coast... Philip G. Lasky  
General Manager... Louis S. Simon  
Sales Manager... Lamont Thompson  
Advertising, Sales Mgr... Robert Nashick  
Program Director... Ray Hubbard  
Film Mgr... Thomas Maloney  
Publicity Mgr... A. M. Baccari, Jr.  
Public Affairs Dir... Caryl Coleman  
Engineering Manager... Ben Wolfe  
Owners of: WOWO, Fort Wayne, Ind.; WBZ-AM-TV, Boston, Mass.; KFW-AM-TV, Cleveland, O.; KDKA-AM-TV, Pittsburgh, Pa.; WND, Chicago, Ill.; WINS, New York.

### KRON-TV—San Francisco—1949

Channel: 5 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  
V. P., General Mgr... Harold P. See  
Station Manager... A. H. Constant  
Sales Manager... William A. Morrison  
Program Dir... Robert Glassburn  
Promotion Dir... A. Richard Robertson  
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  
President, Gen. Sales Mgr... Ward D. Ingram  
Gen. Mgr... William D. Pabst  
Nat. Sales Mgr... Frank King  
Prom. Director... Joseph P. Constantino  
Publicity Director... Chet Rhodes  
Chief Engineer... Robert Arne

### KNTV—San Jose—1955

Channel: 11VHF... AP: 15.5 Kw... VP: 26.3 Kw.  
Owned-Oper. By... Standard Radio & TV Co.  
Address... 645 Park Avenue  
Tel.: 297-5577  
ABC  
Sta. Representative... Young TV  
President... A. T. Gilliland  
General Manager... Fran Conrad  
Local Sales Mgr... Norman Paul  
Program, Film Mgr... Robert M. Hostfeldt  
Promotion, Publicity Dir... Michael D. Kilian  
Chief Engineer... Robert M. Latham

### KSBY-TV—San Luis Obispo—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Salinas Valley Bcstg. Corp.  
Business Address... Box 286  
Tel.: LI 3-0920  
CBS-NBC  
Representative... H-R  
President, Gen. Mgr... John C. Cohan  
Asst. General Mgr... Gary Ferliss  
Station Manager... Arthur V. Hapgood  
Promotion Director... Penne Bennett  
Chief Engineer... Charles Mitchell  
Owners of: KNBW, AM-TV-FM, Salinas.

### 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  
Station Rep... Young  
President... William F. Luton  
General Manager... Leslie H. Norins  
Program Director... Harold O'Donnell  
Promotion Manager... Edward J. Ryan  
Traffic Manager... Cherie Kaplan  
Senior Engineer... Ted Froming

### KOVR-TV—Stockton—1954

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Metropolitan Bcstg.  
Address... 1216 Arden Way  
Tel.: WA 7-1313  
ABC  
Representative... Metro TV Sales  
President... John W. Kluge  
General, Sta. Manager... Glover DeLaney  
Commercial Mgr... Frank Livermore



## CALIFORNIA-COLORADO

Program Director.....Bel Lange  
 Promotion, Publicity Director.....Bud Miller  
 Film Manager.....Hugh Sangster  
 Chief Engineer.....Richard J. Anderson

Owners of: WNEW, AM-TV, New York; WHK, Cleveland; WIP, Philadelphia; WTTG-TV, Washington, D.C.; WTUH-TV, Peoria; KMBC-AM-TV, Kansas City; KOVR-TV, Sacramento; WTUP-TV, Decatur, Ill.

### KICU-TV—Visalia—1961

Channel: 43 UHF...AP: 147 Kw...VP: 280 Kw.  
 Owned By.....Sierra Bcstg., Inc.  
 Address.....2803 Divisadero St., Fresno, Calif.  
 Tel.: AM 8-9784.....Independent  
 Station Representative.....Weed Television  
 President.....Norwood J. Patterson  
 General Manager.....W. O. Edholm  
 Director of Operations.....Don Webster  
 Chief Engineer.....Curt Peterson  
 Owners of: KSAN, San Francisco; KBIF, Fresno.

Pop.: 1,850,000  
 Families: 515,500

## Colorado

TV Homes: 421,000  
 TV Stas. in State: 9

### KKTV—Colorado Springs—1952

Channel: 11 VHF...AP: 117 Kw., VP: 234 Kw.  
 Owned-Operated By.....TV Colorado, Inc.  
 Address.....512 S. Tejon St.  
 Tel.: ME 4-2844.....CBS  
 Representative...Venard, Torbet & McConnell  
 President, Gen. Mgr.....James D. Russell  
 V.P. Commercial Manager.....Robert D. Ellis  
 Prom., Pub. Director.....Hal Kennedy  
 Chief Engineer.....H. Cozine Strang

### KRDO-TV—Colorado Spgs.—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  
 Station Reps....Adv. Time Sales; J. L. McGuire  
 President, Gen. Mgr.....Harry W. Hoth, Jr.  
 Station Manager.....Jay E. Gardner  
 Business Mgr.....Darold A. Wilkinson  
 Chief Engineer.....Charles H. Upton  
 Owners of: KRDO.

### KBTB—Denver—1952

Channel: 9 VHF...AP: 141 Kw...VP: 282 Kw.  
 Owned By.....Mullins Bcstg. Co.  
 Address.....1089 Bannock St.  
 Tel. 266-3601.....ABC  
 Representative...Peters, Griffin, Woodward, Inc.  
 President.....John C. Mullins  
 V.P. General Manager...Alvin G. Flanagan  
 General Sales Manager...Robert L. Brown  
 Publicity, Promotion Director...Richard J. Braun  
 Program Dir., Film Mgr....Bob Taylor  
 Chief Engineer.....Jim Butts  
 Owners of: KBTR, Denver.

### KLZ-TV—Denver—1953

Channel: 7 VHF...AP: 135 Kw...VP: 269 Kw.  
 Owned By.....Time-Life Bcstg., Inc.  
 Business Address.....131 Speer Blvd.  
 Tel.: MA 3-4271.....CBS  
 Representative...Katz  
 Pres., Gen. Mgr.....Hugh B. Terry  
 Station Manager.....Jack Tipton  
 Commercial Manager.....Bob Hart  
 Program Director.....Stan Brown

Prom., Publicity Dir.....Jimm Seaney  
 Film Manager.....William Witt  
 Chief Engineer.....Eugene Jenkins  
 Owners of: KLZ-AM, Denver.

### KOA-TV—Denver—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....Metropolitan TV Co.  
 Address.....Box 5012, Terminal Annex  
 Tel.: Cherry 4-4141.....NBC  
 Station Representative...Blair-TV  
 President.....William Grant  
 Exec. V.P., General Mgr.....Ralph Radetsky  
 Commercial Manager.....Dick Harris  
 Program Director.....Si Palmer  
 Promo., Merchandising Mgr....Steve Fox  
 Promotion, Publicity Director...Mick Schafbuch  
 Film Manager.....Sam Houston  
 Chief Engineer.....Sid Davidson  
 Owners of: KOA-AM-FM, Denver; KOAA-TV, Pueblo.

### KTVR-TV—Denver—1952

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Business Address.....550 Lincoln St.  
 Tel.: KE 4-8281.....Independent  
 Sta. Representative.....Adam Young  
 President.....J. Elroy McCaw  
 General Manager.....James T. Brennan  
 Commercial Mgr.....Dan H. Markham  
 Program Dir.....Warren Huskie  
 Publicity Dir.....Len Bermon  
 Film Manager.....Thomas J. Donnegan  
 Chief Engineer.....Lester J. Dunn  
 Owners of: KTVW, Tacoma; KELA, Centralia, both Wash.

### KREX-TV—Grand Junction 1954

Channel 5 VHF...AP: 6.46 Kw...VP: 12.9 Kw.  
 Owned By.....Western Slope Bcstg Co., Inc.  
 Address.....Box 270  
 Tel.: 242-5000.....CBS-NBC-ABC  
 Station Representative...Holman  
 President, General Mgr....Rex Howell  
 V.P., Station Manager...Bob McMahan  
 Film Manager.....Mike Swan

**WTIC TV3**  
Hartford, Connecticut



Broadcast House

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New England



## COLORADO-CONNECTICUT

Chief Engineer.....James Meyer  
 Owners of: KREX-AM-FM, Grand Junction;  
 KGLN, Glenwood Springs, Colo.; KREY-TV,  
 Montrose, Colo.

### KREY-TV—Montrose—1956

Channel: 10 VHF..AP: 1.54 Kk..VP: 3.09 Kw.  
 Owned-Oper. By.....Black Canon Bcstg Co.  
 Address.....P. O. Box 120  
 Tel.: 249-3011.....ABC-NBC-CBS  
 Station Representative.....Hal Holman  
 President, Gen., Mgr.....Rex Howell  
 Station Manager.....Carl Q. Anderson

### KOAA-TV—Pueblo—1952

Channel: 5 VHF...AP: 150 Kw...VP: 100 Kw.  
 Owned By.....Metropolitan TV of Denver  
 Business Address.....2226 Television Lane  
 Tel.: LI 4-5782.....Independent  
 Station Representative.....Meeker Co.  
 Station Manager.....J. G. Croll  
 Film Manager.....Jackson Cravens  
 Commercial Mgr.....Ken King  
 Advertising Mgr.....Al Griffith  
 Chief Engineer.....Ken Renfrow

Pop.: 2,670,000  
 Families: 788,500

## Connecticut

TV Homes: 748,000  
 TV Stas. in State: 6

### WICC-TV—Bridgeport—1953

Channel: 43 UHF..AP: 9.12 Kw...VP: 18.2 Kw.  
 Owned By.....Conn.-N. Y. Bcstrs., Inc.  
 Address.....2190 Post Road, Fairfield, Conn.  
 Tel.: Clearwater 6-0461.....Independent  
 Station Representative.....Adam Young, Inc.  
 President, Gen. Mgr.....K. M. Cooper  
 Vice President.....John E. Metts  
 Station, Sales Manager.....Ray Colonari  
 Program Director.....Frank Delfino  
 Promotion, Publicity Director.....Tony Brunton  
 Film Manager.....Bob Pieger  
 Pgm. Dir.....Harry Downie  
 Chief Engineer.....Pat Uliano  
 Owners of: WICC-AM, WZZZ-FM, Bridgeport.

### WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.  
 Owned By.....RKO General  
 Business Address.....555 Asylum St.  
 Tel.: 525-2611.....Independent  
 Station Rep.....Nat'l Sales Div., RKO General  
 General Manager.....Charles O. Wood

### WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned..Travelers Broadcasting Service Corp.  
 Address.....Bcst. House, 3 Constitution Plaza  
 Tel.: 525-0801.....CBS  
 Representative..Harrington, Righter & Parsons  
 President.....Paul W. Morency  
 V.P., General Mgr.....Leonard J. Patricelli  
 V.P., Sales.....Irwin C. Cowper  
 Vice President.....N. Thomas Eaton  
 Program Manager.....Kendall Smith  
 Information Director.....Richard F. Ahles  
 Prom. Dir.....Eugene J. Murlaty  
 Dir. of Engineering.....Harold Dorschug  
 Film Editor.....Ernest Olivieri  
 Chief Engineer.....Herman D. Taylor  
 Owners of: WTIC, AM-FM.

### WHNB-TV—New Britain— 1953

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.

Owned By.....Connecticut TV, Inc.  
 Address.....1422 New Britain Ave.  
 Tel.: 521-3030.....NBC  
 Station Reps.....Hollingbery; Kettell-Carter  
 President.....Herbert Scheffel  
 General, Sta. Mgr.....Robert W. Bray  
 Commercial Mgr.....Jack Fox  
 Program Dir.....Philip Corvo  
 Prom., Publicity Dir.....Howard Wry  
 Film Manager.....Philip B. Hale  
 Chief Engineer.....Thomas Doody  
 Owners of: WICS-TV, Springfield; WOGU, Cham-  
 paign.

### WNHC-TV—New Haven—1948

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By..Triangle Publications, Inc.  
 Business Address.....135 College St.  
 Tel.: SPruce 7-3611.....ABC  
 News. Afil.....Phila. Inquirer & Daily News  
 Station Representative.....Blair TV  
 Vice President.....Roger W. Clipp  
 General Manager.....Howard W. Maschmeier  
 Station, Sales Mgr.....Robert Teter  
 Prom., Adv., Publicity.....Peter F. Gallagher  
 Program Director.....Harry Z. Shoubin  
 Chief Engineer.....Carmine Iannucci  
 Owners of: WFIL, AM-TV-FM, Philadelphia;  
 WNBC, AM-TV-FM, Binghamton; WFBG, AM-  
 TV-FM, Altoona; KFRE, AM-TV; KBFM,  
 Fresno; WLYH-TV, Lebanon-Lancaster; WNHC-  
 AM-TV-FM, New Haven.

### WATR-TV—Waterbury—1953

Channel: 53 UHF..AP: 125 Kw...VP: 245 Kw.  
 Owned-Operated By.....WATR, Inc.  
 Business Address.....440 Meadow St.  
 Tel.: PL 5-1121.....ABC  
 Station Reps.....Masla; N. E. Spot Sales  
 President.....Harold Thomas  
 Gen., Sta., Commercial Mgr.....Samuel Elman  
 Prog. Dir., Film Manager.....Astrid Curtis  
 Chief Engineer.....Robert Corbett

Pop.: 770,000  
Families: 224,500

# District of Columbia

TV Homes: 211,500  
Television Stations: 5

## WMAL-TV—Washington—1947

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By The Evening Star Bcstg. Co.  
Address: 4461 Connecticut Ave., N.W.  
Tel.: KE 7-1100.....ABC  
Newspaper Affiliation.....The Evening Star  
Representative.....H.R. Television  
President.....John W. Thompson, Jr.  
V.P., General Manager.....F. S. Houwink  
Television Manager.....Neal J. Edwards  
Program. Production Mgr.....Herbert Victor  
Public Affairs Mgr.....Theodore N. McDowell  
Prom. & Pub. Director.....E. Haywood Meeks  
Film Director.....Richard Stratton  
Chief Engineer.....Allan Powley  
Owners of: WMAL, AM-FM; WSWA, AM-TV-FM,  
Harrisonburg.

## WOOK-TV—Washington—1963

Channel: 14 UHF...AP: 162 Kw...VP: 275 Kw.  
Owned By.....United Bcstg. Co. Inc.  
Address.....5321 First Pl., N.E.  
Tel.: TU 2-2500.....Independent  
Station Rep.....Dora-Clayton  
President.....Richard Eaton  
General Manager.....John Panagos

## WRC-TV—Washington—1947

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....National Bcstg. Co., Inc.  
Bus. Address.....4001 Nebraska Avenue, N.W.  
Tel.: EM 2-4000.....NBC  
Representative.....NBC Television Spot Sales  
President (NBC).....Robert E. Kintner  
V.P., General Mgr.....Joseph Goodfellow  
Station Manager.....Tom Paro  
Business Manager.....William Callaway  
Prog. Dir., Film Buyer.....Eugene Walz  
Adv. Prom. Mgr.....Ned Ryan  
Publicity Coordinator.....Pat C. Humphrey

Dir. of Oper.....Sherman Hildreth  
Owners of: WNBC, AM-TV-FM, New York; WRC,  
AM-TV-FM, Washington; WMAQ-AM-FM, Chi-  
cago; WNBQ, Chicago; WRCV, AM-TV, Phila-  
delphia; KNBR-AM-FM, San Francisco; WJAS-  
AM-FM, Pittsburgh; KNBC, Los Angeles.

## WTOP-TV—Washington—1949

Channel: 9 VHF...AP: 174 Kw...VP: 316 Kw.  
Owned By.....Washington Post Co.  
Business Address.....40th & Brandywine Sts.  
Tel.: EM 2-9300.....CBS  
Newspaper Affiliation.....Wash. Post  
Station Representative.....TvAR  
President.....John S. Hayes  
Vice-Pres., Gen. Mgr.....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  
Owners of: WTOP-AM-FM; WJXT-TV, Jack-  
sonville, Fla.

## WTTG—Washington—1947

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Metromedia, Inc.  
Address.....5151 Wisconsin Ave., N.W.  
Tel.: 244-5151.....Independent  
Station Representative.....Metro TV Sales  
Ch. of Board, President.....John W. Kluge  
President, Television.....Bennet H. Korn  
V.P., General Manager.....Lawrence P. Fraiberg  
Production Manager.....Ellis I. Shook  
Promotion Manager.....Harry Moses  
Local Sales Mgr.....James A. Gustafson  
Business Manager.....Peter A. Whipple  
Chief Engineer.....Malcolm M. Burleson  
Owners of: WNEW AM-FM-TV, New York; WHK,  
AM-FM, Cleveland, O.; WIP AM-FM, Philadel-  
phia, Pa.; WTVR TV, Peoria, Ill.; KOVR TV,  
Sacramento, Calif.; WTVP TV, Deatur, Ill.  
KMBC-AM-FM-TV, Kansas City, Mo.

Pop.: 5,115,000  
Families: 1,564,500

# Florida

TV Homes: 1,270,000  
TV Stas. in State: 18

## WESH-TV—Daytona Beach —1956

Channel: 2 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned-Oper. By.....Telrad, Inc.  
Address.....Box 1551  
Tel.: CL 3-6591.....NBC  
Newspaper Affil. John H. Perry Newspapers  
Station Rep.....Avery Knodel  
President.....John H. Perry, Jr.  
V.P., Gen. Mgr.....Thomas S. Gilchrist, Jr.  
Station Mgr.....Walter Strouse  
Program Dir.....Dan Joiner

Comm. Mgr.....Thomas B. Newsom  
Promotion Director.....Betty Gilchrist  
Film Mgr.....Hank Johnson  
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  
Station Rep.....Forjoe  
Gen., Sales Mgr.....A. J. Bauer  
Program Dir.....Frank Nodine  
Chief Engineer.....Bob Caughey

## FLORIDA

### 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  
 General Manager.....Jesse H. Cripe  
 Station Mgr., Prog. Dir.....Ralph W. Nimmons  
 Commercial Manager.....Robert M. Reuschle  
 Promotion Director.....Andy Amyx  
 Film Manager.....Herb Gold  
 Chief Engineer.....Harry Wingfield

### WJXT—Jacksonville—1949

Channel: 4 VHF..AP: 70 Kw..VP: 100 Kw.  
 Owned By.....Post-Newsweek Stations  
 Business Address.....1851 Southampton Road  
 Tel.: EX 8-0501.....ABC-CBS  
 Newspaper Affil...Wash. Post & Times Herald  
 Station Representative.....TVAR  
 President, General Mgr....Glenn Marshall, Jr.  
 General Sales Mgr....Robert W. Schellenberg  
 Prog. Dir., Film Mgr....Leonard L. Mosby, Jr.  
 Prom., Pub. Dir.....Tom Mahaffey  
 Chief Engineer.....Ernest Vordermark  
 Owners of: WTOP-AM-FM-TV, Washington, D. C.

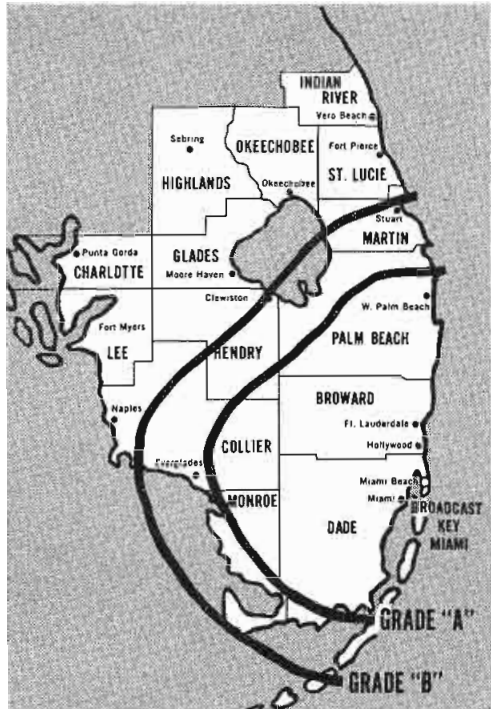
### WCKT—Miami—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Sunbeam Television Corp.  
 Address.....P.O. Box 1188  
 Tel.: PL 1-6692.....NBC  
 Reprs., Harrington, Righter & Parsons; Lowrance  
 President.....Sidney Ansin  
 V.P., General Manager.....Charles Kelly  
 Commercial Manager.....Charles Phillips  
 Program Director.....Allen Sternberg  
 Publicity, Promotion Mgr.....Donald Fischer  
 Film Manager.....Frank Struzzieri  
 Chief Engineer.....Robert H. Paasch

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 HARRINGTON, RIGHTER AND PARSONS

For the South:  
 BOMAR LOWRANCE AND ASSOCIATES

FLORIDA ASSOCIATION  
 OF BROADCASTERS,  
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LISTED  
 ON PAGE 630



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worldly, for the family  
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lifetime...  
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**WLBW-TV—Miami—1961**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....L. B. Wilson, Inc.  
 Address.....2133 Northwest 11th Ave.  
 Tel.: FR 3-4723.....ABC  
 Station Representative.....H-R TV, Inc.  
 President .....C. H. Topmiller  
 V.P., General Mgr. ....Thomas A. Welstead  
 Station Manager .....Lin Mason  
 Adv., Promotion Director.....Mike Schaeffer  
 Publicity Director.....Patricia Alter  
 Film Manager.....John Murphy  
 Chief Engineer.....William L. Latham  
 Owners of: WCKY, Cincinnati.

**WTVJ—Miami—1949**

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.  
 Owned-Oper. By...Wometco Enterprises, Inc.  
 Address .....316 N. Miami Ave.  
 Tel.: FR 4-6262.....CBS  
 Representative. Peters, Griffin, Woodward, Inc.

President.....Mitchell Wolfson  
 Exec. V.P., General Mgr. ....Lee Ruwitch  
 V.P., Sales .....William Brazzil  
 Program Director.....Lee Waller  
 Promotion Director .....George Vickery  
 Film Manager.....Robert J. Ross  
 Chief Engineer.....Earl W. Lewis  
 Owners of: WLOS, AM-TV-FM, Asheville; KVOS-TV, Bellingham, Wash.

**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  
 Exec. V.P. Gen. Mgr.....Arnold F. Schoen, Jr.  
 Sales Director.....Leonard S. Davey, Jr.  
 Sales Co-ordinator.....A. V. Carlson  
 Prog. Dir., Film Buyer.....Walter E. Sickles  
 Chief Engineer.....J. E. Yarbrough  
 Owners of: WDBO, AM-FM.

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# FLORIDA

## WFTV—Orlando—1958

(Formerly WLOF-TV)

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned.....Mid Florida TV Corp.  
 Address.....820 W. Central Blvd.  
 Tel.: CHerry 1-6543.....ABC  
 Station Representative.....Young TV Corp.  
 President, Gen. Mgr.....Joseph L. Brechner  
 Nat. Sales Mgr.....William T. Latham  
 Commercial Manager.....William V. Miller  
 Program Director.....Harry Richard  
 Promotion Dir.....Marion B. Brechner  
 Film Mgr.....Dennis Gregory  
 Dir. of Engineers.....W. Dodd Daniel

## WPTV—Palm Beach—1954

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned By.....Scripps-Howard Bcstg. Co.  
 Business Address.....5 Coconut Row  
 Tel.: TE 3-2471.....NBC  
 Newspaper Affil.....Scripps-Howard Newspapers  
 Representative.....Blair TV Assoc.  
 President.....Jack R. Howard  
 General, Station Mgr.....Chester E. Pike, Jr.  
 General Sales Manager.....Dick Fairbanks  
 Program Director.....George White  
 Promotion Director.....Stan Doyle  
 Operations Manager.....Tony Glenn

Film Mgr.....George P. Romilly  
 Chief Engineer.....Lewis Evenden  
 Owners of: WCPO-TV, Cincinnati, Ohio;  
 WMC-TV, Memphis, Tenn.;  
 WWSW-TV, Cleveland, Ohio; WNOX-TV,  
 Knoxville, Tenn.

## WJHG-TV—Panama City 1954

Channel: 7 VHF. AP: 80 Kw. VP: 170 Kw.  
 Owned By.....Herald Pub. Co., Albany, Ga.  
 Address.....107 Harrison Ave., Panama City  
 Tel.: PO 3-7651.....NBC-ABC  
 Newspaper Affil.....Albany Herald  
 Reps.....Ayers, Venard, Torbet & McConnell  
 President.....James H. Gray  
 Managing Director.....Raymond E. Carow  
 Station Manager.....James Tighe  
 Program Director.....Earl Hadaway  
 Promotion, Publicity Director.....Mrs. Tanya Felker  
 Chief Engineer.....Perley Eppley

## WEAR-TV—Pensacola—1954

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned By.....Rollins Telecasting Inc.  
 Business Address.....P.O. Box 431  
 Tel.: GL 5-7311.....ABC  
 Station Rep.....Blair TV  
 President.....O. Wayne Rollins

# unduplicated



POWERFUL Channel 9, Wonderful Florida Tele Vision, offers unduplicated ABC-Television coverage in **FLORIDA'S THIRD LARGEST TELEVISION MARKET** (S-M, 1963.) This space age market includes Orlando, Daytona Beach and Cape Canaveral.

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# WFTV

ORLANDO - FLORIDA

FORMERLY WLOF-TV

## FLORIDA-GEORGIA

General Manager.....George B. Bregge  
 Station Manager.....Milt De Reyna  
 Commercial Manager.....Paul von Hagle  
 Program Director.....Jack Kenny  
 Chief Engineer.....H. Babb  
 Owners of: WNJR, New York; WMAS, Wilmington;  
 WRAP, Norfolk; WGEE, Indianapolis;  
 WBEE, Chicago; WCHS-TV, Charleston; WPTZ-TV, Plattsburgh, N. Y.

### 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  
 Station Rep.....Venard, Torbet & McConnell  
 Station Mgr.....Fred P. Shawn  
 Commercial Manager.....Earl W. Welde  
 Promotion Director.....Carl Fuchs  
 Chief Engineer.....William J. Coddington  
 Owners of: WSUN, AM.

### WCTV—Tallahassee—1955

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By.....John H. Phipps Bcstg. Stations  
 Address.....P. O. Box 3547  
 Tel.: 385-2121.....CBS  
 Station Reps.....Blair; Cummings  
 Owner.....John H. Phipps  
 Managing Director.....L. Herschel Graves  
 Program, Film Mgr.....Jerry L. Williams  
 Dir. of Engineering.....William A. Snowden  
 Owners of: WPTV, W. Palm Beach.

### WFLA-TV—Tampa—1955

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Tribune Company  
 Address.....Box 1410  
 Tel.: 229-0131 .....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.....Doug Duperrault  
 Prog. Oper. Mgr.....Carl Bergquist

Production Manager.....L. George Gelger  
 Chief Engineer.....J. H. Mitchell  
 Owners of: WFLA-AM-FM.

### WTVT—Tampa—1955

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned By.....WKY Television System, Inc.  
 Business Address.....3213 Grand Central Ave.  
 Tel.: 876-1313 .....CBS  
 Newspaper Affil.....Oklahoma Pub. Co.  
 Station Representative.....Katz  
 President.....E. K. Gaylord  
 Station Manager.....Eugene B. Dodson  
 Comm. & Asst. Mgr. ....John M. Haberman  
 Admin. Asst., Opera Mgr. ...Robert M. Olson  
 Promotion Dir.....Walter K. Rhoads  
 Film Mgr.....Jayne Boyd  
 Production Mgr.....Ken Smith  
 Local Sales Mgr.....Robert F. Doty  
 Chief Engineer.....William Witt  
 Owners of: WKY, AM-TV, Oklahoma City.

### WTSP-TV—Tampa St. Petersburg—1962

Channel: 10 VHF..AP: 316 Kw...VP: 158 Kw.  
 Owned By .....WTSP-TV, Inc.  
 Address..932 Central Ave., St. Petersburg, Fla.  
 Tel.: 894-3611 .....Independent  
 Station Rep. ....H.R. Representatives, Inc.  
 President.....Sam G. Rahall  
 Station Manager .....Marshall Cleaver  
 Program Director .....Harry Wagner

### WEAT-TV—West Palm Beach —1955

Channel: 12 VHF..AP: 144 Kw...VP: 316 Kw.  
 Owned By .....WEAT-TV, Inc.  
 Business Address.....Palm Beach Towers  
 Tel.: TE 3-9668.....ABC  
 President .....Rex Rand  
 Gen. Mgr.....Bertram Lebbehear, Jr.  
 Dir. of Operations .....Art Fisher  
 Chief Engineer .....Robert Leach

Pop.: 4,070,000  
 Families: 1,064,000

# Georgia

TV Homes: 839,000  
 TV Stas. in State: 11

### WALB-TV—Albany—1954

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Herald Publishing Co.  
 Address.....Stuart Ave. & Greenwood Dr.  
 Tel.: 435-8386 .....ABC-NBC  
 Newspaper Affiliation.....Albany Herald  
 Reps.....Venard, Torbet & McConnell; Ayers  
 President.....James H. Gray  
 Sta., Gen., Comm. Mgr....Raymond E. Carow

Program Director, Film Mgr. ....Reba Hill  
 Promotion, Publicity Dir. ....Pat Bethune  
 Chief Engineer.....Bruce Singleton  
 Owners of: WJHG-TV, Panama City, Florida.

### 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.

# GEORGIA

Tel.: TR 5-7221.....NBC  
Newspaper Affil.....Journal & Constitution  
**Representative**.....**Petry**  
Exec. Dir.....J. Leonard Reinsch  
General Manager.....Marcus Bartlett  
Comm. Mgr.....Don E. Heald  
Promotion Dir.....Charles Cash  
Film Director.....Jean Hendrix  
Chief Engineer.....R. A. Holbrook  
Owners of: WSOC AM-TV, Charlotte; WHIO AM-  
FM-TV, Dayton; WSB AM-FM.

## 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  
Station Rep.....Storer Television Sales, Inc.  
President.....George B. Storer  
Managing Director.....Ken Bagwell  
Commercial Manager.....Emmett A. Hassett  
Program Dir., Opera. Dir.....Jim Ferguson  
Promotion Director.....Ned Jay  
Public Affairs Dir.....Dale Clark  
Chief Engineer.....Hugo Bondy  
Owners of: WJBK AM-FM-TV, Detroit; WSPD-AM-  
FM-TV, Toledo; WJW-AM-FM-TV, Cleveland;  
WBN, New York, N. Y.; WGBS-AM-FM, Miami,  
Fla.; WIGB-AM-FM, Philadelphia,  
Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

## WAII—Atlanta—1951

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned By.....WIBC, Inc.  
Bus. Address...1611 W. Peachtree St. N.E.  
Tel.: TR 3-1141.....ABC  
Representative.....Blair Television  
President.....Richard M. Fairbanks  
V.P., General Mgr.....Joseph M. Higgins  
Commercial Manager.....Peter S. Crawford  
Program Director.....John Kelin  
Promotion, Publicity Director.....Howard Rowe  
Film Manager.....Jacqueline Smith  
Chief Engineer.....Wilbur Fattig  
Owners of: WIBC, Indianapolis, Ind.

## WJBF—Augusta—1953

Channel: 6 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned-Oper. By...Georgia-Carolina Bcstg. Co.  
Business Address...Television Park  
Tel.: PA 2-6664.....ABC-NBC  
Representative.....Hollingbery  
President, Gen. Mgr.....J. B. Fuqua  
Station Manager.....Thomas J. Hennessy  
Commercial Manager.....Asa Stallworth  
Program Dir.....Carroll Ward  
Promotion Director.....John Radeck  
Film Manager.....William Bailie  
Chief Engineer.....John Jopung

## WRDW-TV—Augusta—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned By...Rust Craft Broadcasting  
Address...1301 Georgia Ave.  
Tel.: 824-5432.....CBS  
Station Rep.....Young Television Corp.

President.....John J. Laux  
General Manager.....Virgil B. Wolff  
Commercial Sales Mgr.....Walter H. McCrova  
Program, Publicity Dir.....Jeff Evans  
Promotion Director.....Wylene Freeman  
Film Manager.....Frank Allen  
Chief Engineer.....Wilbur T. Herrington  
Owners of: WPTT, Pittsburgh, Pa.

## WRBL-TV—Columbus—1953

Channel: 3 VHF...AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By...Columbus Bcstg. Co.  
Business Address...1350 13th Ave.  
Tel.: FA 2-0602.....CBS  
Newspaper Affil.....Ledger and Enquirer  
Representative.....Hollingbery  
President, Gen. Mgr.....J. W. Woodruff, Jr.  
Station Manager.....Ridley Bell  
Commercial Manager...George "Red" Jenkins  
Promotion Dir.....Carrie Brooks  
Production Dir.....Charles Autry  
Publicity Director.....Joel Turner  
Director, Public Affairs...George A. Gingell  
Film Mgr.....Carl Long  
Chief Engineer.....Joe A. Gamble  
Owners of: WRBL-AM-FM.

## WTVM—Columbus—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 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.....Joe Windsor  
Managing Dir., Prog. Dir.....Ted C. Short  
Nat'l Sales Mgr.....Ben Purvis  
Chief Engineer.....Charley Parrott  
Owners of: WTVC, Chattanooga.

## WMAZ-TV—Macon—1953

Channel: 13 VHF...AP: 125 Kw...VP: 252 Kw.  
Owned By...Southeastern Bcstg. Co.  
Business Address...Bankers Insurance Bldg.  
Tel.: SHerwood 6-7311.....ABC-CBS-NBC  
Representative.....Avery-Knodel  
President, Ch. Eng.....George Rankin, Jr.  
General Manager.....Frank Crowther  
Promotion Director.....Joel Andrews  
Owners of: WMAZ-FM-TV, Macon.

## WSAV-TV—Savannah—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...WSAV, Inc.  
Address...1430 East Victory Drive  
Tel.: AD 6-0303.....ABC-NBC  
Representative.....Blair TV  
President, Gen. Mgr.....Harben Daniel  
Operations Manager.....M. E. Thompson  
Commercial Manager.....Mack Humpidge  
Program Director.....Larry McHale, Jr.  
Production Manager.....Tom Even  
Prom., Publicity Dir.....Mrs. Barbara Hofer  
Film Manager.....Mrs. Alyce Strong  
Chief Engineer.....Byron Strong  
Owners of: WSAV, AM.

## GEORGIA-HAWAII-IDAHO

### WTOC-TV—Savannah—1954

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Savannah Bcstg. Co.  
Business Address.....516 Abercorn St.  
Tel.: AD 2-0127.....CBS-ABC  
Station Representative .....Avery-Knodel

President & Gen. Mgr...William T. Knight, Jr.  
Station, Commercial Mgr.....Ben B. Williams  
Program Dir.....Dwight J. Bruce  
Promotion, Pub. Dir.....John Hasty  
Film Mgr.....Thomas Wells  
Advertising Manager.....Charles J. Lipton  
Chief Engineer.....Kyle Goodman  
Owners of: WTOC AM-FM.

Pop.: 670,000  
Families: 206,000

## Hawaii

TV Homes: 140,000  
TV Stas. in State: 4

### KGMB-TV—Honolulu—1952

Channel: 9 VHF...AP: 65 Kw...VP: 108 Kw.  
Owned By.....Honolulu Star-Bulletin, Inc.  
Business Address....1534 Kapiolani Boulevard  
Tel.: 9-2011.....CBS  
Newspaper Affil.....Star Bulletin  
Representative.....Peters, Griffin, Woodward  
President.....Chinn Ho  
Exec. Vice President.....Porter L. Dickenson  
General, Station Mgr.....Joe Herold  
Commercial Manager.....Erma Krause  
Program Director.....Dar Reid  
Promotion, Publicity Dir.....Victor Amiel  
Film Manager.....Sallie Thompson  
Chief Engineer.....Ronald Miyahira  
Owners of: KGMB AM, Honolulu; KHBC AM-TV,  
Hilo; KMAU-TV, Wailuku.

### KONA-TV—Honolulu—1952

Channel: 2 VHF...AP: 30.2 Kw...VP: 60.3 Kw.  
Owned-Oper. By.....Radio Honolulu, Ltd.  
Business Address.....1170 Auahi St.  
Tel.: 6-2366.....NBC  
Newspaper Affil.....Honolulu Advertiser  
Station Representative.....Hollingbery  
Pres., Gen. Mgr.....John D. Keating  
Sta., Gen. Sales Mgr.....Art Sprinkle  
Nat'l Sales Mgr.....Jim Spencer  
Program Director.....Cecil Seavey  
Film Mgr., Prod. Dir.....Dick Holmes  
Chief Engineer.....Alvin Chang  
Owners of: KALA, Wailuku, Maui; KALU, Hilo,  
Hawaii.

### KHVH-TV—Honolulu—1954

Channel: 4 VHF...AP: 25 Kw...VP: 12.5 Kw.  
Owned By.....Kaiser Industries Corp.  
Address.....1290 Ala Moana Blvd.  
Tel.: 5-3991.....ABC  
Representative.....Young-TV  
Division Manager.....Richard Block  
General Manager.....J. A. Serrao  
Commercial Mgr.....Stan Anderson  
Promotion, Publicity Dir.....Robert Kendall  
Program Director.....Dan Kawakami  
Production Manager.....Jack Annon  
Chief Engineer.....Dan O. Hunter  
Owners of: KHJK-TV, Hilo; K74BC-TV, Lihue.

### KTRG-TV—Honolulu—1962

Channel: 13 VHF...AP: 15.4 Kw...VP: 30.7 Kw.  
Owned By.....Hawaiian Paradise Park Corp.  
Address.....2227-A Kalakaua Ave.  
Tel.: 933-823.....Independent  
Station Rep.....National Time Sales  
President.....David Watumull  
General, Station Mgr.....Russell A. Greer, Jr.  
Commercial Manager.....Minnie Arima  
Production, Publicity Dir.....Anita Kirby  
Film Manager.....Larry Domingo  
Acting Chief Engineer.....John White  
Owners of: KTRG, Honolulu.

Pop.: 685,000  
Families: 203,500

## Idaho

TV Homes: 157,000  
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.: 342-9331.....CBS  
Reps.....Peters, Griffin, Woodward; Moore  
Pres., Gen. Mgr.....Westerman Whillock  
Station, Comm. Mgr.....Earl Glade, Jr.  
Film Manager.....Robert Howell  
Production Spvrs.....Dena Howell  
Production Director.....Louise Davis

Local Sales Mgr.....Tom Hackleman  
Chief Eng.....J. A. Johntz, Jr.  
Owners of: KBOI AM-FM.

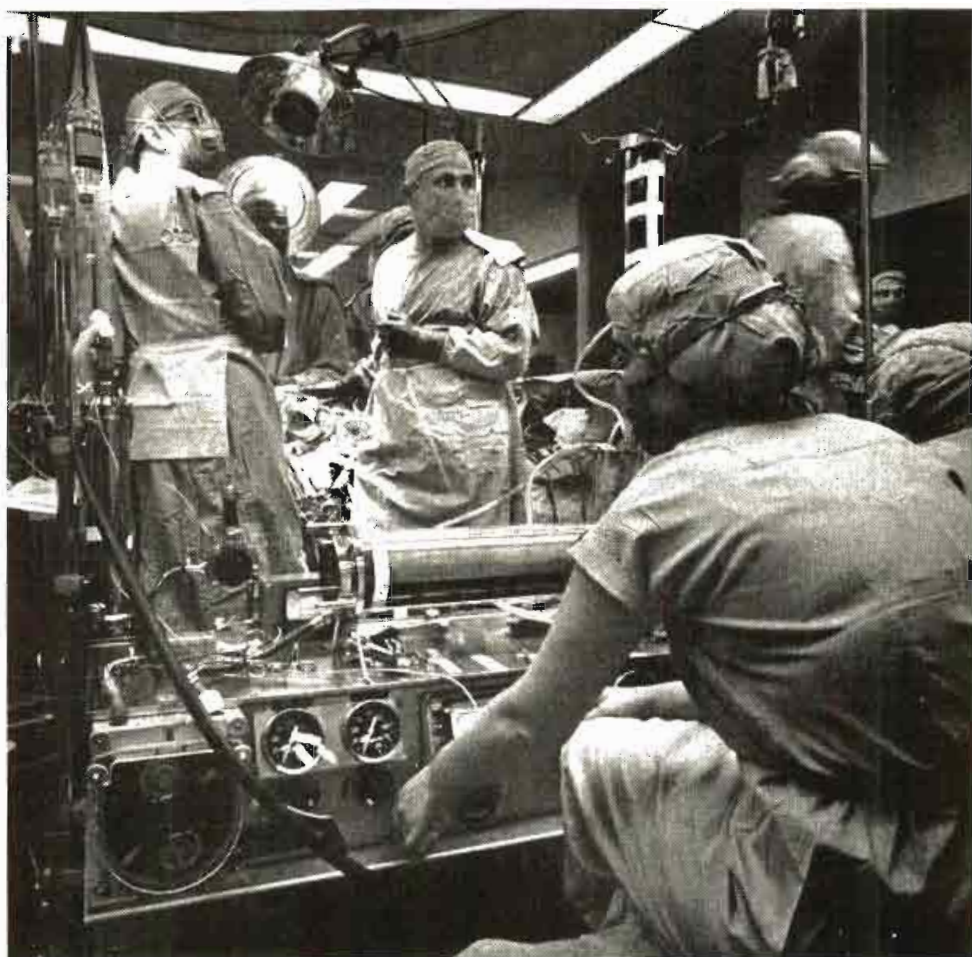
### KTVB—Boise—1953

Channel: 7 VHF...AP: 100 Kw...VP: 200 Kw.  
Owned-Oper. By.....KTVB, Inc.  
Address.....P.O. Box 390  
Tel.: 342-4611.....ABC-NBC  
Station Rep.....Bolling  
Pres. and Gen. Mgr.....Georgia M. Davidson  
Commercial Mgr.....George Ganz, Jr.



# In Chicago

... the 305-acre Medical Center District comprises \$270 million worth of facilities including the nation's largest concentration of hospitals, medical research and education. Shown here, in preparation, is a heart-lung machine in Presbyterian-St. Luke's Hospital where many surgical innovations have originated.



## In Chicago—WGN Television

*originates more color programming  
than any other station  
in the nation!*



—the most respected call  
letters in broadcasting

Join the Broadcast Pioneers—wear your pin with pride

**WGN IS CHICAGO**



## IDAHO-ILLINOIS

National Sales Mgr. . . . . Robert Krueger  
 Prog. Director . . . . . Del Lundbom  
 Prom. Mgr. . . . . Evelyn Winters  
 Film Manager . . . . . William Harvey  
 Chief Engineer . . . . . Harold Toedtemeier

### KID-TV—Idaho Falls—1953

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned-Oper. By . . . . . Idaho Radio Corp.  
 Address . . . . . 1275 E. 17th St.  
 Tel.: 522-5100 . . . . . ABC-CBS  
 Sta. Reps. . . . . Hollingbery; Art Moore  
 Exec. V.P., General Mgr. . . . . J. Allen Jensen  
 Station Manager . . . . . Claude Cain  
 Program Director . . . . . Roy Southwick  
 Promotion Director . . . . . Barry ZeVan  
 Chief Engineer . . . . . Carroll Secrist  
 Owners of: KID-AM.

### KIFI-TV—Idaho Falls—1961

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.

Owned By . . . . . E. Idaho Bcstg. & TV Co.  
 Address . . . . . P. O. Box 2148  
 Tel.: 523-1171 . . . . . NBC-ABC  
 Newspaper Affil. . . . . Post Register  
 Sta. Reps. . . . . Avery-Knodel; Feltis/Dove/ Cannon  
 President, Gen. Mgr. . . . . J. Brady  
 Program Dir., Chief Eng. . . . . H. G. Haeefe  
 Promotion Director . . . . . Darlene Latham  
 Film Manager . . . . . Pat Clark  
 Advertising Manager . . . . . Gene Reisen  
 Owners of: KIFI-AM.

### KLIX-TV—Twin Falls—1955

Channel: 11 VHF..AP: 14.5 Kw..VP: 29.5 Kw.  
 Owned-Oper. By . . . . . Klix Corp.  
 Address . . . . . Eastland Dr. & Elizabeth St.  
 Tel.: RE 3-5840 . . . . . ABC-CBS-NBC  
 Sta. Representative . . . . . Hollingbery  
 President . . . . . G. Hatch  
 General Mgr. . . . . Gordon Glasman  
 Chief Engineer . . . . . Don Cederstrom

Pop.: 10,275,000  
 Families: 3,161,000

## Illinois

TV Homes: 2,980,000  
 TV Stas. in State: 17

### 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.: 356-8333 . . . . . CBS  
 Station Rep. . . . . Peters, Griffin, Woodward  
 President . . . . . August C. Meyer  
 Exec. Vice President . . . . . Guy Main  
 Dir. of Operations . . . . . James Fielding  
 Sales Manager . . . . . Jerry Johnson  
 National Sales Dir. . . . . Leonard Davis  
 Film Mgr. . . . . John Ketterer  
 Publicity Director . . . . . Dick Herzog  
 Chief Engineer . . . . . Bob Myer  
 Owners of: WMBD-AM-FM-TV, Peoria, Ill.

### WBBM-TV—Chicago—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By . . . . . CBS, Inc.  
 Bus. Studio Address . . . . . 630 N. McClurg Ct.  
 Tel.: WH 4-6000 . . . . . CBS  
 Station Rep. . . . . CBS TV Stations Nat'l Sales  
 V.P., General Mgr. . . . . Clark B. George  
 General Sls. Mgr. . . . . Edward Kenefick  
 Program Dir. . . . . Charles Hinds  
 Promotion Director . . . . . Virgil Mitchell  
 Sales Manager . . . . . James O'Rourke  
 Film Manager . . . . . Alice Necker  
 Chief Engineer . . . . . L. A. Pierce  
 Owners of: WCBS-TV, New York; KNXT, Los Angeles; WCAU-TV, Philadelphia; KMOX-TV, St. Louis.

### WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By . . . . . American Bcstg.-Paramount Thtrs.  
 Business Address . . . . . 190 N. State St.  
 Tel.: AN 3-0800 . . . . . ABC

Station Rep. . . . . ABC-TV Spot Sales  
 V.P., General Manager . . . . . Sterling C. Quinlan  
 Director of Sales . . . . . Robert F. Adams  
 Film Dir. . . . . Ralph Andrews  
 Prog. Dir. . . . . Dan Schuffman  
 Promotion, Publicity Dir. . . . . Donald H. Peterson  
 Chief Engineer . . . . . William P. Kusack  
 Owners of: WABC-AM-FM-TV, New York; WXYZ-AM-FM-TV, Detroit; KQV, Pittsburgh; WLS, Chicago; KABC-AM-FM-TV, Los Angeles; KGO-AM-FM-TV, San Francisco; WBKB-TV, Chicago.

### WCIU—Chicago—1963

Channel: 26 UHF..AP: 125 Kw..VP: 250 Kw.  
 Owned By . . . . . Weigel Broadcasting Co.  
 Address . . . . . 400 West Madison  
 Tel.: 372-0026 . . . . . Independent  
 President . . . . . John Weigel  
 Commercial Manager . . . . . Gordon Wilson  
 Program Director . . . . . Gus Chan

### WGN-TV—Chicago—1924

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By . . . . . WGN, Inc.  
 Business Address . . . . . 2501 Bradley Place  
 Tel.: LAkeview 8-2311 . . . . . Independent  
 Newspaper Affiliation . . . . . Chicago Tribune  
 Representative . . . . . Petry  
 President . . . . . J. Howard Wood  
 Exec. V.P., Gen. Mgr. . . . . Ward L. Quaal  
 Station Manager . . . . . Ben Berenston  
 Sales Manager . . . . . Richard Jungers  
 Program Mgr. . . . . Dan Pecaro  
 Sales Prom., Research Mgr. . . . . James Hanlon  
 Public Relations Mgr. . . . . Dan Calibraro  
 Film Director . . . . . Patty Nealin  
 Public Affairs Mgr. . . . . Al Field  
 Chief Engineer . . . . . Carl J. Meyers  
 Owners of: KDAL-AM-TV, Duluth-Superior.

## ILLINOIS

### WNBQ—Chicago—1948

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Operated By: National Bcastg. Co.  
Business-Studio Address: Merchandise Mart  
Tel.: SU 7-8300  
Representative: NBC Spot Sales  
President: Robert E. Kintner  
V.P., General Manager: Lloyd E. Yoder  
Station Mgr.: Robert Lemon  
General Sales Mgr.: Norman Cissna  
Local Sales Mgr.: James Hoel  
Program Dir.: Harry D. Trigg  
Promotion Manager: David Hart  
Advertising Manager: Chet Campbell  
Publicity Director: Dan Anderson  
Chief Engineer: W. C. Prather

### WICD—Danville—1953

Channel: 24 UHF. AP: 7.08 Kw. VP: 13.2 Kw.  
Owned By: Plains Television Corp.  
Business Address: 1500 N. Washington Ave.  
Tel.: 446-200  
Station Representative: Young TV  
President: Elmer Balaban  
General Manager: Milton Friedland  
Station Manager: J. Beque  
Program Director: Wayne Cody  
Promotion Director: James M. Henneberry  
Chief Engineer: H. Eskew  
Owners of: WICS, Springfield, Ill.; WCHU, Cham-  
paign, Ill.; WHNB, Hartford, Conn.

### WTVP—Decatur—1953

Channel: 17 UHF. AP: 110 Kw. VP: 200 Kw.  
Owned By: Metromedia, Inc.  
Business Address: Southside Dr.  
Tel.: 428-4304  
Station Rep.: ABC  
President: Metro TV Sales  
V.P., General Manager: John Kluge  
Commercial Mgr.: John Bone  
Program, Prom. Dir.: Donald Lindsey  
Film Manager: Jack Kussart  
Chief Engineer: James Haque  
Hubert F. Abfalter  
Owners of: WNEW FM-AM-TV, New York; WHK  
AM-FM, Cleveland; WIP-AM-FM, Philadelphia;  
WTTG-TV, Washington, D. C.; KOVR-TV,  
Stockton, Calif.; WTVH, Peoria; KMBC-AM-  
FM-TV, Kansas City; WTVP, Decatur, Ill.

### 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  
Station Representative: ABC  
President, Gen. Mgr.: Jack Masla  
Comm., Program Mgr.: O. L. Turner  
Prom., Publicity Dir.: Fred Cline  
Bill Plater  
Chief Engineer: Charles Gillham

### WEEK-TV—Peoria—1953

Channel: 43 UHF. AP: 186 Kw. VP: 371 Kw.  
Owned-Operated By: West Central Bcastg. Co.  
Address: 2907 Springfield Rd., E. Peoria  
Tel.: 699-3961  
Station Rep.: NBC  
V.P., Gen. Mgr.: Richard Evans  
Fred C. Mueller  
Comm. Manager: John Leslie  
Promotion Dir.: Richard Evans  
Chief Engineer: Wayne Lovely

### WMBD-TV—Peoria—1958

Channel: 31 UHF. AP: 500 Kw. VP: 1000 Kw.  
Owned By: Midwest Television Inc.  
Business Address: 212 SW Jefferson Ave.  
Tel.: 676-0711  
CBS  
Newspaper Affilia. Lindsay-Schaub Newspapers  
Representative: Peters, Griffin, Woodward, Inc.  
President: August C. Meyer  
Exec. Vice President: Guy F. Main  
General Mgr.: Harold C. Sundberg  
Sales Manager: William L. Brown  
Operations Manager: Gene C. Robinson  
Prom., Client Service Dir.: David L. Phillips  
Film Director: Doug Wells  
Chief Engineer: George Pyle  
Owners of: WMRD AM-FM, Peoria; WCIA, Cham-  
paign, Ill.

### WTVH—Peoria—1953

Channel: 19 UHF. AP: 186 Kw. VP: 479 Kw.  
Owned By: Metromedia, Inc.  
Business Address: 621 Main St.  
Tel.: 676-8911  
ABC  
Sta. Representative: Metro TV Sales  
President: John W. Kluge  
General Manager: John Bone  
Commercial Manager: Clyde Dutton  
Program Dir., Film Mgr.: Walter Baker  
Prom., Publicity Dir.: Gary Gresham  
Chief Engineer: Al Ruch  
Owners of: WNEW-AM-TV, New York; WHK,  
Cleveland; WIP, Philadelphia; WTTG-TV,  
Washington, D. C.; KOVR-TV, Stockton, Calif.;  
KMBC-TV, Kansas City; WTVP-TV, Decatur, Ill.

### WGEM-TV—Quincy—1953

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By: Quincy Bcastg. Co.  
Business Address: Hotel Quincy  
Tel.: 222-6830  
ABC-NBC  
Newspaper Affiliation: Quincy Herald Whig  
Representative: Young TV Corp.  
President: T. C. Oakley  
General Manager: J. S. Bonamsinga  
Commercial Mgr.: J. Ben Stewart  
Program Director: Fred Colgan  
Publicity Director: Hal Heidbreder  
Chief Engineer: Frank E. Laughlin  
Owners of: WGEM AM-FM.

## ILLINOIS

### WHBF-TV—Rock Island—1950

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Rock Island Bcstg. Co.  
Business Address...Telco Bldg., 231 18th St.  
Tel.: 786-5441 .....ABC-CBS  
Newspaper Affil.....Rock Island Argus  
Station Reps. ....Avery-Knodel; Harry Hyett  
President.....Ben. H. Potter  
V.P., General Mgr.....Leslie C. Johnson  
Asst. Gen. Mgr., Dir. of Sales .Maurice Corken  
Program Director.....Forest W. Cooke  
Prom., Adv. Mgr.....Heber E. Darton  
Publicity Dir.....Fern Hawks  
Film Manager.....Joseph Grear  
Chief Engineer.....Robert J. Sinnott  
Owners of: WHBF AM-FM.

### 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.: 968-1813 .....ABC-CBS  
News. Affilia. ....Rockford Newspapers, Inc.  
Station Representative.....H-R TV, Inc.  
President .....Swan Hillman  
V.P., General Mgr.....Joe M. Baisch  
Commercial Mgr.....Rod MacDonald  
Program Director.....John Muzzle  
Promotion Director .....Jack Lightner  
Film Mgr.....Gene Hines  
Chief Engineer.....Dick Peck

### WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.  
Owned-Oper. By..Winnebago Television Corp.  
Business Address.....Meridian Rd.  
Tel.: Woodland 3-5413.....NBC  
Station Representative .....Bolling  
President .....Harry Balaban  
Manager .....Harold Froelich  
Chief Engineer.....H. H. Eckstein  
Owners of: WIL, St. Louis, Mo.; WRIT, Milwaukee;  
KBOX, Dallas, Tex.; WICS-TV, Springfield, Ill.

### WICS—Springfield—1953

Channel: 20 UHF..AP: 155 Kw..VP: 309 Kw.  
Owned-Oper. By.....Plains Television Corp.  
Address .....523 E. Capitol Ave.  
Tel.: 528-0465 .....NBC  
Representative .....Adam Young  
President .....Elmer Balaban  
V.P., General Mgr.....Milton D. Friedland  
Nat. Sales Co-ord.....Gene F. Meyers  
Program, Film Mgr.....H. J. Hoskins  
Prom., Publicity Mgr.....James Henneberry  
Dir. of Engineering.....Jerrold Merritt  
Owners of: WIL, St. Louis, Mo.; WRIT, Milwaukee;  
KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.;  
WIGD, Danville; WCHU, Champaign, WIINB, Hartford-New Britain.



NBC Films is going great guns. "The Best of Groucho," "Outlaws," "Hennesey," "People Are Funny," "The Deputy," "Michael Shayne," and "87th Precinct" are all solid hits on local stations. And they've created a big boom in local audiences. Count yourself in — through **NBC Films**.

Pop. 4,798,000  
Families: 1,479,500

# Indiana

TV Homes: 1,385,500  
TV Stas. in State: 17

## WTTV—Bloomington—1949

Channel: 4 VHF...AP: 26.7 Kw...VP: 47.9 Kw.  
Owned 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

## 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 TV Corp.  
Representative...Young  
President...Edwin G. Richter, Jr.  
General Manager...William R. Hight  
Commercial Manager...James H. Manion  
Promotion Director...Jane Ann Koch  
Program Dir...Roger Forster  
Chief Engineer...Elmer Chancellor  
Owners of: KGUN-TV, Tucson, Ariz.

## WFIE-TV—Evansville—1953

Channel: 14 UHF...AP: 104.8 Kw...VP: 200 Kw.  
Owned-Oper. By...WFIE, Inc.  
Address...1115 Mount Auburn Rd.  
Tel.: HA 5-6201...NBC  
Station Representative...Katz  
President...Nathan Lord  
General Manager...Jack E. Douglas  
Commercial Manager...Jack Berning  
Program, Film Mgr...Chester T. Behrman  
Chief Engineer...Paul Kelley

## WTVW—Evansville—1956

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned By...Producers, Inc.  
Business Address...405 Carpenter St.  
Tel.: HA 2-1121...ABC  
Representative...Hollingbery  
President...Ferris E. Traylor  
General Manager...Dick Shively  
Station Manager...James L. Ritter  
Commercial Manager...Al Saucier  
Nat. Sales Mgr...Bob Ossenberg  
Program Dir...Ulysses Carlini  
Prom., Publicity Dir...John A. MacGregor  
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  
Dir., Promotion & Merch...John R. Thompson  
Film Manager...Allen Govin  
Chief Engineer...Walt Jones

## 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...Advertising Time Sales  
President...John F. Dille, Jr.  
General Station Mgr...Hilliard Gates  
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.  
Address...3333 Butler Road  
Tel.: ANTHONY 7125...ABC  
Station Representative...Young  
President...Sarkes Tarzian  
General Manager...Richard Morgan  
Local Sales Mgr...Ralph Latham  
Program Manager...Vic Sterling  
Promotion, Publicity Dir...Bill Holmes  
Film Manager...Charles Smith  
Chief Engineer...Jerry Bower  
Owners of: WTTS, Bloomington; WTTV-TV-FM,  
Indianapolis; WFAM, Lafayette; WPTH-FM,  
 Ft. Wayne; WPTA-TV, Roanoke, Ind.

## WFBM-TV—Indianapolis—1949

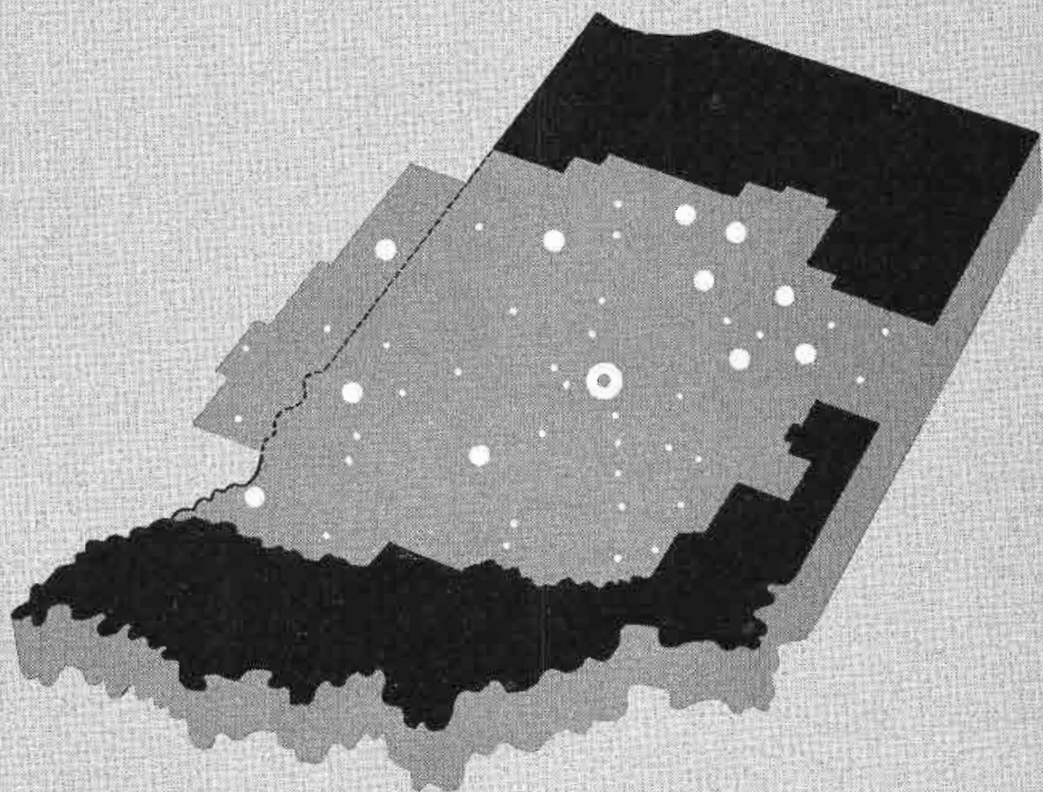
Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By...Time-Life Broadcast, Inc.  
Bus. Studio Address...1330 N. Meridian St.  
Tel.: MELrose 4-8521...NBC  
Representative...Katz  
President...W. C. Pullen, Jr.  
V.P., Gen. Mgr...Eldon Campbell  
Station Manager...Don Menke  
Sales Manager...Hugh L. Kibbey  
Prog. Dir., Film Mgr...Warren Wright  
Promotion, Publicity Manager...K. C. Strange  
Chief Engineer...Robert Flanders  
Owners of: WOOD-AM-FM-TV, Grand Rapids;  
WTCN-AM-FM-TV, Minneapolis; KLTZ-AM-FM-  
TV, Denver; KOGO-AM-FM-TV, San Diego.

## WISH-TV—Indianapolis—1954

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned...Indiana Bcstg. Corp.  
Business Address...1440 North Meridian  
Tel.: MELrose 4-6411...CBS



# WFBM-TV...THE STATION THAT DOUBLES THE SIZE OF YOUR INDIANAPOLIS MARKET !!!



The perfect media-match for your product distribution in prosperous Mid-Indiana

WFBM-TV advertisers get surprising results, not only in the rich Indianapolis metropolitan and retail trading zones, but also in the 11 other important market centers that together provide even more spendable income and TV homes than the entire Indianapolis sales area.

WFBM-TV is the *only* station in Indianapolis with no overlapping penetration in this coverage area by basic affiliates of the same network. It provides the only basic NBC coverage of Mid-Indiana's 760,000 TV set owning families.

For complete coverage of Mid-Indiana's multiple markets use the facilities of WFBM-TV . . . the dominating sales force that reaches 50,000 more TV homes than any other local station!

Represented nationally by the KATZ agency

## AMERICA'S 13th TV MARKET

**Indianapolis**—Indiana's major wholesale and retail distribution center, with city and retail zone population of 1,215,000—379,000 homes with 90% TV ownership!

**11 Satellite Markets**—each within WFBM-TV's verified coverage: Marion • Anderson • Muncie • Lafayette • Peru • Logansport • Kokomo • Bloomington • Vincennes • Terre Haute • Danville, Illinois. (419,000 TV homes!)



TIME-LIFE  
BROADCAST  
INC.

# INDIANA

**Sta. Representative**.....H.R. President  
**President**.....C. Wrede Petersmeyer  
**Gen. Sta. Manager**.....Robert B. McConnell  
**Commercial Manager**.....Joseph E. Lake  
**Program Dir.**.....Dave Smith  
**Prom., Pub. Director**.....Ray Reisinger  
**Chief Engineer**.....C. E. Wallace  
**Owners of:** WLW-AM-FM; WANE-AM-FM, Fort Wayne, Ind.

## WLW-I—Indianapolis—1957

**Channel:** 13 VHF...AP: 158 Kw...VP: 316 Kw.  
**Owned**.....Crosley Bcstg. Corp.  
**Business Address**.....1401 N. Meridian St.  
**Tel.:** MELrose 9-2311.....ABC  
**Station Rep.**.....Crosley; Lowrance; Moore  
**Chairman of Board**.....James D. Shouse  
**President**.....John T. Murphy  
**V.P., General Manager**.....John B. Babcock  
**Spec. Bcst. Serv. Dir.**.....Bruce B. Cox  
**Program Mgr.**.....Chuck Brodhead  
**Promotion, Publicity Dir.**.....Charles Rogers  
**Film Director**.....Bob Reynolds  
**Chief Engineer**.....Norman Nixon  
**Owners of:** WLW, Cincinnati; WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus.

## WFAM-TV—Lafayette—1953

**Channel:** 18 UHF...AP: 107 Kw...VP: 218 Kw.  
**Owned**.....Sarkes Tarzian, Inc.  
**Business Address**.....McCarty Lane  
**Tel.:** Gibson 7-2113.....CBS  
**Station Rep.**.....Young TV  
**President**.....Sarkes Tarzian  
**General Mgr.**.....Richard W. Long  
**Program Director**.....Larry Hightchew  
**Chief Engineer**.....Charles Anderson  
**Owners of:** WTTS AM-FM, WTTV, Bloomington; WPTA, Ft. Wayne; WPTH FM, Ft. Wayne.

## WTAF-TV—Marion—1962

**Channel:** 31 UHF...AP: 11.8 Kw...VP: 21.9 Kw.  
**Owned By**.....Geneco Broadcasting, Inc.  
**Address**.....314 S. Boots St.  
**Tel.:** NOrth 4-7117.....Independent  
**Station Representative**.....Weed Television Corp.  
**President**.....Eugene C. Thompson  
**General Station Mgr.**.....Robert Fincannon  
**Asst. Manager**.....Richard W. Florea  
**Production Manager**.....T. Ray Kline  
**Program Manager**.....Donald L. Tillman  
**Film Manager**.....John Hedrick  
**Chief Engineer**.....Gene Miller

## WLBC-TV—Muncie—1953

**Channel:** 49 UHF...AP: 8.5 Kw...VP: 17 Kw.  
**Owned-Oper. By**.....Tri-City Radio Corp.  
**Address**.....U.S. Highway #35  
**Tel.:** Atlas 8-4403.....ABC-CBS-NBC  
**Representative**.....Holman  
**Pres., Gen. Sta. Mgr.**.....Don Burton  
**Comm., Film Mgr.**.....Bill Craig  
**Chief Engineer**.....Pat Finnegan  
**Owners of:** WLBC; WMUN-FM, Muncie.

## WNDU-TV—South Bend—1955

**Channel:** 16 UHF...AP: 141 Kw...VP: 282 Kw.  
**Owned-Oper. By**.....Michiana Telecasting  
**Address**.....P.O. Box 16  
**Tel.:** CE 3-7111.....NBC  
**Station Rep.**.....Venard, Torbet & McConnell  
**President**.....Rev. Theodore M. Hesburgh  
**General Manager**.....Wm. Thomas Hamilton  
**Station Manager**.....Bazil O'Hagan  
**Promotion Director**.....David Williams  
**Operations Mgr.**.....P. E. Walton  
**Sales Manager**.....Gus Vanderheyden  
**Film Manager**.....Donalee Dorhauer  
**Chief Engineer**.....Raymond Jackson  
**Owners of:** WNDU-AM-FM.

## WSBT-TV—South Bend—1952

**Channel:** 22 UHF...AP: 137 Kw...VP: 265 Kw.  
**Owned-Operated By**.....South Bend Tribune  
**Address**.....300 W. Jefferson St.  
**Tel.:** CE 3-3141.....CBS  
**Newspaper Affil.**.....Tribune  
**Representative**.....Raymer  
**President**.....Franklin D. Schurz  
**General Station Mgr.**.....Arthur R. O'Neil  
**Comm., Adv. Mgr.**.....Wilbur R. Darch  
**Promotion, Publicity Dir.**.....N. J. Gassensmith  
**Program Dir., Film Mgr.**.....Walter A. Sweitzer  
**Chief Engineer**.....Scott N. Hagenau  
**Owners of:** WSBT AM.

## WSJV—South Bend-Elkhart—1954

**Channel:** 28 UHF...AP: 102 Kw...VP: 204 Kw.  
**Owned-Oper. By**.....Truth Publishing Co.  
**Business Address**.....Box 28, South Bend  
**Tel.:** Central 2-2828.....ABC  
**Newspaper Affiliation**.....Elkhart Truth  
**Station Representative**.....Adv. Time Sales  
**President**.....John F. Dille Jr.  
**V.P., Gen. Mgr.**.....Paul C. Brines  
**Assistant Mgr.**.....Edwin J. Lasko  
**Commercial Manager**.....Don E. Fuller  
**Prom. Dir.**.....Marilyn Lee  
**Operations Director**.....W. Forrest Morrow  
**Merchandising Dir.**.....Ken Owens  
**Film Director**.....Arthur Whitaker, Jr.  
**Production Manager**.....James Blacklaw  
**Chief Engineer**.....Woodrow Hawkins  
**Owners of:** WRJG AM-TV, Fort Wayne; WTRC-AM-FM, Elkhart, Ind.

## WTHI-TV—Terre Haute—1954

**Channel:** 10 VHF...AP: 158 Kw...VP: 316 Kw.  
**Owned-Oper. By**.....Wabash Valley Bcstg. Corp.  
**Business Address**.....918 Ohio Street  
**Tel.:** CRawford 9481.....CBS-ABC  
**Representative**.....Petry  
**President, General Mgr.**.....Anton Hulman, Jr.  
**V.P., Dir. of Operations**.....Ben Falber, Jr.  
**V.P., Charge of Facilities**.....Russ Arnold  
**Production Director**.....Paul Denehie  
**Promotion Director**.....Helen Ryan  
**Publicity Director**.....Sheldon Fisher  
**Owners of:** WTHI AM-FM-TV.



Pop.: 2,790,000  
Families: 860,000

# Iowa

TV Homes: 797,000  
TV Stas. in State: 12

## WOI-TV—Ames—1950

Channel: 5 VHF...AP: 50.1 Kw...VP: 100 Kw.  
Owned-Oper. By...Iowa State Univ.  
Address...Service Bldg.  
Tel.: 231-2631  
Representative...ABC  
President...H-R  
Gen. Manager, Prog. Dir...Dr. James Hilton  
Commercial Mgr...Robert C. Mulhall  
Publicity Director...Ted Tostlebe  
Film Manager...Ron Scott  
Chief Engineer...Richard Torry  
Keith Ketchum

## 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 4-4194  
Newspaper Affiliation...ABC  
Station Representative...Cedar Rapids Gazette  
President...Adv. Time Sales  
General Manager...Joseph F. Hladky, Jr.  
Commercial Manager...Redd Gardner  
Prom., Pub. Dir...Geo. C. Carpenter, III  
Operation Mgr...Edna A. Herbst  
Film Director...Ralph D. Willey  
Chief Engineer...David Kralik  
Lad Hlavaty  
Owners of: KCRG AM.

## WMT-TV—Cedar Rapids—1953

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...WMT-TV, Inc.  
Bus. Address...Paramount Theatre Bldg.  
Tel.: EM 4-0171  
Representative...CBS  
President...Katz  
V.P. Opera., Film Mgr...William B. Quarton  
V.P., Sales...Douglas B. Grant  
Promotion Director...Lew Van Nostrand  
Chief Engineer...Richard Pinney  
George Hixenbaugh  
Owners of: WEBC, Duluth, Minn.

## WOC-TV—Davenport—1949

Channel: 6 VHF...AP: 68 Kw...VP: 100 Kw.  
Owned-Oper. By...Tri-City Broadcasting Co.  
Business Address...805 Brady St.  
Tel.: 324-1661  
Representative...NBC  
President...Peters, Griffin, Woodward, Inc.  
General Manager...David D. Palmer  
Commercial Manager...Raymond E. Guth  
Film Director...Harold Heath  
Program Director...Russel Wingo  
Promotion Director...Robert W. Gifford  
Publicity Director...Richard W. Upp  
Chief Engineer...Dorothy Boyd  
Paul Arvidson  
Owners of: WOC-AM-FM.

## KRNT-TV—Des Moines—1955

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.

Owned-Operated By...Cowles Mag. & Bcstg.  
Address...Ninth & Pleasant St.  
Tel.: CH 3-4141  
Representative...CBS  
General Manager...Katz  
Commercial Manager...Robert W. Dillon  
Program Dir...Paul M. Elliott  
Chief Engineer...Joe G. Hudgens  
Charles F. Quentin

## WHO-TV—Des Moines—1954

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...Central Broadcasting Co.  
Business Address...1100 Walnut St.  
Tel.: 288-6511  
Representative...NBC  
President...Peters, Griffin, Woodward, Inc.  
V.P., General Manager...D. D. Palmer  
Sales Manager...Paul A. Loyet  
Program Director, Film Mgr...Robert H. Harter  
Prom. Manager...Jack Kerrigan  
Chief Engineer...Ward McCleary  
Roy W. Pratt  
Owners of: WHO AM-FM; WOC FM-AM-TV, Davenport.

## KQTV—Fort Dodge—1953

Channel: 21 UHF...AP: 160 Kw...VP: 330 Kw.  
Owned-Oper. By...Northwest Television Co.  
Address...952 1st Ave. S.  
Tel.: 573-4131  
Sta. Representative...NBC  
President...Edward Breen  
General Manager...James Dowell  
Promotion Director...Vince Fleming  
Publicity Director...Chuck Bradley  
Advertising Manager...Rollie Camp  
Film Manager...Stan McCurdy  
Program Director...Richard Johnson  
Chief Engineer...David Sinclair  
Owners of: KVFD, Fort Dodge.

## KGLO-TV—Mason City—1954

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...Lee Radio, Inc.  
Address...112 N. Pennsylvania  
Tel.: GArden 3-2540  
Station Representative...CBS  
President, General Mgr...Adv. Time Sales  
Vice Pres., Sta. Mgr...Walter Rothschild  
Lloyd Loers  
Program Dir., Film Buyer...Douglas Sherwin  
Promotion Director...Paul Lindemeyer  
Chief Engineer...Roger Sawyer  
Owners of: WTAD-AM-FM, KHQA-TV, Quincy, Ill.; WMTV, Madison, Wis.; KEYC-TV, Mankato, Minn.

## 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  
Representative...ABC-CBS-NBC  
Hollingbery

## IOWA-KANSAS

Pres., Gen. Mgr. .... James J. Conroy  
 Commercial Mgr. .... L. William King  
 Promotion Director. .... O. Bill Schelen  
 Program Dir., Film Mgr. .... Glen Proeschold  
 Chief Engineer. .... L. A. Wallace

### 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  
 V.P., General Mgr. .... Donald D. Sullivan  
 Comm. Manager ..... Robert B. Donovan  
 Prog. Director. .... Clark Pollock  
 Film Manager ..... Carl Morris  
 Chief Eng. .... Robert G. Engelhardt  
 Owners of: WRFD, Worthington; WMMN, Fairmont; WGAR, Cleveland; WNAX, Yankton; WTTM FM, Trenton.

### KWWL-TV—Waterloo—1953

Channel: 7 VHF AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Black Hawk Bcstg. Co.  
 Business Address ..... Insurance Bldg.  
 Tel.: AD 4-4404 ..... NBC  
 Representative ..... Avery Knodel  
 President. .... Ralph J. McElroy  
 Vice President ..... Thomas L. Young  
 General Manager ..... Roger Michelin  
 Owners of: KWWL, Waterloo; KJWW, Cedar Rapids, Ia.; KJUS, KMMT-TV, Austin, Minn.

Pop.: 2,205,000  
 Families: 699,000

## Kansas

TV Homes: 586,000  
 TV Stas. in State: 10

### KTVC-TV—Ensign—1957

Channel: 6 VHF... AP: 14.1 Kw... VP: 28.2 Kw.  
 Owned. .... S.W. Kansas TV Co., Inc.  
 Address ..... 610 Second St., Dodge City  
 Tel., HU 3-6666, Dodge City ..... CBS  
 Station Representative ..... Blair Television  
 President ..... Leigh Warner  
 Gen., Sta. Mgr. .... Wendell Elliott  
 Chief Engineer. .... Kenneth Karr

### KWHT-TV—Goodland—1958

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By ..... Standard Electronics Corp.  
 Business Address ..... 17th St. & B'way Ave.  
 Tel.: TW 9-2321 ..... CBS, ABC  
 Sta. Representative ..... Pearson  
 General Manager. .... Jack Walkmeyer

### KCKT-TV—Great Bend—1954

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By ..... Wichita TV Corp.  
 Business Address ..... Box 182  
 Tel.: GL 3-7858 ..... NBC  
 Representative ..... Bolling  
 Gen., Sta. Mgr. .... E. L. Kuhlman  
 Program Director. .... Bonnie Perry  
 Prom., Pub. Dir. .... Sid Hutchins  
 Film Manager ..... Wayne Davis  
 Chief Engineer. .... H. G. Haelele

### KAYS-TV—Hays—1958

Channel: 7 VHF... AP: 60.3 Kw... VP: 112.6 Kw.  
 Owned By ..... KAYS, Inc.  
 Business Address ..... 2300 Hall St

Tel.: Market 4-2578 ..... ABC-CBS  
 Reps. .... Helman; Melville; Soderlund  
 President. .... Ross Beach, Jr.  
 General Mgr. .... Robert E. Schmidt  
 Commercial Manager ..... Bernie Brown  
 Program Director. .... Harvey Zimmerman  
 Promotion Director ..... Darrel Lewis  
 Chief Engineer. .... Keith Townsend  
 Owners of: KAYS; KLOE-TV, Goodland, Kan.

### KTVH—Hutchinson—1953

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Wichita-Hutchinson Co., Inc.  
 Business Address ..... 1800 North Plum  
 Tel.: MO 5-5503 ..... CBS  
 News. Affil. .... Minneapolis Star & Tribune  
 Station Representative ..... Blair  
 President ..... Joyce A. Swan  
 General. Sta. Mgr. .... M. Dale Larsen  
 Commercial Mgr. .... William S. Ritchie  
 Promotion, Pub. Dir. .... John S. Mileham  
 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.: MA 1-0400 ..... NBC-ABC  
 Representative ..... Katz  
 General Manager ..... R. E. Wade  
 Program Director ..... Louis R. Martin

### KSLN-TV—Salina—1962

Channel: 34... AP: 363 Kw... VP: 724 Kw.  
 Owned By ..... Prairie States Bcstg. Co.

## KANSAS-KENTUCKY

Address ..... Suite 1029, United Bldg.  
Tel.: TAYlor 7-8758 ..... ABC, NBC  
Station Representative ..... Pearson  
President, General Mgr. .... Mel L. Gleason  
Program, Promotion Mgr. .... Kirk Downey

### WIBW-TV—Topeka—1953

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned By ..... Topeka Broadcasting Assn.  
Address ..... 5600 W. 6th  
Tel.: CR 2-3456 ..... ABC-CBS-NBC  
Newspaper Affilia..... Topeka Capital-Journal  
Representative ..... Avery Knodel  
President..... O. S. Stauffer  
General, Station Mgr. .... Thad M. Sandstrom  
Commercial Manager..... Bob Kearns  
Promotion Director ..... Jerry Holley  
Program Director ..... Rush Evans  
Chief Engineer..... Paul Winders  
Owners of: WIBW-AM-FM, Topeka, Kan.; KSEK,  
Pittsburgh, Kan.; KSOK, Arkansas City, Kan.;  
KGFF, Shawnee, Okla.

### 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  
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 ..... Independent  
President..... G. M. Brown  
V.P., General Mgr. .... Don Sharra  
Chief Engineer..... Russell V. Goyette

Pop. 3,055,000  
Families: 841,000

## Kentucky

TV Homes: 626,000  
TV Stas. in State: 7

### WLTW—Bowling Green—1961

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned By ..... Argus Bcstg. Co.  
Address ..... 1018 Chestnut  
Tel.: 842-0338 ..... Independent  
Sta. Reps. .... Venard, Torbet & McConnell, Inc.  
President..... George A. Brown, Jr.  
Gen., Comm. Mgr. .... J. M. Walters  
Promo., Pub. Dir. .... John Uiley  
Chief Eng. .... Gene Royer

### WKYT—Lexington—1957

Channel: 27 UHF.. AP: 97.7 Kw.. VP: 195 Kw.  
Owned..... Taft Bcstg. Co.  
Business Address..... 1087 New Circle Road  
Tel.: 2-2533 ..... CBS-ABC  
Representative ..... Young  
President..... Hulbert Taft, Jr.  
General Manager..... Fred von Stade  
Prom. Dir., Adv. Mgr..... Emajo Cocanougher  
Film Director..... Dave Fleischer  
Chief Engineer..... Bernard F. Gurewicz  
Owners of: WTVN-AM-FM-TV, Columbus, O.;  
WKRC-AM-FM-TV, Cincinnati, O.; WBRC-AM-  
FM-TV, Birmingham, Ala.

### WLEX-TV—Lexington—1955

Channel: 18 UHF.. AP: 160 Kw.. VP: 300 Kw.  
Owned-Oper. By ..... WLEX-TV, Inc.  
Business Address..... P.O. Box 1457  
Tel.: 4-8747 ..... CBS-NBC  
Station Rep. .... Raymer  
Exec. V.P., Gen. Mgr. .... Earl Boyles  
Station Manager ..... Harry C. Barfield  
Program Mgr. .... Alex B. Macaulay  
Chief Engineer..... Jim Robertson

### WAVE-TV—Louisville—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By..... WAVE, Inc.  
Address ..... 725 S. Floyd  
Tel.: JU 5-2201..... NBC  
Station Representative ..... Katz  
President..... George W. Norton, Jr.  
General Manager ..... Nathan Lord  
Sta. Mgr. .... Ralph S. Jackson  
Comm. Mgr. .... Houston D. Jones  
Prog., Film Dir..... George Paterson  
Promotion Director..... W. Rudd  
Chief Engineer..... Wilbur Hudson  
Owners of: WAVE-AM; WFRV-TV, Green Bay,  
Wis.; WFIE-TV, Evansville, Ind.

### WHAS-TV—Louisville—1950

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... WHAS, Inc.  
Address ..... 525 W. Broadway  
Tel.: 585-2211 ..... CBS  
Newspaper Affiliation ..... Courier-Times  
Representative... Harrington, Righter, Parsons  
President..... Barry Bingham  
V.P. & Director..... Victor A. Sholls  
Sales Director..... George Johnson  
Program Director..... Sam Gifford  
Prom., Publicity Dir..... William Loader  
Film Manager..... Charles McDaniel  
Dir. Engineering..... O. W. Townner  
Owners of WHAS-AM.

### WLKY—Louisville—1961

Channel: 32... AP: 120 Kw.. VP: 234 Kw.  
Owned By ..... Kentuckiana Television, Inc.  
Address ..... 3947 Park Dr.  
Tel.: 367-6441 ..... ABC

# KENTUCKY-LOUISIANA

President ..... George E. Egger  
 General Manager ..... R. F. Shively  
 Commercial Manager ..... Boyd Bennett  
 Program Director ..... Wilson Hatcher  
 Production Manager ..... Jack Newman  
 Chief Engineer ..... Vern Baxter

Tel.: 442-8214 ..... NBC  
 News Affil. .... Sun-Democrat  
 Station Representative. .... Adv. Time Sales  
 President ..... Frank Paxton  
 Managing Director ..... Fred Paxton  
 General Mgr. .... Sam Livingston  
 Sales Mgr., Prom. Dir. .... Charles M. Neel  
 Prog. Dir. .... J. E. English III  
 Film Mgr. .... Bill Watson  
 Technical Dir. .... Ernest J. Pell  
 Chief Engineer. .... John Adams

## WPSD-TV—Paducah—1957

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned ..... Paducah Newspapers, Inc.  
 Address ..... 100 Television Lane

Pop.: 3,375,000  
 Families: 959,000

# Louisiana

TV Homes: 754,500  
 TV Stas. in State: 13

## 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 ..... Adv. Time Sales  
 President ..... T. B. Lanford  
 General Manager ..... Willard L. Cobb  
 Local Sales Mgr. .... Jesse R. Sexton  
 Nat'l Sales Mgr. .... Art Reuben  
 Sales Serv. Mgr. .... Franklin Whitehead  
 Merchandising Mgr. .... Jim Nutter  
 Chief Engineer ..... Robert E. Miller

Tel.: 232-6111 ..... ABC  
 Station Rep. .... Venard, Torbet & McConnell  
 President ..... Paul H. Kurzweg  
 General Manager ..... William Patton  
 Commercial Manager ..... Roy K. Rhodes  
 Operations Mgr., Chief Engr. .... Bill Spiller

## KLFY-TV—Lafayette—1955

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned ..... Camellia Bcstg. Co. Inc.  
 Address ..... P. O. Box 3687  
 Tel.: CE 5-9494 ..... CBS-ABC  
 Station Rep. .... Bolling  
 President ..... Paul H. DeClouet  
 General Manager ..... Guy Corley  
 Asst. General Mgr. .... Jim Allen  
 Commercial Manager ..... Thomas G. Pears  
 Production Director ..... Mike Hudgens  
 Film Manager ..... Beverly Masich  
 Program Director ..... Toni Coons  
 Chief Engineer ..... J. P. Robillard  
 Owners of: KEUN, Eunice, La.; KOPI, Ville  
 Platte, La.; KFRA, Franklin, La.

## WAFB-TV—Baton Rouge—1953

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned ..... Modern Bcstg. Co., Inc.  
 Business Address ..... P.O. Box 2671  
 Tel.: DI 4-8571 ..... CBS-ABC  
 Station Representative ..... Blair  
 Board Chairman ..... Dwight W. Martin  
 Pres., Gen. Mgr. .... Tom E. Gibbens  
 Comm. Mgr. .... Mervyn E. Rhys  
 Prog. Dir., Film Mgr. .... Don G. Hallmann  
 Prom., Pub. Dir. .... Grace McElveen  
 Chief Engineer ..... Donald K. Allan

## KPLC-TV—Lake Charles—1954

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw  
 Owned-Oper. By ..... Calcasieu Bcstg. Co.  
 Address ..... Box 1521  
 Tel.: HE 6-3631 ..... ABC-NBC  
 Representative ..... Adv. Time Sales  
 President ..... T. B. Lanford  
 General Manager ..... P. E. Mills, Jr.  
 Comm. Manager ..... Art Reuben  
 Promotion Director ..... Jeb Swanson  
 Film Manager ..... Donald Johnson  
 Program Director ..... A. B. Craft  
 Chief Engineer ..... Ed Barton  
 Owners of: KPLC-AM; KALB-AM-FM-TV, Alex-  
 andria, La.; KRMD-AM-FM, Shreveport, La.;  
 WSLI-AM, Jackson, Miss.; WJTV-TV, Jackson,  
 Miss.

## 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.  
 Tel.: DI 8-1491 ..... ABC-NBC  
 News. Affil. .... State-Times: Morning Advocate  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr. .... Douglas L. Manship  
 Station Manager ..... Aubrey L. Moore  
 Production Manager ..... John T. Crowe  
 Sales Manager ..... Jules L. Mayeux  
 Program, Film Mgr. .... John Ferguson  
 Promotion Dir. .... Wesley C. Brummett  
 Chief Engineer ..... Pat Weathersby

## KNOE-TV—Monroe—1953

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Noe Enterprises, Inc.  
 Business Address ..... KNOE Road  
 Tel.: FA 2-8155 ..... ABC-CBS  
 Station Representative ..... H-R Representatives

## KATC—Lafayette—1962

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By ..... Arcadian Television Corp.  
 Address ..... P.O. Box 3347

## LOUISIANA-MAINE

Board Chair. & Owner.....James A. Noe, Sr.  
 President.....James A. Noe, Jr.  
 Exec. Vice-Pres., Gen. Mgr....Paul H. Goldman  
 V.P. Sales Mgr.....Bob Powell  
 V.P., Promo., Pub. Dir.....Allen Jones  
 V.P., Asst. G.M. ....Harry Arthur  
 V.P., Eng. Dir. ....Raymond Boyd  
 Owners of: KNOE-AM; WNOE-AM, New Orleans.

### WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....Royal St. Corp.  
 Tel.: 524-4371 .....NBC  
 Representative .....Blair  
 President.....Edgar B. Stern, Jr.  
 Exec. V.P., Gen. Mgr.....A. Louis Read  
 Sales Manager.....Robert S. Schultis  
 Program, Promotion Director.....Stan Cohen  
 Chief Engineer.....Lindsey Riddle  
 Owners of: WDSU AM-FM; WAFB-TV, Baton Rouge.

### WVUA-TV—New Orleans—1959

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....New Orleans TV Corp.  
 Business Address.....1418 Cleveland Ave.  
 Tel.: Jackson 5-9011.....ABC-NBC  
 Pres., Gen. Mgr.....Joseph A. Parette  
 Comm. Mgr.....B. B. Baylor  
 Program Dir.....De Alton G. Neher  
 Chief Engineer.....George A. Mayoral

### WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....Loyola U. of the South  
 Address.....1024 N. Rampart St.  
 Tel.: 529-4444 .....CBS  
 Station Rep. ....Katz  
 Pres. ....Very Rev. A. Smith, S.J.  
 Gen. Mgr.....J. Michael Early  
 Prog. Dir. ....Rupert Copponex  
 Promotion Mgr.....Phil Johnson  
 Chief Engineer.....J. D. Bloom  
 Owners of: WWL AM.

### KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KSLA-TV, Inc.  
 Business Address .....Box 92  
 Tel.: 424-8101 .....CBS  
 Newspaper Affil. ....Journal  
 Representative....Harrington, Righter, Parsons  
 President.....Douglas F. Attaway  
 General Mgr.....Winston B. Linam  
 Comm. Mgr.....Deane R. Flett  
 Program Dir.....John Renshaw  
 Promotion Dir.....Bob Weimar  
 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.: 868-3644 .....ABC  
 Station Rep. ....Katz  
 Pres., Gen. Mgr.....E. Newton Wray  
 Station Manager.....Patrick J. White  
 Commercial Manager.....Joe B. Foster  
 Promotion Director.....Wayne Guynes  
 Film Manager.....Marvin Perry  
 Production Manager.....Don Moore  
 Chief Engineer.....Claude R. Scott

### KTAL-TV—Shreveport— Texarkana—1953

Channel: 6..VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....KCMC  
 Address.....3150 N. Market, Shreveport  
 Tel.: 425-2422, Shreveport .....NBC  
 News. Affil. ....Gazette News, Texarkana  
 Sta. Rep. ....Blair-TV  
 Pres. ....Walter E. Hussman  
 Gen. Mgr.....Walter M. Windsor  
 Sales Mgr.....James S. Dugan  
 Promo. Dir., Loc. Sales Mgr. Calvin H. Druxman  
 Prog. Dir. ....James T. Lynagh  
 Film Mgr.....Jack L. Rea  
 Chief Eng. ....Edward L. Covington  
 Owners of: KTAL-FM, KCMC-AM, Texarkana, Tex.

Pop.: 980,000  
 Families: 283,000

# Maine

TV Homes: 260,000  
 TV Stas. in State: 6

### WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.  
 Owned-Oper.....Community Telecasting Serv.  
 Address .....35 Hildreth, Studio City, Bangor  
 Tel.: 947-8321 .....ABC-CBS  
 Sta. Reps. ....Hollingsbery; Kettell-Carter  
 President.....Horace Hildreth  
 Exec. V.P., Gen. Mgr.....Walter L. Dickson  
 Sales Mgr.....Paul Quigg  
 Station Manager.....Richard B. Bronson  
 Prog. Dir. ....George Gonyar  
 Promo., Pub. Dir. ....Ronald Hoar  
 Film Manager.....Ralph Libby  
 Chief Engineer.....Edward Winchester  
 Owners of: WABI-AM-FM; WAGM AM-TV,  
 Presque Isle; WPOR, Portland.

### 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 .....NBC  
 Sta. Rep. ....Katz  
 President.....William H. Rines  
 General Mgr.....Jack Atwood  
 Station, Comm. Mgr.....Rudolph O. Marcoux  
 Film Mgr.....James Irvine  
 Chief Engineer.....John Wibby  
 Owners of: WCSH AM-TV, Portland; WLBZ-AM;  
 WRDO, Augusta.

## MAINE-MARYLAND

### WCSH-TV—Portland—1953

Channel: 6 VHF...AP: 70 Kw...VP: 100 Kw.  
 Owned-Oper. By... Maine Radio & TV Co.  
 Address... 579 Congress St.  
 Tel.: SP 2-0181... NBC  
 Station Representative... Katz  
 President... William H. Rines  
 General Mgr... Jack S. Atwood  
 Admin. Asst... Burnell Poole, Jr.  
 Sta. Mgr... Donald K. Powers  
 Sales Manager... Bruce C. McGorrill  
 Prod. Dir... David W. Serette  
 Promotion Director... Linwood T. Pitman  
 Nat'l Sales Mgr... C. C. Bowlin  
 Film Manager... George Bowler  
 Chief Engineer... Chas. Brown  
 Owners of: WCSH, Portland, Me.

### WGAN-TV—Portland—1954

Channel: 13 VHF...AP: 50 Kw...VP: 316 Kw.  
 Owned By... Guy Gannett Bcstg. Services  
 Business Address... 390 Congress St.  
 Tel.: SP 2-4661... CBS  
 Newspaper Affil... Gannett Publ. Co.  
 Representative... Blair TV Assocs.  
 Pres... Jean Gannett Arnzen  
 General Manager... Eugene W. Wilkin  
 Asst. General Mgr... Donald S. Mceller  
 Sales Mgr... George D. Lilly  
 Program Director... William G. Wadman  
 Promo. Dir... Arnie Kuvent  
 Film Manager... Earle Fenderson

Chief Eng. ... Henry L. Van Amburgh  
 Owners of: WGAN AM.

### WMTW-TV—Portland 1954

Channel: 8 VHF...AP: 52.5 Kw...VP: 105 Kw.  
 Owned-Oper. By... Mt. Washington TV Inc.  
 Address... Congress Bldg.  
 Tel. SP 3-5664... ABC  
 Rep... Harrington, Righter & Parsons  
 Pres. & Gen. Mgr... John W. Guider  
 Station Mgr... Robert M. Joyce  
 Asst. Gen. Mgr., Comm. Mgr. Robert L. Maynard  
 Program Dir... Lee Nelson  
 Promotion Director... Grayce Pappas  
 Film Dir... Brian Higgins  
 Chief Engineer... Parker H. Vincent

### WAGM-TV—Presque Isle—1956

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Oper. By... Aroostook Bcstg. Corp.  
 Address... Box 729  
 Tel.: PO 9-2461... ABC-CBS-NBC  
 Station Reps... 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  
 Promotion, Pub. Dir... William B. Stephenson  
 Film Manager... Albert Chasse  
 Advertising Manager... Alfred Knight  
 Chief Engineer... J. Richards  
 Owners of: WAGM.

Pop.: 3,275,000  
 Families: 945,000

## Maryland

TV Homes: 857,000  
 TV Stas. in State: 4

### 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  
 Station Mgr... Brent O. Gunts  
 Sales Manager... Robert R. Rodgers  
 Program Dir... John Frankenfield  
 Chief Engineer... John Wilner

Promo. Mgr... James Q. Frost  
 Pub. Dir... Bill Chadwick  
 Prog. Dir... Winthrop P. Baker  
 Film Manager... James Miller  
 Chief Eng... Glenn Lahman  
 Owners of: KPIN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-AM-FM-TV, Boston,  
 Mass.; KYW-AM-FM-TV, Cleveland, O.; KDKA-  
 AM-FM-TV, Pittsburgh; WIND, Chicago; WINS-  
 AM, New York.

### WJZ-TV—Baltimore—1948

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By... Westinghouse Bcstg. Co.  
 Address... Television Hill  
 Tel.: 664-7600... ABC  
 Sta. Representative... TvAR  
 President... Donald H. McGannon  
 Gen. Sta. Mgr... Herbert B. Cahan  
 Comm. Mgr... Robert L. Bryan

MARYLAND-D. C.  
 BROADCASTERS  
 ASSOCIATION  
 LISTED ON PAGE 632



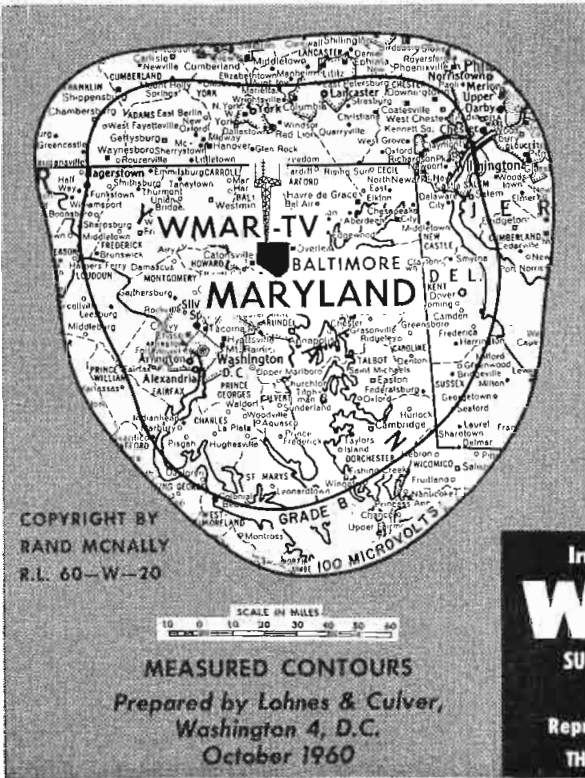
**WMAR-TV—Baltimore—1947**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Address .....Charles & Redwood Sts.  
 Tel.: MU 5-5670.....CBS  
 Newspaper Affiliation...Baltimore Sunpapers  
 Representative .....Katz  
 President.....William F. Schmick, Jr.  
 General Station Mgr.....E. K. Jett  
 Asst. Mgr. ....Donald P. Campbell  
 Commercial. Adv. Mgr.....E. A. Lang  
 Program Director.....Robert Cochrane  
 Film Mgr.....David Stickle  
 Prom., Publicity Dir.....Anthony Picha  
 Chief Engineer.....Carlton G. Nopper  
 Owners of: WBOC-AM-TV, Salisbury, Md.

**WBOC-TV—Salisbury—1954**

Channel: 16 UHF..AP: 8.4 Kw..VP: 15.9 Kw.  
 Owned By.....WBOC, Inc.  
 Address .....Radio-Tv. Park  
 Tel.: PI 9-6131 .....ABC-CBS-NBC  
 Newspaper Affil.....The Sunpapers  
 Station Representative .....Bolling  
 President.....William F. Schmick, Jr.  
 V.P., General Manager.....Charles J. Truitt  
 Commercial Manager.....Roy Maines  
 Program Director.....John W. Downing, Jr.  
 Chief Engineer.....Jack Ward

**SUPPORT  
 THE  
 RED CROSS**



**WMAR-TV**

CHANNEL 2

**Blankets the  
 Nation's  
 13th Market!**

**MEASURED  
 COVERAGE**

100 KW—1049 FT.\*

THE SUNPAPERS TELEVISION

WMAR-TV • CHANNEL 2

BALTIMORE, MARYLAND

\*HEIGHT ABOVE MEAN SEA LEVEL

In Maryland Most People Watch

**WMAR-TV**

SUNPAPERS TELEVISION

BALTIMORE, MD.

Represented Nationally by

THE KATZ AGENCY, INC.



Pop.: 5,235,000  
Families: 1,517,000

# Massachusetts

TV Homes: 1,447,000  
TV Stas. in State: 7

## WBZ-TV—Boston—1948

Channel: 4 VHF..AP: 28.12 Kw..VP: 56.24 Kw.  
Owned-Oper By...Westinghouse B'casting Co.  
Address...122 East 42nd St., New York, N. Y.  
Tel.: MU 7-0808.....NBC  
Sta. Representative.....TVAR  
President.....Donald H. McGannon  
Station V.P.....W. C. Swartley  
General Mgr.....J. E. Allen  
Sales Manager.....K. T. MacDonald  
Program Director.....George Moynihan  
Prom. Adv. Mgr.....Robert Hudson  
Publicity Director.....Joe Ryan  
Film Manager.....R. Jenkins  
Chief Engineer.....W. H. Hauser  
Owners of: WBZ-AM-FM; KDKA AM-TV, Pitts-  
burgh; WJZ-TV, Baltimore, Md.; KYW AM-FM-  
TV, Cleveland, O.; WOWO, Fort Wayne, Ind.;  
WIND, Chicago; KPIN-TV, San Francisco,  
Calif.; WINS, New York.

## WHDH-TV—Boston—1957

Channel: 5 VHF..AP: 32.4 Kw..VP: 64.6 Kw.  
Owned By.....Herald Traveler Corp.  
Address.....50 Morrissey Blvd.  
Tel.: AV 8-5000.....CBS  
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  
Nat'l Sales Mgr.....William H. Fallon  
Film Manager.....Joseph Levine  
Chief Engineer.....Philip K. Baldwin  
Owners of: WHDH AM-FM.

## WNAC-TV—Boston—1948

Channel: 7 VHF..AP: 158 Kw..VP: 318 Kw.  
Owned-Oper. By.....RKO General  
Business-Studio Address...21 Brookline Ave.  
Tel.: CO 6-0800.....ABC  
Station Representative...RKO Nat'l Sales Div.  
President.....William M. McCormick  
Vice Pres.....Thomas Bateson  
Prog. Dir.....George Cyr  
Pub. Dir.....Phyllis Doherty  
Promo. Dir., Adv. Mgr.....Al Korn  
Film Mgr.....Guy Giampapa  
Chief Eng.....Bernard Bohunicky  
Owners of: WNAC-AM; KHJ-AM-FM-TV, Los  
Angeles; KFRC, AM-FM, San Francisco; WOR-  
AM-FM-TV, New York; WIBQ-AM-TV, Mem-  
phis; CKLW-AM-FM-TV, Detroit; WGMS-AM-  
FM, Washington, D. C.; WRKO-FM, Boston.

## WRLP—Greenfield—1957

Channel: 32 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Address.....P. O. Box 32  
Tel.: Northfield 336.....Independent  
Station Rep.....Hollingbery  
President, Gen. Mgr.....William L. Putnam  
V.P., Program Dir.....Jerry Barnes  
V.P., Station Mgr.....John Fergie  
Chief Engineer.....Ralph Jay

## WTEV—New Bedford- Providence-Fall River—1963 (See Providence, R. I.)

## 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  
Station Rep.....Advertising Time Sales  
President.....William Dwight  
Gen., Sta. Manager.....Charles N. DeRose  
Commercial. Adv. Mgr.....Zack Land  
Asst. to Mgr., Program Mgr.....Murray Tesser  
Film Manager.....Gerald Loughman  
Chief Engineer.....Harold Schumacker

## 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 5-1201.....NBC  
Sta. Rep.....Hollingbery; Kettell-Carter  
Pres., Gen. Mgr.....William L. Putnam  
V.P., Commercial Mgr.....James Ferguson  
V.P., Program Dir.....Jerry Barnes  
V.P., Chief Engineer.....George Townsend  
Promotion Mgr.....Frank J. Doherty, Jr.  
Film Mgr.....Wallace Sawyer  
Advertising Manager.....Paul Brissette  
Owners of: WRLP-TV, Greenfield, Mass.; WWOR-  
TV, Worcester, Mass.

## WWOR—Worcester—1953

Channel: 14 UHF..AP: 9.5 Kw..VP: 18.5 Kw.  
Owned By.....Springfield TV Bcstg. Co.  
Address.....Box 2210, Springfield  
Tel.: SWilt 9-4800.....NBC  
Representatives...Hollingbery; Kettell-Carter  
President, Gen. Mgr.....William L. Putnam  
Station Manager.....Francis J. Doherty, Jr.  
Program Director.....Jerry Barnes

Pop.: 8,000,000  
Families: 2,333,000

# Michigan

TV Homes: 2,199,000  
TV Stas. in State: 17

## WJMY-TV—Allen Park—1962

Channel: 20 UHF...AP: 10 Kw...VP: 20 Kw.  
Owned By .....Triangle Bcstg. Co.  
Address .....Box 40  
Tel.: 386-6077 .....Independent  
Pres. ....Ray Makela  
Gen. Mgr., Promo. Dir. ...Albert VandenBosch  
Comm. Mgr. ....Michael V. Clarke  
Prog. Dir. ....John A. King  
Film Mgr. ....Jack A. Himes  
Chief Eng. ....Gerald D. Dawes

## 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  
Prog. Dir. ....Vince Collins  
Prod. Mgr. ....Jim Herrington  
Promotion Director.....William Halle  
Oper. Mgr., Chief Eng. ....Leo Heisel  
Owners of: WABJ-AM, Adrian; WNEM-FM,  
Saginaw.

## WWTW—Cadillac—1953

Channel: 13 VHF...AP: 158 Kw...VP: 316 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  
Program Dir.....John Wheat  
Commercial Mgr.....L. A. Swanson  
Chief Engineer.....Ronald Baker

## WTOM-TV—Cheboygan—1959

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Midwestern Bcstg. Co.  
Address .....Traverse City  
Tel.: MA 7-5683.....ABC-NBC  
Sta. Rep. ....Venard, Torbet & McConnell  
Pres. ....Les Biederman  
Gen. Mgr. ....Soren Munkhof  
Station Mgr.....Jerry Ferris  
Commercial Manager.....Robert E. Detwiler  
Prog. Dir. ....John Kesling  
Film Mgr. ....Dallas Snyder  
Chief Engineer.....William Kiker  
Owners of: WTCM, Traverse City; WATT, Cadillac;  
WATZ, Alpena; WMBN, Potoskey; WATC, Gay-  
lord; WBNB-TV, Traverse City; WTOM-TV,  
Cheboygan.

## CKLW-TV—Detroit-Windsor —1954

Channel: 9 VHF...AP: 180 Kw...VP: 325 Kw.  
Owned By.....Western Ontario Bcstg. Co.  
Address.....1450 Guardian Bldg.  
Tel.: WO 1-7200.....CBC  
Station Rep.....Nat'l. Sales Div. RKO General  
Pres., Gen. Mgr. ....S. Campbell Ritchie  
Gen., Sales Mgr. ....Norman Hawkins  
Sales Merch. Mgr. ....George Snyder  
Prog. Dir., Prod. Mgr. ....T. J. Sutton  
Pub. Dir. ....A. R. Gloster  
Chief Eng. ....Stewart Clark

Owners of: CKLW-AM-FM; WNAC-AM-FM-TV,  
Boston; KHJ-AM-FM-TV, Los Angeles; KFRC,  
San Francisco; WOR-AM-FM-TV, New York;  
WBBQ-AM-TV, Memphis; WEMS, Washington,  
D. C.; WNCT, Hartford.

## WJBK-TV—Detroit—1948

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg Co.  
Address .....7441 Second Ave.  
Tel.: TR 3-7400.....CBS  
Station Rep.....Storer Television Sales  
President.....George B. Storer, Jr.  
Gen. Mgr. ....Lawrence M. Carino  
Program Director.....Robert J. McBride  
Promo. Dir. ....Willard S. Smith  
Film Mgr. ....Jerry Christner  
Local Sales Mgr.....Charles W. Bergeson  
Gen. Sales Mgr. ....Seymour Eaton  
Chief Eng. ....Joseph Haigh

Owners of: WJBK-AM-FM-TV, Detroit; WSPD-  
AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-  
AM-FM-TV, Cleveland; WHN, New York, N. Y.;  
WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM,  
Philadelphia, Pa.; WITI-TV, Milwaukee.

## 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.....James Schiavone  
Asst. General Manager.....Don DeGroot  
Station Manager.....Franklin G. Sisson  
Business Manager.....Henry C. Rogers  
Sales Manager.....Ray W. Colle  
National Sales Mgr.....Peter S. Good  
Prog. & Prod. Manager .....Ian Harrower  
Promotion Manager.....Glenn Kyker  
Sls. Development Mgr.....Frank Steltenkamp  
Engineering Manager.....E. J. Love  
Promo. Dir. ....Dave Jones

Owners of: WWJ-AM-FM-TV, Detroit.

# MICHIGAN

## WXYZ-TV—Detroit—1948

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned By ..... ABC-PT  
Business Address ..... 20777 W. Ten Mile Rd.  
Tel.: KENwood 4-7000 ..... ABC  
Station Rep. .... ABC-TV Station Sales  
President, Sta. Mgr. .... John F. Pival  
National Sales Mgr. .... Kent Fredericks  
Program Director ..... Peter Strand  
Research Director ..... Jim Malla  
Local Sales Service Mgr. .... Jan Coil  
Adv. Promotion Director ..... Kenneth E. Layden  
Film Mgr. .... Ken Sims  
Chief Engineer ..... Charles Kocher  
Owners of: WABC-AM-TV-FM, New York; KGO  
AM-TV-FM, San Francisco; WXYZ-AM-FM;  
KABC-AM-TV-FM, Los Angeles; WLS, Chicago;  
KQV, Elstburgh; WBKB-TV, Chicago.

## WJRT—Flint—1958

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned By ..... Goodwill Stations, Inc.  
Address ..... 2302 Lapeer Rd.  
Tel.: CE 9-6611 ..... ABC  
Station Rep. .... Harrington, Righter & Parsons  
President ..... Worth Kramer  
V.P., General Mgr. .... A. Donovan Faust  
Sales Mgr. .... Robert I. Mart  
Program Director ..... Franklin C. Mitchell  
Promo. Dir. .... David A. Course  
Film Mgr. .... Francis Edwards  
Chief Engineer ..... C. Jones  
Owners of: WJR-AM-FM, Detroit; WSAZ-AM-TV,  
Charleston, W. Va.

## WOOD-TV—Grand Rapids—1949

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned By ..... Time-Life Bcstg., Inc.  
Address ..... 120 College S E  
Tel.: GL 9-4125 ..... NBC  
Representative ..... Katz  
Vice Pres., Gen. Mgr. .... Willard Schroeder  
Sta., Sales Mgr. .... John S. Markward  
Prom., Publicity Dir. .... Clark Grant  
Program Dir. .... Peter Kizer  
Film Mgr. .... Bob Smith  
Chief Engineer ..... Charles Robison  
Owners of: WOOD-AM-FM; WFBM-AM-FM-TV,  
Indianapolis; WTCN-AM-FM-TV, Minneapolis;  
KLZ-AM-FM-TV, Denver; KOGO-AM-FM-TV,  
San Diego.

## WZZM-TV—Grand Rapids 1962

Channel: 13 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned By ..... Channel 13, Gr. Rap., Inc.  
Address ..... TV Center  
Tel.: 459-3533 ..... ABC  
Sta. Rep. .... Peters, Griffin, Woodward  
Vice Pres., Gen. Mgr. .... Mark L. Wodlinger  
Oper. Mgr. .... William G. Evans  
Promo. Dir., Adv. Mgr. .... Howard E. Bolton  
Film Mgr. .... William K. Prins  
Chief Eng. .... Dale Wollers

## 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  
Exec. V. P., General Mgr. .... Carl E. Lee  
Sales Manager ..... Donald DeSmit, Jr.  
Program Director ..... Charles Lynach  
Promotion Director ..... W. J. Hunt  
Film Manager ..... Mel Haavind  
Chief Engineer ..... Arthur Covell  
Owners of: WKZO, Kalamazoo; WJEF-AM-FM,  
Grand Rapids; KOLN-TV, Lincoln, Neb.;  
WWTY-FM-TV, Cadillac, Mich.; WWLP-TV,  
St. Ste. Marie, Mich.; KGIN-TV, Grand Island,  
Neb.

## WJIM-TV—Lansing—1950

Channel: 6 VHF. AP: 100 Kw. VP: 50 Kw.  
Owned-Oper. By ..... Gross Telecasting, Inc.  
Address ..... 2820 E. Saginaw  
Tel.: IV 2-1333 ..... CBS  
Station Rep. .... Blair TV  
President, Gen. Mgr. .... Harold F. Gross  
Film, Traffic Mgr. .... Phillip E. Sherck  
Chief Engineer ..... Carl Onken  
Owners of: WJIM-AM-FM.

## WILX-TV—Lansing-Jackson 1959

Channel: 10 VHF. AP: 174 Kw. VP: 316 Kw.  
Owned-Oper. By ..... TV Corp. of Mich.  
Address ..... Box 380, Jackson  
Tel.: 783-2621 ..... NBC  
Sta. Rep. .... Young TV  
President ..... Edward E. Wilson  
General Mgr. .... William J. Hart  
Sales Mgr. .... Roy F. Brown  
Prog. Dir. .... Dennis Cobb  
Chief Engineer ..... Donald Wright  
Owners of: WRST-AM, Jackson.

## WLUC-TV—Marquette—1956

Channel: 6 VHF. AP: 60.3 Kw. VP: 100 Kw.  
Owned-Oper. By ..... North Central Bcstg. Co.  
Address ..... P.O. Box 479  
Tel.: GR 5-4161 ..... CBS-ABC-NBC  
News. Affil. Evening Telegram, Superior, Wis.  
Station Representative ..... Adam Young  
Gen., Nat. Sales Mgr. .... John H. Borgen  
Sta. Mgr. .... Albert W. Payne  
Oper. Mgr. .... Eugene Sinervo  
Promo. Dir. .... Jack Dempsey  
Pub. Dir. .... Gloria Smith  
Program Director ..... Bruce Turner  
Film Mgr. .... Barbara Lahde  
Chief Engineer ..... John Truitt  
Owners of: WLUC-TV, Green Bay, Wis.; WISC,  
TV, Madison, Wis.; KNLV-TV, Spokane, Wash.

## WKNX-TV—Saginaw—1953

Channel: 57 UHF. AP: 103 Kw. VP: 207 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  
Vice Pres. .... Alvin M. Bentley

## MICHIGAN-MINNESOTA

Station Manager.....Howard H. Wolfe  
 Commercial Manager.....Robert M. Chandler  
 Program Director.....Frank Coopersmith  
 Chief Engineer.....Max W. Thomas  
 Owners of: WKNX AM.

### WPBN-TV—Traverse City— 1954

Channel: 7 VHF..AP: 67.5 Kw..VP: 135 Kw.  
 Owned-Oper. By.....Midwestern Bcstg. Co.

Business Address.....Paul Bunyan Bldg.  
 Tel.: WI 7-7675.....ABC-NBC  
 Station Rep.....Venard, Torbet & McConnell  
 President, Gen. Mgr.....Les Blederman  
 Station Manager.....Soren Munkhof  
 Film Mgr.....Robert Mudjeska  
 Commercial Mgr.....R. E. Detwiler  
 Chief Engineer.....William H. Kiker  
 Owners of: WTCM, Traverse City; WATT, Cadillac;  
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-  
 lord; WTOM-TV, Cheboygan.

Pop.: 3,500,000  
 Families: 1,032,000

## Minnesota

TV Homes: 907,000  
 TV Stas. in State: 10

### 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  
 Commercial Mgr.....Kenneth Schneider  
 Prog. Dir.....Ken Bechtel  
 Promotion, Publicity Dir.....Russell Cox  
 Adv. Mgr.....Kenneth Schneide  
 Film Mgr.....Wayne Hjelm  
 Chief Engineer.....Nile Hunt

News. Affil.....Duluth Herald & News-Tribune  
 Station Rep.....Peters, Griffin, Woodward  
 President.....Robert B. Ridder  
 General Manager.....Robert J. Rich  
 Station Manager.....Tom Gavin  
 Commercial Manager.....R. W. Pearson  
 Program Dir.....Ed Conrad  
 Promotion Director.....Martin Olson  
 Chief Engineer.....George Carlson  
 Owners of: WDSM-AM.

### KMMT—Austin—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....Minn.-Ia. TV Co.  
 Address.....Hwy. 105 S.  
 Tel.: HE 3-8836.....ABC  
 Representative.....Avery-Knodel, Inc.  
 President.....R. J. McElroy  
 Sta. Mgr.....C. Ross Martin  
 Prog. Dir., Bus. Mgr.....Stam Stydnicki  
 Film Mgr.....Robert Peterson  
 Chief Engineer.....Tony Mulder

### KEYC-TV—Mankato—1960

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....KEYC-Lee TV, Inc.  
 Address.....Box XII  
 Tel.: 7905.....CBS  
 Sta. Rep.....Advertising Time Sales  
 Pres., Nat'l. Sales Mgr. . . .Walter J. Rothschild  
 Station Manager.....Bob Gardner  
 Local Sales Mgr.....Hap Halligan  
 Prog. Dir.....Earl Lamont  
 Promo. Dir.....Merilyn Nelson  
 Film Mgr.....Mary E. Bradley  
 Chief Engineer.....Donald Borchert  
 Owners of: KGLO-AM-TV, Mason City, Iowa;  
 WTAD, Quincy, Ill.; KHQA-TV, Quincy, Ill.;  
 WMTV, Madison, Wisc.

### KDAL-TV—Duluth-Superior —1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KDAL, Inc.  
 Business Address.....Bradley Building  
 Tel.: RA 2-4466.....ABC-CBS  
 Representative.....Avery-Knodel  
 General Manager.....Odin S. Ramsland  
 Sales Manager.....John Grandy  
 Chief Engineer.....Robert Dettman

### WCCO-TV—Minneapolis—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Midwest Radio-TV Inc.  
 Address.....50 S. 9th  
 Tel.: FE 8-0552.....CBS  
 Newspaper Affiliation.....Star & Tribune Co.  
 Station Rep.....Peters, Griffin, Woodward  
 Chrmn. of Bd.....William J. McNally  
 President.....Robert B. Ridder  
 Exec. V.P., Gen. Mgr.....F. Van Konynenburg  
 Asst. to Exec. V.P.....Sherman K. Headley  
 Sales Mgr.....Robert N. Ekstrum  
 Prog. Dir.....Gwen Harvey  
 Promo., Pub. Dir.....Tom Cousins  
 Film Mgr.....Harry Jones  
 Chief Engineer.....John M. Sherman  
 Owners of: WCCO-AM.

### 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

## MINNESOTA-MISSISSIPPI

### KMSP-TV—Minneapolis—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By ..United Television, Inc.  
 Address ..120 S. 9th  
 Tel.: FE 9-8811 ..ABC  
 Sta. Rep. ....Blair TV  
 Pres., Gen. Mgr. ....Donald Swartz  
 Commercial Manager....Richard Butterfield  
 Program Dir.....Joseph Carney  
 Prom., Publicity Dir.....Robert Favaro  
 Film Manager.....Jack Garrick  
 Chief Engineer.....Chalmers Stromberg

### WTCN-TV—Minneapolis—1953

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned By ..Time-Life Bcstg., Inc.  
 Business Address ..2925 Dean Blvd.  
 Tel.: WA 7-8881 ..Independent  
 Representative ..Katz  
 President.....Weston C. Pullen, Jr.  
 Vice Pres. ....Willard Schroeder  
 Station Mgr.....Arthur M. Swift  
 Sales Mgrs. ...Robert Fransen, Richard Jolliffe  
 Promo. Dir., Adv. Mgr. ...Howard W. Coleman  
 Program Dir., Film Mgr.....S. M. Rosenman  
 Chief Engineer.....W. Fritze  
 Owners of: WFBM-AM-TV-FM, Indianapolis;  
 WOOD AM-TV, Grand Rapids; KLZ AM-TV,  
 Denver; KOGO-AM-FM-TV, San Diego.

### KROC-TV—Rochester—1953

Channel: 10 VHF..AP: 150 Kw..VP: 316 Kw.  
 Owned-Oper. By ..So. Minn. Bcstg. Co.  
 Business Address ..100 1st Ave. Bldg.  
 Tel.: AT 9-3924.....NBC  
 Reps...Venard, Torbet, McConnell; Beckjorden  
 President.....Mrs. Gregory P. Gentling  
 General Manager.....G. David Gentling  
 Station, Comm. Mgr.....Willard Lampman  
 Prom., Pub. Director.....Carol Geerdes  
 Program Dir., Film Mgr.....Paul Wizkro  
 Chief Engineer.....Robert W. Cross  
 Owners of: KROC-AM.

### KSTP-TV—St. Paul— Minneapolis—1948

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Operated By ..KSTP, Inc.  
 Address ..3415 University Ave., St. Paul  
 Tel.: MI 5-2724.....NBC  
 Representative ..Edward Petry  
 President, Gen. Mgr.....Stanley E. Hubbard  
 Vice Pres., Res. Dir.....Stanley Sittubard  
 Vice Pres., Sales.....Marvin L. Rosene  
 Prog. Dir.....Brooks D. Henderson  
 Promo., Pub. Dir.....William P. Davey  
 Film Mgr.....Loren W. Mathre  
 Chief Eng. ....Frederick L. Street

Pop.: 2,180,000  
 Families: 576,000

## Mississippi

TV Homes: 397,500  
 TV Stas. in State: 8

### WLOX-TV—Biloxi—1962

Channel: 13 VHF.AP: 15.85 Kw..VP: 31.7 Kw.  
 Owned By ..WLOX Bcstg. Co.  
 Address ..Buena Vista Hotel  
 Tel.: 432-5581 ..ABC  
 Station Reps.....Holman; Ayers  
 Pres. ....James S. Love  
 Gen., Sta. Mgr. ....Ray Butterfield  
 Comm., Adv. Mgr. ....Earl B. Blessey  
 Prog. Dir., Film Mgr. ....Virginia L. Harris  
 Pub. Dir. ....Robert A. Marchese  
 Chief Eng. ....Thomas B. Majure  
 Owners of: WLOX-AM.

### WCBI-TV—Columbus—1956

Channel: 4 VHF..AP: 18 Kw..VP: 20 Kw.  
 Owned-Oper. By ..Birney Ines, Jr.  
 Business Address ..Highway 12 North  
 Tel.: FAirfax 8-5631 ..ABC-CBS-NBC  
 Newspaper Affiliation ..Commercial Dispatch  
 President.....Birney Ines, Jr.  
 Gen., Prom. Mgr.....P. B. Hinman  
 Commercial Mgr.....Bill Whitfield  
 Operations, Film Mgr.....Edward Prescott  
 Chief Engineer.....Tom McFerrin

### WABG-TV—Greenwood—1959

Channel: 6 VHF..AP: 14.8 Kw..VP: 29.5 Kw.  
 Owned By ..Miss. Telecasting Co. Inc.  
 Address ..P. O. Box 414  
 Tel.: 453-4001 ..CBS  
 Sta. Rep. ....Raymer  
 President, Gen. Mgr.....Cy N. Babakel  
 Comm., Sta. Manager.....Don Neil  
 Program Dir.....Mrs. Erlene Leach  
 Promo. Dir., Film Mgr.....Calton Crowell  
 Chief Eng. ....James A. Robinson IV

### WDAM-TV—Hattiesburg 1956

Channel: 7 VHF..AP: 25.7 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  
 Operations Mgr.....David L. Waite



## MISSISSIPPI-MISSOURI

Promo. Dir. .... Nell Sumrall  
 Film Manager ..... Wayne Milling  
 Chief Engineer ..... Clarence Vogel

### WJTV—Jackson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By .....Capitol Bcstg. Co.  
 Business Address ..... P. O. Box 8187  
 Tel.: 372-6311 ..... ABC-CBS-NBC  
 Newspaper Affil.....Miss. Publishers Co.  
 Station Representative ..... Katz  
 Pres. .... T. M. Hederman, Jr.  
 Vice Pres., Gen. Mgr. .... L. M. Sepaugh, Sr.  
 Sta., Comm. Mgr. .... Owens F. Alexander  
 Prog. Dir. .... Ken Parks  
 Promo., Pub. Dir. .... Miss Sandy McMillan  
 Film Manager.....L. M. Sepaugh, Jr.  
 Chief Engineer.....C. A. Perkins  
 Owners of: WSLI, Jackson.

### 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.: FL 2-2691 ..... ABC-NBC  
 Representative ..... Hollingbery  
 Pres. .... W. H. Mounger  
 Gen., Station Mgr.....Fred L. Beard  
 Comm. Mgr. .... Frank Gentry  
 Program Director.....Maurice Thompson

Promotion, Publicity Dir.....Michael Kelly  
 Adv. Mgr. .... P. R. Storm  
 Film Manager ..... Bruce Nicholson  
 Chief Engineer.....Floyd Kinard  
 Owners of: WJDX AM-FM, Jackson.

### WTOK-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  
 Station Representative ..... Bolling  
 President, Gen. Mgr. .... Robert F. Wright  
 Sales Manager ..... W. B. Crooks  
 Prog., Prom. Dir. .... Cecil Germany  
 Film, Prod. Dir.....George Shannon  
 Operations Dir.....Bob Holland  
 Chief Engineer.....Joe Saxon

### WTWV—Tupelo—1957

Channel: 9 VHF..AP: 14 Kw..VP: 27.2 Kw.  
 Owned-Oper. By.....WTWV, Inc.  
 Bus. Address.....Beech Springs Rd.; Box 163  
 Tel.: V1 2-7620 ..... NBC  
 Representative ..... Jack Masla  
 President.....Frank K. Spain  
 General, Comm. Mgr.....Charles H. Hicks, Jr.  
 Program Director.....William B. Landers  
 Prom., Pub. Dir.....Perrin Purvis  
 Opera. Superv.....J. A. Stemberge  
 Chief Engineer.....J. D. Green

Pop.: 4,500,000  
 Families: 1,409,500

## Missouri

TV Homes: 1,247,000  
 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  
 Sta. Rep. .... Meeker  
 President. .... Oscar C. Hirsch  
 Station Mgr.....Robert O. Hirsch  
 Program Dir.....Donald T. McNeely  
 Owners of KFVS-AM.

### KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.  
 Owned-Oper. By.....Curators of Univ. of Mo.  
 Address ..... Columbia, Mo.  
 Tel: Gbson 2-1122.....ABC-NBC  
 Station Rep. .... Avery-Knodel  
 Director of TV.....Edward C. Lambert  
 Station, Film Manager.....Glenn G. Griswold  
 Commercial Manager.....John O. Conwell  
 Program Director.....Monte Gurwit  
 Promotion Director.....Lois Todd  
 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  
 Station Rep.....Advertising Time Sales  
 President.....Lee P. Loomis  
 General, Nat'l Sales Mgr.... Walter J. Rothschild  
 Local Sales Mgr.....Ralph Drescher  
 Program Dir.....Tom Robey  
 Prom. Publicity Dir.....Robert Eickmeyer  
 Film Manager.....Jean Eager  
 Chief Engineer.....J. E. Gray  
 Owners of: KGLO AM-TV, Mason City; WTAD  
 AM-FM, Quincy; WMTV, Madison; KEYC-TV,  
 Mankato.

### KRCG-TV—Jefferson City—1955

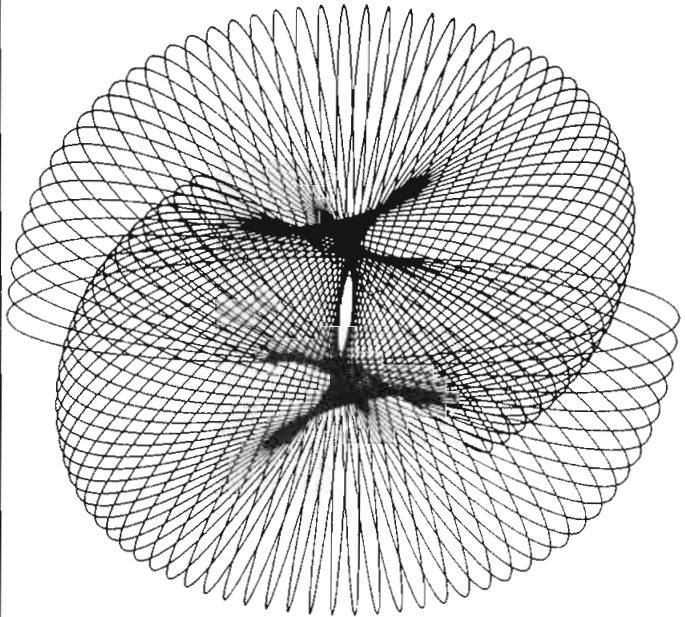
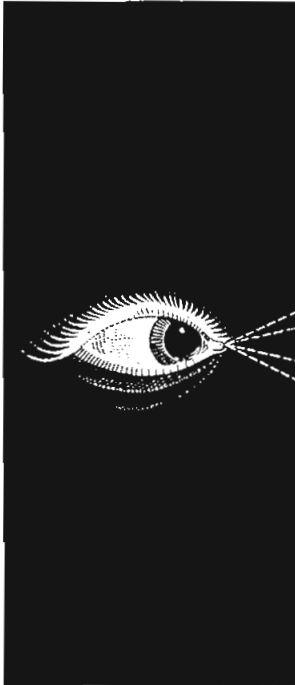
Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Jefferson TV Co.  
 Business Address ..... Hills Farm  
 Tel.: 6-6188 ..... ABC-CBS  
 Newspaper Affiliation.....News Tribune  
 President.....William H. Weldon  
 Gen., Film Mgr.....Robert Blosser  
 Chief Engineer.....Edward Schuelein

If you could see sound you would know...

# KCMO

is Kansas City

Day and night, the sound and sight of KCMO fills the air in the entire Kansas City metropolitan area. You can't see the electronic waves, but you *can* see the results on your sales charts. **ONLY** air media and **ONLY** KCMO covers Kansas City like the atmosphere itself!



**YOU CAN SEE IT** — Sound looks like this, says sound physicist Edward Lias. This is a **COSMOGRAPH**, the visual record of a musical chord, recorded on a device invented by Dr. Lias. Sound waves produce a myriad of these harmonious electronic patterns.

#### **HERE'S HOW TO USE IT:**

**TV** Channel 5  
100,000 watts from Greater Kansas City's "eye-full" tower.

**RADIO** 810 on the dial.  
50,000 watts by day.  
10,000 watts by night.

**RADIO FM** 94.9 megacycles.  
Kansas City's first fine music station.



CBS TV and RADIO

Represented nationally  
by The KATZ Agency

**KODE-TV—Joplin—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Gilmore Ents.  
 Address.....1928 W. 13th  
 Tel.: MA 3-7260.....ABC-CBS  
 Station Representative.....Avery-Knodel  
 Pres.....James S. Gilmore, Jr.  
 V.P., General Manager.....D. T. Knight  
 Commercial Mgr.....Bill Hirshey  
 Program Dir.....Ron Robson  
 Promo., Pub. Dir.....Bill Harned  
 Film Manager.....Douglas Carter  
 Chief Engineer.....Jack Langford  
 Owners of: KODE.

**KCMO-TV—Kansas City—1953**

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned By.....Meredith Bcstg. Co.  
 Business Address.....125 East 31st St.  
 Tel.: JE 1-6789.....CBS  
 Representative.....Katz  
 V.P., General Mgr.....E. K. Hartenbower  
 Station, Comm. Mgr.....S. B. Tremble  
 Program Dir.....Kenneth W. Heady  
 Prom., Pub. Director.....F. C. Strawn  
 Chief Engineer.....Karl Troeglen  
 Owners of: WOW AM-TV-FM, Omaha; WHEN  
 AM-TV, Syracuse; KCMO AM-FM; KPNO AM-  
 TV, Phoenix.

**KMBC-TV—Kansas City—1953**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Metropolitan Bcstg.  
 Address.....11th & Central  
 Tel.: HA 1-2650.....ABC  
 Sta. Representative.....Metro TV Sales  
 V.P., General Manager.....Albert P. Krivin  
 Sta. Mgr.....Mori Greiner  
 Loc. Sales Mgr.....Ed Dennis  
 Film Manager.....Mildred Harris  
 Adv., Promotion Dir.....David Green  
 Chief Eng.....Wallace Wurz  
 Owners of: KMBC-AM-FM; WNEW-AM-FM-TV,  
 New York City; WHK-AM-FM, Cleveland; WIP-  
 AM-FM, Philadelphia; WTTG-TV, Washington,  
 D. C.; KOVR-TV, Sacramento, Calif.; WTVH-  
 TV, Peoria, Ill.; WTVP-TV, Decatur, Ill.

**WDAF-TV—Kansas City—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Transcontinent TV Corp.  
 Business Address.....Signal Hill  
 Tel.: PL 3-4567.....NBC  
 Station Rep.....Petry  
 President.....David C. Moore  
 General Mgr.....William A. Bates  
 Sta. Mgr.....Bob J. Wormington  
 Comm. Manager.....E. Manne Russo  
 Promo., Pub. Dir.....Jud Woods  
 Prog. Dir.....Bill L. Wormington  
 Film Mgr.....Bob Lewellen  
 Chief Engineer.....James Schmidt  
 Owners of: WDAF-AM-FM; WGR, AM-TV-FM,  
 Buffalo; KRMB, AM-TV-FM, San Diego; WNEP-  
 TV, Scranton; KERO-TV, Bakersfield, Cal.

**KMOS-TV—Sedalia—1954**

Channel: 6 VHF..AP: 8.2 Kw..VP: 16.4 Kw.

Owned By.....Jefferson TV Co.  
 Business Address.....2100 W. Broadway  
 Tel.: TAYlor 6-1651.....ABC-CBS  
 President.....William H. Weldon  
 Chief Engineer.....Ed Schvelein  
 Owners of: KRCG-TV, Jefferson City, Mo.

**KTTS-TV—Springfield—1953**

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Independent Bcstg. Co.  
 Business Address.....P.O. Box 1716 SSS  
 Tel.: UNiversity 2-7474.....CBS  
 Representative.....Weed  
 President.....J. H. G. Cooper  
 General Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Kevin McAndrews  
 Film Manager.....Ted Tucker  
 Chief Engineer.....William F. Curry  
 Owners of: KTTS AM-FM.

**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

**KFEQ-TV—St. Joseph—1953**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KFEQ Bcstg. Co.  
 Business Address.....40th & Farson  
 Tel.: ADams 3-2528.....ABC-CBS  
 Station Rep.....Bolling  
 President.....Jesse D. Fine  
 V.P., Gen. Mgr.....Ted Nelson  
 Sales Mgr.....Carleton Schirmer  
 Program Director.....Dick McDaniel  
 Chief Engineer.....Kenneth Lux  
 Owners of: KFEQ AM; KLIK, Jefferson City.

**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  
 Station Rep.....CBS TV Stations Nat'l Sales  
 President.....Merle S. Jones  
 V.P., Gen. Mgr.....Gene Wilkey  
 Administrative Asst.....Norman Bacon  
 General Sales Mgr.....Charles McAbee  
 Program Dir.....Don Markley  
 Sales Prom. Mgr.....Judd Choler  
 Dir. Info. Services.....Fred S. Heywood  
 News, Pub. Dir.....Steve Fentress  
 Film Mgr.....G. West  
 Dir., Public Affairs.....Parker Wheatley  
 Chief Engineer.....Harry Harvey  
 Owners of: WBBM AM-TV, Chicago; KNX AM-TV,  
 Los Angeles; KMOX AM-TV, St. Louis; WCAU  
 AM-TV, Philadelphia; KCBS AM, San Francisco;  
 WEEI AM, Boston.

## MISSOURI-MONTANA

### KPLR-TV—St. Louis—1959

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By..... 220 TV, Inc.  
 Address..... 4935 Lindell Blvd.  
 Tel.: Forest 7-7211..... Independent  
 Representative..... Peters, Griffin, Woodward  
 President..... Harold Koplar  
 Vice Pres., Gen. Mgr..... Saul Rosenzweig  
 Station Manager..... Bob Davis  
 Sales Mgr..... Michael McCormick  
 Program Director..... Eleanor Werner  
 Promo. Dir..... Robert Choisser  
 Film Manager..... Jim Anians  
 Chief Engineer..... Kenneth Hildenbrand

### 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  
 Station Representative..... Katz  
 President..... Joseph Pulitzer, Jr.

General Manager..... Harold Grams  
 Station Manager..... Guy E. Yeldell  
 Sales Manager..... Ray Karpowicz  
 Program. Film Mgr..... Keith Gunther  
 Promotion Director..... Fred J. Mueller  
 Publicity Dir..... Robert Hannon  
 Chief Engineer..... J. E. Risk  
 Owners of: KSD AM.

### KTVI—St. Louis—1957

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned..... Signal Hill Telecasting Corp.  
 Business Address..... 5915 Berthold Ave.  
 Tel.: MI 7-3600..... ABC  
 Station Representative..... Blair TV  
 President..... Harry Tenenbaum  
 Exec. V.P., Gen. Mgr..... Paul E. Peltason  
 Vice Pres., Asst. G.M..... Ralph Hansen  
 Gen. Sales Mgr..... Bob Temple  
 Loc. Sales Mgr..... Jim Necessary  
 Promo. Dir..... Sam Somora  
 News. Pub. Dir..... Bruce Hayward  
 Prog. Dir..... Francis W. Hunt  
 Chief Engineer..... Richard Trompeter

Pop.: 685,000  
 Families: 210,000

## Montana

TV Homes: 142,000  
 TV Stas. in State: 8

### KGHL-TV—Billings—1958

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By..... Paul Crain & Dan Snyder  
 Address..... 214 N. 30th St.  
 Tel.: 252-4676..... ABC-NBC  
 Station Representative..... Devney Organization  
 General Manager..... J. L. Robinson  
 Commercial Mgr..... Robert McCann  
 Chief Engineer..... D. Jansma

President..... Joseph S. Sample  
 General Station Mgr..... Edmund L. Peiss  
 Program Director..... Paul Simitzes  
 Film Manager..... Don Manwiller  
 Commercial Manager..... Jim Manning  
 Chief Engineer..... Vern Totten

### 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.: 252-5611..... ABC, CBS  
 Sta. Reps..... Hollingbery; Art Moore  
 President..... Joseph S. Sample  
 General Station Mgr..... Cliff Ewing  
 Comm. Manager..... John Conner  
 Prog. Dir., Adv. Mgr..... Vic Miller  
 Promo., Pub. Dir..... Marguerite Taylor  
 Film Manager..... James Thorpe  
 Chief Engineer..... Grant French  
 Owners of: KOOK-AM; KNLF-AM-TV, Butte,  
 Mont.

### 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.: 365-3377..... CBS  
 President..... Lewis W. Moore  
 General Mgr., Adv. Mgr..... Jerry Robbins  
 Film Manager..... Peter Seilor  
 Program Engineer..... Jane Robbins  
 Chief Engineer..... Donald J. Powers  
 Owners of: KXGN-AM.

### KFBB-TV—Great Falls—1954

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By..... Harriscope Bcstg.  
 Business Address..... Box 1139  
 Tel.: 453-4377..... ABC-CBS  
 Station Representative..... Hollingbery; Moore  
 Pres..... Burt I. Harris  
 Exec. V.P..... L. W. Berger  
 Gen. Mgr..... W. C. (Bud) Blanchette  
 Chief Engineer..... Anthony Lopuch  
 Owners of: KFBB-AM.

### KXLF-TV—Butte—1953

Channel: 4 VHF... AP: 30 Kw... VP: 60 Kw.  
 Owned By..... Garryowen Butte TV  
 Business Address..... Box 1956  
 Tel.: 7-9111..... ABC, CBS, NBC  
 Station Reps..... Hollingbery; Moore

### KRTV—Great Falls—1958

Channel: 3 VHF... AP: 15.3 Kw... VP: 30.5 Kw.  
 Owned By..... Snyder & Assoc.  
 Business Address..... Box 1453

## MONTANA-NEBRASKA

Tel.: 453-2433 .....NBC-ABC  
 Sta. Reps. Avery-Knodel; Feltis, Dove, Cannon  
 President .....Dan Snyder  
 General, Comm. Mgr. ....Paul Crain  
 Oper. Mgr., Promo. Dir. ....Don Bradley  
 Chief Engineer.....Jesse Waymire

### **KBLI—Helena—1959**

Channel: 12 VHF..AP: 486 Kw..VP: 973 Kw.  
 Owned By .....Helena TV Inc.  
 Address .....Box 797  
 Tel.: 442-6790 .....ABC-CBS-NBC  
 General Manager.....Bruce Hamilton  
 Sales Manager.....Joe Spojza  
 Operation Director.....Doug Sutherland

### **KMSO-TV—Missoula—1954**

Channel: 13 VHF..AP: 95.5 Kw..VP: 191 Kw.  
 Owned By .....Mosby's  
 Address .....240 Harris  
 Tel.: 549-4169 .....ABC-CBS-NBC  
 Station Rep. ....Bolling  
 Pres., Gen. Mgr. ....A. J. Mosby  
 Program Director.....Hugh E. Bader  
 Promo. Dir., Adv. Mgr. ....Don Mays  
 Pub. Dir. ....Mrs. Vi Thomson  
 Chief Engineer.....Charles E. Meyer

Pop.: 1,430,000  
 Families: 442,000

## Nebraska

TV Homes: 371,500  
 TV Stas. in State: 8

### **KHAS-TV—Hastings—1956**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By .....Nebraska TV Corp.  
 Business Address .....Box 476  
 Tel.: 3-1321 .....NBC  
 Newspaper Affil. ....Hastings Tribune  
 Representative .....Weed  
 President .....Fred A. Seaton  
 General Manager.....Duane L. Watts  
 Prod. Mgr. ....Milt Hoffman  
 Program Director.....Mrs. Ardis Bequette  
 Promotion Manager.....Nikki Wright  
 Film Manager.....Paul R. Loebig  
 Chief Engineer.....Duane Allison

### **KDUH-TV—Hay Springs 1958**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By .....Duhamel Ent.  
 Address .....Box W  
 Tel.: ME 8-2741.....ABC-CBS  
 President .....Helen Duhamel  
 Gen., Sta. Mgr. ....John E. Ludwig  
 Prog. Dir. ....Arthur R. Christ  
 Promo., Pub. Dir. ....Owen Lyon  
 Film Mgr. ....Gordon A. Carson  
 Chief Engineer.....Ed Davenport  
 Owners of: KOTA-AM-TV, Rapid City, S. D.

### **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  
 Representative .....Meeker  
 President .....Wayne Brewster  
 Station Manager.....Jack Gilbert  
 General Sales Mgr.....Jack Yeager  
 Program Director.....Marlon Milliken  
 Pub. Director .....Tom Nuss  
 Dir. of Eng.....D. Greely  
 Owners of: KERNY, Kearney, Neb.; KHPL-TV,  
 Hayes Center, Neb.; KHOL-FM.

### **KOLN-TV—Lincoln—1953**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Cornhusker TV Corp.  
 Address .....40th and W Sts.  
 Tel.: 466-2367 .....CBS  
 Representative .....Avery-Knodel  
 President.....John E. Fetzer  
 General Mgr.....A. James Ebel  
 Commercial Mgr.....M. Duane Holman  
 Program Dir.....Paul Jensen  
 Promotion Dir.....Pro Sherman  
 Film Manager.....Eli Modenstein  
 Chief Engineer.....D. R. Taylor  
 Owners of: KGIN-TV, Grand Is.; WKZO-AM-TV,  
 Kalamazoo, Mich.; WJEE-AM-FM, Grand Rap-  
 ids, Mich.; WW-TV, WWTV-FM, Cadillac, Mich.;  
 WWUP-TV, St. Ste. Marie, Mich.

### **KNOP-TV—North Platte—1958**

Channel: 2 VHF..AP: 13 Kw..VP: 25.9 Kw.  
 Owned By.....North Platte TV Inc.  
 Business Address.....Box 756  
 Tel.: 532-2222 .....NBC  
 Sta. Representative.....Gill-Perna  
 Pres. ....Fred Shrake  
 Gen., Comm. Mgr. ....Harry D. Peck  
 Prog. Dir. ....Ed Launer  
 Promo. Dir.....Dianne Manley  
 Film Mgr.....Ted Long  
 Chief Eng. ....Ray Goff

### **KETV—Omaha—1957**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned .....Herald Corp.  
 Address .....27th & Douglas Sts.  
 Tel.: 345-7777 .....ABC  
 Newspaper Affil. ....World-Herald  
 Station Rep.....Harrington, Righter & Parsons  
 President.....Ben H. Cowdery  
 Gen. Mgr.....Eugene S. Thomas  
 Prog. Dir. ....R. Douglas McLarty  
 Prom., Pub. Dir.....Robert F. Coats

## NEBRASKA-NEVADA

Film Mgr. .... Dewey Nelsen  
 Sales Mgr. .... Ken H. James  
 Chief Engineer..... J. S. Petrlik

### KMTV—Omaha—1949

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... May Bcastg. Co.  
 Bus. Trans. Address..... 2615 Farnam St.  
 Tel.: 345-3333 ..... NBC  
 Station Rep. .... Petry  
 President..... Edward W. May  
 V.P., Gen. Sta. Mgr..... Owen Saddler  
 Comm. Mgr. .... Art Jacobson  
 Program Director..... Low Jeffrey  
 Promotion Director..... Galen Lillethorup  
 Film Manager..... Ken Michelsen  
 V.P., Engineering..... R. J. Schroeder  
 Owners of: KMA, Shenandoah.

### WOW-TV—Omaha—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By..... Meredith Bcastg. Co.  
 Address ..... 3501 Farnam St.  
 Tel.: 346-3400 ..... CBS  
 Representative ..... Blair TV  
 V.P., Gen. Manager..... Frank P. Fogarty  
 Station Mgr..... C. Alfred Larson  
 Sales Mgr. .... Ken Quaife  
 Prog. Dir., Film Mgr..... Bill McBride  
 Promo., Pub. Dir. .... Mike Byrne  
 Eng. Dir. .... Bill Kotera  
 Chief Engineer..... Glenn Flynn  
 Owners of: KCMO AM-TV-FM, Kansas City; KPHO  
 AM-TV, Phoenix; WHEW AM-TV, Syracuse;  
 WOW-AM-FM, Omaha.

Pop.: 305,000  
 Families: 99,500

## Nevada

TV Homes: 79,000  
 TV Stas. in State: 5

### KLAS-TV—Las Vegas—1953

Channel: 8 VHF... AP: 27 Kw... VP: 55 Kw.  
 Owned-Oper. By..... Las Vegas Television Inc.  
 Address..... 250 Desert Inn Road  
 Tel.: RE 5-7511 ..... CBS  
 Newspaper Affiliation ..... Sun  
 President..... Herman M. Greenapun  
 Sta. Mgr. .... Wm. D. Stiles  
 Oper. Mgr. .... Mark Smith  
 Chief Engineer..... Hurschel C. McKenzie

Address ..... Box 2586  
 Tel.: RE 5-4266 ..... ABC  
 Representative ..... For Joe  
 President, Gen. Mgr..... Alex Gold  
 Commercial, Adv. Mgr..... Walter Shull  
 Prog., Pub. Dir. .... Ande Beggerly  
 Chief Engineer ..... Jim Leach

### KORK-TV—Las Vegas—1955

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... So. Nevada Radio-TV Co.  
 Address ..... Box 550  
 Tel.: DU 2-1760 ..... NBC  
 Newspaper Affil..... Donrey Media Group  
 Sta. Rep. .... Venard, Torbet & McConnell  
 President..... Donald W. Reynolds  
 Gen., Sta. Mgr. .... Edward R. Tabor  
 Oper., Film Mgr. .... Dick Koch  
 Commercial Manager..... Donald G. Brown  
 Prog. Dir. .... Gil Brooks  
 Traffic Mgr. .... Helen Mallory  
 Chief Eng. .... James M. Garner  
 Owners of: KORK-AM-FM, Las Vegas; KOLO-TV,  
 Reno.

### KCRL-TV—Reno—1962

Channel: 4 VHF... AP: 9.1 Kw... VP: 17.4 Kw.  
 Owned By ..... Circle L  
 Address ..... 1790 Vassar  
 Tel. 322-9145 ..... NBC  
 Sta. Rep. .... Hollingbery  
 Pres., Gen. Mgr. .... Charles E. Cord  
 Sta. Mgr. .... Roger Van Duzer  
 Comm. Mgr. .... Richard Rowley  
 Prog. Dir., Film Mgr. .... Jim Bentley  
 Chief Eng. .... Ron Oakley

### 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  
 President..... Donald W. Reynolds  
 General, Sta. Mgr. .... Lee D. Hirshland  
 Commercial, Adv. Mgr..... Phillip G. Rose, II  
 Operations Manager ..... Jack Angel  
 Prom. Mgr..... Helen Busscher  
 Film Manager..... Chick Warren  
 Chief Engineer ..... James Bull, Sr.

### KSHO-TV—Las Vegas—1956

Channel: 13 VHF... AP: 5.5 Kw... VP: 11.5 Kw.  
 Owned By ..... TV Co. of America, Inc.



Pop.: 615,000  
Families: 186,000

# New Hampshire

TV Homes: 173,000  
TV Stas. in State: 1

## WMUR-TV—Manchester—1954

Channel: 9 VHF..AP: 155 Kw..VP: 282 Kw.  
Owned-Oper. By.....United TV Co. of N. H.  
Business Address.....1818 Elm St.  
Tel.: NAtional 3-8061.....ABC  
Station Representative.....Young TV Corp.

President.....Richard Eaton  
Vice President.....S. E. Phillips  
Program Director.....Ray Ruben  
Chief Engineer.....C. Harold Brewer  
Owners of: WINX, Rockville, Md.; WOOK, WFAN-  
FM, Washington, D. C.; WSID, WYOU-FM, Bal-  
timore; WJMO, WCUY-FM, Cleveland; WFAB,  
Miami; WBNN, New York; WANT, Richmond,  
Va.

Pop.: 1,025,000  
Families: 282,000

# New Mexico

TV Homes: 209,000  
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.: 243-2285.....CBS  
Station Representative.....Adv. Time Sales  
Pres., Gen. Mgr.....A. R. Hebenstreit  
Comm. Mgr.....Ralph C. Rhoads  
Prom., Publicity Dir.....James Laramore  
Program Director.....Robert Van Driel  
Chief Engineer.....Leonard F. Dodds  
Owners of: KGGM AM; KVSE, Santa Fe.

## KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5.8 Kw..VP: 11.7 Kw.  
Owned-Oper. By..Voice of the Caverns, Inc.  
Address.....Box 631  
Tel.: 5-4101.....CBS  
President.....Edward Talbott  
Gen., Comm. Mgr.....Tom Wiseheart  
Prog. Dir.....Jon Evans  
Film Manager.....Calvin Waters  
Pub. Prom. Dir.....Marjorie Winfield  
Chief Engineer.....Samford Brown  
Owners of: KAVE-AM.

## KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 43.5 Kw..VP: 87.1 Kw.  
Owned By.....WGAL Television  
Business Address.....122 S.E. Tulane Dr.  
Tel.: Alpine 5-8716.....ABC  
Station Rep.....Avery-Knodel, Inc.  
General Manager.....Fred L. Vance  
Adv., Comm., Sta. Mgr.....Max A. Sklower  
Prog., Prom., Publicity Dir.....Frank C. Idaspe  
Chief Engineer.....James Sharman

## KICA-TV—Clovis—1957

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.  
Owned By.....Marshall Enterprises, Inc.  
Address.....Box 111  
Tel.: 763-5511.....CBS-ABC  
Sta. Rep.....Pearson  
President.....John H. Marshall, Sr.  
Gen. Mgr.....John H. Marshall, Jr.  
Sta. Mgr.....Bud LeRoy  
Comm., Adv. Mgr.....Dave Neikirk  
Prog., Pub. Dir.....Del Maurer  
Promotion Director.....John Urban  
Film Manager.....Duffy Sasser  
Chief Eng.....James Cope  
Owners of: KICA-AM.

## KOB-TV—Albuquerque—1948

Channel: 4 VHF..AP: 13.5 Kw..VP: 27 Kw.  
Owned By.....Hubbard Bcstg., 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  
Program Dir.....Jerry Danziger  
Prom., Publicity Dir.....Paul Bain  
Film Mgr.....Bill Williams  
Chief Engineer.....Fern Bibear  
Owners of: KSTP, AM-TV, St. Paul; WGTO, Cy-  
press Gardens.

## KSWS-TV—Roswell—1953

Channel: 8 VHF..AP: 160 Kw..VP: 316 Kw.  
Owned-Oper. By.....John A. Barnett  
Business Address.....1717 W. Second St.  
Tel.: 622-6450.....ABC-CBS-NBC  
Station Reps.....Meeker; Melville  
Owner & Gen. Mgr.....John A. Barnett  
Sta. Mgr.....Paul B. McEvoy  
Chief Engineer.....William E. Kolb

Pop.: 17,225,000  
Families: 5,225,000

# New York

TV Homes: 4,836,000  
TV Stas. in State: 24

## WAST—Albany—1956

Channel: 13 VHF...AP: 76.5 Kw...VP: 152 Kw.  
Owned-Operated By...Van Curler Bcstg. Corp.  
Address...Box 4035  
Tel.: HE 6-4791...ABC  
Station Rep....Peters, Griffin, Woodward  
President...S. H. Fablan  
General Mgr....William A. Riple  
Asst. Gen. Mgr....E. David Rosen  
Commercial Mgr....Dom Tovino  
Program Dir....Fred Shavor  
Promotion, Publicity Dir....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 Bcstg. Corp.  
Business Address...Box 10  
Tel.: BR 1-2345...CBS  
Station Representative....Blair  
President...Frank M. Smith  
Gen. Mgr....Daniel B. Burke  
Sales Manager....William J. Lewis  
Program Dir....Charles Pogan  
Local Sales Manager....Phil Beuth  
Promotion Manager....Marc Edwards  
Chief Engineer....Len Lavandol  
Owners of: WROW, Albany, N. Y.; WPRO-TV,  
AM-FM, Providence, R. I.; WTVD, Raleigh-Dur-  
ham, N. C.; WKBW-AM-TV, Buffalo, N. Y.;  
WPAT-AM-FM, Paterson, N. J.

## WBJA-TV—Binghamton—1962

Channel: 34 UHF...AP: 102 Kw...VP: 204 Kw.  
Owned By...WBJA-TV, Inc.  
Address...Box 813  
Tel.: 772-1122...ABC  
Sta. Rep....Pearson  
Pres., Gen. Mgr....Alfred E. Anscombe  
Sta., Comm. Mgr....Warren Kelly  
Prog., Promo. Dir....William Ellison  
Chief Eng....Louis H. Stantz

## 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-NBC  
Station Representative...H.R. Reps.  
General Manager...Edward M. Scala  
Program Director...Donald Snyder  
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...50 Front St.  
Tel.: RAYmond 3-7311...ABC-CBS  
Representative...Blair TV, Inc.

Gen. Mgr....George R. Dunham  
Sales Mgr....Keith G. Dare  
Prog. Dir....Karl W. Friedline  
Promotion, Merch. Dir....Bruce Lawrence  
Chief Engineer...Lamar Cox  
Owners of: WFIL AM-TV-FM, Philadelphia;  
WNHC AM-TV-FM, New Haven; WFBG AM-TV-  
FM, Altoona; KERE AM-TV, KRFM, Fresno;  
WLYH-TV, Lebanon-Lancaster; WNBU-AM-FM,  
Binghamton.

## WBEN-TV—Buffalo—1948

Channel: 4 VHF...AP: 54 Kw...VP: 100 Kw.  
Owned-Oper. By...WBEN, Inc.  
Address...2077 Elmwood Ave.  
Tel.: TR 6-0930...CBS  
Newspaper Affiliation...Evening News  
Sta. Rep....Harrington, Righter & Parsons  
President...Alfred H. Kirchhofer  
General Manager...C. Robert Thompson  
Asst. Gen. Mgr....George R. Torge  
Sales Manager...Nicholas J. Maltler  
Promo., Pub. Dir....Joseph A. Haeffner  
Film Mgr....Quintin P. Renner  
Technical Director...R. Glenn Beerbower  
Owners of: WBEN AM-FM.

## WGR-TV—Buffalo—1954

Channel: 2 VHF...AP: 60.4 Kw...VP: 100 Kw.  
Owned...Transcontinent TV Corp.  
Business Address...184 Barton St.  
Tel.: TT 6-7115...NBC  
Representative...Edward Pety  
President...David C. Moore  
General Manager...Van Beuren W. De Vries  
Program Dir....Paul Sciandra  
Promotion, Publicity Dir....George Sperry  
Owners of: WGR-AM; KFMB-AM-TV, San Diego,  
Calif.; WDAF-AM-TV-FM, Kansas City, Mo.;  
WNEP-TV, Scranton, Pa.; KERO-TV, Bakers-  
field, Calif.; WROC-FM-TV, Rochester; WDOK-  
AM-FM, Cleveland.

## WKBW-TV—Buffalo—1958

Channel: 7 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned By...Capital Cities Bcstg. Corp.  
Business Address...1420 Main St.  
Tel.: TT 3-0770...ABC  
Sta. Rep....Blair TV  
President...Frank M. Smith  
General Manager...Robert K. King  
Chief Engineer...Floyd A. Timberlake  
Owners of: WPAT-AM-FM, Paterson, N. J.; WPRO-  
AM-FM-TV, Providence, R. I.; WROW, WTEN-  
TV, Albany, N. Y.; WKBW-AM-TV, Buffalo,  
N. Y.; WTVD-TV, Durham, N. C.

## 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 2-2600...ABC-CBS  
Newspaper Affil....Watertown Daily Times

Station Rep. .... **Bolling**  
 President ..... **John B. Johnson**  
 General Manager ..... **James W. Higgins**  
 Commercial Manager ..... **Alfred M. Tauroney**  
 Director of Operations ..... **Glenn H. Hall**  
 Prog. Director ..... **David M. Graves**  
 Film Mgr. .... **David N. Cummings**  
 Prom., Pub. Dir. .... **Earl R. Kelly**  
 Dir. of Eng. .... **Michael Yonkovic**  
 Chief Engineer ..... **Donald Morehouse**  
 Owners of: **WWNY, Watertown; WMSA, Massena;**  
**WMSA FM, Massena.**

**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**  
 Sta. Rep. .... **ABC-TV Sales**  
 Acting Gen. Mgr. .... **Theodore F. Shaker**  
 General Sales Mgr. .... **Richard Beesemyer**  
 Programming Dir. .... **Seymour Horowitz**  
 Res., Adv. Serv. Mgr. .... **Lawrence Pollock**  
 Publicity Director ..... **Frank J. Little**  
 Film Dir. .... **T. Kako**  
 Chief Eng. .... **Henry Dabrowski**  
 Owners of: **WABC; KABC-AM-TV, Los Angeles;**  
**KQV, Pittsburgh; KGO-AM-TV, San Francisco;**  
**WLS, Chicago; WXYZ-AM-TV, Detroit; WBKB,**  
**Chicago.**

**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**  
 Station Rep. .... **CBS TV Stations Nat'l Sales**  
 President (CBS Inc.) ..... **Frank Stanton**  
 Pres. (CBS TV Stations Div.) .... **Merle S. Jones**  
 V. P. Station Div. .... **Craig Lawrence**  
 V.P., Gen. Mgr. .... **Norman Walt, Jr.**  
 General Sales Mgr. .... **G. Gerald Danford**  
 Program Director ..... **Dan Gallagher**  
 Pub. Dir. .... **Edmund Cramer**  
 Info. Serv. Dir. .... **Philip King**  
 Traffic, Oper. Mgr. .... **Marion Hampden**  
 Promo. Dir., Adv. Mgr. .... **Arthur J. Hecht**  
 Film Mgr. .... **William C. Lacey**  
 Chief Engineer ..... **Philip Goetz**  
 Owners of: **WCBS-AM-FM; WCAU-AM-FM-TV,**  
**Philadelphia; WBBM-AM-FM-TV, Chicago;**  
**WEEI-AM, Boston; KCBS-AM-FM, San Francisco;**  
**KMOX-AM-FM-TV, St. Louis; KNX-AM-**  
**FM, KNXT-TV, Los Angeles.**

**WNBC-TV—New York—1941**

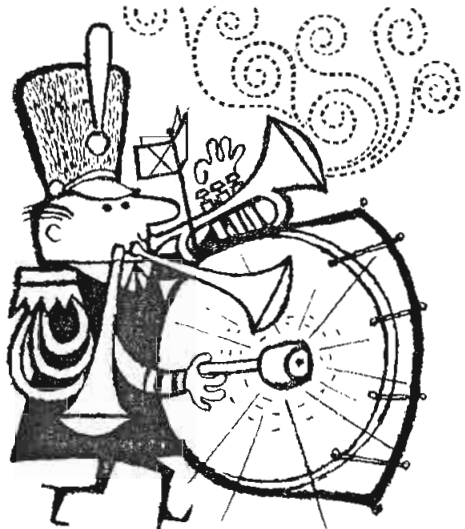
Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.  
 Owned-Oper. By ..... **National Bcstg. Co.**  
 Business Address ..... **30 Rockefeller Plaza**  
 Tel.: CI 7-8300 ..... **NBC**  
 Representative ..... **NBC Spot Sales Dept.**  
 President ..... **Robert Kintner**  
 V.P., General Mgr. .... **Theodore H. Walworth, Jr.**  
 Station Manager ..... **Peter Afie**  
 Nat. Sales Mgr. .... **Jay J. Heitin**  
 N. Y. Sales Mgr. .... **James J. Barry**  
 Prog. Dir. .... **Edward A. Warren**

Promo. Dir., Adv. Mgr. .... **Jay H. Smolin**  
 Publicity Dir. .... **Al Slep**  
 Chief Engineer ..... **Thomas J. Buzalski**

Owners of: **WNBC-AM-FM; WMAQ-AM-FM, Chi-**  
**cago; WNBQ, Chicago; WRC-AM-FM-TV, Wash-**  
**ington, D. C.; WRCV-AM-FM-TV, Philadelphia;**  
**KNBR-AM-FM, San Francisco; WJAS-AM-FM,**  
**Pittsburgh; KNBC, Los Angeles.**

**WNEW-TV—New York—1944**

Channel: 5 VHF...AP: 18.6 Kw...VP: 37.1 Kw.  
 Owned By ..... **Metropolitan Bcstg.**  
 Business Address ..... **205 E. 67th St.**  
 Tel.: LE 5-1000 ..... **Independent**  
 Sta. Rep. .... **Metro TV Sales**  
 Pres. (Metro Bcst. TV) ..... **Bennet H. Korn**  
 V.P., General Mgr. .... **John E. McArdle**  
 V.P., Res., Sales Dev. .... **Mary L. McKenna**  
 Commercial Manager ..... **Bernard Zeidman**  
 Publicity Director ..... **Phil Cowan**  
 Program Dir. .... **Jack Lynn**  
 Promo. Dir., Adv. Mgr. .... **Murry Salberg**  
 Trade, Bus. News Dir. .... **Harry Alcus**  
 Chief Engineer ..... **William Kelly**  
 Owners of: **WNEW-AM-FM; WIP-AM-FM, Phila-**  
**delphia; WTTG, Washington, D. C.; KMBC-AM-**  
**FM-TV, Kansas City, Mo.; WHK-AM-FM, Cleve-**  
**land; KOVR, Sacramento-Stockton; WTVH,**  
**Peoria, Ill.; WTVP, Decatur, Ill.**



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# NEW YORK

## 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 Rep..... Nat'l Sales Div., RKO General  
V.P., General Manager..... Robert J. Leder  
V.P., Station Manager..... Robert S. Smith  
V.P., Comm. Mgr..... Burt Lambert  
V.P., Prom. & Research..... Martin Fliesler  
Sales Manager..... Richard N. Jacobson  
Promotion Director..... Robert Beusse  
Publicity Director..... Sid Bakal  
Film Manager..... Ivan Reiner  
Chief Engineer..... Orville Sather  
Owners of: WNAO AM-TV-FM, Boston; WGMS  
AM-FM, Washington, D. C.; WHBQ AM-TV-FM,  
Memphis; CKLW AM-TV-FM, Detroit; KFRC  
AM-FM, San Francisco; WOR AM-FM; KHJ AM-  
FM-TV, Los Angeles; WBCT, Hartford.

## 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.  
Exec. V.P., General Mgr..... Fred M. Thrower  
V.P. in Chg. Operations..... L. J. Pope  
V.P., Sales Mgr..... J. A. Patterson  
V.P. & Ch. Engineer..... Otis Freeman  
V.P. & Controller..... T. E. Mitchell  
Promotion Manager..... F. X. Tuoti  
Live Program Manager..... W. D. Engels  
Film Manager..... W. Cooper  
Sales, Business Mgr..... Jack F. A. Flynn  
Public Relations Director..... A. J. McCaffrey

## WPTZ-TV—Plattsburgh—1954

Channel: 5 VHF.. AP: 18 Kw.. VP: 25.1 Kw.  
Owned-Oper. By..... Rollins Telecasting Inc.  
Business Address..... 357 Cornelia St.  
Tel.: JO 1-5557.....ABC-NBC  
Station Representative..... Blair TV  
President..... O. Wayne Rollins  
Gen., Comm. Mgr..... David F. Milligan

## 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.....CBS  
Newspaper Affili..... Gannett Co.  
Sta. Rep..... H-R TV  
President..... Paul Miller  
V.P., Gen. Mgr..... Lowell H. MacMillan  
Comm. Manager..... John Cody  
Prog. Dir., Film Mgr..... William J. Adams  
Promo., Pub. Dir..... Joel Lasky  
Chief Engineer..... Howard B. Mouatt

## WOKR—Rochester—1962

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned By..... Channel 13, Rochester, Inc.  
Address..... 17 Clinton Ave. S.  
Tel.: HA 6-3896.....ABC

Pres., Gen. Mgr. .... Richard C. Landsman  
Comm. Mgr. .... Alan B. Johnstone  
National Sales Mgr. .... John J. O'Leary  
Prog. Dir. .... Gerald Pearsen  
Promo. Dir. .... Lloyd B. Gibson  
Chief Eng. .... George C. Driscoll

## WRGC-TV—Rochester—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Veterans Bcstg. Co., Inc.  
Address..... 201 Humboldt  
Tel.: BU 8-8400.....NBC  
Sta. Rep..... Petry  
Pres., Gen. Mgr..... Ervin F. Lyke  
Comm. Manager..... Arthur Murrellwright  
Prog. Dir., Film Mgr..... F. Chase Taylor, Jr.  
Promo., Pub. Dir..... William Schubert  
Chief Engineer..... Raymond Jobs  
Owners of: KTVB-TV, El Dorado, Ark.

## 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  
Station Representative..... Katz  
Gen. Mgr..... J. Milton Lang  
Marketing Mgr..... Robert F. Reid  
Operations Mgr..... Merl L. Galusha  
Sales Manager..... George F. Spring  
Program Dir..... A. G. Zink  
Promotion Mgr..... Arthur R. Garland

## WHEN-TV—Syracuse—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Meredith Syracuse TV Corp.  
Address..... 980 James  
Tel.: 474-8511.....CBS  
Station Representative..... Katz  
V.P., General Mgr..... Paul Adanti  
Comm. Manager..... Frederick R. Menzies  
Prog. Dir..... Gordon Alderman  
Pub. Dir..... Steve Shannon  
Chief Engineer..... Albert Chismark  
Owners of: WOW, AM-TV, Omaha; KCMO, AM  
TV, Kansas City; KPHO, AM-TV, Phoenix.

## WNYS—Syracuse—1962

Channel: 9 VHF.. AP: 39.75 Kw.. VP: 79.5 Kw.  
Owned By..... WNYS-TV, Syracuse, Inc.  
Address..... Shoppingtown, Syracuse  
Tel.: 446-4780.....ABC  
Sta. Rep..... Peters, Griffin, Woodward  
Pres., Gen. Mgr..... William H. Grumbles  
Comm. Mgr..... Robert Baird  
Promo., Pub. Dir..... Mrs. Carol Schell  
Prog. Dir., Film Mgr..... Jeff Davidson  
Pred. Mgr..... Phil Markert  
Chief Eng..... John Carroll

## WSYR-TV—Syracuse—1950

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Newhouse Bcstg. Co.  
Business Address..... 1030 James St.  
Tel.: GRanite 4-3911.....NBC-ABC  
News. Affil... Post & Standard, Herald-Journal  
Representative..... Harrington-Righter-Parsons

## NEW YORK-NORTH CAROLINA

Pres., Gen. Mgr. . . . . E. R. Vadeboncoeur  
Comm. Manager . . . . . William R. Alford, Jr.  
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-NBC

Sta. Representative . . . . . H-R  
President, Gen. Mgr. . . . . Gordon Gray  
Program Dir. . . . . Daniel German  
Nat., Reg. Sales Mgr. . . . . Richard Gessner  
Loc. Sales Mgr. . . . . Sheldon Storrier  
Promo., Pub. Dir. . . . . Jean Greenwood  
Merchandising Dir. . . . . Stephen Purcell  
Film Manager . . . . . Frank Guzzetti  
Chief Engineer . . . . . De Forest T. Layton, Jr.

Pop.: 4,660,000  
Families: 1,188,500

## North Carolina

TV Homes: 426,000  
TV Stas. in State: 13

### WISE-TV—Asheville—1953

Channel: 62 UHF . . . AP: 12 Kw. . . VP: 24 Kw.  
Owned By . . . . . WCOG, Inc.  
Address . . . . . 75 Scenic Hwy.  
Tel.: 254-4663 . . . . . NBC  
President, Gen. Mgr. . . . . Harold H. Thoms  
Admin. Asst. . . . . 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  
President . . . . . Col. Mitchell Wolfson  
V.P., Gen. Sta. Mgr. . . . . Morton S. Cohn  
General Sales Mgr. . . . . Fred Bernstein  
Regional Sales Mgr. . . . . Ross M. Holmes  
Program, Film Mgr. . . . . Mort Cohn  
Prom., Publicity Dir. . . . . Don Shepherd  
Chief Engineer . . . . . George Sprague  
Owners of: WLOS, AM-FM; WTVJ-TV, Miami;  
WFGA-TV, Jacksonville, Fla.; KVOS-TV, Bell-  
ingham, Wash.

### WBTW—Charlotte—1949

Channel: 3 VHF . . . AP: 60 Kw. . . VP: 100 Kw.  
Owned-Oper. By . . . Jefferson Standard Bcstg. Co.  
Business Address . . . . . 1 Julian Price Place  
Tel.: ED 3-8833 . . . . . CBS-ABC  
Station Representative . . . . . TvAR  
Board Chairman . . . . . Joseph M. Bryan  
President . . . . . Charles H. Crutchfield  
V.P., Managing Dir. . . . . Wallace J. Jorgenson  
V.P., Prom., Research . . . . . J. Robert Covington  
V.P., Engineering . . . . . Thomas E. Howard  
General Sales Manager . . . . . Thomas Cookerly  
Promotion Mgr. . . . . John Dillon  
Program Operations Mgr. . . . . Robert L. Rierson  
Asst. Program, Film Mgr. . . . . J. Nathan Tucker  
Publicity Director . . . . . Howard Wheeler  
Owners of: WBT, WBTW, Florence.

(See Page 680 for Ad)

### WSOC-TV—Charlotte—1957

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
Owned . . . . . Carolina Bcstg. Co.  
Business Address . . . . . Box 2536  
Tel.: FR 6-8401 . . . . . ABC-NBC

Newspaper Affiliation . . . . . Cox Newspapers  
Station Representative . . . . . H-R Reps.  
President . . . . . J. Leonard Reinsch  
Gen., Sta. Mgr. . . . . C. George Henderson  
Comm. Mgr. . . . . William M. Scruggs, Jr.  
Program Dir. . . . . Sterling W. Wright  
Promo., Pub. Dir. . . . . Jon T. Caudle  
Film Manager . . . . . Hall Houpe  
Chief Eng. . . . . Charles W. Whitley  
Owners of: WSOC-AM-FM.

### WUTV—Charlotte—1960

Channel: 36 UHF . . . AP: 110 Kw. . . VP: 200 Kw.  
Owned By . . . . . Century Adv. Co., Inc.  
Address . . . . . 1 Television Pl.  
Tel.: FR 5-5625 . . . . . Independent  
President . . . . . Frank P. Larson, Jr.  
General Manager . . . . . Hugh A. Deadwyler

### WTVD—Durham—1954

Channel: 11 VHF . . . AP: 170 Kw. . . VP: 316 Kw.  
Owned By . . . . . Capital Cities Bcstg. Corp.  
Address . . . . . 2410 Broad St.  
Tel.: 477-2131 . . . . . CBS-NBC  
Representative . . . . . Petry  
President . . . . . F. M. Smith  
Gen. Mgrs. . . . . Harmon L. Duncan, Floyd Fletcher  
Comm. Manager . . . . . Mike Thompson  
Program Mgr. . . . . Ernie Greup  
Promo., Pub. Dir. . . . . Art Seabolt  
Film Mgr. . . . . Clyde Knight  
Chief Engineer . . . . . Roy Fullen  
Owners of: WTEN-TV, WROW, both Albany,  
VTVD; WPRO-AM-FM-TV, Providence, R. I.;  
WKBW-AM-TV, Buffalo, N. Y.; WPAT-AM-FM,  
Paterson, N. J.

### WFMY-TV—Greensboro—1949

Channel: 2 VHF . . . AP: 100 Kw. . . VP: 50 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 . . . . . C. O. Jeffress  
General Manager . . . . . Gaines Kelley  
Commercial Mgr. . . . . William M. Alexander  
Program Dir. . . . . T. J. Markham  
Film Manager . . . . . Donald M. Causey  
Chief Engineer . . . . . Doyle D. Thompson

## NORTH CAROLINA-NORTH DAKOTA

### WNCT—Greenville—1953

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By..... Roy H. Park Bcstg. Co.  
 Address..... Box 898  
 Tel.: PL 2-6181..... ABC-CBS  
 Representative..... Hollingbery  
 President..... Roy H. Park  
 V. P., Gen. Mgr..... A. Hartwell Campbell  
 Sta. Mgr..... Hank Tribley  
 Comm. Manager..... John G. Clark, Jr.  
 Promotion Director..... Dave Mosier  
 Program Dir..... Ed Fields  
 Film Manager..... Mac Nicholson  
 Chief Engineer..... Heber Adams

### WNBE-TV—New Bern—1962

Channel: 12 VHF... AP: 100 Kw... VP: 200 Kw.  
 Owned By:..... Piedmont Television Corp.  
 Address..... Henderson, N. C.  
 Tel.: GE 8-8341..... ABC  
 President..... Nathan Frank

### 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  
 Program Dir..... Jesse Helms  
 Film Mgr..... James Riddle  
 Prom., Pub. Dir..... David Witherspoon  
 Chief Engineer..... Virgil Duncan  
 Owners of: WRAL, AM-FM.

### WITN—Washington—1955

Channel: 7 VHF... AP: 160 Kw... VP: 316 Kw.  
 Owned-Oper. By..... North Carolina TV, Inc.

Address..... Box 468  
 Tel.: WH 6-3131..... NBC  
 Sta. Rep..... Venard, Torbet & McConnell; Ayers  
 President, Gen. Mgr..... W. R. Roberson, Jr.  
 Exec. V.P..... T. H. Patterson  
 Sales Manager..... G. Earle Broome  
 Prog. Dir..... Hal Wilson  
 Chief Engineer..... Harvey Mason

### WECT—Wilmington—1954

Channel: 6 VHF... AP: 62.5 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Atlantic Telecasting Corp.  
 Address..... 205 W. Shipyard Blvd.  
 Tel.: RO 3-4666..... ABC-CBS-NBC  
 Sta. Rep..... Advertising Time Sales  
 President..... Dan. D. Cameron  
 General Manager..... Claud O'Shields  
 Program Dir..... Wayne Jackson  
 Film Mgr..... Ken Buie  
 Pub. Dir..... Mrs. Bobbie Marcroft  
 Promotion Director..... Betsy Everett  
 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  
 Station Rep..... Peters, Griffin, Woodward  
 President, Gen. Mgr..... Harold Essex  
 Asst. General Manager..... Richard Barron  
 V. P., President, Sales..... Harry Shaw  
 V.P., Operations Mgr..... Phil Hedrick  
 V.P., Program Mgr..... John A. Comas  
 Promotion Director..... Charles Clapp  
 Film Manager..... Carl Wiegold

Pop.: 637,000  
 Families: 173,000

## North Dakota

TV Homes: 132,000  
 TV Stas. in State: 9

### KFYR-TV—Bismarck—1953

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Meyer Bcstg. Co.  
 Business Address..... Broadway at Fourth  
 Tel.: CA 3-0900..... NBC  
 Representative..... Blair-TV  
 President, Gen. Mgr..... William Ekberg  
 Station Mgr..... A. L. Anderson  
 Production Mgr..... Duane Sauter  
 Chief Engineer..... Ivar Nelson  
 Owners of: KFYR, AM; KMOT-TV, Minot; KUMY-TV, Williston.

### KXMB-TV—Bismarck—1955

Channel: 12 VHF... AP: 110 Kw... VP: 221 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Address..... Box 358  
 Tel.: CA 3-9197..... CBS-ABC  
 Station Rep..... Adam Young

President..... John W. Boler  
 Sta. Mgr..... D. J. Blackstead  
 Prog. Dir..... Robert Schuh  
 Promo., Pub. Dir..... Jerry Stockert  
 Film Mgr..... Vic Fetter  
 Adv. Mgr..... Robert Vogelsang  
 Chief Engineer..... Tomas Ahner  
 Owners of: KNGO-AM, Fargo; KNJB-TV, Valley City; KXAB, Aberdeen, S. D.

### 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.: 224-5133..... ABC-CBS  
 Station Reps..... Adam Young  
 President..... Dr. P. J. Weir  
 General Manager..... Stanley T. Deck  
 Commercial Manager..... Bob Weiler  
 Program, Pub. Dir..... Lauren Haacke



## NORTH DAKOTA-OHIO

Film Manager.....LeRoy Krank  
 Chief Engineer.....Louis Tysver

### **KXGO-TV—Fargo—1959**

Channel: 11 VHF..AP: 14.4 Kw..VP: 28.8 Kw.  
 Owned By.....Pembina Bcstg. Co.  
 Address.....112 Manchester Bldg.  
 Tel.: 235-4461.....ABC  
 Sta. Representative.....Weed  
 Operations Manager.....Robert B. Weber  
 Commercial Mgr.....Jim McGuire  
 Film Manager.....Steve Winter  
 Chief Engineer.....Robert Ridgeway

### **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.....NBC  
 Newspaper Affiliation.....Forum  
 Station Rep.....Peters, Griffin, Woodward  
 Board Chairman.....E. C. Reineke  
 President.....N. D. Black, Jr.  
 Exec. V.P. & Gen. Mgr.....Tom Barnes  
 Asst. Gen. Mgr.....Jack Dunn  
 Sales Manager.....Jack Lester  
 Program Manager.....Ken Kennedy  
 Promotion Mgr.....Roy Pedersen  
 Film Director.....Buddy Nulph  
 Technical Dir.....Julius Hetland  
 Owners of: WDAY-AM.

### **KNOX-TV—Grand Forks 1955**

Channel: 10 VHF..AP: 14.1 Kw..VP: 28.2 Kw.  
 Owned-Oper. By.....Community TV Corp.  
 Business Address.....State Mill Road  
 Tel.: 77-4461.....ABC  
 Station Rep.....Meeker  
 President.....H. F. Rice  
 General Mgr.....R. C. Lukkason

Operations Director.....Bill Hutton  
 Production Director.....Lowell Johnson  
 Film Mgr.....Johnny Ralston  
 Advertising Mgr.....Jack French  
 Chief Engineer.....David L. Chumley  
 Owners of: KNOX-AM.

### **KXMC-TV—Minot—1953**

Channel: 13 VHF..AP: 245 Kw..VP: 120 Kw.  
 Owned-Oper. By.....KXMC-TV, Inc.  
 Address.....KXMC-TV Bldg.  
 Tel.: TE 8-2104.....ABC-CBS  
 Station Reps.....Weed; Hurley  
 President, Gen. Mgr.....Chester Reiten  
 Commercial Mgr.....Henry Bewchler  
 Program Dir.....Rod Romine  
 Promotion Dir.....Lois Sibbey  
 Chief Engineer.....Henry Haensler

### **KCND-TV—Pembina—1960**

Channel: 12 VHF..AP: 10.5 Kw..VP: 23 Kw.  
 Owned By.....Producers, Inc.  
 Address.....Box 523, Grand Forks, N. D.  
 Tel.: 4-4611.....Independent  
 Station Representative.....Beckjorden  
 General, Sales Mgr....Robert C. Lukkason

### **KXJB-TV—Valley City—1954**

Channel: 4VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...North Dakota Bcstg. Co.  
 Address.....4000 W. Main, Fargo, N. D.  
 Tel.: ADams 235-4461.....CBS  
 Station Rep.....Young  
 Pres., Gen. Mgr.....John W. Boler  
 Sta., Adv. Mgr.....Robert Owens  
 Prog. Dir.....Constance Blackstead  
 Commercial Mgr.....Jim McGuire  
 Promo., Pub. Dir.....Lois Bonk  
 Film Manager.....Steve Winter  
 Chief Engineer.....Robert Ridgeway  
 Owners of: KXGO-AM; KXMB, Bismarek; KXJB,  
 Valley City-Fargo; KXMC, Minot; KXAB, Ab-  
 erdeen, S. D.

Pop.: 9,925,000  
 Families: 2,998,500

# Ohio

TV Homes: 2,285,000  
 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.....McGavren-Guild  
 President.....S. Bernard Berk  
 General, Station Mgr.....Roger G. Berk  
 Commercial, Adv. Mgr.....Kenneth M. Keegan  
 Prog., Prom. Dir.....Robert I. Bostian  
 Film Manager.....Andy Anderson

Chief Engineer.....Irwin L. Knopp  
 Owners of: WAKR-AM-FM.

### **WCPO-TV—Cincinnati—1949**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...Scripps-Howard Bcstg., Inc.  
 Business Address.....2345 Symmes St.  
 Tel.: 861-9000.....CBS  
 Newspaper Affil....Cincinnati Post Times Star  
 Representative.....Blair  
 President.....Jack R. Howard  
 V.P., General Mgr.....M. C. Watters  
 Asst. General Manager.....Robert Gordon

# OHIO

Nat. Sales Mgr. . . . . Marian Finney  
Comm. Mgr. . . . . Earl Corbett  
Program Dir. . . . . John Clark  
Prom. Dir. . . . . Vera Schulle  
Film Manager . . . . . Bernie Borden  
Chief Engineer . . . . . Paul Adams  
Owners of: WCPO-AM-FM, Cincinnati; WMC,  
Memphis, Tenn.; WNOX-AM, Knoxville,  
Tenn.; WFTV, Palm Beach, Fla.; WEWS, Cleve-  
land.

## WKRC-TV—Cincinnati—1949

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By . . . . . Taft Broadcasting Co.  
Address . . . . . 1906 Highland Ave.  
Tel.: 421-1750 . . . . . ABC  
Station Representative . . . . . Katz  
President . . . . . Hulbert Taft, Jr.  
Gen. Sta. Mgr. . . . . Samuel T. Johnston  
Nat. Sales Mgr. . . . . George Rogers  
Loc. Sales Mgr. . . . . Need Smith  
Program Director . . . . . Harry Mohr  
Promo., Pub. Director . . . . . Peggy Rogers  
Film Mgr. . . . . John Hill  
Chief Engineer . . . . . Ray Owen  
Owners of: WTVM, AM-TV-FM, Columbus; WKRC,  
AM-FM; WBRG, AM-TV-FM, Birmingham, Ala.;  
WKYT, Lexington, Ky.

## 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.: 241-1822 . . . . . NBC  
Station Reps. . . . . Moore; Lowrance  
Chairman of the Board . . . . . James D. Shouse  
President . . . . . John T. Murphy  
V.P., Gen. Mgr. . . . . James H. Burgess  
V.P.-Treasurer . . . . . John J. Heywood  
V.P.-Programming . . . . . Al Bland  
V.P.-Pub. Relations . . . . . Gil Kingsbury  
V.P.-Sales . . . . . H. P. Lasker  
V.P.-Engineering . . . . . R. J. Rockwell  
Sales Manager . . . . . Dave Strubbe  
Sales Promotion Dir. . . . . Jack Frazier  
Program Dir. . . . . Abe Cowan  
Film Dir. . . . . Tom Storey  
Publicity, Promotion Dir. . . . . Joe Cella  
Tech. Adm. Ass't . . . . . Howard Lepple  
Owners of: WLW-AM-C, Columbus; WLW-D, Day-  
ton; WLW-L, Indianapolis, Ind.

## KYW-TV—Cleveland—1948

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By . . . . . Westinghouse Bcstg. Co.  
Business-Studio Address . . . . . 1403 E. Sixth St.  
Tel.: SU 1-4500 . . . . . NBC  
Sta. Representative . . . . . TvAR  
President . . . . . Donald H. McGannon  
Vice President . . . . . Frank Tooke  
Station Manager . . . . . George H. Mathiesen  
Commercial Manager . . . . . Robert Schroeder  
Program. Film Manager . . . . . Chet Collier  
Promotion, Adv. Manager . . . . . Gene Godt  
Public Relations Dir. . . . . Hugh Harper  
Chief Engineer . . . . . Sidney V. Stadig  
Owners of: KFTN, San Francisco; WOWO, Ft.  
Wayne; WBZ-AM-FM-TV, Boston; KDKA-AM-  
FM-TV, Pittsburgh; WIND, Chicago; WJZ-TV,  
Baltimore; WNSN, New York; KYW-AM-FM.

## WEWS—Cleveland—1947

Channel: 5 VHF. AP: 60.3 Kw. VP: 93.3 Kw.  
Owned By . . . . . Scripps-Howard Bcstg Co.  
Address . . . . . 3001 Euclid Ave.  
Tel.: HE 2-1500 . . . . . ABC  
Newspaper Affiliation . . . . . E. W. Scripps Co.  
Representative . . . . . Blair TV  
President . . . . . Jack R. Howard  
V.P., General Mgr. . . . . James C. Hanrahan  
Ass't Gen. Mgr. . . . . Donald L. Perris  
Eng. V.P. . . . . J. B. Epperson  
Pub. Dir. . . . . Robert K. Doerr  
Pub. Service Dir. . . . . John J. 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 . . . . . James E. Bloyd

## WJW-TV—Cleveland—1954

Channel: 8 VHF. AP: 191 Kw. VP: 316 Kw.  
Owned-Oper. By . . . . . Storer Bcstg. Co.  
Address . . . . . 1630 Euclid Ave.  
Tel.: TO 1-6080 . . . . . CBS  
Station Rep. . . . . Storer TV Sales Inc.  
President . . . . . George B. Storer, Jr.  
General Manager . . . . . Robert S. Buchanan  
Program Director . . . . . Robert Huber  
Chief Engineer . . . . . Gil Anderson  
Owners of: WJBK, AM-FM-TV, Detroit; WSPD-  
AM-FM-TV, Toledo; WAGA-TV, Atlanta;  
WJLS, New York, N. Y.; WGSS-AM-FM, Miami,  
Fla.; WIBG-AM-FM, Philadelphia, Pa.; KGBS,  
Los Angeles; WFTT-TV, Milwaukee; WJW-AM-  
FM, Cleveland, O.

## 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.: 224-7121 . . . . . CBS  
Newspaper Affiliation . . . . . Dispatch  
Station Representative . . . . . Blair TV  
President . . . . . H. Preston Wolfe  
Station Manager . . . . . Richard A. Borel  
Program Director . . . . . John A. Haldi  
Sales Director . . . . . Robert D. Thomas  
Operations Director . . . . . Paul Yeakum  
Prom. Publicity Dir. . . . . Jim Shumaker  
Film Buyer . . . . . Betty Dixon  
Chief Engineer . . . . . Lester H. Nitzger

## 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 Reps. . . . . Lowrance; Moore  
President . . . . . John T. Murphy  
General Sta. Mgr. . . . . Walter E. Bartlett  
Sales Mgr. . . . . Richard E. Reed  
Program Director . . . . . Merwin A. Durea  
Sales Service Director . . . . . James Lackey  
Publicity Director . . . . . Rod Warner

Promotion Director.....John Burpee  
 Film Manager.....Juanita Mitchell  
 Spec. Bcst. Serv. Dir.....Morrie Butler  
 Chief Engineer.....Charles Sloan  
 Owners of: WLW, WLW-T, Cincinnati; WLW-D,  
 Dayton; WLW-I, Indianapolis, Ind.

### 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.....Hulbert Taft, Jr.  
 V.P. of Operations.....L. H. Rogers, II  
 General Mgr.....Robert C. Wiegand  
 Sales Manager.....R. W. Ostrander  
 Prog. Dir.....Joseph A. Jenkins  
 Prom., Pub. Dir.....Shirley A. Dunham  
 Film Manager.....Paul Lloyd  
 Chief Engineer.....Ed Koprivier  
 Owners of: WTVN, AM-FM; WRRC, AM-FM-TV,  
 Cincinnati, O.; WBRC, AM-TV-FM, Birmingham;  
 WKYT, Lexington.

### WHIO-TV—Dayton—1949

Channel 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.  
 Business Address.....1414 Wilmington Ave.  
 Tel.: CL 4-5311.....CBS  
 Newsp. Affili.....News, Journal Herald  
 Representative.....Hollingbery  
 President.....James M. Cox Jr.  
 General Manager.....Robert H. Moody  
 Retail 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  
 Station Reps.....Crosley; NBC Spot Sales  
 President.....John T. Murphy  
 V.P., General Manager.....George J. Gray  
 Comm. Manager.....Dale A. Smith  
 Program Dir.....Paul Law  
 Prom., Pub. Director.....Dorothy A. Sanders  
 Chief Engineer.....Robert Wehrmann  
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;  
 WLW-C, Columbus; WLW-I, Indianapolis.

### WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 117 Kw..VP: 219 Kw.  
 Owned-Operated By.....WLOK, Inc.  
 Business Address.....1424 Rice Ave.  
 Tel.: 225-3010.....ABC-NBC  
 Station Representative.....Meeker Co.  
 President.....G. E. Hamilton  
 General Manager.....Robert W. Mack  
 Sta., Comm. Mgr.....J. L. Spring  
 Program Director.....Sam Fitzsimmons  
 Chief Engineer.....M. J. Lamb  
 Owners of: WIMA AM-FM.

### WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Rust Craft Bcstg. Co.  
 Business Address.....Exchange Realty Bldg.  
 Tel.: 282-6265.....ABC-CBS  
 Station Rep.....Peters, Griffin, Woodward  
 Exec. Vice Pres.....John J. Laux  
 General Manager.....Ted Eiland  
 Sta., Comm. Mgr.....Joseph M. Troesch  
 Operations Mgr.....William Chesnes  
 Prom., Publicity Dir.....George H. Wilson  
 Prog. Dir.....Clyde Higgins  
 Technical Dir.....Charles Shepherd  
 Owners of: WSTV-AM-FM; WBOY-AM-TV, Clarks-  
 burg, W. Va.; WRGP-TV, Chattanooga, Tenn.

### WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....136 Huron St.  
 Tel.: CH 8-6201.....ABC-NBC  
 Station Rep.....Storer Television Sales  
 President.....George B. Storer, Jr.  
 Station Manager.....Keith T. McKenney  
 Nat'l Sales Manager.....Robert Bailey  
 Operations Manager.....Ralph R. Rust  
 Promotion Director.....Patrick Kenney  
 Local Sales Manager.....Richard Fitzgibbons  
 Chief Engineer.....George Fulop  
 Owners of: WJBK, AM-FM-TV, Detroit; WJW,  
 AM-FM-TV, Cleveland; WAGA-TV, Atlanta;  
 WIIN, New York, N. Y.; WGBS-AM-FM, Miami,  
 Fla.; WIBG-AM-FM, Philadelphia, Pa.; KGBS,  
 Los Angeles, WITI-TV, Milwaukee; WSPD-AM,  
 Toledo, O.

### WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned By.....Community Bcstg. Co.  
 Business Address.....604 Jackson St.  
 Tel.: CH 4-7411.....CBS  
 Station Representative.....H-R  
 President.....Frazier Reams  
 General Mgr.....Thomas S. Bretherton  
 Gen. Sales Mgr.....George J. Kapel  
 Program Dir.....Robert Krieghoff  
 Prod. Mgr.....Gary Floyd  
 Prom. Dir.....Steve Fayer  
 Film Mgr.....Arthur Michaud  
 Chief Engineer.....Harold Holmes  
 Owners of: WTOL-AM-FM.

### 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  
 Station Rep.....Blair TV  
 President.....William F. Maag Jr.  
 General, Sta. Mgr.....Mitchell F. Stanley  
 Program Director.....Jay A. Grier  
 Chief Engineer.....Frank A. Dieringer

## OHIO-OKLAHOMA

### WKBN-TV—Youngstown—1953

Channel: 27 UHF... AP: 218 Kw... VP: 435 Kw.  
Owned-Operated By... WKBN Bcstg. Corp.  
Address... 3930 Sunset Blvd.  
Tel.: 782-1144... CBS  
Representative... Raymer  
President, Gen. Mgr... W. P. Williamson, Jr.  
Station Mgr... Warren P. Williamson III  
Commercial Manager... David V. Stewart  
Program Dir... Norman Berger  
Sales Promotion Dir... J. Harrison Hartley  
Publicity Director... Gene Springer  
Film Manager... Jack Beatty  
Chief Engineer... B. T. Wilkens  
Owners of: WKBN, AM-FM.

### WKST-TV—Youngstown—1957

Channel: 33 UHF... AP: 105 Kw... VP: 209 Kw.  
Owned By... WKST-TV, Inc.  
Address... 3800 Shady Run Road  
Tel.: ST 8-2424... ABC

Station Representative... Young TV  
President... Lazar Emanuel  
Program, Promotion Dir... Charles DeVault  
Chief Engineer... Arthur W. Taylor  
Owners of: WKST; WEOK, Poughkeepsie, N. Y.;  
WACE, Springfield; WNTA, Newark, N. J.

### 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  
Newspaper Affil... Zanesville Pub. Co.  
Representative... Pearson  
President... Clay Littick  
Gen., Station Mgr... Allan Land  
Comm., Adv. Mgr... Nate Milder  
Program Director... Marty Howard  
Prom., Pub. Director... Naomi Lorton  
Film Manager... Ralph Young  
Chief Engineer... William A. Hunt, Sr.  
Owners of: WTAP-TV, Parkersburg, W. Va.

Pop.: 2,380,000  
Families: 728,000

# Oklahoma

TV Homes: 595,000  
TV Stas. in State: 10

### 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.: FE 2-3311... ABC-CBS-NBC  
Station Reps... Select Sta. Reps.; Brown  
Pres., Gen. Mgr... Bill Hoover  
V.P., Co-Ordinator... Jack Hoover  
Program Dir... Pat Lamb  
Promo. Dir... Jim Stone  
Film Manager... Bobby Lawson  
Chief Engineer... Fred Smith

### KXII—Ardmore—1956

Channel: 12 VHF... AP: 107 Kw... VP: 214 Kw.  
Owned-Oper. By... Texoma Bcstrs., Inc.  
Address... Box 1003, Sherman, Tex.  
Tel.: TW 2-8123... NBC  
Station Rep... Vernard, Torbet & McConnell  
General Mgr... C. H. Balding  
Commercial Manager... Ulman McMullen  
Program Director... Lee Lynch  
Film Manager... Paul Smith  
Chief Engineer... Russell Trevillian

### KSWB—Elk City—1961

Channel: 8 VHF... AP: 13.2 Kw... VP: 26.3 Kw.  
Owned By... Southwest Bcstg. Co.  
Address... c/o KWOE, Clinton, Okla.  
Tel.: Clinton, Okla... Independent  
President, Gen. Mgr... Lonnie J. Preston

Commercial Manager... Harry Smith, Jr.  
Chief Engineer... Art Vogt

### KSWO-TV—Lawton—1953

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned By... Oklahoma Quality Bcstg. Co.  
Address... 4 Mile East Hi Way 7  
Tel.: ELgin 5-7000... ABC  
Station Rep... Venard, Torbet & McConnell  
President, Gen. Mgr... R. H. Drewry  
Station Mgr... Paul N. Goode  
Commercial Mgr... Bob Scott  
Program Director... Harold Hunt  
Prom., Publicity Dir... Jeanette Sims  
Film Manager... Jerry Hawkins  
Chief Engineer... Jim Lockerd  
Owners of: KSWO, AM; KRHD, Duncan; KGWA,  
Enid; KMID-TV, Midland.

### KOCO-TV—Oklahoma City 1954

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... Cimarron TV Corp.  
Address... Box 7538  
Tel.: VI 2-6633... ABC  
Station Representative... Blair TV  
V.P., General Mgr... Ben K. West  
Operations Manager... Earl Hickerson  
Program Director... J. B. Chase  
Film Manager... Orville Mangus  
Promotion Dir... Jerry Wiedenkiller  
Sales Manager... Alex Kolensky  
Chief Engineer... Glenn Danely

## OKLAHOMA-OREGON

### 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 .....Roy Turner  
Ex. V.P., General Manager.....Edgar T. Bell  
Commercial Mgr.....Jack De Lier  
Program Dir.....Ches McRhee  
Promotion Director.....Montez Tjaden  
Chief Engineer.....Harold E. Phillips

### 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.: SK 2-2161.....NBC  
Newspaper Affil....Daily Oklahoman; Times  
Representative .....Katz  
President .....E. K. Gaylor  
V.P., Sta. Mgr.....Norman P. Bagwell  
Asst. Comm. Mgr.....Tom Parrington  
Program Director.....Joe Jerkins  
Promo., Adv. Mgr.....W. J. Willis  
Chief Engineer.....Bob Hayward  
Owners of: WKY-AM; WTVT, Tampa, Fla.;  
KTVT, Ft. Worth, Tex.

### 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  
President.....C. Wrede Petersmeyer

Gen., Sta. Mgr.....George Stevens  
Prom., Pub. Dir.....Robert Freeland  
Commercial Mgr.....Dale E. Hart  
Prog. Dir., Film Mgr.....Art Elliott  
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  
President.....James C. Leake  
Gen., Sta. Mgr.....Bill Swanson  
Comm. Mgrs.....Jim Black, Phil Waterman  
Program Dir.....Ben Hevel  
Promo., Pub. Dir.....Mrs. Barbara Roberts  
Film Mgr.....John Rauser  
Chief Engineer.....Lewis E. Brown  
Owners of: KATV, Little Rock, Ark.

### KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60.3 Kw..VP: 100 Kw.  
Owned By.....Central Plains Enterprises, Inc.  
Address .....Box 1349  
Tel.: RI 2-5561.....NBC  
Station Representative.....Edward Petry  
President.....Harold C. Stuart  
General Manager.....John Devine  
Commercial Manager.....Tom Belcher  
Program Dir.....Ray Klinge  
Film Mgr.....Allen Cox  
Promotion Director.....Gordon Gerhardt  
Publicity Dir.....Ann Fellows  
Chief Engineer.....John Bushnell

Pop.: 1,825,000  
Families: 596,000

## Oregon

TV Homes: 475,000  
TV Stas. in State: 11

### KCBY-TV—Coos Bay—1960

Channel: 11 VHF..AP: 6.9 Kw..VP: 11.4 Kw.  
Owned By.....Pacific Television Inc.  
Address.....P. O. Box 67  
Tel.: 7-4209.....NBC  
Station Reps.....Hollingbery; Art Moore  
President.....Robert P. Booth  
General Manager.....S. W. McCready  
Station Manager.....Harry Kirk  
Chief Engineer.....Glynn McCready

### KEZI-TV—Eugene—1960

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Liberty TV, Inc.  
Address.....2225 Coburg Road  
Tel.: DI 3-3301.....ABC  
Sta. Reps....Meeker; Day-Wellington; Jacobson  
President.....Richard E. Miller

General Manager.....Donald E. Tykeson  
Program Director.....Ron Ogle  
Film Manager.....Dave Woodward  
Chief Engineer.....Leo Reetz

### 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  
Station Reps.....Hollingbery; Art Moore  
President .....Bob Booth  
Gen., Sta. Manager.....S. W. McCready  
Commercial Manager.....Glenn E. Nickell  
Prog. Dir.....Martin Jacobsen  
Promotion Dir.....Paul Becker  
Film Manager.....William Farmer  
Chief Engineer.....T. C. Marchner  
Owners of: KCBY-TV, Coos Bay; KPIC-TV, Rose-  
burg.

# OREGON

## KOTI-TV—Klamath Falls—1956

Channel: 2 VHF...AP: 6.76 Kw...VP: 13.5 Kw.  
Owned By...Southern Oregon Bcstg.  
Business Address...Box 732  
Tel.: TU 4-8131...ABC-CBS-NBC  
Station Reps...Young TV; Art Moore  
President...William B. Smullin  
Station Mgr...Richard Green  
Chief Engineer...William Smith  
Owners of: WBES-TV, Medford; KTEM-TV, Eureka.

## 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  
Sta. Representatives...Young TV; Moore  
President...Earl Voorhies  
Station Mgr...Jerold R. Poulos  
Commercial Mgr...Bob Lindstrom  
Chief Engineer...D-1 Cantrall  
Owners of: KTEM-TV, Eureka; KOTI-TV, Klamath Falls.

## KMED-TV—Medford—1961

Channel: 10 VHF...AP: 149 Kw...VP: 79.5 Kw.  
Owned By...Radio Medford, Inc.  
Address...Ross Lane  
Tel.: 773-7373...ABC-NBC  
Sta. Reps...Hollingsbery; Day-Wellington  
President...Les DeArmond  
Exec. V.P., Gen. Mgr...Ray Johnson  
Comm. Mgr...Ed Barnett  
Prog., Promo. Dir...Russ Jamison  
Film Mgr...Charles Milam  
Chief Engineer...Ellis Feinstein  
Owners of: KMED-TV.

## KATU—Portland—1962

Channel: 2 VHF...AP: 60.3 Kw...VP: 100 Kw.  
Owned By...Fisher Bcstg Co.  
Address...2153 N. E. Sandy Blvd.  
Tel.: 235-8751...Independent  
Station Rep...Katz  
President...O. D. Fisher  
Gen., Sta. Mgr...William J. Hubbach  
Comm. Mgr...Arthur Chenoweth  
Prog. Dir...Al Sturges  
Promo., Pub. Dir...Isabelle Hoyt  
Film Mgr...Howard Perkin  
Chief Engineer...William Vandermay

## KGW-TV—Portland—1956

Channel: 8 VHF...AP: 191 Kw...VP: 316 Kw.  
Owned By...Pioneer Bcstg. Co.  
Business Address...1139 S. W. 13th Ave.  
Tel.: CA 3-6364...NBC  
Representative...Blair TV  
President...Stimson Bullitt  
V.P. Broadcast Div...Otto P. Brandt  
Station Manager...Walter E. Wagstaff  
Commercial Manager...John Pindell  
Program Director...Tom Dargan  
Promotion, Publicity Dir...Dick Wright

Operations Manager...Leroy Smith  
Chief Engineer...Clare Hanawalt  
Owners of: KING-AM-FM-TV, Seattle; KGW-AM-TV, Portland, Ore.; KREM-AM-FM-TV, Spokane, Wash.

## 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  
Station Rep...Harrington, Righter, Parsons  
President, General Mgr...C. Howard Lane  
Operations, Film Manager...Ted Cooke  
National Sales Mgr...John L. Palmer  
Program Director...Luke Roberts  
Promotion, Publicity Dir...Dick Kryder, Jr.  
Chief Engineer...Louis S. Bookwalter  
Owners of: KOIN, AM-FM.

## KPTV—Portland—1952

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...Oregon TV Inc.  
Address...735 S.W. 20th Pl.  
Tel.: CA 2-9921...ABC  
Sta Representative...Edward Petry  
President, Gen. Mgr...John S. Hansen  
Program Dir...Gorden White  
Publicity Dir...Elizabeth Morris  
Chief Engineer...Eugene Phelps

## KPIC-TV—Roseburg—1956

Channel: 4 VHF...AP: 2.69 Kw...VP: 5.3 Kw.  
Owned By...Southwest Oreg. TV Bcstg. Corp.  
Address...P. O. Box 1345  
Tel.: ORchard 2-1721...NBC  
Station Rep...Hollingsbery  
President...C. H. Fisher  
General Manager...S. W. McCready  
Station Manager...Aaron Boe  
Chief Engineer...Dan Bridges

SUPPORT

THE

BROADCASTERS'

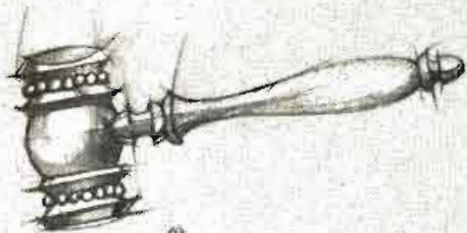
FOUNDATION, INC.





PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

**M♠VERICK**



**DIVORCE  
COURT**

# late date in ALTOONA



**CHECKMATE**



**THRILLER**

Every night of the week there's excitement . . . adventure . . . adult entertainment on WFBG-TV, Altoona-Johnstown, Pa. Featuring popular syndicated programs, followed by the *best* full length films from Triangle's nationally famous film library, it's programming for the eleventh hour that's brought a new night life to the Altoona-Johnstown area! A dynamic sales opportunity for every advertiser. A sales building offer that can only be made by a Triangle Station . . . pioneer-leader in late evening television entertainment.



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, Brighnton, N.Y. / WFBG-AM • FM • TV, Altoona-Johnstown, Pa  
WNHC-AM • FM • TV, Hartford-New Haven, Conn / WLYH-TV, Lancaster-Lebanon, Pa / KFRE-AM • TV • KRFM, Fresno, Cal  
Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore

Pop.: 11,500,000  
Families: 3,318,000

# Pennsylvania

TV Homes: 3,088,000  
TV Stas. in State: 10

## WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 43.6 Kw..VP: 79.4 Kw.  
Owned-Oper. By...Triangle Publications, Inc.  
Address.....5000 Commerce Park  
Tel.: Windsor 4-2031.....CBS-ABC  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Representatives...Blair TV; Penn State Reps.  
Vice President.....Roger Clipp  
General Manager.....John Stilli, Jr.  
Business Manager.....Joseph DiGiorgio  
Program Director.....James Van de Velde  
Promo., Pub. Dir.....Bob Manning  
Sales Manager.....John Brubaker  
Production Manager.....Colson E. Jones  
Chief Engineer.....John Grimme  
Owners of: WFIL-AM-FM-TV, Philadelphia;  
WNBF-AM-FM-TV, Binghamton, N. Y.; WNHC-  
AM-FM-TV, New Haven, Conn.; WLYH-TV,  
Lancaster-Lebanon, Pa.; KFRE-AM-TV, KRFM,  
Fresno, Calif.; WFBG-AM-TV-FM, Altoona.

## WICU-TV—Erie—1949

Channel: 12 VHF..AP: 185 Kw..VP: 316 Kw.  
Owned By.....Gibraltar Enterprises, Inc.  
Bus. Trans. Address.....3514 State St.  
Tel.: GL 4-5201.....ABC  
Sta. Representative.....Blair TV  
President.....Edward Lamb  
Gen., Sta. Manager.....Arthur Ingram  
Comm. Manager.....Bob Lunquist  
Film Manager.....John Cook  
Program Dir.....Kenneth Fanazini  
Promo. Director.....Paul Whittingham  
Chief Engineer.....Mike Csop  
Owners of: WICU-AM.

## WSEE—Erie—1954

Channel: 35 UHF..AP: 68.7 Kw..VP: 137.5 Kw.  
Owned-Oper. By...Great Lakes Television Co.  
Address.....1220 Peach Street  
Tel.: GL 5-7575.....CBS-NBC  
Station Rep.....Gill-Perna  
President.....George J. Mead  
General Station Mgr.....Edward Zellefrow  
Commercial Manager.....Robert Rice  
Promo., Pub. Dir.....Caroline Caldwell  
Prog., Prod. Dir.....Clinton Morehouse  
Film Manager.....Frank Herrick  
Chief Engineer.....James Penna

## WHP-TV—Harrisburg—1953

Channel: 21 UHF..AP: 502 Kw..VP: 1,000 Kw.  
Owned-Oper. By.....WHP, Inc.  
Business Address.....216 Locust St.  
Tel.: CE 4-3211.....CBS  
Representative.....Blair TV  
President.....E. J. Stackpole  
Exec. V.P.....Cecil M. Sansbury  
Sales Mgr.....Jack Candioto  
Prom., Pub., Prog. Dir.....Brod Seymour

Film Manager.....John Hasson  
Chief Engineer.....E. Daniel Leibensperger  
Owners of: WHP-AM.

## WTPA—Harrisburg—1953

Channel: 27 UHF..AP: 648 Kw..VP: 1030 Kw.  
Owned-Oper. By.....Newhouse Bcstg. Corp.  
Business Address.....3235 Hoffman St.  
Tel.: CE 8-7171.....ABC  
Newspaper Affiliation.....Patriot-News  
Representative...Harrington, Righter, Parsons  
President.....E. R. Vadeboncoeur  
V.P., Gen. Mgr.....Donald D. Wear  
Program Dir.....Mac McCauley  
Sales Mgr.....Jack Thornsley  
Promotion Dir.....Margaret Mioff  
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-ABC  
Representative.....Weed  
President.....W. M. Thomas  
Station Mgr.....William D. Confer  
Program Director.....C. Akers

## 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.....Tribune Publishing  
Station Rep.....Harrington, Righter & Parsons  
President.....Walter W. Kröbs  
Exec. V.P., Gen. Mgr.....Alvin D. Schrott  
Comm. Manager.....John H. Hepburn  
Prog., Film Director.....Frank P. Cummins  
Chief Engineer.....Theodore Campbell  
Owners of: WJAC, AM-FM.

## WLYH-TV—Lancaster- Lebanon—1957

Channel: 15 UHF..AP: 69.2 Kw..VP: 130 Kw.  
Owned.....Triangle Publications, Inc.  
Address.....Lebanon, Pa.  
Tel.: CR 3-4551.....CBS  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Sta. Representative.....Blair TV  
Gen. Mgr.....Joe Zimmermann  
Chief Engineer.....Ross Kauffman  
Owners of: WFIL-AM-FM-TV, Philadelphia;  
WNBF-AM-FM-TV, Binghamton, N. Y.; WFBG-  
AM-FM-TV, Altoona, Pa.; WNHC-AM-FM-TV,  
New Haven, Conn.; KFRE-AM-TV, KRFM,  
Fresno, Calif.; WLYH-TV, Lancaster-Lebanon.

(See Page 744 for Ad)



# NOW TWO STATIONS SERVE LANCASTER



## ... AND **WLYH-TV** STANDS OUT!



Now Lancaster has two television stations, and the newer one, WLYH-TV, is not only providing the community with 18 out of the 20 most popular network programs, but is working hardest at providing best community service. WLYH-TV provides more local news . . . reporting local people in local activities . . . social events . . . community events . . . weather . . . more local sports coverage . . . does more to support community and civic projects. WLYH-TV does more for Lancaster and does it with snow-free, ghost-free perfect picture television!



**WLYH-TV**

**SERVING LANCASTER-LEBANON**

A Triangle Station, affiliated with the Keystone Group of Central Pennsylvania.  
Represented by Blair TV Associates.

## ~~~~~PENNSYLVANIA

### **WGAL-TV—Lancaster—1949**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....WGAL TV, Inc.  
Address.....Lincoln Highway W.  
Tel.: EX 3-5851.....CBS-NBC  
Representative.....Meeker  
President, Gen. Mgr.....Clair R. McCollough  
Asst. Gen. Mgr. Sales.....J. Robert Gulick  
Station Manager.....Harold E. Miller  
Program Director.....Paul Rodenhauer  
National Sales Mgr.....Robert Dreher  
Business Manager.....Harry J. Shaub, Jr.  
Promotion Director.....Paul I. Woodland  
Technical Director.....J. E. Mathlot

### **WCAU-TV—Philadelphia—1948**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....CBS, Inc.  
Address.....City Line & Monument Aves.  
Tel.: TE 9-7000.....CBS  
Station Rep.....CBS TV Stations Nat'l Sales  
V.P., General Mgr.....John A. Schneider  
General Sales Mgr.....Frank Beazley  
Program Dir.....Al Hollander  
Promo, Info. Dir.....Robert N. Pryor  
Film Manager.....Howard Wegbreit  
Engineering Director.....John G. Leitch  
Owners of: WCRS-AM-FM-TV, New York; WCAU-AM-FM, Philadelphia; WBBM-AM-FM-TV, Chicago; WEEL-AM-FM, Boston; KMOX-AM-FM-TV, St. Louis; KNX-AM-FM, KNXT, Los Angeles; KCBS-AM-FM, San Francisco.

### **WFIL-TV—Philadelphia—1947**

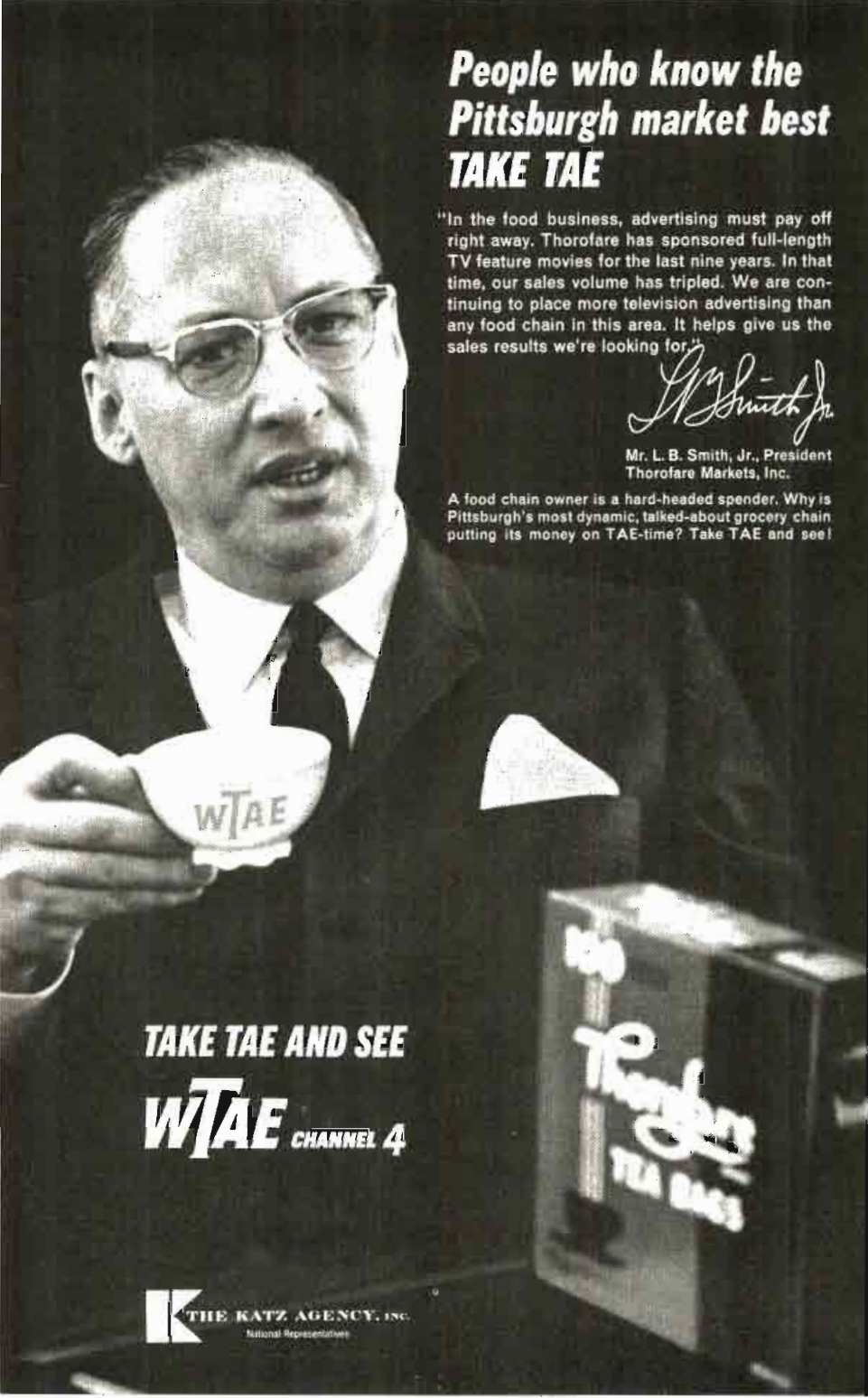
Channel: 6 VHF...AP: 37 Kw...VP: 74 Kw.  
Owned By..Triangle Publ., Inc., Radio-TV Div.  
Business Address.....46th & Market Sts.  
Tel.: EV 2-4700.....ABC  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Representative.....Blair TV  
V.P., General Mgr.....Roger W. Clipp  
Station Mgr.....George A. Koehler  
Exec. Program Manager.....Thomas E. Jones  
Sales Manager.....John F. Cundiff  
Promo. Director.....Bud Vaden  
Pub. Director.....Lou Frankel  
Program Director.....Lew Klein  
Business Mgr.....John C. Harlan  
Dir. of Engineering.....Henry E. Rhea  
Owners of: WNRB-AM-FM-TV, Binghamton, N. Y.; WFBG-FM-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.; WLYH-TV, Lancaster-Lebanon, Pa.; KFRE-AM-TV, KRFM, Fresno, Calif.; WFIL-AM-FM-TV, Philadelphia.

### **WPCA-TV—Philadelphia—1960**

Channel: 17 UHF..AP: 6.46 Kw..VP: 12 Kw.  
Owned By..Young People's Church of the Air  
Address.....730 Chestnut St.  
Tel.: CHestnut Hill 8-3628.....Independent  
President.....Ruth D. Crawford  
Station Manager.....Donald Crawford



PROGRESSIVE  
STATIONS  
PREFER  
THE  
PRESTIGE  
NEWS SERVICE



**People who know the  
Pittsburgh market best  
TAKE TAE**

"In the food business, advertising must pay off right away. Thorofare has sponsored full-length TV feature movies for the last nine years. In that time, our sales volume has tripled. We are continuing to place more television advertising than any food chain in this area. It helps give us the sales results we're looking for."



Mr. L. B. Smith, Jr., President  
Thorofare Markets, Inc.

A food chain owner is a hard-headed spender. Why is Pittsburgh's most dynamic, talked-about grocery chain putting its money on TAE-time? Take TAE and see!

**TAKE TAE AND SEE**

**WTAE** CHANNEL 4



**THE KATZ AGENCY, INC.**  
National Representatives



**WRCV-TV—Philadelphia—1941**

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....National Bcstg. Co.  
 Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 President.....Robert Kintner  
 Exec. V.P., Gen. Mgr.....Raymond Welpoff  
 Station Manager.....Arthur A. Watson  
 Commercial Manager.....John P. Wiley  
 Prog. Dir., Film Mgr.....Neal Van Ells  
 Prom., Adv. Mgr.....Jack Dorr  
 Publicity Dir.....William M. Smith  
 Director of Operations.....George Lenfest  
 Owners of: WRCV-AM, Philadelphia; WRC-AM-  
 FM-TV, Washington, D. C.; KNBC, Los An-  
 geles; KNBR-AM, San Francisco; WMAQ-AM,  
 WMAQ-FM, WNBQ-TV, Chicago; WJAS-AM-  
 FM, Pittsburgh; WNBC-AM-FM-TV, New York.

**KDKA-TV—Pittsburgh—1949**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By..Westinghouse Brcdstg. Co.  
 Business Address.....1 Gateway Center  
 Tel.: 391-3000.....CBS  
 Sta. Representative.....TvAR  
 Vice President.....Harold C. Lund  
 Gen., Sta. Manager.....Jerome R. Reeves  
 Promo., Adv. Manager.....David N. Lewis  
 Program Director.....Robert Novak  
 Film Manager.....Ralph Cunningham  
 Publicity Director.....Peter Thornton

Chief Engineer.....Raymond Rodgers  
 Owners of: KDKA-AM-FM, Pittsburgh; WBZ-AM-  
 FM-TV, Boston; KYW-AM-FM-TV, Cleveland;  
 WINS-AM-FM, New York; KPX-TV, San Fran-  
 cisco; WOWO-AM-FM, Ft. Wayne, Ind.; WJZ-  
 TV, Baltimore; WIND-AM-FM, Chicago.

**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  
 Station Representative.....Katz  
 V.P., Gen. Mgr.....Franklin F. Snyder  
 Exec. Vice Pres.....Leonard Kapner  
 Commercial Mgr.....Alan Trench  
 Program Manager.....Preston Stover  
 Prom. Dir.....David Crantz  
 Film Mgr.....Howard Reser  
 Chief Engineer.....Louis P. Wagner, Jr.

**WIIC—Pittsburgh—1957**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned.....WIIC, Inc.  
 Address.....341 Rising Main Ave.  
 Tel.: FAirtax 1-8700.....NBC  
 Newspaper Affil.....Post Gazette  
 Representative.....Blair TV  
 Chairman of Board.....O. M. Schloss  
 President.....H. K. Brennen

**NEVER  
 1 OUT OF  
 FIRST  
 PLACE IN  
 PITTSBURGH**

**KDKA  
 RADIO**  
 ESTABLISHED 1920  
 Represented by AM Radio Sales

**KDKA-TV**  
 ESTABLISHED 1949  
 Represented by TvAR



# 6

*Serving the Greater Providence area*

# WTEV

NEW BEDFORD, MASS.



## PENNSYLVANIA—RHODE ISLAND

General Manager.....Robert A. Mortensen  
 V.P., Sales.....Roger D. Rice  
 Operations, Production Mgr....Shelton Weaver  
 Dir. Pub. Relations, Prom.....Caley Augustine  
 Film Manager.....Jack Price  
 Chief Engineer.....Henry Kaiser

Film Manager.....Donald Shook  
 Chief Engineer.....Roswell J. Parker

### WDAU-TV—Scranton— Wilkes-Barre—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.....Mrs. M. E. Megargee  
 General Manager...Madge Megargee Holcomb  
 Commercial Manager...William G. Hunefeld, Jr.  
 Prog. Dir., Film Mgr.....Mort Rosenthal  
 Promo., Pub. Dir.....Douglas M. Holcomb  
 Chief Engineer.....K. R. Cooke

### WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.  
 Owned-Oper. By.....WBRE TV Inc.  
 Address.....62 S. Franklin St.  
 Tel.: 823-3101.....NBC  
 Station Representative.....Katz  
 President.....Louis G. Baltimore  
 V.P., General Manager...David M. Baltimore  
 Commercial Mgr.....Franklin Coslett  
 Program Dir.....Adrian Riso  
 Promotion, Pub. Dir.....Fred Foerster  
 Film Mgr.....Bob Gibson  
 Chief Engineer.....Charles Sakoski, Sr.

### WNEP-TV—Scranton—1958

Channel: 16 UHF..AP: 8.5 Kw..VP: 17 Kw.  
 Owned By.....N.E. Pa. Bcstg., Inc.  
 Business Address.....333 Madison Ave.  
 Tel.: DI 3-1245.....ABC  
 Sta. Representative.....Edward Petry  
 President.....Mitchell Jenkins  
 General, Station Mgr.....Thomas P. Shelburne  
 Commercial Manager.....Malcolm W. Dale  
 Prom., Pub. Director...Mrs. Dorothy Mugford  
 Program Director.....Hal Berg

### WSBA-TV—York—1952

Channel: 43 UHF..AP: 86 Kw..VP: 170 Kw.  
 Owned-Oper. By.....Susquehanna Bcstg. Co.  
 Address.....P. O. Box 1868  
 Tel.: YO 2-5531.....CBS  
 Representative.....Blair TV  
 President.....Louis J. Appell, Jr.  
 Station Mgr.....Robert M. Stough  
 Commercial Mgr.....H. David Berlin  
 Prog. Dir., Film Mgr.....John D. Eisenhauer  
 Promo. Dir.....Joann Miller  
 Chief Engineer.....Jack M. Schuster  
 Owners of: WSBA-AM; WARM-AM, Scranton;  
 WILLO-AM, Akron, O.; WICE-AM, Providence,  
 R. I.

Pop.: 875,000  
 Families: 258,000

## Rhode Island

TV Homes: 241,000  
 TV Stas. in State: 3

### WPRO-TV—Providence—1955

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Capital Cities Bcstg. Corp.  
 Address.....24 Mason St.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair-TV  
 President.....Frank M. Smith  
 General Manager.....Joseph P. Dougherty  
 Commercial Manager.....Al J. Gillen  
 Program Director.....Richard Dreyfuss  
 Promotion Director.....Jack Kavanagh  
 Sales Promotion Mgr....Marjorie L. Mahoney  
 Film Manager.....Mario Suacina  
 Chief Engineer.....Ralph Voight  
 Owners of: WTEN-TV, WROW-AM-FM, both Al-  
 bany, N. Y.; WTVD, Raleigh-Durham, N. C.;  
 WPRO-AM-FM; WPAT-AM-FM, Paterson, N. J.;  
 WKBW-AM-TV, Buffalo, N. Y.

### WTEV—Providence— N. Bedford-Fall River—1963

Ch: 6 VHF..AP: 39.75 Kw..VP: 75.5 Kw.  
 Owned By.....WTEV TV, Inc.  
 Add...County & Spring Sts., N. Bedford, Mass.  
 Tel.: WY 3-2651.....ABC  
 Station Representative.....H-R TV Reps  
 Gen. Mgr.....Vance L. Eckersley  
 Gen. Sales Mgr.....Francis H. Conway  
 Operations Mgr.....Mann Reed  
 Pub. Dir.....George L. Sisson, Jr.  
 Promotion Director.....Donald J. Badger  
 Chief Engineer.....Maurice P. Wynne

## RHODE ISLAND—SOUTH CAROLINA

### 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 1-7080.....ABC-NBC  
Representative.....Petry

President, Gen. Mgr.....Joseph S. Sinclair  
Station Mgr.....David I. Shurtleff  
Program Dir.....Frederick R. Griffiths  
Comm. Manager.....Edward Boghosian  
Promotion Director.....Alfred Brassard  
Film Manager.....George Clarke  
Chief Engineer.....Billy L. Patton  
Owners of: WJAR.

Pop.: 2,400,000  
Families: 607,000

## South Carolina

TV Homes: 465,000  
TV Stas. in State: 10

### WAIM-TV—Anderson—1953

Channel: 40 UHF. AP: 153.7 Kw. VP: 207.5 Kw.  
Owned-Oper. By.....Wilton E. Hall  
Business Address.....321 Kingsley Rd.  
Tel.: CA 6-1511.....ABC-CBS  
Station Reps.....Devney Org.; Dora-Clayton  
Owner.....Wilton E. Hall  
General Mgr.....Glenn P. Warnock

### WCIV-TV—Charleston—1962

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned By.....First Charleston Corp.  
Address.....Highway 703, Mt. Pleasant  
Tel.: 884-8513.....NBC  
Station Rep.....Advertising Time Sales  
President.....Charles E. Smith  
V.P., Gen. Mgr.....William E. Lucas  
Comm. Adv. Mgr.....Everett L. Martin  
Operations Mgr.....Steve Thomas  
Promo. Pub. Dir.....Lucille Guidry  
Film Mgr.....Mike Little  
Chief Engineer.....James C. Luttrell

### 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, NBC  
Representative.....Peters, Griffin, Woodward  
President.....John M. Rivers  
National Commercial Mgr.....Virgil V. Evans, Jr.  
V.P., Station Manager.....Roland Weeks  
Program Director.....Charles Hall  
Prom., Pub. Director.....Mrs. Lois Marshall  
Film Manager.....Robert Koon  
Chief Engineer.....Rudy Hughes

### WUSN-TV—Charleston—1954

Channel: 2 VHF. AP: 53 Kw. VP: 100 Kw.  
Owned By.....Reeves Bcstg. & Develop. Corp.  
Address.....P. O. Box 879  
Tel.: TU 4-4141.....CBS-ABC  
Station Reps.....Young TV; Ayers  
President.....J. Drayton Hastie  
V.P., General Manager.....Doug M. Bradham  
Nat'l Sales, Asst. Gen. Mgr.....A. Cohen  
Production Manager.....Ed Webb  
Promotion Director.....Ella Rhame  
Film Manager.....Gray Carroll  
Engineering Director.....Walter M. Nelson  
Owners of: KBAK-TV, Bakersfield, Calif.; WHTN-TV, Huntington, W. Va.

### WCCA-TV—Columbia—1961

Channel: 25 UHF. AP: 96.2 Kw. VP: 192.4 Kw.  
Owned By.....First Carolina Corp.  
Address.....5807 Shakespeare Road  
Tel.: 782-2525.....ABC  
Station Rep.....Advertising Times Sales  
President, General Mgr.....Harold E. Anderson  
Station Manager.....Arie Landrum  
Commercial Manager.....Gerald Quick  
Operations Director.....Dean Poucher  
Film Manager.....Guy Brooks  
Chief Engineer.....Jim Luttrell  
Owners of: WCCB, Montgomery, Ala.; WCIV-TV, Charleston, S. C.

### 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 3-6431.....NBC  
Representative.....Peters, Griffin, Woodward, Inc.  
President.....B. Calhoun Hipp  
Exec. Vice President.....G. Richard Shafto  
Station Manager.....Charles A. Batson  
Comm. Manager.....Law Epps  
Program Director.....Dixon Lovvorn  
Asst. Promo. Dir.....Carson Raichle  
Publicity Dir.....Betty Prine  
Film Manager.....Bob Humphries  
Chief Engineer.....Joseph Gill  
Owners of: WIS, AM; WSEA-TV, Montgomery.

### WNOK-TV—Columbia—1953

Channel: 19 UHF. AP: 122 Kw. VP: 244 Kw.  
Owned-Oper. By.....Palmetto Radio Corp.  
Address.....1811 Main St.  
Tel.: AL 2-7737.....CBS  
Representative.....Raymer  
V.P., Gen. Mgr.....H. Moody McElveen, Jr.  
Comm. Mgr.....Dick Laughridge  
Prog. Dir., Film Mgr.....Thomas Frick  
Promotion Director.....Lois Joye  
Technical Dir.....Charlton W. Bowers

### WBTW—Florence—1954

Channel: 13 VHF. AP: 191 Kw. VP: 316 Kw.  
Owned-Oper. By.....Jefferson Standard Bcstg. Co.  
Address.....N. Irby St. Ext.  
Tel.: 662-1565.....ABC-CBS  
Station Rep.....Young Television Corp.  
President.....Joseph M. Bryan  
V.P., General Mgr.....Charles H. Crutchfield

## SOUTH CAROLINA-SOUTH DAKOTA

**Managing Director**.....J. William Quinn  
**Sales Manager**.....John H. Brock  
**Program Director**.....George B. Burnette  
**Prom., Pub. Director**.....Whiteford Smith  
**Film Manager**.....Harry Hughes  
**Chief Engineer**.....E. A. Sellars  
 Owners of: WBTV-AM-FM-TV, Charlotte.

### WFBC-TV—Greenville—1953

**Channel:** 4 VHF...AP: 50 Kw...VP: 100 Kw.  
**Owned-Oper. By**.....WMRC, Inc.  
**Address**.....505 Rutherford Rd.  
**Tel.:** CE 9-1321.....NBC  
**Newspaper Affiliation**.....News-Piedmont  
**Station Rep.**.....Avery-Knodel  
**President**.....R. A. Jolley  
**Exec. V.P., Station Mgr.**.....Wilson Wearn  
**Nat., Loc. Sales Mgr.**.....Douglas A. Smith  
**General Sales Mgr.**.....R. Q. Glass, Jr.

**Program Director**.....Norvin C. Duncan  
**Prom., Pub. Dir.**.....Edna Seaman  
**Film Director**.....Charles Howard  
**Chief Engineer**.....W. E. Garrison  
 Owners of: WBTV-AM-FM-TV, Knoxville, Tenn.;  
 WFBC-AM-FM, Greenville.

### WSPA-TV—Spartanburg—1956

**Channel:** 7 VHF...AP: 144 Kw...VP: 257 Kw.  
**Owned-Oper. By**.....Spartan Radiocasting Co.  
**Business Address**.....123 N. Converse St.  
**Tel.:** 583-3621.....CBS  
**Station Rep.**.....Hollingbery  
**Pres., Gen. Mgr.**.....Walter J. Brown  
**Commercial Manager**.....Charles Warner  
**Prog. Operations Dir.**.....Charles Lineberger  
**Film Mgr.**.....Larry Wilson  
**Promotion, Adv. Dir.**.....Bill Adams  
**Chief Engineer**.....Bob Leach  
 Owners of: WSVA-AM-FM-TV.

Pop.: 690,000  
 Families: 199,500

## South Dakota

TV Homes: 142,500  
 TV Stas. in State: 6

### KXAB-TV—Aberdeen—1958

**Channel:** 9 VHF...AP: 136 Kw...VP: 304 Kw.  
**Owned By**.....S. Dakota Television, Inc.  
**Address**.....Country Club Road  
**Tel.:** 225-4350.....ABC-NBC  
**Station Rep.**.....Young; Hurley; Soderlund  
**President**.....John W. Boler  
**General, Comm. Manager**.....Neal Edwards  
**Film Manager**.....Burk Holiday  
**Adv. Manager**.....Bill Karl  
**Promotion Director**.....Karen Lee  
**Chief Engineer**.....Comet Haroldson  
 Owners of: KXGO-AM, Fargo, N. D.; KXJB-TV,  
 Valley City, N. D.; KXMB-TV, Bismarek, N. D.

### KORN-TV—Mitchell—1960

**Channel:** 5 VHF...AP: 23.4 Kw...VP: 11.7 Kw.  
**Owned By**.....Mitchell Bcstg. Assoc. Inc.  
**Address**.....P. O. Box 736  
**Tel.:** WYman 6-5621.....NBC  
**President, Gen. Mgr.**.....R. V. Eppel  
**Commercial Mgr.**.....William Hoffman  
**Chief Engineer**.....J. Doherty

### KOTA-TV—Rapid City—1955

**Channel:** 3 VHF...AP: 37.5 Kw...VP: 72.4 Kw.  
**Owned-Oper. By**.....Duhamel Enterprises, Inc.  
**Address**.....Duhamel Bldg.  
**Tel.:** Fillmore 2-2000.....ABC-CBS  
**Reps.**..Bolling; Wayne-Evans; Soderlund; Hix  
**Pres., Gen. Mgr.**.....Helen S. Duhamel  
**V.P., News Pub. Aftrs.**.....Norm Heffron  
**Station Mgr.**.....William F. Turner  
**Operations Dir.**.....Arlyne Morgan  
**Promotion Director**.....Sandra Keene  
**Production Mgr.**.....Dan Lesmeister  
**Chief Engineer**.....Elmer Nelson  
 Owners of: KOTA-AM; KDUH-TV, Hay Springs.

### 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 Road  
**Tel.:** FI 2-6050.....NBC  
**Station Rep.**.....Masla  
**President, Ch. Eng.**.....Eli Daniels  
**General Manager**.....Dan C. Palen  
**Program Director**.....Monte Loos

### KELO-TV—Sioux Falls—1953

**Channel:** 11 VHF...AP: 158 Kw...VP: 316 Kw.  
**Owned-Oper. By**.....Midcontinent Bcstg. Co.  
**Business Address**.....Phillips Ave. & 13th St.  
**Tel.:** 336-1100.....ABC-CBS  
**Station Representative**.....H.R.; Evans  
**President**.....Joseph L. Floyd  
**V.P., General Mgr.**.....Evans A. Nord  
**Operations Mgr.**.....Tom Sheeley  
**Prog., Film Dir.**.....Robert Johnson  
**Promo., Pub. Dir.**.....Jack Townsend  
**Chief Engineer**.....Les Froke  
 Owners of: KELO-AM; Sioux Falls; WLOL-AM-  
 FM, Minneapolis; WKOW-AM-TV, Madison;  
 KSO-AM, Des Moines.

### KSOO-TV—Sioux Falls—1960

**Channel:** 13 VHF...AP: 158 Kw...VP: 316 Kw.  
**Owned By**.....KSOO-TV, Inc.  
**Address**.....8th St. & Phillips Ave.  
**Tel.:** EDison 4-5601.....ABC-NBC  
**Station Reps.**.....Avery-Knodel; H. S. Hyett  
**President**.....Morton Henkin  
**Exec. Vice President**.....Tom Barnes  
**General Sales Manager**.....Pat Patterson  
**Production Director**.....John Kurtz  
**Promotion, Publicity Director**.....Ed Thomas

Pop.: 3,625,000  
Families: 998,000

# Tennessee

TV Homes: 767,500  
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.: 267-3392.....CBS  
Sta. Rep.....Advertising Time Sales  
President.....Carter M. Parham  
Station Mgr.....Olis H. Segler  
Program Dir.....Morris Quave  
Film Mgr.....J. L. Smith  
Chief Engs.....Burford Young, Robert Briscoe  
Owners of: WDEF, AM.

## WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Rust Craft Bcstg. Co.  
Business Address.....1214 McCallie Ave.  
Tel.: 698-1505.....NBC  
Representative.....H-R  
President.....Jack Berkman  
V.P., General Manager.....Harry D. Burke  
V.P., Sales Manager.....George P. Moore  
Film Manager.....Jerry Wise  
Promotion Dir.....Reg Stagmaier  
Chief Engineer.....Bertram B. Barnes  
Owners of: AM-FM-TV, Steubenville, O.: WWOL-  
AM, Buffalo, N. Y.: WPIT-FM-TV, Pittsburgh;  
WRDW-TV, Augusta, Ga.; WSOL, Tampa, Fla.

## WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned.....Martin Theatres of Georgia, Inc.  
Business Address.....Hotel Patten  
Tel.: AM 6-4151.....ABC  
Sta. Representative.....Young TV  
President.....E. D. Martin  
V.P., General Mgr.....R. R. Owen  
Program Director.....Tommy Reynolds  
Operations Director.....Leon Webb  
Production Manager.....Fred Hickey  
Chief Engineer.....Fred Edney  
Owners of: WTVM-TV, Columbus, Ga.

## WDXI-TV—Jackson—1955

Channel: 7 VHF...AP: 44 Kw...VP: 86.7 Kw.  
Owned-Oper. By.....Dixie Bcstg. Co.  
Business Address.....Williams Bldg.  
Tel.: 7-9611.....ABC-CBS  
Sta. Rep.....Venard, Torbet & McConnell  
President.....Aaron B. Robinson  
General Manager.....John E. North  
Prog. Dir., Film Mgr.....James W. Hoppers  
Publicity Dir.....Jack Mayer  
Chief Engineer.....James Thomas

## WJHL-TV—Johnson City- Kingsport-Bristol—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WJHL, Inc.  
Address.....137-145 W. Main St., Johnson City  
Tel.: 926-2151.....ABC-CBS  
Representative.....Pearson  
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.  
Comm. Mgr.....J. Will Hall  
Program, Film Dir.....Alfred Gregory  
Prom., Pub. Director.....Linda Mitchell  
Chief Engineer.....William C. Hunter

## WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. ....WATE, Inc.  
Business Address.....1306 Broadway, N.E.  
Tel.: 524-4651.....NBC  
Representative.....Harrington, Righter & Parsons  
President.....Cowan Rodgers, Jr.  
Exec. V.P., Gen. Mgr.....W. H. Linebaugh  
Comm. Manager.....J. T. McCloud  
Program Director.....J. H. Reese  
Promotion Director.....Pierce Harrah  
Production Director.....Jack Wiedemann  
Chief Engineer.....Fred M. Andrews  
Owners of: WATE.

## WBIR-TV—Knoxville—1956

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WMRC, Inc.  
Business Address.....1513 Hutchison Ave.  
Tel.: 525-8101.....CBS  
Newspaper Affil.....Greenville News Piedmont  
Station Representative.....Avery-Knodel  
President.....R. A. Jolley, Sr.  
General Manager.....John P. Hart  
Nat. Sales Mgr.....Kennedy R. Maxwell  
Commercial Manager.....Neal W. Branch  
Prom. Pub. Dir.....Lowell Branham  
Prog. Dir., Film Mgr.....Peter Fennelly  
Chief Engineer.....J. Rex Horton  
Owners of: WBIR-AM-FM, Knoxville; WFBC-AM-  
FM-TV, Greenville, S. C.

## 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.: 687-2312.....ABC  
Station Rep.....Pearson  
President, Gen. Mgr.....J. Engelbrecht  
Comm. Program Dir.....W. E. Eckstein  
Sales Promotion.....Florence Lawson  
Chief Engineer.....Carl Lawson



**WHBQ-TV—Memphis—1953**

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
 Owned-Oper. By.....RKO General, Inc.  
 Address.....1381 Madison Ave.  
 Tel.: BR 2-3441.....ABC  
 Station Rep...Nat'l. Sales Div. RKO General  
 Gen. Mgr.....D. A. Noel  
 Sales Mgr.....Alex Bonner  
 Program Dir.....Lanier Russell  
 Chief Engineer.....Roy Welton  
 Owners of: WHBQ-AM; WNAC-AM-FM-TV, Boston; KHJ-AM-FM-TV, Los Angeles; KFRC, San Francisco; WOR-AM-FM-TV, New York; CKLW-AM-TV, Detroit-Windsor; WGMS, Washington, D. C.; WHCT, Hartford.

**WMCT—Memphis—1948**

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw  
 Owned By.....Scripps-Howard Bcstg.  
 Address.....1960 Union Ave.  
 Tel.: BRoadway 4-8515.....NBC  
 Newspaper Affil.....Commercial Appeal  
 Representative.....Blair TV  
 President.....Jack Howard  
 V.P., General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Local Comm. Mgr.....J. P. Tucker  
 Program, Film Mgr.....Ed Greaney  
 Prom., Publicity Dir.....Jack Agnew  
 Merchandising Mgr.....Jack Boyle  
 Chief Engineer.....E. E. (Buddy) Frase  
 Owners of: WMC-AM-FM; WQPO-AM-FM-TV, Cincinnati; WPTV, W. Palm Beach, Fla.

**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  
 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**

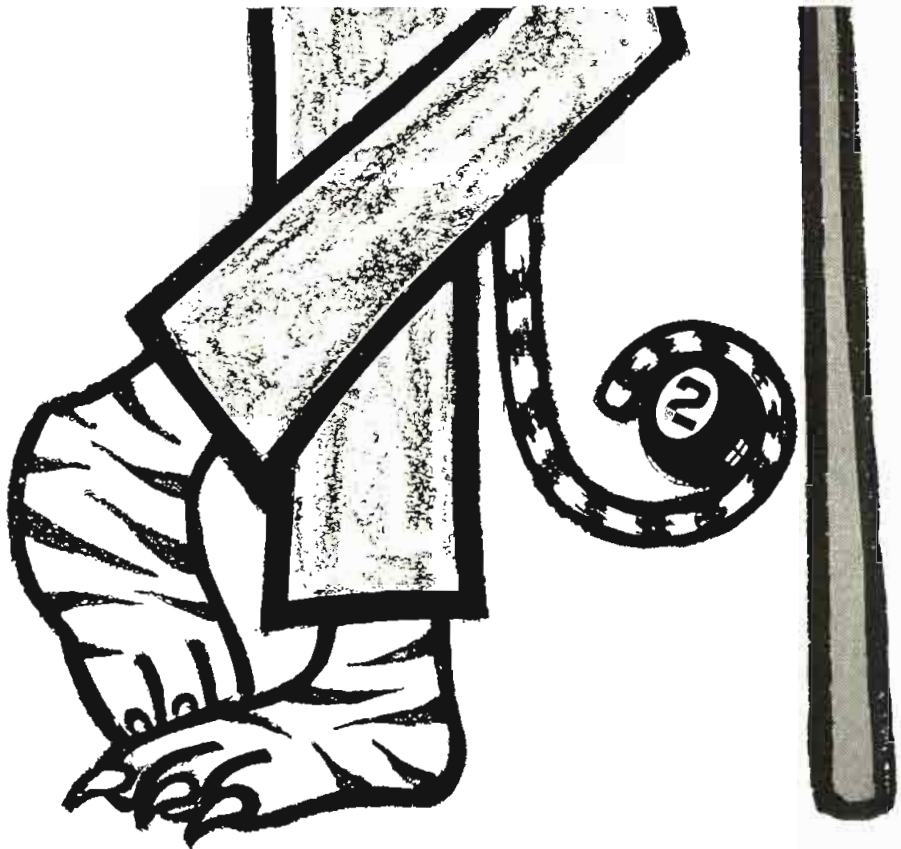
Channel: 8 VHF...AP: 109 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WSIX Inc.  
 Address.....441 Murfreesboro Road  
 Tel.: 255-5431.....ABC  
 Station Rep.....Peters, Griffin, Woodward  
 President.....Louis R. Draughon  
 Exec. V.P., Gen. Mgr.....E. S. Tanner  
 Sales Manager.....Jack C. Long  
 Operations, Film Dir.....Robert L. Chaudoin  
 Prom., Pub. Dir.....W. A. Jones  
 Production Mgr.....Bill H. Hentz  
 V.P., Eng. Dir.....C. R. Duke  
 Owners of: WSIX, AM-FM-TV.

**WSM-TV—Nashville—1950**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By.....WSM, Inc.  
 Address.....7th & Union  
 Tel.: AL 4-5656.....NBC  
 Station Rep.....Petty  
 President.....John H. DeWitt, Jr.  
 V.P., Gen. Mgr.....Irving Waugh  
 Comm. Manager.....Hi Bramham  
 Operations Mgr., Film Mgr.....Brad Crandall  
 Prom. Dir.....Chuck Olson  
 Chief Engineer.....Aaron Shelton

**STATE BROADCASTERS ASSOCIATIONS  
 FOR RADIO AND TELEVISION STATIONS**

**LISTED ON PAGES 630-635**



*ADVERTISING  
TIGERS*

**BUY**

***KPRC-TV***  
***HOUSTON***

Also: Campus Tigers Wear Dickies Slacks

Pop.: 10,050,000  
Families: 2,972,000

# Texas

TV Homes: 2,405,000  
TV Stas. in State: 44

## KRBC-TV—Abilene—1953

Channel: 9 VHF..AP: 72.5 Kw..VP: 145 Kw.  
Owned-Oper. By.....Abilene Radio & TV Co.  
Business Address.....4510 So. 14th St.  
Tel.: OW 2-4242.....NBC  
Station Rep.....Bolling  
President, Gen. Mgr.....Dale Ackers  
Station, Comm. Mgr.....William P. Terry  
Program, Pub. Dir.....Normand Mann  
Chief Engineer.....Troy Mallon  
Owners of: KRBC-AM; KABC-TV, San Angelo.

## KPAR-TV—Abilene— Sweetwater—1956

Channel: 12 VHF..AP: 150 Kw..VP: 75 Kw.  
Owned By.....Texas Key Bcsirs.  
Bus. Address..Box 588, Westgate Cap., Abilene  
Tel.: OWen 2-2222.....CBS-ABC  
Station Representative.....Adv. Time Sales  
President, Gen. Mgr.....James M. Isaacs  
Business Mgr.....A. R. (Dick) Elam, Jr.  
News Dir.....J. Bartel La Rue  
Chief Engineer.....J. T. Allen

## KVLF-TV—Alpine—1961

Channel: 12 VHF..AP: .15 Kw..VP: .17 Kw.  
Owned By.....Big Bend Broadcasters  
Address.....Box 779  
Tel.: TE 7-2144.....ABC  
Station Representative.....Clyde Melville  
President, Gen. Mgr.....Gene Hendryx  
Chief Engineer.....Fritz Weyerts  
Owners of: KVLF, Alpine.

## KFDA-TV—Amarillo—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Texas State Network  
Address.....P. O. Box 1400  
Tel.: EV 3-2226.....CBS  
Station Representative.....Blair TV  
President.....Gene L. Cagle  
Gen., Sta. Mgr.....John Tyler  
Promoion, Pub. Dir.....Ray Knight  
Chief Engineer.....Bill Smith  
Owners of: KFJZ-AM-FM, Fort Worth, Tex.;  
KR10, McAllen, Tex.

## 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; Globe-Times  
Station Rep.....Venard, Torbet & McConnell  
President.....Parker Prouty  
General Manager.....Bob Watson  
Station, Comm. Mgr.....Bill Clarke  
Promotion Dir.....Bill Pigeon

Production Mgr.....Bill Torbet  
Chief Engineer.....W. H. Torrey

## KVII-TV—Amarillo—1957

Channel: 7 VHF..AP: 100 Kw..VP: 316 Kw.  
Owned.....Southwest States, Inc.  
Business Address.....P.O. Box 925  
Tel.: DR 3-1787.....ABC  
Station Representative.....Bolling  
President.....Cecil Trigg  
Vice Pres., Gen. Mgr.....Charlie Keys  
Operations Dir.....George Gallivan  
Asst. Manager.....Bill Bailey  
Program Dir.....Bill Harkins  
Promotion Dir.....Bob Bayle  
Business Mgr.....Hugh Clark  
Chief Engineer.....C. L. Sweet  
Owners of: KR0D-AM-TV, El Paso; KOSA-AM-TV,  
Odessa; KRNO-AM, San Bernardino, Calif.

## KTBC-TV—Austin—1952

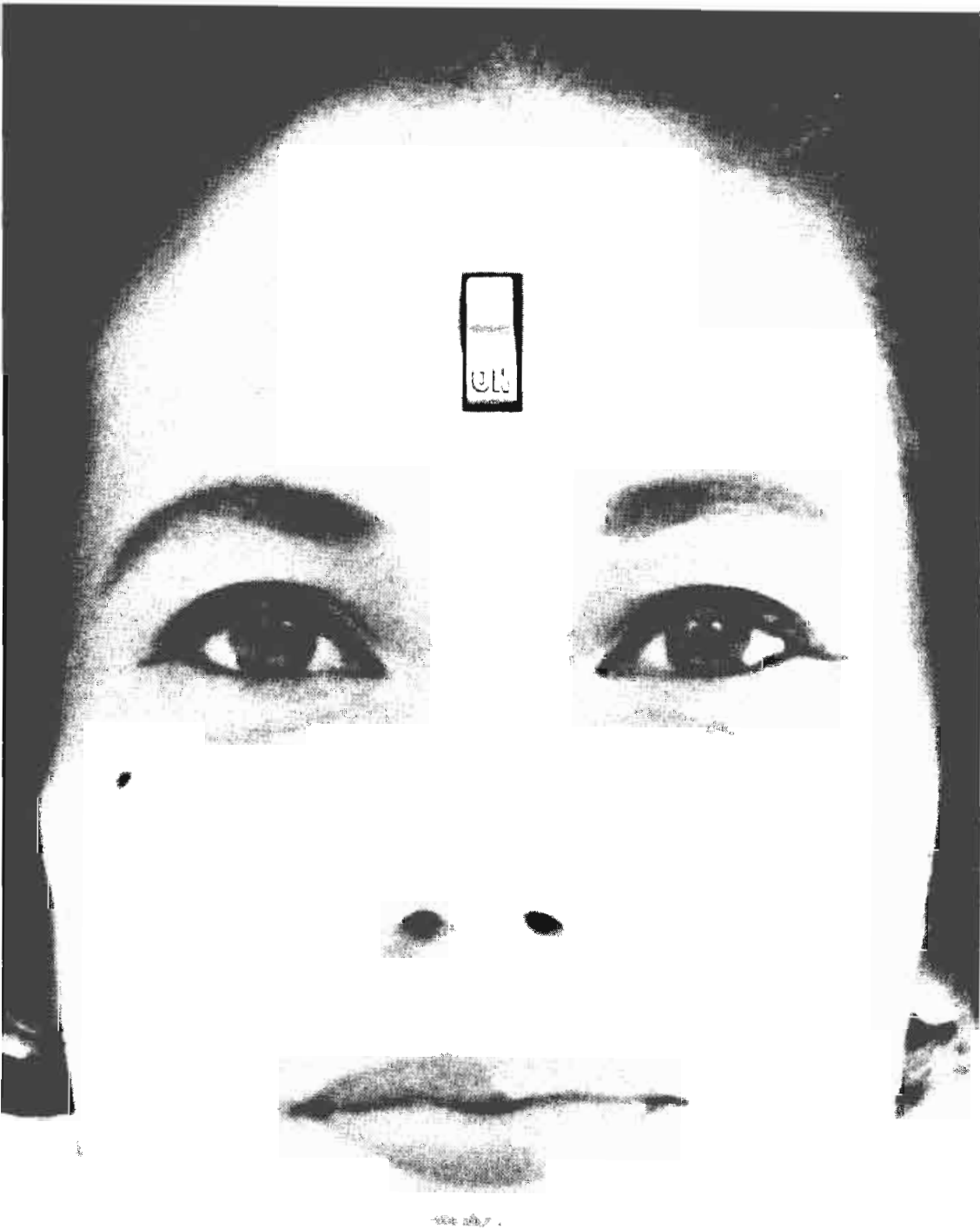
Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....The L-B-J Co.  
Address.....Box 1155  
Tel.: GR 2-2424.....ABC-CBS-NBC  
Representative.....Raymer  
Pres., Gen. Mgr.....J. C. Kellam  
Vice Pres.....Warren Woodward  
Commercial Mgr.....O. P. (Bob) Bobbitt  
Administrative Asst.....Elmo Brown  
Program Dirs.....Dan Love, Richard S. Pryor  
Sales Promotion Mgr.....Larry Carothers  
Local Sales Mgr.....Charles Howell  
Film Mgr.....Dave Swope  
Chief Engineer.....Ben Hearn  
Owners of: KTBC, AM-FM.

## KBMT-TV—Beaumont—1961

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Television Broadcasters, Inc.  
Address.....1420 Calder Ave.  
Tel.: TE 3-7512.....ABC  
Station Representative.....Hollingbery  
President.....Randolph Reed  
General Mgr.....John H. Fugate  
Program Mgr.....Lew Koch  
Promotion Dir.....Doug Thompson  
Film Mgr.....Barney Chance  
Chief Engineer.....Vernon L. Dillaplain

## KFDM-TV—Beaumont—1955

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Beaumont TV Corp.  
Address.....2955 Freeway W., T.V. Center  
Tel.: TW 2-6622.....CBS  
Representative.....Peters, Griffin, Woodward  
President.....D. A. Cannan  
General Manager.....C. B. Locke  
Comm., Film Mgr.....Mott M. Johnson  
Program Dir.....Bob McManus  
Promotion, Pub. Dir.....Bill Hammond  
Chief Engineer.....Harold W. Bartlett



The switch is on for your product . . . when it is presented to the receptive, loyal audience of the leadership station. **WFAA-AM-FM-TV, Communications Center. Broadcast Services of The Dallas Morning News. Represented by Edward Petry and Co., Inc.**

## TEXAS

### **KWAB-TV—Big Spring—1956**

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.  
Owned By.....Grayson Enterprises  
Address.....7400 College Ave., Lubbock, Tex.  
Tel.: SH 4-2345 (Lubbock).....CBS-ABC  
Station Rep. ....Advertising Time Sales  
President, Gen. Mgr.....Sidney A. Grayson  
Station Mgr.....Bill Edgar  
Natl. Sales Mgr.....John Henry  
Program Director.....Ray Trent  
Film Director.....Dick Knerr  
Chief Engineer.....Elbert Shannon  
Owners of: KLBK-AM-TV, Lubbock; KPAR-TV,  
Abilene.

### **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  
Sta. Rep.....Venard, Torbet & McConnell  
President, Gen. Mgr.....M. N. Bostick  
Sta. Mgr.....Harry Lee Gillam  
Program Director.....Earl R. Greathouse  
Promotion Director.....John Scogin  
Commercial Manager.....Boyce Oliver  
Chief Engineer.....W. B. Cox

### **KRIS-TV—Corpus Christi—1956**

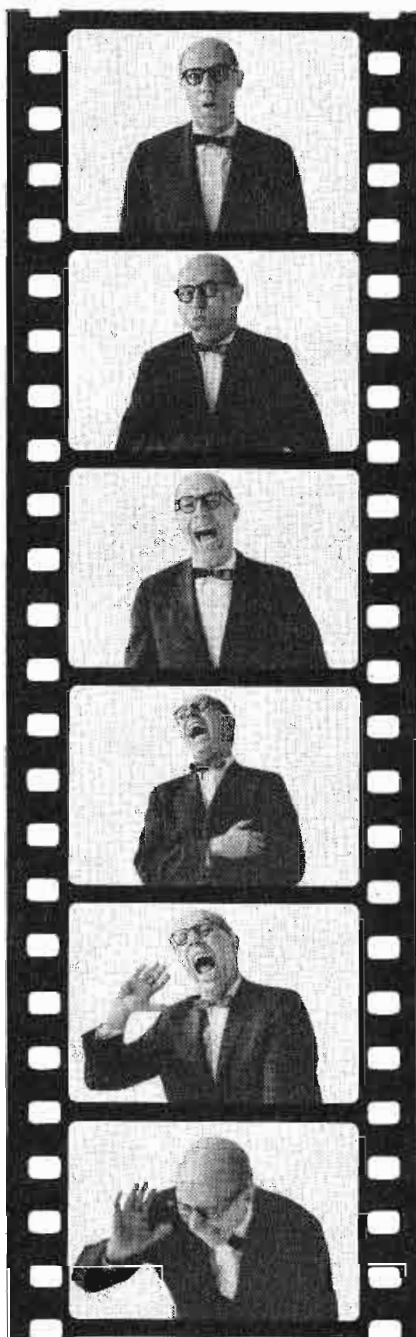
Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Gulf Coast Bcstg. Co.  
Business Address.....409 S. Staples St.  
Tel.: TU 3-6511.....NBC  
Representative.....Peters, Griffin, Woodward  
Pres., Gen. Mgr.....T. Frank Smith  
V.P., Nat. Spot Sls., Net. Cir..Miss Van Johnson  
V.P., Programs.....Charles Nethery  
V.P., Sales.....W. M. Eikner  
V.P., Engineering.....Jerry E. Smith

### **KZTV—Corpus Christi—1956**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....KSLX-Television, Inc.  
Business Address.....Show Room Bldg.  
Tel.: TULIP 4-1616.....ABC-CBS  
Station Rep. ....Advertising Time Sales  
Pres., Sta., Gen. Mgr. ....Vann M. Kennedy  
Chief Engineer.....D. Taylor

### **WFAA-TV—Dallas—1949**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By.....A. H. Belo Corp.  
Address.....Communications Center  
Tel.: RI 8-9631.....ABC  
Newspaper Affiliation.....Morning News  
Station Rep. ....Petry  
President.....Joseph M. Dealey  
General Mgr.....Mike Shapiro  
Station Mgr.....Ed Pfeiffer  
Commercial Mgr.....Jack Hauser  
Program Dir.....Jay Watson  
Prom., Pub. Dir.....Casey Cohlman  
Operations Mgr.....Jim Pratt  
Film Mgr.....Joan Johnson  
Chief Engineer.....Chris Irby  
Owners of: WFAA-AM-FM.



**Just for laughs...you can't beat "The Best of Groucho" or "Hennesey" or "People Are Funny." They have the whole country in stitches—on the nation's local stations. People in your area like laughs, too. Why not let them in on the fun? And let yourself in on big audiences—through **NBC Films**.**

# TEXAS

## KRLD-TV—Dallas—1949

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned.....Times Herald Printing Co.  
 Business Address.....Herald Square  
 Tel.: 742-6811.....CBS  
 Newspaper Affiliation...Dallas Times Herald  
 Station Rep. ....Advertising Time Sales  
 President.....Clyde Rembert  
 Station Mgr.....Roy M. Flynn  
 Gen. Sales Manager.....Gene Cuny  
 Asst. Gen. Mgr.....Ves Box  
 Prom., Pub. Director.....J. W. Axtell  
 Program Dir.....Fritz Kuler  
 Film Manager.....Nick Mueller  
 Chief Engineer.....B. B. Honeycutt  
 Owners of: KRLD, AM-FM.

## KELP-TV—El Paso—1956

Channel: 13 VHF...AP: 117 Kw...VP: 209 Kw.  
 Owned-Oper. By.....KELP TV Corp.  
 Business Address.....Box 9924  
 Tel.: KE 3-5911.....ABC  
 Representative.....Young TV  
 President.....Norman Alexander  
 General Manager.....Gene Roth  
 Program Dir.....Dick Barron  
 Film Mgr.....Dub Hartline  
 Promotion Dir.....Sandy Milligan

Publicity Dir.....Otto Goessl  
 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.....Bolling  
 Chairman of Board.....Jack C. Vaughn  
 President.....Cecil L. Trigg  
 Sta. Mgr., Film Buyer.....Larry Daniels  
 Nat. Sales Mgr.....George Collie  
 Local Sales Mgr.....Sheldon Turner, Jr.  
 Program Dir.....Bernie Bracher  
 Promotion, Pub. Dir.....Jim Suggs  
 Chief Engineer.....Frank Jordan  
 Owners of: KROD, AM; KOSA-AM-TV, Odessa;  
 KVH-TV, Amarillo; KRNO-AM, San Bernardino,  
 Calif.

## KTSM-TV—El Paso—1953

Channel: 9 VHF AP: 90 Kw...VP: 45 Kw.  
 Owned-Operated By.....Tri-State Bcstg. Co.  
 Address.....801 N. Oregon St.  
 Tel.: KE 2-5421.....NBC  
 Representative.....Hollingbery  
 President, Gen. Mgr.....Karl O. Wyler, Sr.  
 Commercial Mgr.....Karl O. Wyler, Jr.  
 Program Dir.....Jack B. Chapman

IN THE DALLAS-FORT WORTH MARKET  
 CHANNEL 4 REACHES MORE HOMES  
 THAN THE OTHER THREE COMBINED  
 MONDAY THRU FRIDAY 9 A.M. TO 5 P.M.\*

KRLD-TV's Channel 4 reaches more homes in the Dallas Fort Worth market than the other three combined, 9 a.m. to 5 p.m., Monday thru Friday And KRLD-TV reaches 43.9% more homes per average quarter hour than its closest competing channel 6:30-10:00 p.m., Sunday thru Saturday.

Take advantage of this truly superior market coverage. See your ADVERTISING TIME SALES representative

\*NSI, Nov. Dec., '62



CHANNEL 4, DALLAS, FORT WORTH 

**THE DALLAS TIMES HERALD STATION** 

Clyde W. Rembert, President



## TEXAS

Promotion Dir.....Arthur Davis  
 Operations Dir.....Jack Rye  
 Chief Engineer.....Kenneth J. Walton  
 Owners of: KTSM, AM.

### **KTVT—Fort Worth—1955**

Channel: 11 VHF..AP: 107 Kw..VP: 210 Kw.  
 Owned By.....WKY TV Systems, Inc.  
 Address.....4801 West Freeway  
 Tel.: PE 8-1951.....Independent  
 Newspaper Affiliation.....Oklahoma Pub.  
 Station Rep.....Katz  
 President.....E. K. Gaylord  
 Administrative Asst.....Crawford Rice  
 Station Mgr.....Jim Terrell  
 Sales Mgr.....E. L. Cartwright  
 Program. Film Mgr.....Darrell Jones  
 Prom., Merch. Dir.....Bill Camfield  
 Chief Engineer.....W. E. Kessel  
 Owners of: WKY-AM-TV, Oklahoma City; WTVT-TV, Tampa-St. Petersburg.

### **WBAP-TV—Fort Worth—1948**

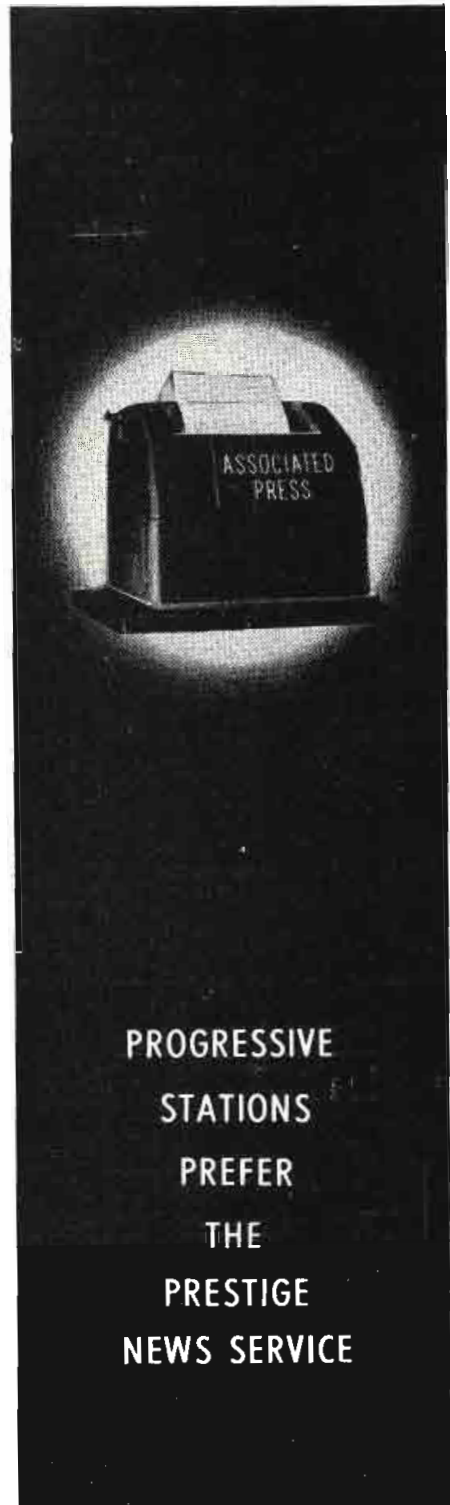
Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned-Oper. By....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Tel.: JE 6-1981.....NBC  
 Newspaper Affiliation.....Star-Telegram  
 Representative....Peters, Griffin, Woodward  
 President.....Amon Carter, Jr.  
 V.P. & Director.....Harold V. Hough  
 Gen., Sta. Mgr.....Roy Bacus  
 Commercial Manager.....Jack Rogers  
 Program Dir., Film Buyer.....Robert Gould  
 Prom., Pub. Dir.....Phil W. Wygant  
 Chief Engineer.....Rupert Bogan  
 Owners of: WBAP, AM-FM.

### **KGBT-TV—Harlingen—1953**

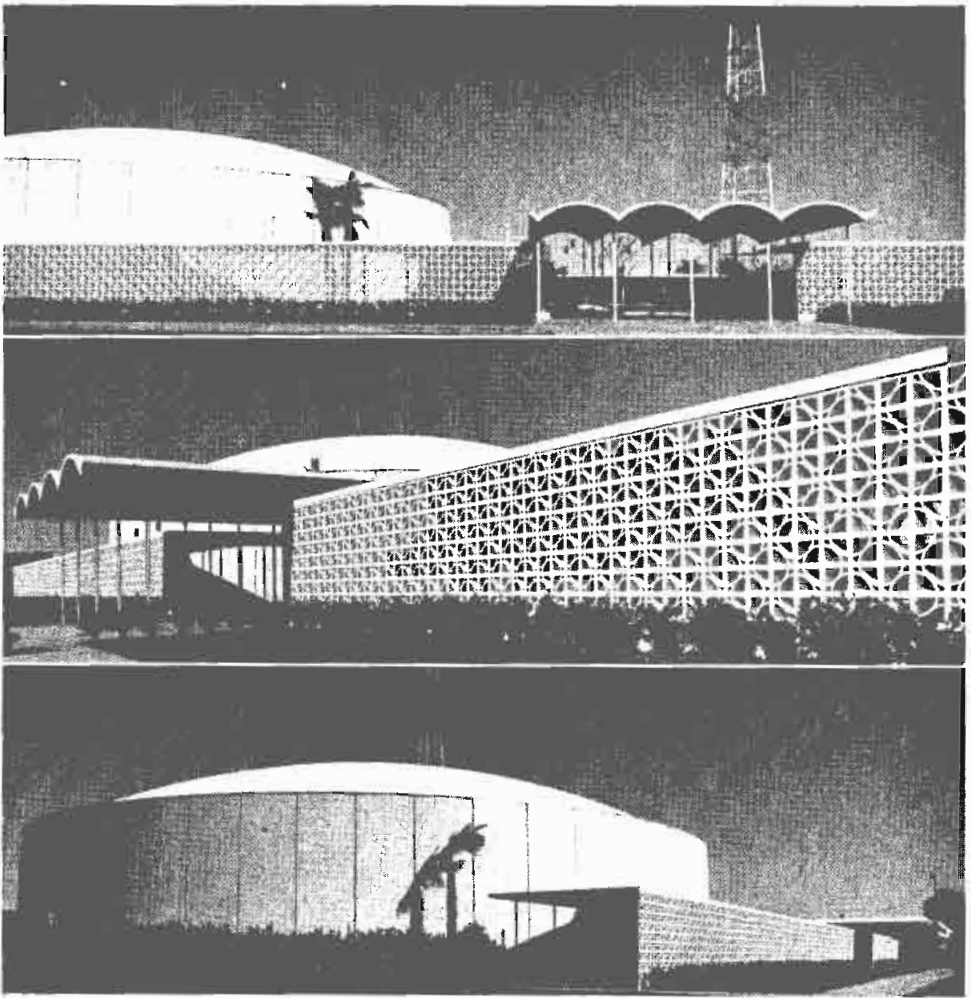
Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Harbenito Bcstg. Co.  
 Address.....P. O. Box 711  
 Tel.: GA 3-4880.....ABC-CBS  
 Station Rep.....Venard, Torbet & McConnell  
 President, General Mgr....McHenry Tichenor  
 Commercial Mgr.....Joe Yowell  
 Program Dir.....Mal Kasanoff  
 Chief Engineer.....Al Beck

### **KHOU-TV—Houston—1953**

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Gulf Television Corp.  
 Address.....P. O. Box 11  
 Tel.: JA 9-4811.....CBS  
 Station Rep.....H.R. TV  
 President.....C. Wrede Petersmeyer  
 General, Sta. Mgr.....James C. Richdale, Jr.  
 Comm. Manager.....Robert O. Paxson  
 Film Mgr., Prog. Dir.....C. Calvin Jones  
 Prom. Dir.....Roland Brazier  
 Publicity Dir.....James Everhart  
 Chief Engineer.....Art Biggs  
 Owners of: WISH-AM-TV, Indianapolis, Ind.;  
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,  
 Okla.; KXTV, Sacramento, Calif.



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 STATIONS  
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The television station of tomorrow  
is in Houston today

From every angle--Rates, Ratings, Local Prestige--  
KTRK-TV is the VITAL BUY in HOUSTON

**KTRK-TV -- Channel 13**

P.O. BOX 12 HOUSTON 1, TEXAS-ABC BASIC - HOUSTON CONSORTIUM TELEVISION CO.  
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGSBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.  
GENERAL MANAGER: WILLARD E. WALBRIDGE, COMMERCIAL MANAGER: BILL BENNETT



**KPRC-TV—Houston—1950**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Houston Post Co.  
 Address...Box 1234  
 Tel.: MA 3-9271...NBC  
 Newspaper Affiliation...Post  
 Representative...Petty  
 President...Mrs. Oveta Culp Hobby  
 V.P., Gen. Mgr....Jack Harris  
 Sta., Gen. Sales Mgr....Jack McGrew  
 Production Mgr....Ridge Radney  
 Promotion Mgr....Kirtley Harriss  
 Film Mgr....Earl Corridon  
 Publicity Dir....Ednah Forrester  
 Chief Engineer....Paul Huhndorf

(See Page 754 for Ad)

**KTRK-TV—Houston—1954**

Channel: 13 VHF...AP: 170 Kw...VP: 316 Kw.  
 Owned-By...Houston Consolidated TV Co.  
 Address...P. O. Box 12  
 Tel.: MO 6-0713...ABC  
 Newspaper Affiliation...Chronicle  
 Representative...Hollingbery  
 President...John T. Jones, Jr.  
 Exec. V.P., Gen. Mgr....W. E. Walbridge  
 Comm. Manager...William F. Bennett  
 Program Mgr....Howard Finch  
 Film Mgr....M. B. Johnson  
 Publicity Dir....Lila Gordon  
 Art. Advertising Dir....Paul Montague  
 Business Mgr....Earl Scholton  
 Prog. Dev., Pub. Serv. Dir....John E. Hill  
 Production Dir....Wayne Thomas  
 News Dir....Ray Conaway  
 Sports Dir....Guy Savage  
 Chief Engs....Jess Mitchell, Robert Sutton

**KGNS-TV—Laredo—1956**

Channel: 8 VHF...AP: 9.6 Kw...VP: 3 Kw.  
 Owned By...Southwestern Operating Co.  
 Business Address...820 Convent Ave.  
 Tel.: RAndolph 3-3674...ABC-CBS-NBC  
 Newspaper Affiliation  
 Ft. Smith Times-Record, Southwest American  
 Station Rep....Venard, Torbet & McConnell  
 President...Donald W. Reynolds  
 General Mgr....Roy Bowman  
 Program Dir....Pat Miller  
 Promotion, Pub. Dir....Delia Palacios  
 Film Manager...Ernie Ramirez  
 Chief Engineer...Irven Simpson  
 Owners of: KFSA-TV-AM, Ft. Smith; KOLO-TV-AM, Reno; KLRJ-TV, Las Vegas; KBRS, Springdale, Ark.; KOKL, Okmulgee, Okla.; KORK, Las Vegas; KFOY-TV, Hot Springs, Ark.

**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.  
 Tel.: SH 4-1414...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  
 Film Mgr....Leon Feazell  
 Publicity Mgr....Joan Prigmore  
 Chief Engineer...Frank Lee  
 Owners of: K CBD, AM.

**KLBK-TV—Lubbock—1952**

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By...Grayson Enterprises  
 Bus. Address...7400 College Ave.  
 Tel.: SH 4-2345...CBS  
 Station Rep...Advertising Time Sales  
 President...Sidney W. Grayson  
 General Manager...Nat Levine  
 National, Gen. Sales Mgr...John Henry  
 Program, Prom. Dir...Ray Trent  
 Film Mgr...Dick Knerr  
 Chief Engineer...Elbert Shannon  
 Owners of: KLBK-AM; KPAR-TV, Abilene; KWAB-TV, Big Spring.

**KTRE-TV—Lufkin—1955**

Channel: 9 VHF...AP: 12.5 Kw...VP: 26 Kw.  
 Owned-Oper. By...Forest Capital Commun. Co.  
 Business Address...P. O. Box 701  
 Tel.: NE 4-7771...NBC-CBS-ABC  
 Reps...Venard, Torbet & McConnell; Melville  
 President, Gen. Mgr...Richman Lewin  
 Comm. Mgr...Royce Christenson  
 Program Dir., Film Mgr...Bill Carter  
 Prom., Pub. Dir...Mary Ann Christopher  
 Chief Engineer...Fred Clinton Hill  
 Owners of: KTRE, AM.

**KDCD-TV—Midland—1961**

Channel: 18 UHF...AP: 7.6 Kw...VP: 4.7 Kw.  
 Owned By...Midland Telecasting Co., Inc.  
 Address...Box 5345  
 Tel.: OX 4-4344...Independent  
 President...Dalton H. Cobb  
 General, Station Mgr...Chet Darwin  
 Comm., Adv. Mgr...Louis Roberts  
 Prog., Prom. Dir...Jack Callis  
 Chief Engineer...Dick Deason

**KMID-TV—Midland—1953**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Midessa Television Co., Inc.  
 Business Address...Midland  
 Tel.: MU 2-7321...NBC  
 Station Rep...Venard, Torbet & McConnell  
 President...J. C. Dunagan  
 General Manager...Ray Herndon  
 Chief Engineer...Bill Buford

**KVKM-TV—Monahans—1958**

Channel: 9 VHF...AP: 120 Kw...VP: 240 Kw.  
 Owned By...Tri-Cities Bcstg. Co.  
 Address...Drawer K  
 Tel.: WI 3-3231...ABC  
 Station Reps...Melville; Masla  
 General, Comm. Mgr...J. Ross Rucker

# TEXAS

Program Dir. .... Jean Welch  
 Promotion Mgr. .... Patricia Knight  
 Chief Engineer. .... Rubin L. Masters  
 Owners of: KVKM-TV.

## KOSA-TV—Odessa—1956

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By. .... Southwest States, Inc.  
 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  
 Film Dir. .... George Duesler  
 National Sales Manager. .... George Collie  
 Chief Engineer. .... Bill Schock  
 Owners of: KRQD-TV, El Paso; KRNO, San Bernardino; KVIL-TV, Amarillo.

## KPAC-TV—Port Arthur—1957

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By. .... Texas Goldcoast TV Inc.  
 Address. .... Box 1059  
 Tel.: YUkon 5-5557. .... NBC  
 Station Rep. .... Blair TV  
 Pres., Gen. Mgr. .... Julius Gordon  
 Comm., Adv. Mgr. .... Mack Newberry  
 Program Dir., Film Mgr. .... John Stegall  
 Prom., Pub. Dir. .... Adeline Salter  
 Local Sales Mgr. .... Roy Shotts  
 Chief Engineer. .... D. Daniels

## 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.: 655-7383. .... ABC-CBS  
 Reprs. .... Melville, Venard, Torbet & McConnell  
 President. .... B. P. Bludworth  
 Gen., Comm. Mgr. .... J. Harley Hubbard  
 Prog., Pub. Dir. .... Al Cobb  
 Film Manager. .... Charles Cathey  
 Chief Engineer. .... Larry Charlesworth

## 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. .... Conway C. Craig  
 Vice President. .... Houston H. Harte  
 General Mgr. .... Wayne Kears  
 Technical Supervisor. .... Buford R. McMillan

## 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. .... Bob A. Roth  
 Gen., Sta. Mgr. .... James M. Brown  
 Program Director. .... Perry Dickey  
 Prom., Pub. Dir. .... Katie Ferguson  
 Film Manager. .... Sam Rocco

Dir. of Engineering. .... George Ing  
 Chief Engineer. .... Larry Beckmann

## KWEX-TV—San Antonio—1955

Channel: 41 UHF... AP: 6 Kw... VP: 11 Kw.  
 Owned By. .... Spanish Inter. Bcslg. Corp.  
 Business Address. .... 111 Martinez St.  
 Tel.: CA 7-4141. .... Independent  
 Station Rep. .... Spanish Inter. Ntwk. Sales  
 President. .... Frank Fouce  
 General Mgr. .... Emilio Niclas  
 Station Mgr. .... Henry Gutierrez  
 Commercial Mgr. .... Amalia Rodriguez  
 Program Dir. .... Leonardo Garcia  
 Prom., Pub. Dir. .... Don Dailey  
 Film Mgr. .... Teresita Calvo  
 Chief Engineer. .... Eligio Guzman  
 Owners of: KWEX-TV, Los Angeles.

## WOAI-TV—San Antonio—1949

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By. .... Southland Industries, Inc.  
 Address. .... 1031 Navarro St.  
 Tel.: CA 7-4221. .... NBC  
 Representative. .... Petry  
 Board Chairman. .... Hugh Half, Jr.  
 Pres., Gen. Mgr. .... James M. Gaines  
 V.P., Station Mgr. .... Edward V. Chevior  
 Prog. Director. .... Robert Reed  
 Promotion Dir. .... Charles Larkins  
 Film Manager. .... Fayto Leavitt  
 Chief Engineer. .... Charles Jeffers

## KCEN-TV—Temple-Waco 1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw  
 Owned By. .... Channel 6, Inc.  
 Business Address. .... 17 S. 3rd St  
 Tel.: PR 3-6868. .... NBC  
 Representative. .... Blair TV Assoc.  
 President. .... Frank W. Mayborn  
 General Manager. .... Burton Bishop  
 Operations Manager. .... Bob Gates  
 Film Mgr. .... John Schreiber  
 Chief Engineer. .... Curtis M. Casey

## KTAL-TV—Texarkana- Shreveport—1953

(See Shreveport, La.)

## 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  
 Station Rep. .... Bolling  
 President. .... Mrs. Lucille Ross Buford  
 Gen., Sta. Mgr. .... Marshall H. Pengra  
 Comm., Adv. Mgr. .... John Lenox  
 Prog., Pub. Dir. .... Bonnie Lenox  
 Promotion Dir. .... Mary Ann King  
 Film Mgr. .... Joe Stinecipher  
 Chief Engineer. .... Hudson Collins

**KWTX-TV—Waco—1955**

Channel: 10 VHF..AP: 255 Kw..VP: 127.5 Kw.  
 Owned-Operated By..KWTX Broadcasting Co.  
 Address.....4520 Bosque Blvd.  
 Tel.: PL 6-4451.....ABC-CBS  
 Station Rep. ....Venard, Torbet & McConnell  
 President, Gen. Mgr.....M. N. Bostick  
 Commercial Manager.....Pete McNea  
 Prom. Director.....Bill Dover  
 Program Director.....Ralph Webb  
 Film Manager.....George Wallace  
 Chief Engineer.....Jesse H. Dove  
 Owners of: KWTX, Waco, Tex.; KNAL, Victoria,  
 Tex.; KXII-TV, Sherman, Tex.; KBTX-TV,  
 Bryan, Tex.

**KRGV-TV—Weslaco—1954**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....Kenco Enterprises  
 Business Address.....309 S. Missouri Ave.  
 Tel.: WO 8-3131.....ABC-NBC  
 Station Rep. ....Paul H. Raymer  
 President, Gen. Mgr.....Stoddard P. Johnston  
 V.P., Station Mgr.....Charles L. Brooks  
 Sales Manager.....T. Marshall Weaver  
 Prom., Pub. Dir.....Hank Page  
 Operations Director.....Fred Noble  
 Chief Engineer.....Lewis Hartwig  
 Owners of: KRGV-AM.

**KFDX-TV—Wichita Falls—1953**

Channel: 3 VHF...AP: 70 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  
 V.P., Prom., Pub. Dir.....D. A. Cannan, Jr.  
 Chief Engineer.....John Adams

**KSYD-TV—Wichita Falls—1953**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....KSYD-TV Co., Inc.  
 Address.....Box 2130  
 Tel.: 322-6957 .....CBS  
 Representative .....Advertising Time Sales  
 Pres., Gen. Mgr.....Syd Grayson  
 Station, Nat. Sales Mgr.....Stuart W. Klein  
 Program Dir.....Jon Burkhardt  
 Promotion Director.....Mrs. Mary K. Norwood  
 Chief Engineer.....Herb Wiley  
 Owners of: KLBK-AM-TV, Lubbock; KPAR-TV,  
 Abilene; KWAB-TV, Big Spring.

Pop.: 940,000  
 Families: 268,500

**Utah**

TV Homes: 240,000  
 TV Stas. in State: 3

**KCPX-TV—Salt Lake City  
 1946**

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.  
 Owned By....Columbia Pict. Electronics Corp.  
 Business Address.....130 Social Hall Ave.  
 Tel.: DA 2-5681.....ABC  
 Representative .....Katz  
 General Manager.....Douglas Elleson  
 Promotion Director.....Betsy Vaught  
 Chief Engineer.....Wally Lambourne  
 Owners of: KCPX, AM-FM.

President.....Arch L. Madsen  
 Vice Pres., Gen. Mgr.....Lloyd E. Cooney  
 Program Director.....Duane C. Hill  
 Publicity Director.....Clifton B. Thomas  
 Chief Engineer.....Vincent E. Clayton  
 Owners of: KSL, AM-FM.

**KUTV—Salt Lake City—1954**

Channel: 2 VHF..AP: 24.5 Kw..VP: 47.1 Kw.  
 Owned-Operated By.....KUTV, Inc.  
 Business Address.....179 Social Hall Ave.  
 Tel.: 322-2505 .....NBC  
 News Affil...Trib.; Ogden Standard-Examiner  
 Station Rep. ....Petty  
 President.....A. L. Glasmann  
 Vice Pres.....George C. Hatch  
 General, Sta. Mgr.....Brent H. Kirk  
 Program, Operations Mgr.....LaMar Smith  
 Promotion Director.....Pat Visick  
 Film Manager.....Jack Ivers  
 Chief Engineer.....B. R. Carpenter

**KSL-TV—Salt Lake City—1949**

Channel: 5 VHF..AP: 18.3 Kw..VP: 33.1 Kw.  
 Owned-Oper. By..Radio Service Corp. of Utah  
 Business Address.....145 Social Hall Ave.  
 Tel.: EL 5-4641.....CBS  
 Station Rep.....Peters, Griffin, Woodward, Inc.

**FOR OFFICERS OF THE TEXAS AND UTAH  
 BROADCASTERS ASSOCIATIONS, SEE PAGE 635**



Pop.: 393,000  
Families: 111,500

# Vermont

TV Homes: 100,500  
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.  
Tel.: UN 2-5761.....CBS

Station Representative.....Avery Knodel  
Pres., Gen. Mgr.....S. T. Martin  
Pub. Prom. Dir.....Charles S. Lewis  
V.P., Advertising Mgr.....John A. Dobson  
Film Manager.....A. Sherman Rutter  
Chief Engineer.....J. W. Tierney  
Owners of: WCAX.

Pop.: 4,125,000  
Families: 1,101,000

# Virginia

TV Homes: 894,000  
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  
Station Reps.....Meeker: Ayers  
Pres., Gen. Mgr.....Robert H. Smith  
Comm., Adv. Mgr.....J. Fey Rogers  
Program Dir.....Art Countliss  
Production Mgr.....James G. Evans  
Chief Engineer.....Russell V. Roblson

Tel.: MA 7-2345; EX 3-7331.....NBC  
Representative.....H.R.  
Pres., Gen. Mgr.....J. Glen Taylor  
V.P., TV Sales.....Edward J. Hennessy  
Prom., Pub. Dir.....Richard Paul  
Prog. Dir., Film Mgr.....Van Cantfort  
Chief Engineer.....Andrew Jackson  
Owners of: WAVY, AM.

## 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.: 434-4431.....ABC-CBS-NBC  
Newspaper Affil.....Wash. Eve. Star  
Reps., Venard, Torbet, McConnell; Clarke Brown  
President, Gen. Mgr.....Hamilton Shea  
Asst. Gen. Mgr.....Warren L. Braun  
Comm., Adv. Mgr.....Richard H. Johnson  
Prog. Dir., Film Mgr.....Robert E. Lee  
Prom., Pub. Dir.....Wanda Wilt  
Chief Engineer.....Tom Jones  
Owners of: WSAZ-AM.

## WTAR-TV—Norfolk—1950

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.  
Owned-Operated By...WTAR Radio-TV Corp.  
Business Address.....720 Boush St.  
Tel.: MA 5-6711.....CBS  
Newspaper Affil.....Norfolk Newspapers, Inc.  
Representative.....Petry  
President, Gen. Mgr.....Robert M. Lambe  
V.P., Operations.....Harold Solding  
V.P., Sales.....William Gietz  
Prom., Pub. Dir.....James W. Evans  
Chief Engineer.....Richard Lindell

## 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.....Jack Masla  
Pres., Gen. Mgr.....Philip P. Allen  
Comm., Adv. Mgr.....Thomas L. Turner  
Prog., Film Mgr.....Warren Uttal  
Publicity Director.....Thomas Waller  
Chief Engineer.....John T. Orth  
Owners of: WLVA.

## WVEC-TV—Norfolk-Hampton 1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Peninsula Bcstg. Corp.  
Address.....110 Third St., Norfolk  
Tel.: MA 7-7635.....ABC  
Station Rep. ....Katz  
Pres., Gen. Manager.....Thomas P. Chisman  
V.P., Sales Director.....Harrol A. Brauer, Jr.  
V.P., Operations Mgr.....L. W. Kliever  
V.P., Chief Engineer.....William C. King, Jr.  
Commercial Mgr.....C. L. Coker  
Promotion Dir.....H. L. Foiles

## WAVY-TV—Norfolk—1957

Channel: 10 VHF..AP: 192 Kw..VP: 316 Kw.  
Owned.....Tidewater Teleradio, Inc.  
Address.....214 W. York St.

## WYAH-TV—Norfolk- Portsmouth—1960

Channel: 27 UHF..AP: 8.7 Kw..VP: 17.4 Kw.  
Owned By.....The Christian Bcstg. Network  
Address.....1318 Spratley St., Portsmouth



## VIRGINIA-WASHINGTON

Tel.: 393-6001.....Independent  
 President, Gen. Mgr.,.....M. G. Robertson  
 Station Manager.....Randolph S. Brent  
 Program, Film Mgr.....Neil Eskelin  
 Promotion Director.....Wilbur Presson  
 Chief Engineer.....Harvie Waff

### WXEX-TV—Petersburg—1955

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By..Petersburg Television Corp.  
 Address..Box 8765, Richm'd; 124 W. Tabb, Pet.  
 Tel.: RE 3-7876, Pet.; AT 8-2835, Richm'd...NBC  
 Station Reps.....Select; Brown  
 President.....Thomas G. Tinsley, Jr.  
 V.P., Gen. Mgr.....Irvin G. Abeloff  
 Comm. Mgr.....Lawrence Slon  
 Program Dir.....Robert I. Grossman  
 Operations Mgr.....J. Harry Abbott  
 Promotion Dir.....Neil Kuvin  
 Film Mgr.....Robert E. Kennedy  
 Chief Engineer.....George W. McGuigan

### WRVA-TV—Richmond—1956

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Richmond TV Corp.  
 Business Address.....5710 Midlothian Pike  
 Tel.: BE 3-5461.....ABC  
 Station Rep.....Harrington, Righter & Parsons  
 President.....William R. Preston  
 General, Sta. Mgr.....Barron Howard  
 Commercial Mgr.....James D. Clark, Jr.  
 Program Film Dir.....Samuel S. Carey  
 Prom., Pub. Dir.....John L. Stone, Jr.  
 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.: ELqin 5-8611.....CBS  
 Station Rep.....Blair TV

Pres., Gen. Mgr.....Wilbur M. Havens  
 Commercial Mgr.....William Kemple  
 Assistant Mgr.....Walter A. Bowry, Jr.  
 Prog. Director.....John Shand  
 Prom., Pub. Dir.....W. J. Filer  
 Film Manager.....Conrad G. Rianhard  
 Chief Engineer.....James Kyle  
 Owners of: WMBG, AM, Richmond; WCOD, FM,  
 Richmond.

### WDBJ-TV—Roanoke—1955

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....Times-World Corp.  
 Address.....2001 Colonial Ave.  
 Tel.: 343-8031.....CBS  
 Newspaper Affiliation...Times; World-News  
 Representative...Peters, Griffin, Woodward, Inc.  
 President.....M. W. Armistead, III  
 V.P., Broadcasting.....Ray P. Jordan  
 V.P., General Mgr.....John Harkrader  
 General Sales Mgr.....Blake Brown  
 Asst. Mgr., Film Buyer.....Paul E. Reynolds  
 Program Mgr.....Charles A. Ballou  
 Sales Prom., Mer. Mgr....Frank C. Martin, Jr.  
 Promotion Manager.....R. A. DuVall  
 Operations Mgr.....Wendell H. Siler  
 Chief Engineer.....J. E. Newman  
 Owners of: WDBJ, AM-FM.

### 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.....NBC  
 Station Rep.....Avery-Knodel  
 President.....James H. Moore  
 V.P., Manager.....Horace S. Fitzpatrick  
 Program Dir.....Melvin Linkous  
 Commercial Manager.....A. S. Trevilian, Jr.  
 Sales Promotion Director.....C. R. Garrison  
 Engineering Manager.....J. P. Briggs  
 Owners of: WSLS-AM-FM.

Pop: 2,950,000  
 Families: 937,000

# Washington

TV Homes: 798,000  
 TV Stas. in State: 11

### KVOS-TV—Bellingham—1953

Channel: 12 VHF..AP: 112 Kw..VP: 224 Kw.  
 Owned-Oper. By.....Wometco Enterprises  
 Business Address.....1151 Ellis St.  
 Tel.: REgent 4-4410.....CBS  
 Station Reps.....E. S. Sumner; Stovin-Byles  
 President.....Mitchell Wolfson  
 General, Sta. Mgr.....David Mintz  
 Merchandising Director.....Doug Davis  
 Operations Director.....R. H. Anderson  
 Promotion Director.....Marian Boylan  
 Public Affairs Dir.....Al Swift  
 Advertising Manager.....Fred Elsethagen  
 Chief Engineer.....John Price  
 Owners of: WTVJ, Miami, Fla.; WLOS, Asheville;  
 WTGA, Jacksonville, Fla.

### 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  
 Nat'l Sales Manager.....Al Stephenson  
 Local Sales Manager.....King Mitchell  
 Program Director.....Robert D. Gordon  
 Prom., Pub. Dir.....Mrs. Frances Pierce  
 Film Manager.....Eugene Wecker  
 Chief Engineer.....C. R. Morris

### KOMO-TV—Seattle—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.

# WASHINGTON

Owned-Oper. By... Fisher's Blend Station, Inc.  
Business Address... 100 4th Ave. N.  
Tel.: MA 4-6000... ABC  
Sta. Representative... Katz  
Chairman of Board... O. D. Fisher  
President, Gen. Mgr. ... W. W. Warren  
Commercial Mgr. ... Maitland Jordan  
Mgr. Programming... Dave Crockett  
Program Manager... Tom Rogstad  
Film Editor... Arden Skoog  
Audience Prcm. Mgr. ... Margaret Hagerly  
Chief Engineer... C. E. Miller  
Owners of: KOMO-AM; KATU-TV, Portland.

## 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... Stimson Bullitt  
V.P., Business Div... Henry B. Owen  
V.P., Broadcast Div... Otto P. Brandt  
Commercial Manager... James D. Neidigh  
Program, Film Mgr... Lee Schulman  
Prom., Pub. Director... Eric Bremner  
Merchandising Manager... G. W. Parker  
Sales Service Mgr... Del Loder  
Chief Engineer... Robert A. Ferguson  
Owners of: KGW-AM-TV, Portland, Ore.; KING-AM-FM; KREM-AM-FM-TV, Spokane, Wash.

## KTVW—Seattle—1953

Channel: 13 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned... J. E. McCaw  
Business Address... 5534 N. 35 St., Tacoma  
Tel.: SKYline 2-3544, Tacoma... Independent  
Station Rep... Clarke Brown  
President... J. Elroy McCaw  
General Manager... James Hawkins  
Program Director... John Jarstad  
Chief Engineer... Ken Williams

## KHQ-TV—Spokane—1952

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... KHQ, Inc.  
Address... S. 4202 Regal St.  
Tel.: KEystone 4-0511... NBC  
Representative... Katz  
Pres., Gen. Mgr... R. O. Dunning  
Commercial Mgr... J. Birney Blair  
Program, Film Mgr... John Fahey  
Promotion, Publicity Dir... Irving Smith  
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 4-0423... ABC  
Representative... Petry  
President... Stimson Bullitt  
General Manager... Robert Temple  
Station Manager... Alexander P. Hunter  
Program Dir... Walt Schar

Film Manager... Hughie Tanner  
Chief Engineer... Edward P. Antosyn  
Owners of: KREM, AM-FM.

## KXLY-TV—Spokane—1953

Channel: 4 VHF... AP: 28 Kw... VP: 47.9 Kw.  
Owned By... Spokane Television  
Address... 315 W. Sprague Ave.  
Tel.: MADison 4-4291... CBS  
Newspaper Affil... Evening Telegram, Superior  
Representative... H-R  
President... Morgan Murphy  
General Station Mgr... Wayne F. McNulty  
Operations Dir... Robert L. Warrington  
National, Local Sales Mgr... Robert V. Weitze  
Prom., Pub. Dir... Lois Hunter  
Technical Dir... T. O. Jorgenson  
Chief Engineer... Dave Green  
Owners of: KXLY-TV-AM, El Paso; KXLY-AM-FM, Spokane, Wash.

## 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  
Station Rep... Paul H. Raymer Co.  
President... George F. Russell  
General Manager... Max H. Bice  
Nat'l Sales Manager... Herchel Cary  
General Sales Mgr... R. Keith Miller  
Program, Film Mgr... Dell Spencer  
Promotion Director... David Smith  
Chief Engineer... Dick F. Engh  
Owners of: KTNT-AM-FM.

## 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... Young TV; Art Moore  
President... Thomas C. Bostic  
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  
Owners of: KIMA, AM; KEER, AM-TV, Pasco;  
KWQ, Moses Lake; KLEW-TV, Lewiston;  
KBAS-TV, Ephrata.

## KNDO—Yakima—1959

Channel: 23 UHF... AP: 11.6 Kw... VP: 19.9 Kw.  
Owned By... Columbia Empire Bcstg. Corp.  
Address... Box 466  
Tel.: CH 8-2300... ABC  
Station Rep... Weed TV Corp.  
President, Gen. Mgr... Hugh Davis  
Commercial Manager... Jim Hawkins  
Prog., Prom. Director... Terry Mason  
Film Manager... Marge Whitman  
Chief Engineer... Warren Brown  
Owners of: KNDO, Richland.

Pop.: 1,850,000  
Families: 495,000

# West Virginia

TV Homes: 390,000  
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. Affil...Daily Telegraph, Sunset News  
Station Reps. ....Select Station Reps.; Brown  
President, Gen. Mgr.....H. I. Shott  
Sta. Comm. Mgr. ....John C. Shott  
Prog. Dir.....Orland C. Young  
Promotion Director.....Kay Wilson  
Film Manager.....Cecil Surratt  
Chief Engineer.....Kenneth Dick  
Owners of: WHIS, AM.

## WCBS-TV—Charleston—1954

Channel: 8 VHF..AP: 93.3 Kw. .VP: 158 Kw.  
Owned By.....Rollins Bcstg.  
Address.....Box 2167, Wilmington, Del.  
Tel.: DI 6-5358.....CBS  
Station Representative.....Blair TV  
President.....O. Wayne Rollins  
General, Sta. Mgr.....William P. Dix, Jr.  
Vice Pres., TV.....George Baren Bregge  
Comm. Mgr.....William Eaton, Jr.  
Program Dir.....Douglas Martin  
Prom., Pub. Dir. ....H. M. Brawley  
Film Manager.....Phil Smith  
News Director.....Robert Horan  
Chief Eng.....G. Brick  
Owners of: WCBS-AM; WGEE-AM, Indian, Ind.;  
WEAR-TV, Pensacola, Fla.; WPTZ-TV, Platts-  
burgh, N. Y.; WAMS, Wilmington, Del.; WRAP,  
Norfolk, Va.; WNJT, Newark, N. J.; WBEE,  
Harvey, Ill.; KDAY, Los Angeles, Calif.

## WBOY-TV—Clarksburg—1957

Channel: 12 VHF..AP: 137 Kw..VP: 278 Kw.  
Owned By.....Rust Craft Bcstg.  
Business Address.....912 W. Pike St.  
Tel.: 624-7573-4.....CBS-NBC  
Station Rep.....Young TV  
President.....Jack N. Berkman  
Managing Director.....Roger Garrett  
Commercial Manager.....Frank Baisley  
Program Director.....Robert Toothman  
Publicity, Promotion Dir.....Peter Lyman  
Film Manager.....Frank Lucante  
Chief Engineer.....Harry Brown  
Owners of: WBOY-AM; WSTV-AM-FM-TV;  
WPII-AM-FM, Pittsburgh; WSOL-AM, Tampa;  
WRGP-TV, Chattanooga; WRDW-TV, Augusta,  
Ga.

## WJPB-TV—Fairmont—1954

Channel: 5 VHF...AP: 50 Kw. ...VP: 100 Kw.  
Owned By.....WJPB-TV, Inc.  
Address.....400 Quincy St.  
Tel.: 363-0700.....ABC

Newspaper Affiliation.....Mannington Times  
Station Rep.....Weed TV Corp.  
President, Gen. Mgr.....J. Patrick Beacom  
Comm., Adv. Mgr.....Eugene La Rosa  
Program Dir.....N. C. Pelligrin  
Prom., Pub. Dir.....Ray Herst  
Film Mgr.....Gordon Ralph Snyder  
Chief Engineer.....James McEwen  
Owners of: WRUT-AM-FM, Butler, Pa.; WVVW,  
Grafton, W. Va.

## WHTN-TV—Huntington—1955

Channel: 13 VHF..AP: 200 Kw..VP: 316 Kw.  
Owned-Oper. By.....Reeves Broadcasting  
Address.....625 Fourth Avenue  
Tel.: JA 5-7661.....ABC  
V.P., Gen. Mgr.....O. W. Myers  
Comm. Manager.....George Miller  
Program Director.....Clark W. Davis  
Promotion Director.....Lloyd Hamlin  
Chief Engineer.....Keith Massey

## WSAZ-TV—Huntington—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned By.....WJR, The Goodwill Station  
Address.....201 Ninth St.  
Tel.: JA 9-4127.....NBC  
Station Representative.....Katz  
President.....Worth Kramer  
V.P., Gen. Mgr.....C. Tom Garten  
Station Manager.....J. L. Sinclair  
Program Director.....Maxwell Roth  
Prom., Mer. Dir.....Jack M. Williams  
Film Manager.....David S. Bond  
Chief Engineer.....John P. Clay  
Owners of: WSAZ, AM.

## 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.....CBS  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Comm Sta. Mgr.....Robert R. Brown  
Pub., Film Mgr.....A. Nechesnoff  
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.: 485-4588.....ABC-CBS-NBC  
Representative.....Pearson  
President.....Clay Littick  
Managing Dir.....Allan Land  
General Mgr.....Gene P. Loffler  
Comm. Mgr.....Denny Dever  
Program Dir.....Tom Lawrence  
Chief Engineer.....William A. Hunt, Sr.

## WEST VIRGINIA-WISCONSIN

### WTRF-TV—Wheeling—1953

Channel: 7 VHF...AP: 156 Kw...VP: 316 Kw.  
Owned-Oper. By.....WTRF-TV, Inc.  
Address.....Ogden Bldg.  
Tel.: 232-7777.....NBC  
Representative.....Hollingbery  
Exec. V.P., Gen. Mgr.....Robert W. Ferguson

Operations Manager.....George Diab  
National Sales Mgr.....C. J. Ackermann  
Reg. Sales Mgr.....Kirk Jackson  
Local Sales Mgr.....Robert Beall  
Prog. Director.....Garry Vorhess  
Prom. Director.....James Knight  
Film Manager.....William Ney  
Pub. Serv. Director.....Wesley Manley  
Chief Engineer.....Howard Daubenmeyer

Pop.: 4,025,000  
Families: 1,192,000

## Wisconsin

TV Homes: 1,086,000  
TV Stas. in State: 13

### WEAU-TV—Eau Claire—1953

Channel: 13 VHF...AP: 155 Kw...VP: 310 Kw.  
Owned-Oper. By.....Post Bcstg. Corp.  
Business Address.....2415 So. Hastings Way  
Tel.: TE 2-3474.....ABC-CBS-NBC  
News. Affil.....Press-Gazette, Post-Crescent  
Station Rep.....Hollingbery  
President.....V. I. Minahan  
Gen. Sta. Manager.....Leo Howard  
Chief Engineer.....Elmo Reed

Commercial Manager.....Dorothy Inman  
Program Director.....Dan Giovannini  
Promotion Director.....Francis Johanski  
Film Manager.....Bob Johanski  
Local Advertising Mgr.....Bud Witte  
Chief Engineer.....Marshall Williamson

### 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  
Station Rep.....H-R TV Reps  
General Manager.....Haydn R. Evans  
Nat. Sales Mgr.....Earl H. Huth  
Program Dir.....Greg McElrone  
Promotion Dir.....Lyle Lahey  
Film Mgr.....Don Bergner  
Chief Engineer.....Wallace E. Stangel  
Owners of: WBAY, AM-FM.

### 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  
Station Representative.....Avery Knodel  
Pres., Gen. Mgr.....Howard Dahl  
Comm. Mgr.....Robert Z. Morrison, Jr.  
Program Director.....Ray Skaran  
Promotional Director.....Leonard Anderson  
Chief Engineer.....Al Leeman

### WFRV-TV—Green Bay—1955

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Valley Telecasting Co.  
Address.....1181 East Mason St.  
Tel.: HE 7-5411.....NBC  
Station Representative.....Katz  
President.....George W. Norton, Jr.  
General Manager.....H. Lee Browning  
Commercial Manager.....Fred W. Johnson  
Program Dir., Film Mgr.....J. W. Vickery  
Prm., Publicity Dir.....Otto C. Junkermann  
Chief Engineer.....Harry Hill

### WISC-TV—Madison—1956

Channel: 3 VHF...AP: 28.8 Kw...VP: 56.2 Kw.  
Owned-Oper. By.....TV Wisconsin, Inc.  
Bus. Address.....4801 W. Beltline Hwy.  
Tel.: CE 3-9791.....CBS  
News. Affiliation.....Superior Evening Telegram  
Representative.....Peters, Griffin, Woodward  
General Manager.....Ralph O'Connor  
Commercial Manager.....Richard Nickeson  
Program Director.....Daniel Imhoff  
Chief Engineer.....Walter Hariu

### WLUK-TV—Green Bay—1954

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....M & M Broadcasting Co., Inc.  
Address.....Box 549  
Tel.: 432-6468.....ABC  
Newspaper Affil.....Evening Telegram  
Station Reps.....Young; Hyett  
President.....Morgan Murphy  
General Manager.....John H. Borgen

### WKOW-TV—Madison—1953

Channel: 27 UHF...AP: 87 Kw...VP: 200 Kw.  
Owned-Oper. Midcontinent Bcstg. Co. of Wisc.  
Business Address.....215 West Washington Ave.  
Tel.: AL 7-2261.....ABC  
Station Representative.....Young TV Corp.  
Exec. Vice Pres., Gen. Mgr.....Tony Moe  
General Sales Mgr.....Ben F. Hovel  
Prog., Operations Dir.....Blake Kellogg  
Film Mgr.....Bill Harman  
Promotion Director.....James Roy Miller  
Publicity Director.....Nancy Lee White  
Chief Engineer.....Cloren Smith  
Owners of: WKOW, AM.

## WISCONSIN-WYOMING

### WMTV—Madison—1953

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.  
 Owned-Oper. By.....Forward TV, Inc.  
 Business Address.....West Beltline Highway  
 Tel.: CE 3-5381.....NBC  
 President.....Herbert R. Ohrt  
 General Mgr.....Merritt Mulligan  
 Asst. Mgr.....Donald Harrer  
 Film Mgr.....George Plenderleith  
 Program Dir.....Jack Crowley  
 Promotion Mgr.....Wanda Montz  
 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.....CBS  
 Newspaper Affiliation.....Sentinel  
 Representative.....Petry  
 V.P., General Mgr.....Richard C. Goodnow  
 Sales Mgr.....Richard D. Foerster  
 Film Manager.....Jerry Loebe  
 Program Director.....Baylen Smith  
 Prom., Pub. Dir.....Arthur H. Barnes  
 Chief Engineer.....Lionel Wittenberg

### WITI-TV—Milwaukee—1956

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....5445 N. 27th St.  
 Tel.: UP 3-1919.....ABC  
 Station Rep.....Storer T.V. Sales  
 President.....George B. Storer, Jr.  
 General Manager.....Roger W. LeGrand  
 General Sales Mgr.....William J. Flynn  
 Mgr. of Operations.....Dean McCarthy  
 Promotion Director.....Donn Shelton  
 Chief Engineer.....Robert Truscott  
 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.; WIBG-AM-FM, Phila., Pa.; KGBS, Los Angeles; WHN, New York City.

### WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Journal Co.  
 Business-Trans. Address.....333 W. State St.  
 Tel.: BR 1-6000.....NBC  
 Newspaper Affiliation.....Journal; Sentinel  
 Sta. Rep.....Harrington, Righter & Parsons  
 General Manager.....George Comte  
 Station Manager.....Robert J. Helss  
 Program Manager.....Robert Petrie  
 Promotion Mgr.....Bruce Wallace  
 Film Manager.....James Fitzgerald  
 Advertising Mgr.....Sprague Vonier  
 Mgr. AM & TV Engineer.....Phillip B. Laesser  
 Owners of: WTMJ-AM-FM.

### WUHF-TV—Milwaukee—1959

Channel: 18 UHF..AP: 122 Kw..VP: 240 Kw.  
 Owned-Oper. By.....WXIX-TV, Inc.  
 Address.....509 W. Wisconsin Ave.  
 Tel.: BR 2-1818.....Independent  
 Station Representative.....Gill-Perna  
 President.....B. J. Samson  
 Exec. V.P.....Lawrence Turet  
 Sales Mgr.....Parker Daggett  
 Program Dir.....Richard Christenson  
 Promotion Mgr.....Chuck Olson  
 Film Manager.....Daniel Kunz  
 Chief Engineer.....Joe Waters

### WSAU-TV—Wausau—1954

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Wisconsin Valley TV Corp.  
 Address.....P.O. Box 1088  
 Tel.: VI 2-1021.....ABC-CBS-NBC  
 Newspaper Affil.....Record-Herald  
 Representative.....Meeker Co.  
 President.....George T. Frechette  
 Exec. V.P., Gen. Mgr.....Richard D. Dudley  
 General Sales Mgr.....James W. Frey  
 Prom., Pub. Dir.....Tom Bolger  
 Program Director.....Norbert Kellnhauser  
 Film Manager.....Dan Ziebell  
 Chief Engineer.....Roland W. Richard  
 Owners of: WSAU-AM-FM.

Pop.: 340,000

Families: 102,000

# Wyoming

TV Homes: 78,000

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.: 237-3711.....ABC-NBC-CBS  
 Station Representative.....Meeker  
 President.....Burt Harris  
 Gen., Sta. Mgr.....Lawrence Berger  
 Program, Prom. Dir.....Paul Wickre  
 Film Manager.....Chuck Beach  
 Chief Engineer.....Leo Chenier

### KFBC-TV—Cheyenne—1954

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Frontier Bcstg. Co.  
 Business Address.....2923 East Lincolnway  
 Tel.: 634-4461.....ABC-CBS-NBC  
 Newspaper Affiliation.....Eagle, Tribune  
 Representative.....Hollingbery  
 President.....Robert S. McCracken  
 General Mgr., Ch. Eng.....William C. Grove  
 Commercial Mgr.....Doug Reeves  
 Prog., Pub. Mgr.....William D. McCracken  
 Film Mgr.....Don Wich  
 Owners of: KFBC-AM, KSTF, Scottsbluff.

# WYOMING-TERRITORIES & POSSESSIONS

## KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 24.2 Kw...VP: 57.5 Kw.  
Owned.....M. & J. Ernst

Address.....500 B'way, Thermopolis, Wyo.  
Tel.: UN 4-2351.....ABC-CBS  
Representative.....Gill-Perna  
Gen. Mgr., Ch. Eng.....Joseph P. Ernst

# TV Stations in Territories and Possessions

## Guam

### KUAM-TV—Agana—1956

Channel: 8 VHF...AP: 250 Kw...VP: 500 Kw.  
Owned-Oper. By.....Radio Guam, Inc.  
Address.....P. O. Box 368  
Tel.: 7963.....CBS-NBC  
Representative.....Intercontinental Services  
President.....Phil Berg  
Station Manager.....Robert A. Jordan  
Sales Manager.....Mary C. Chappelle  
Chief Eng.....Kenneth Pier  
Owners of: KUAM, AM.

## Virgin Islands

### WBNB-TV—Charlotte Amalie 1961

Channel: 10 VHF...AP: 1.26 Kw...VP: 2.5 Kw.  
Owned By.....Island Teleradio Service Inc.  
Address.....Box 1947, St. Thomas  
Tel.: 1050.....ABC-CBS-NBC  
Station Rep.....Caribbean Networks Inc.  
President.....Robert Moss

# Puerto Rico

### WKBM-TV—Caguas—1960

Channel: 11 VHF...AP: 1.34 Kw...VP: 2.67 Kw.  
Owned By.....American Colonial Brcstg.  
Address.....P. O. Box 4189, San Juan  
Tel.: 3-0580.....Independent  
Owner & Gen. Mgr.....R. P. Perry  
Comm. Manager.....Felix Munoz  
Program Dir.....Nilsa Gonzales  
Chief Engineer.....E. Rivera

### WKAQ-TV—San Juan—1954

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....El Mundo Enterprises  
Bus. Address...Box 5096, Puerto de Tierra Sta.  
Tel.: 723-3800.....CBS  
Newspaper Affiliation.....El Mundo  
Rep.....Inter-American Publications Inc.  
President.....Mrs. A. Ramos  
General Manager.....H. McFadden  
Commercial Manager.....Rafael Ruiz  
Prog. Dir.....Oscar Orzabal Quintana  
Sales Mgr.....Jorge Rivero  
Chief Engineer.....Robert Beurket  
Owners of: WKAQ-AM-FM.

### WORA-TV—Mayaguez—1955

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper By.....Supreme Bcstg. Co., Inc.  
Address.....Darlington Bldg.  
Tel.: 832-1150.....ABC-CBS  
Station Rep.....Inter-American Publ.  
Pres., Sta. Mgr.....Alfredo R. Arellano  
Comm. Asst. G.M.....Reinaldo Dupont  
Prog., Prom. Dir.....Ernesto Rafols  
Film Mgr.....Rafael Rivera Mont  
Chief Eng.....George A. Mayoral  
Owners of: WKYN-AM, WFQM-FM, San Juan;  
WSVI-TV, St. Croix, V. I., WJMR-AM-TV,  
WKOM, New Orleans.

### WRIK-TV—Ponce—1958

Channel: 7 VHF...AP: 60 Kw...VP: 30 Kw.  
Owned-Operated By...Ponce Television Corp.  
Address.....Darlington Bldg.  
Tel.: 842-0280.....Independent  
Sta. Rep.....Inter-American Publ.  
President.....George A. Mayoral  
General Mgr.....William Cortada  
Program Dir.....Luis Martínez  
Chief Engineer.....Americo Cintron

### WAPA-TV—San Juan—1954

Channel: 4 VHF...AP: 33.9 Kw...VP: 56.2 Kw.  
Owned By.....WAPA TV Bcstg. Corp.  
Business Address.....357 Ponce de Leon  
Tel.: 3-3006.....ABC-NBC  
Gen. Manager.....H. Modestti  
Program Director.....F. R. Baez  
Chief Engineer.....E. W. Lambourne

### WSUR-TV—Ponce—1958

Channel: 9 VHF...AP: 1.3 Kw...VP: 2.7 Kw.  
Owned.....American Colonial Bcstg. Corp.  
Bus. Ad...1000 Ponce de Leon Ave., Santurce  
Tel.: 2-1278.....Independent  
President, Gen. Mgr.....Ralph P. Perry



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## Television Stations of Canada

### Alberta

#### **CFCN-TV—Calgary—1960**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By.....CFCN Television Ltd.  
 Address.....Broadcast House  
 Tel.: CH 9-9101.....CTV  
 Sta. Reps., Television Reps. Ltd.; Adam Young  
 President.....James A. Love  
 Station Mgr.....Gordon L. Carter  
 Promotion Dir.....Gary Greenway  
 Film Mgr.....Garry Smith  
 Chief Engineer.....R. W. Lamb  
 Owners of: CFCN-AM, Calgary.

#### **CHCT-TV—Calgary—1954**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By.....Calgary Television, Ltd.  
 Address.....955 Rideau Road  
 Tel.: CH 3-3491.....CBC  
 Station Reps.....All-Canada; Weed

President.....F. R. Shaw  
 Gen., Station Mgr.....A. M. Cairns  
 Commercial Mgr.....J. Norman Inkster  
 Oper. Mgr.....Bob Chase  
 Prom., Pub. Mgr.....W. A. Smith  
 Film Manager.....Gordon Warner  
 Chief Engineer.....Lee Crawley

#### **CBXT—Edmonton—1961**

Channel: 5 VHF...AP: 159 Kw...VP: 318 Kw.  
 Owned By.....CBC  
 Address.....Box 555  
 Tel.: 469-2321.....CBC  
 Station Manager.....Ralph Horley  
 Commercial Rep.....Chris Barr  
 Program Director.....Barry McCorquodale  
 Technical Director.....Peter Burgess  
 Tech. Supervisors.....R. Collier, J. Anderson

#### **CFRN-TV—Edmonton—1954**

Channel: 3 VHF...AP: 90.4 Kw...VP: 180.3 Kw.  
 Owned-Oper. By.....Sunwapta Bcstg. Co., Ltd.  
 Address.....Postal Sta. E.  
 Tel.: HU 9-2572.....CTV  
 Sta. Reps., TV Reps.: Young Canadian; Oakes

# TELEVISION STATIONS OF CANADA

Pres., Gen. Mgr. . . . . G. R. A. Rice  
 Station Mgr. . . . . B. D. Alloway  
 Commercial Mgr. . . . . D. H. Field  
 Program Director . . . . . George Kidd  
 Film Manager . . . . . Keith Neale  
 Prom., Pub. Dir. . . . . Allan Muir  
 Adv. Mgr. . . . . Dan Kauffman  
 Chief Engineer . . . . . Ted Wadson  
 Owners of: CERN-AM-TV.

## CJLH-TV—Lethbridge—1955

Channel: 7 VHF. AP: 85.5 Kw. VP: 171 Kw.  
 Owned-Oper. By . . . . . Lethbridge TV, Ltd.  
 Address . . . . . P. O. Box 1120  
 Tel.: FA 7-1521. . . . . CBC  
 Newspaper Affil. . . . . Herald  
 Representatives . . . . . All-Canada TV; Weed  
 Pres., Gen. Mgr. . . . . N. Botterill  
 Commercial Mgr. . . . . L. Crittenden  
 Program Director . . . . . Dale Nelson  
 Technical Dir. . . . . V. Reed

## CHSA-TV—Lloydminster—1960

Channel: 2 VHF. AP: 37.5 Kw. VP: 75 Kw.  
 Owned By . . . . . CHSA-TV Ltd.  
 Address . . . . . Lloydminster  
 Tel.: Lloydminster . . . . . CBC  
 Station Rep. . . . . Devney Organization  
 President . . . . . A. F. Shortell  
 General Comm. Mgr. . . . . J. R. D. Findlay  
 Operations Director . . . . . Wes Saunders  
 Promotion Director . . . . . G. Barber  
 Chief Engineer . . . . . Eldon Giles

## CHAT-TV—Medicine Hat—1957

Channel: 6 VHF. AP: 3 Kw. VP: 6 Kw.  
 Owned By . . . . . Monarch Bcstg. Co. Ltd.  
 Address . . . . . Box 760  
 Tel.: 548 3911 . . . . . CBC  
 Sta. Rep. . . . . Weed; All-Canada  
 President . . . . . J. H. Yuill  
 Gen., Station Mgr. . . . . Orv Kope  
 Program Director . . . . . Jon Thibert  
 Film Manager . . . . . Pete Barth  
 Comm., Adv. Mgr. . . . . Ian Carson  
 Prom., Pub. Dir. . . . . Bill Yuill  
 Chief Engineer . . . . . Sid Gaffney  
 Owners of: CHAT-AM.

## CHCA-TV—Red Deer—1957

Channel: 6 VHF. AP: 13 Kw. VP: 26 Kw.  
 Owned By . . . . . CHCA TV Ltd.  
 Business Address . . . . . Box 668  
 Tel.: 346-5525 . . . . . CBC  
 Sta. Reps. . . . . Stovin-Byles; Forjoe; Scharf  
 President, Gen. Mgr. . . . . G. A. Bartley  
 Asst. Mgr. . . . . Mrs. A. Sole  
 Commercial Mgr. . . . . Doug Clarke  
 Program, Prom. Dir. . . . . Hugh Edmunds  
 Advertising Manager . . . . . Gordon Johns  
 Chief Engineer . . . . . Mel Lang

# British Columbia

## CJDC-TV—Dawson Creek—1959

Channel: 5 VHF. AP: 106 Kw. VP: 212 Kw.  
 Owned-Oper. By . . . . . Radio Sta. CJDC Ltd.  
 Bus. Address . . . . . Second Ave. & 9th St.  
 Tel.: STerling 2-3341 . . . . . CBC  
 Station Representative . . . . . Cooke  
 Pres., Gen. Mgr. . . . . H. L. Michaud  
 Chief Engineer . . . . . R. Messner

## CFCR-TV—Kamloops—1957

Channel: 4 VHF. AP: 1 Kw. VP: .5 Kw.  
 Owned . . . . . Twin Cities TV Ltd.  
 Business Address . . . . . 387 4th Ave.  
 Tel.: 372-8827 . . . . . CBC  
 Station Reps. . . . . All-Canada; Weed  
 Pres., Gen. Mgr. . . . . Ian G. Clark  
 Asst. Mgr. . . . . Jean C. Ross  
 Oper., Prog. Dir. . . . . Jack Pollard  
 Comm. Mgr. . . . . Hidee Saito  
 Promotion Manager . . . . . Shirley Page  
 Pub., Prod. Dir. . . . . Wayne Roberts  
 Film Manager . . . . . Bill Reith  
 Advertising Manager . . . . . Walter Harwood  
 Chief Engineer . . . . . Kurt Reichennek

## 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  
 Station Reps. . . . . All-Canada TV; Weed  
 President, Gen. Mgr. . . . . Roy G. Chapman  
 Adv., Comm. Mgr. . . . . Dick Sharp  
 Program, Film Mgr. . . . . Russ Richardson  
 Prom., Pub. Dir. . . . . Norm Williams  
 Chief Engineer . . . . . Tom Wyatt

## CKPG-TV—Prince George 1961

Channel: 3 VHF. AP: 114 W. VP: 210 W.  
 Owned By . . . . . CKPG Television Ltd.  
 Address . . . . . 1220 Sixth Ave.  
 Tel.: Prince George . . . . . Independent  
 Station Reps. . . . . All-Canada; Weed  
 President . . . . . Robert T. Harkins  
 Sales Manager . . . . . J. W. Barlee

## CBUT—Vancouver—1953

Channel: 2 VHF. AP: 25.4 Kw. VP: 47.6 Kw.  
 Owned By . . . . . Canadian Bcstg. Corp.  
 Address . . . . . 701 Hornby St.  
 Tel.: MUtual 4-0246 . . . . . CBC  
 Program Dir. . . . . W. Inglis  
 Film Dir. . . . . Stanley Fox  
 Nat'l Sales Mgr. . . . . W. F. Cooke  
 Technical Dir. . . . . R. Whiteside

# TELEVISION STATIONS OF CANADA

## CHAN-TV—Vancouver—1960

Channel: 8 VHF..AP: 94 Kw..VP: 180 Kw.  
Owned By.....Vantel Bcstg. Co., Ltd.  
Address.....Box 4700  
Tel.: CY 9-7272.....CTV  
Station Reps.....All-Canada; Weed  
President.....Arthur Jones  
Manager.....J. R. Peters  
Chief Engineer.....E. Rose

## CHEK-TV—Victoria—1956

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....CHEK-TV, Ltd.  
Address.....3693 Epsom Drive  
Tel.: GRanite 7-1821.....CBC  
President, Gen. Mgr.....David M. Armstrong  
Station Mgr.....Richard L. McDaniel  
Commercial, Film Mgr.....Douglas Taylor  
Prom., Publicity Dir.....Bob Willet  
Chief Engineer.....Norman Bergquist

## Labrador

## CFLA-TV—Goose Bay—1956

Channel: 8 VHF..AP: 107 Kw..VP: 359 Kw.  
Owned-Operated By.....U. S. Armed Forces  
Address.....U.S.A.F. Side, Goose Airport  
Tel.: TW 6-2461.....CBC  
CBC Mgmt. Rep.....L. V. Harvey

## Manitoba

## CKX-TV—Brandon—1955

Channel: 5 VHF..AP: 49.1 Kw..VP: 100 Kw.  
Owned By.....Western Manitoba Bcstrs. Ltd.  
Address.....2940 Victoria Ave.  
Tel.: PA 9-5441.....CBC  
Station Reps.....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.....J. T. Stacey

## CBWFT—Winnipeg—1960

Channel: 6 VHF..AP: 1.72 Kw..VP: 2.87 Kw.  
Owned By.....CBC  
Address.....541 Portage Ave.  
Tel.: SP 4-2541.....CBC  
Director, Prairie Provinces.....J. Finlay  
Program Director.....Leo Remillard

Info. Serv. Sup.....D. O'Neill  
Prairie Reg. Eng.....R. D. Cahoon

## CBWT—Winnipeg—1954

Channel: 3 VHF..AP: 34.7 Kw..VP: 57.8 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....541 Portage Ave.  
Tel.: SP 4-2541.....CBC  
Dir. of Prairie Region.....J. Finlay  
Oper. Director.....B. D. Macpherson  
Reg. Program Dir.....D. E. Cameron  
Sup. Info. Services.....D. O'Neill  
Film Mgr.....H. Harrison  
Reg. Sales Mgr.....G. W. Thompson  
Technical Dir.....H. Heywood

## CJAY-TV—Winnipeg—1960

Channel: 7 VHF..AP: 180 Kw..VP: 325 Kw.  
Owned By.....Channel Seven TV Ltd.  
Address.....Polo Park, Zone 10  
Tel.: SP 5-0371.....CTV  
Station Rep.....Stovin-Byles  
President.....R. S. Misener  
General Manager.....Jack M. Davidson  
Commercial Manager.....G. O. Johnson  
Program Director.....Stewart MacPherson  
Chief Engineer.....A. G. Cobb

## New Brunswick

## CBAFT-TV—Moncton—1961

Channel: 11 VHF..AP: 10 Kw..VP: 5.03 Kw.  
Owned-Oper. By.....CBC  
Address.....232 St. George St.  
Tel.: 384-3368.....CBC  
Station Mgr.....Paul E. Carrier  
Commercial Rep.....Bernard Richard  
Technical Director.....Ives J. Bruchesi

## CKCW-TV—Moncton—1954

Channel: 2 VHF..AP: 15 Kw..VP: 25 Kw.  
Owned-Oper. By.....Moncton Bcstg., Ltd.  
Address.....Halifax St.  
Tel.: 389-9601.....CBC  
Sta. Reps.....Stovin-Byles; Young Canadian  
Pres., Mgr. Dir.....F. A. Lynds  
Gen., Station Mgr.....H. Button  
Prog. Dir., Comm. Mgr.....J. S. Irvine  
Promotion Director.....Murray Turner  
Film Manager.....Gwen MacDonald  
Chief Engineer.....Keith MacConnell  
Owners of: CKCW; CKCD-TV, Campbelltown,  
N. B.; CKAM-TV, North Shore, Newcastle,  
N. B.

## 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.

# TELEVISION STATIONS OF CANADA

Tel.: 3-3304 ..... CBC  
Gen. Mgr. .... George A. Cromwell  
Chief Engineer ..... Jack Bishop

## Newfoundland

### CBYT—Corner Brook—1959

Channel: 5 VHF AP: .0985 Kw. VP: .197 Kw.  
Owned-Oper. By ..... CBC  
Address ..... Box 610  
Tel.: NE 4-3431 ..... CBC  
Station Manager. .... C. V. Hierlthy  
Sales Manager. .... C. Brown  
Technical Sup. .... J. Heaney

### CFSN-TV—Stephenville—1957

Channel: 8 VHF AP: .147 Kw. VP: .294 Kw.  
Owned By ..... CBC  
Address ..... E. Harmon Air Force Base  
Tel.: Base Exchange 21204 ..... CBC  
Dir. Newfoundland Regions. .... W. F. Galgay  
CBC Representative ..... A. W. Barrett

### 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  
News. Affil. .... Nfld. Sunday Herald  
Station Reps. .... Stovin-Byles; Weed  
President ..... Geoff Stirling  
V.P., General Mgr. .... Don Jamieson  
Sta. Mgr., Prog. Dir. .... Colin Jamieson  
Commercial Mgr. .... Charlie Pope  
Promotion Dir. .... Ken Meeker  
Film Mgr. .... Nels Squires  
Adv. Mgr. .... Mrs. Muriel Tucker  
Chief Engineer. .... Oscar Herlihey

## Nova Scotia

### CBHT—Halifax—1954

Channel: 3 VHF AP: 34 Kw. VP: 56 Kw.  
Owned By ..... CBC  
Address ..... Box 175  
Tel.: 422-8311 ..... CBC  
Program Director. .... Carl MacCaull  
Film Dir. .... G. W. Hames  
Technical Director. .... M. Corkum

### CJCH-TV—Halifax—1960

Channel: 5 VHF AP: 23.8 Kw. VP: 47.6 Kw.  
Owned By ..... CJCH, Ltd.  
Address ..... 2885 Robie St.  
Tel.: Halifax ..... CTV  
Sta. Reps. .... Young Canadian; Mulvihill; Scharf  
President, General Mgr. .... Finlay MacDonald  
Commercial Manager. .... Ian R. Laidlaw  
Program Director. .... Larry Knoke  
Prom., Pub. Dir. .... Mrs. Abbie Lane  
Film Manager. .... David Ferras  
Operations Manager. .... Dennis Benwell  
Chief Engineer ..... John Jay

### CJCB-TV—Sydney—1954

Channel: 4 VHF AP: 108 Kw. VP: 180 Kw.  
Owned By ..... Cape Breton Bcstrs., Ltd.  
Business Address. .... Mira Rd.  
Tel.: 562-5511 ..... CBC  
Station Reps. .... All Canada; Weed  
Pres., Gen. Mgr. .... J. Marven Nathanson  
Promotion Director. .... J. C. MacVicar  
Publicity Director. .... C. M. Quinton  
Program Mgr. .... Mrs. M. C. MacQuarrie  
Advertising Mgr. .... J. A. MacDonald  
Film Mgr. .... R. H. Demers  
Chief Engineer. .... M. E. Bowles  
OWNERS OF: CJCB-AM-FM, CFNU-TV

## 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 6-6466 ..... CBC  
Station Reps. .... Mulvihill; Young Canadian  
Pres., Gen. Manager. .... Ralph T. Snelgrove  
Operations Manager. .... Jack Mattenley  
Comm. Mgr. .... Charles Tierney  
Production Director. .... Joe Clark  
Program. Prom. Mgr. .... Ev Smith  
Chief Engineer. .... Harold Atkinson

### CJSS-TV—Cornwall—1959

Channel: 8 VHF AP: 120 Kw. VP: 260 Kw.  
Owned By ..... Cornwall Bcstg. Ltd.  
Address ..... 237 Water St.  
Tel.: Wellington 2-5180 ..... Independent  
Station Reps. .... Stovin-Byles; Weed  
President. .... E. L. Bushnell  
General Mgr. .... S. W. Griffiths  
Comm. Mgr. .... W. O. Morrison  
Program Dir. .... P. F. Francis  
Prom. Dir. .... W. Jolliffe  
Publicity Dir. .... B. Sutton

# TELEVISION STATIONS OF CANADA

Film Mgr. . . . . E. Tomlinson  
 Chief Engineer . . . . . A. G. Day  
 Owners of: CJSS-AM-FM.

## CHCH-TV—Hamilton—1954

Channel: 11 VHF . AP: 202 Kw. . VP: 325 Kw.  
 Owned By . . . . . Niagara Television Ltd.  
 Address . . . . . 163 Jackson St. W.  
 Tel.: JA 2-1101 . . . . . Independent  
 Reprs. CHCH-TV; W. Ont. Sls.; All-Can.; Summer  
 President, Gen. Mgr. . . . . Kenneth D. Soble  
 Asst. Gen. Mgr. . . . . S. J. Bibby  
 Sales, Market. Mgr. . . . . A. A. Bruner  
 Program Dir. . . . . D. C. Gale  
 Production Mgr. . . . . Jack O. Burghardt

## CBWAT—Kenora—1959

Channel: 8 VHF . AP: .247 Kw. . VP: .493 Kw.  
 Owned By . . . . . CBC  
 Address . . . . . Box 160  
 Tel.: Kenora . . . . . CBC  
 Dir., Prairie Region . . . . . J. Finlay

## CKWS-TV—Kingston—1954

Channel: 11 VHF . AP: 154 Kw. . VP: 250 Kw.  
 Owned By . . . . . Frontenac Bcstg. Co. Ltd.  
 Address . . . . . 170 Queen St.  
 Tel.: 542-4977 . . . . . CBC  
 News, Affil. . . . . Whig-Standard  
 Station Reprs. . . . . Weed; All Canada TV  
 President . . . . . W. R. Davies  
 Gen. Mgr. . . . . Don Lawrie  
 Station Mgr. . . . . R. W. Hofstetter  
 Commercial Mgr. . . . . A. Brooks  
 Program Dir. . . . . Gord Shale  
 Promotion Dir. . . . . Mrs. R. McGrattan  
 Film Mgr. . . . . Mrs. Betty MacNeil  
 Chief Engineer . . . . . Gord Backus  
 Owners of: CKGB-AM, Timmons; CFCH-AM-TV,  
 North Bay; CHEX-AM-TV, Peterborough;  
 CJKL-AM, Kirkland Lake.

## CKCO-TV—Kitchener—1954

Channel: 13 VHF . AP: 160 Kw. . VP: 325 Kw.  
 Owned By . . . . . Central Ontario TV, Ltd.  
 Address . . . . . 864 King St. W.  
 Tel.: SH 3-4335; 029-5432, Telex. . . . . CBC  
 Station Reprs. . Hardy; Hunt; Scharif; Messner  
 President . . . . . Carl Pollock  
 General Manager . . . . . W. D. McGregor  
 Program Dir. . . . . Bruce Lawson  
 Film Supervisor . . . . . Lorne Cole  
 Promotion Director . . . . . William Whiting  
 Chief Engineer . . . . . Paul Turchan

## CFPL-TV—London—1953

Channel: 10 VHF . AP: 195 Kw. . VP: 325 Kw.  
 Owned By . . . . . London Free Press Printing Co.  
 Address . . . . . Commissioner's Rd.  
 Tel.: 434-2115 . . . . . CBC  
 Newspaper Affil. . . . . London Free Press  
 Station Reprs. . . . . All-Canada; Weed  
 President . . . . . W. J. Blackburn  
 General Mgr. . . . . M. T. Brown  
 Commercial Mgr. . . . . W. Cliff Wingrove

Station, Program Dir. . . . . R. A. Reinhart  
 Film Mgr. . . . . James A. Plant  
 Prom., Pub. Dir. . . . . W. T. Daley  
 Chief Engineer . . . . . G. Robitaille  
 Owners of: CFPL, AM-FM.

## CFCH-TV—North Bay—1955

Channel: 10 VHF . AP: 25.75 Kw. . VP: 51.5 Kw.  
 Owned By . . . . . Tel Ad Co., Ltd.  
 Address . . . . . P. O. Box 1000  
 Tel.: GR 2-9000 . . . . . CBC  
 News, Affil. . . . . Thomson Dailies  
 Station Reprs. . . . . Stovin-Byles; Weed  
 President . . . . . Mrs. P. A. Campbell  
 Station Mgr. . . . . Harvey Freeman  
 Commercial Mgr. . . . . Jim Gibson  
 Program Dir. . . . . Sid Tomkins  
 Promotion Dir. . . . . Edward F. Vitunski  
 Film Manager . . . . . Betty Knevel  
 Chief Engineer . . . . . Dave Mee  
 Owners of: CFCH-AM, North Bay; CJKL-AM,  
 Kirkland Lake; CKGB-AM-FM, Timmons;  
 CKWS-AM-FM-TV, Kingston; CHEX-AM-TV,  
 Peterborough.

## CBOFT—Ottawa—1955

Channel: 9 VHF . AP: 17 Kw. . VP: 31 Kw.  
 Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
 Address . . . . . Box 3220  
 Tel.: PA 8-1771 . . . . . CBC  
 Manager of TV Opera. . . . . Georges Huard  
 Technical Dir. . . . . J. H. Book  
 Program Director . . . . . Pierre Normandin

## CBOT—Ottawa—1953

Channel: 4 VHF . AP: 26.7 Kw. . VP: 50.1 Kw.  
 Owned By . . . . . Canadian Bcstg. Corp.  
 Address . . . . . Box 3220  
 Tel.: PA 8-1771 . . . . . CBC  
 Operations Mgr. . . . . Georges Huard  
 Program Director . . . . . Pierre Normandin  
 Film Director . . . . . Douglas Murphy  
 Technical Director . . . . . J. H. Book

## CJOH-TV—Ottawa—1961

Channel: 13 VHF . AP: 160 Kw. . VP: 325 Kw.  
 Owned By . . . . . Bushnell TV Co., Ltd.  
 Address . . . . . 1500 Merivale Road  
 Tel.: PA 9-5161 . . . . . CTV  
 Station Reprs. . . . . Stovin-Byles; Adam Young  
 President . . . . . E. L. Bushnell  
 General Mgr. . . . . S. W. Griffiths  
 Commercial Manager . . . . . W. O. Morrison  
 Program Director . . . . . Peter Francis  
 Publicity Director . . . . . Bruce Sutton  
 Promotion Director . . . . . W. E. Jolliffe  
 Film Manager . . . . . Eric Tomlinson  
 Chief Engineer . . . . . A. G. Day  
 Owners of: CJOH-TV, CJSS-AM-TV, Cornwall.

## CHOV-TV—Pembroke—1961

Channel: 5 VHF . AP: 9.5 Kw. . VP: 19.1 Kw.  
 Owned By . . . . . E. G. Archibald  
 Address . . . . . 319 Pembroke St. E.  
 Tel.: REgent 2-3657 . . . . . Independent  
 President . . . . . E. G. Archibald

# TELEVISION STATIONS OF CANADA

## CHEX-TV—Peterborough—1955

Channel: 12 VHF... AP: 83.4 Kw... VP: 139 Kw.  
 Owned-Oper. By... Kawartha Bcstg. Co., Ltd.  
 Address... Box 659  
 Tel.: 742-0451... CBC  
 Newspaper Affil... Examiner  
 Reps... All-Canada TV; Weed  
 President... Sen. Rupert Davies  
 General Mgr... Donald Lawrie  
 Station Mgr... Wally Rewegan  
 Comm. Adv. Mgr... Ian McFarlane  
 Program Dir... Donald Alexander  
 Prom., Pub. Dir... Sean Eyre  
 Film Mgr... Audrey Parcells  
 Chief Engineer... Bert Crump

## CKPR-TV—Port Arthur—1954

Channel: 2 VHF... AP: 54.5 Kw... VP: 100 Kw.  
 Owned By... Thunder Bay Electronics Ltd.  
 Business Address... 87 N. Hill St.  
 Tel.: 4-9685... CBC  
 Station Reps... Stovin-Byles; Young Canadian  
 President... Mrs. C. H. Dougall  
 Station Mgr... G. N. Conger  
 Commercial Mgr... Jack Masters  
 Promotion Director... Don Seath  
 Chief Engineer... G. Buetow

## CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.  
 Owned-Oper. By... Hyland Radio-TV, Ltd.  
 Business Address... 119 East Street  
 Tel.: AL 3-3516... CBC  
 Representatives... All-Canada TV; Weed  
 President... Mrs. J. G. Hyland  
 Gen., Sta. Mgr... R. H. Ramsay  
 Comm., Film Mgr... E. W. Plouffe  
 Prom., Prom. Director... Frank Gardi  
 Chief Engineer... Dave Irwin

## CKSO-TV—Sudbury—1953

Channel: 5 VHF... AP: 16 Kw... VP: 30 Kw.  
 Owned By... CKSO Radio, Ltd.  
 Address... Box 400  
 Tel.: 674-0711... CBC  
 Representatives... Weed; All Canada TV  
 President... W. B. Plaunt  
 General, Sta. Mgr... Ralph Connor  
 Traffic Sup., Film Mgr... Mrs. Betty Sellars  
 Prom., Pub. Dir... Bud Morrison  
 Oper. Mgr... Wayne Cullum  
 Chief Engineer... Leo Gilbeau  
 Owners of: CKSO-AM

## CFCL-TV—Timmins—1956

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By... Radiocou Associates  
 Business Address... Box 620, Mont Sacre Coeur  
 Tel.: AM 4-4211... CBC  
 Station Representative... Mulvihill  
 President... J. Conrad Lavigne  
 General Mgr... Rene Barrette  
 Commercial Manager... Harry Charbonneau  
 Program Director... Jean DeVilliers

Promotion Director... Isabella Appleby  
 Film Manager... Mrs. Hazel Claremont  
 Chief Engineer... Rudy Fauteux  
 Owners of: CFCL-AM

## 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  
 Station Manager... John Lant  
 Film Manager... J. Patterson  
 Technical Dir... R. Horton

## CFTO-TV—Toronto—1961

Channel: 9 VHF... AP: 162 Kw... VP: 325 Kw.  
 Owned By... Baton Bcstg., Ltd.  
 Address... Box 9, Agincourt  
 Tel.: EM 2-2811... CTV  
 Newspaper Affiliation... The Telegram  
 Station Reps... Stovin-Byles; ABC Int.  
 President... John Bassett  
 General Manager... W. O. Crampton  
 General Sales Manager... E. J. Delaney  
 Program Director... Murray Chercover  
 Promotion, Pub. Dir... Kevin Holen  
 Film Manager... Desmond Brooks  
 Chief Engineer... Helmut Berger

## 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 Reps... All-Canada; Young Canadian  
 President... W. T. Cruickshank  
 General, Station Mgr... G. W. Cruickshank  
 Comm. Mgr... C. R. Hamilton  
 Operations Director... B. St. George  
 Promotion Director... R. Bilton  
 Film Manager... H. Swotridge  
 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.  
 President... Mrs. K. Rogers  
 Tel.: 7347... CBC  
 Representatives... All-Canada TV; Weed  
 General, Comm., Film Mgr... R. F. Large  
 Promotion Mgr... M. E. Large



# TELEVISION STATIONS OF CANADA

## Quebec

### CHAU-TV—Carleton—1959

Channel: 5 VHF...AP: 52 Kw...VP: 100 Kw.  
Owned By...T. V. De La Baie Des Chaleurs Inc.  
Address...New Carlisle  
Tel.: 248 & 249...CBC  
Station Rep...Hardy; Scharf; Weed  
President...J. Leo Hachey  
General Mgr...Dr. C. H. Houde  
Comm., Promotion Mgr...Pierre Stein  
Program Director...Leander Boucher  
Chief Engineer...Marcel Chabot

### CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.  
Owned-Oper. By...Radio Saguenay Limited  
Address...175 Sir Wilfrid Laurier St.  
Tel.: LI 2-4551...CBC  
Station Reps...Hardy; Young Canadian  
President...Henri Lepage  
Gen. Mgr., Prom. Dir...Tom Burham  
Sta., Comm. Mgr...Paul J. Audette  
Film Manager...Eugene Michaud  
Program Dir...Claude Colbert  
Publicity Director...Maurice Petit  
Chief Engineer...Gerard Lemieux  
Owners of: CKRS, AM.

### CKBL-TV—Matane—1958

Channel: 9 VHF...AP: 182 Kw...VP: 303 Kw.  
Owned By...Radiodiffusion de Matane Ltd.  
Business Address...4 Rue St. Sacrament  
Tel.: 562-0290...CBC  
News. Affil...La Voix Gaspesienne  
Station Rep...Hardy  
Pres., Gen. Mgr...Rene Lapointe  
Station Mgr...Octave Lapointe  
Comm. Mgr...Charles Fradette  
Program Dir...Roger Bergeron  
Film Mgr...Jules Choulard  
Prom., Pub. Dir...Georges Guy  
Adv. Mgr...L. Durette  
Chief Engineer...J. O. Thibeau  
Owners of: CKBL, AM.

### CBFT—Montreal—1952

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By...Canadian Bcstg. Corp.  
Address...C.P. 6000  
Tel.: 868-3211...CBC  
Director, Gen. Mgr...Gérard Lamarche  
Comm. Mgr...Maurice Valiquette  
Program Director...Fernand Guerard  
Promotion Dir...Gaston Lebarbé  
Infor. Serv. Dir...Ernest Hébert  
Publicity Dir...Hubert Polvin  
Nat. Select. Sales Mgr...W. E. Chevrier  
Film Mgr...Gilles Fleury  
Chief Engineer...Edward Hayes

### CBMT—Montreal—1954

Channel: 6 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned By...Canadian Bcstg. Corp.  
Address...Box 6000  
Tel.: 868-3211...CBC  
Station Rep...CBC Comm. Services  
Program Dir...Kenneth Davey  
Publicity Dir...W. M. Davies  
Technical Director...Guy Fontaine

### CFCF-TV—Montreal—1961

Channel: 12 VHF...AP: 160 Kw...VP: 325 Kw.  
Owned By...Canadian Marconi Co.  
Address...405 Ogilvy Ave.  
Tel.: CR 3-6311...CTV  
Station Rep...All-Canada  
President...S. M. Finlayson  
Station Manager...R. E. Misener  
General Sales Mgr...Don Martz  
Program Manager...S. B. Hayward  
Prom., Pub. Supv...Mrs. Babs Pitt  
Film Manager...John Krug  
Operations Manager...Kevin Knight  
Chief Engineer...Creighton Douglas  
Owners of: CFCF-AM-FM.

### CFTM-TV—Montreal—1961

Channel: 10 VHF...AP: 162.5 Kw...VP: 325 Kw.  
Owned By...Tele-Metropole Corp.  
Address...1405-1425 Rue de Maisonneuve St.  
Tel.: LA 5-9251...Independent  
Station Reps...Forjoe; Stovin-Byles  
President, Gen. Mgr...J. A. DeSeve  
Executive V.P...Andre Ouimet  
V.P., Comm. Mgr...Paul L'Anglais  
Station Manager...Roland Giguere  
Program Director...Robert L'Herbier  
Prom., Pub. Dir...Jean Marion  
Film Director...Maurice Bastien  
Production Director...J. Paul Ladouceur  
Chief Engineer...Maurice Doucel

### CFCM-TV—Quebec City—1954

Channel: 4 VHF...AP: 50.5 Kw...VP: 100 Kw.  
Owned By...Tele. de Quebec (Canada) Ltée.  
Address...200 St-Jean Bosco, Ste. Foy, Que.  
Tel.: 683-4985...CBC  
Station Reps...Weed; Hardy; Scharf  
President...Gaston Pratte  
Executive Director...A. C. Picard  
General Manager...J. A. Pouliot  
Asst. Gen., Comm. Mgr...Arthur P. Fitzgibbons  
Program Manager...Jacques Filteau  
Prom., Pub. Dir...J. P. Rlopel  
Film Manager...George Lovett  
Chief Engineer...Gerard Fortin  
Owners of: CFCM, AM; CKMI-TV, Quebec.

### CKMI-TV—Quebec City—1957

Channel: 5 VHF...AP: 6.77 Kw...VP: 13.85 Kw.  
Owned By...TV de Quebec (Canada) Ltée.  
Add...200 St-Jean Bosco, Ste. Foy, Que.  
Tel.: 683-4985...CBC  
Station Rep...Weed; Hardy; Scharf

# TELEVISION STATIONS OF CANADA

**President** ..... Gaston Pratte  
**Executive Director** ..... A. C. Picard  
**General Manager** ..... Jean A. Pouliot  
**Asst. Gen., Comm. Mgr.** ..... Arthur P. Fitzgibbons  
**Program Director** ..... George Lovett  
**Prom., Pub. Dir.** ..... J. R. Riopel  
**Chief Engineer** ..... Gerard Fortin  
**Owners of:** CFCM-TV, Quebec.

## CJBR-TV—Rimouski—1954

**Channel:** 3 VHF... **AP:** 56.9 Kw... **VP:** 100 Kw.  
**Owned By:** Lower St. Lawrence Radio Inc.  
**Address:** ..... 13 St. Jean Baptiste  
**Tel.:** 723-2217 ..... CBC  
**Station Reps.:** Stovin-Byles; Weed  
**President** ..... Jacques Brillant  
**Gen., Station Mgr.** ..... Andre Lecomte  
**Publicity Dir.** ..... Harry A. Willsie  
**Commercial Mgr.** ..... Robert Cote  
**Program Mgr.** ..... Francois Raymond  
**Promotion Director** ..... Claude Turcotte  
**Film Mgr.** ..... Romeo Cote  
**Adv. Mgr.** ..... Roma Pelletier  
**Chief Engineer** ..... Marcel Vallee  
**Owners of:** CJBR-AM-FM.

## CKRT-TV—Riviere-du-Loup 1962

**Channel:** 7 VHF... **AP:** 19.5 Kw... **VP:** 39 Kw.  
**Owned By:** ..... Radio CFP Ltd.  
**Address:** ..... l. rue Frontenac  
**Tel.:** UNION 2-8003 ..... Independent  
**Station Reps.:** Hardy; Radio-TV Ltd.  
**President, Gen. Mgr.** ..... Luc Simard  
**Program Director** ..... Henri Johnson  
**Chief Engineer** ..... Germaine Gelinat

## CKRN-TV—Rouyn—1958

**Channel:** 4 VHF... **AP:** 57.5 Kw... **VP:** 115 Kw.  
**Owned By:** Northern Radio-Radio Nord, Inc.  
**Business Address:** ..... Box 70, Rouyn  
**Tel.:** RO 2-7741 ..... CBC  
**Station Reps.:** Weed; Scharf; Hardy  
**Pres., Gen. Mgr.** ..... David A. Gourd  
**Station, Operations Mgr.** ..... Franco Capellari  
**Program Director** ..... Ernest Chartrand  
**Chief Engineer** ..... Julien Trepanier  
**Owners of:** CKRN-AM; CKVD, Val d'Or, P. Q.;  
CHAD, Amos, P. Q.; CKLS, La Sacre, P. Q.

## CHLT-TV—Sherbrooke—1956

**Channel:** 7 VHF... **AP:** 186 Kw... **VP:** 300 Kw.  
**Owned By:** ..... La Tribune  
**Business Address:** ..... 221 Duferin St.  
**Tel.:** LO 9-2525 ..... CBC  
**Newspaper Affil.:** ..... La Tribune  
**Sta. Reps.:** L'Anglais; Young Canadian; Scharf  
**Pres.** ..... Paul Desruisseaux  
**General Manager** ..... J. Paul Hogue  
**Managing Director** ..... Jean-Louis Gauthier  
**Prog. Dir.** ..... Pierre Bruneau  
**Film Mgr.** ..... Guy Bachand  
**Chief Eng.** ..... Robert Thiebaut  
**Owners of:** CHLT-AM-FM.

## CKTM-TV—Three Rivers—1958

**Channel:** 13 VHF... **AP:** 42.25 Kw... **VP:** 84.5 Kw.  
**Owned By:** ..... TV St. Maurice, Inc.  
**Address:** ..... P.O. Box 277  
**Tel.:** FR 5-7311 ..... CBC  
**Station Reps.:** ..... Stovin-Byles; Weed  
**President, Gen. Mgr.** ..... Henri Audet  
**Asst. Mgr., Chief Eng.** ..... Robert Bonneau  
**Comm., Program Mgr.** ..... Jacques Brunelle  
**Program Dir.** ..... Claude Blain  
**Film Mgr.** ..... Albert Aubichon

# 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  
**Station Reps.:** ..... TV Reps.; Young Canadian  
**President, Gen Mgr.** ..... Jack Moffat  
**Commercial Mgr.** ..... Joe Lawlor  
**Program Director** ..... Terry McBurney  
**Chief Engineer** ..... Merv Pickford  
**Owners of:** CHAB, AM.

## 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.** ..... Ian Robertson  
**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:** ..... Box 2000  
**Tel.:** LA 3-6671 ..... CBC  
**Newspaper Affil.:** ..... Leader Post  
**Station Reps.:** ..... Weed; All-Canada TV  
**President** ..... Michael Sifton  
**General Mgr.** ..... H. A. Crittenden  
**Asst. Mgr., Film Dir.** ..... Lloyd Westmoreland  
**Commercial Mgr.** ..... Don Tunnicliffe

## TV STATIONS OF CANADA

Program Dir.....H. Van Wiebe  
 Technical Dir.....Lorne McBride  
 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  
 Station Reps.....Young Canadian; Oakes  
 President.....W. A. Murphy  
 V.P., General Mgr.....G. Blair Nelson  
 Station Mgr.....Walter Romakow  
 Sales Manager.....Will Klein  
 Program Dir.....Greg Barnsley  
 Promotion Mgr.....Mrs. Jean Korchin  
 Film Mgr.....Jim Salkin  
 Chief Engineer.....Lyn Hoskin  
 Owners of: CFQC, AM.

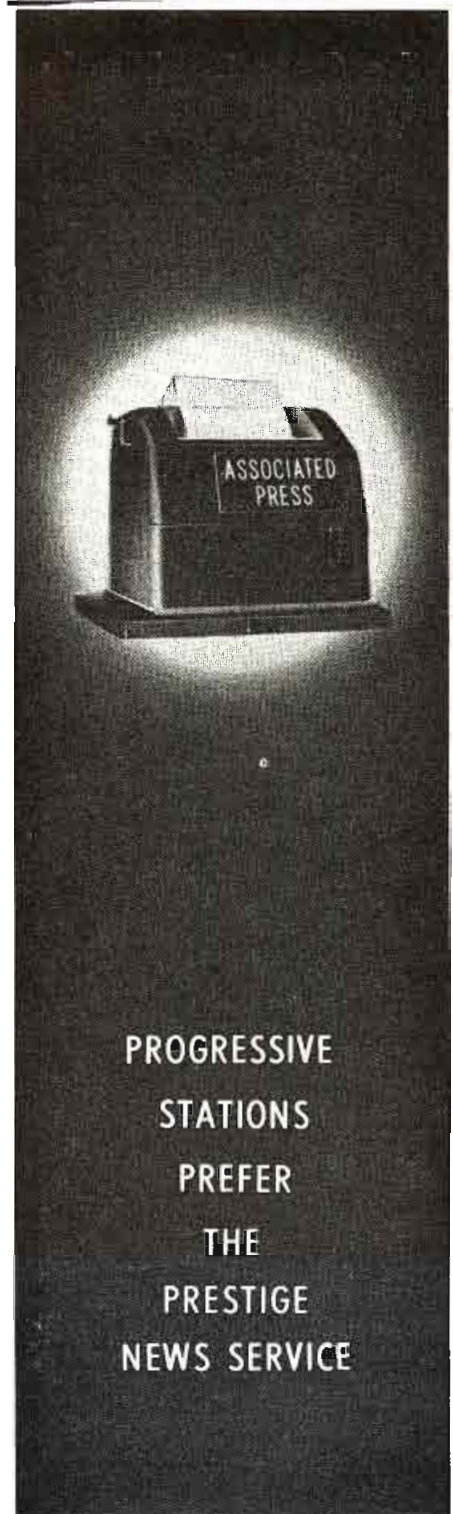
### CJFB-TV—Swift Current—1957

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.....J. Coulter

### 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  
 Reps.....Stovin-Byles Ltd.; Devney Org.  
 Pres., Prom. Mgr.....Norman Roebuck  
 General Mgr.....Ronald Leigh Skinner  
 Commercial Mgr.....Harold Olson  
 Program Dir.....Kristin Olson  
 Chief Engineer.....G. S. Skinner

**FOR OFFICERS OF  
 THE CBC AND CTV  
 NETWORKS, SEE  
 PAGE 578**



**PROGRESSIVE  
 STATIONS  
 PREFER  
 THE  
 PRESTIGE  
 NEWS SERVICE**

# The Country Music Network— Seven Years of Pioneering



By  
CHARLES BERNARD  
President  
Country Music Network  
& Charles Bernard Co.

THIS progress report is filled with happy recollections of a struggle that began on May 1, 1956. With a background that included being a talent agent for MCA, a program and time salesman for DuMont Television, an account executive for the ABC Radio Network, and sales manager of the Network's key station in New York, WABC, it was a radical departure for me to create a firm that would specialize in the representation of stations programming Country & Western Music.

After seven years of pioneering, and with 17 years of broadcasting experience, it frightens me now to think of the odds against such a venture at that time. There was no Country Music exposure in the New York area for agency time-buyers to hear or respect as a sales vehicle for their clients' products, but it was an exciting challenge, and I was very enthusiastic. Operating with only two represented properties serving Washington, D.C., and Norfolk, Virginia, followed a short time later by Kansas City, the long climb began. All three of these markets are still capitalizing on Country Music's long tenure of popularity, as is most of the country.

The phrase, "long tenure of popularity," is certainly justified when one considers that Nashville's "Grand Ole Opry" has been broadcasting continuously to overflow audiences for almost 40 years, and the famous "National Barn Dance" out of Chicago was a continuous sales vehicle for almost the same length of time. Other regional jamborees have been and are still enjoying success, and producing C&W stars. Not only have Country Music artists made Country Music hits, but established performers

in the pop music field have done their share, and reaped rewards for million-record sellers. 1963 shows every indication of being the biggest year in Country Music history, not just in the recording business, but in every phase of this expanding industry.

More and more stations throughout the nation are switching their formats to C&W, and four out of five of the top markets in the country are programming it. New York will be getting its fair share as soon as WJZZ in Newark expands the "Jersey Jamboree," which is now heard nightly on both AM & FM, plus Sunday afternoons. The Country Music Network is now in 35 states, and our goal is to include the remaining 15 by the end of this year.

Flatt & Scruggs are enjoying tremendous new success and popularity for their music on the top-rated TV program the world over, "The Beverly Hillbillies," and Homer & Jethro are enjoyed nationally through their own recordings, plus Kellogg's additional spot campaigns. Patti Page's "Tennessee Waltz," Bing Crosby's "Don't Fence Me In," Guy Mitchell's "Singin' The Blues," Tennessee Ernie's "16 Tons," and Jimmy Dean's "Big Bad John" have already made history. This year the awards go to Ray Charles for his Country Music albums #1 and #2. Bobby Darin has also invaded this field, as has Connie Francis.

I'd be remiss if we didn't thank everyone who contributed to our growth, and be assured that I am happy and proud to be known as "The Madison Avenue Hillbilly."

# Regional Networks & Group Owned Stations

## ABC International Television, Inc.

7 West 66th St., New York 23, N. Y.

Phone: SU 7-5000

President ..... Donald W. Coyle  
 Manager of Development..... James T. Larkin  
 Network Manager..... Jack Singer  
 Sales Manager..... Chuck Dwyer  
 Program Manager..... Don Hine  
 Sales Promotion, Adv. Mgr..... Harvey Jacobs

### BRANCH OFFICE

109 Park St., London, W.I., England, Phone:  
 MAylair 4209, Richard Job. Manager.

### STATIONS

Teleonce, Buenos Aires, Argentina; NWS-9,  
 Adelaide, Australia; TV Excelsior, Rio de  
 Janeiro, TV Excelsior, Sao Paulo, both Brazil;  
 CFTO-TV, Toronto; CJCH-TV, Halifax; CKOS-  
 TV, Saskatchewan; all Canada; TI-TVCR, San  
 Jose, Costa Rica; HCPTVE 2, Guayaquil, Ecu-  
 ador; YSEB-TV, YSDR-TV, San Salvador, El  
 Salvador; TG-BOL-TV, Guatemala City, Guate-  
 mala; HRTG-TV, Tegucigalpa, Honduras;  
 TVI-A, Abadan; TVI-T, Teheran; both Iran;  
 JOOR-TV, Osaka; JOEX-TV, Tokyo; both Japan;  
 Tele Orient, Beirut, Lebanon; XET-TV, Mon-  
 terrey, Mexico; YNSA-TV, Managua, Nicara-  
 gua; TV-2, Panama City, Panama; DZBB-TV,  
 Manila, Philippines; KSAR-TV, Ryukyus Islands;  
 Venevision Network, Caracas, Venezuela;  
 WNTV, Ibadan-Lagos, West Nigeria.

## ABC Pacific Network

1539 N. Vine St., Hollywood 28, Calif.

Phone: NOrmandy 3-3311

V.P., Western Div., ABC

Radio Net..... Jack H. Mann  
 Western Sales Mgr..... Richard L. Rader  
 West. Rep., Stations Dept. William H. Cochran  
 Research, Promotion Mgr..... Sherril Hops  
 Chief Engineer..... Arthur Sterman

### STATIONS

KIBS, Bishop-El Centro; KICO, Calexico;  
 KARM, Fresno; KNGS, Hanford; KMYC, Marys-  
 ville; KABC, Los Angeles; KPAL, Palm Springs;  
 KRDG, Redding; KRAK, Sacramento; KSBW,  
 Salinas; KCKC, San Bernardino; KGB, San  
 Diego; KGO, San Francisco; KVEC, San Luis  
 Obispo; KVML, Sonora; KCEY, Modesto-Tur-  
 lock; KSYC, Yreka; KPMC, Bakersfield; KYOS,  
 Merced; KDOL, Mojave; KLOA, Ridgecrest;  
 KCOY, Santa Maria; KINGL, Paradise; all  
 California. KBND, Bend; KOOS, Coos Bay;  
 KASH, Eugene; KMED, Medford; KUMA, Pen-  
 dleton; KWJJ, Portland; KQEN, Roseburg;  
 KAST, Astoria; KAGO, Klamath Falls; all Ore-  
 gon. KGMI, Bellingham; KXLE, Ellensburg;  
 KEDO, Longview; KPKW, Pasco; KOFE, Pull-  
 man; KOMO, Seattle; KTEL, Walla Walla;  
 KPQ, Wenatchee; KIT, Yakima; KELA, Cen-

tralia-Chehalis; KGY, Olympia; KREM, Spo-  
 okane; KREW, Sunnyside; all Washington.  
 KBET, Reno, Nev.; KOZE, Lewiston, Idaho.

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div..... James G. Riddell  
 V.P., Sales, Western Div..... Vince Francis  
 Sta. Rel., West Div..... Court McLeod

### STATIONS

KABC-TV, Los Angeles; XETV, San Diego;  
 KLYD-TV, Bakersfield; KEY-T, Santa Barbara;  
 KJEO-TV, Fresno; KNTV, San Jose; KGO-TV,  
 San Francisco; KOVR-TV, Sacramento; KVIP-  
 TV, Redding; KVIQ-TV, Eureka; all Calif. KBES-  
 TV, Medford; KOTI-TV, Klamath Falls; KEZL-TV,  
 Eugene; KPTV, Portland; all Oregon. KOMO-  
 TV, Seattle; KNDO-TV, Yakima; KNDU-TV,  
 Richland; KREM-TV, Spokane; all Washington.  
 KOLO-TV, Reno, Nevada; KIVA-TV, Yuma,  
 Arizona; KSHO-TV, Las Vegas, Nev.; KTVK-TV,  
 Phoenix; KGUN-TV, Tucson; both Arizona.  
 KCPX-TV, Salt Lake City, Utah; KBOI-TV,  
 Boise; KLiX-TV, Twin Falls; KID-TV, Idaho  
 Falls; all Idaho. KXLF-TV, Butte; KBLL-TV,  
 Helena; KMSO-TV, Missoula; KFBB-TV, Great  
 Falls; KOOK-TV, Billings; all Montana. KWRB-  
 TV, Riverton; Ktwo-TV, Casper; KFBC-TV,  
 Cheyenne, all Wyoming. KBTV, Denver; KRDO-  
 TV, Colorado Springs; KREX-TV, Grand Jun-  
 ction; all Colorado. KOAT-TV, Albuquerque;  
 KSWs-TV, Roswell; KICA-TV, Clovis; all New  
 Mexico. KELP-TV, El Paso, Texas. KHVH, Hon-  
 olulu; KHJK-TV, Hilo; KMVI-TV, Wailuku; all  
 Hawaii. KENI-TV, Anchorage; KFAR-TV, Fair-  
 banks; KINY-TV, Juneau; all Alaska.

## ABC West

(See ABC Pacific, Arizona Network, and  
 Intermountain Network)

## Air Trails Network

128 W. First St., Dayton 2, Ohio

Phone: Baldwin 2-3773

President ..... Charles Sawyer  
 Exec. Vice President..... J. P. Williams  
 Vice President..... Alexander Buchan

### STATIONS

WING, Dayton, WCOL-FM-AM, Columbus,  
 WIZE, Springfield, all Ohio; WKLO-AM-FM,  
 Louisville, Ky.; WEZE, Boston, Mass.; WRIT-  
 AM-FM, Milwaukee, Wisc.

## Alaska Broadcasting System

1001 Tower Bldg., 7th & Olive, Seattle, Wash.

Phone: MAin 4-6333

President, Gen. Mgr..... Wm. J. Wagner  
 Sales Manager..... Jack Hauser  
 Traffic Manager..... Alma Wilson

## REGIONAL NETWORKS

### STATIONS

KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska; KLAM, Cordova, Alaska.

### All Islands Radio Network

c/o Advertisers Bldg,  
Station KGU, Honolulu, Hawaii  
Manager.....William O. Paine

### STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

### Allegheny Mountain Network

41 Erie Ave., St. Marys, Pa.  
Phone: TE 4-2772

President.....Cary H. Simpson  
Exec. V.P.....John A. Fay  
Sales Manager.....W. A. Herbstritt  
Sales Promotion Mgr.....John W. Eschbach  
Development of Sales.....Philip R. Kraus

### STATIONS

WKBI, St. Marys; WNBT, Wellsboro; WTRN, Tyrone; WFRM, Coudersport; WBLF, Bellefonte; WEND, Ebensburg.

### 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; all Puerto Rico.

### American Television Company

101 North 4th St., Fort Smith, Ark.  
Phone: SUnset 3-3131

President.....Donald W. Reynolds  
V.P., General Manager.....J. W. Slates  
Commercial Manager.....John D. Whitt  
Sales Promotion Manager.....Harold Castellow  
Program Director.....Pat Porta  
Chief Engineer.....Willard Matten

### STATIONS

KFOY-TV, Hot Springs, Ark.; KGNS-TV-AM, Laredo, Tex.; KOLO-TV, Reno, Nev.; KOLO, Las Vegas, Nev.; KLRJ-TV, Las Vegas, Nev.; KFSA-AM-TV, Fort Smith, Ark.; KBRB, Springdale, Ark.; KOKL, Okmulgee, Okla.; KORR, Reno, Nev.

### George Basil Anderson Stations

c/o KLIR, 6535 W. Jewell, Denver, Colo.  
President.....G. B. Anderson

### STATIONS

KLIR, Denver, Colo.; KJSE, 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

### 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., Sales Prom. Mgr.....James W. Ross  
Chief Eng.....Edward R. Janney

### STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVOY, Yuma; KNOT, Prescott; KNOG, Nogales; KHFH, Sierra Vista; KOY, Phoenix.

### Arkansas Network

1001 Spring St., Little Rock, Ark.  
Exec. Vice President.....Douglas J. Romine  
Commercial Mgr.....Lee Bryant

### STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

### Gene Austry 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

P.O. Box 1050, Roanoke, Va.  
Phone: DI 2-3131

President.....Cy N. Bahakel  
Exec. V.P., General Mgr.....Frank Tirico  
Chief Engineer.....Don Kassner

### STATIONS

KXEL-AM-FM, Waterloo, Iowa; WABG-AM-TV, Greenwood, Miss.; WKIN, Kingsport, Tenn.; WRIS, Roanoke, Va.; WLBj, Bowling Green, Ky.; WWOD-AM-FM, Lynchburg, Va.; WDOD-AM-FM, Chattanooga, Tenn.

### The Balaban Stations

Broadcast House, 3715 Lindell Blvd.,  
St. Louis 8, Mo.

Phone: OLive 2-4500

Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
Asst. to V.P.; Admin.....William T. McKibben  
Regional Sales Manager.....Hal Fredricks  
Admin. Asst.....Harriet Baker  
Program Director.....Chuck Benson  
Director of Promotion.....David Klemm  
Comptroller.....Milton C. Ritzlin  
Technical Director.....David Sandine

### BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800.  
Dan Hydrick, Mgr.; Broadcast House, St. Louis 8, Mo., Phone: OL 2-4500, Harriet Baker; 190 N. State St., Chicago, Ill.; Phone: FR 2-2262,



Richard Balaban; Leland Office Bldg., Springfield, Ill., Phone: LA 8-0465, Milton Friedland; Inman Hotel, Champaign, Ill., Phone: FL 2-7673, Milton Friedland; N. Meridan Rd., Rockford, Ill., Phone: 3-5413, Harold Froelich; 1500 N. Washington Ave., Danville, Ill., Phone: HI 2-1701, Max Shaffer; 1422 New Britain Ave., Hartford, Conn., Phone: AD 3-8551, Robert Bray.

## STATIONS

WIL, St. Louis, Mo.; KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.; WICS-TV, Springfield, Ill.; WCHU-TV, Champaign, Ill., WICD-TV, Danville, Ill.; WHNB-TV, Hartford, Conn.

## W. W. Bankhead Stations

(See Tri-W Network)

## The Bartell Broadcasting Corp.

444 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-1280

President.....Gerald A. Bartell  
Managing Dir.....Lee Bartell  
Chief Engineer.....Ralph Evans

## BRANCH OFFICES

Number One Nob Hill Circle, San Francisco 2, Calif., (KYA), Lee Bartell, General 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) Mrs. Rosa Evans, Mgr., Phone: Hilltop 2-0150; 444 Madison Ave., New York, N. Y., (WADO) Mel Bartell, Pres., Gen. Mgr., Phone: MUrray Hill 8-1280.

## STATIONS

KCBQ, San Diego, Calif.; WOKY, Milwaukee, Wis.; KYA, San Francisco, California; WADO, New York, N. Y.

## Better Music Broadcasters

c/o Broadcast Time Sales

509 Madison Ave., New York, N. Y.  
Phone: MU 8-1910

President.....Carl L. Schuele  
General Manager.....Mort Bassett  
Commercial Manager.....George Beavers  
Sales Prom., Pub. Dir.....Donald G. Softness  
Program Director.....Norm Flynn

## STATIONS

KMEO, Omaha; WVNJ, Newark; WJMJ, Philadelphia; WCRB, Boston; KIXL, Dallas; KGON, Portland, Ore.; KRKD, Los Angeles; WQTE, Detroit; WVCG, Miami; WKYW, Louisville; WNMP, Chicago; KJEM, Okla. City; WMNL, Columbus; KJIM, Ft. Worth; KTIX, Seattle.

## BFR Broadcasting Corp.

1021 La Salle Ave., Minneapolis, Minn.  
Phone: FE 3-0406

President.....N. L. Bentson  
Exec. V.P., General Mgr.....Wayne Williams  
Sales Promo., Publicity Dir.....Ray Christensen  
Program Director.....Dan Allen  
Chief Engineer.....Jack Ducart

## STATIONS

WL0L-FM, Minneapolis; KSO, Des Moines; KELO, Sioux Falls; KDLO-TV, Garden City; KPLO-TV, Reliance; WKOW-AM-TV, Madison.

## George W. Bingham Stations

P.O. Box 889, Poughkeepsie, N. Y.  
Phone: GRover 1-2300

President.....George W. Bingham  
V.P., Gen. Mgr.....Richard A. Dwellley  
Chief Engineer.....Marvin Seimes

## STATIONS

WGNV, Newburgh; WSLB, Ogdensburg; WKIP, Poughkeepsie, all N. Y.

## Black Hawk Broadcasting Stations

c/o KWWL, Insurance Bldg., Waterloo, Ia.  
President.....Ralph McElroy  
V.P., Radio-TV.....Thomas L. Young

## STATIONS

KWWL-AM-TV, Waterloo, Ia.; KAUS, KMMT-TV, Austin, Minn.; KLWW, Cedar Rapids, Iowa.

## Bluegrass Broadcasting Co., Inc.

P.O. Box 1559, Lexington, Ky.  
Phone: 4-6470

President.....Ralph G. Worster  
Exec. Vice President.....Claude Sullivan

## STATIONS

WINN, Louisville; WVLC, Lexington; WCML, Ashland; all Ky. WHOO, Orlando, Fla.

## Booth Broadcasting Co.

2300 Buhl Bldg., Detroit 26, Mich.  
Phone: 962-0220

President, Gen. Mgr.....John L. Booth  
V. P's.....Thomas J. Warner,  
Robert W. Phillips, Mrs. John L. Booth,  
Edward H. Clark, Robert B. Lees

## STATIONS

WJLB, Detroit; WSGW, Saginaw; WTRX, Flint; WIBM, Jackson, all Michigan; WIOU, Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD, Toledo, O.; WMZK-FM, Detroit, Mich.; WBBC-FM, Jackson, Mich.; WTOD-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.

## REGIONAL NETWORKS

### Paul Bunyan Network

Paul Bunyan 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; KSWs, Roswell, all N. M.

### Cactus State Network

P.O. Box 469, Pecos, Tex.  
Phone: HI 5-2498

President. .... Barney Hubbs  
Gen. Mgr., Pub. Dir. .... Bill Hubbs  
Commercial Mgr. .... Dave Martin  
Sales Prom. Mgr. .... Tommy Cowan  
Program Dir. .... Bill Boyd  
Chief Engr. .... Harry Boehnemann

#### BRANCH OFFICES

Alpine, Tex., Phone: TE 7-2144; Gene Hendrix; Ft. Stockton, Tex., Phone: ED 6-2228, Jim Hawkins; Cortez, Colo., Jack Hawkins.

#### STATIONS

KIUN, Pecos; KFST, Ft. Stockton; both Tex.; KVFC, Cortez, Colo.

### California Farm Network

2855 Telegraph Ave., Berkeley 5, Calif.  
Phone: TH 3-9600

General Manager. .... Milton L. Levy  
Radio Director. .... Dick Riley

#### STATIONS

KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley, KBEE, Modesto; KTOB, 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

V.P., Sales. .... Donald H. Telford  
V.P., Engr. .... Edward A. Malone

#### BRANCH OFFICES

Box 1021, Eureka, Calif. (KIEM-TV) Paul Hoff, 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) Richard Green, Mgr., Phone: TU 4-8131.

#### STATIONS

KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.

### Capital Cities Broadcasting Corp.

24 East 51st St., New York 22, N. Y.  
Phone: PLaza 2-1750

President. .... Frank M. Smith  
Executive V.P. .... Thomas S. Murphy  
Treasurer. .... Donald A. Pels

#### BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: BR 1-2345.  
Daniel B. Burke, Robert Peebles, V.P.'s; 24 Mason St., Providence, R. I., Phone: Jackson 1-4000, Joseph P. Dougherty, V.P.; Jack Lee, V.P.; Box 2009, Durham, N. C.; Phone: 682-2111, Harmon L. Duncan, Floyd Fletcher, V.P.'s; Paterson, N. J., Phone: MU 8-9300 (N.Y.C.), Daniel P. Weinig, V.P.

#### STATIONS

WTEN-TV, WROW, both Albany, N. Y.; WPRO-TV-FM-AM, Providence, R. I.; WTVD Raleigh-Durham, N. C.; WPAT-AM-FM, Paterson, N. J.; WKBW-AM-TV, Buffalo, N. Y.

### Carolina Radio Group

Box 1571, Durham, N. C.  
Phone: Durham 8-6129

General Manager. .... H. Tom Morris

#### STATIONS

WTK, Durham; WFLB, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WGBG, Greensboro; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N. C.

### Carolina Radio Network

P. O. Drawer 170, Wilson, N. C.  
Phone: 243-5157

President. .... H. W. Anderson, Sr.  
General Manager. .... Harry W. Severance  
Asst. Manager. .... Wistar Moore, Jr.  
Program Director. .... Bill Wiggs  
Chief Engineer. .... Robert D. Adkins

#### STATIONS

WVOT, Wilson; WIAM, Williamston; WCPS, Tarboro; WEED, Rocky Mount; WRCS, Ahoskie; WELS, Kinston; WRRZ, Clinton; WGOL, Goldsboro; WGTC, Greenville; WITN, Washington; WHNC, Henderson; WMPM, Smithfield; WCNF, Weldon; WETC, Wendell-Zebulon; WCKB, Dunn, All N. C.

### Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington  
Phone: Glencourt 2-9111

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  
Manager. .... Bob Horn  
Engineering Director. .... M. E. Burrill

## STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Moses Lake, Wash.; KEPR-AM-TV, Pasco; KIMA, KIMA-TV, Yakima.

## CBS Radio New England Network

182 Tremont St., Boston 11, Mass.

Phone: HUBbard 2-2323

Gen. Mgr. .... Thomas Y. Gorman  
Comm. Mgr. .... Robert Sennett  
Sales Promotion Manager.... Joseph Cullinane  
Program Director ..... D. Richard Covington  
Publicity Director..... Chuck Williams  
Chief Engineer..... Warren Stevens

## STATIONS

WEEI, Boston, Mass.; WMAS, Springfield-Holyoke, Mass.; WKNE, Keene, N. H.; WBRY, Waterbury, Conn.; WEAN, Providence, R. I.; WGAN, Portland, Maine; WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.; WSNO, Barre, Vt.; WEMJ, Laconia, N. H.; WINF, Manchester, Conn.; WNEB, Worcester, Mass.

## CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California

Phone: HollyWOOD 9-1212

V.P. & Gen. Manager..... Robert P. Sutton  
Sales Mgr..... James Ingraham  
Dir. of Info. Services..... Arthur Wittum  
Program Director..... Harfield Weedin  
National Sales Rep..... John Hokom  
Eastern Sales Rep..... Frank Oxarart  
Chief Engineer..... Ted Denton

## BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Maurie Webster, V.P.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Jos Marshall, Sales Mgr.; 932 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Jack Burke, Sales Manager; 805 Peachtree St., N.E., Atlanta 8, Ga., TR 4-4407. George Crumbley, Jr., Sales Mgr.; 1144 Hampton Ave., St. Louis 10, Mo., MI 7-5500. 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.; KBFK, Sacramento, Calif.; KERN, Bakersfield, Calif.; KINS, Eureka, Calif.; KOIN, Portland, Ore.; KBEE, Modesto, Calif.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KIRO, Seattle, Wash.; KGA, Spokane, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.; KCMJ, Palm Springs, Calif.; KOOL, Phoenix, Ariz.; KOLD, Tucson, Ariz.; KNX, Hollywood, Calif.

## CBS Television Pacific Network

6121 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 9-1212

General Manager..... Robert D. Wood  
General Sales Mgr..... Ray L. Beindorf  
Sales Promotion Mgr..... Robert L. Nelson  
Program Director..... Leon Drew  
Publicity Director..... George Nicholaw  
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.; KXTV, 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.; KOOL-TV, Phoenix; KOLD-TV, Tucson.

## Central American Television Network, Ltd.

Represented by ABC International Television, Inc.

7 West 66th St., New York 23, N. Y.

Phone: SU 7-5000

## STATIONS

TI-TVCR, San Jose, Costa Rica; YSDR-TV, YSEB-TV, San Salvador, El Salvador; TG-BOL-TV, Guatemala City, Guatemala; HRTG-TV, Tegucigalpa, Honduras; YNSA-TV, Managua, Nicaragua; HOU-34-TV, Panama, R. P.

## Central South Carolina Radio Network

Cornell Arms Bldg., Columbia, S. C.

Phone: Alpine 2-2177

Pres., Gen. Mgr..... George H. Buck, Jr.  
Commercial Mgr..... Jess Plummer  
Sales Prom. Mgr..... Jack Grant

## STATIONS

WCOS, Columbia; WKDK, Newberry; WDIX, Orangeburg; WFIG, Sumter.

## Colorado Network

P. O. Box 279, Montrose, Colo.

Phone: 599

President ..... George Cory

## STATIONS

KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KRAC, Alamogordo, N. M.

## Concert Network, Inc.

171 Newbury St., Boston 18, Mass.

Phone: Copley 7-6020

President..... T. Mitchell Hastings, Jr.  
General Manager..... Karl S. Kritz  
Commercial Manager..... Lewis F. Sargent  
Sales Promo., Pub. Dir..... Kevin R. Stursberg  
Program Director..... Donald Otto  
Chief Engineer..... Robert Rabiner

## REGIONAL NETWORKS

### BRANCH OFFICES

11 E. 47th St., New York, N. Y., Phone: 752-0870, Gene La Brie, Manager; Box 1015, Providence, R. I., Phone: ENterprise 2930, Karl S. Kritz, Manager; 171 Newbury St., Boston 16, Mass., Phone: CO 7-6020, Lewis F. Sargent, Manager.

### STATIONS

WNCN, N.Y.C.; WBCN, Boston, Mass.; WHCN, Hartford, Conn.; WXCN, Providence, R.I.;

### The Connecticut State Network

c/o WHAY, 22 Grove Hill, New Britain, Conn.  
Phone: BA 3-2721

President ..... Edmund Waller  
Vice Pres. .... Charles Bell, Jr.

### STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich.

### Continental Broadcasting, Inc.

Box 2167, Wilmington, Del.  
Phone: OLYmpia 4-8881

Pres. .... O. Wayne Rollins  
V.P.'s. .... Mrs. M. P. Copley, H. B. Tipple  
Vice President. .... Albert R. Lanphear  
Dir. of Program Develop. .... 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: FI 6-8611, John Wilson, Midwest Sales Mgr.; 1549 N. Vine St., Hollywood 28, Calif., Phone: 461-9981, Harry Guzik, West Coast Sales Manager.

### STATIONS

WNJR, Newark, N. J.; WBEE, Chicago, Ill.; WRAP, Norfolk, Va.; KDAY, Los Angeles, Calif.

### Corinthian Broadcasting Corporation

110 W. 51st St., New York 20, N. Y.  
Phone: JU 2-2300

President. .... C. Wrede Petersmeyer  
Admin. V.P. .... Charles H. Tower  
Secretary. .... Charles H. G. Rees  
Treasurer. .... Alan S. Englander  
Dir. Sales. .... Don L. Kearney  
Dir. Programming. .... Robert H. Salk  
Dir. Adv., Public Rel. .... Dean Linger  
Dir. Research. .... Charles H. Smith  
Dir. Engineering. .... George G. Jacobs

### BRANCH OFFICES

302 S. Frankfort, Tulsa 20, Okla., Phone: Luther 2-9233, George Stevens, V.P., Gen. Mgr.; 1945 Allen Parkway, Houston, Tex., Phone: JACKson 9-4811, James C. Richdale, Jr., V.P., Gen. Mgr.; 601 Seventh Ave., Sacramento 18, Calif., Phone: Gilbert 1-4041, Robert S. Wilson,

V.P., Gen. Mgr.; West State Blvd. at Broadcast, Ft. Wayne 15, Ind., Phone: ANthony 9411, Reid G. Chapman, V.P., Gen. Mgr.; 1440 N. Meridan St., Indianapolis 2, Ind., Phone: MELrose 4-6411, Robert B. McConnell, V.P., Gen. Mgr.

### STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.; KHOU-TV, Houston, Tex.; KXTV, Sacramento, Calif.

### Country Music Network

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-7242

President. .... Charles "Chuck" Bernard  
Asst. to Pres. .... Bryna Milberg

### STATIONS

WYAM, Birmingham; WMGY, Montgomery, both Ala. KHAT, Phoenix; KMOP, Tucson, both Ariz. KADL, Pine Bluff, Ark. KUZZ, Bakersfield, Calif. KLAK, Denver, Colo. WDON, Washington, D.C. WQIK, Jacksonville; WMOP, Ocala; WRFB, Tallahassee; WETH, St. Augustine, all Fla. WTJH, Atlanta; WGUS, Augusta; WMRE, Monroe, all Ga. KATN, Boise, Idaho; WTAQ Chicago, Ill.; KFDI, Wichita, Kans. WAXU, Lexington; WMTT, Louisville, both Ky. WYNK, Baton Rouge; KCIJ, Shreveport, both La. WBMD, Baltimore, Md.; WEXL, Detroit, Mich.; KTCR, Minn.-St. Paul, Minn.; WVMJ, Biloxi, Miss. KCKN, Kansas City; KXEN, St. Louis, both Mo. KOOO, Omaha, Neb. WLDB, Atlantic City; WJRZ, Newark, both N. J. WRZY, Albuquerque, N. M. WREM, Remsen; WSEN, Syracuse, both N. Y. WGTL, Kannapolis; WNOH, Raleigh-Durham; WMPM, Smithfield, all N. C. WWIZ, Lorain-Cleveland, Ohio; KBYE, Oklahoma City, Okla.; KWIN, Ashland, Oreg. WCBG, Chambersburg; WGSB, Lancaster; WPPA, Pottsville; WPTS, Scranton-Wilkes Barre, all Pa. WRIB, Providence, R. I.; WCAY, Columbia, S. C.; WENO, Nashville, Tenn. KCTA, Corpus Christi; KCUL, Dallas-Ft. Worth; KIKK, Houston; KTXO, Sherman, all Tex. KSOP, Salt Lake City, Utah. WCMS, Norfolk; KKCW, Warrenton; WXGI, Richmond; WJWS, South Hill; all Va. WTCR, Huntington, W. Va.

### Cowles Stations

c/o KRNT, 9th & Pleasant Sts.,  
Des Moines, Iowa

### STATIONS

KRNT-AM-TV, Des Moines; KTVH, Hutchinson, 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; WCKR-WCKT, Miami; WHO-AM-TV, Dayton, O.; WSOC-AM-TV, Charlotte, N. C.

### Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio  
Phone: CHerry 1-1822



## REGIONAL NETWORKS

Chrmn. of Board.....James D. Shouse  
President.....John T. Murphy  
V.P., Sales.....H. P. Lasker  
V.P., Treasurer.....John J. Heyward  
V.P., charge of WLW-C.....Walter Bartlett  
V.P., charge of WLW-D.....George Gray  
V.P., charge of WLW-I.....John Babcock  
V.P., charge of WLW-T.....James Burgess  
V.P. East TV Sales N. Y.....P. Scott McLean

### BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone  
PLaza 1-5353, P. S. McLean, V.P. TV Sales; 360  
N. Michigan Ave., Chicago 1, Ill., State 2-6693,  
H. Albrecht, V.P. Central Div.

### STATIONS

WLW-I (TV), Indianapolis, Ind.; WLW-T (TV),  
WLW (Radio), Cincinnati; WLW-D (TV), Day-  
ton; WLW-C (TV), Columbus, all Ohio.

## Crowell-Collier Broadcasting Corp.

6419 Hollywood Blvd., Hollywood, Calif.  
Phone: HOLlywood 3-5151

President.....Joseph C. Drilling  
General Manager.....J. J. Bernard  
Sales Manager.....Robert E. Sharon  
Sales Promotion Manager.....Warren Earl  
Program Director.....Jim Hawthorne  
Publicity Director.....Doni Scott  
Chief Engineer.....Edward E. Benham

### BRANCH OFFICES

2150 Franklin, Oakland 12, Calif., Phone:  
TE 6-0910, John McRae, Gen. Mgr.; 228 Foshay  
Towers, Minneapolis, Minn., Phone: FE 2-8943,  
Don French, Gen. Mgr.

### STATIONS

KFWB, Los Angeles; KEWB, San Francisco;  
KDWB, Minneapolis.

## Denver Metropolitan Market Group

146 S. Main St., Salt Lake City, Utah  
Phone: EMpire 4-3561

President.....L. L. Meyer

### BRANCH OFFICE

1089 Bannock St., Denver, Colo., Phone: 292-  
3344, Charlie Vais, Manager.

### STATIONS

KVOR, Colorado Springs; KBTR, Denver;  
KGHF, Pueblo.

## Vic Diehm Radio Group, Inc. (Jet Network)

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.  
Phone: 454-3531

President, Gen. Mgr.....Victor C. Diehm  
Admn. Asst.....Kathryn E. Kahler  
Commercial Mgr.....Robert J. Sacco  
National Sales Manager.....Thomas A. Tito  
Program Director.....Bill Schmeer  
Publicity Director.....Betty Anne Diehm  
Chief Engineer.....Anthony Hogg

### BRANCH OFFICES

1125 Colorado St., Allentown, Pa. Thomas  
Tito, Phone: 434-4801; W. Main St., Blooms-  
burg, Pa., Bob Williams, Phone: 784-5500.

### STATIONS

WAZL, Hazleton; WHOL, Allentown; WHLM,  
Bloomsburg, all Pa.

## Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.  
Phone: JUniper 3-1743

Pres., Gen. Mgr.....Charles W. Holt  
Commercial Mgr.....Stan Hagan  
Secretary.....Connie I. Holt  
Business Manager.....Stanley Lightsey, Jr.

### STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel,  
Miss.; WHNY, McComb, Miss.; WBOX, Bogal-  
usa, La.; WARB, Covington, La.; WHHY,  
Montgomery, Ala.; WGVM, Greenville; WABG,  
Greenwood, all Miss.

## Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.  
Phone: 7-9611

President.....A. B. Robinson  
V. P., Gen. Mgr.....Jack Cecil

### STATIONS

WDXI, Jackson; WENK, Union City; WPTR,  
Paris; WDXE Lawrenceburg; WDXL Lexing-  
ton; WDXN Clarkesville, all Tennessee;  
WCMA Corinth, Miss.

## Dixie Radio, Inc.

E. 15th St., Panama City, Fla.  
Phone: PO 3-1777

President, General Mgr.....D. Brannen  
Manager.....Dave Mack  
Commercial Mgr.....Les Roberson  
Program Director.....John Roberts  
Chief Engineer.....Bud Lucas

### BRANCH OFFICES

Box 1031, Houma, La., Phone: UP 2-6828,  
Manager, Les Ryder; Box 691, Fernandina  
Beach, Fla., Phone: 261-5480, Manager, Ralph  
B. Mann.

### STATIONS

WDLP, Panama City, WPUP, Gainesville,  
Fla., WPAP, Fernandina Beach, Fla.; KCIL,  
Houma, La.

## Donrey Media Group

Southwestern House, Fort Smith, Ark.  
Phone: SU 2-2011

President.....Donald W. Reynolds  
V.P., Western Div.....Lee Hirshland  
V.P., Eastern Div.....William Slates

### STATIONS

KFSA-AM-TV, Ft. Smith, Ark.; KLRJ-TV, Las  
Vegas; KOLO-AM-TV, Reno, both Nev.; KOKL  
Okmulgee, Okla.; KGNS-AM-TV, Laredo, Tex.  
KORK, Las Vegas, Nev.; KBRS, Springdale,  
Ark.; KFOY-TV, Hot Springs, Ark.

## R. H. Drewry Stations

c/o KGWA, 115½ E. Broadway, Enid, Okla.

### STATIONS

KGWA, Enid; KSWO-AM-TV, Lawton; KHRD,  
Duncan, all Okla.; KMID-TV, Midland, Tex.

## REGIONAL NETWORKS

### Duhamel Broadcasting Enterprises

Duhamel Bldg., Rapid City, S. D.  
Phone: Fillmore 2-2000

Pres., Gen. Mgr. . . . . Helen S. Duhamel  
Vice President . . . . . J. Norman Heffron  
Secretary, Station Mgr. . . . . William F. Turner  
Treasurer . . . . . C. J. Woodhouse  
Chief Engineer . . . . . Elmer Nelson

#### BRANCH OFFICE

P.O. Box W, Hay Springs, Neb., Phone: MEL-rose 8-2741, John Ludwig, Resident Mgr.

#### STATIONS

KOTA-AM-TV, Rapid City; KDUH-TV, Hay Springs, Neb.

### East Texas Network

205 Austin St., Center, Tex.  
Phone: LYric 8-3304

President . . . . . Tom E. Foster  
General Mgr. . . . . Dave Taylor

#### STATIONS

KRBA, Lufkin; KDET, Center; KEEE, Nacogdoches; KTXJ, Jasper; KIVY, Crockett; KNET, Palestine; KEBE, Jacksonville; KWRD, Henderson; all Texas.

### 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; WLLY, Wilson, all N. C.; WLES, Lawrenceville; WRAA, Luray.

### 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.

### F M Broadcasting System, Inc.

111 W. Washington St., Chicago 2, Ill.  
Phone: STate 2-8900

President . . . . . Sidney J. Wolf  
Vice President . . . . . E. R. Peterson, Jr.  
Secretary, Nat'l Sales Mgr. . . . . John Hartigan

#### BRANCH OFFICES

527 Madison Ave., New York 22, N. Y., Phone: ELdorado 5-3720, Manager, Noel A. Rhys; 612 Penobscot Bldg., Detroit, Mich., Woodward 2-4505, Manager, E. R. Peterson, Jr.; 3142 Wilshire Blvd., Los Angeles 5, Calif., Phone: DUnkirk 3-2910, Manager, William Bayer; 75 Post St., San Francisco, Calif., Phone: SUTter 1-7400, Manager, Roger Coombe.

#### STATIONS

WFMM-FM, WRBS-FM, Baltimore, Md.; WBCN-FM, Boston, Mass.; WFMF-FM, WFMQ-FM, Chicago, Ill.; WKRC-FM, Cincinnati, Ohio; WDBN-FM, WNOB-FM, Cleveland, Ohio; WTVN-FM, Columbus, Ohio; WRR-FM, Dallas, Tex.; WABX-FM, WLDM-FM, Detroit, Mich.;

KFJZ-FM, Ft. Worth, Tex.; WHCN-FM, Hartford, Conn.; KQUE-FM, KRBE-FM, Houston, Tex.; WFBM-FM, Indianapolis, Ind.; KCMO-FM, Kansas City, Mo.; KMLA-FM, Los Angeles, Calif.; WQFM-FM, Milwaukee, Wisc.; KWFM-FM, WAYL-FM, Minneapolis, Minn.; WNCN-FM, WRFM-FM, New York, N. Y.; WRVC-FM, Norfolk, Va.; WJBR-FM, Philadelphia, Pa.; WXCN-FM, Providence, R. I.; KJML-FM, Sacramento, Calif.; KSHE-FM, KWIX-FM, St. Louis, Mo.; KITT-FM, KPRI-FM, San Diego, Calif.; KPEN-FM, San Francisco, Calif.; KISW-FM, Seattle, Wash.; WAVA-FM, WWDC-FM, Washington, D. C.

### Theodore Feinstein Stations

c/o WNBW, Traffic Circle, Newburyport, Mass.

#### STATIONS

WNBW, 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.; KGIN-TV, Grand Island, Neb.; WWUP-TV, Sault Ste. Marie, Mich.

### Fisher Stations

Box 112, Eugene, Ore.  
Phone: DI 4-6216

President . . . . . C. O. Fisher  
General Manager . . . . . Robert E. Harrison  
Commercial Manager . . . . . Leslie J. Manning  
Program Director . . . . . John R. Vaughan  
Chief Engineer . . . . . Clayton F. Caughill

#### 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; KVLTV, Levelland, all Tex.

### The Forward Group

c/o KGLO, Mason City, Iowa  
Phone: GARDen 3-2540

President . . . . . Herbert R. Ohrt  
Nat'l. Sales Mgr. . . . . Walter J. Rothschild

#### BRANCH OFFICES

WCU Bldg., Quincy, Ill., Nat'l Sales Office, Phone: Baldwin 2-6200, General Manager, Walter Rothschild; West Belt Line, Madison, Wisc., Phone: CEDar 3-5381, General Manager, Merritt Milligan; Highway 14 and Lee Blvd., Mankato, Minn., Phone: 7905, General Manager, Bob Gardner.



## REGIONAL NETWORKS

### STATIONS

KGLO-AM-TV, Mason City; WTAD, Quincy, Ill.; KHQA-TV, Hannibal, Mo.; KEYC-TV, Mankato, Minn.; WMTV, Madison, Wisc.

### Founders Corporation

150 East 42nd St., New York 17, N. Y.  
Phone: TN 7-0250

Vice President.....Philip Gandert

### BRANCH OFFICES

Box 1390, Syracuse, N. Y., Phone: HOWARD 3-8631, Henry T. Wilcox, Gen. Mgr.; Box 5428, Honolulu, Hawaii, Phone: 9-5236, Daniel Collins, Acting Mgr.; Maison Blanche Bldg., New Orleans, La., Phone: 523-5921, John L. Vath, Gen. Mgr.

### STATIONS

WFBL, Syracuse; KORL, Honolulu; WSMB, New Orleans.

### Franklin Broadcasting Co.

2700 E. Oakland Park Blvd.  
Ft. Lauderdale, Fla.  
Phone: LOgan 6-8316

President.....William F. Johns, Jr.  
Natl. Prog. & Prom. Dir. James W. Ramsburg  
General Counsel.....William H. Kilby

### BRANCH OFFICES

614 N. Rampart St., New Orleans, La. Phone: EX 7516, D. W. Wagenvoord, V. P.; 8th and Main, Tulsa, Okla., Phone: LU 3-4121, G. H. Lund, Gen. Mgr.; 611 Frontenac Pl., Minneapolis, Minn., Phone: MI 5-7757, J. R. Duryea, V. P.; Box 108, Ft. Lauderdale, Fla., Phone: WE 3-3511, R. J. Flynn, V. P.; Rioalto Bldg., St. Louis, Mo., C. W. Louiek, V. P.

### STATIONS

WWOM, New Orleans; WMIN, Minneapolis; WEW, St. Louis; WLOD, Ft. Lauderdale; KOMA, Tulsa; KRIB, Mason City.

### French Program Group of New England

10 Center St., Chicopee, Mass.  
Phone: LY 2-1669

President.....Leon Alarie  
Commercial Manager.....Gertrude Alarie

### STATIONS

WPAW, Pawtucket; WNRI, Woonsocket, both R. I.; WACE, Holyoke; WNBH, New Bedford; WALE & WSAR, Fall River; WORC, Worcester; WESO, Southbridge-Webster, all Mass.; WIDE, Biddeford; WLAM, Lewiston, both Me.; WKCB, Berlin; WFEA, WGIR, and WKBR, Manchester, all N. H.

### J. A. Gallimore Stations

c/o WHBC, Box 447, Barnwell, S. C.

President.....J. A. Gallimore

### STATIONS

WBAW, Barnwell; WHBC, Hampton; WSNW, Seneca; WSSC, Sumter, all S. C.; WLFA, Lafayette; WGHC, Clayton, both Ga.; WLOM, Chattanooga; WRKH, Rockwood, both Tenn.

### Gamble-Lane Stations

140 S.W. Columbia, Portland, Ore.  
Phone: CA 8-3333

President.....C. Howard Lane

### STATIONS

KOIN TV-AM-FM, Portland, Ore.; KAST, Astoria, Ore.

### Gannett Radio and Television Group

191 East Ave., Rochester, N. Y.  
Phone: BAKER 5-3050

President.....Paul Miller  
General Manager.....John L. McClay  
Dir. of Engineering.....Richard K. Blackburn

### STATIONS

WHEC AM-TV, Rochester, N. Y.; WDAN-AM, Danville, Ill.; WINR AM-TV, Binghamton, N. Y.

### Connie B. Gay Stations

4000 Albemarle St., N.W., Washington, D. C.  
Phone: EMerson 3-8110

Chairman.....Connie B. Gay  
President.....Ed Winton

### STATIONS

WQMR, WGAY-FM, Washington, D. C.; WTCR, Ashland, Ky.; WFTC, Kinston, N. C.

### A. L. Glassmann Stations

c/o KGEM, Box 4158, Boise, Idaho

President.....C. Hestel

### STATIONS

KGEM, Boise; KLIX-AM-TV, Twin Falls, both Idaho; KLO, Ogden; KUTV, Salt Lake City.

### 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.

### Golden West Broadcasters

5939 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLLYWOOD 9-5341

Chairman of Board.....Gene Austry  
President.....Robert O. Reynolds  
Exec. V.P., General Mgr.....Lloyd C. Sigmon  
Vice President.....William D. Shaw  
V.P., Dir., Adv. and Promo.....John Asher  
V.P., Dir. of Engineering.....Tom Crosnoe

### BRANCH OFFICES

2130 S.W. 5th Ave., Portland, Oreg., Phone: CApital 2-1881, Manager, Fulton Wilkins; 950 California St., San Francisco, Calif., Phone: YUkon 2-5500, V.P., Manager, William D. Shaw; Tower Bldg., Seattle-Tacoma, Wash., Phone: MU 2-3100, V.P. Manager, Bert West.

### STATIONS

KEX, Portland, Oreg.; KMPC, Los Angeles, Calif.; KSFO, San Francisco; KVI, Seattle, Wash.

## REGIONAL NETWORKS

### Good Neighbor Stations, Inc.

155 Front St., Manchester, N. H.  
Phone: NAtional 4-4075

President.....W. F. Rust, Jr.  
Gen. Sales, 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.; WRAW, Reading,  
Pa.

### The Gordon Group

Suite 1130, 1551 Camino Del Rio  
San Diego, Calif.  
Phone: 297-0311

President.....Sherwood R. Gordon  
Commercial Manager.....Dwight Case  
Sales Promotion Manager.....Dan Martin  
Program Director.....Richard Venturino  
Comptroller.....Ray Gatenby  
Chief Engineer.....Jonas Heiser

#### BRANCH OFFICE

3800 N. Central Ave., Phoenix, Ariz., Phone:  
AM 4-2148, Manager, Ray Bluestein.

#### STATIONS

KSDO, San Diego, Calif.; KBUZ Phoenix, Ariz.

### 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.; KLPM,  
Minot, N. D.; KOVC, Valley City, N. D.; KDLR,  
Devils Lake, N. D.; KEYJ, Jamestown, N. D.;  
KBOM, Mandan-Bismarck, N. D.; KGDE, Fergus  
Falls, Minn.; KNOX, Grand Forks, N. D.;  
KGCX, Sidney, Mont.

### Green Valley Group

Box 605, Winchester, Va.  
Phone: 662-4855

President.....Mrs. Marion P. Lewis

#### STATIONS

WINC, Winchester; WFVA, Fredericksburg;

WSIG, Mt. Jackson; all Va.; WELD, Fisher, W.  
Va.; WHYL, Carlisle; WAYZ, Waynesboro,  
both Pa.

### Agnes Jane Reeves Greer Stations

1715 Grandview Ave., Pittsburgh 11, Pa.  
Phone: HU 1-2626

President.....Agnes J. Reeves Greer  
General Manager.....William B. Steis

#### STATIONS

WCNS, Canton; WCNO-FM, Canton; WJER,  
Dover, all Ohio. WKJF-FM, Pittsburgh, Pa.;  
WAND-TV, Pittsburgh, Pa.; WAJR, Morgan-  
town, W. Va.

### The Griffin-Leake Stations

Box 1618, Muskogee, Oklahoma  
Phone: MU 7-6311

President.....James C. Leake  
National Sales Mgr.....Jim Black  
Sales Promotion Mgr.....Robert E. Draughon  
Engineering Dir.....Bob Snider

#### BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill  
Swanson, V.P., Phone: HICKory 6-6184; 310  
W. 3rd, Little Rock, Ark. (KATV) Bob Double-  
day, V.P., Phone: FRanklin 4-1691; P.O. Box  
8557, Tulsa, Okla. (KTUL) Jim Schoonover, Gen.  
Mgr., Phone: FILLmore 5-1311; P.O. Box 8788,  
Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr.  
Phone: Victor 3-6641.

#### STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa,  
Okla.; KWTV, Oklahoma City.

### D. Spencer Grow Stations

c/o KEXO, Box 629, Grand Junction, Colo.  
STATIONS

KEYY, Provo, Utah; KEXO, Grand Junction,  
Colo.

### Harris-Alexander 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

1534 Kapiolnai Blvd., Honolulu 14, Hawaii  
Phone: 92011

President.....Chinn Ho  
General Manager.....Joe Herold  
Commercial Manager.....Erma Krause  
Sales Promotion Manager.....Tom McCollum  
Program Director.....Sheridan Dar Reid  
Publicity Director.....Victor Amiel  
Chief Engineer.....Ronald Miyahira

#### BRANCH OFFICE

c/o KHBC, Hilo, Hawaii, Phone: 3326, Man-  
ager, Hal Marques.

#### STATIONS

KHBC-AM-TV, Hilo; KGMB-AM-TV, Honolulu;  
KMAU-TV, Wailuku.

## REGIONAL NETWORKS

### The Hearst Corporation

(Radio and TV Division)

959 Eighth Ave., New York 19, N. Y.

Phone: Circle 5-7667

V.P., Gen. Mgr. .... D. L. Provost  
V.P. Engineering ..... John T. Wilner  
V.P., WBAL ..... Thomas S. Carr  
V.P., WBAL-TV ..... Brent O. Gunts  
V.P., WISN ..... James T. Butler  
V.P., WISN-TV ..... William C. Goodnow

#### STATIONS

WBAL-AM-FM-TV, Baltimore; WISN-AM-FM-TV, Milwaukee; WRYT-AM-FM, Pittsburgh; WTAE (TV) Pittsburgh, Pa.

### Heart of the Black Hills Stations

c/o KRSD, 1438 Mountain View Rd.,

Rapid City, S. D.

Phone: Fllmore 2-6050

President, Chief Engineer ..... Eli Daniels  
General Manager ..... Dan C. Palen  
Program Director ..... Monte Loos

#### STATIONS

KRSD-AM-TV, Rapid City; KDSJ-TV, Lead, S. D.

### Herald Tribune Radio Network

(See VIP Radio, Inc.)

### Highland Stations

Box 460, Keene, N. H.

Phone: Elmwood 2-9230

President ..... Joseph K. Close

#### STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.; WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

### The Hildreth Network

Studio City, Hildreth & Rice Sts., Bangor, Me.

Phone: 947-8321

President ..... Horace A. Hildreth  
V.P., Gen. Mgr. .... Walter L. Dickson  
Nat'l Sales Mgr. .... Robert J. Gold  
Chief Engineer ..... Wallace Edwards

#### STATIONS

WABI-AM-TV-FM, Bangor; WAGM-AM-TV, Presque 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

Vice President ..... C. S. Lightsey

#### STATIONS

WHHY, Montgomery; WHNY, McComb; WHSY, Hattiesburg, both Miss.

### Hook Stations

c/o WKIZ, P. O. Box 1487, Key West, Fla.

President ..... Roth Hook

#### STATIONS

WKIZ, Key West; WELZ, Belzoni; WDOB, Canton; WMAG, Forest, all Miss.; WRUS, Russellville, Ky.; WDAL, Meridian.

### Rex G. Howell Stations

c/o KREX, P. O. Box 270, Grand Junction, Colo.

President ..... Rex G. Howell

#### STATIONS

KREX-AM-TV-FM, Grand Junction; KGLN, Glenwood Springs; KREY-TV, Montrose, all Colo.

### Illinois Broadcasting Co.

301½ E. Main St., Olney, Ill.

Phone: EXpress 3-3156

President ..... F. W. Schaub  
General Comm. Manager ..... Charles R. Griggs  
Program Director ..... Joseph E. Kosack  
Chief Engineer ..... Donald Schnell

#### STATIONS

WVLN-AM-FM, Olney, Ill.; WSOY, Decatur; WCIA-TV, Champaign.

### Birney Ines Jr. Stations

c/o WCBI, P. O. Box 271, Columbus, Miss.

President ..... B. Ines, Jr.

#### STATIONS

WCBI-AM-TV, Columbus; WROX, Clarksdale; WNAG, Grenada; WMOX, Meridian; WELO, Tupelo.

### Robert E. Ingsted Stations

c/o KBMW, 519 Dakota Ave., Wahpeton, N. D.

President ..... R. E. Ingsted

#### STATIONS

KBMW, Breckenridge; KEYL, Long Prairie; KWAD, Wadena, all Minn.; KEYD, Oakes; KEYJ, Jamestown; KOVC, Valley City; all N. D.

### Intermountain Network, Inc.

146 S. Main St., Salt Lake City 1, Utah

Phone: Empire 4-3561

Chairman of Board ..... George C. Hatch

President ..... Lynn L. Meyer

Vice Pres. .... Jack S. Paige

#### BRANCH OFFICE

5350 W. 20th Ave., Denver, Colo., Phone: BELmont 7-9595, General Manager, Charlie Vais.

#### STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KVOR, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBZZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley, Colo.; KCOL, Ft. Collins, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KBLI, Helena, Mont.; KXLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, Great Falls, Mont.; KQTE, Missoula, Mont.; KOVO, Provo, Utah; KVNU, Logan, Utah; K SVC, Richfield, Utah; KVEL, Vernal, Utah; KVFC, Cortez, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.; KOLR, Sterling, Colo.;

## REGIONAL NETWORKS

KALL, Salt Lake City, Utah; KLO, Ogden, Utah;  
KURA, Moab, Utah; KQRS, Rock Springs, Wyo.;  
KOVE, Lander, Wyo.; KVOG, Casper, Wyo.;  
KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.;  
KFBC, Cheyenne, Wyo.; KWIK, Pocatello;  
KLUK, Evanston, Wyo.; KOWB, Laramie, Wyo.;  
KELK, Elko, Nev.; KXXL, Bozeman, Mont.; KGEZ,  
Kalispell, Mont.; KDBM, Dillon, Mont.; KOJM,  
Havre, Mont.; KVRH, Salida, Colo.; KRLN,  
Canon City, Colo.; KEXO, Grand Junction,  
Colo.; KENN, Farmington, N. M.; KDGO, Dur-  
ango, Colo.; KFTM, Fort Morgan, Colo.; KBOL,  
Boulder, Colo.; KUTA, Monticello, Utah; KBRV,  
Soda Springs, Utah; KYCN, Wheatland, Wyo.

### Ivy Network Corp.

242-A Yale Station, New Haven, Conn.  
Phone: State 7-0711

General Manager.....Herbert F. Decker  
Business Manager.....Robert P. Bremner  
STATIONS

WBRU (Brown), Providence; WVBR-AM-FM  
(Cornell), Ithaca; WKCR (Columbia), New York;  
WHRB-FM (Harvard), Cambridge; WXPB  
(Penn), Phila.; WPRB-AM-FM (Princeton), Prince-  
ton; WYBC-AM-FM, (Yale) New Haven; WDCR  
(Dartmouth), Hanover, N. H.

### James Broadcasting Stations

c/o WDOE, Willow Rd., Dunkirk, N. Y.

President.....S. Goldman  
STATIONS

WDOE, Dunkirk; WJTN, Jamestown; WGGO,  
Salamanca, all N. Y.; WERC, Erie, Pa.

### Jefferson Standard Broadcasting Company

1 Julien Price Pl., Charlotte, N. C.

Phone: EDison 3-8833

President.....Joseph M. Bryan  
Exec. V.P., Gen. Mgr.....Charles Crutchfield  
STATIONS

WBT, WBTW Charlotte, N. C.; WBTW (TV)  
Florence, S. C.; WBIG, Greensboro.

### Jet Network

(See Vic Diehm Radio Group, Inc.)

### 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  
Sales Prom. Mgr., Pub. Dir.....Bryan Hickox  
Program Director.....Ray Cox  
Chief Engineer.....Harold Haughwout  
STATIONS

KYUM, Yuma; KYCA, Prescott; KCLS, Flag-  
staff; KTAN, Tucson; KIKO, Globe; KAWT,  
Douglas; KATO, Safford; KAAA, Kingman, all  
Arizona.

### KWTX Stations

4520 Bosque Blvd., Waco, Tex.

Phone: Plaza 6-4451

President, Gen. Mgr.....M. N. Bostick

Commercial, Sales Prom. Mgr.....Pete McNee  
Program Director.....Ralph Webb  
Chief Engineer.....Jesse Dove

### STATIONS

KWTX, Waco, KNAL, Victoria, KBTX-TV,  
Bryan; KXII-TV, Ardmore.

### Key Broadcast Management, Inc.

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

Phone: Plaza 1-3366

President.....Ralph N. Weil  
Vice President.....Arnold Hartley  
Publicity Director.....Jacqueline Wright

### OWNED & OPERATED STATIONS

WMMW, Meriden, Conn.; KATZ, St. Louis,  
Mo.; KCOR, San Antonio, Tex.

### King Broadcasting Co.

c/o KING, 320 Aurora Ave., Seattle, Wash.

Phone: MU 2-3555

Chairman of Board.....Mrs. A. Scott Bullitt  
President.....Stimson Bullitt  
V.P., Business Division.....Henry B. Owen  
V.P., Broadcast Division.....Otto P. Brandt  
Controller.....John H. Blaine  
Public Service Director.....Gloria Chandler  
Director of Special Events.....Robert H. Schulman  
Director of Engineering.....Jay W. Wright

### STATIONS

KING-AM-TV-FM, Seattle; KREM-AM-TV-FM,  
Spokane, both Wash.; KGW-AM-TV, Portland.

### Knight Quality Stations

Lafayette Road, Portsmouth, N. H.

Phone: GENEVA 6-7300

President.....Norman Knight  
Managing Director.....Harold H. Segal  
Program Director.....Howard Leonard  
Chief Engineer.....Antonio Vaccaro

### STATIONS

WTSL, Hanover; WHEB, Portsmouth; WTSV,  
Claremont, WGIR, Manchester, all N. H.;  
WEIM, Fitchburg, Mass.

### Knorr Bestg. Corp.

15001 Michigan Ave., Dearborn, Mich.

Phone: TLIffany 6-8500

President.....Mrs. Fred A. Knorr  
Exec. Vice Pres.....Walter Patterson  
Managing Dir.....John J. Carroll  
Sales Manager.....John E. Davidson  
Program Dir.....Larry Fischer  
Chief Engineer.....Jerrold L. Martin

### STATIONS

WKMH, Dearborn-Detroit; WSAM, Saginaw;  
WKHM, Jackson; WKMF, Detroit-Flint; WELL,  
Battle Creek, all Mich.

### 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 Group Stations**

225 N. Adams St., Green Bay, Wisc.  
Phone: HEMlock 5-5331

President, Gen. Mgr. .... Ben A. Laird  
Comm., Sales Prom. Mgr. .... John E. Mayasich  
Program Director .... Thomas L. Hoppe  
Publicity Director .... Ann Schauer  
Chief Engineer .... Clifford Graff

**STATIONS**

WDUZ, Green Bay, WDUX, Waupaca, both Wisc.

**T. B. Lanford Stations**

c/o KRMD, Jefferson Hotel Bldg., Shreveport, La.  
President .... T. B. Lanford

**STATIONS**

KRMD, Shreveport; KPIC-AM-TV, Lake Charles; KALB-AM-TV, Alexandria; all La.; WSLI, WJTV, Jackson, Miss.

**Laurel Radio Network**

Church St., Clearfield, Pa.  
Phone: POplar 5-8092

President .... W. K. Ulerich  
General Manager .... Milton J. Bergstein  
Commercial Manager .... J. Albert Dame  
Sales Prom. Mgr. .... Herbert Levin  
Program Director .... Croy Pitzer  
Publicity Director .... Steve Fishbein  
Chief Engineer .... Wilbur Files

**STATIONS**

WCPA, Clearfield, WMAJ, State College, WDAD, Indiana, all Pa.; WJCM, Sebring, Fla.

**Richard Field Lewis Jr. Stations**

c/o WSIG, Mt. Jackson, Va.  
Phone: 477-3128

President .... Marion P. Lewis  
General Manager .... Don Funkhouser  
Sales Promotion Manager .... James Litten  
Program Director .... Bill Love  
Chief Engineer .... James Bowman

**STATIONS**

WSIG, Mt. Jackson; WFVA, Fredericksburg; WINC, Winchester, all Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.; WELD, Fischer, W. Va.

**The Linder Group**

Box 393, Willmar, Minn.  
Phone: BELmont 5-1340

Representative .... Pearson

**STATIONS**

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

**Lobster Network of Maine**

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 .... Walter Thomes  
Chief Engineer .... T. Richard Dunn

**STATIONS**

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, all Maine.

**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.

**Long Radio Enterprises**

P. O. Box 1391, Bay City, Tex.  
Phone: CI 5-4642

President .... John G. Long  
General Manager .... Victor J. Boldt  
Program Director .... Al Turner  
Chief Engineer .... Karl Lentz

**STATIONS**

KIOX, Bay City; KVIC, Victoria; KTLW, Texas 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.

**John J. Louis Jr. Stations**

1101 N. Central Ave., Phoenix, Ariz.  
Phone: AL 4-4161

Chairman of Board .... John J. Louis, Jr.  
President, Gen. Mgr. .... Richard O. Lewis  
V.P., Sales .... Ray C. Smucker  
Sales Manager .... George Guyan  
Program Director .... Richard H. Covey  
Publicity Director .... Nancy Chappel  
Chief Engineer .... Cliff Stevens

**STATIONS**

KTAR-AM-FM, Phoenix; KYCA, Prescott, KYUM, Yuma. All Ariz.

**Magic Circle Network**

1718 Meadowmere, Springfield, Mo.  
Phone: TU 1-4114

General, Comm. Mgr. .... M. Richard Bradley

**BRANCH OFFICES**

101 Park Ave., New York 17, N. Y., Phone: LE 2-3783, Manager, Joe Cannon; 205 W. Wacker, Chicago, Ill., Phone: State 2-5096, Manager, Hooper Jones.

**STATIONS**

Missouri: KBHM, Branson; KGHM, Brookfield; KREL, Farmington; KDMO, Carthage; KDKD, Clinton; KBIA, Columbia; KODE, Joplin; KWOS, Jefferson City; KLWT, Lebanon; KTCB, Malden; KNIM, Maryville; KRMO, Monett; KLRs, Mt. Grove; KBTN, Neosho; KNEM, Nevada; KUKU, Willow Springs; KTTR, Rolla;

## REGIONAL NETWORKS

KSGM, St. Genevieve; KRES, St. Joseph; KSMO, Salem; KICK, Springfield; KWOS, Sedalia; KALM, Thayer; KLPW, Union; KDEX, Dexter; KWPM, West Plains, Arkansas; KBTA, Batesville; KTCN, Berryville; KCCB, Corning; KHOG, Fayetteville; KHOZ, Harrison; KNEA, Jonesboro; KTCA, Marked Tree; KTLO, Mt. Home; KDRS, Paragould; KPOC, Pocahontas; KAMO, Rogers; KWCB, Searcy; KUOA, Siloam Springs; KBRS, Springdale; KWAK, Stuttgart; KRLW, Walnut Ridge, Kansas; KCRB, Chanute; KMDO, Ft. Scott; KIND, Independence; KLKC, Parsons; KSEK, Pittsburgh, Oklahoma; KGLC, Miami; KOLS, Pryor; KVIN, Vinita; KTLQ, Tahlequah.

### Maine Broadcasting System

579 Congress St., Portland, Me.  
Phone: SPruce 2-0181

President.....William H. Rines  
General Manager.....Jack Atwood  
TV Commercial Manager.....Bruce C. McGorill  
Nat'l Sales, Radio.....Benjamin Hubley  
Chief Engineer.....Charles R. Brown

#### STATIONS

WCSH-AM-TV, Portland; WLBZ-AM-TV, Bangor; WRDO, Augusta; all Maine.

### Matison Stations

Box 367, Laurel, Miss.  
Phone: 428-5601

President.....Harold Matison  
General Manager.....Paul Carlisle  
Comm., Sales Promo. Mgr.....M. M. Caver  
Chief Engineer.....Lester Johnson

#### STATIONS

WAML, Laurel; WXXX, 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.

### McClatchy Broadcasting Co. Stations

21st & Q, Sacramento 4, Calif.  
Phone: GIlbert 2-5011

President.....Eleanor McClatchy  
Dir. of Sales.....Keith Collins

#### STATIONS

KFBK, Sacramento; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

### C. A. McClure Stations

c/o WGBA, 1415 Wynnton Rd., Columbus, Ga.  
Phone: FA 3-3603

President, Gen. Mgr.....C. A. McClure  
V.P., Chief Engineer.....F. Keith Brown

#### STATIONS

WGBA, Columbus; WCHK, Canton, both Ga.; WULA, Eufaula; WMGY, Montgomery, both Ala.

### Lloyd C. McKenney Stations

Box 503, Carthage, Mo.  
Phone: FL 8-4496

#### STATIONS

KBHM, Branson; KRMO, Monett, both Mo.; KMDO, Ft. Scott, Kan.; KALN, Iola, Kan.; KBLR, Bolivar, Mo.

### McLendon Ebony Radio Group

Scite 980, Milner Bldg., Jackson, Miss.  
Phone: FLEetwood 4-1617

Pres., Gen. Manager.....John McLendon  
Commercial Manager.....Joe Starr

#### BRANCH OFFICES

#### STATIONS

WENN, Birmingham, Ala.; KOKY, Little Rock, Ark.; KOKA, Shreveport, La.; WORKJ, Jackson, Miss.

### McLendon Stations

McLendon Building, Dallas, Texas  
Phone: RIVERSide 7-9311

Chairman of Board.....Barton R. McLendon  
President.....G. B. McLendon  
General Manager.....W. S. Morgan, Jr.  
Nat'l Program Director.....Donald C. Keyes  
Nat'l Publicity Director.....Mitchell I. Lewis  
Chief Engineer.....Glenn R. Callison

#### STATIONS

KILT, Houston; KLIF, Dallas; KTSA, San Antonio; all Tex.; KABL, San Francisco, Calif.; WYSL, Buffalo, N. Y.; WYNR, Chicago, Ill.

### Meredith Broadcasting Co.

3501 Farnam St., Omaha 31, Neb.  
Phone: 346-3400

President.....Payson Hall  
Exec. Vice President.....Frank P. Fogarty

#### STATIONS

KCMO-AM-FM-TV, Kansas City, KPHO AM-TV, Phoenix, Ariz., WOW AM-FM-TV, Omaha, WHEN AM-TV, Syracuse.

### Merriman-Gober-Tobey Stations

c/o KOBE, 940 N. Main St., Las Cruces, N. M.  
President.....J. Gober

#### STATIONS

KOBE, Las Cruces; KWKY, Farmington; KOTE, Deming, all N. M.; KDGO, Durango.

### Metromedia, Inc.

205 E. 67th St., New York 21, N. Y.  
Phone: LE 5-1000

Board Chairman, Pres.....John W. Kluge  
V.P., Treasurer.....Richard L. Geismar  
V.P., Secretary.....Robert A. Dreyer  
V.P., Director of Research.....Mary L. McKenna  
V.P., Dir., Public Affairs.....Mark Evans  
Vice President.....Benedict H. Gimbel, Jr.  
Dir., Public Relations.....Phil Cowan  
Comptroller.....Joseph J. Madden

#### STATIONS

WNEW-AM-FM-TV, New York; WHK-AM-FM, Cleveland; WTTG-TV, Washington, D. C.; WTVH-TV, Peoria; KOVR-TV, Stockton; WTVP-TV, Decatur; WIP-AM-FM, Philadelphia; KMBC-TV-AM-FM, Kansas City, Mo.



## Metropolitan Broadcasting

(Radio & TV Div. of Metromedia, Inc.)

President ..... Bennet H. Korn  
 V.P., Programming ..... Jack Lynn  
 V.P., Public Relations ..... Phil Cowan  
 V.P., WTVP (TV) ..... John H. Bone  
 V.P., WTTG (TV) ..... Donn R. Colee  
 V.P., KOVR (TV) ..... C. Clover DeLaney  
 V.P., WTVH (TV) ..... George W. Finnegan  
 V.P., KMBC (TV) ..... Albert P. Krivin  
 V.P., WNEW (TV) ..... John E. McArdle  
 Dir., Engineering ..... Malcolm Burleson  
 Dir., Advertising ..... Murray Gross

## The Mid-South Network

WELO Bldg., Tupelo, Miss.  
 Phone: VI 2-7658

President ..... Birney Imes  
 General Manager ..... Bob Evans  
 Chief Engineer ..... Tom McFerrin

### STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WONA, Winona, all Miss.

## Midcontinent Broadcasting

(See BFR Stations)

## Midnight Sun Broadcasting

Box 910  
 c/o KFAR, Fairbanks, Alaska

### STATIONS

KFAR-AM-TV, Fairbanks; KENI-AM-TV, Anchorage; KTKN, Ketchikan, all Alaska.

## Mining Journal Stations

c/o WMIQ, 211 E. Ludington St.,  
 Iron Mountain, Mich.

President ..... F. J. Russell

### STATIONS

WMIQ, Iron Mountain; WIRN, Wakefield; WLST, Escanaba; WDMJ, Marquette, all Mich.; WROD, Daytona Beach, Fla.; WMAM, Marinette, Wisc.

## Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah  
 Sales Manager ..... Lynn L. Meyer

### STATIONS

KBMY, Billings; KMON, Great Falls; KOPB, Butte, Mont.

## Carleton W. Morris Stations

c/o KHFH, Box 472, Sierra Vista, Ariz.

President ..... C. W. Morr

### STATIONS

KHFH, Sierra Vista; KSUN, Bisbee, both Ariz.

## National Spanish Language Network

2905 S. King Rd., San Jose, Calif.  
 Phone: 251-5170

President ..... Richard E. Ryan  
 1st Vice President ..... Howard Kalmenson  
 2nd Vice President ..... Severo Garza  
 Secretary, Treasurer ..... Ray J. Williams

### BRANCH OFFICES

1680 No. Vine St., Hollywood 28, Calif.,

Phone: HO 4-7395, Manager, Harlan Oakes; 166 Geary St., San Francisco, Calif., Phone: YU 6-0621, Manager, Don Pickens; 122 E. 42nd St., New York, N. Y., Phone: MU 2-4500, Manager, Arthur Gordon; 1401 Peachtree St., N.E., Atlanta, Ga., Phone: TR 5-9403, Manager, Barney Ochs.

### STATIONS

KWKW, Los Angeles; KGST, Fresno, both Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVI, Tucson, both Ariz.; KUKA, San Antonio; KCCT Corpus Christi; XEO, Brownsville; KLVJ, Houston, all Texas. XEGM, San Diego, Calif.; KLOK, San Jose, Calif.; XEHF, Nogales, Ariz.; WMIE, Miami, Fla.; KFSC, Denver, Colo.; KAPI, Pueblo, Colo.

## Neathery Radio Stations

c/o KWPM, West Plains, Mo.  
 Phone: 700

President, Gen. Mgr. .... Robert F. Neathery  
 Chief Engineer ..... Laurel Thompson

### BRANCH OFFICE

1718 Meadowmere, Springfield, Mo.

### STATIONS

KWPM-AM-FM, West Plains, Mo.; KALM, Thayer, Mo.; KAMS, Mammoth Spring, Ark.; KUKU, Willow Springs, Mo.; KBHM, Branson, Mo.; KBLR, Bolivar, Mo.

## 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.  
 Phone: 482-6133

Co-owner, Sales Prom. Mgr. .... Joseph Carson  
 Co-owner ..... F. E. Holladay  
 Program Director ..... Gary Smith  
 Chief Engineer ..... Robert K. Wall

### STATIONS

WOKK, Meridian; WNSL, Laurel; WLSM, Louisville; WVMI, Biloxi, all Miss.; WACT, Tuscaloosa, Ala.

## Newhouse Newspaper Stations

1030 James St., Syracuse, N. Y.  
 Phone: 3-7111

### STATIONS

WSYR-AM-TV-FM, Syracuse; WTPA-TV, Harrisburg; KOIN-AM-TV-FM, Portland, Ore.; WAPI-AM-FM-TV, Birmingham, Ala.; KTVI-TV, St. Louis; WSYE-TV, Elmira, N. Y.

## Norbentine Fathers Stations

c/o WHBY, 600 S. Lawe St., Appleton, Wisc.  
 Phone: 3-6584

President ..... Rev. I. M. Gosz  
 General Commercial Mgr. .... Lewis J. Process  
 Program Director ..... Edward Spoo

## REGIONAL NETWORKS

Publicity Director.....Mrs. Jane Berryman  
Chief Engineer.....George Merkl  
STATIONS

WHBY, Appleton; WBAY-AM-TV, Green Bay,  
Wisc.

### North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.  
Phone: 748-2344

Pres., Gen. Mgr.....E. Dean Finney  
Program Dir.....Douglas N. Drown  
Chief Engineer.....Donald Pera

#### BRANCH OFFICE

Farrant St., Newport, Vt., Phone: 334-6521,  
Larry Knight, Manager.

#### STATIONS

WTWN, St. Johnsbury; WIKE, Newport;  
both Vt.

### North Dakota Broadcasting Co.

4000 W. Main Ave., Fargo, N. D.  
Phone: AD 5-4461

President, Gen. Mgr.....John W. Boler  
Operations Manager.....Constance Blackstead  
General Sales Manager.....James McGuire  
Pub., Prom. Director.....Robert B. Weber  
Chief Engineer.....Robert Ridgeway

#### STATIONS

KXGO-TV, Fargo, N. D.; KXJB-TV, Valley  
City, N. D.; KXMB-TV, Bismarck, N. D.; KXAB-  
TV, Aberdeen, S. D.; KDIX-TV, Dickenson,  
N. D.; KXMC-TV, Minot, N. D.

### Northeast Radio Network

127 West State St., Ithaca, N. Y.  
Phone: AR 2-9042

President.....Ellis E. Erdman  
Vice President.....Joel Fleming  
General Manager.....Frederick W. Hodge  
Program Director.....Jack Hewett  
Publicity Director.....Patricia Bell  
Chief Engineer.....Gerald Cushing

#### STATIONS

WKOP-AM-FM, Binghamton; WJTN-AM-FM,  
Jamestown; WHLD-AM-FM, Niagara Falls;  
WMBO-AM-FM, Auburn; WBRV, Boonville;  
WDOE, Dunkirk; WENY, Elmira; WWHG-AM-  
FM, Ithaca; WBIV-FM, Buffalo; WHDL-AM-FM,  
Olean; WHEC, Rochester; WGGO, Salamanca;  
WGY, Schenectady; WHEN, Syracuse; WOLF,  
Syracuse; WMIV-FM, Rochester; WDLA, Wal-  
ton; WOIV-FM, Syracuse; WEIV-FM, Ithaca;  
WJIV-FM, Albany-Troy-Schenectady; WREM,  
Remsen; WSPN, Saratoga Springs; WSET,  
Glens Falls; all N. Y. WATS, Sayre; WEJL,  
Scranton, both Pa.

### George W. Norton Stations

c/o WFIE-TV, 1115 Mt. Auburn Rd.,  
Evansville, Ind.

#### STATIONS

WFIE-TV, Evansville; WAVE-AM-TV, Louis-  
ville, Ky.; WFRV-TV, Green Bay.

### The OK Group

505 Baronne St., New Orleans, La.  
Phone: 524-5363

President.....Jules J. Paglin  
Sec., Vice President.....Stanley Ray Jr.  
General Manager.....Edward J. Prendergast  
Commercial Mgr.....Fred Schwarz  
Sales Prom. Mgr., Prog. Dir.....R. J. Duffour  
Publicity Dir.....Peter Clark  
Chief Engineer.....John P. Hart

#### BRANCH OFFICES

243 Convention, Baton Rouge, La., Phone:  
DI 4-7604, Tom McGuire, Gen. Mgr.; 1 Mill St.,  
Lake Charles, La., Phone: HE 6-7541, Roy  
Rhodes, Gen. Mgr.; 800 Gum St., Mobile, Ala.,  
Phone: HE 2-8661, Bob Grimes, Gen. Mgr.; 613  
Preston, Houston, Tex., Phone: CA 7-3108, Joe  
Fife, Gen. Mgr.; 363 S. 2nd, Memphis, Tenn.,  
Phone: JA 7-9565, Jack Maurer, Gen. Mgr.

#### STATIONS

WBOK, New Orleans; KYOK, Houston;  
KAOK, Lake Charles; WXOK, Baton Rouge;  
WLOK, Memphis; WGOK, Mobile, Ala.

### The Oregon Trail Network

Box 540, Ontario, Ore.  
Phone: TU 9-8651

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.

### The Palmer Stations

1002 Brady St., Davenport, Iowa  
Phone: 324-1611

President, Treas.....D. D. Palmer  
Vice President.....P. A. Loyet  
Secretary.....William D. Wagner

#### STATIONS

WHO-AM-TV-FM, Des Moines; WOC-AM-TV-  
FM, Davenport.

### Peoples Bestg. Corp.

246 N. High St., Columbus 16, O.  
Phone: CApiTAl 8-4711

President.....H. E. Evans

#### STATIONS

WGAR, Cleveland; WRFD, Worthington, both  
O.; WNAX, Yankton, S. D.; WTTM, Trenton,  
N. J.; WMMN, Fairmont, W. Va.; KVTV (TV),  
Sioux City, Iowa.

### Perry Stations

c/o WNDB, 128 Orange Ave.,  
Daytona Beach, Fla.

#### STATIONS

WNDB, Daytona Beach; WESH-TV, Daytona  
Beach; WJHP-TV, Jacksonville, all Fla.

## Pinkston-Elmore Stations

c/o KZIP, 808 Charlotte St., Amarillo, Tex.  
STATIONS

KZIP, Amarillo; KDAV, Lubbock; KPEP, San Angelo; KPIK, Colorado Springs, Colo.

## Plough Broadcasting Co.

112 Union Ave., Memphis, Tenn.  
Phone: 525-2663

President.....Harold R. Krelstein  
V.P., Engineering.....Joseph G. Deaderick  
Asst. Sec.-Treas.....V. E. Edwards

### STATIONS

WPLO-AM-FM, Atlanta, Ga.; WCAO-AM-FM, Baltimore, Md.; WCOP-AM-FM, Boston, Mass.; WJJD-AM-FM, Chicago, Ill.; WMPS-AM-FM, Memphis, Tenn.

## John Poole Stations

6540 Sunset Blvd., Los Angeles 28, Calif.  
Phone: HOLLYWOOD 3-3205

Board Chairman.....John H. Poole  
President.....Kevin B. Sweeney  
V.P., General Manager..William A. Sawyers

### STATIONS

KBIG, Avalon; KBIQ-FM, Los Angeles.

## Post-Newsweek Stations

Broadcast House, 40th & Brandywine Sts.  
Washington 16, D. C.

President.....J. S. Hayes

### STATIONS

WTOP-AM-FM-TV, Washington, D. C.; WJXT, Jacksonville, Fla.

## 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; WBNP, Newburyport, both Mass.

## QXR Network

630 Ninth Ave., New York, N. Y.  
Phone: JU 2-7880

President.....James Sondheim  
Commercial Manager.....Roy H. Holmes  
Program Director.....Maurly Clark

### SALES OFFICES

945 Cliff St., Ithaca, N. Y., Phone: AR 3-6075, H. S. Brown, Manager; 160 E. Illinois St., Chicago, Ill., Phone: 467-1466, Ben Rachlis, Manager; 2010 Cadillac Tower, Detroit, Mich., Phone: WOODWARD 1-5544, Marshall Carpenter, Manager; 8290 Santa Monica Blvd., Hollywood, Calif., Phone: OLDFIELD 4-7575, Stanley Halperin, Manager; 1741 Ivar Ave., Los Angeles, Calif., Phone: HOLLYWOOD 4-7331, Walter B. Lake, Manager; Russ Building, San Francisco, Calif., Phone: 906-4112, Ray Watson, Manager.

## STATIONS

WFLY-FM, Albany, Troy, Schenectady; WKOP-FM, Binghamton; WVBR-FM, Ithaca; WJTN-FM, Jamestown; WROC-FM, Rochester; WSYR-FM, Syracuse; WRUN-FM, Utica-Rome; WQXR, New York, all New York. WBCN, Boston; WTAG-FM, Worcester, Mass.; WHCN, Hartford, Conn.; WXCN, Providence, R. I.; WIFI-FM, Phila. both Pa.; WFMM-FM, Baltimore, Md.; WASH-FM, Washington, D. C. KFMU-FM, Los Angeles, KOGO-FM, San Diego; KDFC-FM, San Francisco, all Calif.; KPFM, Portland, Ore.; KCMO-FM, Kansas City, KSHE-FM, St. Louis, both Mo.; WXFM, Chicago; WDGO-FM, Cleveland; WDTM-FM, Detroit; WFBM-FM, Indianapolis; WWPB-FM, Miami, Fla.; WFMR-FM, Milwaukee; WLOL-FM, Minneapolis; WRVC-FM, Norfolk; WLOA-FM, Pittsburgh, Pa.; KLSN, Seattle, Wash.; WTCX-FM, Tampa, Fla.; WSFM, Birmingham; WKRC-FM, Cincinnati; WTVN-FM, Columbus, Ohio; WKET, Dayton; KBRE-FM, Houston; WWMT, New Orleans; KEPI, Phoenix; WSLS-FM, Roanoke, W. Va.; KSOM-FM; Tucson, Ariz.

## Radio Montana West

c/o KXLF, 1003 S. Mont St., Butte, Mont.  
General Manager.....E. B. Cramey

### STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLL, Missoula; KARR, Great Falls.

## Rahall Stations

(See WKAP, Inc.)

## Henry Rau Stations

2000 P St., N.W., Washington, D. C.  
Phone: HOBART 2-3900

President, General Mgr.....Henry Rau  
Commercial Mgr.....Malcolm Campbell  
Promotion Manager.....Stan Barclay  
Business Manager.....Patrick Kelly  
Dir. of Engineering.....Lloyd S. Smith

### STATIONS

WARK-AM-FM, Hagerstown, Md.; WNAV-AM-FM, Annapolis, Md.; WDOV-AM-FM, Dover, Del.; WOL-AM-FM, Washington, D. C.

## Reeves Broadcasting & Development Corp.

c/o WUSN-TV, Box 879, Charleston, S. C.  
President.....Hazard E. Reeves

### STATIONS

WUSN-TV, Charleston; WHTN-TV, Huntington, W. Va.; KBAK-TV, Bakersfield, Calif.

## Regional Broadcasters Group

c/o WGRD, 35 Lafayette Ave., N.E.,  
Grand Rapids, Mich.

Phone: GL 9-4111

Owners.....W. H. Rich, A. B. Martin

### STATIONS

WGRD, Grand Rapids, Mich., WTRV, Muskegon, Mich., WPIC-AM-FM, Sharon, Pa.; WMGW-AM-FM, Meadville, Pa.

# REGIONAL NETWORKS

## Rennekamp Stations

513-515 Berger Bldg., Pittsburgh 19, Pa.  
Phone: AT 1-1365

President.....Kenneth E. Rennekamp  
General Manager.....Olivia Rennekamp  
Commercial Mgr.....Jack Duncan  
Program Director.....Glen Henderson  
Publicity Director.....William Stanley  
Chief Engineer.....Robert Harmon

### BRANCH OFFICE

25½ N. Center St., Corry, Pa. Phone: COrry  
3-6611. Glen Henderson.

### STATIONS

WKRZ, WDJR, Oil City; WOTr, Corry; WKBl,  
St. Marys; WTRa, Latrobe, all Pa.

## Maxwell E. Richmond Stations

c/o WMEK, 70 Brookline Ave., Boston, Mass.  
President.....M. E. Richmond

### STATIONS

WMEK, 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.; KILo,  
Grand Forks, N. D.

## Dee Rivers Stations

Box 4127, Normandy Sta., Miami Beach, Fla.  
Board Chairman.....E. D. Rivers, Jr.  
President.....John Fulton

### STATIONS

WSWN, Belle Glade, Fla.; KWAM, Memphis,  
Tenn.; WEAS, Savannah, Ga.

## James Rivers Stations

c/o WDOL, Box 429, Athens, Ga.

President.....J. S. Rivers

### STATIONS

WDOL, Athens; WJAZ, Albany; WMJM,  
Cordele; WTJH, East Points; WACL, Waycross,  
all Ga.

## RKO General Broadcasting

(Div. of RKO General, Inc.)

1440 Broadway, New York 18, N. Y.  
Phone: LOngacre 4-8000

Chairman of Board.....Thomas F. O'Neil  
President.....Hathaway Watson  
Exec. Vice President.....Jerome Bess  
V.P., Administration.....Charles G. Drayton  
Nat'l Program Director.....Gene Roper  
Dir. of Public Affairs.....Martin Weldon  
Dir. of Engineering.....Harry Whittemore  
Dir., Nat'l Sales Div.....Donald J. Quinn

### STATIONS

WOR-AM-FM-TV, New York, N. Y.; WNAC-  
AM-TV, WRKO-FM, Boston, Mass.; CKLW-AM-  
FM-TV, Detroit, Mich.; WHBQ-AM-TV, Memphis,  
Tenn.; WGMS-AM-FM, Washington, D. C.

### Don Lee Division

Division Director.....Harry Trenner

### STATIONS

KHJ-AM-FM-TV, Los Angeles, Calif.; KFRC-  
AM-FM, San Francisco, Calif.

## Cecil W. Roberts Stations

c/o KCHI, Farmington, Mo.

President.....C. W. Roberts

### STATIONS

KCHI, Chillicothe; KREL, Farmington, both  
Mo.; KCRB, Chanute, Kan.

## Aaron B. Robinson Stations

P.O. Box 353, Jackson, Tenn.

Phone: 7-5681

President.....A. B. Robinson, Jr.  
General Manager.....J. Kenneth Marston  
Chief Engineer.....James S. Thomas

### STATIONS

WDXN, Clarksville; WDXI-AM-TV, Jackson;  
WDXE, Lawrenceburg; WTPR, Paris; WENK,  
Union City, all Tenn.; WCMA, Corinth, Miss.

## E. O. Roden Stations

c/o WBOP, 431 W. Belmont, Pensacola, Fla.

President.....E. O. Roden

### STATIONS

WBOP, Pensacola; WGCM, Gulfport; WBIP,  
Booneville; WTUP, Tupelo, all Miss.; WTUG,  
Tuscaloosa, Ala.

## Rollins Broadcasting, Inc.

Box 2167, Wilmington 1, Del.

Phone: OLYmpia 4-8881

President.....O. Wayne Rollins  
Vice-Presidents.....Mrs. Madalyn Pruett Copley,  
Henry B. Tippie.

Vice President.....Albert R. Lanphear  
Dir. Program Develop.....Tim Crow  
Engineering Dir.....G. Russell Chambers

### BRANCH OFFICES

565 Fifth Ave., N. Y. C. 17, Graeme Zimmer,  
Nat'l. Sales, Phone: OXford 7-7040; 75 E.  
Wacker Dr., Lincoln Tower, Chicago 1, Ill.,  
John Wilson, Midwest Sales, Phone: Financial  
6-8611; 1549 N. Vine St., Hollywood 28, Calif.,  
Henry Guzik, West Coast Sales, Phone: 461-  
9981.

### STATIONS

WAMS, Wilmington, Del.; WGEE, Indianapo-  
lis, Ind.; WPTZ-TV, Plattsburgh, N. Y.; WEAR-  
TV, Mobile, Ala.; WCHS-AM-TV, Charleston,  
W. Va.

## Joel Rosenblum Stations

c/o WISR, Box 151, Butler, Pa.

Phone: 74-701

## REGIONAL NETWORKS

President.....J. W. Rosenblum  
General Manager.....Robert L. Kaufman  
Commercial Manager.....J. Victor O'Brien  
Sales Promotion Manager.....Jerald Coleman  
Program Director.....Warren Ihlenfeld  
Publicity Director.....Jim Martin  
Chief Engineer.....Paul Rex

### STATIONS

WISR, Butler; WACB, Kittanning; both Pa.;  
WTIG, Massillon, O.

### Rounsaville Radio Stations, Inc.

3220 Peachtree Rd., N.E., Atlanta, Ga.  
Phone: 231-3000

President.....Robert W. Rounsaville  
V.P., Natl. Sales Mgr.....Ralph B. Johnson  
V.P., Operations.....Frank B. Erwin  
V.P., Local Sales.....M. E. Fidler  
National Program Dir.....Joyce Monroe  
Technical Director.....Paul Cram

### STATIONS

WLOU, Louisville, Ky.; WCIN, Cincinnati,  
Ohio; WFUN, Miami, Fla.; WVOL, Nashville,  
Tenn.; WYLD, New Orleans, La.; WTMP,  
Tampa, Fla.; WTAM-TV, Louisville; WATL-TV,  
Atlanta.

### Royal Street Corp.

c/o WDSU, 520 Royal St., New Orleans, La.  
Phone: 524-4371

President.....E. B. Stern  
Exec. V.P., General Mgr.....A. Louis Reed  
V.P., Treasurer.....Dwight W. Martin  
V.P., Secretary.....Lester E. Kabacoff

### STATIONS

WDSU-AM-TV, New Orleans, La.; WAFB-TV,  
Baton Rouge, La.

### Rust Craft Broadcasting Co.

Exchange Realty Bldg., Steubenville, Ohio  
Phone: 282-6265

President.....Jack N. Berkman  
Exec. V.P., General Mgr.....John J. Laux  
Vice President.....Fred Weber  
Commercial Manager.....Joseph M. Troesch  
Sales Promo., Publicity Dir.. George H. Wilson  
Technical Director.....Charles S. Shepherd

### BRANCH OFFICE

680 Fifth Ave., New York 19, N. Y., Phone:  
Judson 6-5510.

### STATIONS

WSTV-AM-FM-TV, Steubenville, Ohio; WBOY-  
AM-TV, Clarksburg, W. Va.; WRGP-TV, Chat-  
tanooga, Tenn.; WRDW-TV, Augusta, Ga.;  
WPIT-AM-TV, Pittsburgh, Pa.; WSOL, Tampa,  
Fla.

### Salt Lake Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah  
Phone: EMpire 4-3561

Sales Manager.....L. L. Meyer

### STATIONS

KLO, Ogden; KOVO, Provo; KALL, Salt Lake  
City.

### Sanders and Hall Stations

Box 231, Mt. Vernon, Ind.  
Phone: PO 3-4484

President.....H. C. Sanders  
General Manager.....F. C. Smith

### STATIONS

WPCO, Mt. Vernon; WBNL, Boonville;  
WBTO, Linton; all Ind.

### Scripps-Howard Group

1121 Union Central Bldg., Cincinnati, Ohio  
Phone: MAin 1-1811

President.....Jack R. Howard

### STATIONS

WCPO AM-FM-TV Cincinnati, WNOX Knox-  
ville; WMC, WMCT-TV, Memphis; WEWS-TV,  
Cleveland.

### Seaton Stations

114 North 4th St., Manhattan, Kan.  
Phone: PRescott 8-4451

Owners.....Fred and Dick Seaton

### STATIONS

KGGF, Coffeyville, Kan.; KHAS-AM-TV,  
Hastings, Neb.; KMAN, Manhattan, Kans.

### Seattle, Portland & Spokane Radio Group

c/o KJR, 2600 26th Ave., S.W., Seattle, Wash.  
Owners.....Frank Sinatra, Danny Kaye  
Director.....L. M. Smith

### STATIONS

KJR, Seattle; KNEW, Spokane, both Wash.;  
KXL, Portland, Ore.

### Silver Dollar Network

P. O. Box 2557, Billings, Mont.  
Phone: 252-8585

President.....Joseph S. Sample  
General Manager.....Bettye J. Zuck

### STATIONS

KOOK, Billings, KFBB, Great Falls; KGVO,  
Missoula; KXLF, Butte; KCAP, Helena; KBMN,  
Bozeman, all Mont.; KID, Idaho Falls, Idaho;  
KTWO, Casper, Wyo.

### Cary H. Simpson Stations

c/o WTRN, Washington Ave. & 1st St.  
Tyrone, Pa.

President.....C. H. Simpson

### STATIONS

WTRN, Tyrone; WNET, Wellsboro; WKBL,  
St. Marys; WFRM, Coudersport; WBLF, Belle-  
fonte; WEND, Ebensburg; WGMR-FM, Tyrone,  
all Pa.

## REGIONAL NETWORKS

### Skyline Advertisers' Sales, Inc.

Box 2191, Idaho Falls, Idaho  
Phone: 523-4567

President.....Melvin B. Wright  
Office Mgr.....Melva Searle

#### STATIONS

KOOK-TV, Billings; KXLF-TV, Butte; KFBB-TV, Great Falls, all Mont.; KID-TV, Idaho Falls; KLIX-TV, Twin Falls, both Idaho.

### Smith Broadcasting Stations

c/o WJIG, West Side Dr., Tullahoma, Tenn.  
President.....M. D. Smith, III

#### STATIONS

WJIG, Tullahoma; WAAY, Huntsville, both Ala.; WNUE, Ft. Walton Beach.

### Charles Smithgall Stations

c/o WRGA, P. O. Box 1187, Roma, Ga.  
President.....C. A. Smithgall

#### STATIONS

WRGA, Rome; WGGG, Gainesville, both Ga.; WAAX, Gadsden, Ala.

### Soubrero Stations

111 Martinez St., San Antonio, Tex.  
Director.....R. O'Connell

#### STATIONS

KUNO, Corpus Christi; KGBT, Harlingen; KCOR, San Antonio; XEK, Nuevo Laredo-Laredo; XEMJ, Piedras Negras-Eagle Pass.

### Sonderling Stations

c/o WDIA, 2074 Union Ave., Memphis, Tenn.  
President.....E. Sonderling

#### STATIONS

WDIA, Memphis; WOPA, Oak Park; KDIA, Oakland, Calif.; KFOX, Long Beach, Calif.

### Southeastern Key Market Network

P. O. Box 600, Florence, Ala.  
Phone: AT 2-7714

President.....Richard B. Biddle  
General Manager.....Bill Mapes  
300 Stations in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas.

### Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.  
Gen. Mgr.....Robert E. DeHaven

#### STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lea, Minn.

### Southwest States, Inc.

(See Trigg-Vaugh Stations)

### Southwestern Bestg. Stations

c/o WMDC, Highway 51 N.  
Hazlehurst, Miss.  
Phone: 869

President, Gen. Mgr.....Louis Alford  
Chief Engineer.....A. M. Smith

#### STATIONS

WMDC, Hazlehurst; WAPF, McComb; both Miss.; KADL, Pine Bluff, Ark.

### Speidel Broadcasters, Inc.

Box 565, Columbia, S. C.  
Phone: AL 6-1551

President.....Joe Speidel, III  
Exec. V.P., Gen. Mgr.....Russell George  
Chief Engineer.....W. W. Bridges

#### STATIONS

WPAL, Charleston; WYNN, Florence; WOIC, Columbia, all S. C.; WSOK, Savannah, Ga.

### Springfield Television Bestg. Corp.

c/o WWLP, P. O. Box 2210  
Springfield, Mass.  
Phone: State 5-1201

President.....W. L. Putnam

#### STATIONS

WWLP, Springfield; WWOR, Worcester; WRLP, Greenfield, all Mass.

### Star Broadcasting Company

c/o WBBF, 339 East Ave., Rochester, N. Y.  
Phone: HA 6-8920

President.....Maurice R. Forman

#### STATIONS

WBBF, Rochester; WTLB, Utica; WGVA, Geneva, all N. Y.

### Stauffer Publications Stations

c/o WIBW, P. O. Box 109, Topeka, Kan.  
President.....O. S. Stauffer

#### STATIONS

WIBW-AM-FM-TV, Topeka; KSEK, Pittsburg; KSOK, Arkansas City, all Kan.; KGFF, Shawnee, Okla.

### Steinman Stations

8 W. King St., Lancaster, Pa.  
Phone: EXpress 7-5251

Gen. Mgr.....Clair R. McCollough

#### STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.

### Stevens-Wisner Bestg., Inc.

932 Military St., Port Huron, Mich.  
Phone: YUkon 2-8536



## REGIONAL NETWORKS

President.....J. Wismer  
Operations, Program Dir.....Jock Bliss

### STATIONS

WLAV-AM-FM, Grand Rapids; WLEW, Bad  
Axe; WHLS-AM, Port Huron; WOVE, Allegan,  
all Mich.

### Stone & Couture Stations

c/o WLOB, 645 Congress St., Portland, Me.  
General Manager.....M. L. Stone

### STATIONS

WLOB, Portland; WGHM, Skowhegan; WFAU,  
Augusta; WSME, Sanford; WGUY, Bangor;  
WRUM, Rumford; WCOU, Lewiston, all Me.

### Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.  
Phone: UNION 6-0211

Chairman of the Board.....George B. Storer  
President.....George B. Storer, Jr.  
Exec. V.P. ....Stanton P. Kettler  
V.P., Law & Secretary.....John E. McCoy  
V.P., Administration.....William E. Rine  
V.P., Radio Operations.....Lionel F. Baxter  
V.P., TV Operations.....Bill Michaels  
V.P., Bus. Planning & Develop...Terry H. Lee  
V.P., Engineering.....Glenn Boundy  
V.P., Radio Programming.....Grady Edney  
V.P., Bcst. Standards  
& Compliance .....Ewald Kockritz  
V.P., Special Services...Clyde C. McClymonds  
Treasurer.....Harry A. Steensen  
Assistant Secretary.....Abiah A. Church  
Dir., Advertising & Promo.....John J. Kelly  
Promotion Manager.....Bob Edell  
Finance Dir.....Robert M. Akin  
V.P., General Manager

(KGBS) .....Wendell B. Campbell  
V.P., General Manager (WGBS). Bernard Neary  
V.P., Gen. Mgr. (WJBK).....Harry Lipson  
V.P., Gen. Mgr. (WSPD).....Reginald Martin  
Gen. Mgr. (WJW) .....James P. Storer  
Gen. Mgr. (WIBG).....Joseph T. Conway  
Gen. Mgr. (WHN).....John C. Moler  
Gen. Mgr. (WAGA-TV).....Kenneth Bagwell  
Gen. Mgr. (WITI-TV).....Roger LeGrano  
Gen. Mgr. (WJBK-TV).....Lawrence M. Carino  
Gen. Mgr. (WSPD-TV).....Keith T. McKenney  
Gen. Mgr. (WJW-TV).....Robert Buchanan

### STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-  
TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-  
TV, Cleveland; WHN, New York, N. Y.; WGBS-  
AM-FM, Miami, Fla.; WIBG-AM-FM, Phila.,  
Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

### Storz Broadcasting Co.

767 41st St., Miami, Fla.  
Phone: JE 2-4441

President .....Todd Storz  
Exec. Vice Pres.....G. W. Armstrong  
V.P., General Counsel.....Herbert S. Dolgoff  
V.P., Nat. Prog. Dir.....Grahme Richards  
Nat. Dir., Engineering.....Morris N. Barwick

### BRANCH OFFICES

Park East Hotel, Kansas City, Mo., Phone:  
BA 1-8300, G. W. Armstrong; 10335 Fremont  
Ave., Minneapolis, Minn., Phone: 881-2633, Dick  
Harris; Oklahoma City, Okla., Phone: SW 4-  
4482, Jack Sampson; New Orleans, La., Phone:  
ED 1-3464, Fred Berthelson; McAllister Hotel,  
Miami, Fla., Phone: 377-3535, Jack Sandler;  
Radio Park, St. Louis, Mo., Phone: FO 7-6000,  
C. L. Thomas.

### STATIONS

WDGY, Minneapolis, Minn.; WHB, Kansas  
City, Mo.; WTIK, New Orleans, La.; WQAM,  
Miami, Fla.; KOMA, Oklahoma City, Okla.;  
KXOK, St. Louis.

### Stuart Stations

804 Stuart Bldg., Lincoln, Neb.  
Phone: 432-6606

President.....J. Stuart  
Exec. V.P.....Richard W. Chapin

### BRANCH OFFICES

625 E. Crawford St., Salina, Kans., Phone: TA  
3-3701, Robert McKune, Manager; 921 Pierce  
St., Sioux City, Iowa; Phone: 8-0628, Gene  
Koehn, Manager; 315 S. Locust St., Grand  
Island, Neb., Phone: DU 2-5420, Vernon Stedry,  
Manager; 308 W. 4th St., North Platte, Neb.,  
Phone: 532-3344; Joe Di Natale, Manager; 109  
So. Frederick St., Oelwein, Iowa, Phone: 283-  
1234, Dale Wood, Manager.

### STATIONS

KFOR, Lincoln; KRGI, Grand Island, KODY,  
North Platte, all Neb.; KSAL, Salina, Kans.;  
KMNS, Sioux City, Iowa; KOEL, Oelwein, Iowa.

### Taft Broadcasting Company

c/o WKRC, 1906 Highland Ave.  
Cincinnati, O.  
Phone: 421-1750

Chairman of Bd., President.....H. Taft, Jr.  
Executive V.P.....Lawrence H. Rogers, II  
Senior V.P.....K. W. Church  
V.P., Nat'l Sales.....D. L. Chapin  
V.P., Admin. & Plan.....R. B. Read  
V.P., Eng.....W. H. Hansher  
V.P., Birmingham Div.....R. T. Schlinkert  
Treas.....D. S. Murphy  
Secretary.....Robert Taft, Jr.

### BRANCH OFFICES

753 Harmon Ave., Columbus, Ohio, Phone:  
CA 8-5801, R. C. Wiegand, Manager; Atop  
Red Mt., Birmingham, Ala., Phone: FA 2-4701,  
R. T. Schlinkert, V.P.; P.O. Box 655, Lexington,  
Ky., Phone: 2-2533, F. von Stade, Manager.

### STATIONS

WKRC-AM-TV-FM, Cincinnati; WTVN-AM-TV-  
FM, Columbus, both O.; WBRC-AM-TV-FM,  
Birmingham, Ala.; WKYT-TV, Lexington, Ky.

## REGIONAL NETWORKS

### Tarlow Associates Stations

c/o WLOB, 645 Congress St., Portland, Me.  
President.....S. J. Tarlow

#### STATIONS

WLOB, Portland; WWOK, Charlotte, N. C.;  
WHLL, Medford-Boston, Mass.; WJBW, New  
Orleans; WARE, Ware, Mass.

### Sarkes Tarzian Stations

3490 Bluff Rd., Indianapolis, Ind.  
Phone: State 7-2211

President.....S. Tarzian

#### STATIONS

WTTS, Bloomington; WFAM-TV, Lafayette;  
WTTV, Indianapolis; WPTA, WPTH, Ft.  
Wayne, all Ind.

### Tele-Broadcasters, Inc.

733 Third Ave., New York, N. Y.  
Phone: MU 7-8436

President.....H. Scott Killgore

#### STATIONS

KALI, Los Angeles, Calif.; KUDL, Kansas City,  
Mo.; WPOP, Hartford, Conn.; KOFY, San Fran-  
cisco, Calif.

### Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.  
Phone: PERshing 7-6631

President.....Gene L. Cagle  
General Manager.....Stan Wilson  
Commercial Manager.....Bert Haney  
Sales Promotion Manager.....Jim Phillips  
Program Director.....Jack Sharp  
Publicity Director.....Suzy Simpson  
Chief Engineer.....James T. Peterson

#### STATIONS

KRBC, Abilene; KGKL, San Angelo; KBST,  
Big Spring; KWEL, Midland; KLUE, Longview;  
KTBB, Tyler; KGAF, Big Spring; KNET, Pales-  
tine; KRRV, Sherman; KTER, Terrell; KMHT,  
Marshall, All Tex.

### Thoms Radio-TV Enterprises (Harold H. Thoms Stations)

75 Scenic Highway, Asheville, N. C.  
Phone: 254-4663

President.....Harold H. Thoms  
Vice President.....James P. Poston  
Natl. Sls. Mgr.....George Roesler  
Advertising Mgr.....M. S. Thoms  
Administrative Asst.....Hugh McMillan  
Secretary.....M. G. Thoms  
Chief Engineer.....John Randolph

#### STATIONS

WAYS, Charlotte, N. C.; WCOG, Greensboro,  
N. C.; WISE-AM-TV, Asheville, N. C.; WKLM,  
Wilmington, N. C.; WMSJ, Sylva, N. C.;  
WEAM, Arlington, Va.

### J. Olin Tice Stations

c/o WKTC, 2001 Suttle Ave., Charlotte, N. C.  
Executive Director.....J. O. Tice, Sr.  
President.....J. O. Tice, Jr.  
General Manager.....John G. Kenworthy

#### STATIONS

WKTC, Charlotte; WKEN, Dover, Del.;  
WCAY, Cayce, S. C.; WBAZ, Kingston, N. Y.

### Time-Life Broadcast, Inc.

Time & Life Bldg., New York 20, N. Y.  
Phone: JU 6-1212

President.....Weston C. Pullen, Jr.  
V.P., Gen. Mgr.....Frederick S. Gilbert  
V.P., Internat'l Develop.....Sig Mickelson  
Business Manager.....Andrew J. Murtha

#### STATIONS

KLZ-AM-FM-TV, Denver, Colo.; WOOD-AM-  
FM-TV, Grand Rapids, Mich.; WFBM-AM-TV-  
FM, Indianapolis, Ind.; WCTN-AM-TV, Minne-  
apolis, Minn.; KOGO-AM-FM-TV, San Diego,  
Calif.

### Tobacco Radio Network

135 S. Salisbury St., Raleigh, N. C.  
Phone: 832-8885

President.....Fred Fletcher  
General Manager.....Wally Voigt  
Program Director.....Bill Kaye  
Publicity Director.....David Witherspoon  
Chief Engineer.....Bob Stephenson

#### STATIONS

WJAY, Mullins, S. C.; WRRZ, Clinton; WCKB,  
Dunn; WDNC, Durham; WBLA, Elizabethtown;  
WFMO, Fairmont; WFNC, Fayetteville; WGBR,  
Goldsboro; WGTC, Greenville; WHNC, Hen-  
derson; WLAS, Jacksonville; WELS, Kinston;  
WEWO, Laurinburg; WYRN, Louisburg; WHIT,  
New Bern; WRAL, Raleigh; WCEC, Rocky  
Mount; WEYE, Sanford; WNCA, Siler City;  
WMPM, Smithfield; WLSE, Wallace; WGNL,  
Wilmington; WGTM, Wilson, all N. C.

### Transcontinent Television Corp.

380 Madison Ave., New York City  
Phone: YU 6-2121

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President.....David C. Moore  
Ch. Exec. Comm.....J. Fred Schoellkopf, IV  
Ch. Finance Comm.....David Forman  
V.P., Treasurer.....Clifford M. Kirtland, Jr.  
Vice Pres. Chg. Sales.....George C. Stevens  
Vice Pres., Engineering.....Karl Hoffman  
Dir., Adv. & Promotion.....Dan Bellus

#### STATIONS

WGR-AM-FM-TV, Buffalo, N. Y.; WNEP-TV,  
Scranton/Wilkes-Barre, Pa.; KFMB-TV-AM-FM,  
San Diego, Calif.; KERO-TV, Bakersfield, Calif.;  
WDAF-TV-AM-FM, Kansas City, Mo.; WDOK-  
AM-FM, Cleveland, Ohio.

## REGIONAL NETWORKS

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(Radio & TV Division)

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Administrative Exec. . . . . John D. Scheuer, Jr.  
Dir., Nat'l Sales Dev. . . . . Kenneth W. Stowman  
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Director of Engineering . . . . . Henry E. Rhea  
Business Manager . . . . . John C. Harlan

#### BRANCH OFFICES

46 & Market, Phila. 39 Pa., Phone EV 2-4700,  
George A. Koehler, Sta. Mgr.; Sheraton Inn,  
Binghamton, N. Y., Phone: RA 3-7311, George  
R. Dunham, Gen. Mgr.; Commerce Park, Altoona,  
Pa., Phone: WI 4-2031, John Stilli, Gen. Mgr.;  
135 College St., New Haven, Conn., Phone:  
SP 7-3611, Howard Maschmeier, Gen. Mgr.;  
R. D. No. 5, Lebanon, Pa., Phone: CR 3-4551,  
J. Zimmermann, Gen. Mgr.; 733 "L" St., Fresno,  
Calif., Phone: AM 8-6444, Leslie H. Peard, Jr.,  
Gen. Mgr.; 320 Park Ave., New York 22, N. Y.,  
Phone: PLaza 9-7115, Manager, Edward H.  
Benedict; 645 N. Michigan Ave., Chicago 11,  
Ill., Phone: MI 2-0012, Frank Palmer, Mgr.;  
6404 Sharon Rd., Baltimore, Md., Phone: DR  
7-6222, Manager, Charles Powell; 3600 Wil-  
shire Blvd., Los Angeles, Calif., Phone: DU  
7-1296, Manager, Charles S. Cady.

#### STATIONS

WFIL-AM-FM-TV, Philadelphia; WBNF-AM-  
FM-TV, Binghamton, N. Y.; WFBG-AM-TV-FM,  
Altoona, Pa.; WNHC-AM-FM-TV, New Haven,  
Conn.; WLYH-TV, Lancaster-Lebanon, Pa.;  
KFRE-AM-TV, KRFM, Fresno, Calif.

### Tri-Mart Radio Network

P. O. Box 1032, Eugene, Ore.

Phone: Diamond 4-4214

Sales Promo. Manager . . . . . Lee Bishop

#### STATIONS

KSLM, Salem; KFLY, Corvallis; KORE,  
Eugene, Ore.

### Tri-W Network

Box 622, Jasper, Ala.

Phone: FULTon 4-3461

President . . . . . John H. Bankhead III  
General Manager . . . . . William C. Edgemon  
Commercial, Sales Prom. Mgr. . . . . J. L. Sartain, Jr.  
Program Director . . . . . Marion B. Grant  
Publicity Director . . . . . Fred H. Norris  
Chief Engineer . . . . . Charles C. Watts, Jr.

#### STATIONS

WWWB, Jasper; WWWF, Fayette; WWWR,  
Russellville, Ala.

### Trigg-Vaughn Stations

(Southwest States, Inc.)

P. O. Box 1799, El Paso, Tex.

Phone: KE 2-6551

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President . . . . . Cecil L. Trigg  
National Sales Manager . . . . . George Collie  
Local Sales Manager . . . . . Sheldon Turner  
Sales Promotion Manager . . . . . Jim Suggs  
Program Director . . . . . Bernie Bracher  
Chief Engineer . . . . . Frank Jordan

#### STATIONS

KROD-AM-FM-TV, El Paso; KOSA-TV, Odes-  
sa, KVII, Amarillo, all Tex.; KRNO, San Ber-  
nardino, Calif.

### Truth Publishing Stations

c/o WKJG, 2633 W. State Blvd., Ft. Wayne, Ind.  
President . . . . . J. F. Dille, Jr.

#### STATIONS

WKJG-AM-TV, Ft. Wayne; WTPC, Elkhart;  
WSJV, South Bend-Elkhart, all Ind.

### Tullis & Hearne Bestg. Co.

P.O. Box 20188, San Diego, Cal.

Phone: JU 3-9100

President . . . . . Howard L. Tullis  
General Manager . . . . . Joe Cahill  
Program Director . . . . . Noel Confer  
Chief Engineer . . . . . Edgar Murphree

#### STATIONS

KAFY, Bakersfield, KFXM, San Bernardino;  
KDEO, El Cajon, all Calif.

### United Broadcasting Network

Shoreham Hotel, Washington, D. C.

Phone: CO 5-2958

President . . . . . Richard Eaton

#### BRANCH OFFICES

420 Madison Ave., New York, N. Y.; 410 N.  
Michigan Ave., Wrigley Bldg., Chicago, Ill.

#### STATIONS

WOOK, WFAN-FM, Washington, D. C.;  
WSID-AM-FM, Baltimore; WINX, Rockville, Md.;  
WANT, Richmond; WJMO, Cleveland, Ohio;  
WMUR-TV, Manchester, N. H.; WBNX, New  
York; WFAB, Miami; WCUY-FM, Cleveland,  
Ohio.

### Vacationland Broadcasting Corp.

Queensbury Hotel, Glens Falls, N. Y.

Phone: RX 2-2151

President . . . . . Edward Haut  
General Manager . . . . . Lawrence L. Mack  
Commercial Manager . . . . . William E. Powley  
Sales Promo., Publicity Dir. . . . . Robert Scales  
Program Director . . . . . Donald Racette  
Chief Engineer . . . . . Wayne White

#### STATIONS

WSET, Glens Falls, WMNS, Olean; WIPS,  
Ticonderoga, all N. Y.

## REGIONAL NETWORKS

### VIP Radio, Inc.

Time & Life Bldg., Rockefeller Center  
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Phone: JUdson 2-2300

President ..... Martin Stone  
Vice President ..... Charles H. G. Rees  
Vice President ..... Milton P. Kayle

#### STATIONS

WFYI, Mineola; WGHQ, Kingston; WVOX;  
New Rochelle; WVIP, Mount Kisco, all N. Y.

### Walker Stations

c/o WISM, 122 E. Main St., Madison, Wisc.  
Phone: ALpine 6-3167

President ..... W. R. Walker

#### BRANCH OFFICES

Hotel Eau Claire, Eau Claire, Wisc., Phone:  
TE 2-3463. Charles R. Dickoff, General Mgr.,  
414 State St., St. Joseph, Mo., Phone: YU  
3-3992. Joseph D. Mackin, General Mgr.; 2333  
Bowen St. Rd., Oshkosh, Wisc., Phone: BE  
5-3150. William L. McDonald, General Mgr.;  
109½ Front St., Beaver Dam, Wisc., Phone: TU  
5-4442. Tom Faile, General Mgr.

#### STATIONS

WISM-AM-FM, Madison; WOSH, Oshkosh;  
WEAQ, WIAL-FM, Eau Claire; WBEV, Beaver  
Dam, all Wisc.; WSJM, St. Joseph, Mich.

### Ware Broadcasting Group

c/o KNIM, S. Highway 71, Maryville, Mo.  
President ..... L. P. Ware

#### STATIONS

KLPW, Union; KFLW, Waynesville; KYRO,  
Potosi, all Mo.; KZIX, Ft. Collins, Colo.; KBBZ,  
Laramie, Wyo.

### West Central Bestg. Co.

2907 Springfield Rd., East Peoria, Ill.  
Phone: 699-3961

V.P., Gen. Mgr. .... Fred C. Mueller  
Sales Manager ..... John Leslie  
Promotion Mgr. .... Bill Adams  
Program Dir. .... Dick Evans  
Production Mgr. .... Dale Schwartz  
Chief Engineer ..... Wayne Lovely

#### STATIONS

WEEK-TV, Peoria, WEEQ-TV, La Salle, both  
Ill.

### West Texas Television Network

7400 College Ave., Lubbock, Texas  
Phone: SHerwood 4-2345

President ..... Sidney W. Grayson  
General Manager ..... Nat Levine  
General Sales Mgr. .... R. S. Nielsen  
National Sales Mgr. .... John Henry  
Program Director ..... Ray Trent  
Chief Engineer ..... Rudy Starnes

#### STATIONS

KDUB-TV, Lubbock; KPAR-TV, Abilene-  
Sweetwater; KEDY-TV, Big Spring, all Texas;  
KVER-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. .... Rolland V. Tooke  
V.P., Programming ..... Richard M. Pack  
V.P., Sales ..... A. W. Dannenbaum  
V.P., Engineering ..... R. N. Harmon  
V.P., Finance ..... Joseph Mikita  
Natl. Adv., Sales Prom. Mgr. .... D. E. Partridge  
Dir. of Research ..... James Yergin  
Natl. Program Mgr. .... William Kaland  
Dir. of Creative Services ..... Herman Land  
Natl. Radio Sales Mgr. .... Ralph L. Glazer  
Natl. Engineering Mgr. .... G. E. Hagerty  
V.P., Washington ..... J. E. Baudino  
V.P., Boston ..... W. C. Swartley  
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#### BRANCH OFFICE

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Phone: STerling 3-0903

#### STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort  
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Boston, Mass.; KYW, Cleveland, Ohio; KYW-  
TV, Cleveland, Ohio; 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.; WINS, New York, N. Y.

### Whitman Stations

610 S. Columbia, Olympia, Wash.  
Phone: 357-7718

President, Gen. Mgr. .... Donald F. Whitman  
Engineering Director ..... Lee Hurley

#### STATIONS

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both Wash.

### Winston-Salem Bestg. Co., Inc.

c/o WTOB, 300 S. Stratford Rd.  
Winston-Salem, N. C.  
Phone: Park 3-4353

President ..... J. W. Coan  
General Manager ..... L. G. Jones  
Publicity Director ..... Margaret Sugg  
Chief Engineer ..... James H. Hoke

## REGIONAL NETWORKS

### STATIONS

WTOB, Winston-Salem; WSGN, Birmingham, Ala.; WAPA-TV, San Juan, P. R.; 1/3 interest in WOLE, Aquadilla-Mayoques, P. R.; KTHT, Houston, Tex.

### Wisconsin Network

230 First Ave., So., Wisconsin Rapids, Wisc.  
Phone: HA 3-7200

President ..... Glen Helzuecht  
Gen., Comm. Mgr. .... George T. Frechette

### STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCN, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit; all Wisc.

### WKAP, Inc.

Box 689, Allentown, Pa.  
Phone: 433-3166

President ..... N. Joe Rahall  
General Manager ..... Ogden R. Davies  
Operations Manager ..... Alan D. Raber  
Sales Promo. Manager ..... Jerry Duckett  
Program Director ..... Paul F. Galgon  
Publicity Director ..... Sammy J. Anderson  
Chief Engineer ..... C. Frank Cordaro

### STATIONS

WKAP, Allentown, WNAR, Norristown, both Pa.; WICY, St. Petersburg, WQTY, Jacksonville, both Fla.; WWRN, Beckley, W. Va.

### 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.

### Wometco Enterprises, Inc.

306 N. Miami Ave., Miami, Fla.  
Phone: FR 4-6262

President ..... Mitchell Wolfson  
Vice President ..... Louis Wolfson II  
V.P., Asst. Sec. .... Richard F. Wolfson  
Vice President ..... Jack Waxenberg  
Treasurer ..... Elmer H. Radloff  
Controller ..... Arthur H. Hertz  
V.P. (WTVJ-TV) ..... Lee Ruwitch  
Promo., Public Rel. Dir. .... Burt Toppan  
V.P., General Mgr. (KVOS-TV) ... David Mintz  
Station Mgr. (WLOS-AM-FM-TV) ... Mort Cohn  
V.P., General Mgr. (WFGA-TV) ... Jesse Cripe

### STATIONS

WLOS-AM-FM-TV, Asheville; WFGA-TV, Jacksonville; WTVJ, Miami, both Fla.; KVOS-TV, Bellingham, Wash.

### Allen M. Woodall Stations

c/o WDAK, Columbus, Ga.

President ..... Allen M. Woodall

### STATIONS

WMOG, Brunswick; WDAK, Columbus; WDAX, McRae, WALG, Albany; WAYX, Waycross, 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, Winder; WBBK, Blakely, all Ga.; WGSW, Greenwood, S. C.

### J. W. Woodruff Jr. Stations

Box 270, Columbus, Ga.

President ..... J. W. Woodruff, Jr.

### STATIONS

WGPC-AM-FM, Albany; WAZA, Bainbridge; WRBL-AM-FM-TV, Columbus, all Ga.

### The Yankee Network

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 6-0800

President ..... William M. McCormick  
Vice President ..... Thomas Bateson  
Sales Mgr. .... Proctor Jones  
Adv. & Promotion Mgr. .... Al Korn  
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.; WOCB, Hyannis, Mass.; WCOU, Lewiston, Maine; WLLH, Lowell, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WTSV, Claremont, N. H.; WMAS, Springfield, Mass.; WATR, Waterbury, Conn.; WAAB, Worcester, Mass.; WABL, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WHOU, Houlton, Me.; WKVT, Brattleboro, Vt.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.; WKXL, Concord, N. H.; WKNE, Keene, N. H.; WTSL, Hanover, N. H.; WHMP, Northampton, Mass.; WDEV, Waterbury, Vt.; WERI, Westerly, R. I.; WOCB, Keene, N. H.

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 Mgr., Radio Div.....Robert A. Taft  
 Mgr., TV Div.....Ross A. McCreath  
 Mgr., Best. Svc. Div.....Peter N. Harricks  
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Phone: MUtual 4-7461

Manager.....John E. Baldwin  
 Taylor, Pearson & Carson Bldg.,  
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Phone: AMhurst 2-7691

Manager.....Jack E. Cavanaugh  
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 Sr. Audio Engineer.....Panos Lambrou

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 film sound tracks, subsonic control tones for  
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 repeater cartridge specialists for "Salesmate,"  
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President.....Herbert Kaplan  
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*Services Offered:* Recording facilities for  
 advertising agencies and record companies;  
 studios, mixing rooms, cutting and mastering  
 channels. Recording to 16mm & 35mm pic-  
 ture and 16mm & 35mm magnetic transfer.

## BBC-TV ENTERPRISES

630 Fifth Ave., New York 20, N. Y.

Phone: LT 1-7100

Representative in U. S.....Dennis Seuse  
 Program Assistant.....Sue Goldman  
*Services Offered:* Topical taped programs;  
 long-playing disc transcriptions of BBC pro-  
 grams.

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 Vice-Pres.....Daniel Cronin

*Services Offered:* Complete services for  
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 duction facilities. Masters (standard and  
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206 San Francisco St., El Paso, Tex.

## TRANSCRIPTION COMPANIES

Phone: 532-6978

President.....Jack R. McVeigh  
V.P., Secy.-Treas.....Mrs. Billie McVeigh  
Vice President.....William E. Branch  
Dirs.....Angel H. Rojas, Robert F.

Cummins.  
*Services Offered:* Complete recording facilities.

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620 Eleventh St., N.W., Washington 1, D. C.

Phone: (202)-393-1246

President.....H. Edward Behre  
V.P.....C. Edward Behre  
Secretary .....Doris Erickson  
Sr. Audio Engineer.....Panos Lambrou

*Services Offered:* Three sound studios, complete recording services, commercial & industrial accounts: slide film sound tracks with sonic & subsonic control tones for "Salesmate," "LaBelle," "DuKane" & others; audio-visual & message repeater cartridge specialists; tape, discs, pressings. Live music sessions in sound studios; conference & convention reporting; tapes of Presidential News Conferences & other Washington events. Air checks and tape duplicating services. "Spot-master" cartridge duplicating. Auricon-Ampex-Rangertone single & double system video services.

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(See Program Producers)

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Secretary-Treasurer .....Bernard Rubinstein

*Services Offered:* Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication, 35 and 16mm equipment.

### PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22  
Phone: MU 8-3950

President .....Phil Davis  
Creative Director.....Edward C. Redding  
V.P., Mus. Dir.....Earl Paul  
Secy.-Treas.....Loretta H. Davis  
Prod. Mgr.....Joe Rhodes  
Film Scor. Dir.....Hale Rood  
Asst. Creative Dir.....Charles Naylor  
Copy Director.....Helen Whitmore  
P.R. Director.....Frances B. O'Brien  
Exec. Secy.....Glen McGinley

*Services Offered:* Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

### GORDON M. DAY PRODUCTIONS

(See Commercial Producers)

### 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, Hammond organ, Ampex tape machines, Scully lathe, synchronous motor, Fairchild pic-sync generator.

### ELECTRO-VOX RECORDING STUDIOS

5546 Melrose Ave., Hollywood 38, Calif.  
Phone: HO 5-2189

President.....Bert B. Gottschalk  
Vice President.....Alan Gottschalk  
*Services Offered:* Industrials: commercials, phonograph recording; rental of facilities, including studios.

### ELECTRONIC MEMORY REPORTING SERVICE

(Div. of Capitol Transcriptions, Inc.)  
620 Eleventh St., N.W., Washington 1, D. C.  
Phone: (202)-393-1246

Manager.....H. Edward Behre  
*Services Offered:* Complete Convention & Conference reporting services; verbatim transcripts, tapes for broadcast.

### BRUCE ELLIS COMPANY

Box 2067-D, 305 S. Fairoaks Ave.,

Have YOU been to  
**MANHATTAN**

?

• **MSC** •

**MANHATTAN SOUND CORP.**

411 FIFTH AVE., N.Y. 16, N.Y.  
LE 2-2428

MIXING — RECORDING — TRANSFER — OPTICAL NEGATIVE  
— LOCATION SOUND — MUSIC SCORING —

# TRANSCRIPTION COMPANIES

Pasadena, Calif.

Phone: MU 1-6909

President.....Wm. A. McCall, Sr.  
Vice President.....Wm. A. McCall, Jr.  
Secy.-Treas.....Mrs. G. E. Pinto  
Sales Dept.....James McCall  
*Services Offered:* Transcription tapes.

## EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.

Phone: YUkon 6-5700

President & Treasurer...Helen D. Kelleher  
Vice-President .....Arthur Luhe  
Secretary.....John Hughes Dwyer  
*Services Offered:* Tape-Disc recording  
Studios-Remote work. Production-Talent.

## ERA, INTERNATIONAL FILM & RECORDING ENTERPRISES, INC.

(See Program Producers)

## JOE FEAGINS PRODUCTIONS

(See Commercial Producers)

## FIDELITY SOUND INC.

1427 Landon Ave., Jacksonville 7, Fla.

Phone: FL 9-6084

President .....Robert E. Woolf  
Vice President.....Wallace A. Ybanez  
Treasurer .....Fransis Woolf  
*Services Offered:* High speed tape duplicating, pressings, instantaneous discs, packing & mailing, studio facilities.

## 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

Director .....Jacques Sallebert  
Asst. Director.....Alice Lewitin  
Administrator .....Suzanne Weltman  
Public Relations.....Kenneth Tepfer  
*Services Offered:* Taped programs and longplaying disc transcriptions of special RTF programs for American radio.

## GLOBE RECORDING STUDIO, INC.

420 Broadway, Nashville 3, Tenn.

Phone: ALpine 5-7645

Pres., Gen. Mgr.....James Maxwell  
Dir.-Prod. Mgr.....Bill Connor  
*Services Offered:* Tape recording and disc recording equipment.

## HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

Gen. Mgr.....H. D. Knuth  
Sales Mgr.....Everett Goodman  
Traffic Mgr. ....Dorelle Zawada  
Radio & TV Dir.....Bertram Parks  
*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., Prod.....Fred Hertz  
V.P., Sales.....Leonard Lawson  
V.P. Chg. Engineering....Jason B. Windwer  
*Services Offered:* Record transcription and film production services. Studio on premises. Writing & production staff available. Mono & stereo mastering & editing. Pressing facilities.

## GRAYHILL RECORDING STUDIO

1223 S. Harvard, Tulsa 12, Okla.

Phone: WE 2-1224

Manager .....Claude H. Hill  
Production Director .....Larry Lehr  
Music Director .....Robert Thomas  
Secretary .....Diane Hill  
*Services Offered:* Complete facilities for studio and remote recording, including stereo. Tape recorder rentals, duplicating, etc.

## KAY-TEE PRODUCTIONS INC.

5035 Brookfield Lane, Clarence (Buffalo), N. Y.

Phone: NF 3-5132

President.....Preston L. Taplin  
Vice President.....Edith M. Taplin  
*Services Offered:* Radio continuity service, transcribed weather service, specialty cards

# OLMSTED

## SOUND STUDIOS INC.

1 East 54th St.

N. Y. 22, N. Y.

PLaza 1-0890

COMPLETE SOUND FACILITIES

for

- FILM
- TAPE
- DISC



RICHARD B. OLMSTED  
ARTHUR SHAEER

# TRANSCRIPTION COMPANIES

and promotions. Radio vignettes, minute mysteries.

## 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.

151 N. Franklin St., Hempstead, L. I., N. Y.  
Phone: IV 5-2400

President ..... John D. Langlois  
Vice Pres., Treas. .... C. O. Langlois, Jr.  
Sales Mgr. .... Robert O. Boehmer

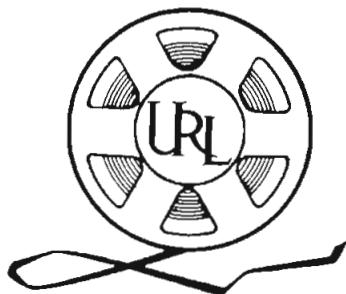
*Services Offered*: Radio Hucksters & Air-lifts; 1800 Unit Basic; jingles, etc. For sales & production—25 new units per month keyed to merchandising calendar.

## JACK LLOYD

1445 Miller Way, Hollywood 69, Calif.  
Phone: OLdfield 64607

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.



*United  
Recording  
Laboratories  
Inc.*

681 Fifth Ave., New York 22, N. Y.  
Phone: PL 1-4660

## C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUNKirk 4-4191

President ..... C. P. MacGregor  
General Manager ..... E. H. Lowry

Studio Manager ..... Robert W. McKenzie

*Services Offered*: Transcription library productions; music library service, dramatic and musical programs; recording studios; Complete packaging.

## 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. Harde  
Sales Manager ..... A. J. Kendrick

*Services Offered*: Motivational Music: tape recorded background music for industry, banks, offices, hotels, etc. Franchised exclusively for FM multiplexing and/or wired line operations. Tape recorded main channel radio music programming for automated broadcasting.

## MAGNO SOUND, INC.

723 Seventh Ave., New York 19, N. Y.

Phone: CI 7-2320

*Services Offered*—Motion picture sound recording, transfers from and to tape & film medium; miking; dubbing; post sync recording; tracks supplied; 35mm negative; 16mm neg. or positive; 35 & 16mm magnetic; 1 1/2 magnetic; 1/4" tape pic sync rangertone; 1/4" sprocket tape.

## MANHATTAN SOUND CORP.

411 Fifth Ave., New York 16, N. Y.

Phone: LE 2-2428

President ..... Fred B. Adair, Jr.  
Vice Pres., Treas., Eng. .... Gustave Mortensen  
Vice Pres., Sec., Eng. .... Dante A. Saraceni  
Mgr., Transfer Dept. .... Kenneth Upton  
Asst. to President ..... Margo Krasne

*Services Offered*: Film recording, transfer, mixing, location sound, screening, live mixing, optical negative, voice recording.

## MASTERTONE RECORDING STUDIOS, INC.

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

Phone: WI 7-2940

Recording Svpsr ..... Gene Sayet  
Chief Engineer ..... Sid Feldman

*Services Offered*: Professional recording services: editing, studio, mono & stereo; acetate mastering, mono & stereo.

## CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.

Phone: PLaza 7-0695

President ..... Charles Michelson  
Treasurer ..... Aaron Michelson  
Secretary ..... Vivian Worth  
Asst. to President ..... Rudolph Kopelman



## TRANSCRIPTION COMPANIES

**Services Offered:** Distributors of transcribed radio program series; syndicated TV film series.

### M-J PRODUCTIONS

2899 Templeton Road, Columbus 9, O.  
Phone: BElmont 5-8043

Co-owner .....Bob Geis  
Co-owner .....Mary-Jo Cobbs  
**Services Offered:** Producers of taped radio programs & recorded radio spots.

### MUZAK CORPORATION

(A Div. of Wrather Corp.)  
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:** Recorded music program service for radio stations and background and functional music service for industry offices, banks, stores, hotels, restaurants, transportation terminals and other public areas.

### NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 7-8300

Director.....Charles L. Bennis  
Branch Offices

Merchandise Mart, Chicago 54, Ill.  
Phone: SUperior 7-8300

Sheraton Park Hotel, Washington, D. C.  
Phone: Adams 4-5400

3000 W. Alameda Ave., Burbank, Calif.  
Phone: TH 5-7000

**Services Offered:** Recording, service, tape & disc.

### NATIONAL MUSITIME CORP.

770 Lexington Ave., New York 21, N. Y.  
Phone: TE 8-8483

President.....Chas. E. Rynd  
Vice President.....Jerome K. Levy

**Services Offered:** National background music service through radio station franchise network. Music tape programming and duplicating services.

### NATIONAL VIDEO TAPE PRODUCTIONS, INC.

(A division of Sports Network, Inc.)  
20 East 46th St., New York, N. Y.  
Phone: MO 1-2960

President.....Richard E. Bailey  
V.P.....Charles A. Voso

#### Branch Office

9-11 Sta. Sq., Rutherford, N. J.

Ch. Exec. ....R. E. Bailey  
Sec.-Treasurer.....Thomas J. Schilling  
Comptroller.....William Hyland  
Client Services.....Richard E. Bailey, Jr.

**Services Offered:** Complete color and black-and-white video for facilities for TV production of commercials, programs and all

other types of taped productions, studio and closed circuit facilities. Location video in color and black-and-white. Complete services for Intersync editing, mixing, dubbing, playback and recording.

### NOLA PENTHOUSE SOUND STUDIOS

111 W. 57th St., New York 19, N. Y.  
Phone: JUdson 2-1417

**Services Offered:** Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing and pressings—stereo recording—magnetic & optical film recordings; live audience sync recordings.

### OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York 22, N. Y.  
Phone: PLaza 1-0890

President.....Richard B. Olmsted  
Vice President.....Arthur Shaer

**Services Offered:** Five studios, complete facilities for recording on Film, Tape, or Disc. Multi-Track Recording and Mastering.

### PLAZA SOUND STUDIOS

55 West 50th St., New York, N. Y.  
Phone: PLaza 7-6111



*Reeves Sound Studios*

DIVISION OF REEVES BROADCASTING  
& DEVELOPMENT CORPORATION

304 EAST 44th STREET  
NEW YORK 17, N. Y.  
ORegon 9-3550

REEVES — ALWAYS THE LEADER

FIRST IN MAGNETIC SOUND  
NOW FIRST IN VIDEO RECORDING

## TRANSCRIPTION COMPANIES

President.....Warren E. Jenkins  
 V.P., Sales.....Gregory W. Raffa  
 V.P., Admin.....John H. Jackson  
*Services Offered:* Recording studios, screening room, full mastering facilities, film services.

### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.  
 Phone: Globe 6-2135

Secy.-Treas.....S. M. Lauch Price  
*Services Offered:* 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

General Manager.....John Esau

#### Branch Office

9714 Champa Drive, Dallas, Tex.

*Services Offered:* Complete integrated package of automatic programming consisting of equipment and on-tape music on tape; also distribute series of special talent radio programs: Johnny Green's World of Music, This Is Steve Allen, That's Entertainment.

### RCA RECORDED PROGRAM SERVICES

155 East 24th St., New York 10, N. Y.  
 Phone: MUrray Hill 9-7200

Manager.....A. B. Sambrook  
 Western Sales Rep.....William C. Gartland  
 Northeastern Sales Rep.....George Field  
 Southwestern Sales Rep.....John Alves  
 Southeastern Sales Rep.....Wallace D. Cochran  
 Central Northeast Sales Rep. (Chicago).....Warren Peterson  
 Central Northwest Sales Rep.....Jack Nadeau  
 East Central Sales Rep.

(Nashville).....John Dill  
*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

1510 N. Vine St., Hollywood 88, Calif.

Phone: OLdfield 4-1660

1121 Rhode- Haverly Bldg., Atlanta 3, Ga.

Phone: JACkson 4-7703

P. O. Box 28436, Dallas 28, Tex.

Phone: BRoadway 9-5221

800 17th Ave. South, Nashville, Tenn.

Phone: ALPine 5-5781

### RKO SOUND STUDIOS

(Div. of RKO General, Inc.)

1440 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8000

President.....Thomas F. O'Neil

Vice Pres., Treas.....John B. Poor

General Manager.....John B. Hayes

*Services Offered:* Recording, duplicating, processing, pressing & shipping all types of records & tapes for bestg., phonograph, slide-film & promotion. Studio facilities for recording 35mm projection & 35mm MAG with interlock.

### RADIO FEATURES OF AMERICA

820 West End Ave., New York 36, N. Y.

Phone: MOument 3-7284

Cable Address: ARREFFAY, New York

Executive Director.....Oliver W. Nicoll

Assoc. Dir. of Svcs.....Sandra Munsell

*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

### RADIO TV REPORTS, INC.

16 West 16th St., New York 36, N. Y.

Phone: COlumbus 5-7650

President.....David Fins

#### Branch Offices

1550 East 53rd St., Chicago 15, Ill.

Phone: HY 3-3215

Manager.....Carl Hirschfeld

# EMPIRE

## COMPLETE SOUND RECORDING FACILITIES

- Disc & Tape Sound Recording
- Air Conditioned Studios

480 LEXINGTON AVE.  
 NEW YORK 17, N. Y.  
 YUkon 6-5700

## TRANSCRIPTION COMPANIES

1680 N. Vine St., Los Angeles 28, Calif.  
Phone: HO 6-6124

Manager .....Dean West  
3333 Conn. Ave., N.W., Washington 8, D. C.  
Phone: WO 6-6300

Manager .....Bob Williamson  
1005 Market Street, San Francisco 3, Calif.  
Phone: UN 3-3583

Manager .....David Lee  
12175 Ilene, Detroit 4, Mich.  
Phone: TE 4-7625

Manager .....Ellen Eldridge  
*Services Offered:* National & local—tapes, discs, kinescopes, commercial checking, air checks, TV storyboards, pictures, slides, PR checking, film conversions, off-the-air photography, transcripts.

### RECORDING STUDIOS, INC.

1639 Broadway, New York, N. Y.  
Phone: PL 7-8855

Chairman of Board.....Gary Moore  
President .....Mort Schwartz  
Vice President.....Robert Kingsley  
*Services Offered:* Complete facilities for recording, music scoring, dubbing, and mixing. 35 and 16 mm projections.

### REEVES SOUND STUDIOS

(Div. of Reeves Bcstg. & Dev. Corp.)  
304 East 44th St., New York 17, N. Y.  
Phone: ORegon 9-3550

President.....Chester L. Stewart  
General Mgr.....John Vorisek  
Mgr.—Film Div.....Richard Vorisek  
Manager, Video Dept.....R. Byloff  
Chief Engineer.....Lyman J. Wiggan  
*Services Offered:* Video & sound recording for motion pictures and television, transcriptions.

### REQUEST RECORDS, INC.

66 Mechanic St., New Rochelle, N. Y.  
Phone: (914) NE 3-6055

President.....C. H. Lowenstein  
Vice President.....M. Linz  
General Mgr.....H. J. Lengsfelder  
*Services Offered* — Recording Transcriptions, specializing in foreign language and instruments. Background music for TV productions.

### ROCKHILL RECORDING

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  
Chief Engineer .....Gilbert R. Arion  
*Services Offered:* Studio recordings; masters & pressings; air checks (radio & TV audio); tape duplication. Location recording, distribution to radio stations.

### SESAC, INC.

10 Columbus Circle, New York 19, N. Y.  
Phone: JUDson 6-3450

President .....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke  
*Services Offered:* LP Service including: jazz, dance, country and western, American folk, concert, Latin, novelties, band and religious music plus the "Drummers," big sound musical sales and program aids. Low-cost program packages available for holidays and special programming needs.

### SANDE & GREENE, INC.

(See Commercial Producers)

### JOHN SEELY ASSOCIATES

Suite 613, 1st Federal Bldg., Hollywood & Highland, Hollywood 28, Calif.  
Phone: HOLlywood 6-6141

President .....John Seely  
Sales Manager.....Don Teeter  
Repertoire Dir. ....Bill Loose  
Recording Mgr.....Doug Nelson  
Secretary .....Pat Seely  
*Services Offered:* Client or JSA supervised; voice recording, dubbing, tape transfer, mixing, re-recording, editing and assembly.

### 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.

### STARS INTERNATIONAL, INC.

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-6027  
1271 Ave. of the Americas  
New York 20, N. Y.  
Phone: PLaza 7-2197

President .....Peter Frank  
Exec. Vice Pres.....Will Scott  
Vice President .....Mann Scharf  
Program Director .....Mel Ryan  
*Services Offered:* Producers of The Big Sound, Formatic Radio, and Country & Western Radio.

### ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City  
Phone: MURray Hill 8-4355

President .....Robert Swanson  
Vice President.....Rolf Johnson  
*Services Offered:* Producers & creators of musical comm's for radio & TV.

### THUNDERBIRD FILM SOUND CENTER, INC.

1833 Bay Road, Miami Beach 39, Fla.  
Phone: JE 1-0355

President .....Aaron Courshon  
Exec. V.P.....Howard Warren  
Vice President.....Buddy Courshon  
*Services Offered:* Complete studio facilities

## TRANSCRIPTION COMPANIES

for recording, equipment rentals, stages, editing facilities; producers of TV & theatrical films.

### TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, O.

Phone: Baldwin 2-3773

President.....J. P. Williams  
Vice Pres.....Alexander Buchan  
General Manager.....Gerhard Joseph  
*Services Offered:* Quarter hour programs featuring "Singin' Sam."

### RICHARD H. ULLMAN, INC.

5420 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 2-6027

President.....Peter Frank  
Exec. Vice President...Morton J. Wagner  
Vice Pres., Treasurer...Ernest W. McKee, Jr.  
Vice Pres., Production.....Willard Scott  
*Branch Offices*

1271 Avenue of Americas, New York 20, N. Y.

Phone: PL 7-2197

3000 Turtle Creek Plaza, Dallas 19, Tex.

Phone: LA 1-2178

*Services Offered:* Radio and TV production packages; station-identification jingles; commercial jingles for stations and advertising agencies.

### UNITED RECORDING LABORATORIES, INC.

681 Fifth Ave., New York 22, N. Y.

Phone: Plaza 1-4660

President.....George Adams  
Secretary.....Anita Adams  
Sales.....Kaye Ryan  
*Services Offered:* Complete sound, scoring, mixing and transfer facilities for radio and TV.

### UNITED STATES RECORDING CO.

1121 Vermont Ave., N.W., Washington 5, D.C.

Phone: Lincoln 3-2705

President.....Joseph Tait  
Plant Manager.....Ansel Kleiman  
Sales Manager.....Frank Wilkens  
Dir. Recording.....Thomas Tait  
Chief Engineer.....John Madaris  
*Services Offered:* Studios, air/line checks (AM-FM-TV), remotes, tape, disc, sync 1/4" tape, 16mm tape, custom built audio equip.

### UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 11, Ill.

Phone: MI 2-6465

President.....A. B. Clapper  
V.P. & Chief Engineer...Mason B. Coppinger  
Secy.-Treas.....R. A. Weber  
*Services Offered:* Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks.

### 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  
Manager.....Raymond F. Johnson  
*Services Offered:* Sound effects and background music for television, radio, newsreels, theatres, video recordings, fashion shows, industrial films, documentary films, etc. Special plays, radio spots, etc., made on request; special production records for major plays, theatrical productions, etc.

### J. VINCENT RECORDING

200 Park Ave. S., New York 3, N. Y.

Phone: GR 5-0684

President.....Anthony Rizzo  
*Services Offered:* Kinescope recordings and television monitoring.

### WEBB RECORDING CO.

812 North Dearborn St., Chicago 10, Ill.

Phone: 664-0705

Owner.....Edwin M. Webb  
*Services Offered:* Studio work, transcriptions, pressings, slidefilm with audible or inaudible signals, Ampex recording and duplicating equipment. Steinway and Hammond.

### WORLD B'CASTING SYSTEM INC.

258 Suburban Sta. Bldg., Philadelphia 3, Pa.

Phone: LOcust 8-4100

President.....Paul F. Harron  
Sect.-Treasurer.....Lawrence D. Biele  
Vice President.....Frank Knight  
Exec. V.P.....John Murphy  
National Sales Dir.....Richard Crane  
*Services Offered:* Complete sales & sales promotional service for radio stations, including commercial jingles, i.d.'s, production aids, news, time, weather intros, themes, backgrounds, interludes, sounds, attention-getters, lead-ins, sponsor jingles, customizations.

**SEE RADIO & TELEVISION SERVICE FIRMS  
SECTION FOR COMPANIES WHICH PROVIDE  
LABORATORIES, RAW STOCK, STOCK SHOT  
LIBRARIES, STORAGE VAULTS, ETC.**

# Factory Sales of Phonographs Records and Hi-Fi Components

## PHONOGRAPHS

(In Thousands of Dollars)

| Year | Single<br>Phonographs | Radio-Phono.<br>Combinations | Record Player<br>Attachments | Total<br>Units |
|------|-----------------------|------------------------------|------------------------------|----------------|
| 1952 | 322                   | 538                          | 490                          | 1350           |
| 1953 | 724                   | 491                          | 390                          | 1605           |
| 1954 | 1886                  | 358                          | 439                          | 2683           |
| 1955 | 2234                  | 393                          | 379                          | 3006           |
| 1956 | 3338                  | 451                          | 312                          | 4101           |
| 1957 | 3718                  | 941                          | 213                          | 4872           |
| 1958 | 3212                  | 760                          | 124                          | 4096           |
| 1959 | 3475                  | 829                          | 86                           | 4390           |
| 1960 | 3681                  | 842                          | 104                          | 4627           |
| 1961 | 2979                  | 1010                         | —                            | 3989           |
| 1962 |                       |                              |                              | 4954           |

## PHONOGRAPH RECORDS

(In Millions of Dollars)

| Year | Factory<br>Value | Retail<br>Value | Year | Factory<br>Value | Retail<br>Value |
|------|------------------|-----------------|------|------------------|-----------------|
| 1952 | 90.0             | 189.0           | 1957 | 180.0            | 378.0           |
| 1953 | 91.0             | 191.1           | 1958 | 198.0            | 415.5           |
| 1954 | 87.0             | 182.7           | 1959 | 230.5            | 484.0           |
| 1955 | 112.0            | 235.2           | 1960 | 228.4            | 480.0           |
| 1956 | 155.5            | 312.6           | 1961 | 244.3            | 513.1           |
|      |                  |                 | 1962 | 269.0*           | 565.0*          |

## HI-FI COMPONENTS

(In Millions of Dollars)

| Year | Amplifiers | Speakers | Tuners | Total |
|------|------------|----------|--------|-------|
| 1956 | 7.5        | 12.8     | 6.5    | 26.8  |
| 1957 | 11.2       | 14.4     | 7.9    | 33.5  |
| 1958 | 14.0       | 14.0     | 8.0    | 36.0  |
| 1959 | 14.2       | 14.3     | 9.4    | 37.9  |
| 1960 | 10.9       | 11.3     | 9.9    | 32.1  |
| 1961 | 14.0       | 15.1     | 13.1   | 42.2  |

\* Preliminary totals.

Source: EIA, as compiled by the Record Industry Association of America.

# THOSE WHO PLAY FAVORITES PLAY







presents

**RECORD  
COMPANIES AND  
RECORD  
DISTRIBUTORS**



KEY PERSONNEL  
BRANCH OFFICES  
SERVICES OFFERED

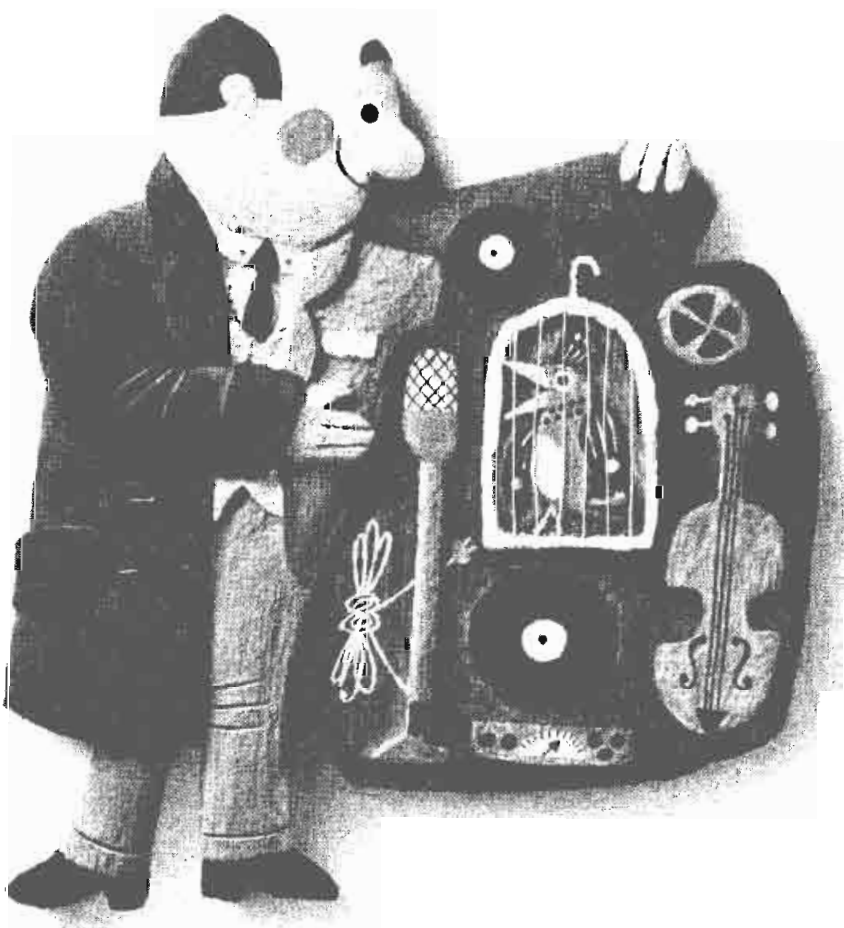
**1963**

# EVERYTHING IN SOUND!

RECORDS FOR INDEPENDENT RECORD MANUFACTURERS. Recording studios in four cities... 3-city, 3-plant manufacturing and warehousing! Complete, superior service. RCA RECORDED PROGRAM SERVICES. Features famous RCA Thesaurus, world's most comprehensive library of programs, music sales aids and radio station promotions. SOUND FOR SLIDE FILMS. Hi-Fi records to add audio excitement to your slide film presentations. Call or write:

## RCA CUSTOM RECORD SALES

OFFICES AND STUDIOS IN NEW YORK—MU 9 7200 / CHICAGO—WH 4-3215 / NASHVILLE—AL 5-5781  
HOLLYWOOD—DL 4-1660. FACTORIES IN ROCKAWAY (NEW JERSEY), INDIANAPOLIS, HOLLYWOOD



# Record Companies & Record Distributors

## ABC-Paramount Records, Inc.

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 3-4222

President ..... Samuel Clark  
N. Y. Promo. Dir. .... David Berger  
Prod. Manager. .... Romeo Fabrizio  
Artist & Rep. Dir. .... Sidney Feller  
V.P., West Coast Oper. .... Irwin Cair  
Asst. to Pres. .... Natl Hale  
Nat'l Sales Mgr. .... Larry Lervton  
*Services Offered*—Recording and distributing of phonograph records.

## Accent Records

6533 Hollywood Blvd., Hollywood 28, Calif.  
Phone: 469-5052

President ..... Scott Seely  
Vice President. .... David Garvin  
*Services Offered*—Custom recording, packaging, producing masters and promotion.

## Allied Record Mfg. Co.

(Div. of Precision Instruments, Inc.)

5810 S. Normandic, Los Angeles 44, Calif.  
Phone: PL 3-3501

President ..... D. K. Broadhead  
Vice Pres. of Mfg. .... Sam Salzman  
V.P., Gen. Admin. .... John F. Wegner  
V.P., Sales. .... Ned R. Herzstam  
Vice Pres. .... C. Dean Olson  
Sec.-Treas. .... H. Glenn Olson

### Branch Office

233 Main St., Belleville 9, N. J.  
Phone: PLymouth 9-0700

General Manager. .... Jon D. Broadhead  
*Services Offered*—Phonograph records, radio transcriptions, tape duplication.

## Atlas-Angletone Records, Inc.

1697 Broadway, Suite 203, New York 19, N. Y.  
Phone: CI 5-2857

President ..... Thomas Robinson  
Vice President ..... Jesse Culp  
*Services Offered*—Phonograph record manufacturer.

## Bethlehem Music Corp.

1540 Brewster Ave., Cincinnati 37, O.  
Phone: PLaza 1-2211

President ..... Gustav K. Wildi  
Vice Pres. .... Saul Halper  
Treas. .... John S. Kelley, Jr.  
Secy. .... Jack Pearl  
Sales Mgr. .... Al Miller

### Branch Office

146 W. 54th St., New York, N. Y.  
Phone: PLaza 7-0271

*Services Offered*—Phonograph record manufacturing.

## Brunswick Records

(See Decca Records)

## Cadence Records Inc.

119 West 57th St., New York 19, N.Y.  
Phone: CIrcle 5-1550

President ..... Archie Bleyer  
Sales & Promotion Manager. .... Budd Dolinger  
Production Manager. .... Bob Mack  
Treasurer ..... William Lazarow  
*Services Offered*—Phonograph record producers.

## Caedmon Records, Inc.

461 8th Ave., New York 1, N. Y.  
Phone: LW 4-3122

Co-owners ..... Barbara Holdridge,  
Marianne Mantell  
*Services Offered* — Library phonograph records.

## Capitol Records, Inc.

### Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.  
Phone: HOLlywood 2-6252

151 West 46th St., New York 36, N. Y.  
N. Y. Phone: JUdson 2-8040

President ..... Glenn Wallichs  
V.P., Mfg. & Eng. .... James Bayless  
V.P., Adm., Finance. .... D. C. Bombright  
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.

## Caprice Records

1674 Broadway, New York 19, N. Y.  
Phone: CIrcle 5-1249

Owner ..... Frank H. Stanton  
Recording Director. .... Edna Bettler  
*Services Offered*—Pop and children's records.

## Carlton Record Corp.

345 West 58th St., New York 19, N. Y.  
Phone: CIrcle 5-1240

President ..... Joseph R. Carlton  
Vice President. .... Don Genson  
Artist & Repertoire Mgr. .... J. R. Carlton  
Adv. & Promo. Mgr. .... Gail G. Hutchinson  
Controller ..... G. Bering

### Branch Office

201 S. Peck Drive, Beverly Hills, Calif.  
Phone: CR 6-8787

Vice President ..... Don Genson  
*Services Offered*—Phonograph record manufacturing.

## Coast Recorders, Inc.

960 Bush St., San Francisco 9, Calif  
Phone: PRospect 5-3900

President ..... Milton T. Putnam

## RECORD COMPANIES

Secy.-Treas. .... A. M. Parri  
 Vice President.....Richard I. Sexty  
 General Manager.....Richard P. Mays

### **Coed Records, Inc.**

1619 Broadway, New York 19, N. Y.  
 Phone: JUDson 2-3050

President .....George Paxton  
 Vice President .....Marvin Cane

### **Columbia Record Productions**

(A Custom Service of Columbia  
 Records)

799 Seventh Ave., New York 19, N. Y.  
 Phone: Circle 5-7300

General Manager.....Calvin Roberts  
 National Sales Mgr.....Floyd Gliner  
 Eastern Sales Mgr.....Ernest Ferrari

#### *Branch Offices*

630 N. McClurg Court, Chicago, Ill.  
 Phone: WH 4-6000

Manager .....Richard Hutter  
 8723 Alden Dr., Los Angeles 48, Calif.  
 Phone: OL 2-6020

Manager .....Michael Coolidge  
 804 16th Ave., Nashville, Tenn.  
 Phone: 254-5578

Manager .....William Denny  
*Services Offered*—Custom record pressing,  
 recording tapes, studio and editing facilities,  
 tape duplicating, "Auravision" laminated  
 paper recordings.

### **Columbia Records**

799 Seventh Ave., New York 19, N. Y.  
 Phone: Circle 5-7300

President .....Goddard Lieberson  
 Exec. V.P. ....Norman Adler  
 V.P., Gen. Mgr. Columbia LP

Record Club.....Neal Keating  
 V.P. Research & Devel...William Bachman  
 V.P., Operations .....Albert B. Earl  
 V.P., Business Affairs.....Walter Dean  
 V.P., Marketing .....Wm. P. Callagher

*Services Offered:* Records and record ac-  
 cessories, tape recordings, electrical tran-  
 scriptions.

### **Cook Laboratories, Inc.**

101 Second St., Stamford, Conn.  
 Phone: Elreside 8-7578

President .....Emory Cook  
 Sales Manager .....Walter Semagin  
*Services Offered*—Producer & manufac-  
 turer of Cook LP, custom-pressing service;  
 mastering, plating, pressing for transcrip-  
 tions & records.

### **Decca Records**

(Also Brunswick & Coral Records)  
 445 Park Ave., New York 22, N. Y.  
 Phone: PLaza 2-1600

President .....Milton Rackmil  
 Exec. V.P. ....Leonard W. Schneider  
 Vice President .....Martin P. Salkin

# THE BEST IN RECORDED ENTERTAINMENT MONAURAL & STEREO

VERVE RECORDS  
 AVA RECORDS  
 VESUVIUS  
 RECORDS



CUB RECORDS  
 DGG RECORDS  
 PARKER RECORDS  
 RAMROD RECORDS

HIT SINGLES

HIT ALBUMS

## RECORD COMPANIES

Secretary ..... Samuel Yamin  
 Treasurer ..... Louis Buchner  
 Gen. Sales Mgr. .... Sydney N. Goldberg  
 Foreign Sales Mgr. .... Hubert J. Stone  
 Nat'l Sales Mgr. .... Claude Brennan  
 Promo. & Pub. Dir. .... Leonard Salidor  
 Advertising Dir. .... Murray Lorber  
 Custom Services ..... Charles Blake

### Branch Offices

55-11 Queens Blvd., Woodside, N. Y.  
 Phone: HI 6-7474  
 2441 S. Michigan Ave., Chicago, Ill.  
 Phone: 225-5800  
 Mid-West Div. Mgr. .... S. C. Schulz  
 5750 Santa Monica Blvd., Los Angeles 38, Cal.  
 Phone: HO 3-7126  
 Manager ..... Lou Verzola  
 746 W. Superior Ave., Cleveland, Ohio  
 Phone: MA 1-9770  
 N. Central Manager ..... Wm. Glaseman  
 517 Canal St., New Orleans, La.  
 Phone: JA 2-1786  
 Southern Mgr. .... Robt. N. McCormick  
*Services Offered*—Producers & manufacturers  
 of phonograph records. Custom recording  
 & pressing facilities available.  
**Disneyland Records**  
 (Also Vista and Coliseum Records)  
 500 S. Buena Vista St., Burbank, Calif.  
 Phone: VICTORIA 9-3411  
 Exec. V.P. .... James A. Johnson  
 National Sales Mgr. .... Robert Elliott

*Branch Office*  
 477 Madison Ave., New York, N. Y.  
 Phone: PLaza 9-3880  
 Eastern Sales Mgr. .... Kelly Camarato  
*Services Offered*—Custom recordings both  
 classical & popular; producer, distributor.

### Dot Records, Inc.

1507 North Vine, Hollywood 28, Calif.  
 Phone: HO 2-3141  
 President ..... Randy Wood  
 V.P. Sales ..... Christine Hamilton  
 V.P. Album Repertoire ..... Tom Mack  
 Dir. International Div. .... J. N. Bailey  
 157 W. 57th St., New York 19, N. Y.  
 Phone: JU 6-1177  
*Services Offered*—Production, manufactur-  
 ing & distributing of phonograph records.

### Family Records Corp.

64 Mechanic St., New Rochelle, N. Y.  
 Phone: NE 3-6059  
 General Manager ..... G. Pollack  
*Services Offered*—LP records for super-  
 markets, chains, premium users, etc.

### Global Records Company

(Bigstate Enterprises Div.)  
 411 Huffman Drive, Euless, Texas  
 Phone: BUtler 3-3487  
 President ..... R. B. Christensen  
*Services Offered*—Hi-Fi or stereo albums  
 on Diplomat and Guest Star labels.

## HI-FI OR STEREO RECORDINGS

PEARL BAILEY — DUKES OF DIXIELAND — ERROL  
 GARNER — JIMMIE RODGERS — HANK WILLIAMS  
 — THE TWIST — HAWAIIAN HOLIDAY — PIPE  
 ORGAN — INK SPOTS — TWIN PIANO — SING  
 ALONG WITH ART MOONEY — KING AND I —  
 SOUTH PACIFIC — OKLAHOMA — MY FAIR LADY  
 — A TRIBUTE TO GLENN MILLER — BANJO AND  
 PERCUSSION — POLKAS — RUDY VALLEE — VIN-  
 CENT LOPEZ — AN EVENING WITH RODGERS &  
 HAMMERSTEIN — NUTCRACKER SUITE — PARTY  
 FOR DANCING — SQUARE DANCES — STRAUS  
 WALTZES — VICTORY AT SEA.

TOP 12

HITS

on

2 — 45 rpm

Records

OUR  
 PRICE **48¢**

12 TOP HITS ON TWO  
 FINE 45 RPM RECORDS AT  
 LESS THAN HALF PRICE!!  
 We bought a large lot which  
 is the reason we have such a  
 low price. Selections are  
 changed often so you always  
 receive current top tunes. Fine

quality unbreakable high fidelity records. Shipping  
 weight, per set, 6 ounces.

NO. 1258—SAMPLE SET (TWO RECORDS) ..... 48¢  
 PER DOZEN SETS (24 RECORDS) ..... \$4.95

HI-FI or STEREO ALBUMS on Diplomat  
 & Guest Star labels—33 rpm—Please  
 order by title—one or a dozen—mix  
 or match them!

HI-FI ..... 89¢ each. \$8.85 doz.

STEREO ..... 99¢ each. \$9.40 doz.

Weight—1 lb. each

Add postage—35¢ first lb.  
 and 10¢ each additional lb.

On orders less than \$3.00 add 25¢  
 service charge.

Guaranteed merchandise: Any un-  
 satisfactory merchandise may be re-  
 turned within 10 days for refund for  
 any reason, or no reason. Our low  
 price does not permit COD shipments.

## GLOBAL RECORDS COMPANY

Bigstate Enterprises Div.

411 Huffman Drive, Euless, Texas

## RECORD COMPANIES

### **Bill Grauer Productions, Inc.**

235 West 46th St., New York 36, N. Y.  
Phone: JUDson 6-1410

President.....Wm. Grauer, Jr.  
Vice Pres.....Orrin Keepnews  
*Services Offered*—Riverside Records, Jazz-land Records, Wonderland, Washington, Off-beat and Popside records.

### **Imperial Records, Inc.**

6425 Hollywood Blvd., Los Angeles, Cal.  
Phone: HO 9-2135

President.....Louis R. Chudd

### **Jay-Gee Record Co., Inc.**

318 W. 48th St., New York 19, N. Y.  
Phone: PLaza 7-8570

President.....Steve Blaine  
V.P., Nat'l Promo. Dir.....Murray Deutch  
*Services Offered*—Manufacturers and distributors of Jubilee, Josie, Port, Todd, Chex, Vandan, Le Cam, Gold Eagle, Pike, Dana, Tempwood, Emcee, Acamo, Bandera, Belinda, Domino, Hope, Ordell, Frolic, Norell and Volume.

### **Kapp Records, Inc.**

136 East 57th St., New York 22, N.Y.  
Phone: PLaza 9-8500

President.....David Kapp  
Vice President.....Michael Kapp  
Exec. V.P., Sales.....Phillip Skaff  
Secretary.....Morton Miller  
Controller.....Nathaniel March

Director of Promo.....Moe Preskell  
Popular, A & R.....Allen Stanton  
Chief Engineer.....Grant Ellerbeck  
Export Sales Mgr.....Eric Steinmetz  
*Services Offered*—Producers of Kapp Records.

### **Lad Records**

(Div. of Talad Corp.)

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-7242

President.....Charles Bernard  
*Services Offered*—Custom recording of vocal and instrumentals for use on own label or for sale to other recording labels.

### **Liberty Records, Inc.**

6920 Sunset Blvd., Los Angeles, Cal.  
Phone: HOLlywood 4-8101

Board Chmn.....Si Waronker  
President.....Al Bennett  
V.P., Treasurer.....Harold Linick  
*Branch Office*

157 W. 57th St., New York, N. Y.  
Phone: JU 6-5085

### **M G M Records- Verve Records**

1540 Broadway, New York 36, N. Y.  
Phone: JUDson 2-2000

President.....Arnold Maxin  
Dir. of Admn.....Tom White  
Dir. of Marketing.....Andy Miele  
Dir. Creative Services.....Ed. Apfel  
Nat'l Sales Mgr.....Sol Greenberg  
Dir. W. Coast Oper.....Jesse Kaye  
Nat'l Sales Mgr., Verve.....Vic Chirumbolo  
Nat'l Sales Mgr., Singles.....Lenny Sheer  
Purchasing Dir.....Gene Rooney  
Publicity Mgr.....Sol Handwerker  
A & R M.G.M.....Howard Scott, Danny Davis,  
James Vienneaux  
A & R Verve.....Creed Taylor, Jim Davis

### **Mercury record Productions**

35 E. Wacker Dr., Chicago 1, Ill.  
Phone: DEarborn 2-5788  
745 Fifth Ave., New York, N. Y.  
Phone: PL 9-2727

President.....Irving B. Green  
Vice President.....Irwin H. Steinberg  
Sales Manager.....Kenneth Myers  
A-R Director.....David Carroll  
*Services Offered*: Producers and distributors of Mercury, Smash, and Wing records.

### **Metropolitan Sound Service, Inc.**

120 West 42nd St., New York 36, N. Y.  
Phone: WI 7-9907

President.....C. O. Langois, Jr.  
Treasurer.....T. A. Rosean  
*Services Offered*—Transfer, dubbing, editing, mixing and recording.

### **Nico Records Co.**

411 Huffman Dr., Euless, Texas  
Phone: BUiler 3-3487

## ABC-PARAMOUNT RECORDS, INC.

THE FINEST CATALOGUES IN  
ALL SOUND CATEGORIES

- ABC-PARAMOUNT
  - COMMAND
  - COMMAND 35 MM
  - impulse!
  - WESTMINSTER
  - GRAND AWARD
  - APT
  - and
  - CHANCELLOR
- (For U.S. Distribution)



ABC-PARAMOUNT RECORDS, INC.  
1501 BROADWAY  
New York 36, N. Y.  
LOngacre 3-4220



## RECORD COMPANIES

Directors.....Bobby Pickett, R. B. Christensen, Ned Ormond  
 Promotion .....Dave York  
 Branch Office  
 6000 Sunset Blvd., Hollywood, Cal.  
 Phone: HO 9-2993

Dirs.....Ned Ormond, Bobby Pickett  
*Services Offered*—Production of vocal & instrumental master recording tapes for release on own labels.

### **Original Sound Record Co., Inc.**

7120 Sunset Blvd., Hollywood 46, Calif.  
 Phone: HO 6-6255

President .....Art Laboe  
 Secretary .....Henry Rickman  
*Services Offered* — Albums and "pop" singles.

### **Pacific Enterprises, Inc.**

8715 West 3rd St., Los Angeles 48, Calif.  
 Phone: BR 2-4483

President .....Richard Bock  
 Secy.-Treas. ....Philip Turetsky  
*Services Offered*—Pacific Jazz and World Pacific records.

### **Personality Productions Inc.**

1055 N. El Centro, Los Angeles 38, Calif.  
 Phone: HO 2-6051

President .....Norman Paul  
 Vice President.....Jean Bennett

#### *Branch Offices*

1935D Hood Ave., Chicago 26, Ill.  
 Phone: 764-2076

Vice Pres.....Jean Bennett  
 30 W. 60th St., New York 23  
 Phone: CO 5-3413

Gen. Mgr.....Frieda Gillis  
 806 16th Ave. So., Nashville, Tenn.  
 Phone: 224-2282

Gen. Mgr.....Ann Whiten  
*Services Offered*—Independent producer of records for release on other labels. Publication firms—ASCAP, A.M.C. and Gleam Music. BMI—Symbol and Argo Music, Inc., Manager of Buck Ram Co.

### **Pickwick International, Inc.**

Pickwick Bldg., Long Island City, N. Y.  
 Phone: EMpire 1-8811

President .....Cy Leslie  
*Services Offered*—Merchandisers of phonograph records—'Instant' Learning, International Award, Bravo, Family Hour, Cricket LP's.

### **Prestige Records, Inc.**

203 S. Washington Ave., Bergenfield, N. J.  
 Phone: DUMont 4-6900

President.....Robert S. Weinstock  
 Vice President.....Seelig Weinstock  
 Recording Dir.....Ozzie Cadena  
 Vice Pres., Sales.....Ron Eyre  
 Rec. Dir., Bluesville &

Inter.....K. S. Goldstein  
 Natl. Promo. Dir.....Elliot F. Mazer

*Services Offered*—Record manufacturer of the following Prestige labels: Prestige, New Jazz, Moodsville, Bluesville, Swingville, Tru-Sound, Irish, Near East, Lively Arts & Prestige International.

### **Q-35 Recorders**

1223 N. Highland Ave. Hollywood 46, Calif.  
 Phone: HO 4-1496

Owner .....Normand Houle  
 Manager .....John Barber  
*Services Offered*—Sound studios for radio & TV commercials; masters & pressings; dubbing & transfers, etc.

### **RCA Custom Record Sales Department**

155 East 24th St., New York 10, N. Y.  
 Phone: MURray Hill 9-7200

Mgr., Custom Records....Ralph C. Williams  
 Sales Mgr.....Carl Reinschild  
 Mgr., Custom, Artist and

Repertoire .....Ben Selvin  
*Custom Record Sales Section*

Chicago Mgr.....William F. Reilly  
 Hollywood Mgr.....A. E. Hindle  
 New York Mgr.....James Head  
 Nashville Mgr.....E. Hines

*Services Offered*—Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

### **RCA Victor Record Division**

155 East 24th St., New York, N. Y.  
 Phone: MURray Hill 9-7200

Group Exec. V.P.....C. M. Odorizzi  
 V.P. & Gen. Mgr.....G. R. Marek  
 Div. V.P. & Opera. Mgr.....N. Racusin  
 Mgr., Adv., Pub. & Prom....W. I. Alexander  
 Div. V.P., Mkt. Svcs. &

Bus. Affairs .....W. W. Bullock  
 Div. V.P., Comm. Sales Dept....J. Y. Burgess  
 Div. V.P., Record Opera. Dept....J. P. Davis  
 Div. V.P., Comm. Records

Creat. Dept. ....R. L. Yorke  
 Div. V.P., Int. Liaison Dept.....D. Soria

### **Record Source International**

(A Div. of Billboard Music Week)  
 Phone: YUKon 6-0155

General Manager.....Caroline Collett  
*Service Offered*—Provide phonograph records and albums purchased from manufacturers to radio stations for broadcast purposes, on a subscription basis.

### **Recording of Nashville**

115-B Third Ave., N., Nashville 3, Tenn.  
 Phone: ALpine 5-3828

President.....R. Murray Nash  
 Secy.-Treas.....M. L. Matthews  
*Services Offered*—Manufacturers of Do-Rame Records; complete recording service—studio & mobile tape and disc.

### **Regent Records, Inc.**

56 Ferry St., Newark 1, N. J.  
 Phone: MA 3-7470

## Country & Western—A Lasting American Musical Heritage



By  
GENE AUTRY  
President  
Country Music  
Association

WRITING an article comparing Country Music to other types of music is perhaps the same as comparing the American cowboy or western picture to other types of pictures. The cowboy still remains an important factor whether it be in movies, TV appearances on stage or in the rodeo. So it is with Country Music.

I have been in the entertainment field since 1928, and have always specialized in the typical Country or Western type song and material. If you look back over the list of artists that have held the top spots longest, you will find those who have relied on good country material. I am speaking of artists in the early 20's and 30's such as Vernon Dalhart, Carson J. Robison, Jimmie Rodgers, Jimmie Davis, Red Foley, Hank Williams, Eddie Arnold, Bob Wills, Leon McAuliff, Hank Thompson and others.

When I first started there were many types of fads in music that have come and gone. Despite trends, Country Music has held on to its spot as the steady sales barometer for many record companies.

Country Music has been held back to a great extent by the fact that many of the New York publishers never really gave the country writers or artists an opportunity; also, many of the time buyers for radio and TV felt that unless they were popular on Madison Avenue they were not commercial. However, since BMI came into being, most of the publishers have begun to realize that Country Music and country artists play a very important role in this industry. Another argument was that country and western artists did not get good ratings. When I went on radio for the Wrigley Company back on January

7, 1939, I remember I had a conversation with Mr. Phil Wrigley in which I stated I was not sure of the rating I would get. His reply was that he would prefer I had a 1.- rating and sell chewing gum rather than have a 50.+ rating and no sales. I think the results were satisfactory as I stayed on this program for 17 years.

Now I think this feeling with the agencies, time buyers and producer-directors has been broken down somewhat by the results that have been shown through the record medium, personal appearances of Country and Western artists, and some of the TV programs that are so successful, such as "The Beverly Hillbillies," "The Andy Griffith Show" and others that are really formats from country-western music and stories.

The same thing is true of the American cowboy. Since the early days of show business, westerns and western stars have been known as the "Mortgage Lifters" for outdoor shows as well as the theatres. History speaks for itself as to what such names as Buffalo Bill, Pawnee Bill, Annie Oakley, Calamity Jane and others have meant to the producers. Then came the movies which were built with names such as William S. Hart, Tom Mix, Hoot Gibson and many others of that era. Following this, the singing cowboy came along in the early 30's when sound arrived.

Yes, I am a firm believer that the good, clean, western-type film is here to stay and country music is also here to stay because they both are a part of our great American heritage.

## RECORD COMPANIES

N. Y. Phone: WO 2-3354  
Pres., Treas.....Herman Lubinsky  
Vice Pres.....Fred Mendelsohn  
Secretary.....Chas. Manz  
*Services Offered*—Manufacturers of phonograph records; recording studios.

### **Roulette Records**

1631 Broadway, New York, N. Y.  
Phone: PL 7-9880

President.....Morris Levy  
*Services Offered*—Manufacturer of Tico, Gee, Forum, Gone, End and Roost records.

### **SESAC, Inc.**

10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 6-3450

President.....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke  
*Services Offered*—LP Service including: jazz, American folk, barbershop, concert, Latin, country and western, novelties, band, religious, and "Drummers." Big sound musical sales and program aids. Low-cost program packages available for holidays and special programming needs.

### **Specialty Records, Inc.**

8300 Santa Monica Blvd., Hollywood 69, Cal.  
Phone: OLdfield 6-7711

President.....Arthur N. Rupe  
*Services Offered*—Phonograph record manufacturer, program producer.

### **Time Records, Inc.**

2 West 45th St., New York 36, N. Y.  
Phone: OXFord 7-0757

President.....Robert Shad  
Sales Manager.....Phil Picone  
West Coast Rep.....Murray Cohen  
Mid-West Rep.....Bernie Ashkinazy  
Promotion.....Pete Spargo  
Comptroller.....Harry Ringler  
*Services Offered*—Phonograph records.

### **Titanic Records**

1310 S. New Hampshire St., Los Angeles 6  
Phone: DUmkirk 3-1137

Owner.....Gordon S. Wolf  
*Services Offered*—Producers of phonograph records.

### **20th Fox Record Corp.**

1721 Broadway, New York 19, N. Y.  
Phone: JU 2-2790

National Sales Mgr.....Irv Stimler  
*Services Offered*—Record manufacturer.

### **United Artists Records**

729 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 5-6000

President, Gen. Mgr.....Arthur Talmadge  
Nat'l Sales Mgr.....Morris S. Price

Exec. V.P.....David V. Picker  
Vice President.....Norman Weiser  
A & R Dept.....Leroy Holmes, Alan Douglas  
*Services Offered*—Produce all types of phonograph records; L.P.'s & single records.

### **United Recording Corp.**

6050 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 9-3983

President.....Milton T. Putnam  
Secy.-Treas.....A. M. Parri  
Vice Pres.....DeWitt F. Morris  
Vice Pres.....R. Sixty

### **Verve Records**

(See MGM Records)

### **Warner Bros. Records, Inc.**

4000 Warner Blvd., Burbank, Calif.  
Phone: HOLlywood 9-1251

President.....John K. Maitland  
Dir. of Merchandising....Joel M. Friedman  
Controller.....Ed West  
International Dir.....Robert B. Weiss  
Dir. of Engineering.....Lowell Frank  
Nat'l Promotion Mgr.....Joe Smith  
Nat'l Sales Mgr.....Robert Summers  
*Services Offered*—Producers of phonograph records.

### **Western Recorders**

6000 Sunset Blvd., Hollywood 26, Calif.  
President.....Milton T. Putnam  
Secy.-Treas.....A. M. Parri  
Vice Pres.....Donald D. Blake  
General Manager.....Robert W. Doherty

### **Westminster Recording Co., Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 3-4220

President.....Sam H. Clark  
Vice President.....Harry Levine  
Vice President.....Dr. Richard Kurt List  
Promotion.....John Natoli  
Dir. of Sales.....Howard Stark

#### *Branch Office*

Lothringerstrasse 20, Vienna 3, Austria  
V.P. Chg. A & R....Dr. Richard R. Kurt List  
*Services Offered*—Monaural & stereo LP's, packaging and sales.

### **Francis T. Williamson Co.**

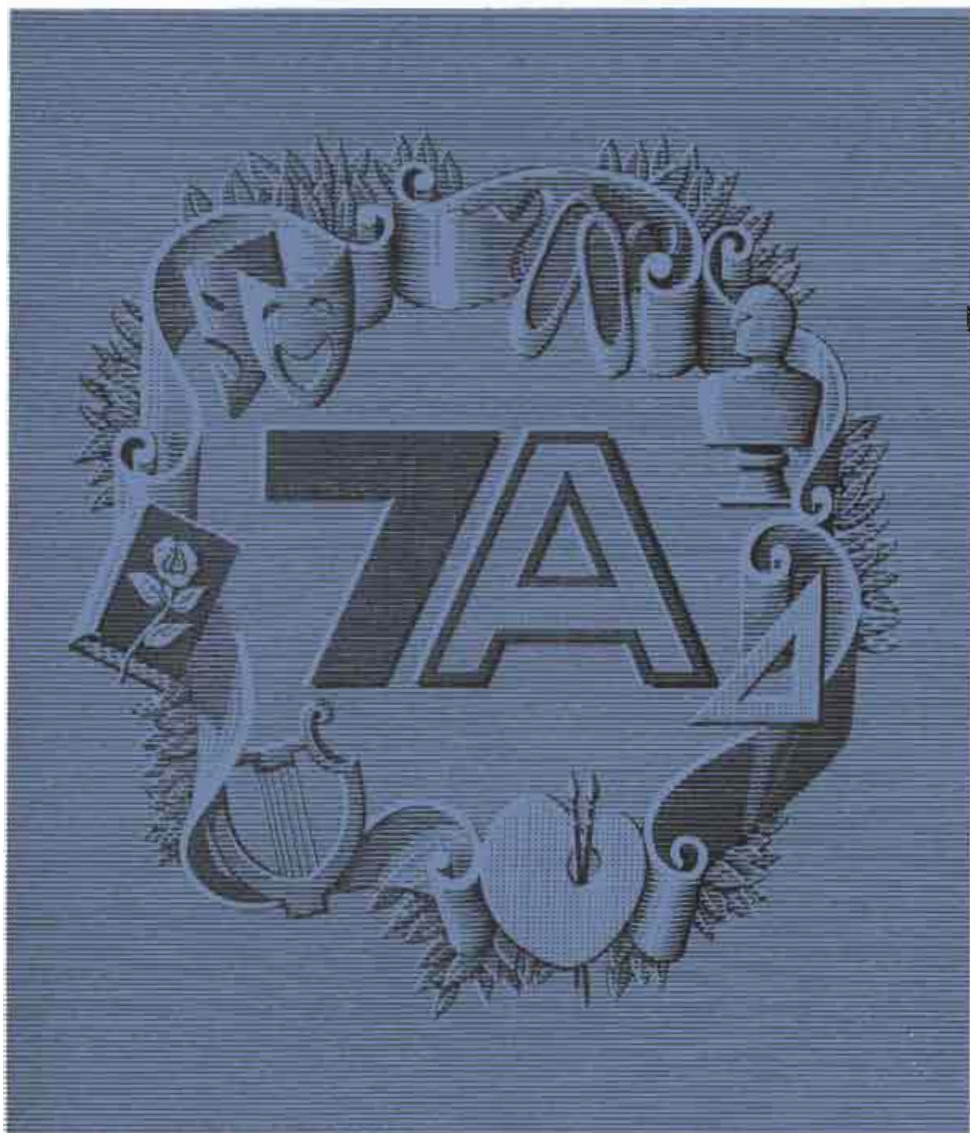
"T" & Schiller Sts., Philadelphia 34, Pa.  
Phone: GA 3-6018

President.....Francis T. Williamson  
Vice President....Mrs. Ethel M. Williamson  
Pub. Rel. & Publicity.....Herb Klein  
*Services Offered*—Record & manufacture Impala and Delsey phonograph records.

### **WORD Records, Inc.**

5030 W. Waco Dr., Waco, Texas  
Phone: PLaza 6-5331

President.....Jarrell McCracken  
Secy.-Treas.....Marvin Norcross  
Mgr., Retail Div.....Wendell King  
*Services Offered*—Produce & distribute LP records.



## SEVEN ARTS' "FILMS OF THE 50's" MONEY MAKERS OF THE 60's



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 JIM BOWIE, COURT OF LAST RESORT.

## ABC FILMS, INC.,

1501 BROADWAY, NEW YORK, NEW YORK • Telephone LA 4-5050



# Television Film Producers & Distributors

## ABC Films, Inc.

1501 Broadway, New York 36, N. Y.  
Phone: LA 4-5050

President.....Henry G. Plitt  
V.P., World-wide Sales.....Harold J. Klein  
V.P., Admin., Controller....Raymond C. Fox  
V.P., Dom. Sales.....John F. Tobin  
Eastern Div. Mgr.....Phillip Conway  
Central Div. Mgr.....Michael G. Gould  
Southern Div. Mgr.....William G. Seiler  
Western Div. Mgr.....Howard M. Lloyd  
Canadian Div. Mgr.....Wm. Hannah  
Ad. & Promotion Dir.....Irving Paley  
Film Operations Dir.....Leonard Strobel

### Branch Offices

360 N. Michigan, Chicago 1, Ill.  
Phone: AN 3-0800

190 N. Canon Drive, Beverly Hills, Calif.  
Phone: NO 3-3311

P. O. Box 653, Covington, La.  
Phone: 2050

103 Church St., Toronto, Canada  
Phone: EM 8-4394

**Services Offered**—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

**Productions**—Que Step Beyond (94); Life & Legend of Wyatt Earp (226); Casper the Friendly Ghost & Co. (170); Consult Dr. Brothers (195 5 mi.); The People's Choice (104); 26 Men (78); Adventures of Jim Bowie (76); Meet McGraw (42); Exclusive (13); Counterthrust (13); Congressional Investigator (39); Sheena (26); Three Musketeers (26); Court of Last Resort (26); Douglas Fairbanks Jr. Presents (117); Playhouse (51); Herald Playhouse (52); High Road (35); Expedition (47); The Rebel; Man with a Camera; Feature Film Packages of 24 Films.

## Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLLYWOOD 4-7471

President.....Samuel Sawelson  
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. sound films for television rental.

## M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.  
Phones: HOLLYWOOD 4-7571, 4-3414

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 Radio & TV Ltd.

1000 Yonge St., Toronto, Ont., Can.  
Phone: WALnut 5-9361

President.....J. Stuart MacKay  
General Manager.....Reo Thompson  
Mgr. Program Div.....Dana S. Murray  
Sec.-Treas.....Eric M. Williams  
Mgr. Prog. Services Div.....Dennis Goodwin

### Branch Offices

Taylor, Pearson & Carson Bldg.,  
Calgary, Albt.

Phone: AM 2-7691

Manager.....Jack Cavanaugh  
922 Dominion Sq. Bldg., Montreal, Que.  
Phone: UN 1-5656

Manager.....Ken Baker  
706 Electric Railway Bldg., Winnipeg, Man.  
Phone: WH 2-6861

Manager.....G. Jouis  
1161 Melville St., Vancouver, B.C.  
Phone: MU 4-7461

Manager.....J. E. Baldwin  
**Services Offered**—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

**Distributors of**—Biography, Sea Hunt, All-Star Golf Tip of the Day, Jeff's Collie, Studio Telescriptions, Show Corp. of America Showcase, RKO Movietime U. S. A. Package.

## All-Scope Pictures, Inc.

(Commercial Film Division,  
20th Century-Fox)  
(See Commercial Producers)

## Allied Artists Television Corp.

165 West 46th St., New York 36, N. Y.  
Phone: PL 7-8530

President.....Edward Morey  
V.P., Gen. Sales Mgr.....Robert B. Morin  
Dir., Promo, Ad, Pr.....Barry Lawrence  
Mgr. Nat'l Programming.....C. P. Jaeger

### Branch Offices

1232 So. Michigan Ave., Chicago, Ill.  
Phone: WA 2-7937

Central Sales Mgr.....James C. Stern  
4376 Sunset Drive, Hollywood, Calif.  
Phone: NO 2-9181

Western Sales Mgr.....Sid Cohen  
2204 Commerce St., Dallas, Tex.  
Phone: RI 7-1658

So. West Sales Mgr.....Roy George  
186 Luckie St., Atlanta, Ga.

# 90/69 mem

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## TV FILM PRODUCERS & DISTRIBUTORS

Phone: JA 2-3959

Southern Sales Mgr.....Fred Frank  
*Services Offered*—Producer-distributor of television films, motion pictures, half-hours, etc.

*Productions*—Cavalcade of 60's Group I features (40); Cavalcade of 60's Group II features (32); Science Fiction Features (22); Bomba The Jungle Boy features & Sabu (13); Bowery Boys features (48); "97 Features" (97); "23 Features" (23); Western Features (145); Public Defender half-hours (69); I Married Joan half-hours (98); Divorce Hearing half hours (78).

### Leonard Anderson Associates Inc.

200 W. 57th St., New York 19

Phone: PLaza 7-4162

President .....Leonard Anderson  
 Vice-Pres. ....Barbara Anderson  
 Prod. Mgr.....Marc Anderson  
 Secy., Off. Mgr.....Lillian Ortner  
*Services Offered*—Motion picture production and editing services; theatrical, commercial, television. Also aerial photography. 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.; The Alan King Show; Jackie Gleason Sport Spec.; Sky Power; The Replacement Pilot—From Rag To Gag; The Golf Clinic; A Case For Dr. Driscoll—FAA Medical Examiner, Chemical Munitions—Psycho & Nerve Agents.

### Association Films, Inc.

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

Phone: MURray Hill 5-2242

President.....J. R. Bingham  
 Exec. V.P., Treas. ....A. L. Frederick  
 Vice Pres., Assoc. Telefilms..R. M. Finehout  
 V.P., Sales, Educat. Materials..R. W. Bucher  
 V.P., Adv., Promo. Dir.....R. D. Mitchell  
 Vice Pres. ....R. S. Evans

#### Branch Offices

561 Hillgrove Ave., La Grange, Ill.

Phone: FLetwood 4-0576

Manager.....M. G. Weiland  
 Broad at Elm, Ridgefield, N. J.

Phone: WHItney 3-8200

Manager.....E. H. Johnson  
 799 Stevenson St., San Francisco, Calif.

Phone: UNderhill 1-5305

Manager .....W. O. Siler  
 1621 Dragon St., Dallas, Tex.

Phone: RIverside 8-8759

Manager .....C. Stahl  
*Services Offered*—Distribution of free-loan, industry sponsored motion pictures. Rental

and sales of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films; physical handling service.

### Astor Pictures, Inc.

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

Phone: PL 2-7766

Chairman of Board.....Franklin F. Bruder  
 President.....George F. Foley  
 V.P., Sales.....L. Douglas Netter, Jr.  
 Chmn., Exec. Comm.....Alfred H. Morton  
 Treasurer .....Robert Stebbins  
*Services Offered*—Producers and distributors of feature films.

### ASTOR PICTURES INTERNATIONAL, INC.

President.....L. Douglas Netter, Jr.  
 Vice President.....Mario deVecchi  
*Services Offered*—Overseas foreign co-production.

### ATACO, Inc.

9121½ Sunset Blvd., Los Angeles 69, Calif.

Phone: BR 2-4271

President.....George E. Davidson  
 Vice President.....Betty M. Brown  
 Sec.-Treas.....Betty Jane Davidson  
*Services Offered*: Distribution of filmed television programs; Johnny Mack Brown western features, Championship Wrestling.

### Atlantic Television, Inc.

c/o Astor Pictures, Inc.

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

Phone: PL 2-7766

Chairman of Board.....F. F. Bruder  
 President.....Alfred H. Morton  
 Secretary.....George F. Foley

#### Branch Offices

20 E. Huron St., Chicago, Ill.

Phone: MI 2-4550

Manager .....Ben Barry  
 5746 Sunset Blvd., Los Angeles, Calif.

Phone: HO 2-4448

Manager .....Tom Corradine  
*Services Offered*—Producer and distributor of 200 features and 36 westerns.

### 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 Rosen  
*Services Offered*—Library of mood and bridge music, sound effects.



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CHARLES BOYER  
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\*FOUR STAR TELEVISION INTERNATIONAL, INC., ONE ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK





## TV FILM PRODUCERS & DISTRIBUTORS

### **BBC-TV Enterprises**

630 Fifth Ave., New York 20, N. Y.  
Phone: LT 1-7100

U. S. Representative.....Dennis Seuce  
Program Assistant.....Sue Goldman  
*Services Offered*—Producers and distributors of TV programs and series.

*Productions*—An Age of Kings, Inspector Maigret, The Titans, TV and the World, and others.

### **B. C. G. Films, Inc.**

405 Lexington Ave., New York 17, N.Y.  
Phone: MU 7-0870

President.....Nat Gassman  
Vice President.....Charles C. Carson  
Treasurer.....Peter D. Murray  
*Services Offered* — Television & theatrical film production and distribution.

### **George Bagnall & Associates Inc.**

8827 Olympic Blvd., Beverly Hills, Cal.  
Phone: OL 2-8050

President.....George L. Bagnall  
V.P., Gen. Sales Mgr.....W. L. Anthony  
Secretary.....Fred C. Lindquist

#### *Branch Office*

5082 Lantern Hill Dr., Pittsburgh, Pa.  
Phone: TU 4-6603; TU 4-6604

Vice President.....W. L. Anthony  
*Services Offered*—Distributors of film comic strips for television.

*Productions*—Clutch Cargo (260).

### **Jerome Balsam Films, Inc.**

165 West 46th St., New York 36, N. Y.  
Phone: CI 7-4220

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, Big Game Hunt, Tarzan Features, Pine Thomas Features, Debbie Drake, Jungle Girl, A Way of Thinking, Banner Features (10 one hour specs.).

### **Banner Productions, Inc.**

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HO 9-8366

President.....Sy Weintraub  
Sect. Treas. ....Ben Hecht

*Services Offered*—TV and motion picture producers.

*Productions*—Tarzan TV Series, others.

### **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.

### **Jack Barry Productions**

(In Association with Paramount TV Corp.)  
C/o KTLA Television

5800 Sunset Blvd., Hollywood, Calif.

President.....Jack Barry  
*Productions*—Jack Barry Show; By the Numbers (for Desilu).

### **Biograph Studios, Inc.**

807 East 175th St., Bronx 60, N. Y.  
Phone: CYpress 9-5500

President.....Ben Gertner  
Treasurer.....Nathan Stolper  
*Services Offered*—Rental of stages for TV 7 motion picture studios.

### **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  
Exec. Vice Pres. ....Emanuel Kandel  
Vice Pres., Treas.....Ira S. Stevens  
General Sales Mgr.....Alex Leslie

#### *Branch Offices*

8290 Santa Monica Blvd., Hollywood, Calif.  
Phone: OL 4-7575

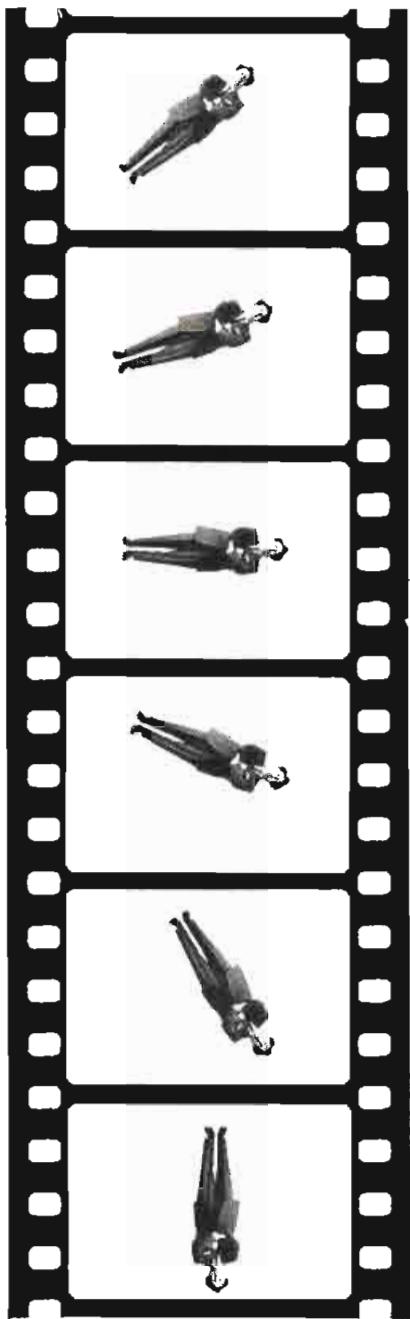
V.P., chg. of Operations...Stanley Halperin  
160 E. Illinois St., Chicago, Ill.  
Phone: 467-1466

Manager.....Ben Rachlis  
Bonded TV Film Service (Canada) Ltd.  
15 St. Mary St., Toronto, Ont.  
Phone: WA 5-2826

Manager.....Alan Mills  
*Services Offered*—Shipping, expediting and servicing of TV film, print procurement.

### **Brandon Films Inc.**

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



**NBC Films flips station managers!** And why not? Look what's happened. "The Best of Groucho," "The Deputy," "People Are Funny," "Outlaws," "Hennesey," "Michael Shayne," and "87th Precinct" have won big new local audiences. You can count on more of the same in your area with **NBC Films.**

## PRODUCERS, DISTRIBUTORS

Phone: CI 6-4868

President.....Thomas J. Brandon  
 Secretary.....Lillian W. Brandon  
*Services Offered* — Source of International feature films in French, Italian, German, Japanese, also ballet, folk dance, art, music.

### **Bray Studios Inc.**

(See Commercial Producers)

### **Bernard S. Brody & Associates**

1228 No. LaCienega Blvd., Los Angeles 69, Calif.

Phone: OL 2-8289

Owner.....Bernard S. Brody  
 Associate.....Jack H. Gard  
*Services Offered*—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

*Productions*—Danny Thomas Show, My Three Sons, Andy Griffith Show, Joey Bishop Show, Dick Van Dyke Show.

### **Butterfield Productions**

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

Phone: PL 2-8690

Partners...Ed Palmer, Ramon E. McCue, Willard Mellor

*Services Offered*—Producers and distributors of radio and television series.

*Productions*—Beyond The Green Door, 130 5 minute episodes; Assignment Hollywood, 130 5-minute episodes; Giselle McKenzie, 104 5-minute episodes; Jimmy Rodgers, 130 5-minute episodes; Inky Face.

### **S. W. Caldwell, Ltd.**

447 Jarvis St., Toronto 5, Ont., Canada

Phone: WALnut 2-2103

President.....Kenneth Page  
 V.P., Production.....Sydney Banks  
 Lab. Manager.....Ross Smith  
 Recording Supervisor.....Murray Marshal  
 Mgr., TV Film Sales.....J. R. DeBow  
 Secretary, Treas.....Ronald Hastings

#### *Branch Offices*

1410 Stanley St., Montreal, Que.

Phone: AV 8-0528

Manager.....Gerry Burrows  
 1049 32nd Ave. W., Vancouver, B. C.

Phone: RE 6-9421

Manager.....Florence Ward  
*Services Offered* — Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad. Kinescope air checks and allied services.

### **Lars Caloniis Prod. Inc.**

(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.



# TV FILM PRODUCERS & DISTRIBUTORS

## 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

959 No. Fairfax Ave., 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).

## CBS Films

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2345

President ..... Merle S. Jones  
Administrative V.P. .... Sam Cook Digges  
V.P., Terrytoons ..... William M. Weiss  
V.P., Domestic Sales ..... James T. Victory  
V.P., Int. Sales ..... Ralph M. Baruch  
Eastern Sales Mgr. .... James McCormick  
Western Sales Mgr. .... Edward E. Hewitt  
Dir., Oper. .... Fred J. Mahlstedt  
Sales Prom. Mgr. .... Eugene Moss  
Publicity Director ..... Robert Fuller  
Inter. Bus. Rel. Dir. .... Howard L. Kany  
Int. Sls. Mgr. .... Willard Block  
Licensing Dir. .... Murray Benson  
Bus. Affairs Dir. .... Joseph B. Irwin  
Mgr., Film Service ..... E. K. Cooper  
Mgr., Sales Service ..... Stanley Moldow  
Dir. CBS Europe ..... Robert Mayo  
Mgr. Chicago Sales ..... Henry Gillespie  
Mgr. Atlanta Sales ..... Jack Waldrep  
Mgr. Dallas Sales ..... Carter Ringlep

Services Offered—Worldwide distribution of films & video tapes for TV.

Productions—Annie Oakley (81), 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), Phil Silvers (138), Buffalo Bill Jr. (42), The Brothers (26), Files of Jeffrey Jones (39), Cases of Eddie Drake (13), The Whistler (39), 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), Mr. Adams & Eve (39), Whirlybirds (111), Air Power (26), My Favorite Husband (13), Robert Herridge Theater (26), The Brothers Brannagan (39), Track-down (71), Life With Father (26), Assign-

ment Foreign Legion (26), Deputy Dawg (52 half hours, 208 cartoons), World of Giants (13), Wanted: Dead or Alive (94), December Bride (154); Call Mr. "D" (52), Burr Tillstrom's Kukla & Ollie (190).

## Centurion-International Productions

336 S. Camden Dr., Beverly Hills, Calif.  
Phone: CR 6-9630

President ..... Frank A. Mandelson  
Exec. Vice Pres. .... Stanley Zipperman  
Vice Pres., Operations ..... Dennis Fingold  
Vice President ..... Leonard Irwin Blau  
Treasurer ..... David Bojarsky  
Secretary ..... Linda Lee Bojarsky

Services Offered—Production of theatrical motion-picture and television films.

## Champion Enterprises, 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—(32) Gene Autry features.

## Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.  
Phone: WIsc. 7-9244

President ..... Bruce Chapman  
V.P. & Treas. .... Edna Chapman  
Dir. of Research ..... Mary Hurcheson

### Branch Office

30 Rue Chalgrin, Paris, France

Services Offered—Production of TV and industrial films.

Production—The Answer Man.

## Charter Oak Tele-Pictures

(See Commercial Producers)

## Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.  
Phone: UPTon 0-6136

Services Offered—Producers, distributors of films.

## 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

## TV FILM PRODUCERS & DISTRIBUTORS

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. Pimstein  
*Services Offered*—Producers and distributors of filmed and taped TV programs.

*Productions* — Wonderful Planet Earth, Jingle Dingle Christmas Party, The Mickey Rooney Show, Secret Files U.S.A., Washington at Valley Forge, Yankee Doodle Tales, Showtime, Milestones of the Century, Adventure Theatre Features, Musical Parade of Stars, Errol Flynn Theatre.

### **Cine-Tele Productions**

(See Commercial Producers)

### **Cisco Kid International, Inc.**

6804 Glen Acres Dr., Cincinnati 37, O.  
 Phone: 351-3167

President.....Edward J. Stern  
 V.P., Treas.....L. R. Stern  
 Admin. V.P.....B. Weaver  
*Services Offered*—Owners & distributors of foreign rights for the Cisco Kid TV series.

### **Cluster Enterprises, Inc.**

2229 N. Charles St., Baltimore 18, Md.  
 Phone: CHesapeake 3-3630

President.....Bertram H. Cluster  
 Production Manager.....John Bowman  
 Production Director.....Alex Dietrich  
 Production Assistant.....Warren Hills  
*Services Offered*—Producers and distributors of "Strikes 'n Spires," "Pin Busters," "It's in the Name," "Spare Time," "Tenpins for Dollars"; all local & live TV programs.

### **Colorama Features Inc.**

1501 Broadway, New York 36, N. Y.  
 Phone: LOngacre 4-5592

President.....Jules B. Weil  
 Vice President.....Carroll L. Puciato  
 Sales Manager.....Sam Greller

#### *Branch Offices*

5746 Sunset Blvd., Hollywood, Calif.  
 Phone: HO 2-4448

Manager.....Tom Corradine  
 20 East Huron St., Chicago, Ill.  
 Phone: 612-4550

Manager.....Ben Barry  
 7922 E. Drive, Miami Beach, Fla.  
 Phone: PLaza 1-3686

Manager.....Frank Stone  
*Services Offered*—TV film distribution.  
*Productions*—Distributor of 22 Paramount post-'48 films (19 in color) plus Uncle Tom's Cabin, Song of Sister Maria and I Was a Parish Priest.

# FREMANTLE INTERNATIONAL, INC.

THE PIONEER INTERNATIONAL DISTRIBUTOR

NOW PRODUCING

BERT CLASTER'S

## ROMPER ROOM

LIVE IN WORLD MARKETS

OFFICES: SYDNEY

LONDON

ROME

TORONTO

MONTREAL

BUENOS AIRES

# TV FILM PRODUCERS & DISTRIBUTORS

## Commodore Productions and Artists, Inc.

(See Program 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.

## Co-ordinated Marketing Agency, Inc.

(See Program Producers)

## Frank Cooper Associates

680 Fifth Ave., New York 19, N. Y.  
Phone: PL 7-1100

V.P. Chge. of N. Y. Office.....Sy Fischer

### Branch Office

9145 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-5971

*Services Offered*—Sales representatives for television programs; representatives for producers, directors, writers, actors and performers in all fields.

## Coronet Films

(Div. of Esquire, Inc.)

65 E. South Water St., Chicago 1, Ill.  
Phone: DEarborn 2-7676

President.....John Smart  
Exec. Vice Pres. ....A. L. Blinder  
V.P.'s.....J. M. Abraham, E. C. Dent  
Secretary.....A. D. Elden

*Services Offered*—Short, 16mm sound subjects in B&W or color, individually or in series.

## Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 2-4448

President.....Tom Corradine  
Vice Pres., Gen. Mgr.....Kyle C. Thomas  
Sales Manager.....Phil Barry  
Secretary.....Laurence Meyer

*Services Offered*—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 135 westerns, 4 cartoon series.

*Currently Distributing*—The Ruggles, Holiday U.S.A., Rendezvous With Adventure, Andy's Gang, Day of the X-15, Airborne Alert, Navajo (The Littlest American), Memphis Belle, Thunderbolt.

HERMAN & KATNIP

BUZZY the crow

Little AUDREY

BABY HUEY the baby giant

CASPER the friendly ghost

**HARVEY FAMOUS CARTOONS**

**HARVEY**

1860 BROADWAY NEW YORK

# TV FILM PRODUCERS & DISTRIBUTORS

## **Cristal Animation, Inc.**

315 East 55th St., New York, N. Y.  
Phone: PL 9-0920

President.....Charles A. Bemant  
Vice President.....Leonard Roberts  
Art Director.....Fernando Veuegas  
*Services Offered*—Producers of animated and stop motion TV commercials, industrial and educational films.

## **Criterion Film Laboratories, Inc.**

33 W. 60th St., New York 23, N. Y.  
Phone: COLUMBUS 5-2180

President.....Fred G. Todaro  
Production Manager.....Ernest Todaro  
Sales Manager.....Irving Schecter  
*Services Offered*—Developing and printing of B & W and color film.

## **Cummings Productions, Inc.**

(See Commercial Producers)

## **Phil Davis Musical Enterprises, Inc.**

(See Commercial Producers)

## **Daystar Productions, Inc.**

9028 Sunset Blvd., Hollywood 69, Calif.  
President, Bd. Chmn.....Leslie Stevens  
Exec. V.P.....Dominic Frontiere  
Secretary.....Jerry Schutzbank  
Treasurer.....Jerry Fischer

Dir. of Publicity.....Allan Balter  
*Daystar Television*  
Executive Producer.....Leslie Stevens  
Associate Producer.....Dominic Frontiere

## **Demby Productions, Inc.**

(See Commercial Producers)

## **Peter DeMet Productions**

1317 W. Belmont Ave., Chicago 13, Ill.  
Phone: WELLINGTON 5-3737

Executive Producer.....Peter DeMet  
Associate Producer.....Milton T. Raynor  
Prod. Dir.....Sidney C. Goltz  
*Services Offered*—Producers of "Sportaculars" for TV Productions—All Star Golf, Championship Bowling, Come Out Fighting.

## **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, It's Golf Time, Gallo Wine, Pacific Telephone, Goodrich.

## **Depicto Films, Inc.**

(See Commercial Producers)

## **Derel Producing Associates, Inc.**

375 Park Ave., New York, N. Y.  
Phone: PL 9-6644

President.....Jerry Feldman  
Exec. Producer.....Gene Feldman  
*Services Offered*—Packagers of filmed TV Shows.  
*Productions*—Crime Club, Bellevue Is My Home, Exclusive (Overseas Press Club).

## **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*: The Roman Spring of Mrs. Stone, Question 7, Sand Castle.

## **Desilu Productions, Inc.**

780 N. Gower, Hollywood 38, Calif.  
Phone: HO 9-5911

Pres. & Director.....Lucille Ball  
Vice Pres., Admin. & Finance. Edwin E. Holly  
V.P. & Director.....W. A. Nelson

## **PRIME TV FILMS, INC.**

Distributors of Quality Products

for

Television

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

### **MID-WEST OFFICE**

Ben Barry, Associates  
20 East Huron Street  
Chicago 11, Illinois  
Michigan 2-4550

### **WEST COAST OFFICE**

Ettlinger Associates  
6000 Sunset Blvd.  
Hollywood, California  
Hollywood 2-6635

### **NORTHEAST OFFICE**

Ted Swift  
80 Boylston Street  
Boston 16, Mass.  
Liberty 2-7171

## TV FILM PRODUCERS & DISTRIBUTORS

V.P.'s.....J. Thorpe, B. Weitzman  
*Services Offered*—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 35 sound stages and extensive back lot.

*Productions—Own productions:* The Untouchables; Guestward Ho!; Harrigan & Son; Lucille Ball-Desi Arnaz Show; Desilu Playhouse; Ann Sothern Show; The Texan; Fair Exchange; The Lucy Show; The Greatest Show on Earth. Filming for others: Andy Griffith; Jack Benny; Danny Thomas; Dick Van Dyke Show; Ben Casey; The Real McCoys My Three Sons; Lassie; I'm Dickens... He's Fenster.

### **Desilu Sales, Inc.**

780 N. Gower, Hollywood 38, Calif.

Phone: HO 9-5911

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

Phone: PL 2-9160

President.....Lucille Ball  
V.P. & Gen. Mgr.....Richard W. Dinsmore  
*Services Offered*—International distributors of The Untouchables, Desilu Playhouse, Texan, Guestward Ho, Desilu's Little People, Desilu 32, Fair Exchange, Harrigan & Son, Jazz Scene USA, Journey of a Lifetime, Junior All Stars, The Lucy Show, Trip Time, Window on the World.

### **Desilu Sales (Canada) Ltd.**

1000 Yonge St., Toronto, Ont.

Phone: WA 5-9155

Manager.....Dana S. Murray  
Ontario Rep.....Jim Mills  
Maritime Rep.....Gerry Tisdall  
Western Rep.....Garth Olmstead

#### *Branch Offices*

Dominion Sq. Bldg., Montreal, P. Q.

Phone: UN 1-5656

540 Burrard St., Vancouver, B. C.

Phone: MU 1-2433

*Services Offered*—Distributors of The Lucy Show, Fair Exchange, The Untouchables, Desilu Playhouse, The Texan, Guestward Ho, Harrigan & Son, Window on the World, Junior All-Stars.

### **Walt Disney Studio**

500 So. Buena Vista, Burbank, Calif.

Phone: TH 5-3141

Executive Producer.....Walt Disney  
President.....Roy Disney  
V.P.-Adv. & Sales.....E. Cardon Walker  
Vice-President.....Donn B. Tatum  
Treasurer.....Lawrence E. Tryon  
V.P., Studio Prod. Mgr....W. H. Anderson  
Publicity Head.....Dick McKay  
Public Relations.....Joe Reddy

*Productions* — Walt Disney's Wonderful World of Color—NBC.

### **Dougfair Corporation**

6772 Hollywood Blvd., Los Angeles 28

Phone: HOLLYWOOD 5-6164

President.....H. Alexander MacDonald  
V.P., Treas.....Fred W. Hoar

*Services Offered*—Filmed TV series.

### **Jack Douglas Organization**

8833 Sunset Blvd., Hollywood 69, Calif.

Phone: OL 5-7790

President.....Jack Douglas

*Services Offered*—Producers and distributors of Across the Seven Seas.

### **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.**

(See Commercial Prod.)

### **Dynamic Films, Inc.**

(See Program Producers)

### **Economee Television Programs**

(A Div. of United Artists TV, Inc.)

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

Phone: MUrray Hill 8-4700

V.P., General Manager.....Pierre Weis

Div. Mgrs.....Dick Lawrence, Ken Joseph  
Western Spot Sales Mgr.....Jim Weathers

## JACK BARRY PRODUCTIONS

In association with

Paramount Television Corp.

"JACK BARRY SHOW"

"BY THE NUMBERS" — For Desilu





**Hip! Hip! Hooray!** Station managers, local sponsors, and advertising agencies are cheering for: "People Are Funny," "Out-laws," "The Best of Groucho," "The Deputy," "Hennessy," "Michael Shayne," "87th Precinct." Reasons? Big audiences. Big sales. Be big in your market with **NBC Films.**

## PRODUCERS, DISTRIBUTORS

*Services Offered*—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Meet Corliss Archer, Times-Square Playhouse, The Unexpected, Yesterday's Newsreel, Sports Album, Men of Annapolis, West Point, Harbor Command, The New Adventures of Martin Kane, Man Called X, Dr. Christian, The Man and The Challenge, Men Into Space, Highway Patrol, Sea Hunt, Bat Masterson, Ann Sothorn, Tombstone Territory, Lock Up, The Aquanauts.

### **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

Asst. Treas.....L. Loweninthan

*Services Offered*—Films for theatrical release, for educational purposes, television shows live or on film.

### **Eldorado Films, Inc.**

110 East 12nd St., New York 17, N. Y.

Phone: MU 7-2062

President.....Robert H. Van Beynum

Exec. V.P.....David Bader

Secy.-Treas.....L. D. Rock

*Services Offered*—International distributors of theatrical and TV films.

### **Peter Elgar Productions, Inc.**

(See Commercial Producers)

### **ERA, International Film and Recording Enterprises, Inc.**

219 Security Trust Bldg., Miami 32, Fla.

Phone: FRanklin 3-8729

Pres., Exec. Prod.....E. G. Weaver

Vice President.....D. de Martinau

Secy.-Treas.....E. B. T'Kach

Rep., Legal Counsel...Albert L. Weintraub

Exec. Consultant.....E. V. Rothkirch

#### *Branch Offices*

Box 3361, St. Petersburg 31, Fla.

Phone: 347-6236

Manager.....Vincent Berastegui

5880 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 2-1133

Manager.....T. J. Rourke

307 W. 15th, Minneapolis, Minn.

Phone: 333-8822

Manager.....E. B. T'Kach

*Services Offered*—Features, documentaries, industrials, newsreel, commercials, travelogues, radio transcriptions, film management services, technical consultants.

### **Espana Mexico Argentina, S.A. de C.V.**

Cordoba #48, Mexico, D.F. (7)



## TV FILM PRODUCERS & DISTRIBUTORS

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  
 Vice President.....A. C. Speer  
*Services Offered*—Distributes various fea-  
 tures and shorts for TV.

### **Explorers Pictures Corp.**

1501 Broadway, New York, N. Y.

Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill  
*Services Offered*—Motion picture films for  
 TV, feature and half hour length.

### **Fairview Films Inc.**

26 Broadway, New York 4, N. Y.

Phone: HANover 2-7640

President.....S. S. Isquith  
*Services Offered*—Producer & distributor  
 of motion pictures—both features and shorts  
 (Laurel & Hardy-Hal Roach Package)—for  
 TV showings.

### **Family Theater, Inc.**

7201 Sunset Blvd., Hollywood 46, Cal.

Phone: HO 2-1317

Pres., Prod. ....Rev. Patrick Peyton, C.S.C.  
 Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.  
*Services Offered*—Production and presenta-  
 tion of two weekly dramatic broadcasts over  
 Mutual Network. Production and distribu-  
 tion, free of charge, of religious films for  
 public-service TV presentation.

### **Joe Feagins Productions**

(See Commercial Producers)

### **Don Fedderson Productions**

780 N. Cower St., Hollywood 38, Cal.

Phone: HOLlywood 9-5911

19 West 44th St., New York, N. Y.

Phone: YUKon 6-3535

President.....Don Fedderson  
 Vice President.....Fred Henry  
 Vice President.....Jack W. Minor  
 Dir. Puhl.-Prom.....Les Kaufman  
 N. Y. Manager.....Art Stark  
*Productions* — Who Do You Trust? My  
 Three Sons, The Millionaire.

### **Paul J. Fennell Co.**

(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.

### **Film Effects of Hollywood, Inc.**

1153 N. Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 9-5808

President.....Linwood Dunn  
 General Manager.....Don W. Weed  
*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, anamor-  
 phic conversions and all special effects.

### **Film Graphics, Inc.**

(See Commercial Producers)

### **Film Images, Inc.**

1860 Broadway, New York, N. Y.

Phone: CIRCLE 7-1877

President.....Rosalind Kossoff  
*Services Offered*—Distributors of 16 mm.  
 cultural films for educational and television  
 use. Documentaries, films about art, art and  
 experimental films. Short subjects from all  
 countries.

### **Film Originals**

6536 Roberston Drive, Boise, Idaho

Phone: 4-3602

Owners.....G. O. Smith, Helen S. Smith  
*Services Offered*—Film subject production  
 & distribution. Photography, 16mm & 35mm  
 motion picture, script writing, film editing,

## LEONARD ANDERSON ASSOCIATES, INC.

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

PLaza 7-4162

## MOTION PICTURE PRODUCTION SERVICES

COMPLETE PRODUCTION  
FACILITIES — EQUIPMENT &  
PERSONNEL FOR LOCATION &  
STUDIO FILMING  
COAST-TO-COAST  
AND OVERSEAS

CREATIVE  
EDITING

ALSO

RE-EDITING OF YOUR  
PRESENT FILMS &  
TV SPOTS

# Off-Network Programming Succeeding Feature Films



By  
LEN FIRESTONE  
V.P. & General Manager  
Four Star  
Distribution Corp.

IT IS only a matter of time before off-network shows succeed feature films as a staple of television entertainment.

This season, when off-network entries are making their biggest impact, they have in many local instances replaced the late night and/or late afternoon movie. Most stations are substituting hour-long off-network shows; some are even stripping two or more half-hour off-network shows across-the-board. The reasons are obvious: off-network shows cost less and their ratings are, more often than not, higher than those for the average feature film.

Take cost, for example. In a San Francisco situation with which I am personally familiar, the original asking price for a feature film package was \$8,000 a picture. The package finally went for under \$5,000 a picture. At the same time, the asking price for an hour-long off-network show was \$1,000 per episode, with the final offer around \$800.

Total cost to the station for the feature package of 134 titles came to about \$600,000 as contrasted with less than \$30,000 for 35 episodes of the off-network program. On the 30-minute basis, feature films work out to approximately \$1,500 per run as compared to \$400 per run for the off-network hours.

In addition, off-network shows in much greater quantity will eventually become available to local stations for two reasons: (1) The supply of feature films for TV is rapidly dwindling and (2) many stations are already preempting their network feed to play "off-network" shows.

Results of the latter experiment have been most gratifying for sta-

tions. Off-network properties are giving local stations some of their highest ratings—often when pitted opposite network shows. Advertisers, as a result, are easier to come by. Off-network properties, also, are a better financial deal for stations. Stations carrying a network show receive only 30 cents of every dollar in their contract with the webs, whereas when stations sell an off-network show they keep the entire 100-cent dollar.

Adding still further to the financial attractiveness of off-network shows is the fact that this season, especially, the networks are having a hard time selling even some of their best entertainment. It isn't at all uncommon for an hour-long network show to have only one participating sponsor. The network, of course, takes a financial beating when this happens—but so do the stations.

The future, however, looks brightest for the aggressive off-network syndicator with proven products and for local stations, who will find themselves in a buyers' market. I believe that as the flow of feature films recedes—and it is now at flood tide—more local time will become available. But then, each year, more and more off-network properties will become available for stations to choose from. They obviously will pick the best of those offered.

The networks, when this happens, will find themselves more than ever in a programming bind. But not the stations—or their viewers and advertisers. They will enjoy the best of both the on- and off-network TV worlds.

# TV FILM PRODUCERS & DISTRIBUTORS

and sound track production supervision.

*Productions*—Lost Hunter, Winter World, An American Sawmill, Physical Rehabilitation.

## **Film Vision Corp.**

(M. C. Pictures, Inc.)

165 West 46th St., New York, N. Y.

Phone: CI 7-4220

Executive V.P. .... Jerome Balsam  
*Services Offered*—Distributors of features and westerns.

## **The Filmmaker Group, International, Inc.**

6104 Whittsett Ave., No. Hollywood, Calif.

No. Hollywood, Calif.

Phone: TRiangle 7-9689

Pres., Exec.-Prod. .... Charles E. Skinner  
*Services Offered* — Business & industrial films, TV commercials, dramatic TV & feature productions.

*Productions*—The North Country, Man the Builder (for the Eagle Iron Works).

## **Filmaster, Inc.**

650 N. Bronson, Hollywood 4, Calif.

Phone: HO 6-1681

President. .... Robert W. Stabler  
Vice President. .... Glenn N. Cook  
V.P., Programming. .... Nat Perrin  
Sec.-Treas. .... Clifford E. Enger

*Branch Office*

707 Nicolet Ave., Winter Park, Fla.

Phone: MI 7-7011

Vice President. .... Robert E. Kearney  
*Services Offered*—Commercial, industrial, military, business, program and feature films.

## **Filmcraft Productions**

P. O. Box 69945, Los Angeles 69, Calif.

Phone: HO 5-3675

Pres. & Owner. .... Regina Lindenbaum  
*Services Offered*—Create, film and produce television programs, commercials.

## **Films of the Nations Distributors, Inc.**

62 W. 45th Street, New York 36, N. Y.

Phone: MUrray Hill 2-0040

President. .... Maurice T. Groen  
Exec. Director. .... Ronald T. Groen  
Asst. TV Manager. .... Bert H. Cohen  
*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.

## **Filmways, Inc.**

(See Commercial Producers)

## **Filmways, TV Productions Inc.**

1040 N. Las Palmas Ave., Hollywood 38, Cal.

Phone: Hollywood 9-9011

President. .... Al Simon  
Vice President. .... Martin Ransohoff  
Treasurer. .... L. D. Nolan  
Secretary. .... John H. Nicolaides  
*Services Offered*—Filmed TV programs.  
*Productions*—Mr. Ed, Warbirds.

## **Flamingo Films, Inc.**

16 East 34th St., New York, N. Y.

Phone: LExington 2-8270

President. .... Ira Gottlieb  
*Services Offered*—Distribution of TV feature films and syndication film programs.

*Productions*—Feature films: Critic's Award Package (58); Festival Package (30); Imperial Package (50); Princess Package, Citizen Soldier, Deadline, O.S.S., Top Secret, Grand Ole Opry, Baseball Hall of Fame, Superman, Beulah (18), The Nutty Squirrel Tales, Cartoons.

## **Flying A Productions & Flying A Pictures, Inc.**

10000 Riverside Dr., N. Hollywood, Calif.

Phone: POplar 9-1451

President. .... Armand L. Schaefer  
Exec. V.P. .... Philip S. Cohey  
Secretary. .... Ruth A. Cobey  
Assistant Treasurer. .... Norman H. Herzog  
*Services Offered*—Production of TV films & filmed commercials.

*Productions*—The Raggedy Ann and Andy TV series, radio show and theatrical features.

## **Forbes and Associates, Inc.**

802 Statler Office Bldg., Boston 16, Mass.

Phone: HUbbard 2-1221

Chairman, Pres. .... Howard Forbes  
V.P., Treasurer. .... Irving Viasner  
Exec. Producer. .... Haywood Vincent

*Branch Office*

18 Tremont St., Boston 8, Mass.

Phone: LA 3-1221

Treasurer. .... Irving Viasner  
*Services Offered*—Producers of motion pictures for business, industry and TV.

*Productions*—Owners of Viafor Films, Inc. and Viafor Productions.

## **Format Films, Inc.**

4741 Laurel Canyon Blvd.

No. Hollywood, Calif.

Phone: POplar 9-3610

President. .... Herbert Klynn  
Exec. V.P., Treas. .... Melvin Getzler  
Vice President. .... Jules Engel  
Vice President. .... Leo Salkin  
Vice President. .... Henrietta Jordan  
Secretary. .... Julie Boyer

## More Color Improvements Due As Mass Market Reality Grows

**C**OLOR and speculation about color dominated much of the television scene in 1962.

The mass market for color TV in the home became more of a reality, with RCA predicting by early winter that it would sell some 400,000 color receivers during the year.

NBC and ABC, joined by many independent stations, stepped up color programming significantly. Meanwhile, Zenith led several other major manufacturers into competition with RCA for the sale of color sets.

Less generally known, but possibly equally as significant, were aesthetic improvements in color TV in 1962. Practically every 1962-63 color film TV series was produced with our new, improved color negative film (Type 5251). Professional reaction to the new color is perhaps typified by Bill Wade, head of Revue Studios' ("The Virginian" and "Laramie") camera department:

"Colors are rendered more accurately"; "actors' complexions are of more realistic hue"; "blues are much more natural."

At the same time, the improved grain structure of the new color negative material has resulted in what appears on the TV screen as better definition.

The new color negative material also gave engineers more creative "moving-around" room. This is because engineers are now working with improved camera originals as products of the improved negative, thereby simplifying and improving production of optical special effects. This means that we can anticipate more realism in color special effects in the future, and, possibly, wider use of color special effects.

What about 1963? The color TV



By  
DONALD R.  
HYNDMAN  
Manager  
Motion Picture Film Dept.  
Eastman Kodak Co.

picture should be even better. This year, we plan to market an improved color print film (Type 5385), which will complete the new color system.

On the basis of field tests, we can safely predict that with the new print film, reds will be warmer, yellows and blues truer and greens more vivid. This ability to present a better color picture to the viewer could add further impetus to set sales.

Every year, more TV series—even those primarily released in black-and-white—are produced in color. Originally, many producers did this with an eye toward "residual" color sales in the future. Now, they are finding a growing market for their color product today. One reason is expanding color programming requirements; another is that some of the best pictures on black-and-white sets originate from the networks in color.

This combination of a growing choice in the type of programs available in color, and the improved aesthetic quality of the pictorial portions of those programs, could have very real impact on color TV set sales.

How many color TV sets will people buy in 1963? What will cause them to purchase these sets in volume?

The answers bring up the term "commercial acceptability." How many and how good are the shows released in color? How costly and how good are the available color sets? How good is picture quality?

The faster these questions can be answered on the positive side of the ledger, the faster the public should buy.

## TV FILM PRODUCERS & DISTRIBUTORS

### Branch Office

360 N. Michigan Ave., Chicago 11, Ill.  
Phone: FI 6-3585

Vice President.....Jerry Abbott  
*Services Offered*—Producer of animation films for TV theatricals and commercials.

### Fortune Features, Inc.

1501 Broadway, New York, New York  
Phone: LOngacre 4-5592

President.....Jules B. Weill

### Forum Films

6 E. 46th St., New York 17, N. Y.  
Phone: YUkon 6-2340

Exec. Prod.-Dirs..Allen Spikol, J. Lieberman  
*Services Offered*—Producers of animated films for commercials, industrials and theatrical films.

### Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.  
Phone: SYcamore 6-2649

Chairman of the Board.....John I. Bolen  
President.....Richard D. Pearsall  
Sec'y-Treas.....Eldon L. Eby  
New York Associate: Lakeside TV Co.  
1465 Broadway, New York 36, N. Y.  
Phone: LOngacre 5-4582

*Services Offered*—Production and distribution of non-denominational religious films.

### Four Star Distribution Corp.

600 Fifth Ave., New York, N. Y.  
Phone: LT 1-8530

President.....Tom McDermott  
Exec. Vice Pres.....George A. Elber  
V.P. & General Mgr.....Len Firestone  
Advertising Dir.....Leo Gutman  
*Services Offered* — Syndicate off-network shows produced by Four Star Television.

*Productions*—Dick Powell Theatre; The Rifleman; The Tom Ewell Show; The Detectives; The Law and Mr. Jones; Dick Powell-Zane Grey Theatre; Target—The Corrupters; Stage Coach West.

### Four Star Television

4030 Radford Ave., N. Hollywood, Calif.  
Phone: POplar 6-4151

President.....Tom McDermott  
Exec. Vice Pres.....George A. Elber  
Vice Pres.....Charles Boyer  
Vice Pres.....David Niven  
Treasurer.....S. A. McSween  
Assistant Treas.....Leonard A. Johnson  
Secretary.....A. Morgan Maree III  
Production Dir.....Jack Sonntag  
Controller.....Joe Haring  
Editorial Supervisor.....Bernard Burton  
Supervisor, Art Dir.....William P. Ross

*Services Offered*—Creation & production of motion pictures & television films for networks. Syndicated sales for TV, educational films & production of records.

*Productions*—(TV Series) The Dick Powell Show, The Robert Taylor Show, Ensign O'Toole, McKeever & the Colonel, The Lloyd Bridges Show.

### Peter Frank Organization

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HO 2-6027

President.....Peter Frank  
Exec. Vice Pres.....Morton J. Wagner  
V.P. & Treas.....Ernest W. McKee, Jr.

### Branch Offices

1271 Ave. of Americas, N.Y. 20  
Phone: PL 7-2197

3000 Turtle Creek Plaza, Dallas 19, Tex.  
Phone: LA 1-2178

*Services Offered*—Radio and television production packages; station identification jingles; commercial jingles for stations and advertising agencies.

### Fremantle de Mexico S. A.

Niza 6-205, Mexico 6, D.F., Mexico  
Phone: 11-55-00

President.....Rene Anselmo  
Manager.....Charles Lucas  
*Services Offered* — Distribution of U. S. Filmed shows in Mexico and Central America.

*Productions*—Spanish-dubbed versions of: Silents Please; Steve Canyon, Hoyalong Cassidy, Gunsmoke, I Am The Law, 20th Century, Our Gang, I Love Lucy, Long John Silver, Royal Canadian Mounted Police, You Are There, Have Gun—Will Travel.

### Fremantle International, Inc.

366 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4343

President.....Paul Talbot  
Vice President.....Wilbur Freifeld  
London Office: 30 Dean Street  
Phone: GERRard 2673

Manager.....Angela Cuthbertson  
Rome Office: Via Monte Giordano 36  
Phone: 655-386

Manager.....Lionello Torossi  
Sydney, Australia Office:  
167 Kent St., Sydney, N. S. W.

Manager.....Robert Laphorne  
Callao 1370 p.b., Buenos Aires, Arg.  
Phone: 42-8284

Manager.....Isidro Rosenfeld  
17 Dundonald St., Toronto 5, Ont., Can.  
Phone: WA 4-9635

Manager.....Ralph Ellis  
*Services Offered* — Distributors in world markets outside the U. S.

### Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont., Canada  
Phone: 924-9635

1396 Ste. Catherine St., Montreal, Que., Can.  
Phone: UN 1-0279

Board Chairman.....Paul Talbot  
President.....Ralph Ellis  
Sales Supervisor.....Joseph Morgan  
Manager (Montreal).....Henri Tremblay  
*Services Offered*—Canadian distributors for Associated British-Pathe Ltd., Armand Denis Products, Encyclopaedia Britannica Films, and Sterling Television Inc. Also a large number of miscellaneous producers.



# The Foreign Market—Neither Bonanza Nor Pie-in-the-Sky



By  
W. H. FINESHRIBER, JR.  
Vice President  
Motion Picture Export  
Assn. of America, Inc.

THE proud boast that the United States has more television sets than the rest of the world combined passed into limbo one day last year. Our 57,000,000 sets in 50,000,000 homes now stand second to a foreign total approaching 70,000,000 sets in a like number of homes and public places. And the pattern of the future is clear: with 91% penetration today there are not many more U.S. households to conquer, whereas the overall foreign penetration is less than 15%.

How can we assess the potential of the fast-growing foreign market and best plan to serve it? The member companies of the Motion Picture Export Association of America have had long experience with the complex problems of television's sister industry in the markets of the world. And now that these same companies, the nine "majors" of the motion picture field, are deeply involved in television, they are applying this experience to TV's equally challenging problems. Their assessment of the promise of the foreign market would be: neither a bonanza nor pie-in-the-sky. It offers a vital opportunity for service and for profit, but cultivating it properly requires energy, know-how, courage, and a high tolerance of frustration.

Put aside for the moment the myriad production problems in appealing to the tastes of 70 different nationalities. With the best product made, the American distributor is still beset by all the traditional obstacles to international trade plus new ones erected by ingenious foreign competitors who capitalize on the particular nature of television. In addition to tariffs and taxes, quotas and remittance restrictions, price ceilings and censorship regulations, we find projected requirements for local dubbing

and printing, unique excise taxes to finance the native industry—in short, the gamut of special levies long since perfected against motion pictures. The same appeal to nationalism, both cultural and economic, serves as the rationale. And usually the same foreign officials or executives who developed these burdens for the movie distributors are behind their application to television.

To cope with these problems on a world-wide basis requires the joint facilities of the 10 MPEAA offices located in strategic capitals plus the cooperation of scores of far-flung Film Boards comprising employees of the member companies. The Association staff is now fully integrated, and each office assumes field responsibility for both television and motion pictures in its area. In working for a special TV clause in GATT or protecting U.S. television interests under OECD, the Association executives contact the same State Department officials they have long known and worked with on movie matters. The foreign Finance Minister or Customs Director who regulates picture imports is equally concerned with telefilm.

The nine Motion Picture Association companies are fully committed to major roles in TV production and distribution. Their annual domestic gross from television now exceeds \$150,000,000—about three times the total foreign gross of all U.S. distributors combined. They look forward to the day when the international market really comes into its own.



# TV FILM PRODUCERS & DISTRIBUTORS

## Galaxy Management Corp.

375 Park Ave., New York 22, N. Y.  
Phone: PL 1-0330

President.....Milton A. Gordon  
*Services Offered*—TV & feature film production; independent productions financed for network TV & feature films.

## William J. Ganz Co., Inc.

(Div. of Inst. of Visual Comm. Inc.)  
40 East 49th St., New York 17, N. Y.  
Phone: EL 5-1443

President .....William J. Ganz  
Distribution Manager.....Jay R. Thaw  
Circulation Manager..Raymond J. Kujanson  
Controller .....Jane Page  
*Services Offered*—Producers and distributors of motion pictures and films for TV.

## Gateway Productions, Inc.

1859 Powell St., San Francisco, Cal.  
Phone: SUtter 1-8464

President.....Alvin J. Gordon  
*Services Offered*—Distributor of 16mm. educational films.

## General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.  
Phone: HOLlywood 2-6171

President.....W. E. Gephart, Jr.  
Exec. Vice President....Robert G. Goodwin  
Sales Vice Pres.....Neal Keehn  
Administrative V.P. ....John Aitkens

### Branch Office

1828 Walnut St., Kansas City, Mo.  
Phone: GRand 1-0044

*Services Offered*—Complete film laboratory services for TV; in black & white or color in 35 mm. & 16 mm.

## W. J. German, Inc.

Jane St., Fort Lee, N. J.

Phone: WIndsor 4-5100

N. Y. Phone: LOngacre 5-5978

President.....Miss M. B. Reilly  
Vice-Pres.....Louis A. Bonn  
Vice-Pres.....William J. Reddick  
Ass't Treas.....T. F. Ross  
Ass't Sec'y.....A. C. Nugent

### Chicago Office

6040 North Pulaski Rd., Chicago 46, Ill.  
Phone: IRving 8-4064

Vice Pres.....John H. Maynard  
*Services Offered*—Agent for the sale and distribution of Eastman professional motion picture and TV films.

## W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-6131

President.....Miss M. B. Reilly  
V.P. & Gen. Mgr.....J. L. Courcier  
V.P. & Sales Mgr.....Walter L. Farley, Jr.  
Vice President.....G. H. Gibson  
Vice President.....H. E. Pratt  
Treas., Asst. Secy.....Ronald Olney  
Secretary.....M. B. Reilly  
*Services Offered*—Agent for the sale and

distribution of Eastman professional motion pictures and TV films.

## Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.  
Phone: CRestview 4-4049

Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

## Harry S. Goodman Productions, Inc.

19 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 5-6131

General Manager.....H. D. Knuth  
Sales Manager.....Everett Goodman  
Traffic Manager.....Dorelle Zawada  
Radio & TV Director.....Bertram Parks  
*Services Offered*—15 and 30 minute filmed shows for TV.

## Gotham Releasing Corp.

630 Ninth Ave., New York 36, N. Y.  
Phone: JUDson 6-2187

President .....Sam Lake  
*Services Offered*—Producing, distributing motion pictures and other subjects for TV.

## Goulding-Elliott-Greybar Productions, Inc.

(See Commercial Producers)

## Group Four Productions

266 Rexdale Blvd., Rexdale, Ont., Can.  
Phone: CH 1-3568

President .....Louis Applebaum  
Secretary .....Leo Clavir  
Treasurer .....Richard Rosenberg  
Exec. Producer.....Doug Jones  
Program Sup.....Norman Clavir  
Supervising Editor.....E. S. Coatsworth  
*Services Offered*—Producer and owner of film series; live syndication shows; film series now in distribution; commercials on film or tape. Complete facilities.

## John Guedel Productions

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: OLdfield 3-8000

V.P. & Exec. Producer.....John Guedel  
*Services Offered*—Radio and television packaging and producing.  
*Productions*—Art Linkletter's Houseparty.

## Herman Hack Productions & Scripture Films

(See Commercial Producers)

## Harriscope, Inc.

291 S. La Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-4171

President.....Burt I. Harris  
Producer.....Geoffrey Nathanson  
Traffic Director.....Connie Coleman  
*Services Offered*—Producer and distributor of TV films, closed circuit TV systems, radio & TV broadcasts.

## TV FILM PRODUCERS & DISTRIBUTORS

### Harris-Tuchman Productions

(See Commercial Producers)

### Hartley Productions, Inc.

339 East 48th St., New York 17, N. Y.

Phone: EL 5-7762

President ..... Irving Hartley  
 Sec. Treas. .... Elda Hartley  
 Chg. of Distribution ..... Jean Brooks  
*Services Offered*—Production and distribution of films for TV, industrial, commercials, public service and travelogue.

### Harvey Cartoon Studios, Inc.

1860 Broadway, New York 23, N. Y.

Phone: JUDson 2-2244

President ..... Alfred Harvey  
 Vice President & Sec. .... Leon Harvey  
 Vice President & Treas. .... R. B. Harvey  
*Services Offered*—Producers and distributors of animated cartoons.  
*Productions*—Harvey Famous Cartoons.

### Hoffberg Productions Inc.

362 W. 44th St., New York 36, N. Y.

Phone: Circle 6-9031

President ..... Jack Hoffberg  
 Vice President ..... M. Hoffberg  
 Secretary ..... Wolfe Charney  
 Treasurer ..... Leo Tofin  
*Services Offered*—Distributor of independently made productions.

### Hollywood Television Service

(Div. of Republic Corp.)

4024 Radford Ave., N. Hollywood, Calif.

Phone: POplar 3-6411

General Sales Mgr. .... David Bloom  
 Asst. Treasurer ..... Milton S. Levinson  
 Mgr. Film Distrib. .... Carl L. Bryant  
*Services Offered*—Distribution of motion pictures for TV.

### Sandy Howard Productions Inc.

8544 Sunset Blvd., Los Angeles 16, Calif.

Phone: OlynpiA 2-4290

President ..... Sandy Howard  
 V.P. in Chg. Production ... Harvey Bernhard  
*Services Offered*—Production of live and filmed television programs for network and syndication arrangements.

### IMPA Productions, Ltd.

(See Program Producers)

### Ideal Pictures, Inc.

58 E. So. Water St., Chicago 1, Ill.

Phone: FInancial 6-5480

President ..... Paul R. Foght  
*Services Offered*—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films.

### Independent Television Corp.

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

Phone: PLaza 5-2100

President & Bd. Chmn. .... Michael Nidort  
 Exec. Vice Pres. .... Abe Mandell  
 V.P. & Treas. .... Leonard Korablum  
 V.P., Internatl. Sales ..... John E. Pearson  
 V.P., Legal & Bus. Affairs ..... H. I. Bucher  
 Gen. Sls. Mgr.-Syndication, Harold L. Danson  
 Sales Manager-National Sls. .... Cy Kaplan

#### Branch Offices

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

Phone: WH 4-4767

6535 Wilshire Blvd., Los Angeles 18, Calif.

Phone: OLive 3-0460

100 University Ave., Toronto 1, Ont.

Phone: EMpire 2-1166

Vice Pres. .... Hershell Harris

*Services Offered*—Production and distribution of TV film series for international, national, regional and local sponsorship.

*Productions*—Ghost Squad; Sir Francis Drake; The Jo Stafford Show Specials; Brave Stallion; Broken Arrow; Danger Man; Cannonball; Count of Monte Cristo; Diver Dan; Four Just Men; Hawkeye and the Last of the Mohicans; New York Confidential; Ramar of the Jungle; Sgt. Preston of the Yukon; Supercar; Tugboat Annie; Whiplash; Ding Dong School; Hall of Ivy; Susie; Sweet Success; Best of the Post; Jeff's Collie; Stage 7; Your Star Showcase; Interpol Calling; Mystery Is My Business; New Adventures of Charlie Chan; Campy's Corner; Golf Tip of the Day; Magic Moments in Sports; South America; The Awakening Giant; Broadway Goes Latin; Man-of-the-World; The Saint; Mr. Piper; Fireball XI-5.

### Institute of Visual Communication, Inc.

40 East 49th St., New York 17, N. Y.

Phone: ELDorado 5-1443

Distribution Manager ..... Jay R. Thaw  
 Circulation Manager ..... Raymond J. Kujanson  
 Controller ..... Jane Page

*Services Offered*: Producer and distributor of 16 & 35 mm motion pictures; filmstrips, sound slide-films, visual presentations for education, advertising, and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, etc.

### Intercontinental Television, S. A.

U. S. Sales Office:

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

Phone: MURray Hill 2-3404

Exec. Dir. .... Hugo Seiler  
 V.P. of Sales, U.S.A. .... Malcolm Scott  
 V.P., N. Y. Opera ..... Anthony M. Hennig

#### Chicago Production Sales Office:

Phone: HOOpkins 9-4750

Director ..... Felix J. Sykes

#### Production Headquarters:

6, Square de l'Opera Louis Jouvet, Paris 9, France

## TV FILM PRODUCERS & DISTRIBUTORS

Phone: OPerA 01-54

Foreign Director.....Kenneth Campbell  
Chief Engineer.....Raymond Kraus  
*Services Offered*—Three American equipped and staffed mobile video-tape recording units—525 or 625 line standards; complete facilities for tape recording and producing TV productions, closed circuit telecasting, TV sports coverage, and TV taped commercials throughout Europe, Africa, and the Near East.

### **International Film Distributors, Inc.**

375 Park Ave., New York 22, N. Y.  
Phone: PL 3-8256

President.....Joseph Wohl  
Vice Pres.....Charles H. Rosenblatt  
Treasurer.....Theodore W. Kheel  
*Services Offered*—Distribute theatrically and also direct sales to TV stations internationally.

### **International Film Foundation, Inc.**

1 East 42nd St., New York 17, N. Y.  
Phone: OX 7-6820

Executive Dir.....Julien H. Bryan  
*Services Offered*—Production of documentary films, 16 mm color and b & w, stock footage available to other producers; distribution of documentary films for non-theatrical and TV dealing with peoples of other lands.

### **International 16mm Corp.**

165 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-2265

President, Treasurer.....Patrick E. Shanahan  
Secretary.....George Blake

### **Irwin-O'Donnell Productions**

1000 No. Cahuenga, Hollywood, Calif.  
Phone: HO 9-2264

President.....Lew Irwin  
V.P., Sales.....Edward O'Donnell  
*Services Offered*—Production and distribution of network and syndicated TV film series for domestic and foreign TV outlets.

*Productions*—The Addict, The Idol, The Cowboy, The Refugee, The Clown, The Deaf Mute, The Blind Man, Project 100.

### **J & M Productions, Inc.**

9908 Santa Monica Blvd., Beverly Hills, Calif.  
Phone: CRestview 3-1230

President.....Irving A. Fein  
*Services Offered*—Television production.  
*Productions*—Jack Benny Program, Checkmate, Ichabod.

### **Jayark Films Corp.**

733 Third Ave., New York 17, N. Y.  
Phone: TN 7-3232

President.....Reuben R. Kaufman  
V.P. General Sales Mgr.....Harvey L. Victor

### *Branch Office*

649 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOLlywood 3-2331

*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 (Groups I and II) Jayark's "Post Fifties" & "Block Busters" feature packages; HOLlywood Hist-O-Rama.

### **Jewell Radio & Television Productions**

(See Commercial Producers)

### **Victor Kayfetz Productions**

(See Commercial Producers)

### **Louis W. Kellman Prod.**

1729 Samson St., Philadelphia 3, Pa.  
Phone: LOcust 3-3892

President.....Louis W. Kellman  
General Manager.....Howard F. Vogt  
Sales Manager.....Edwin F. Prizer  
*Services Offered*—Commercial producer, program producer, producer-distributor.

### **King Features TV Production**

235 E. 45th St., New York 17, N. Y.  
Phone: MU 2-5600

Director.....Al Brodax  
Eastern Sales Director.....Ted Rosenberg  
Western Sales Director....Maurice Gresham  
Dir., Creative Services.....Gene Plotnik  
*Services Offered*—Producer and distributor of animated cartoons for television including, Popeye, Crazy Kat, Barney Google, Snuffy Smith and Beetle Bailey.

### **Jack Kinney Productions, Inc.**

(See Program Producers)

### **Knickerbocker Productions, Inc.**

630 Ninth Ave., New York 3, N. Y.  
Phone: CIRCLE 5-6710

Pres., Treas.....Howard A. Lesser  
Vice Presidents.....Renzo Olivieri,  
Thomas S. Dignan  
Secretary.....Agnes Grant  
*Services Offered*—Producers of all types of motion pictures.

### **Lakeside TV Co., Inc.**

1465 Broadway, New York, N. Y.  
Phone: LO 5-4582

President.....Richard Stevers  
Exec. Vice-Pres.....Bernard Schulman  
Vice President.....Hal Lawrence  
*Services Offered*—Distribution of film series world-wide & producer of network shows.  
*Productions*—Wild Life in Action, Where in the World? Opera and Ballet, Night Editor, The Magic Vault, Out of the Past, Tomahawk, Hobbies in Action, Wild Cargo and Time to Remember.

# TV FILM PRODUCERS & DISTRIBUTORS

## **Robert Lawrence Productions, Inc.**

(See Commercial Producers)

## **Jerry Layton Associates**

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

Phone: PLaza 2-3940

President ..... Jerry Layton  
Associate ..... Robert J. Corcoran  
*Services Offered*—Preparation and production of film and live television programs.  
*Current Productions*—Citizen's Arrest, High Heels, The D.A. and the Doll, Coincidence, The Butler Did It.

## **Mitchell Leichter**

1412 N. Gordon, Hollywood 28, Calif.

Phone: 110 7-6520

Pres., Head of Prod. .... Mitchell Leichter  
General Manager ..... Jean Rich  
*Services Offered*—Producer, distributor of films for television.

## **Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.

Phone: HOllwood 4-7287

Producer-Director ..... Gene Lester  
Comptroller ..... Albert J. Silverman  
Assoc. Producer ..... Martin Sperber  
*Services Offered*—TV film packages and commercials. Also Industrial and Slide Films.

## **Library Films Inc.**

723 Seventh Ave., New York 19, N. Y.

Phone: CIrcle 6-0130

President ..... Paul N. Robins  
Secretary, Treasurer ..... H. Jerome Harris  
*Services Offered*—16 mm distributor non-theatrical and television films.

## **Lou Lilly Productions**

(See Commercial Producers)

## **Jack London Productions, Inc.**

(See Program Producers)

## **Lopert Pictures Corp.**

729 7th Ave., New York, N. Y.

Phone: PLaza 7-3330

President ..... Hya Lopert  
Vice President ..... Arnold Picker  
General Mgr., TV Distrib. .... Robert B. Morin  
*Services Offered*: Distribution of feature films to TV.

## **James Love Productions, Inc.**

(See Commercial Producers)

## **Lux Brill Productions, Inc.**

(See Commercial Producers)

## **M.C. Pictures, Inc.**

165 West 46th St., New York, N. Y.

Phone: CI 7-4220

President ..... Armand Schneck  
V.P., General Sales ..... Jerome Balsani  
*Services Offered*—Distributors of feature films to TV.

## **MCA-TV Ltd.**

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

Phone: PLaza 9-7500

Film Syndication Div.

V.P. in Charge ..... David V. Sutton  
V.P. Sta. Prog. Sls. Div. .... Louis Friedland  
V.P. Chg. of N. Y. office ..... Frank Brill  
V.P., Director of Sales ..... Hal Golden  
V.P. Chg. of Chicago office ..... Jim Stirton  
V.P. Chg. of Cleveland office ... DeArv Barton  
V.P. Chg. of L. A. office ..... Bob Greenberg  
Vice President ..... James E. Denning  
Director of Adv. & Pub. .... Ed Aaronoff

### *Branch Offices*

9370 Santa Monica Blvd., Beverly Hills, Calif.  
1371 Peachtree St., N.E. Atlanta, Ga.  
125 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  
1445 Northwestern Bank Bldg., Minn., Minn.  
721 Olive St., St. Louis, Mo.  
101 Jones Bldg., Seattle, Wash.  
519 E. Trade St., Box 1503, Charlotte, N. C.  
139 Piccadilly, W1, London, England  
49 bis Ave. Hoche, Paris, France  
180 University Ave., Toronto 1, Ontario, Can.  
Hotel New Japan, Suite 881, 29 Nagata-cho,  
2 chrome, Chiyoda-ku, Tokyo  
Offices also in Rome, Munich, Mexico City,  
Berlin, Sydney.

*Services Offered* — Distribution of syndicated TV film programs and feature films.

*Productions*—The Adventures of Kit Carson, Bill Baker—USA, Overland Trail, Crusader, M-Squad, Federal Men, Follow That Man, Guy Lombardo and His Royal Canadians, Staccato, Suspicion, Riverboat, Man Behind the Badge, Cimarron City, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Mickey Spillane's Mike Hammer, "SA 7," Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9, Checkmate, Dragnet, Thriller, D.A.'s Man, Frontier Circus, Bachelor Father, Love That Bob, City Detective, Revue Anthology, 700 Paramount Feature Films.

## **MGM-TV**

A Division of Metro-Goldwyn-Mayer, Inc.  
1540 Broadway, New York 36, N. Y.

Phone: JU 2-2000

V.P., Sales ..... John B. Burns  
Dir. Finan. & Bus. Affairs. .... Jason Rabinovitz  
Syndication Sales Dir. .... Richard A. Harper  
Operations Director ..... Sol Schreiber

### *Branch Offices*

10202 West Washington Blvd., Culver City,  
Calif.

Phone: UP 0-3311

V.P. in chg. of Prods. .... Robert M. Weitman

## TV FILM PRODUCERS & DISTRIBUTORS

Western Syndicated Sls. Exec.—Charles Alsup  
Prudential Plaza, Chicago, Ill.  
Central Syndicated Sales

Exec. .... Edward Montanus  
*Services Offered*—Distributes MGM feature and short films, produces hour and half-hour series for national sponsorship and syndication.

*Productions*—Thin Man (72); Northwest Passage (26); Islanders (24); Asphalt Jungle (13); Cain's Hundred (30).

### **Major Television Productions, Inc.**

527 Madison Ave., New York 22, N. Y.  
Phone: PL 2-1122

President ..... Irving Lesser

### **Glenn Mann Productions, Inc.**

511 East 84th St., New York, N. Y.  
Phone: TR 9-2580

### **Marathon International Productions, Inc.**

10 East 49th St., New York 17, N. Y.  
Phone: MUrray Hill 8-1130

Pres., Exec. Prod. .... Konstantin Kalser  
V.P., Super. of Prod. .... Ken Baldwin  
Mgr., Newsfilm Opera. .... Howard Enders

#### *Branch Office*

Publicity House, Bell St., London, N.W. 1,  
England

Phone: PADdington 3120

Managing Director ..... Maurice Ford  
*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 Century Corp.**

6 West 57th St., New York 19, N. Y.  
Phone: Circle 5-3741

President ..... Milton Herson  
*Services Offered*—Production for radio, TV and the advertising industries.

### **The Marshall Organization, Inc.**

(See Program Producers)

### **Master Films Distributors, Inc.**

366 Madison Ave., New York 22, N. Y.  
Phone: OX 7-4565

President ..... George Caputo  
*Services Offered*: Distributors of Spanish language feature films (250).

### **Masterpiece Productions, Inc.**

1472 Broadway, New York 36, N. Y.  
Phone: BRyant 9-1647

Manager ..... Frances Kaplan  
*Services Offered* — Distributors of 25 re-issue features.

### **Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
Phone: HOLlywood 2-6635

President ..... John A. Ettlinger  
Vice-Pres., Secy. .... Marlyn M. Ettlinger  
National Sales Mgr. .... Buck Long  
Station Service Mgr. .... Helen Sweet  
Midwest Sales Mgr. .... Ben Barry  
Eastern Sales Mgr. .... Alec Campbell  
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.

### **Charles Michelson, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: Plaza 7-0695

President ..... Charles Michelson  
Treasurer ..... Aaron Michelson

*Services Offered*—Distributors of TV film program series, transcribed radio program series, Gennett, E.M.J. sound effect record libraries. Representatives for foreign broadcasting.

### **Milroy Productions, Inc.**

2508-B Franklin Rd., Nashville 4, Tenn.  
Phone: CY 7-5366

Mng. Vice President ..... Jim McConnell  
*Services Offered*—Telefilm productions.  
*Production*—Roy Acuff's Open House.

### **Modern Teleservice, Inc.**

219 E. 44th St., New York 17, N. Y.  
Phone: OXFord 7-2753

President ..... J. R. Ritenour  
Acct. Executive ..... Richard Bliss  
Office Mgr. .... Charlotte Shoaff

#### *Branch Offices*

201 E. Erie St., Chicago, 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 of 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.

### **Motion Picture Advertising Service Co., Inc.**

1032 Carondelet St., New Orleans 1, La.  
Phone: JA 5-2253



# TV FILM PRODUCERS & DISTRIBUTORS

President ..... Carl Mabry  
*Branch Offices*  
 Suite 624, International Bldg., 630 Fifth Ave.,  
 New York, N. Y.  
 Phone: JU 2-5485

V.P., TV Sales.....L. Barry Bernard  
 2013½ Young St., Dallas, Tex.  
 Phone: RI 8-8254

Account Exec.....Clyde W. Rembert, Jr.  
 333 Michigan Ave., Chicago, Ill.  
 Phone: AN 3-3022

Account Exec.....Neale Oliver  
*Services Offered*—Spot commercials for TV,  
 motion picture theaters and drive-ins. Extensive  
 studio facilities for all phases of film  
 production.

*Productions*—New Orleans Police Dept.,  
 The Tracer, Do You Know Why?

## Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.  
 Phone: PL 3-4840

President.....C. F. Vetter, Jr.  
 Studio Manager.....Gerald Margolis  
*Services Offered*—Film production service,  
 specializing in serving film producers. All  
 production facilities and services.

## Morielab, Inc.

619 W. 54th St., New York 19  
 Phone: JUdson 6-0360

Pres. & Board Chmn.....Saul Jeffee  
 Exec. Vice President.....Frank S. Bernan  
 V.P., Sales.....Ben Bloom  
 V.P., Production.....Ted Gaaki  
 V.P., Color.....John J. Kowalak  
 Sales Manager.....Burton Stone  
 Secretary, Treas.....Daniel S. Eisenberg  
*Services Offered*—Developing & printing  
 35 & 16 mm color and black & white motion  
 picture films, etc. Screening room with inter-  
 lock projection equipped with both magnetic  
 & optical sound.

## Owen Murphy Productions, Inc.

(See Commercial Producers)

## Music Makers, Inc.

(See Commercial Producers)

## NBC Films, Inc.

30 Rockefeller Plaza, New York, N. Y.  
 Phone: Circle 7-8300

President.....Morris Rittenberg  
 Vice President.....William P. Breen  
 Mgr., Sales Planning.....Ira Wolff  
*Sales Representatives*

California.....Cliff Ogden  
 Chicago, Ill.....Robert Blackmore  
 Columbus, Ohio.....William Wineberg  
 Greensboro, N. C.....Henri C. Profenius  
 New York City.....Robert Brenner  
*Services Offered*—Television film series  
 program sales and syndication.

## National Screen Service Corp.

Television & Industrial Films Division  
 (See Commercial Producers)

## National Telefilm Associates, Inc.

8530 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: OL 5-7701

President.....Berne Tabakin  
 Vice President, Sales.....Peter Rodgers  
 V.P., Treas.....Burton Lippman  
 Sec. Gen. Counsel.....Gunther Schiff  
 Foreign Sales Dir.....Remi Crasto  
 Comptroller.....Burt Bastedo

### Branch Offices

444 Madison Ave., New York, N. Y.  
 Phone: PLaza 3-6106

East. Sales Mgr.....Jerry Kurtz  
 612 N. Michigan Ave., Chicago, Ill.  
 Phone: MI 2-5561

Exec. in Chg.....Pat O'Brien  
 Maywood Lake, Olive Branch, Miss.  
 Phone: ME 7-5118

Exec-in-Chg.....Charlie Britt  
 175 Bloor St. E., Toronto, Ont.  
 Exec. in Charge.....David Griesdorf

### International Office

109 Jermyn St., London, England  
 Vice Pres. in Chg.....Sidney L. Simpson  
*Services Offered*—Television programs and  
 features for national, regional and local spon-  
 sorship. Also TV and radio station operation,  
 production distribution.

*Productions*—Play of the Week, Open End,  
 Mike Wallace Interview, Assignment Under-  
 water, How to Marry a Millionaire, Man  
 Without a Gun, This Is Alice, Sheriff of  
 Cochise, U. S. Marshal, Grand Jury.

## National Telepix, Inc.

1270 Sixth Ave., New York 20, N. Y.  
 Phone: CO 5-4575

Bd. Chairman, Pres.....Edward N. White  
 V.P., Prod.....Jack Saunders  
 Secretary.....Milton E. Mermelstein  
 Treas.....Abe Gershen  
 Board of Dir.....Jerry Werger, Sam Lake  
*Services Offered*—Producers & distributors  
 of TV films.

*Productions*—Mischief Makers, Comedy  
 Capers.

## 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.

## News-Screen, Inc.

(Div. of Sterling Movies, U.S.A.)  
 375 Park Ave., New York 22, N. Y.



## TV FILM PRODUCERS & DISTRIBUTORS

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 A. Niles**  
**Communications Centers, Inc.**  
(See Commercial Producers)

**Odyssey Productions**  
24 East 51st St., New York 22, N. Y.  
Phone: PLaza 2-1750  
President.....Lowell Thomas  
V.P. Chg. Production & Exec.  
Director.....Milton A. Fruchtman  
Corporation Secretary.....Gerald Dickler  
*Services Offered*—Film and idea package producers.

**Official Films, Inc.**  
724 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-0100  
Chairman of Board.....Louis C. Lerner  
President.....Seymour Reed  
Vice Presidents.....Robert Sanford,  
Howard B. Koerner, Leonard I. Schreiber  
Treasurer.....James P. Miller  
Asst. Treasurer.....Stanley Mitchell  
Asst. Secretary.....Howard B. Koerner  
V.P., Sales.....Robert A. Behrens  
Board of Directors.....Louis C. Lerner,  
Chairman; Louis Levinson, Stanley Mitchell,  
Seymour Reed, Leonard I. Schreiber  
*Branch Offices*  
831 N.E. 182nd Terrace, N. Miami Beach, Fla.  
Phone: WI 5-2215  
Manager.....Al Lanken  
1111 Larrabee St., Los Angeles 69, Calif.  
Phone: HO 6-4409

*Services Offered*—Distribution of filmed TV programs for national and syndicated release. Also cartoons.

*Productions*—Biography, Peter Gunn, Mr. Lucky, Yancy Derringer, Wire Service, Du Pont Theater, Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, Spunky & Tadpole, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Police Station, De-coy, Rocky Jones—Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline Europe, Sword of Freedom, International Detective, What Are the Odds?, Almanac, Greatest Headlines of the Century, Playboy's Penthouse, Sportfolio, Cartoon Library, Cowtown Rodeo, The Big Story, Africa Now, Biography.

**Overseas Programming  
Companies, Ltd.**  
230 Park Ave., New York 17, N. Y.  
Phone: MU 9-5857

President.....Irving Feld  
*Services Offered*—Distribution of television programs (33 series) outside the United States; importation of television programs from all over the world and their distribution within the United States and elsewhere.

**P.G.L. Productions, Inc.**  
(See Commercial Producers)

**Pan Video Productions, Inc.**  
200 West 57th St., New York 19, N. Y.  
Phone: Circle 7-6486  
President.....Guy LeBow  
Exec. Vice President.....Elliot Mandel  
Vice-President.....Dominic Coppotelli  
Directors.....Antonino Rocca,  
Sanford H. Metlis, David Piel, Ken Smith  
*Services Offered*—TV & film productions, live-tape programs, motion picture releases, commercials.

**Paramount Television  
Productions, Inc.**  
5800 Sunset Blvd., Los Angeles 28, Cal.  
Phone: HO 9-3181  
President.....Paul Raibourn  
V.P., General Manager.....S. L. Adler  
Production Sales Mgr.....Don Patten  
Director, Facilities.....Robert Quinlan  
N. Y. Office  
1501 Broadway, New York 36, N. Y.  
Phone: BRyant 9-8700  
Production Sales.....Don Tafner  
*Services Offered*—Facilities rental and production.  
*Productions*: The Wrangler, Polka Parade, Youth Court, Municipal Court, Wrestling.

**Pathe News, Inc.**  
245 West 55th St., N. Y. 19  
Phone: JUDson 6-8920

President.....Joseph P. Smith  
Exec. Vice Pres.....Samuel A. Costello  
V.P., West Coast Opera.....Francis D. Smith  
V.P., Educational Dir.....John C. Smith  
V.P., Gen. Counsel.....Harry M. Pimstein  
Secy., Contoller.....Irwin Abrams  
Dir., Operations.....Bernard J. O'Rourke  
Exec. Producer.....Robert A. Craig  
*Services Offered*—Owners of educational film library, musical telecriptions library, cartoons, comedics, sport shorts.

*Productions*—Magic Moments In Sports, Milestones of the Century, Men of Destiny, The Wonderful Planet Earth, Yankee Doodle Tales, Science Scouts, Frankie Fontaine Showtime, Harlem Variety Revue.

**Ray Patin Productions**  
(See Commercial Producers)

**Lloyd Pearson Associates**  
(See Commercial Producers)

## TV FILM PRODUCERS & DISTRIBUTORS

### **Peerless Film Processing Corp.**

421 West 54th St., New York 19, N. Y.  
Phone: JU 2-0052

Vice Pres., Opera..... Stanley Cohen  
Treasurer..... Barbara Holz  
*West Coast Branch*

959 Seward St., Hollywood 38, Calif.  
Phone: HOLLYWOOD 7-9223

Vice President..... Victor C. 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.

### **Al Petker/Personality Scope**

328 South Beverly Drive, Beverly Hills, Calif.  
Phone: CRestview 4-0225

President..... Frank E. Mullin  
Exec. Vice Pres..... Marianne Duest  
Vice President..... Peter A. Cavallo, Jr.  
Vice President..... Harold B. Rorke  
*Services Offered*—Celebrity Fives—five minute daily, five days per week star programs available to radio stations at no cash cost and on an exclusive basis in each city. PSM—Public service miniatures. 80 minutes to 120 minutes of non-commercial public service spots (in 60 second segments) for radio stations each month at no cash cost.

### **Playhouse Pictures**

(See Commercial Producers)

### **Post Pictures Corp.**

171 East Post Road, White Plains, N. Y.  
Phone: WII 6-8161

President..... Harry A. Post  
*Services Offered*—Distributors of TV films.

### **Jules Power Productions, Inc.**

9 East 75th St., New York 21, N. Y.  
Phone: LEhigh 5-8580

President..... Jules Power  
Vice President..... Daniel Wilson  
*Branch Office*  
228 N. LaSalle, Chicago 1, Ill.  
Phone: ANdover 3-1422

Office Manager..... Hazel Rothbart  
*Services Offered*—Production and distribution of live and filmed programs.

### **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 production of features & shorts.

### **Premiere Artists & Productions Agency**

1046 N. Carol Dr., Los Angeles 69, Calif.  
Phone: CRestview 4-5489

Owner..... Harold Jovien  
*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.

### **Prime TV Films, Inc.**

120 West 57th St., New York 19, N. Y.  
Phone: COLUMBUS 5-7480

President..... Michael Hyams  
Vice Pres..... Alec Campbell, Jr.  
*Services Offered*—Distributors of 350 features plus science fiction, mystery and horror.  
*Productions*—Laurel & Hardy (2 reels; 60. features; 13); Golden Age of Comedy; Pied Piper of Hamelin (color); Animal Farm (color).

### **Producers Studio, Inc.**

650 N. Bronson Ave., Los Angeles 4, Cal.  
Phone: HOLLYWOOD 6-3111

President..... Fred Jordan  
Vice President & Sec..... Gerald L. King  
Vice President & Treas..... John Young  
Vice President..... Arthur Gaunt  
General Manager..... Bernard Barron  
*Services Offered*—Rental of stage space & equipment.

### **Public Affairs Radio Inc.**

150 Broadway, New York 38, N. Y.  
Phone: BA 7-6563

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., This Is Wall St.

### **RCA Recorded Program Services**

(See Transcription Co.'s)

### **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  
V.P..... Lothar Wolf  
Secretary..... Ambrose Doskove  
Treasurer..... Martin J. Maloney  
*Services Offered*—Feature, commercial and educational film producers.

### **The Radio & Television Commission of the Southern Baptist Convention**

6248 Camp Bowie Blvd., Ft. Worth 16, Tex.  
Director..... Dr. Paul M. Stevens  
Assoc. Dir., Promo. & Publ. Clarence Duncan  
TV Production..... Truett Myers  
Radio Production..... Ted Lott  
Acct. & Personnel..... Carlyle Hayes  
Station Relations..... Jim Johns, Charles Roden

## TV FILM PRODUCERS & DISTRIBUTORS

*Services Offered*—Public service programs: religious, weekly.

*Productions* — For Radio: The Baptist Hour, 30 mins.; Mastercontrol, 30 mins.; Patterns, 30 1/2 mins.; The International Sunday School Lesson, 15 mins.; Music to Remember, 15 mins.; La Hora Bautista, 30 mins.; Chapel Upstairs, 15 mins.; For TV: The Answer, 77 half-hours.

### **Raggedy Ann Prod., Inc.**

10,000 Riverside Dr., N. Hollywood, Calif.  
Phone: PO 9-2322

President .....Arnand Schaefer  
Exec. V.P., Treas.....Philip S. Cobey  
Secretary .....Ruth A. Cobey  
Asst. Treas.....Norman H. Herzog  
*Services Offered*—The Raggedy Ann & Andy TV series, radio show & theatrical features.

### **Roland Reed Productions, Inc.**

(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.

### **Reeves Sound Studios**

A Division of Reeves Bcstg. & Dev. Co.  
304 East 44th St., New York 17, N. Y.  
Phone: OR 9-3550

President.....Chester L. Stewart  
*Services Offered*—Sound recording studios. Also videotape facilities.

### **Regis Films**

1037 N. Cole Ave., Los Angeles 38, Calif.  
Phone: HOLLYWOOD 2-2393

V.P. Chg. of Sales.....Larry Nunn  
*Services Offered*—TV film distributors and producers

### **Bob Reichenbach**

81 Buckeye Ave., Oakland 18, Calif.  
Phone: OL 3-0703

General Manager.....Bob Reichenbach  
*Services Offered*—Radio program producer & distributor, special background music for dubbing to tape, disc or film.

*Productions*—On tape: Along the Trail with Pappy Cheshire, The M.J.B. Show; on disc: Stand By . . . for Crime, Pappy Cheshire's Ranch Round-up.

### **Republic Television Features**

(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 Donnelley, Richard Irving, Patrick Kelley, Richard Lewis, Louis Lindsay, Manning O'Connor, Geo. Stern, Howard Christie.

*Services Offered*—Studio facilities.

*Productions*—The Tall Man, The Deputy, General Electric Theatre, Checkmate, Shotgun Slade, Thriller, Whispering Smith, Wells Fargo, Wagon Train, Laramie, Bachelor Father, Leave It To Beaver, M-Squad, Alfred Hitchcock Presents, Bringing Up Buddy, Ichabod, Westinghouse Playhouse.

### **Stuart Reynolds Productions**

195 S. Beverly Dr., Beverly Hills, Cal.  
Phone: CRestview 4-7863

Owner .....Stuart Reynolds  
*Services Offered*—Prod. of TV films.

*Productions*—G.E. Theatre, Cavalcade of America.

### **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 Rouch Studios**

8822 Washington Blvd., Culver City, Calif.  
37 West 57th St., New York 19, N. Y.  
Phone: CI 5-4135

V.P., Sales.....H. R. Gelbspan  
*Services Offered*—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

### **Peter M. Robeck & Co., Inc.**

230 Park Ave., New York 17, N. Y.  
Phone: MU 9-2687

President.....Peter M. Robeck  
V.P.'s...William Finkeldey, Joseph F. Greene

*Branch Office*

612 N. Michigan, Chicago 12, Ill.  
Phone: WH 4-5438

Manager.....Karl von Schallern  
*Services Offered*—Distribution & production for TV.

*Distributing*—The Pioneers, 104 half hours; Anzac, 26 half hours; Age of Kings, 15 hours; Trails West, 52 half hours.

### **Joseph F. Robertson Organization**

1151 Sarah St., No. Hollywood, Calif.  
President .....Joseph F. Robertson  
*Services Offered*—Producer & director of theatrical films for all media, domestic & international.

### **Rocket Pictures, Inc.**

(See Commercial Producers)

### **F. K. Rockett Productions**

(See Commercial Producers)

# TV FILM PRODUCERS & DISTRIBUTORS

## Rodney-Young Enterprises

(See Program Producers)

### Roy Rogers Syndication, Inc.

357 North Canon Drive, Beverly Hills, Calif.

Phone: CRestview 4-5954

President.....Edward L. Koenig, Jr.

Services Offered: World-wide distribution of 100 Roy Rogers half-hour television shows and 26 Brave Eagle television shows.

### Romper Room, Inc.

2229 N. Charles St., Baltimore 18, Md.

Phone: CHesapeake 3-3630

President.....Bertram H. Claster

Director of Sales.....S. Herbert Kaufman

Promotion Director.....E. Alex Dietrich, Jr.

Production Mgr.....Sam McLanahan

Services Offered—Producers and distributors of The Romper Room.

### Danny Rouzer Studio

(See Commercial Producers)

### R-TV Enterprises

(See Program Prod.)

### Sande & Greene, Inc.

(See Commercial Producers)

### Sarra, Inc.

(See Commercial Producers)

### Bernard L. Schubert, Inc.

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

Phone: MUrray Hill 8-0940

Services Offered—Producer & distributors of TV programs & series—live & film.

Productions—Mr. & Mrs. North, Movie Quick Quiz, Topper, TV Reader's Digest, White Hunter, Eddie Arnold, Musical Jam-boree.

### Walter Schwimmer, Inc.

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

Phone: FRanklin 2-4392

President.....Walter Schwimmer

V.P., Chg. of Sales.....Bernard Crost

V.P., Chg. Pgmng.....Arthur E. Pickens, Jr.

Branch Office

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

Phone: ELdorado 5-4616

Manager.....Jack Arden

Services Offered—TV and radio package programs.

Productions—TV: Championship Bowling, Championship Bridge with Charles Goren, Championship Tennis; Radio: Tune Test, Tello-Test.

### Scope TV, Inc.

45 West 45th St., New York 36, N. Y.

Phone: NU 2-5667

President.....Elliott Abrams

Services Offered—TV distribution of film and live shows, Production of new program concepts, TV syndication consultant.

## Scott-Textor Productions

(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

V.P., International Oper.....Lloyd Burns

V.P. Chg. Synd.....Robert Seidelman

Treasurer.....Berton Schneider

Dir., Contract Negotiations, Sec.....R. Karp

Comptroller.....Milton Klein

Dir., Merchandising.....Edward Justin

National Sales Mgr.....Jack Sobel

Director, Publicity.....Don Garrett

Technical Director.....M. Peter Keane

Dir., Adv.-Sls. Planning.....Pierre Marquis

Syndicated Sales

Eastern Manager.....Daniel Goodman

Western Mgr.....Robert Newgard

Mid-West Mgr.....William Hart

North-Central Mgr.....Marvin Lowe

Southern Mgr.....Don Bryan

South West Mgr.....Frank Parton

International

102 Peter St., Toronto, Ont., Canada

Gen. Mgr.....Ray Junkin

Film House, 142-150 Wardour St.,

London, W1, England

Sales Rep.....George Blaug

MLC Bldg., 105-153 Miller St., No. Sydney,

N.S.W., Australia

Managing Director.....Joe Joel

Avenue Cuauhtemec #60, 50 Piso,

Mexico 7, D.F., Mexico

Kanesaka Bldg., 15, 2-Chome, Shiba Tamura-

cho, Minato-Ku, Tokyo, Japan

Hollywood

1334 N. Benchwood, Hollywood, Cal.

Phone: HOLlywood 6-3141

V.P., West Coast Activities.....W. Dozier

V.P.'s & Exec. Producers...Harry Ackerman,

William Sackheim

V.P., Exec. Prod. Mgr.....Charles Fries

Exec. Prod., Synd. Prog.....R. Sparks

Gen. Asst. to W. Dozier.....Selmer Chalif

Asst. Secretary.....Arthur M. Frankel

Casting Dir.....Mildred Gnsee

Producers.....James Fonda,

Tony Wilson, Matthew Ruff, Jerry Briskin,

Dick Wesson, Lewis Reed

Publicity Director.....James Hardiman

Story Editor.....Peggy Phillips

Editorial Chief.....Larry Werner

ELLIOT, UNGER & ELLIOT

COMMERCIAL PROD. DIV.

414 W. 54th St., N. Y. C.

Phone: JUdson 6-5582

New York....Steve Elliot; William Unger;

Mike Elliot; Al Mendelsohn, Sls. Mgr.

Hollywood.....Joe Swavely

Services Offered—Production, distribution

TV film programs, commercials.

Productions—Father Knows Best, Donna

Reed Show, Dennis the Menace, Medicine

## TV FILM PRODUCERS & DISTRIBUTORS

1960, Rescue 8, Manhunt, Two Faces West, Naked City, Huckleberry Hound, Quick Draw McGraw, Yogi Bear, The Flintstones, Route 66, Churchill Memoirs, Empire, Jetsons, Our Man Higgins, Hazel.

### **Seven Arts Associated Corp.**

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

Phone: 972-7777

President ..... Eliot Hyman  
 Secretary-Treas. .... Samuel H. Haims  
 V.P., Gen. Sales Mgr. .... W. Robert Rich  
 V.P., Natl. Sales Mgr. .... Donald Klauber  
 Dir. of Operations. .... Herbert Riehek  
 Dir. of Sta. Rep. & Natl. Sls.

Leonard Hammer  
 Eastern Div. Mgr. .... Lloyd Krause  
 Eastern Div. Acc. Exec. .... Jack Heim  
 Dir., Adv., Sales Promo.,

Pub. .... Harvey Chertok

#### *Branch Offices*

4630 Estes, Lincolnwood, Ill.

Phone: OR 4-5105

Midwest Sales Mgr. .... Robert Hoffman  
 Midwest Acct. Exec. .... Howard Grafman  
 3562 Royal Woods Drive, Sherman Oaks, Cal.  
 Phone: STate 8-8276

West Coast Div. Mgr. .... George Mitchell  
 West Coast Div. Acct. Exec. .... Alden Adolph  
 5641 Charleston Drive, Dallas, Tex.

Phone: AD 9-2855

Southwest Div. Mgr. .... David Hunt  
 Southwest Div. Acct. Exec. .... Carl Miller

### **SEVEN ARTS PRODUCTIONS**

#### **INTERNATIONAL, LTD.**

24 Berkeley Sq., London, W. 1, Eng.

Phone: HYde Park 0671

V.P. in Chg. Foreign Oper. .... Norman Katz

*Services Offered* — TV distributor of 36 Warner Bros. "Films of the 50's" (Volume 1); 41 Warner Bros. "Films of the 50's" (Volume 2); 41 Warner Bros. "Films of the 50's" (Volume 3); 40 Twentieth Century-Fox "Films of the 50's" (Volume 4); 53 Warner Bros. "Films of the 50's" (Volume 5); Boston Symphony Orchestra series of 13 one-hour TV Concert Specials; "The Emmett Kelly Show" a series of 39 half-hour programs, and a new half-hour TV series, "The World's Amateur Boxing Championships."

### **7 League Productions, Inc.**

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

Phone: PLaza 7-3638

President. .... Richard Merrill Gillaspay  
 V.P., Sales. .... Joseph G. Leslie  
 V.P., Programming. .... Jerry Speaker  
 Dir., Synd. Sales. .... William Renfro  
 Production Mgr. .... Robert Dunham  
 Producer, Story Ed. .... Frank Share

#### *Branch Offices*

507 N.W. 2nd St., Homestead, Fla.

Phone: CI 7-446

President ..... Richard M. Gillaspay

936 Lake Shore Drive, Chicago, Ill.

Phone: DE 7-6094

Central Sales Mgr. .... Marion Timmers

*Services Offered*—Producers of all types of programs for live, video tape, or film television, including package programs, agency shows, spots, industrial and documentary.

*Production*—The Show of Shows, Wide Wide World, The Hallmark Hall of Fame, Mr. Wizard, The Ernie Kovacs Show, Tonight, Today, The GM Motorama.

### **Show Corp. of America**

International Bldg.

45 Rockefeller Plaza, New York, N. Y.

Phone: PL 7-9820

President. .... C. Robert Manby  
 Vice Pres. .... Frederick S. Schneider  
 Sales Service, Traffic. .... Phil Parisi

*Services Offered*—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

### **Signal Productions, Inc.**

6223 Selma Ave., Hollywood 28, Calif.

Phone: HO 3-4173

V.P. Gen. Mgr. .... Edwin W. Buckalew

*Services Offered*—Produce and syndicate radio programs.

### **Al Simon Productions, Inc.**

(See Commercial Producers)

### **Skibo Productions, Inc.**

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

Phone: PLaza 7-2265

President-Treas. .... Patrick E. Shanahan  
 Secretary .... George Blake

*Services Offered*—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

### **Stephen Slesinger, Inc.**

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

Phone: YUkon 6-8166

President ..... Shirley A. Slesinger

*Services Offered*—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

### **Fletcher Smith Studios, Inc.**

(See Commercial Producers)

### **Walter Harrison Smith**

#### **Associates, Inc.**

222 East 44th St., New York 17, N. Y.

Phone: OXFord 7-9174

President. .... Walter H. Smith

*Services Offered*—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

### **Specialty Television Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr. .... Jules B. Weill

# TV FILM PRODUCERS & DISTRIBUTORS

*Services Offered*—Motion picture film, features for television broadcasting.

## Sports Publicity Institute Inc.

817 W. Grace St., Chicago 13, Ill.  
Phone: WE 5-2218

President .....Vince McMahon  
Vice President.....Fred Kohler  
Vice Pres. & Natl. Sales Mgr.....Bob Luce  
*Branch Office*

1332 Eye St. N.W., Washington, D.C.  
Phone: DI 7-2432

Rep. ....Arnold Skoaland  
*Services Offered* — Producers and distributors of wrestling shows on tape and film.  
Production: Wrestling Champions.

## Square Deal Pictures Co.

357 S. Wilton Place, Los Angeles 5, Calif.  
Phone: 934-5061

General Manager.....Donn Marvin  
Art Director.....K. M. Hyde  
Dir. of Photography.....Tom Maley  
Bus. Mgr.....E. F. Marvin  
*Services Offered*—Produce & distribute films for TV and other uses.

*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 9-9011

Producer, Dir.....Ozzie Nelson  
Associate Producer.....Leo Pepin  
Cameraman .....Harold Lipstein  
Music Director.....Buzz Adlam  
*Services Offered*—Producing the television series, "Adventures of Ozzie and Harriet."

## Al Stahl Productions

(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*—Production distributor.

## Wilbur Stark

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: OLive 1-1620

President .....Wilbur Stark  
25 W. 54th St., New York, N. Y.  
Phone: CI 6-0042  
*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  
Exec. Vice-President.....Sophie C. Hohne  
V.P., General Manager....G. Roger Cahancy  
Mgr., TV Dept.....Ophelia Brussaly  
*Services Offered*—Distributors of sponsored

"free" films to television stations and to general 16 mm. audiences.

## Sterling Television Co., Inc.

(An Affiliate of the Walter Reade-Sterling Group)

6 East 39th St., New York 16, N. Y.  
Phone: MU 3-6300

President .....Saul J. Turell  
Gen. Sales Mgr.....Harold Plevin  
*Branch Offices*

1680 N. Vine St., Hollywood, Calif.  
Phone: HO 4-6111

Mgr. ....Alan Gleitsman  
100 W. Monroe St., Chicago, Ill.  
Phone: FI 6-1918

Mgr. ....Robert P. Schlessel  
*Services Offered*—Producer and distributor of TV, shorts and film series. Distributor for independent producers.

*Productions*—The Golden Age of Hollywood (Silents Please), The Special of the Week.

## Stockdale & Company, Inc.

(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*—Mandolin, Flicker Frolics, Foodini The Great, Trip to the Moon, Battle in the Clouds.

## Storer Programs, Inc.

500 Park Ave., New York 22, N. Y.  
Phone: PLaza 2-7525

Vice Pres. in charge.....Terry H. Lee  
Operations Manager.....Buddy Ray  
Sales Manager.....Jacques Liebenguth  
National Mkt. Mgr.....Hank Davis  
Prog. Dev. Mgr., TV Div.....Robert I. Guy

### Branch Offices

1717 N. Highland Ave., Hollywood 28, Calif.  
Phone: HO 2-2218

Western Mgr. ....James Strain  
333 Michigan Ave., Chicago 1, Ill.  
Phone: CEntal 6-3863

Midwestern Manager.....Dick Baldwin  
1018 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 876-8500

Southeastern Manager.....Bill Mason  
4971 Dumfries, Houston 35, Tex.  
Phone: PA 3-4307

Southwestern Mgr.....James DeLaney  
*Services Offered*—Producer & distributors of television programming.

## Wilbur Streech Prod., Inc.

(See Commercial Producers)



## TV FILM PRODUCERS & DISTRIBUTORS

### **Superman, Inc.**

7324 Santa Monica Blvd., Los Angeles, Calif.  
Phone: Oldfield 4-8000

Vice Pres. .... Whitney Ellsworth  
*Services Offered* — Production of the  
"Superman" television series.

### **Swift-Chaplin Productions, Inc.**

(See Commercial Producers)

### **TV Marketeers, Inc.**

Suite 1120, 41 East 42nd St., New York 17,  
N. Y.

Phone: YUkon 6-2553

President ..... Wynn Nathan  
Eastern Sales Mgr. .... Joseph J. Madalena  
*Branch Offices*

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

Phone: Michigan 2-7727

Exec-in-Chg. .... John Rohrs  
650 N. Bronson Ave., Los Angeles, Calif.

Phone: HO 6-3111

Exec-in-Chg. .... Gerry King  
Comptroller ..... Frank Wolf

*Services Offered* — Producers representative,  
for TV series, spectaculars, film & live,  
feature films & commercial films for TV,  
industrial films.

### **T-V Visuals, Inc.**

(See Commercial Producers)

### **Talbot Television Ltd.**

30 Dean St.,

London W.1., England

Phone: GERrard 2673

Manager ..... Angela Cuthbertson  
*Services Offered* — Distribution of Tele-  
vision films.

*Productions* — Silents Please, Biography,  
Terrible Ten, Anzac, Picture Book Parade,  
Hopalong Cassidy, Horizons of Science.

### **Tandem Enterprises, Inc.**

5451 Marathon St., Los Angeles 38, Calif.

Phone: HOLlywood 9-2411

President ..... Bud Yorkin  
V.P., Secy. .... Norman Lear

Treas. .... Robert Miller  
*Services Offered* — Executive producers for  
The Andy Williams Show.

### **Tel National Inc.**

5880 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 2-1133

President ..... Donald H. Estey  
Vice Presidents. .... M. Low, Ted Tabak

*Service Offered* — Distributor of films.

### **Tele Features, Inc.**

15 West 44 St., N. Y. C.

Phone: YUkon 6-4979

President ..... Al Odeal  
*Services Offered* — Syndication of cartoons,  
comedies, and features.

*Productions* — Courageous Cat cartoon se-  
ries and the Comedy Carnival package, Giant  
Caper, Small Town Idol.

### **Telecine Film Studios, Inc.**

(See Commercial Producers)

### **Teledynamics Corporation**

729 Seventh Ave., New York 19, N. Y.

Phone: JUdson 6-6052

President ..... Irwin Pizor  
Exec. V.P. .... Jack Flax  
Vice President. .... Dan Kennis

### **Teledynamics International, Inc.**

729 Seventh Ave., New York 19, N. Y.

Phone: JUdson 6-6052

President ..... Irwin Pizor  
Vice President. .... Jack Flax  
Vice President. .... Dan Kennis

*Branch Offices*

289 Viale Somalia, Rome, Italy

Phone: 8389932

Managing Director. .... Alfredo Panone

20 Sonnenstrasse, Munich 15, Germany

Phone: 55 74 96/7

Managing Director. .... Elfie Thuy

### **Telefilm of Canada**

130 Carlton St., Toronto, Ont., Can.

Phone: WA 2-2149

President ..... J. H. Solway  
V.P., General Mgr. .... Richard Rosenberg

Sales Execs. .... Lawrence Fein, Syd Snider-  
man, Bert Frank

*Services Offered* — Distributors of film &  
tape programs for TV.

### **Telemated Motion Pictures**

(See Commercial Producers)

### **Telepix Corporation**

(See Commercial Producers)

### **Teleprogramas De Mexico S.A.**

Televicentro, Chapultepec 18, Mexico 1, D. F.,  
Mexico

Manager ..... Rene Anselmo

*Services Offered* — Production & distribu-  
tion of spanish language Videotape and  
filmed programs.

*Productions* — Soap Operas, Musicals, Dra-  
matic Shows, Bullfights, Boxing and Comedy.

### **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. Studio reuting. Editing and record-  
ing services.

*Production* — Animaland.

### **Telescreen Advertising Co.**

(See Screen Gems, Inc.)

# TV FILM PRODUCERS & DISTRIBUTORS

## Telesynd

(Division of Weather Organization)  
136 East 57th St., New York 22, N. Y.  
Phone: PLaza 2-3210

President ..... Hardie Frieberg  
Branch Office

270 North Canon Drive, Beverly Hills, Calif.  
Productions—Lone Ranger, (166): Lone Ranger Feature Film.

## Television Broadcasting Service, Inc.

(See Program Producers)

## Television Graphics, Inc.

(See Commercial Producers)

## Television Industries, Inc.

400 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-6800

President ..... Max E. Youngstein  
Exec. V.P. .... Jerome Pickman  
Vice President ..... Martin J. Robinson  
Vice President ..... Charles F. Simonelli  
Secretary ..... M. Morton Siegel  
Treasurer ..... Martin Schildkraut  
Services Offered: Feature films; short subjects; film packages; television and radio time.

## Television Interamericana, S.A.

1545 Ponce de Leon Blvd., Coral Gables, Fla.  
Phone: 661-7629

President ..... Goar Mestre  
Exec. Vice President ..... Arturo Chautau  
Manager ..... Manuel Vidal  
Representatives

Calle Lima No. 1261, Buenos Aires, Argentina  
Proatlet ..... Ramon Alonso  
Apartado Aereo 7030, Bogota, Colombia  
Radio TV Interamericana ..... Fernando Gomez  
c/o Petrolite Corp., Hotel Avila, Caracas, Venezuela

Representative ..... John A. Cruz  
Apartado 8631, Fdez. Juncos Sta., Santurce, Puerto Rico

Int. Service Agency ..... Carlos Rivera  
Ave. Chapultepec 18, Mexico, D. F.

Provedora de Television, S.A.  
Fernando Diez Barroso

Paseo de la Florida 19, Madrid, Spain  
Iberica de Com. y Exp., S.A.

Orlando R. Beceiro  
Services Offered—Exclusive representatives of CBS Films, Inc. for Latin America and Spain. Other properties on distribution.

## Television International Co.

38 E. 57th St., New York, N. Y.  
Phone: MU 8-6380

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 Personalities, Inc.

527 Madison Ave., New York 22, N. Y.  
Phone: PL 2-3630

V.P. in charge of Sales ..... Alvin E. Unger  
Branch Office

440 Lakeside Drive, Burbank, Calif.  
Phone: VI 9-6666

President ..... Henry G. Saperstein  
Productions—Mister Magoo and Dick Tracy cartoon series in black and white and color.

## Television Screen Productions, Inc.

(See Commercial Producers)

## Telemex, S.A.

Monterrey 150-304, Mexico 7, D.F.  
Phone: 25-25-30

President ..... Henry F. Ehrlich  
Manager ..... Manin M. Feduchy  
Services Offered—Distribution of U. S. filmed TV shows in Mexico and Latin America.

## Time-Life Broadcast, Inc.

Time & Life Bldg., Rockefeller Center,  
New York 20, N. Y.  
Phone: JU 6-1212

President ..... Weston C. Pullen, Jr.  
V.P., Gen. Mgr. .... Frederick S. Gilbert  
V.P., Internat. Devel. .... Sig Mickelson  
Business Manager ..... Andrew J. Murtha  
Productions—Bob Drew & Associates film productions.

## Toddy Pictures Company

118 Walton St., N.W., Atlanta 1, Ga.  
Phone: MU 8-3117

President ..... T. Toddy  
General Manager ..... James L. Roberts  
Services Offered—Commercials; industrials.

## Toreto Films, Inc.

9835 Charleville Blvd., Beverly Hills, Calif.  
Phone: CR 4-6023

President ..... Loretta Young  
Secretary, Treas. .... Robert F. Shewalter  
Services Offered—Producing films for television.

Production—The Loretta Young Show.

## Trans-Lux Television Corp.

625 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-3110

President ..... Richard Brandt  
Vice President ..... Richard Carlton  
East. Div. Mgr. .... Murray Oken  
Asst. Vice President ..... Sidney Ginsberg  
Asst. to V.P. .... Richard Restler  
Publicity Director ..... Barbara Wilkens

# TV FILM PRODUCERS & DISTRIBUTORS

## Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 2-6903

Western Div. Manager...A. L. Manheimer  
520 N. Michigan Ave., Chicago, Ill.

Phone: SUPERIOR 7-3995

Midwest Div. Manager...M. E. Ormond  
**Services Offered**—Distribution of filmed television programs; short subjects, series and features.

**Productions** — Encyclopaedia Britannica Films; Feature Films; Animal Parade; The American Civil War; Felix The Cat; It's A Wonderful World; Frontiers of Knowledge; Guest Shot; Zoorama; The Mighty Hercules; Junior Science.

## Tribune Films, Inc.

141 East 44th St., New York 17, N. Y.

Phone: MURRAY Hill 7-2590

President.....Miss Roma Sfredo  
Secretary.....Mrs. Rita Hicks

**Services Offered**—Distributor of free-loan films.

## Twentieth Century-Fox Television, Inc.

1417 N. Western Ave., Los Angeles 27, Calif.  
Phone: HOLLYWOOD 2-6231

President .....Richard Zanuck  
V.P. in Chg. of Prod.....William Self  
V.P., TV Sales.....George T. Shupert  
Exec. Producers...Hal Kanter, Paul Monash,  
Vincent Sherman

Producer .....Roy Amateau  
Business Affairs Dir.....Maurice Morton  
Casting Director.....Lee Wallace  
Story Editor.....Frank Glicksman  
Publicity .....Frank Neill  
Gen'l Music Dir.....Lionel Newman  
Controller .....M. L. Carr, Jr.  
Production Manager.....Gaston Glass

### Branch Office

444 West 56th St., New York, N. Y.

Phone: CO 5-3320

**Productions**—Dohie Gillis.

## Twentieth Century-Fox TV International

444 W. 56th St., N. Y. C.

Phone: CO 5-3320

President.....Peter G. Levathes  
Vice President.....George T. Shupert  
Dir. of International Sales...Alan Silverbach

**Services Offered**—Distribution of TV material in the international market.

**Productions**—My Friend Flicka, Broken Arrow, Adventures in Paradise, Five Fingers, The Many Loves of Dobie Gillis, Greatest Drama Series, Crusade in Europe, Hong Kong, Follow the Sun, Bus Stop, Margie, Twentieth Century-Fox features.

## UPA Pictures, Inc.

(See Commercial Producers)

## UPI Movietone News, Inc.

460 West 54th St., New York 19, N. Y.

Phone: COLUMBUS 5-7200

President.....W. C. Michels  
V.P., Producer.....Edmund Reek, Sr.  
**Services Offered**—Theatrical and TV news films; short subjects.

## Richard H. Ullman, Inc.

(See Transcription Companies)

## United Artists Associated, Inc.

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

Phone: MU 8-4700

Board Chairman.....Robert S. Benjamin  
President .....Arthur Krim  
Exec. V.P.....Erwin H. Ezzes  
Vice President.....Herbert R. Banquer  
Asst. Gen. Sales Mgr.....John McCormick  
Mgr. Sales Traffic Dept...Vivian Scheetman  
Mgr. Contract Dept.....Lester Furman  
Mgr. Special Proj.....Carol Sussman  
East. Sales Mgr.....Paul Kalvin

### Branch Offices

1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: HO 9-3429

Division Mgr.....Amos Baron  
Southland Center, Dallas, Texas

Phone: RI 7-8553

Division Mgr.....Bruce J. Collier  
520 N. Michigan Ave., Chicago, Ill.

Phone: 467-7050

Division Mgr.....Jerome Wechsler  
**Services Offered**—Distributors of Warner Bros. feature films; Warner Bros. Bugs Bunny Cartoons; RKO feature films; Popeye Cartoons; UA feature films; production & distribution of TV, theatrical & non-theatrical motion pictures.

## United Artists Television, Inc.

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

Phone: MURRAY Hill 8-4700

President .....John L. Sinn  
Exec. V.P., Chg. of Sales...Maurice J. Rifkin  
Exec. V.P., Chg. of Prod...Maurice Unger  
Exec. V.P., Chg. All Pgm...Richard Dorso  
V.P., Foreign Oper...Herbert R. Banquer  
Sales Mgr., Eastern Div.....Ray McGuire  
Sales Sup., Eastern Div.....Jack Martin  
Gen. Mgr. Spec. Plans Div.....Al Goustin

### Branch Offices

1529 Madison Road, Cincinnati 6, Ohio  
V.P. & Sls. Mgr. Central Div....Ed Broman

520 N. Michigan Ave., Chicago 11, Ill.  
Sales Mgr., Western Div.....Allen Martini

7324 Santa Monica Blvd., Los Angeles 46, Cal.  
6505 Wilshire Blvd., Los Angeles 46, Calif.

**Services Offered**—Custom-built films for national and regional release, and syndicated shows.

**Productions**—The Story Of, Keyhole, Everglades, Ripcord, King of Diamonds, This Man Dawson, Tombstone Territory, Bold Venture, Dial 999, Target, MacKenzie's

# TV FILM PRODUCERS & DISTRIBUTORS

Raiders, The Case of the Dangerous Robin, The Aquanauts, Miami Undercover, Rough Riders, Klondike.

## United Film & Recording Studios

(See Commercial Producers)

## Universal Entertainment Corp.

200 West 57th St., New York, N. Y.

Phone: CI 5-7020

President .....David Savage

### Branch Offices

13223 Bloomfield St., Sherman Oaks, Calif.

Phone: ST 4-6701

Manager .....Wade Crosby

21 Timberlane, Cochituate, Mass.

Boston Phone: LI 2-7171

Manager .....Ted Swift

*Services Offered*—TV production and distribution. Industrial and feature films.

*Productions*—Arlene Francis Show, 130 10-minute programs; Ern Westmore's Tips & Tricks, 130 5-minute programs; Your Seat on the Stock Exchange, 130 5-minute programs; Bowling Tips, 100.

## Univision, Inc.

1450 Broadway, New York, N. Y.

Phone: LOngacre 5-6300

President .....David Jay

Vice President .....Betty Jay

*Services Offered*—Producers and suppliers of international TV programs taken from international TV networks. Video-tape network with over thirty representatives in foreign countries, including Moscow, the U.A.R., Japan, and Australia.

*Productions*—Show World; International TV Review; International Sports of the Week Spectacular.

## Van Praag Productions

(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 distribution of documentary films, industrials, promotional motion pictures for TV, theatrical and non-theatrical field.

*Productions*—Travel series for French Govt., documentaries for Reader's Digest, Air France, Socony Mobil, Virginia Museum of Fine Arts, Julius Wile & Co., etc.

## Victor Corporation

8721 Sunset Blvd., Los Angeles 69, Calif.

Phone: OLYmpia 2-7106

President .....Mark Lipsky

Vice President .....Sidney Lipsky

Secretary-Treasurer .....Martin Carr

### Branch Office

646 N. Michigan Ave., Chicago, Ill.

Phone: SU 7-7577

Director .....Sidney Lipsky

*Services Offered*—Producers and distributors of film for television.

*Productions*—110 post-48 features, You Asked For It, 130 5-minute Dayton Allen Shows, Africa's Safari Family, Championship Wrestling, Johnny Mack Brown Westerns.

## Vid-Ex Film Distributing Corp.

Hotel Mayflower, Suite 303, 15 Central Park

West, New York, N. Y.

Phone: CI 6-2737

President, Sales Mgr. ....Lew Ginsburg

### Branch Office

27 Rue Vernet, Paris, France

Managing Director .....Sam Selsky

*Services Offered*—Features and cartoons for TV; features and shorts for theatrical release; international sales agents for TV theatrical features.

## Videart, Inc.

(See Commercial Producers)

## Video House, Inc.

48 West 48th St., New York 36, N. Y.

Phone: CIRCLE 6-2425

V.P. & Gen. Sls. Mgr. ....Albert G. Hartigan

*Services Offered*—Distributor of film series for TV.

*Productions*—Out of the Inkwell, Koko the Clown.

## Video Varieties, Inc.

2 Gateway Center, Pittsburgh 22, Pa.

Phone: EXpress 1-3450

Managing Director .....Thomas W. Steiger

Field Sales Mgr. ....Walter O. Miller

*Productions*—Producers and distributors of Weather Tots, a filmed series of 185 sequences of babies acting out weather forecasts; Hint Parade.

## Vision Associates, Inc.

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

Phone: CIRCLE 5-2611

President .....Lee R. Bobker

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.

# TV FILM PRODUCERS & DISTRIBUTORS

## **WBC Program Sales, Inc.**

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

Phone: MU 7-0808

Vice Pres., Gen. Mgr. .... Alvin Sussman  
Production—The Steve Allen Show.

## **WGN, Inc.**

2501 Bradley Place, Chicago 18, Ill.

Phone: LAkeview 8-2311

General Sales Mgr. .... Bradley R. Eidmann  
Assistant Sales Mgr. .... Harry B. Miller  
Traffic Coordinator. .... Vivian Pappas  
Services Offered—Complete video and audio tape facilities for commercials, programs, industrial sales conferences and training programs. VTR editing facilities, tape duplication and screening.

Productions—Syndicator and distributor for Great Music From Chicago.

## **Roger Wade Productions, Inc.**

(See Commercial Producers)

## **Bob Warner Productions**

(See Commercial Producers)

## **Warner Bros. Pictures, Inc. TV Division**

4000 W. Warner Blvd., Burbank, Calif.

Phone: HO 9-1251

Head of TV Production. .... Jack Webb  
Asst. to Exec. Producer. .... Hugh Benson  
Story Editor. .... James Barnett  
Supv. Producer (Cheyenne) ... Boris Ingster  
Producer (Cheyenne) .... Burt Dunne  
Supv. Prod. (The Dakotas) .. Jules Schermer  
Producer (The Dakotas) .. Anthony Spinner  
Producer (The Gallant Men) .. Richard Bluel  
Supv. Prod. (Hawaiian Eye &

77 Sunset Strip) .... Howie Horwitz  
Producer (Hawaiian Eye) .. Charles Hoffman  
Prod. (77 Sunset Strip) ... Fenton Earnshaw

Productions—Cheyenne, The Dakotas, The Gallant Men, Hawaiian Eye, 77 Sunset Strip.

New York Office:

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

Phone: Circle 6-1000

V.P. .... Joseph Kotler  
Sales Promotion Manager .. Gordon Hellman  
Traffic Manager. .... Ben De Augusta

Programs in Distribution—Maverick, Surfside 6, The Roaring 20's, Sugarfoot, Bronco, Bourbon Street Beat, Lawman.

## **Weiss Productions**

655 No. Fairfax Ave., Los Angeles 36, Calif.

Phone: OLive 3-5350

Distribution Director. .... Adrian Weiss

Services Offered—Production and distribution of all types of television film programming.

## **Wilding, Inc.**

(See Commercial Producers)

## **Wolper Productions**

8720 Sunset Blvd., Hollywood 69, Calif.

Phone: OLYmpia 2-7075

President. .... David L. Wolper  
Vice President. .... Jack Haley, Jr.  
Vice President. .... Mel Stuart  
Vice Pres. & Treas. .... Harvey Bernhard  
Secretary. .... Sylvan Covey  
Producers. .... Art Wallace, Marshall  
Flaum, Alan Landsburg, E. Spiegel, Terry  
Sanders, Alex Grasshoff, Robert Fresco  
Production Co-od. .... Bert Gold  
Sound Dept. Head. .... Jerry Young  
Music Head. .... Jack Tillar  
Press Relations. .... Henry Arnsten

Services Offered—Production of network and syndicated documentary film specials and series for domestic and foreign television.

Productions—The Story Of; The Passing Years; Biography; Hollywood: The Talkies; The Great Stars; The Making of the President 1960, etc.

## **Maurice H. Zouary TV-Film Productions**

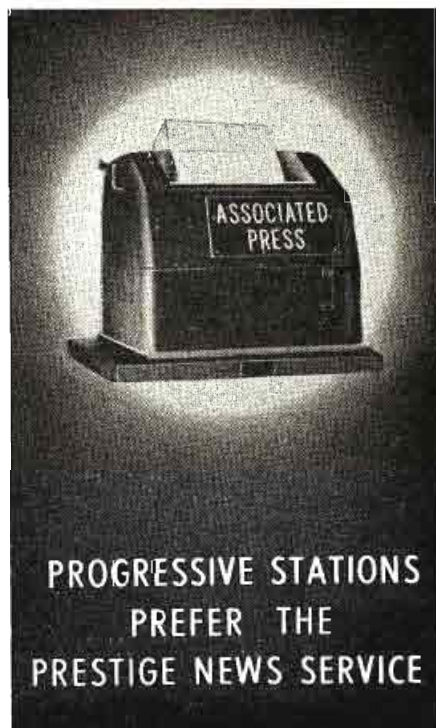
333 West 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner. .... Maurice H. Zouary  
Production Chief. .... Joseph Mawra

Services Offered—Production, distribution of package programs and feature pictures; stock footage rentals.

Productions—Poem for a Day, Kiddie Camera.





GOODSON-  
TODMAN  
PRODUCTIONS

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375 PARK AVENUE • NEW YORK 22, NEW YORK • PLAZA 1-0600  
9460 WILSHIRE BLVD. • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357





presents

# RADIO AND TV PROGRAM PRODUCERS



KEY PERSONNEL

BRANCH OFFICES

SERVICES OFFERED

CURRENT PRODUCTIONS

1963

jackie gleason  
jack philbin



*idées grandes, inc.*

*park sheraton  
hotel  
870-7th ave.  
circle 5-1612*

*if you need them,  
we have them.*

# Radio and Television Program Producers

## A. P. S., INC.

6 East 46th St., New York 17, N. Y.  
Phone: MURray Hill 7-0944

President .....H. Arthur Schendorf  
*Services Offered:* Production of TV films, transcribed radio shows & script service.

## 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 Ellstein Show, The Jan Bart Show, This Is Israel.

## 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.

## ALADDIN TELEVISION PRODUCTIONS, INC.

346 N. Larchmont, Los Angeles 4, Calif.  
Phone: HOllywood 2-6686

President .....Harry M. Popkin  
Vice President.....Julius F. Tuchler  
Secretary .....Kenneth N. Chantry  
Treasurer .....Jack Y. Berman  
*Services Offered:* Producers of filmed programs for TV; financing of production for TV programming.

## ALLEN'D'OR PRODUCTIONS, INC.

3449 Cabuenga Blvd., Hollywood 28, Calif.  
Phone: HO 6-5365

President .....Algeron G. Walker  
V.P. for Sales.....W. A. Blanchard  
V.P. for Prod.....Merl Edelman  
Sec./Treas. ....M. J. Walker  
*Services Offered:* Documentary and industrial films, TV commercials. (Affiliated with Spotlite News, Inc.)

## RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-5473

President .....Ray Anthony  
*Services Offered:* Packagers and producers of radio and television shows.

## ARROWHEAD PRODUCTIONS

291 S. La Cienega Blvd.,  
Beverly Hills, Calif.  
Phone: OLYmpia 2-4171

General Manager.....B. I. Harris  
Producer .....Edmund Beloin  
*Services Offered:* Producers of TV film series & commercials.

## ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.

Phone: WEbster 6-5564

Sales Mgr., Owner.....Irwin T. Porter  
Partner, Prog. Mgr.....Gertrude T. Porter  
Script Dept.....Jean Norab  
*Services Offered:* Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising.

## ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel  
Asst. Gen. Manager, Radio..Oliver Gramling  
Radio-TV 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.

## FRANK ATLASS PRODUCTIONS INC.

8831 Sunset Blvd., Los Angeles 46, Calif.  
Phone: OL 2-3226

President .....Frank Atlass  
*Services Offered:* Producers of radio & TV shows & commercials.

## AUSLENDER PRODUCTIONS, INC.

807 N. Rexford Dr., Beverly Hills, Calif.  
Phone: CRestview 3-0570

President .....Leland Auslander  
Sec.-Treas. ....Gloria Auslander  
*Services Offered:* Producers of TV & theatrical motion pictures; informational & educational films.

## 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.

## V. S. BECKER PRODUCTIONS

55 E. 43rd St., New York 17, N. Y.  
Phone: MURray Hill 2-0777

## PROGRAM PRODUCERS

Executive Producer.....Viola S. Becker  
*Services Offered:* Production of package shows and commercials for Radio, Television programs, live, film & tape. Distributors of film.

### WALTER BIDDICK CO.

1046 S. Olive St., Los Angeles 15, Calif.  
Phone: RI 9-8800

Manager .....Guy Biddick  
*Services Offered:* Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

### ROBERT A. BORIES CO.

501 Madison Ave., N. Y. C. 22  
Phone: FLaza 3-0800

President.....Robert A. Bories  
Sales Manager.....Howard Lally  
Merchandising Director.....Lucille Camp  
*Services Offered:* Program production, radio & TV advertising (both English & foreign), point of purchase merchandising.

### BRITISH INFORMATION SERVICES.

845 Third Ave., New York 22, N. Y.  
Phone: PL 2-8400

Director, News Division.....Alan S. Waple  
*Services Offered:* Production and distribution of British Calendar TV film series, and radio & TV news.

## BROADCAST EDITORIAL REPORTS, INC.

54 West 40th St., New York 18, N. Y.  
Phone: LO 3-3942

President.....A. Maxwell Hage  
*Services Offered:* Fifteen correspondents of world-wide reputation provide public affairs programs and daily broadcast opinion reports for radio and television stations. Service is exclusive to one subscriber in each city.

### BILL BURRUD ENTERPRISES

1100 S. La Brea Ave., Los Angeles, Calif.  
Phone: WE 7-0300

President .....Bill Burrud  
Vice President.....Gene McCabe  
*Services Offered:* Production and distribution of TV programs.

*Productions:* True Adventure, Wanderlust, Holiday, Vagabond, This Exciting World, Treasure.

### 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 Office

30 rue Chalgrin, Paris, France  
Phone: Passy 70-44

*Services Offered:* Production of radio & TV programs.

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Bushkill, Pike County, Pa.  
Phone: LUther 8-6631  
American Rep.....Harold Auten  
*Services Offered:* Subsidiary of Greater  
Union Theatres of Australia. Producers of  
TV, features, newsreel, Industrial & docu-  
mentary films.

### CO-CO TV PRODUCTIONS

270 N. Canyon Dr., Beverly Hills, Calif.  
President.....Charles E. Cochard, Jr.

### CO-ORDINATED MARKETING AGENCY

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  
Account Exec., Prod., R-TV.....Walter Reed  
Creative Dir.....Michael Shwartz  
*Services Offered:* Producers of TV shows,

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sultants to stations.

### COMMAND APPEARANCE STAGE DOOR STUDIOS

B8 Hillside Manor, New Hyde Park, N. Y.  
Phone: (516) 742-0500

President.....J. L. Levit  
Executive Producer.....Mark C. Rhadaman  
Photographic Director....Phillips St. Claire  
Talent Promo./Direction....R. Miles Master  
Adv. Manager.....William Gildersleeve  
*Branch Offices*

1980 Valentine Ave., Bronx 55, N. Y.  
Executive-in-Charge.....R. Miles Master  
119 W. 47th St., New York 19, N. Y.  
Executive-in-Charge.....Phillips St. Claire  
*Services Offered:* Tape & film featurettes  
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TV. "Vacationlands," "Travel-Logs" series.  
Commercial, industrial, educational tape.  
film, filmstrip productions. On-location units.  
Talent promotion & film tests. Public rela-  
tions film services unit.

### COMMODORE PRODUCTIONS & ARTISTS, INC.

1906 No. Kenmore Ave., Hollywood 27, Calif.  
Phone: NO 5-1187  
Prod. Spvsr.....Walter White III  
Producer-Dir.....Ed Woodworth

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IRVING MANSFIELD—PETER ARNELL



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### COMMUNITY CLUB AWARDS, INC.

1802 E. State St., Westport, Conn.

Phone: CApitol 7-0854

New York Phone: MU 7-4466

President.....John B. Gilmore  
Exec. V.P. & Gen. Mgr.....Bess Gilmore  
Vice-Pres.....Phillip G. Peterson  
Adv. & Public Rel. Dir.....Richard N. Robbins  
Prom., Pub. & Merchand.....Charles C. Adams  
Coordinator of Club Activities...Cay C. Allen  
Controller.....Walter K. White

#### Branch Offices

315 Gaston, Fairmont, W. Va.

Phone: 363-2741

Sales, East .....Mark Fabre

637 New Jersey Avenue, Norfolk, Va.

Phone: MA 2-2053

Sales, East .....Clyde Meades

P. O. Box 151, Westport, Conn.

Phone: CL 6-1075

Sales, East .....Gordon R. Kerr

2206 N.E. 32nd Avenue, Fort Lauderdale, Fla.

Phone: 566-0292

Sales, Southeast .....John Mark

P. O. Box 10701, Charlotte, N. C.

Phone: AX 9-7324

Sales, Southeast .....Irwin Hott

102 Grant Street, Hot Springs, Ark.

Phone: NA 3-2640

Sales, Southwest .....Arthur Hightain

321½ North Taylor, South Bend, Ind.

Phone: CE 4-6287

Sales, Midwest .....Robert Johnson

418 N. Oakhurst Drive, Beverly Hills, Calif.

Phone: 273-3787

Sales, West Coast .....Len Hornsby

P. O. Box 354, Sherwood, Ore.

Phone: JA 7-3244

Sales, Northwest .....Harl Huebner

*Services Offered:* Radio-TV Merchandising  
Promotion Plan

### COMPASS PRODUCTIONS, INC.

1841 Broadway, N. Y. C. 23

Phone: JU 6-3815

Prod. Director.....George Schaefer

Talent Consultant.....Adrienne Luraschi

*Services Offered:* Producers of TV pro-  
grams.

### FRANK COOPER ASSOCIATES AGENCY, INC.

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

Phone: PLaza 7-1100

President .....Frank Cooper

Exec. V.P. (Chg. of N. Y. Office) ..Sy Fischer



ARTISTS' MANAGER

## FRANK COOPER ASSOCIATES AGENCY, INC.

New York Office  
680 FIFTH AVENUE  
PLaza 7-1100

Hollywood Office  
9145 SUNSET BOULEVARD  
CRestview 4-5971



## PROGRAM PRODUCERS

Vice President.....William Cooper  
*Branch Office*  
9145 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-5971

Chief Executive.....Frank Cooper  
*Services Offered:* Sales representatives for TV programs; representatives for producers, directors, writers, actors and performers.

### TED COTT PRODUCTIONS

*(See Oakland Productions, Inc.)*

### CRAMER PRODUCTIONS

Box 75872, Sanford Station,  
Los Angeles 5, Calif.  
Phone: DUnkirk 7-4708

President .....Douglas Cramer  
*Services Offered:* Producer of live radio shows, syndicator of transcribed radio productions.

### BING CROSBY PRODUCTIONS

City Nat'l Bank Bldg., 9229 Sunset Blvd.,  
Los Angeles, Calif.  
Phone: CR 1-1171

President.....Basil F. Grillo  
Vice Pres.....George Rosenberg  
*Services Offered:* Packaging of film & live television programming.

### FREDERIC DAMRAU, M. D.

2 Tudor City Place, N.Y.C. 17  
Phone: YUkon 6-9484

Director.....Frederic Damrau, M. D.  
AFTRA Associate.....Adeline Manery  
Business Manager.....Mary L. Davis  
*Services Offered:* Educational and dramatized programs relating to health, for both radio and TV.

### MAC DAVIS SPORT FEATURES

1 Montgomery Place, Brooklyn 15, N. Y.  
Phone: Nevins 8-4374

Director .....Mac Davis  
*Services Offered:* Sport shows created, written and produced for television and radio. Also special features, ideas & script writing furnished to sport announcers, and for all types of sport programs, for local, regional or network presentation. Also recorded sport shows.

*Productions:* Heartbeats in Sport Headlines, They Made Sports History, Sport Laughs, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales, The Human Side of Sports, One-Minute Sport Shorts.

### GORDON M. DAY PRODUCTIONS

*(See Commercial Producers)*

### ALEX DAYBREAK PRODUCTIONS

16 Court St., Brooklyn, N. Y.  
Phone: MA 4-6181

President .....Alex Daybreak  
*Services Offered:* Producers of radio & TV

Charter  
Producers Corp.



## PROGRAM PRODUCERS

programs, specializing in children's TV shows, variety shows and sport shows.

### DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.  
Phone: PLaza 9-2495

President.....Emanuel H. Demby  
Client Relations.....Elaine Greene  
Dramatic Programs.....Betty Jeffries  
Creative Supervisor.....Allen Swift  
*Services Offered:* Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.

*Productions:* The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Rad Laundry Bleach, World in Space, Cavalcade of Music, The Communications Gap, etc.

### DIRECTIONS UNLIMITED FILM CORP.

737 Seward Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-3414

Executive Producers.....John W. Orland,  
Michael W. Rollens, Terence Anderson,  
Jim Jacobson, Robert Searles, Michael F. Anderson  
*Services Offered:* TV programs, short sub-

jects, documentaries, commercials, newsreel handouts.

### DIRECTORS COMPANY

65 E. 55th St., New York, N. Y.  
Phone: TL 9-1760

Owners...Franklin Schaffner, Fielder Cook  
*Services Offered:* Production of hour-long TV dramas for The Du Pont Show of the Week.

### ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.  
Phone: MUrray Hill 5-6415

Contact.....Alfred Dixon  
*Services Offered:* Radio, stage, film, TV productions.

### HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: COlumbus 5-7035

Manager.....J. Knight  
*Services Offered:* Live Talent, package shows and transcriptions, Video tapes.

### DURGOM-KATZ ASSOCIATES

40 W. 55th St., N. Y. C. 19  
Phone: JU 2-4900

Partner.....Raymond Katz  
Office Manager.....Sonny Aron  
*Branch Office*

8749 Sunset Blvd., Los Angeles 69, Calif.  
Phone: OL 2-7171

Partner.....George Durgom  
Associate.....Marcella Napp

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Office Manager.....Virginia Torres  
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405 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-7447

President .....Nathan Zucker  
 Executive V.P.....Walter Lowendahl  
 Promotion Dir. ....Mina Brownstone  
 Sec., Controller.....Gerald Carrus  
 Sound Supervisor.....James Townsend, Jr.  
 Ed. Supvr.....Donald Finamore  
 Distribution .....Deborah Rose

#### Branch Offices

573 N. Melrose, Elgin, Ill.  
 Phone: SH 2-0866

Executive-in-Charge .....Mal Middlesworth  
 204 Triangle Bldg., Pittsburgh, Pa.  
 Phone: EX 1-0316

Executive-in-Charge...William W. Matthews  
*Services Offered:* Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies—Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Dynamic Theatre Network, Inc., Distribution Dynamics.

*Productions:* An Architect at Work, Grand Slam, Have Litter: Will Travel, Golden 500; Main Street USA Today, Prognosis: Hope, Indianapolis Challenge, Role of Nursing in

Infection Control, Gentlemen Start Your Engines, Hospital Maternity Care: Family-Centered, Preparation for the Later Years: Financial Planning, Four-Cornered Turnpike.

### EADE ENTERPRISES, INC.

1742 Church St., N.W., Washington 6, D.C.  
 Phone: ADams 2-5548

President .....Edith Cockrill  
 Secretary .....Dorothy Looker  
 Treasurer .....Evelyn Davis  
*Services Offered:* Live TV programs, video tape, films, special consultants.

### EDUCATIONAL FILM ENTERPRISES, INC.

6770 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: 464-7721

President, General Mgr.....George Rony  
*Services Offered:* Television programs; all phases of prod. of films of any kind; film library of historical films; producers & distributors of "Background to Battle."

### ROBERT J. ENDERS, INC.

M-G-M Studios, Culver City, Calif.  
 Phone: UPTon 0-3311

President .....Robert J. Enders  
 Vice President.....Stanley S. Bass  
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*Services Offered:* Television producers & packagers, features for theatrical release.

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111 W. 57th St., New York 19, N. Y.  
Phone: CO 5-5385

President ..... **Jules Alberti**  
*Services Offered:* Endorsements & testimonials, live & TV.

### ERA. INTERNATIONAL FILM & RECORDING ENTERPRISES, INC.

219 Security Trust Bldg., Miami 32, Fla.  
Phone: FRanklin 3-8729

Pres. & Exec. Prod. .... **E. G. Weaver**  
Vice President ..... **D. de Martinou**  
Rep. & Legal Counsel... **Albert L. Weintraub**  
Exec. Consultant..... **Dr. E. V. Rothkirch**  
Secy.-Treas..... **E. B. T'Kach**

#### Branch Offices

Box 3361, St. Petersburg 31, Fla.  
Phone: 347-6236

Manager ..... **Vincent Berastegui**  
5880 Hollywood Blvd., Hollywood 28, Calif.  
Manager ..... **T. J. Rourke**  
307 W. 15th, Suite 14, Minneapolis 3, Minn.  
Phone: 333-8822

Manager ..... **E. B. T'Kach**  
44 Tadacho Kakano-Ku, Tokyo, Japan  
Manager ..... **Pin Y. Ongg**  
Rm. 432, Jiron Arequipa, Lima, Peru  
Phone: 4-0053

Manager ..... **Carlos Toro**

## TED COTT Productions

743 - 5th Ave.

N. Y. C.

PL 3-7410

Box 99, Queen St., Singapore, Malaya  
Phone: 8-5407

Manager ..... **T. H. L. Pang**  
*Services Offered:* Features, documentaries, industrials, newsreel, commercials, travelogues, radio transcriptions, film management services and technical consultants.

### ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N. Y.  
Phone: SPring 7-5766

Pres., Exec. Prod. .... **Bernard Estes**  
Secretary-Treasurer ..... **Hazel Estes**  
Associate Producer..... **Jack Sheldon**  
Photography Director..... **Jack Estes**  
*Services Offered:* Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

### FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.  
Phone: LAckawanna 4-3544

Manager ..... **Edwin Fadiman**  
*Services Offered:* Production; package shows.

### JERRY FAIRBANKS PRODUCTIONS

1330 North Vine St., Hollywood 28, Calif.  
Phone: HO 2-1101

President ..... **Jerry Fairbanks**  
Vice President..... **Charles Salerno, Jr.**  
Production Mgr..... **Raoul Pagel**  
Studio Manager..... **Grant Spicer**  
Head, Creative Dept..... **Leo Rosencrans**  
Film Director..... **Robert Larsen**

#### Branch Office

40 E. Oak St., Chicago, Ill.  
Phone: WH 4-6040

Sales Manager..... **Hal Styles**  
*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 Old-mobile, Marx Toys, Toni, CEC, Bell & Howell, Heinz, Stroh's Beer, Helene Curtis, Super Anahist, Centerex, Sunmaid Raisins, Sunsweet Prunes, Clark Candy, Harding College, American Telephone & Telegraph.

### JOE FEAGINS PRODUCTIONS

(See Commercial Producers)

### THE FENADY ASSOCIATES

c/o Screen Gems, Inc., 1334 W. Beachwood,  
Hollywood, Calif.

Phone: HOLlywood 6-3141

Associates..... **Andrew J. Fenady,**  
**Bernard McEveety, George Fenady, Richard Caffey, Richard Markowitz.**  
*Services Offered:* Production of TV programs.

## PROGRAM PRODUCERS

### FREDDIE FIELDS ASSOCIATES, LTD.

410 Park Ave., New York 22, N. Y.  
Phone: MU 8-2020

President ..... Freddie Fields  
Vice President..... David Begelman  
Production Asst..... Stevie Dumbler  
Secretary ..... Egon Dumler  
*Service Offered:* Management & production consultants to performing & creative artists & independent production companies.

### FORMAT FILMS, INC.

4741 Laurel Canyon Blvd.,  
N. Hollywood, Calif.  
Phone: POplar 9-3610

President ..... Herbert Klynn  
Exec. V.P., Treas..... Melvin Getzler  
Vice President..... Jules Engel  
Vice President..... Leo Salkin  
Vice President..... Henrietta Jordan  
Secretary ..... Julie Boyer

#### Branch Office

360 N. Michigan, Chicago, Ill.  
Phone: FI 6-3583

Vice President..... Jerry Abbott  
*Services Offered:* Producer of animation films for TV theatricals and commercials, industrial films and theatres.

### WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas  
New York 36, New York  
Phone: OXford 7-1464

Executive Producer..... Walt Framer  
*Services Offered:* Package producers of live, tape, film TV shows & radio shows, and live shows for local station use.

*Productions:* The Big Payoff, On the Square, How to....., Whose Is It?, Fun On the Street, Futures Unlimited.

### FREMANTLE INTERNATIONAL INC.

(See TV Prod.-Dist.)

### THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA

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972 Fifth Ave., New York 21, N. Y.  
Phone: REgent 4-1501

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Assistant Director..... Alice Lewitin  
Administrator ..... Suzanne Weltman  
Public Relations..... Kenneth Tepfer

*Services Offered:* Free distribution of special programs produced for American radio in Paris in the interest of goodwill and understanding.

### THE FRITH CORPORATION

69 Newbury St., Boston 16, Mass.  
Phone: CO 6-4310

President, Treas..... Julian J. Smith  
Production Dir..... Robert F. Friedmann  
TV Station Liaison..... Leslie Arries  
*Services Offered:* Producers of Fashion Firsts, live tape or kinescope, color or B&W TV program.

### 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..... Jack Sheehan  
*Services Offered:* Special feature program.

### KEN GAUGHNAN PRODUCTIONS

P. O. Box 4, Waterbury 20, Conn.  
Phone: PLaza 4-5141

Prod.—Dir.—Originator ..... Ken Gaughnan  
*Services Offered:* "Miss America Pageant Reports" radio feature series from Atlantic City each Sept. during Miss America Pageant, plus "Today's the Day" radio featurette series spotlighting a historical event occurring on the day it is programmed.

### GENERAL ARTISTS CORP.

640 Fifth Ave., New York 19, N. Y.  
Phone: Circle 7-7543

9025 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 3-2400

8 S. Michigan Ave., Chicago, Ill.  
Phone: STate 2-6288

Chairman of Board..... Herbert J. Seigal  
President (GAC-TV)..... Herman Rush

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Richard Markowitz

## 'A Good Opening—But What Are You Going to Do Next Week?'



By  
MARK GOODSON  
Partner  
Goodson-Todman  
Productions

WHEN the curtain fell on the opening night of "My Fair Lady," the audience went wild. And after the 15th curtain call and frantic hurrahs were over, well-wishers jammed backstage to pay respects to creators Lerner, Loewe and Moss Hart. According to one story, Abe Burrows finally squeezed his way through the tightly packed, exulting mob and got to Lerner. "As far as I'm concerned, Alan," he said, "I liked it."

That's a Broadway story. To switch it to a television story, you need a new line: "A good opening episode—but what are you going to do next week?"

And in actuality that is, indeed, television's major problem: "What are you going to do next week?"

Solutions to the problem will come slowly but not in response to political or group pressure. You cannot promulgate programs, or legislate creativity. Let me make some suggestions. First, let's see to it that the climate for the creator of entertainment is improved. Let's give him some of the honor and prestige which now go principally to the men in public affairs.

Second, producers should be guaranteed more freedom, and by this I mean the right to be wrong. "The freedom to be bad is a prerequisite of the freedom to be good."

When Howard K. Smith used Alger Hiss to criticize Richard Nixon, most of the intelligent press and the FCC, while disagreeing with Smith's decision to use Hiss, fought vigorously for his right to make a public affairs mistake. Contrast this with the attitude of the critics and the government in the Fabian "Bus Stop" episode, where no one of importance anywhere came to the defense of the network's right to make an entertainment error.

One helpful step would be the diminution of the influence of that group of frightened bureaucrats at networks who wield power under such high-sounding departmental titles as "Program Practices," "Standards and Practices," and "Continuity Acceptance." I suggest for a starter that they be stripped of their euphemistic labels which should be replaced promptly by the real thing—"Censorship Division." It would be helpful if any show touched by their hands carried the required announcement: "The foregoing program was carefully censored so as not to offend anyone."

Third, critics should judge shows on their individual merits, not by their family status. A good western is better than a mediocre opera. A good panel show is better than a third-rate documentary. Let's stop grading programs by referring to their assigned family position in the show business social directory.

Finally, we must rid ourselves of the puritanical hangover which makes us vaguely ashamed when all a TV program gives us is pleasure.

I've had critics confess that they enjoy "To Tell the Truth," but then ask me how I "justify" the program. What is its "contribution"? Isn't it enough that it can help a tired man to relax, a pressured man to escape momentarily from his anxiety, a lonely man to be less alone? Isn't it enough that a family can be together and laugh?

Perhaps in these nerve-racked times this is the most important justification of all—and most truly in the "public interest, convenience and necessity."



## PROGRAM PRODUCERS

Pres., Motion Picture Div.,  
GM West Coast Office.....Martin Baum  
Pres., Literary Div.....Ingo Preminger  
Vice Presidents....Dave Gerber, Tony Ford  
*Services Offered:* Development & sales rep.  
(film & live), artists representatives. Distributor of Desilu Prods., Roncom Prods., and Perry Como Prods.

### GIRARD-LEWIS PRODUCTIONS, INC.

8833 Sunset Blvd., Los Angeles, Calif.  
Phone: OL 2-2810

President .....Bernard Girard  
Vice President.....Robert Lewis  
Sec.-Treas. ....Paul P. Schreiberman  
*Services Offered:* Producers of television films.

### GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.  
Phone: CR 5-6131

President.....David P. O'Malley  
Vice-President.....George Gobel  
*Services Offered:* Television production (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

General Manager.....H. D. Knuth  
Sales Manager.....Everett Goodman  
Traffic Manager.....Dorelle Zawada  
Radio & TV Dir.....Bertram Parks  
*Services Offered:* 1 & 5 minute radio programming features, station jingles, dramatic shows, open-end spots & kid shows for TV.  
*Productions:* (short featurettes) Boating Tips, Cal Tinney Time, Dear Shirley, Guide to Good Health, Home Handyman, How Come? Miracle Gardening Tips, Pardon My Bloop, Simple Science, Sport Shorts, Woman's World, Young Hollywood, Your Child & You, Your Money & You; Allen Funt's Candid Mike.

### MARTIN GOODMAN PROD., INC.

36 Central Park S., N. Y. 19, N. Y.  
Phone: PLaza 1-3555

President .....Martin Goodman  
Executives .....Geo. Spota, Arthur Willi, Billie Biederman, Guy De La Passardiere  
*Branch Office*  
137 El Camino Dr., Beverly Hills, Calif.  
Phone: CR 4-6673

Chief Executive .....Martin Goodman  
*Services Offered:* Personal management of TV personalities and packaging.

### GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-0600

Partner .....Mark Goodson  
Partner .....William S. Todman

Executive V.P., N.Y.....Bud Austin  
Exec. V.P., Calif.....Harris Kattelman  
V.P., Bus. Affairs.....Howard F. Todman  
Exec. Prod's.....Gil Fates, Bob Stewart, Mac Benoff, Buck Houghton, Frank Heller, Ira Skutch, Jean Kopelman, Bob Rowe, Frank Wayne.

#### Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 4-7357

Exec. V.P., West Coast.....Harris Kattelman  
*Services Offered:* Producing and packaging live and filmed TV programs for national, regional and spot sales.

*Productions:* The Richard Boone Show, The Ann Sothern Show, The Match Game, What's My Line?, The Price Is Right, To Tell The Truth, Play Your Hunch, The Rebel, Say When, Password.

### 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  
Vice Pres., Eng.....Jason Windwer  
*Services Offered:* Recording, transcription and film production services; studios; writing and production staff available; mono and stereo mastering & editing; pressing facilities.

### GOTHAM RECORDING PRODS., INC.

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.

### ABNER J. GRESHLER

Sunset Towers W., 8400 Sunset, Hollywood 46  
Phone: OL 4-5960

*Services Offered:* Program producers; industrial films; commercials.

### GREY MUSIC PRODUCTIONS

(Lanny & Ginger Grey)

108 E. 96th St., New York 28, N. Y.

Phone: ENright 9-7777

President .....Lanny Grey  
Vice President .....Ginger Grey  
*Services Offered:* Producers and packagers of programs, singing commercials and phonograph recordings; vocalists.

### 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, etc. for TV & 16mm productions, sound effect records.

## PROGRAM PRODUCERS

### HANNA-BARBERA PRODUCTIONS

(See Commercial Producers)

### BYRON HARRIOTT RADIO & TV SOUND FILMS PRODS.

5075—37th St. N., St. Petersburg 14, Fla.  
Phone: HE 6-8411

Producer ..... Byron Harriott  
*Services Offered:* S.O.F. & taped radio programs; documentaries; films produced from still fotos.

### HARVEY CARTOON STUDIOS, INC.

(See Producer-Distributors)

### ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,  
New York 17, N. Y.  
Phone: PLaza 5-7145

Producer, Writer ..... Arthur Henley  
*Services Offered:* Packages, for TV live & film, and for radio; production and writing services. Program consultants.

### HERTS-LION INTERNATIONAL CORP.

845 N. Seward St., Hollywood, Calif.

President ..... Kenneth Herts  
Exec. Vice President ..... Leo Guild  
Treasurer ..... Sid Felson  
*Services Offered:* Producers of TV & motion picture films.

*Productions:* Unsolved, La Femme, Tales of the Unexplained, Beverly Hills Is My Beat, Never Marry A Ranger, Road Block.

### HOLBROOK PRODUCTIONS

521 Fifth Ave., New York 17, N. Y.  
Phone: MU 7-3080

Officers ..... Burton Benjamin,  
Isaac Kleinerman  
*Services Offered:* Program producers.

### HOLLIS PRODUCTIONS, LTD.

5800 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 2-6282

President ..... C. Irving  
*Services Offered:* Live and taped TV shows, commercials; packages, industrials.

### HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.  
Phone: Mlchigan 2-5877

Owner ..... Bernard Howard  
*Services Offered:* Producers of programs & commercials.

### SANDY HOWARD PRODUCTIONS

8544 Sunset Blvd., Hollywood, Calif.  
Phone: OL 2-4290

President ..... Sandy Howard  
*Services Offered:* Producers of live & filmed TV programs, motion pictures.

### IDEES GRANDES, INC.

Park Sheraton Hotel, 870 7th Ave.,  
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

President ..... Irving Mansfield  
Vice President ..... Peter Arnell  
*Services Offered:* TV & Radio Programs; Production, Package.  
*Productions:* Face the Facts, Take A Good Look, Talent Scouts.

### INTERNATIONAL COMMUNITY CLUB AWARDS, INC.

1802 E. State St., Westport, Conn.  
Phone: CApitol 7-0854  
New York Phone: MU 7-4466

President ..... Bess Gilmore  
Exec. Vice Pres. .... John C. Gilmore  
Vice President ..... Phillip G. Peterson  
Dir. of Adv. & Pub. Rel. Richard N. Robbins  
Promo., Pub. &  
Merchandising ..... Charles C. Adams  
Coor. of Club Activities ..... Cay C. Allen  
Controller ..... Walter K. White

#### Branch Offices

475 Collins St., Melbourne, Victoria, Aus.  
Phone: 623-851  
Managing Director ..... Hector Crawford  
219 Bay St., Suite 301, Toronto, Canada  
Phone: 368-4237  
Managing Director ..... Geoffrey Lewis  
*Services Offered:* Radio TV merchandising promotion plan.

### INTERNATIONAL GOOD MUSIC, INC.

1610 Home Road, Bellingham, Wash.  
Phone: REgent 3-4567

President ..... Rogan Jones  
Vice President ..... Lee Facto  
Sec. Treas. .... Catherine W. Jones

#### Branch Office

15 W. 45th St., New York 36, N. Y.  
Phone: CI 5-3430

Manager ..... Hamilton Brosious  
*Services Offered:* Programming & production of syndicated taped programs for AM or FM broadcasting, broadcast automation equipment.

### THE JAFFE AGENCY, INC.

8555 Sunset Blvd., Los Angeles 69, Calif.  
Phone: OLympia 7-2711

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.

## PROGRAM PRODUCERS

### HENRY JAFFE ENTERPRISES, INC.

200 W. 57th St., New York 19, N. Y.  
Phone: CIRCLE 5-2400

President ..... Henry Jaffe  
Vice President ..... James F. Loren  
Secretary-Treasurer ..... Marvin B. Meyer

#### Branch Office

8736 Sunset Blvd., Los Angeles 69, Calif.  
Phone: OLYMPIA 7-1940

President ..... Henry Jaffe  
*Services Offered:* Creation & production of live & film TV Shows.

*Productions:* Dinah Shore 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 Harrison

#### Branch Offices

933 Roscomare Rd., Los Angeles 24, Calif.  
Phone: GRANITE 2-4024

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, sales tunes, spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

*Productions:* Carnival of Youth, Pressure, Rolla-Bowla, The Silver Eagle, Mounty, Star-maker Theater.

### STACY KEACH PRODUCTIONS

12240 Ventura Blvd., Studio City, Calif.  
Phone: POPLAR 2-0966

President ..... Stacy Keach  
Associate ..... Ernest Newton  
Exec. Sec. .... Miss Frankie Newton

*Services Offered:* Write direct & produce shows for TV, radio, motion pictures & stage; commercials & industrial shows; sales & training films, slide films.

### ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.  
Phone: PLAZA 7-8618

President ..... Bob Keeshan  
Vice Presidents ..... Marvin Josephson, David Connell

*Services Offered:* Radio-TV packagers and producers.

*Production:* 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.

### JACK KINNEY PRODUCTIONS, INC.

3349 Cahuenga Blvd., Hollywood 28, Calif.  
Phone: HO 6-3296

President ..... Jack Kinney  
Vice Pres. .... Carlton Sand  
Secy.-Treas. .... E. J. Kinney

*Services Offered:* Producers of live action & animation films; commercials; educational, documentary, industrial, institutional, film strips.

### LANG-WORTH FEATURE PROGRAMS, INC.

151 N. Franklin St., Hempstead, L. I., N. Y.  
Phone: IV 5-2400

President ..... John D. Langlois  
Vice-Pres. & Treas. .... C. O. Langlois, Jr.  
Sales Manager ..... Robert O. Boehmer

*Services Offered:* Producers of Radio Hucksters and Airlifts; 1800 unit basic; jingles, etc. For sales & production—25 new units per month keyed to merchandising calendar.

### LEONARDO TELEVISION PROD. INC.

500 Fifth Ave., New York 36, N. Y.  
Phone: OXFORD 5-0335

President ..... Peter M. Piech  
Vice President ..... Robert A. Travis  
Secretary ..... Charles Haydon

*Services Offered:* Producers of King Leonardo & His Short Subjects Theatre, color cartoon series.

### LESTER LEWIS ASSOCIATES

15 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, INC.

130 West 56th St., New York, N.Y.  
Phone: PLAZA 7-6533

President ..... Max Liebman  
*Services Offered:* TV packages.

### JACK LLOYD

1445 Miller Way, Hollywood 69, Calif.  
Phone: OLDFIELD 6-4607

Exec. Director ..... Jack Lloyd  
*Services Offered:* Creation and production of radio and TV programs. Unusual commercials and musical jingles.

## PROGRAM PRODUCERS

### JACK LONDON PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.  
Phone: JUdson 2-4077

President ..... Barnett Glassman  
Secretary ..... Herbert Friedman  
*Services Offered:* Producers of live and  
filmed TV packages.

*Productions:* Smoke Bellew, owners of  
Jack London library-TV series Captain David  
Grief.

### MCA-TV

(See Producers & Distributors)

### MGM-TV

(See Producers & Distributors)

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.  
Phone: DUmkirk 4-4191

President ..... C. P. MacGregor  
Gen. Mgr. .... E. H. Lowry  
*Services Offered:* Transcription library pro-  
ductions: music library service, dramatic and  
musical programs; recording studios.

### MADISON PRODUCTIONS, INC.

136 E. 55th St., New York, 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, Frances Price  
*Services Offered:* Live public svc. & com-  
mercial TV productions.

### MAGNA FILM PRODUCTIONS, INC.

49 Berkeley St., Boston, Mass.  
Phone: HUbbard 2-5580

President ..... Robert Berman  
Vice President ..... A. J. Schneider  
Art Director ..... Robert Hastie  
*Services Offered:* Producer of TV features,  
business & educational films, film & live com-  
mercials, monochrome & color TV slides.

### MAGNE-TRONICS, INC.

(See Transcription Co.'s)

### MARATHON INTERNATIONAL PRODUCTIONS, INC.

10 East 49th St., New York 17, N. Y.  
Phone: MUrray Hill 8-1130

Pres., Exec. Prod. .... Konstantin Kalsar  
V. P., Super. of Prod. .... Kenneth Baldwin  
Mgr., Newsfilm Opera. .... Kenneth Brighton  
*Branch Office*

Publicity House, Bell St., London N.W. 1,

England

Phone: PAdDington 3120

Chief Executive ..... Maurice Ford  
*Services Offered:* Public information films  
produced and distributed to television sta-  
tions; news and special event coverage;  
world-wide news service; station consultants  
on TV news setups; stock footage library,  
commercials.

### MARS BROADCASTING, INC.

575 Hope St., Stamford, Conn.  
Phone: 327-2700

Chairman of Board ..... James W. Coan  
President ..... John C. Johnson  
Exec. Vice Pres. .... Robert V. Whitney  
Exec. Vice Pres. .... Stanley N. Kaplan  
Nat'l Program Dir. .... Don Bruce Whitney  
Exec. Producer ..... Phil Nolan  
Music Director ..... Robert L. Weitz  
Prod. Systems Dir. .... Robert F. Oakes  
Business Manager .... Hannah W. Drucker  
*Services Offered:* Complete on-the-air pro-  
motional custom contests and promotion  
production services. Total station program-  
ming-Demand Radio.

*Productions:* Demand Radio Total Pro-  
gramming Service, Hooper Booster Jingles,  
Funtest promotion package, Startest, Cele-  
brity Contest, Scrambled Sing Along, Pen-  
etration Musical I.D.'s, Dick Clark Show.

### 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 Packag-  
ing Live and Transcribed Radio and TV  
Programs. Directorial and Supervising Ser-  
vice. Complete Radio and TV Public Rela-  
tion services for Social, Professional and  
Trade Organizations.

### MASTER ARTISTS CORP.

1040 N. Las Palmas, Hollywood 38, Calif.  
Phone: HOLlywood 9-9011

President ..... Robert Angus  
Exec. Vice President ..... Lloyd Cotsen  
Secretary-Treasurer ..... Joyce Miller  
Vice President, Sales ..... Martin E. Ross  
Public Relations Dir. .... Jet Fore  
*Services Offered:* Radio, TV programs,  
films and tape, radio and TV commercials.

### MEDICAL TELEVISION PRODUCTIONS, INC.

247 Park Ave., New York 17, N. Y.  
Phone: YU 6-9230

President ..... Stephen W. Schwartz  
*Services Offered:* An organization produc-  
ing medical telecasts, motion pictures, and  
radio programs—as well as documentary,  
technical, and dramatic programs in other  
specialized fields.

### CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.



## PROGRAM PRODUCERS

Phone: PLaza 7-0695

President ..... Charles Michelson  
Secretary ..... Vivian Worth  
Treasurer ..... Aaron Michelson  
*Services Offered:* U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, E.M.I. mood music library.

*Productions:* Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

### MILLER-SHAW PRODUCTIONS, INC.

527 Madison Ave., New York 22, N. Y.  
Phone: MU 8-1242

President ..... John A. Miller  
Vice President ..... James T. Shaw  
*Services Offered:* TV program packages, film, live and tape, specializing in children's programs.

### MILLS MUSIC, INC.

1619 Broadway, New York 19, N. Y.  
Phone: COLUMbus 5-6347

President ..... Jack Mills  
*Branch Office*  
6533 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYwood 4-8296

Also: Chicago, Los Angeles, Toronto, Paris, Sao Paulo, Amsterdam, Madrid, Mexico City  
*Services Offered:* Providing the musical requirements of program producers, music directors, record companies, radio, TV & motion pictures.

### 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.

### MUNDELL PRODUCTIONS, CORP.

417-1416 Commerce, Dallas 1, Tex.  
Phone: RIVerside 8-3021

President ..... Jimmie Mundell  
Vice President ..... Elizabeth J. Erwin  
Secretary ..... Jeff Mundell  
*Services Offered:* TV news service and sports films for television.

### NATIONAL FILM STUDIOS, INC.

105 Eleventh St., SE, Washington 3, D.C.  
Phone: LIncoln 6-8822

President ..... Harold A. Keats  
Vice President ..... Stanley Allen  
Vice President ..... Edward W. Alfriend, IV  
Director ..... F. William Hart  
*Services Offered:* Completely equipped studio, sound stage, equipment & personnel for studio or location prod., 35 & 16mm motion picture prod., sound recording.

### THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.  
Phone: SUperior 7-5080

President ..... Wm. H. Wood  
Copy Director ..... Robert Stone

#### *Branch Office*

424 North 3rd St., Burlington, Iowa  
Phone: 752-5415

*Services Offered:* Broadcast Editorial Idea Library—a monthly exchange of broadcast editorials used by leading stations throughout the country. Radio Campaigns—a monthly service of sales, program & continuity ideas and suggestions, TV program idea exchange, a monthly service of local shows, programs, and copy helps.

### NATIONAL VIDEO TAPE PROD. INC.

(See Transcription Companies)

### NEW MERRITT ENTERPRISES INC.

500 Fifth Ave., New York, 36, N. Y.  
Phone: BR 9-4288

President ..... E. Roger Muir  
Exec. Vice Pres. .... Nick Nicholson  
*Services Offered:* TV producers.

*Productions:* The Funny Manns, Slimnastics with John Hills.

### OLIVER W. NICOLL PRODUCTIONS

820 West End Ave., New York 25, N. Y.  
Phone: MO 3-7284

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.

### NORTHWESTERN INC., MOTION PICTURES & RECORDING

411 Southwest 13th Ave., Portland, Ore.  
Phone: CAPItol 3-4107

Vice President ..... Sheldon Goldstein  
*Services Offered:* Producers of TV programs & commercials, industrial & business films, sound slide films, radio transcriptions.

### OAKLAND PRODUCTIONS, INC.

743 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 3-7410

President ..... Ted Cott  
Vice President ..... David L. Garth  
Chairman of the Bd. .... F. W. Richmond  
*Services Offered:* Production of programs.

### OMAR MUSIC COMPANY

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HO 2-6027

President ..... Peter Frank  
Exec. Vice Pres. .... Herbert N. Eiseman

#### *Branch Office*

1271 Ave. of Americas, New York 20, N. Y.

## PROGRAM PRODUCERS

Phone: PLaza 7-2197

*Services Offered:* Creators of theme, background music, cues, etc., for TV film programs and feature pictures.

### ORBIT PRODUCTIONS, INC.

630 Ninth Ave., New York 36, N. Y.  
Phone: PLaza 7-3890

President .....Samuel Fleishman  
Exec. V.P. ....Barry Green  
V.P., Production.....Allen Green  
*Services Offered:* Producers of live action and animation industrial, commercial, medical, documentary and P.R. films.

### PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 2-4500

Exec. V.P. ....Eugene Bernald  
*Services Offered:* Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

### PHILIP J. PERLMAN ASSOCIATES

141 E 55th St., New York 22, N. Y.  
Phone: MU 8-4831

Owner .....Philip J. Perlman  
*Services Offered:* Producers & packagers of radio & TV live & film programs.

### PICTURE PRODUCTION CORP.

527 Lexington Ave., New York, N. Y.  
Phone: PLaza 2-3940

President .....Jerry Layton  
Vice President.....S. H. Cannold  
*Services Offered:* Complete supervision, preparation & production of live and film TV programs.

### PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.  
Phone: JU 6-7633

President .....Lillian Jones  
*Services Offered:* A creative film editorial service for TV, theatrical and commercial motion pictures.

### PIPER TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.  
Phone: OXFord 5-0335

President .....Peter M. Piech  
Vice President.....Robert A. Travis  
Secretary .....Charles Haydon  
*Services Offered:* Producers of Pip The Piper, a color videotape series.

### JULES POWER PRODUCTIONS, INC.

9 East 75th St., New York 21, N. Y.  
Phone: LEhigh 5-8580

President .....Jules Power  
Vice President.....Daniel Wilson

### Branch Office

228 N. LaSalle, Chicago 1, Ill.

Phone: ANdover 3-1422

Office Manager.....Mrs. Hazel Rothbart

*Services Offered:* Producers and packagers of live, taped and filmed programs.

### CHUCK PRAGER RADIO SYNDICATIONS, INC.

441 West End Ave., New York 24, N. Y.  
Phone: TR 7-8402

President .....Chuck Prager  
*Services Offered:* Producer and syndicator of one minute radio features.

*Productions:* The Oleg Cassini Show; The Vincent Lopez Show; The Henry Morgan Show; The Hy Gardner Show. New features available on request.

### PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 69, Calif.  
Phone: CR 4-4589

Owner .....Harold Jovien  
*Services Offered:* Representation of artists and programs for TV, radios, records. Also writers, directors, producers for TV.

### PRODUCERS ASSOCIATES OF TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.  
Phone: OXFord 5-0335

President.....Peter M. Piech  
Vice President.....Robert A. Travis  
Secretary .....Charles Haydon  
*Services Offered:* Producers of Rocky And His Friends, The Bullwinkle Show, and other cartoon series.

### PROGRAMATIC BROADCASTING SERVICE

(Div. of Muzak Corp.)  
(See Transcription Co.'s)

### PROJECT-O-FEX, INC.

60 East 42nd St., 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: BARclay 7-6563

President.....Guthrie E. Janssen  
Vice President.....Justin J. Bayer  
Secretary-Treasurer.....Philip R. Leeds  
*Services Offered:* Voiced program service of news & public affairs.

### PUNCH FILMS, INC.

(See Commercial Producers)



## PROGRAM PRODUCERS

### PYRAMID PRODUCTIONS, INC.

445 Park Ave., New York, N. Y.  
Phone: PL 2-4100

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.

### QM PRODUCTIONS

1041 N. Formosa, Hollywood, Calif.  
Phone: HO 7-5111

President, Treas.....Quinn Martin  
Exec. Vice Pres.....Arthur Fellows  
Vice Pres., Sec.....Eli Parker

*Services Offered:* Television & motion picture production.

### RCA RECORDED PROGRAM SERVICES

(See Transcription Companies)

### R-TV ENTERPRISES

225 W. 86th St., New York 24, N. Y.  
Phone: SUsquehanna 7-2161

President.....Amy W. Muentz  
Production Consultant....Jules Evan Baker  
Prom. Consultant.....Alan J. Levine

*Services Offered:* Broadcast promotions & productions; live & filmed programs & spots, Shop-A-Thon; Billboard TV (BBTV); press and public relations.

### RADIO BROADCAST SERVICE

Box 3081, Glendale 1, Calif.  
Phone: CHapman 5-3296

General Manager.....Allin Slate  
*Services Offered:* Producing live and tape radio programs of music, news and interviews.

*Sports Broadcast Service Div.*  
Phone: CItrus 4-2807

*Services Offered:* Producing live and tape sports programs.

### RADIO FEATURES OF AMERICA

(See Transcription Companies)

### RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.  
Phone: LExington 2-1717

President.....William Cayton  
Vice President.....Lee Dalia  
Secretary.....D. R. Roberts

*Services Offered:* Packaging & production of TV film series, industrials, TV cartoons & commercials.

*Productions:* Jungle, Cartoon Classics.

### RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.  
Phone: SOrange 3-1044

New York Phone: YUkon 6-5700  
Hollywood Phone: HO 6-6124

Executive Producer.....W. H. Bertenshaw  
Bus. Mgr.....Betty Janeway  
TV Director.....David Holm  
Radio Directors..Michael Blenn, Bill Blenn  
*Services Offered:* Producers, packagers & syndicators of public service programs, features, & spot service to stations at no cost.

*Productions:* Radio USA, Inside Fashion, Farm Digest, Viewpoint, It's a Funny World, Medical Press Conf., Science & News, 1963, The Good Life, In Our Day.

### RADIOZARK ENTERPRISES, INC.

1121 S. Glenstone, Springfield, Mo.  
Phone: UNiversity 2-4422

Mng. V.P.'s..E. E. Siman, Jr., J. B. Mahaffey  
*Services Offered:* Production-syndication of program features, jingles, commercials.

*Productions:* Tennessee Ernie Ford Show, Strangest of All, Red Foley Show.

### 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."

### REMBRANDT FILMS, INC.

59 East 54th St., New York, N. Y.  
Phone: PL 8-1024

President.....William L. Snyder  
Creative Dir.....Gene Deitch  
*Services Offered:* Cartoon series.

### RICHARD S. ROBBINS CO., LTD.

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, contest prizes.

### ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.  
Phone: PLaza 9-7979

President.....Janet Taylor  
*Services Offered:* Complete packages, radio, TV and film.

### RODNEY/YOUNG ENTERPRISES

9134 Sunset Blvd., Hollywood 69, Calif.  
Phone: CR 6-4174

President.....Robert Young  
Vice President.....Eugene B. Rodney  
Secretary.....Ben Bisgeier  
*Services Offered:* Producers of TV series.

## PROGRAM PRODUCERS

### RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.  
Phone: Rlverside 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.

### ROSS-DANZIG TV, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: 462-6464

President.....A. Bartlett Ross, Jr.  
Secy.-Treas.....Frank K. Danzig  
Exec. Producer.....Al Burton  
Producer.....James Winslow  
Assoc. Prod.....Dottie Silin  
*Services Offered:* Package production of live & filmed television programs.

### SESAC, INC.

10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 6-3450

President.....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke  
*Services Offered:* Licensing the use of copyrighted music; Producers of SESAC Recordings LP program service and the "Drummers," big sound musical sales and program aids.

### SAID-LUTH-THOURLBY

8913 Sun-set Blvd., Los Angeles 69, Calif.  
Phone: LO 2-4800

President.....William Thourlby  
Vice President.....Fouad Said  
Secretary-Treasurer.....T. O. Luth  
Public Relations Dir.....Stanley Zipperman  
*Services Offered:* Production for television and other visual media.

### SANDE & GREENE, INC.

(See Commercial Producers)

### ALAN SANDS PRODUCTIONS

565 Fifth Ave., New York 17, N. Y.  
Phone: OXford 7-6135

Manager.....Alan Sands  
Sales Mgr.....George Comtois  
Producer-Writer.....Cecile Diamond  
*Services Offered:* Creation, production & writing of syndicated radio-TV series.

*Productions:* Marriage, Before and After; Your Child and You, Your Guide to Good Health, Amy Vanderbilt, Top 10 Dance Party, Great American Women, Let's Talk It Over.

### JAMES L. SAPHIER AGENCY, INC.

9229 Sunset Blvd., Los Angeles 46, 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, Celebrity Golf.

### ALLEN SAVAGE NETWORK PRODUCTIONS

30 East 54th St., New York 22, N. Y.  
Phone: EL 5-1434

Owner.....Allen Savage  
*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.

### 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.  
N.Y. Manager.....Jack Arden  
*Services Offered:* TV and radio package productions.  
*Productions:* Championship Bowling, Championship Bridge, Tello-Test, Tune-Test, Top World Series of Golf, Championship Tennis.

### SCREEN GEMS, INC.

(See TV Film Prod.-Dist.)

### SELMUR PRODUCTIONS, INC.

4151 Prospect Ave., Hollywood 27, Calif.  
Phone: NO 3-3311

President.....Selig J. Seligman  
V.P., Admin. & Bus. Affairs.....Leon I. Mirell  
*Services Offered:* Production of TV programs & series, film, tape & live.

### SHIFFRIN-HYLAND AGENCY

315 South Beverly Drive, Beverly Hills, Calif.  
Phone: CR 1-7641

Co-owners.....Dick Irving Hyland  
William Shiffrin  
Associates: George Lito, Mike Rhodes, Chris Shiffrin, Jeff Hyland, Bruce Hammer  
*Services Offered:* TV and feature film packages. Literary and actors' agent.

### FLETCHER SMITH STUDIOS, INC.

259 S.W. 21st Terrace, Ft. Lauderdale, Fla.  
Phone: LU 1-7300

319 E. 44th St., New York 17, N. Y.  
Phone: MUrray Hill 9-8766

President.....Fletcher Smith  
Exec. V.P.....Janet P. Snieder  
Vice President.....Arthur J. Davis  
Vice President.....A. E. Henderson  
Secretary-Treasurer.....J. W. Johnson  
*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large animation staff.

### SOUTHILL PRODUCTIONS, INC.

425 East 63rd St., New York, N. Y.  
Phone: PLaza 3-1228

President.....Richard L. Linkroom

## PROGRAM PRODUCERS

Vice President.....Henry Denker  
V.P., Sec.-Treas.....Verna Linkroum  
*Services Offered:* Production & packaging  
of TV programs.

*Productions:* Divine Adventures, Mary  
Martin's 1962 Special, Arthur Godfrey Show

### THE SOUVAIN 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.

### SPENCER PRODUCTIONS, INC.

507 Fifth Ave., New York 17, N. Y.  
Phone: OX 7-5895

President .....Jeanne Allgeier  
Office Manager .....Alan Abel  
*Services Offered:* Producer of TV series,  
pilot films for television.

### SPORTS NETWORK, INC.

530 Fifth Ave., New York, N. Y.  
Phone: MO 1-1000

President.....Richard E. Bailey  
Vice-President.....Roylance H. Sharp  
Secretary-Treasurer ....Thomas J. Schilling  
Comptroller .....William Hyland  
Vice Pres., Sales.....Jack D. Bozarth  
V.P., Engineering.....Charles A. Voso

#### Branch Offices

153 Orchard St., E. Rutherford, N. J.  
Phone: WE 3-3366

Manager .....Victor Grenier  
14 N. Newstead, St. Louis, Mo.  
Phone: JE 5-4682

Manager .....Paul Adams  
*Services Offered:* Technical facilities in-  
clude studio, Mobile Camera units & Mobile  
video tape units available for commercials,  
programs & closed circuits. Video tape center  
available for screening, dubbing and editing.

### SPORTS PROGRAMS, INC.

Time & Life Bldg., Rockefeller Center,  
New York, N. Y.  
Phone: CI 6-3730

*Services Offered:* Producers of sports pro-  
gramming for TV.

### WILBUR STARK

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: OLive 1-1620

President .....Wilbur Stark

#### Branch Office

25 West 54th St., New York, N. Y.  
Phone: CI 6-0042

*Services Offered:* Live and filmed TV.

### STARS INTERNATIONAL, INC.

(See Transcription Companies)

### CHARLES H. STERN AGENCY

Taft Bldg., Hollywood & Vine Sts.,  
Hollywood 28, Calif.

Owner .....Charles H. Stern  
*Services Offered:* Package music shows for  
TV; talent representative for radio & TV  
commercials.

*Productions:* Music Of The '60's.

### MIKE STOKEY ENTERPRISES

1445 N. Las Palmas, Hollywood, Calif.  
Phone: HO 6-7304

President .....Mike Stokey  
Vice President.....John Hueners  
Secretary .....Elise Mayberry

*Services Offered:* Package producers of  
live and filmed TV shows.

*Productions:* Stump the Stars, Author!-  
Author!, Juke Box Gambol, Writer Wrong,  
It's in the Cards.

### TALAD CORPORATION

730 Fifth Ave., New York 19, N. Y.  
Phone: CIRCLE 6-7242

President .....Charles Bernard  
*Services Offered:* Producers of live &  
filmed programs. Also package programs and  
commercials.

### TALENT ASSOCIATES- PARAMOUNT LTD.

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-1030

Vice President.....David Susskind

### TAYLOR/NODLAND LTD. TAYNOD PRODUCTIONS, INC.

75 E. Wacker Drive, Chicago, Ill.  
Phone: CE 6-0221

President .....Sherrill Taylor  
Exec. Vice Pres.....Jory Nodland  
*Services Offered:* Producers of Kukla and  
Ollie, Best of Roger Williams.

### TELEVENTURE, INC.

285 Madison Ave., New York 17, N. Y.  
Phone: ORegon 9-6220

President .....Soren Christensen  
Exec. V.P.....Graham Young  
Vice President.....Thomas Orchard  
Vice President.....Art Foley

*Services Offered:* Producers of TV & spe-  
cial purpose industrial documentary films.

### TELEVISION AND RADIO FEATURES OF AMERICA

820 West End Ave., New York 25, N. Y.  
Phone: MO 3-7284

Cable Address: ARREFFAY, New York  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell

*Services Offered:* Radio—Program produc-  
tion and consultation, package live shows,  
syndicated transcriptions, scripts, talent.  
Television—Program production and con-  
sultation, package live and film shows, scripts,  
talent.

## PROGRAM PRODUCERS

### TELEVISION BROADCASTING SERVICE

Box 693, New York 23, N. Y.  
Phone: TR 7-2372

President ..... William R. Riddle  
Exec. Prod., V.P.-Secy..... Karen Waseth  
Treasurer ..... Joseph G. Vietri  
Distribution Manager..... Arthur N. Fisher  
Director TVR..... Richard C. Bauer

*Services Offered:* Package shows, live production, travelogs, rentals, sound film prod., 16 and 35 mm color or BW. Videotape, Safety sound films, training films, sales training films, slides, industrials, mechanical films and tapes.

### TELEVISION PRODUCTIONS OF AMERICA, INC.

77 West 55th St., New York 19, N. Y.  
Phone: LT 1-1130

President ..... Norman Baer  
Vice President..... Philip D'Antoni

*Services Offered:* Producers of live, tape & film TV programs and specials.

### TRANS-WORLD INDEPENDENT NEWSREEL SERVICE

219 Security Bldg., Miami 32, Fla.  
Phone: FRanklin 3-8729

Pres., Exec. Prod..... E. G. Weaver  
Vice President ..... D. de Martinau  
Secy.-Treas. .... E. B. T'Kach

#### *Branch Offices*

5880 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 2-1133

Manager ..... T. J. Rourke  
307 West 15th, Suite 14, Minneapolis 3, Minn.  
Phone: 333-8822

Manager ..... E. B. T'Kach  
Box 3361, St. Petersburg 31, Fla.  
Phone: 347-6236

Manager ..... Vincent Berastegui  
*Services Offered:* Industrial, newsreel and documentary film production on a world-wide basis.

### TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, Ohio  
Phone: Baldwin 2-3773

President ..... J. P. Williams  
Vice President..... Alexander Buchan  
General Manager..... Gerhard Joseph  
*Services Offered:* Quarter-hour programs featuring "Singin' Sam."

### TROUBADOUR PRODUCTIONS, INC.

200 West 57th St., New York 19, N. Y.  
Phone: PL 7-1880

President ..... Peter Rachtman

#### *Branch Office*

160 Trismen Terrace, Winter Park, Fla.  
Phone: Midway 7-4874

*Services Offered:* Radio program producer & packager, concert producer. Reps located in Europe & Australia for prod. & distributing syndicated radio programs.

### U. S. TELEVISION NEWSFILM, INC.

713 N. Highland Ave., Los Angeles, Calif.  
Phone: WEbster 5-3655  
Owners.... Julian MacDonald, Clete Roberts

### RICHARD H. ULLMAN, INC.

(See Transcription Companies)

### UNITED ARTISTS TELEVISION, INC.

(See Producers and Distributors)

### UNITED ARTISTS ASSOCIATED, INC.

(See Producers and Distributors)

### UNIVISION, INC.

(See Film Producers-Distributors)

### VBS ASSOCIATES, INC.

11 East 42nd St., New York 17, N. Y.  
Phone: OXFord 7-1120

President ..... Geoffrey Selden  
Vice President..... Victor Borge

#### *Branch Offices*

Southbury, Conn. Phone: CO 4-8200  
Santurce, P. R. Phone: 721-0123

*Services Offered:* Television programs, packages.

### VHF, INC.

300 East 46th St., New York, N. Y.  
Phone: MU 7-4505

President ..... Ira G. DeLumen  
V.P., Production..... Richard R. Rector  
V.P., Sales..... Robert C. Troup  
V.P., Special Projects..... Peter J. Smith  
V.P., Operations..... John Koushouris

*Services Offered:* Complete live and video tape production services, tape processing and mixing. Tape transferred to Videofilms.

*Productions:* The March of Time, Teleguide, Manshoot for BBC.

### 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.

### THOMAS J. VALENTINO, INC.

(See Trans. Co.'s & Commercial Prod.)

### VAVIN, INC.

(See TV Prod.-Dist.)



## PROGRAM PRODUCERS

### VICTOR & RICHARDS, INC.

7 East 48th St., New York, N. Y.

Phone: PL 2-7755

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.

### VIDEO ENTERPRISES, INC.

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

Phone: PLaza 3-9327

President ..... Philip J. Lane

*Branch Office*

105 S. Western Ave., Los Angeles, Calif.

Phone: DU 8-9666

Chief Executive ..... H. Shaw  
*Services Offered:* Exchanging of merchandise for time on local TV & radio stations; placing of products on network TV programs as awards; program producing.

### VIDEOCRAFT PRODUCTIONS, INC.

116 East 30th St., New York 16, N. Y.

Phone: ORegon 9-6030

President ..... Arthur Rankin, Jr.  
V.P., Treas. .... Jules Bass  
V.P., Sales ..... Marvin Grieve  
Exec. Art Dir. .... Antony Peters

*Services Offered:* Production & distribution of animated film programs.

*Productions:* New Adventures of Pinocchio, Wizard of Oz, Wonderworld, Willy McBean & His Magic Machine, The Great Book, Zack & Zelda.

### VIKING FILMS INC.

45 West 45th St., New York 19, N. Y.

Phone: Circle 5-8858

President ..... Israel M. Berman  
Exec. Producer ..... Richard A. Weaver

*Services Offered:* Producer of TV features, public relations & educational films.

### JAY WARD PRODUCTIONS, INC.

8218 Sunset Blvd., Hollywood, Calif.

Phone: OOldfield 4-3050

President ..... Jay Ward  
V.P.'s ..... Bill Scott, Pete Burness,  
Bill Hurtz, Al Burns, Lew Keller, Gerard  
Baldwin, Skip Craig, Sam Clayberger

Secy.-Treas. .... Alex Anderson  
*Services Offered:* Producers of The Bullwinkle Show, Rocky & His Friends, Fractured Flickers, Watts Knu Show, The Nut-house, Super-Chicken, Hoppity Hooper, Simpson & Delaney.

### WASHINGTON, D. C. TELEVISION & RADIO PROGRAM SERVICE, INC.

2049 Westridge Rd., Los Angeles 49, Calif.

Phone: GRanite 2-6291

President ..... G. Bennett Larson  
*Services Offered:* Program ideas and Congressional coverage.

*Productions:* U. S. Hearing Highlights.

### WOLF PRESENTATIONS, INC.

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

Phone: PLaza 5-2050

Pres. .... Edward Wolf  
Vice President ..... Herbert Wolf  
Producers ..... Dan Dayton, Alan Gilbert  
Dir. of Sales ..... Paul Ross  
*Services Offered:* Radio-TV, live program productions.

*Productions:* Masquerade Party, Keep Talking, Window Shopping.

### WOLPER PRODUCTIONS, INC.

(See Producers & Distributors)

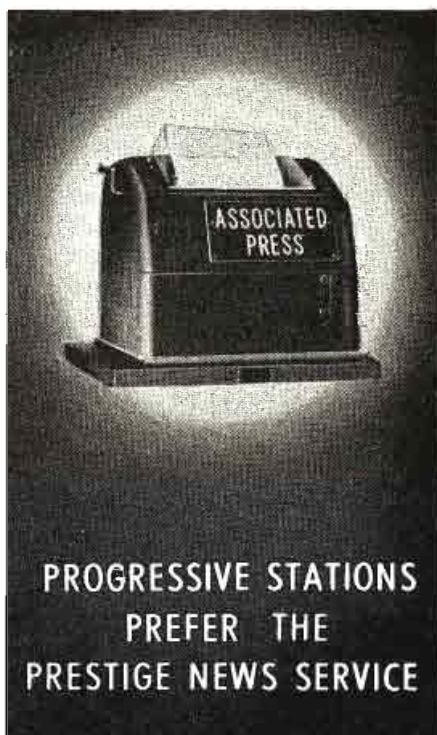
### MAURICE H. ZOULARY TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner ..... Maurice H. Zouary  
Production Chief ..... Joseph Mawra  
*Services Offered:* Live package radio & TV programs.

*Productions:* Poem for a Day, Kiddie Camera, Just A Minute.



PROGRESSIVE STATIONS  
PREFER THE  
PRESTIGE NEWS SERVICE



Producers of Quality  
Television Commercials

**SARRA** INC.

210 East 5th Street  
New York 3, New York  
Spring 7-3700

•

16 East Ontario Street  
Chicago 11, Illinois  
Whitehall 4-5151





presents

# RADIO AND TV COMMERCIAL PRODUCERS



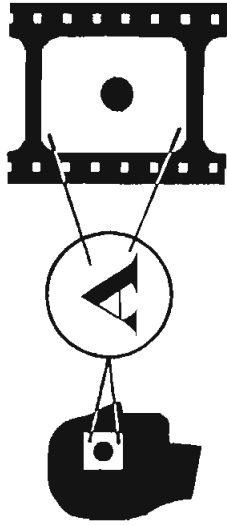
KEY PERSONNEL

BRANCH OFFICES

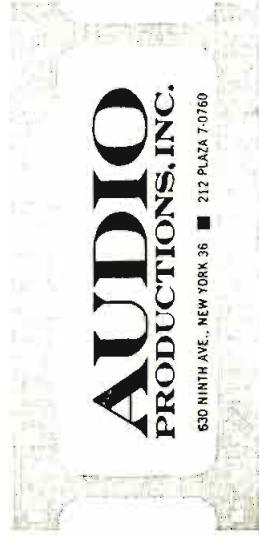
SERVICES OFFERED

1963

# Cre.a.Tv.i.ty



(krē ā'tē vē ĭ tē), *n.* 1. the highest combination of production skills and resources to create the exact effect the client and agency have in mind. 2. CreaTVity is the reason why agencies and again, America's finest agencies choose Audio Productions to serve their most valued clients.



630 NINTH AVE., NEW YORK 36 ■ 212 PLAZA 7-0760

# Radio & Television Commercial Producers

## ATU Productions

130 W. 57th St., N.Y.C.

Phone: JU 6-4294

Vice President.....Cal A. Stadden  
 Nat'l Sales Mgr.....Elliott Arluck  
*Services Offered*—Creators & producers of "Syndivida" commercials for TV and radio. Specializing in humor—animation, puppets, live action.

## Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill

Phone: Michigan 2-5877

Pres., Exec. Prod.....Bernard Howard  
 Sales Representative....Theodore H. Bohn  
*Services Offered*—Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

## Academy Films

1145 N. Las Palmas, Hollywood 38

Phone: Hollywood 6-6566

President.....J. Larsen  
 Vice President.....Betty Larsen  
 Treasurer.....Frank Pntnam  
 Sales Manager.....Richard Larsen  
*Services Offered*—Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

## Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 69, Cal.

Phone: CR 5-5219

President.....Don Quinn  
 Vice President.....Martin Sperzel  
 Secretary.....Helen Hendricks  
 Treasurer.....Charles Goldring  
*Services Offered*—Creation and production of radio and television commercials, music and/or humorous copy; recording facilities; production facilities; theme music for TV series; industrial films (copy and music).

## 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.

## Advertising Radio & Television Services, Inc.

421 West 54th St., New York 19, N.Y.

Phone: PLaza 7-2125

President.....Gerald Auerbach  
 Exec. V.P.....Louis Mucciolo

V.P. Sales.....Robert Rawson  
 V.P., Comptroller.....Samuel Auerbach  
 Prod. Distrib. Mgr.....Ervin Rosenfeld  
*Services Offered*—Laboratory procurement, booking and distribution of film for TV, theatrical & special purpose exhibition; editing; consultants to sponsors & agencies.

## Alexander Film Co.

Alexander Film Bldg.,

Colorado Springs, Colo.

Phone: ME 3-1771

Bd. Chmn.....Don M. Alexander  
 President.....Keith Munroe  
 General Sales Mgr.....Harmon Jones  
 Field Sales Prod. Mgr.....Arthur M. Oaks

### Branch Offices

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

Phone: LO 5-1350

Vice President.....Howard F. Olds  
 V.P., Alexander Int.....Kenneth A. Silver  
 472 Wrigley Bldg., Chicago 11, Ill.  
 Phone: WH 4-5980

Exec-in-Chg. ....Terry Hatch  
 Balderas 36-808, Mexico, D.F., Mexico  
 Phone: 16-33-72

Pres., Alexander Int.....Jay Berry  
 Calle Comercio 450, San Juan, P.R.  
 Phone: 3-2898

Exec-in-Chg. ....Haskel Marshal  
*Services Offered*—TV film commercials, business and industrial films, theatre film commercials, distribution.

## 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.....C. D. Owens  
*Services Offered*—TV commercials, all type special purpose films.

## Alpha Film Productions

P. O. Box 5325, Baltimore 9, Md.

Phone: CL 2-4150

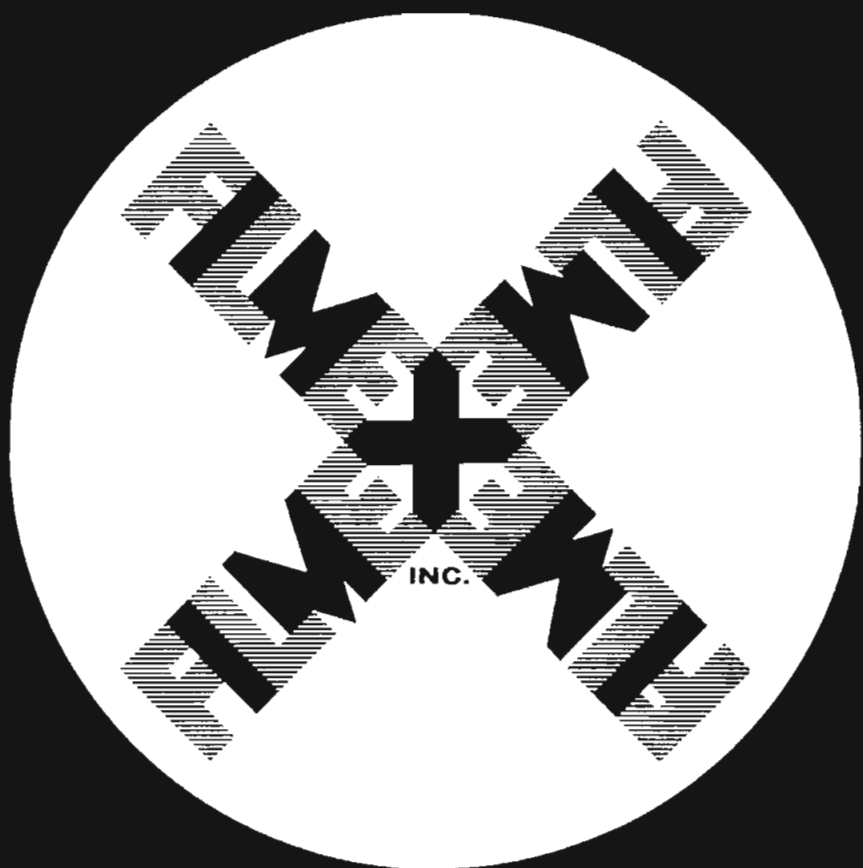
Owner.....W. E. Wood  
*Services Offered*—Film processing; titles; 16mm & 35mm sound recording; documentary films, TV spots; location shots filmed.

## 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



**CINEMAGINATION and SERVICE**



**300 EAST 46th STREET, NEW YORK 17, N. Y.**

**OXFORD 7-6655**

## RADIO AND TV COMMERCIAL PRODUCERS

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.....Sheldon Abramowitz  
Dir. Program Dev.....Harriet H. Hester  
Office Mgr.....Barbara Brazong

*Services Offered*—Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integration; color or black and white, live action or animation in both 16 mm and 35 mm.

*Current Productions*—Westinghouse Electric, General Motors-Frigidaire, Bulova Watch, Nestle, Advertising Council, Humble Oil, Corn Products Sales-Best Foods Div.

### **Leonard Anderson Associates, Inc.**

(See TV Producers & Distributors)

### **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  
Production Manager.....Helen Hansen  
Creative Director.....Bob Kurtz  
Director.....Ed Barge  
Sales Manager.....Hal Styles

#### *Branch Offices*

14005 Fenkell Ave., Detroit, Mich.

Phone: BR 3-3400

Representative.....Ted Petok  
221 N. LaSalle St., Chicago, Ill.  
Phone: FR 2-2628

Representative.....Joe W. Edwards  
*Services Offered*—Animated & live action TV comm's, storyboards, sound tracks, educational & industrial films.

### **Animation Service Co.**

1780 Broadway, N.Y.C. 19

Phone: CI 5-4832

Chief Animator.....Abe Blashko  
Animation Supervisor.....Robert Tinfo  
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

President.....Graham Place  
Vice Pres.....Otto Feuer  
Gen. Mgr.....Donald Fellows

National Sl. Dir.....Lee Krieger  
*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.

### **Evan J. Anton Prods., Ltd.**

550 Fifth Ave., N.Y.C. 36

Phone: PL 7-3638

President.....Evan J. Anton  
Vice President.....Mary Mallios  
Sec'y-Treas.....James Mallios  
*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

### **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**

420 Lexington Ave., N.Y.C.

Phone: LEXington 2-5970

President.....Joseph Armstrong  
*Services Offered*—Custom, synd. comm'l's facilities.

### **Atlas Film Corp.**

1111 South Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

President.....J. A. Kellock  
Vice Pres. & Prod. Mgr.....A. S. Bradish  
V.P.'s.....T. H. Peterson, R. L. McMillan, James L. Herman

Secretary.....W. L. Naftzger

#### *Branch Offices*

2801 Cyclorama Dr., Cincinnati 11, Ohio

Phone: MO 1-3867

Vice President.....R. L. McMillan  
11 Barbour Terraces, Woodward & W.  
Long Lake Rd., Bloomfield Hills, Mich.  
Phone: MIDwest 7-1155

Vice President.....J. L. Herman  
408 Rucker Pl., Alexandria, Va.  
Phone: OV 3-1525

Manager.....R. C. Barrett  
6631 Hollywood Blvd., Hollywood, Calif.  
Phone: HOLlywood 9-3904

*Services Offered*—Producers of TV commercials, slidefilms, theatrical shorts, motion pictures-35mm & 16mm black & white & color. Studios—35mm & 16mm lab. & sound recording services.

### **Audio Productions, Inc.**

630 Ninth Ave., N.Y.C. 36

Phone: PL 7-0760

President.....Frank K. Speidell  
Vice Pres., Treas.....P. J. Mooney  
Vice President.....T. H. Westermann  
Secretary.....Alexander Gansell  
TV Dept. Mgr.....Harold R. Lipman  
*Services Offered*—Producers of all types of TV commercials and sponsored films. Production facilities. Live action, animation, opticals, etc.





# RADIO AND TV COMMERCIAL PRODUCERS

## **Aurvid Productions**

P. O. Box 413, Phila., Pa.

Phone: LOcust 4-4429

Exec. in Charge .....Franklin O. Pease  
Mgr., Film Distrib.....David Rosen  
Traveling Rep.....Gertrude W. Weiss  
Exec. Sales Manager.....Charles Stahl

### *Branch Office*

P. O. Box 265, Clewiston, Fla.

Phone: YU 3-1711

*Services Offered*—TV and theatrical films. Commercial facilities. Live, package film and animation service. Editing facilities.

## **Austin Productions, Inc.**

Box 713, Lima, O.

Phone: 229-7881

President.....B. Otto Austin, Jr.  
Vice President.....Clair E. Butturff  
Secretary .....Nancy M. Austin  
*Services Offered*—Producers of film commercials & industrial films.

## **Bil Baird's Marionettes**

59 Barrow St., N. Y. C. 14

Phone: YUKon 9-9840

Partners.....Bil and Cora Baird  
*Services Offered*—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

## **Bandelier Films, Inc.**

1837 Lomas Blvd., NE, Albuquerque, N. M.

Phone: CHapel 3-5848

President .....R. Stevens  
Vice President.....Doyle Courington  
*Services Offered*—Live action & animated TV film commercials, 35mm or 16mm. Documentary films, industrial films, film strips & slides.

## **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  
V.P., TV.....Harold O. Stanton

### *Branch Office*

80 Boylston St., Boston, Mass.

Phone: HANcock 6-8904

V.P.....Lowell F. Wentworth  
200 W. 57th St., New York, N. Y.  
Phone: CIRCLE 6-6799

Vice Presidents.....Lowell F. Wentworth,  
Carl V. Ragsdale

*Services Offered*—Producers of 16mm & 35mm motion pictures & slide films-TV commercials & programs.

## **Beacon Television Features**

115 Newbury St., Boston 16, Mass.

Phone: COMMONwealth 6-6881

President .....J. L. Sanderson  
*Services Offered*—TV film commercials; story-boards, feature film production, radio jingles.

## **V. S. Becker Productions**

55 East 43rd St., New York 17, N. Y.

Phone: MU 2-0777

Exec. Prod.....Viola S. Becker  
*Services Offered* — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

## **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.

## **Guy Biddick**

1046 So. Olive St., Los Angeles 15, Cal.

Phone: RI 9-8800

Manager .....Guy Biddick  
Traveling Rep.....Burton Zoul  
*Services Offered*—Animation of product or trademark, commercial spots on film.

## **Biever & Stein Productions, Inc.**

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

Phone: PLaza 3-1147

President .....Curtis Biever  
Secretary-Treasurer .....Lou Stein  
*Services Offered*—Radio-TV commercials, film backgrounds, musical jingles.

## **Mel Blanc Associates, Inc.**

Taft Bldg., Hollywood & Vine

Hollywood 28, Calif.

Phone: HO 6-6127

President .....Mel Blanc  
*Services Offered*—Producers of humorous radio and TV commercials.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Bray Studios Inc.**

729 Seventh Ave., N.Y.C. 19  
Phone: CI 5-4582

Board Chmn.....J. R. Bray  
President.....Paul A. Bray  
V.P., Sales.....Paul Bray, Jr.  
Treasurer.....M. Bray  
Animation Director.....Rod Johnson  
Film Dist. Mgr.....B. D. Hess

*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health, safety and films for the military. Safety-training films in Spanish or French translation. Tape equipment available.

## **Broadcast House Enterprises, Inc.**

359 Canal St., Manchester, N. H.  
Phone: (603) 627-7669

President.....Norman Gittleson  
Vice President.....Rodney Barker  
Vice Pres., Mid W. Div.....Charles Sharpless  
Office Manager.....James A. Rogers

*Services Offered*—"Numbers Up," broadcast sales promotion including contest on air, prizes, mailing for every home throughout radio or TV station coverage area; designed for 13 weeks, specifically to increase ratings with profitable, self-liquidating show.

## **Henry Brown, Inc.**

209 E. 56th St., New York 22, N. Y.  
Phone: EL 5-7943

President.....Henry Brown  
*Services Offered*—TV commercials and film shows.

## **Marc Brown Associates**

8 East 48th St., New York, N. Y.  
Phone: MU 8-2847

President.....Marc Brown  
Vice President.....Paula Murphy  
Secretary, Treas.....Dorothy Greenberg

*Services Offered*: Producers and creators of original music for radio, television commercials and industrial film.

## **CBS Animations**

38 Centre Ave., New Rochelle, N. Y.  
Phone: New Rochelle 2-3466

Vice Pres., Gen. Mgr.....William M. Weiss  
*Services Offered*: Animated network commercials.

## **C/Hear Services, Inc.**

210 E. 47th St., New York 17, N.Y.  
Phone: EL 5-7212

President.....Granville Burland  
Prod. Co-ord.....Carol Manetta

*Services Offered*—Creation & production of jingles, radio-TV campaigns, music tracks for commercials; packagers of radio-TV shows; creators & prod. of LP albums for record co's.

## **CR Enterprises, Ltd.**

1148 S. Shenandoah St., Los Angeles 35, Calif.  
Phone: BR 2-6884

Pres., Prod.....C. Roth  
*Services Offered*—Film commercials.

## **S. W. Caldwell, Limited**

(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's; religious films; shorts, educ. & indust.

## **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's; soundies; B & W animation; packages.

## **Lars Calonijs Prods., Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: PL 7-0350

President.....Lars Calonijs  
*Services Offered*—Full animation facilities. Story boards. Live action.

## **Campus Film Prods., Inc.**

20 E. 46th St., N.Y.C. 17  
Phone: MU 2-8735

President.....Nat Campus  
Exec. Producer.....Jules Krater  
*Services Offered*—Film and TV commercial production

## **Canadian Film Industries Co., Ltd.**

310 Lakeshore Rd., Toronto 14, Canada  
Phone: CL 5-2351

President.....Arthur D. Gottlieb  
*Services Offered*—TV film shows, comm's; shorts; animation, B & W & color; facilities & studios rented.

## **Canyon Films of Arizona, Inc.**

834 N. 7th Ave., Phoenix, Ariz.  
Phone: AL 2-1718

Producer.....R. Boley  
Photography.....Roht. Allen  
*Services Offered*—Production TV commercials, industrial & pub. rel. films: 16/35 mm animation & live action.

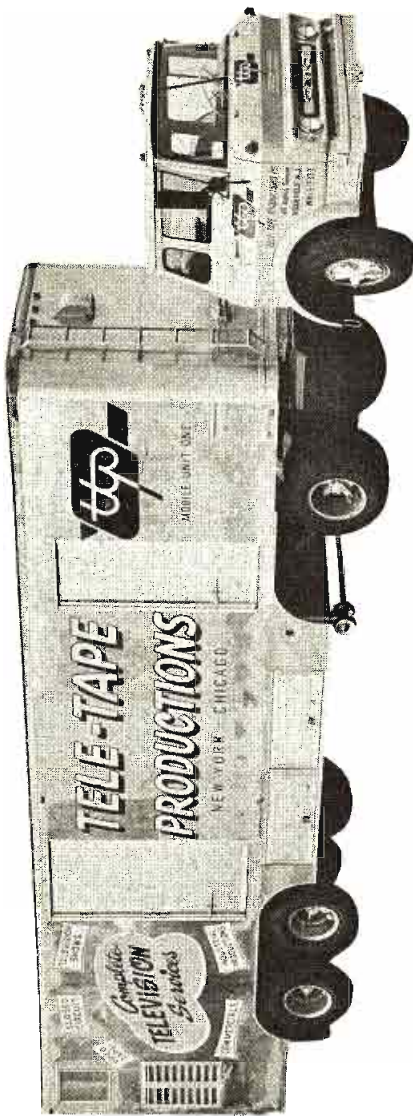
## **Capital Film Service**

224 Abbott Rd., E. Lansing, Mich.  
Phone: ED 2-3544

President.....J. R. Hunter  
General Manager.....R. G. Cole  
Production Manager.....Kenneth Kortge

# TELE-TAPE PRODUCTIONS MOBILE UNIT ONE

The most experienced name in quality video tape recording on location announces  
an all-new self-contained Video Tape and Camera facility ...



TELE-TAPE PRODUCTIONS

## SALES

136 E. 55th STREET, NEW YORK 22, N.Y.  
PLaza 2-7255

## ENGINEERING

471 VICTORIA TERRACE, RIDGEFIELD, N.J.  
943-7333

# RADIO AND TV COMMERCIAL PRODUCERS

Lab Manager.....Robert Winkel  
*Services Offered* Script to screen motion picture productions. Motion Picture producers' services, T.V. commercials, radio transcriptions. Complete animation services including hot press, cell services & art work, 35mm filmstrips.

## **Capitol Records Custom Service**

1750 N. Vine St., Hollywood 28  
Phone: HO 2-6252

Director .....George R. Jones  
Natl. Sls. Mgr.....Herbert I. Sachs  
Production Mgr.....Clifton L. Harden

### *Branch Office*

151 West 46th St., New York 19, N.Y.  
Phone: JU 2-8040

*Services Offered* — Custom recording for records, radio and TV & film scoring; manuf. facilities for all sizes of records, mastering processing; music library for film track.

## **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.  
*Services Offered*—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

## **Cate and McGlone**

1521 Crossroads of World, Hollywood 28  
Phone: HO 5-1118

President.....T. W. Cate  
Secretary.....E. D. McGlone  
*Services Offered* — Commercials; production—scripts, storyboards, editorial, photography.

## **Hu Chain Associates**

15 E. 48th St., N.Y.C. 17  
Phone: PL 5-5240

Owner .....Hubert V. Chain  
*Services Offered* — Radio-TV and motion picture production, direction and script writing.

## **Charter Oaks Telepictures, Inc.**

423 E. 90th St., New York, N. Y.  
Phone: TR 6-6800  
446 E. 86th St., New York, N. Y.  
Phone: YU 8-7970

President .....Louis Cavrell  
Secretary .....Otis Cavrell

# IMAGEINATION

IN MUSICAL ADVERTISING & ENTERTAINMENT PRODUCTIONS FOR RADIO • TV • RECORDS



## **SANDE & GREENE PRODUCTIONS**

1777 No. Vine St.,  
Hollywood 28, Calif.  
Phone: HOLLYWOOD 6-5103

## RADIO AND TV COMMERCIAL PRODUCERS

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**

720 N. Michigan Ave., Chicago 11  
Phone: WH 4-6971

President .....E. G. Josephson  
Dir. of Sales.....Robert D. Casterline  
Prodn. Mgr.....Russell T. Ervin, A.S.C.  
Laboratory Mgr.....Tod Yamamoto  
*Services Offered*—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.

### **Churchill Productions, Inc.**

6671 Sunset Blvd., Los Angeles 28, Calif.  
Phone: HOLLYWOOD 6-6251

President.....Robert B. Churchill  
*Services Offered*—Produce educational and industrial films.

### **Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood 38  
Phone: HO 5-3376

President .....H. Lehman  
Vice President.....Cecile Lehman  
Treasurer .....Jacques R. Lehman  
Secretary .....Philip Saltz

*Services Offered* — Commercials, educational films, business films, sports-shows, training films.

### **Cine-Video Productions, Inc.**

1322 Boston Post Rd., at Cedarhurst Lane  
Milford, Conn.

Phone: TR 4-6590

Pres., Exec. Prodr.....Garo W. Ray  
Vice President.....Ruth E. Ray  
Tech. Dir.....Kenneth F. Rieck  
Production Director.....Robert Reid  
General Manager.....George W. Grant  
*Services Offered*—Compl. motion picture services for industrial & educational productions. Complete sound stages, recording & dubbing studios, release printing — color, B & W, processing, & all other film services.

### **Cinecraft Productions, Inc.**

2515 Franklin Blvd., Cleveland 13, O.  
Phone: SU 1-2300

President .....Ray Culley  
Production Mgr.....Paul Culley  
Sales Manager.....Bob Davidson  
*Services Offered*—Synd. spots; comm'ls.

### **Cineffects, Inc.**

115 W. 45th St., N.Y.C.  
Phone: CI 6-0951

President .....Irving Hecht  
*Services Offered*—Animation, special effects, titles, mats, inserts, black & white or color, 16 or 35 mm.

# Gerald Schnitzer

PRODUCTIONS

producers of advertising  
films with dynamic  
imagery!

5746 Sunset Boulevard Hollywood 28, California · HOLLYWOOD 91158



# RADIO AND TV COMMERCIAL PRODUCERS

## Cinema Sound, Ltd.

2 W. 46th St., New York 36, N. Y.  
Phone: JUdson 6-5577

President ..... Robert Franklin  
Vice President ..... Herbert Moss

### Branch Offices

11-12 King St., Covent Garden, London,  
W. 1, England

Pres., Stagesound (Lon.) Ltd. .... Bill Walton  
16, Avenue Junot, Paris 18, France  
Manager ..... Deben Bhattacharya

*Services Offered:* Production of radio and TV features, commercials, custom field recordings, actuality sound effects, film tracks, electronic music. Owners of large collection of actuality sounds and historic voices.

## Cinesound, Limited

559 Rogers Rd., Toronto, Ont.  
Phone: RO 2-7338

President ..... B. Bach, Jr.  
*Services Offered:* -Shorts, film comm's; color, B & W animation; music; scripts; packages; studio, facilities rental.

## Cinetoon Productions

1847 Fort St., Honolulu, Hawaii

Exec. .... M. D. Meyers  
*Services Offered:* -Industrial films; synd. spots; comm's.

## Clifton Productions, Inc.

62 W. 45th St., N.Y.C. 36  
Phone: MU 2-0040

President ..... Maurice T. Groen  
V.P., charge Prod. .... Ronald T. Groen  
Asst. Prod. Mgr. .... Bert H. Cohen

*Services Offered:*—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage. Color stock footage.

## Coastal Film Services, Inc.

321 W. 44th St., N.Y.C. 36  
Phone: JUdson 2-7780

President ..... Manuel Casiano  
*Services Offered:*—Complete services including optical effects, animation, titles, film consultants.

## John Colburn Assoc., Inc.

1122 Central Ave., Wilmette, Ill.  
Phone: BR 3-2310

President ..... J. E. Colburn  
*Services Offered:* 16/35 mm industrial & TV film & comm's; sound stage, production facilities.

## Colmes-Werrenrath Prod. Inc.

1037 Woodland Dr., Glenview, Ill.  
Phone: PArk 9-0011

President ..... W. Colmes  
Exec. V.P. .... R. Werrenrath  
Vice President ..... W. Bennett Philley  
Act. Exec. .... T. R. Bohn

*Services Offered:*—Creation, production, direction, writing; studio, editing, projection facilities.

*Current Productions* — Commercials for Whirlpool Corp., Presto, Revere Camera, No. American Van Lines.

## Commerce Pictures

525 Poydras St., New Orleans, La.  
Phone: 523-5026

President ..... R. Wiegand  
*Services Offered:*—Commercials, b & w & color, live action & cartoons, 16mm, 35mm, movies, slides, stills, enlargements, prints & copies. Sound recording magnetic & optical.

## Commercial Recording Corp.

3104 Maple Ave., Dallas 19, Tex.  
Phone: RI 8-8004

President ..... John J. Coyle  
Vice Presidents ..... Walter A. Neilson,  
T. A. Harris

General Manager ..... Thomas E. Gwin  
*Services Offered* — Musical advertising, radio station promo., production aids, custom commercials, for radio & TV.

|                                  |
|----------------------------------|
| ● ● ● ● ●                        |
| FOR UNUSUAL                      |
| FILM COMMERCIALS                 |
| AND JINGLES                      |
| WILBUR STREECH PRODUCTIONS, INC. |
| 135 W. 52ND STREET               |
| NEW YORK 19, N. Y.               |
| JUDSON 2-3816                    |



# RADIO AND TV COMMERCIAL PRODUCERS

## Commercial Syndicated Films, Inc.

621 N. Dearborn St., Chicago 10, Ill  
Phone: WH 4-7477

President.....W. R. Johnson  
Vice President.....I. Bell  
Services Offered—Syndicated animated TV spots & programs.

## Commodore Productions & Artists, Inc.

1906 No. Kenmore Ave., Hollywood 27, Calif.  
Phone: NOrmandy 5-1187

Pres., Prod.....W. White, Jr.  
Prod. Dir.....Ed. Woodworth  
Prod. Superv.....W. White, III  
Secretary.....Janet Berrie  
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,  
R. Atkinson  
Services Offered—TV live & film shows; industrials; documentaries; color, B & W animation; scripts; packages.

## Condor Films, Incorporated

1006 Olive St., St. Louis 1, Mo.  
Phone: MA 1-8876

President.....Bradford Whitney  
Treasurer.....Edgar F. Stevens  
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, training & sports uses.

## Consolidated Film Industries

(Div. of Republic Corp.)  
959 Seward St., Hollywood  
Phone: HOllywood 9-1441

Chairman of Bd.....Victor M. Carter  
President.....Gordon K. Greenfield  
Vice Presidents.....Sidney P. Solow,  
John P. O'Connell, Daniel J. Bloomberg,  
O. W. Murray  
Secretary.....Peter A. Campbell  
Treasurer.....Rocco Di Fonso  
Services Offered — Processing of motion picture film.

## Continental Film Productions Corporation

2320 Rossville Blvd., Chattanooga, Tenn.  
Phone: AM 7-4302

President.....James E. Webster  
Secretary.....Thomas Crutchfield  
Treasurer.....S. K. Johnston, Jr.  
Services Offered—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercials. Tape equipment available.

## Roland D. Crandall Productions

31 Heusted Dr., Old Greenwich, Conn.  
Phone: NO 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  
Executive Producer.....Joseph McDonough  
Prod. Spvsr.....D. William Robinson  
Prod. Mgr.....David Saperstein  
Spvsng. Editor.....Morton S. Epstein  
Services Offered—Production of theatrical, advertising and documentary films, film and tape television commercials, television series programming. Color commercial specialists.

## Crawley Films, Limited

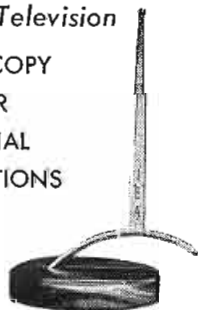
19 Fairmont Ave., Ottawa, Ont.  
Phone: PA 8-3513

President.....F. Crawley  
Vice President.....Graeme Fraser  
Vice President.....C. Everett  
Comptroller.....A. E. Ayer  
TV Commercial Dir.....Louis Lemkow  
Services Offered—Films, sponsored & TV; commercials; production; animation; laboratory; stages.

## CREATIVE COMMERCIALS!

For Radio & Television

MUSIC & COPY  
HUMOR  
INDUSTRIAL  
REVITALIZATIONS



Creation & Production



9122 SUNSET BOULEVARD  
HOLLYWOOD 69, CALIFORNIA  
CR 5-5219 • BR 2-2671

# RADIO AND TV COMMERCIAL PRODUCERS

## **Creative Features, Inc.**

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

Phone: PLaza 3-8632

Sales Mgr. .... Everett Goodman  
Production Mgr. .... Lee Pines

*Services Offered*—Musical commercials for local and regional advertisers; musical ID's and promos. for stations; open end weather & time musicals.

## **Creativision**

1780 Broadway, N.Y.C. 19

Phone: CI 5-4830

President ..... Victor Kayfetz  
Asst. to Pres. .... Seymour Posner  
Art Director ..... Abe Blashko

*Services Offered*—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

## **Cristal Animation, Inc.**

315 East 55th St., New York, N. Y.

Phone: PL 9-0920

President ..... Charles A. Bemant  
Vice President ..... Leonard Roberts  
Art Director ..... Fernando Venegas

*Services Offered*—Producers of animated and stop motion TV commercials, industrial and educational films.

## **Crossroads TV Productions**

1121 S. Glenstone, Springfield, Mo.

Phone: UUniversity 2-4422

V.P.'s ..... J. Mahaffey, E. Siman, Jr.

*Services Offered*—Film spots: live shows. Tape equipment available.

## **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, 35 & 16mm equipment.

## **Cummings Productions, Inc.**

35 West 53rd St., N.Y.C. 19

Phone: PL 7-6452

President ..... R. W. Cummings

*Services Offered*—Creators and producers of singing commercials, film backgrounds, scores for promotional shows.

## **D4 Film Studios, Inc.**

56 Elmwood St., Newton 58, Mass.

Phone: Woodward 9-7770

President, Treas. .... Joseph Dephoure  
Vice Pres. .... M. Levy

*Services Offered*—Comms; industrials; soundstage; processing art; sound recording.

## **D & R Productions, Inc.**

210 East 47th St., New York, N. Y.

Phone: PL 2-6520

Owners ..... Dan Hunn, Ron Fritz

## **Phil Davis Musical Enterprises, Inc.**

59 E. 54th St., N.Y.C. 22

Phone: MU 8-3950

President ..... Phil Davis  
Creative Director ..... Edward C. Redding  
Asst. Creat. Dir. .... Charles Naylor  
V.P., Mus. Dir. .... Earl Paul  
Secy., Treas. .... Loretta H. Davis  
Production Mgr. .... Joe Rhodes  
Copy Director ..... Helen Whitmore  
Film Score Dir. .... Hale Rood  
P.R. Dir. .... Frances B. O'Brien  
Exec. Secretary ..... Glen McGinley

*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, Inc.**

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

Phone: JUd-on 2-2740

President ..... Gordon M. Day  
Vice President ..... Carol Bulkley  
Treasurer ..... Leo L. Reich

*Services Offered*—Writing-production of TV film commercials & TV radio musical jingles.



# RADIO AND TV COMMERCIAL PRODUCERS

## **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.

## **Vince Degen TV and Radio Spots**

1601 N. Gower St., Hollywood 28, Calif.  
Phone: HOLlywood 5-9886

*Services Offered*—Production of commercials, original musical jingles, instrumental and vocal arrangements, underscoring for animation-live action.

## **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.....Louis Cohen  
Client Relations Dir.....Elaine Greene  
*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* — Commercials; documentaries; industrials.

## **Jack Denove Productions, Inc.**

(See TV Prod.-Dist.)

## **Depicto Films Corporation**

254 West 54th St., N.Y.C. 19  
Phone: COLumbus 5-7620

President.....J. R. von Maur  
*Services Offered*—Producers of industrial motion pictures, filmagraphs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creators and producers of complete sales training programs, including films and associated literature.

## **Leo Diner Films**

332 Golden Gate Ave., San Francisco 2  
Phone: PR 5-3664

Exec.....L. Diner  
*Services Offered*—Spots; lab sound & TV recording; animation.

## **Directions Unlimited Film Corp.**

737 N. Seward St., Hollywood 38, Calif.  
Phone: HOLlywood 2-3414

Exec. Prod., Pres.....John W. Orland  
Exec. Prod., V.P.....Terence Anderson  
Exec. Prod., Sec.-Treas.....Michael Rollens  
Exec. Prods.....James Jacobson, Robert

Searles, Michael Anderson  
*Services Offered*—Commercials, newsreel features, TV programs.

## **Walt Disney Productions, Inc.**

500 S. Buena Vista, Burbank, Cal.  
Phone: VI 9-3411

Chairman of Board.....Walt Disney  
President.....Roy O. Disney  
V.P., Adv. & Sales.....Card Walker  
V.P., Production.....Wm. Anderson  
V.P., TV.....Donn Tatum  
*Services Offered*—Comm'ls; programs.

## **Dolphin Productions, Inc.**

37 West 57th St., New York 19, N. Y.  
Phone: PLaza 3-5892

President.....Allan Stanley  
*Services Offered*—Producers of TV commercials.

## **Douglas Film Industries**


10 W. Kinzie St., Chicago 10  
Phone: MO 4-7455

President.....F. C. Raymond  
Exec. Vice Pres.....Arthur R. Jones III  
V.P., Production.....Douglas P. Raymond  
*Services Offered* — Educ., ind., TV films; titling & animation; lab work; printing.

## **Du Art Film Labs, Inc.**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

Exec. Vice Pres.....Irwin Young



**SIB PRODUCTIONS**

WALTER N. BIEN  
*President*

SONNY KLEIN  
*Vice President*

Paramount Studios  
5451 Marathon St.  
Hollywood, Calif.  
HO. 9-2411

# RADIO AND TV COMMERCIAL PRODUCERS

V.P.'s ..... Lou Feldman,  
Paul Kaufman, Arthur Miller  
Treasurer ..... Jack Fellers  
*Services Offered*—Processing of black & white motion picture film, motion picture lab.

**Dudley Pictures Corporation**  
666 N. Robertson, W. Hollywood 46, Calif.  
Phone: OL 7-0801

President ..... Carl Dudley  
Secy., Treas. .... R. W. Barnes

**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**

141 W. Ohio, Chicago 10, Ill.  
Phone: 614-7600

President ..... Cal Dunn  
Vice Pres. .... Joseph G. Betzer  
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, sound stages, ox-berry animation camera.

**Dynamic Films, Inc.**

405 Park Ave., N.Y.C. 22  
Phone: PL 1-7447

President ..... Nathan Zucker  
Exec. Vice Pres. .... Walter Lowendahl  
Promotion Dir. .... Mina Brownstone  
Sec., Controller ..... Gerald Carrus  
Sound Supvr. .... Jas. H. Townseud, Jr.  
Editorial Supvr. .... Donald Finamore  
Distribution ..... Deborah Rose

*Branch Offices*

573 N. Melrose, Elgin, Ill.  
Phone: SH 2-0866

Exec-in-Chg. .... Mal Middlesworth  
204 Triangle Bldg., Pittsburgh, Pa.  
Phone: EX 1-0316

Exec-in-Chg. .... William W. Matthews  
*Services Offered*—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Dynamic Theatre Network, Inc., Distribution Dynamics.

**East-West Distributors, Inc.**

630 9th Ave., New York 36, N. Y.  
Phone: JUdson 2-4727

President ..... Bruce McConnachie  
Vice President ..... M. Joseph Lydon

Production Manager ..... George Leuck, Jr.  
Office Manager ..... Beatrice Mattson

*Branch Office*

550 Main St., Fort Lee, N. J.

Vault Manager ..... George Macoun  
*Services Offered*—Complete film service providing multiplication and processing of TV commercials and feature films; editorial service; film and tape storage.

**Eastern Effects, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 5-5280

President ..... Maurice Levy  
Vice Pres. .... Samuel Levy

*Services Offered*—Complete service, art to film (optical effects, animation, titles, and inserts). 35 mm Color and BW.

**Educational Films Corp. of America**

1501 Broadway, New York City 36  
Phone: PE 6-1780

President ..... E. W. Hammons  
*Services Offered*—Color & B & W animation; commercials; shorts; packages.

**Elektra Film Productions, Inc.**

33 W. 46th St., New York City  
Phone: JU 2-3606

President ..... A. Liss  
Bus. Mgr. .... S. Magdoff  
*Services Offered*—Comm'l-industrial film service. Animated and live action scripts; storyboards.

**Peter Elgar Productions, Inc.**

75 W. 45th St., N.Y.C. 36  
Phone: JU 6-1870

President ..... Peter Elgar  
Secy.-Treas. .... Jessie Adamson  
*Services Offered*—Industrials, educational, religious, television.

**Elliot, Unger & Elliot, Inc.**

(Div. of Screen Gems, Inc.)  
711 Fifth Ave., New York, N. Y.  
Phone: JUdson 6-5582

Executives .... Steve Elliot, William Unger,  
Mike Elliot  
General Sales Manager ..... Al Mendelsohn  
Producers & N. Y. Sales Reps. .... Errol  
Linderman, Phil Frank, Connie Mowbray

*Branch Office*

1438 N. Gower St., Hollywood, Calif.  
Phone: HO 2-3111

West Coast Production ..... Joe Swavely  
Exec. Producer ..... Richard Kerns  
*Services Offered*—Production, distribution TV commercials, industrials, institutional films and film programs.

**Charles Elms Productions Inc.**

5 E. 40th St., New York 16, N. Y.  
Phone: MU 6-8877

# RADIO AND TV COMMERCIAL PRODUCERS

President.....C. D. Elms  
 Vice President.....Charles D. Elms, Jr.  
 Secretary.....Ruth M. Elms

*Branch Office*

163 Highland Ave., N. Tarrytown, N.Y.  
 Phone: MEDford 1-3363

President.....Charles D. Elms  
*Services Offered* — TV commercials, sound slide films, slide programs, wide scope presentations, sales prom., sales training, institutional & industrial motion pictures.

**Emerson Film Corporation**

1037 Woodland Dr., Glenview, Ill.  
 Phone: PArk 9-0011

*Services Offered*—Comm'l's; synd. spots.

**Endorsements, Inc.**

111 West 57th St., New York 19, N. Y.  
 Phone: COlumbns 5-5385

President.....Jules Alberti  
 Exec. Vice Pres.....Arthur Steintal  
*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 commercial television production services.

**Era Productions, Inc.**

3459 Cahuenga Blvd., Hollywood 28, Cal.  
 Phone: HO 2-2251

President.....Brice Mack  
 Vice President.....Robert Mack  
 Secretary.....Milt Schaffer  
*Services Offered* — Complete film prod., live & animated, sound recording facilities & stage.

**Ted Eshbaugh Studios, Inc.**

1029 E. 163rd St., New York 59, N. Y.  
 Phone: DAYton 9-3220

President.....T. Eshbaugh  
 Treasurer.....Jack Eshbaugh  
*Services Offered*—Educational shorts; TV film shows & comm'l's; color & B & W; animation; packages.

**Faillace Productions, Inc.**

1270 Ave. of the Americas, New York 20, N.Y.  
 Phone: CIrcle 6-7676

President.....Tony Faillace  
 V.P., Creative Dir.....Len Mackenzie  
 Musical Dir.....Bob Freedman  
 V.P., Program Dir.....Cbick Vincent  
 Sec., Office Manager.....J. B. Zadig  
*Services Offered*—Creation and production of musical commercials. TV scoring, arrangements & production of agency created jingles; creation, development & production of program material.

*Current Productions* — Good 'n' Plenty, Phillies Cigars, Wheatena, General Tires, Canada Dry, Ambassador Beer, Lilt, NAB, Barney's, Duncan Hines, Colgate Tooth Paste, Juju Fruits, Krueger Beer, Wildroot,

Foster Parents Plan, Freedom's Foundation, Westclox, Main Sardines, Clearasil, Wise Potato Chips, Dubonnet.

**Family Films Incorporated**

5823 Santa Monica Blvd., Hollywood 38  
 Phone: HO 2-2243

President.....S. Hersh  
*Services Offered*—Film comm'l's; industrial; color & B & W animation; packages; facilities rented.

**Farkas Films, Inc.**

385 Third Ave., New York 16, N. Y.  
 Phone: OR 9-8212

President.....Nicholas Farkas  
 Vice President.....F. E. Robison  
 Secretary-Treasurer.....Mary Finley  
*Services Offered* — TV commercials, religious films, industrial films. Tape equipment available.

**Joe Feagins Productions**

104 East 30th St., New York 16, N. Y.  
 Phone: MU 5-3384

Pres., Creative Dir.....Joe Feagins  
 V.P., Treasurer.....William Roos  
 V.P., Sales.....Stan Bahr  
*Services Offered*—Creators and producers of radio-TV live-tape programs, documentary and transcribed features; commercials, background music, copy, complete recording and production facilities and creative staff; special music for radio, TV and movies, musical jingles.

JOE  
 FEAGINS  
 PRODUCTIONS

● ● ●  
 ● ● ●

"Providing YOUR Agency, Station or Company with a Highly Skilled Radio and TV Creative Department."

- ... Exciting Radio-TV Copy
- ... Imagiuative Music Scores
- ... Memorable Singing Jingles
- ... Top Film — Live — Tape Production
- ... Happy Station ID's — Promos
- ... New Campaign — Sales Ideas

As Close as the Phone on Your Desk

104 EAST 30th STREET      MU 5-3384  
 NEW YORK 16, N. Y.      MU 3-1438

# No Substitute for Quality, A Musical Commercial 'Must'



By  
PHIL DAVIS  
President  
Phil Davis Musical  
Enterprises, Inc.

**M**AYBE "the quality of mercy is not strained" applied to the golden age of Elizabethan literature. But it hardly applies in today's modern age of musical advertising. In fact, today, mercy can spell bankruptcy for those who sacrifice quality for quantity and ethical business practices for marginal or unethical business practices.

For proof of this just compare over the years the names of those who have come and gone in the annual listings of this Yearbook. Serious comparisons also elucidate that it's mostly the ethical producers of quality musical commercials who survive year after year. Nor is there any substitute for quality—the secret of survival in this highly competitive field.

Not only do quality musical commercial producers honorably survive and thrive despite the periodic onslaught of marginal or unethical producers, but also over the years they've successfully elevated the profession to one of respect and dignity in the advertising world.

In addition, both on and far from Madison Avenue, they've introduced and educated advertisers and agencies to the fundamental characteristics that distinguish quality musical commercial productions from jingle-mill, cheaply produced, poorly conceived musical commercials.

As a result, more than a few out-of-town advertisers and agencies are beginning to outstrip in their long-range thinking some of the nation's "Mr. Big" advertisers and agencies. Through experience with long-established musical commercial producers, they've discovered that custom-built,

skillfully conceived and created commercials may be musically adapted to any new advertising strategy developed.

Not only have they found that a quality custom-made musical commercial has both musical and advertising flexibility, but that it functions as a three-way stimulant to sales: first by the sales impact of performance; second by the sales impression it creates; and third by its over-ride or bonus impression that accrues to an advertiser each time someone whistles, hums or sings the tune thereafter.

Most importantly they know that a quality custom-made musical commercial is woven into the warp and woof of a planned advertising campaign that blankets all media. It's not patched on as an afterthought. Nor is it sacrificed to an irrational economy that budgets thousands for air time and pin money for a complete musical service that guarantees production (from the creation to the finished musical commercial) of the highest quality.

In today's musical commercial world "no substitute for quality" is axiomatic with established, reputable producers. Fortunately, seasoned advertisers and agencies from border to border happily are discovering every day too that there's no substitute for a truth penned centuries ago in a book of Italian proverbs. It reads: "Good things cost less than bad ones."



# RADIO AND TV COMMERCIAL PRODUCERS

## **Don Fedderson Commercial Productions**

8460 West Third St., Los Angeles 48, Calif.  
Phone: OL 1-1860

President.....Jack W. Minor  
V.P., General Mgr.....Peck Prior  
V.P. Exec. Producer.....Tom Armistead  
V.P. in Charge of Prod.....Robert Chenault  
Sales Manager-Prod.-Dir.....Rudy Behlmer  
Asst. Prod. Mgr.....Billie Ray Smith  
Supervising Editor.....Bill Moore  
*Services Offered* — Planning and production of commercials.

## **Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48  
Phone: OL 2-2612

Producer.....Paul J. Fennell  
*Services Offered*—Producer of film spot commercials and of industrial and educational films. Animation specialist.

## **Ferro, Mohammed and Schwartz, Inc.**

249 East 49th St., New York 17, N. Y.  
Phone: PLaza 2-0720

Executive Producers.....Pablo Ferro, Lew Schwartz

*Services Offered*—Film direction for visual marketing and communication. Producers of film for TV commercials, industry, theatre, sales promotion and training, government, slide films, titles and education. Specialists in graphic design, animation and live action. Film consultants.

## **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 Associates, Inc.**

4600 Dixie Hwy., Dayton 39, Ohio  
Phone: 293-2164

President.....E. Raymond Arn  
General Mgr.....Edward R. Lang  
*Services Offered*—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

## **Film Commercials, Inc.**

87 Madison Ave., New York City 16  
Phone: ORegon 9-3970

Vice President.....J. C. Ryder  
Sales Manager.....Rudolph F. Purpus  
*Services Offered*—Radio & TV services.

## **Film File**

(Pix Enterprises)

4615 Longridge, Sherman Oaks, Calif.  
Phone: STate 8-7836

Production.....Geo. Grenville  
*Services Offered*—Comm'l's & spots (synd.)

## **Film Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: TN 7-3330

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.**

421 W. 54th St., New York City 19  
Phone: PL 7-7120

President.....L. Levy  
*Services Offered* — Slide film comm'l's; slides & optical effects, animation, blow-ups.

## **Filmack Studios**

1327 S. Wabash Ave., Chicago 5  
Phone: HA 7-4855

Chairman of Board.....Irving Mack  
President.....Bernard Mack  
Vice President.....Joseph Mack  
V.P., Sales.....Donald Mack  
Production Mgr.....Pat Cascio  
Secretary.....Vi Dane  
*Services Offered* — Producers of motion picture film and slides for TV, theatre and industry.

## **Filmaster, Inc.**

650 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOLlywood 6-1681

President.....R. W. Stabler  
V.P., Programming.....Nat Perrin  
Vice President.....G. N. Cook  
Sec.-Treas. ....Clifford E. Enger

### *Branch Offices*

707 Nicolet Ave., Winter Park, Fla.  
Phone: MIDway 7-7011

Vice President.....Robert Kearney  
*Services Offered*—Comm'l, industrial military, business, program & feature films.

## **Filmex, Inc.**

300 East 46th St., New York 17, N. Y.  
Phone: OXford 7-6655

President.....Robert Bergmann  
Vice President.....Peter A. Griffith  
Vice President.....Paul Minor  
Vice President.....James N. Manilla  
Vice President.....Marshall Stone  
*Services Offered*—Film commercial production, TV programming, industrial film production.

## **The Film-makers, Inc.**

615 N. Wabash Ave., Chicago 11, Ill.  
Phone: 337-6264

Chairman of Board.....Edward E. Katz  
President.....Lincoln Scheurle  
*Services Offered*—Creation and production of TV film commercials, animation and live; industrial films, slide presentations, instructional films for business.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Films Five, Inc.**

18 E. 50th St., New York 22, N. Y.  
Phone: PL 2-7960

Head of Studio Operations... Walter Bergman  
Exec. Prod. Dir. .... Nox Lempert  
*Services Offered*—Live action, animation, special effects, TV commercials, public relations, industrial, documentary, educational films. Fully integrated production unit, including shooting stage and editing facilities, and a mass print and shipping department.

## **Filmways, Inc.**

18 E. 50th St., N.Y.C. 22  
Phone: PL 1-2500

Bd. Chairman ..... Martin Ransohoff  
President ..... Rodney Erickson  
Sr. V.P. .... Mickey Dubin  
1040 N. Las Palmas Ave., Los Angeles, Calif.  
Phone: HOLLYWOOD 9-9011  
Vice President ..... Will Cowan  
*Services Offered* — Rear screen projection completely equipped camera cars and sound stages, New York and Hollywood.

## **Filmways of California, Inc.**

1040 N. Las Palmas Ave., Hollywood 38, Cal.  
Phone: HOLLYWOOD 9-9011

President ..... Martin Ransohoff  
Vice President ..... Will Cowan  
Treasurer ..... John H. Nicolaides  
Secretary ..... L. D. Nolan  
*Services Offered*—Filmed TV commercials.

## **Fine Arts Productions, Inc.**

7417 Sunset Blvd., Hollywood 46, Cal.  
Phone: HO 7-7107

President ..... John Wilson  
*Services Offered* — Animation & film comm's. Film programming and specialized adaptations.

## **Fiore Films**

128 Mallory Ave., Jersey City 4, N. J.  
Phone: HENDERSON 2-4474

Executive Director ..... Al Fiore, Sr.  
*Branch Office*  
354 W. 45th St., New York, N. Y.  
Phone: PL 7-2271

Director ..... William Kohler  
*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's.

## **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's; packages.

## **Flagg Films, Incorporated**

1427 N. La Brea Ave., Hollywood 28, Cal.  
Phone: HO 2-0902

President ..... Don Flagg  
Vice President ..... Toni Flagg  
Secy., Treas. .... Anne Schwartz

*Services Offered*—Production of industrial, sales training and public relations films, TV commercials, educational films. Tape equipment available.

## **Fletcher Film Productions, Ltd.**

RCA Bldg., 225 Mutual St., Toronto 2, Ont.  
Phone: EM 3-8372

President ..... H. D. Fletcher  
Production, Admin. .... M. Walker  
*Services Offered* — Features, theatrical shorts; comm's.

## **Flicka Films**

621 N. Dearborn St., Chicago 10, Ill.  
Phone: WHITEHALL 4-7477

General Mgr. .... William R. Johnson  
*Services Offered*—Low cost animation for TV & industrial films.

## **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.

## **Format Films, Inc.**

4741 Laurel Canyon Blvd.,  
No. Hollywood, Calif.  
Phone: POPLAR 9-3610

President ..... Herbert Klynn  
Exec. V.P., Treas. .... Melvin Getzler  
Vice President ..... Jules Engel  
Vice President ..... Leo Salkin  
Vice President ..... Henrietta Jordan  
Secretary ..... Julie Boyer

### *Branch Office*

360 N. Michigan Ave., Chicago 11, Ill.  
Phone: FI 6-3585

Vice President ..... Jerry Abbott  
*Services Offered* — Producer of animation films for TV theatricals & commercials, industrial films & theatres.

## **Forrell, Thomas & Polack Assoc., Inc.**

157 West 57th St., New York 19, N. Y.  
Phone: LT 1-0910

Chairman of Board ..... James P. Polack  
President ..... Edward Thomas  
Exec. Vice Pres. .... Gene Forrell  
V.P., Sales, Prod. .... Richard M. Bradshaw  
V.P., Assoc. Creat. Dir. .... George Wilkins  
Secretary-Treasurer ..... Eleanor Fogelson  
*Services Offered*—Creation, production of music for all advertising media; radio, TV jingles and film scores; record, album packages; custom promotion material; industrial, institutional film scoring; consultants, suppliers to advertisers, agencies, film producers.

## **Forum Films**

6 E. 46th St., New York 17, N. Y.  
Phone: YUKON 6-2230

President ..... Allen Spikol  
*Services Offered*—Producers of animated films for commercials, industrials and theatrical films.

# RADIO AND TV COMMERCIAL PRODUCERS

## **George Fox Corporation**

1508 Crossroads o'World, Hollywood 28  
Phone: HO 4-2242

President.....G. S. Fox  
*Services Offered*—Industrials, spots (synd.) & comm'ls.

## **Sam Fox Film Rights, Inc.**

1841 Broadway, New York 23, N. Y.  
Phone: Circle 7-3890

Vice President.....Fred Fox  
General Manager.....Howard Lerner  
*Branch Offices*

3349 W. Outer Dr., Detroit, Mich.

Manager.....Esther Frank  
1680 Vine St., Hollywood, Calif.

Manager.....Benny Miller  
*Services Offered*—Background music, on records and tapes, for TV commercials, radio, theatrical and non-theatrical productions, slide films.

## **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  
*Services Offered*—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities.

## **Freberg, Limited**

7781 Sunset Blvd., Hollywood, Cal.  
Phone: HO 2-6973

Pres.....Stan Freberg  
General Mgr.....William G. Anderson  
*Services Offered*—Humorous advertising campaigns, TV, radio, & print.  
*Current Productions*—Chun King Chow Mein, Cbeerios, Nytol, Salada Tea.

## **Charles Fuller Productions**

3015 Granada St., Tampa 9, Fla.  
Phone: 253-0911

Owner.....Charles Fuller  
General Manager.....Charles F. Hunt  
Sales Manager.....R. H. Stech  
Engineering.....W. P. Gossett  
*Services Offered*—Full sound services and facilities.

## **Allen A. Funt Productions**

Croton-on-Hudson, N. Y.  
Phone: CRoton 1-8847

President.....A. A. Funt  
*Services Offered*—Comm'ls & industrial films & syndicated spots.

## **Futuristic Productions, Inc.**

3103 Routh Street, Dallas, Tex.  
Phone: RI 1-6281

Exec. Vice Pres.....Jack Alexander  
Exec. Vice Pres.....Jim Wells  
*Services Offered*—Producers and distributors of custom radio jingles; promotional sales agents for commercials, tapes, radio and TV promotions. Complete studio facilities.

## **Gainsborough Associates, Inc.**

435 East 57th St., New York 22, N. Y.

Phone: PLaza 1-0013

President.....J. Mitchell Jablons  
V.P., General Mgr.....Josephine Jablons  
Executive Producer.....Jack D. Gaines  
Casting Director.....David M. Jablons

### *Branch Office*

321 South Canon Dr., Beverly Hills, Cal.  
Phone: CRestview 3-6323

Vice President.....Alfred L. Golden  
*Services Offered*—Live & taped TV commercials; public program consultants, consultants for new station applications.

## **Galaxie Productions, Inc.**

219 Security Trust Bldg., Miami 32, Fla.  
Phone: FRanklin 3-8729

President, Exec. Prod.....E. G. Weaver  
Vice President.....Edward R'Church  
Secretary-Treasurer.....E. B. T'Kach  
Rep., Legal Counsel....Albert L. Weintraub  
Exec. Consultant.....Dr. E. V. Rothkirch

### *Branch Offices*

5880 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-1133

Manager.....T. J. Rourke  
307 West 15th St., Minneapolis 3, Minn.  
Phone: 333-8822

Manager.....E. B. T'Kach  
Box 3361, St. Petersburg 31, Fla.  
Phone: 347-6236; 894-0116

Manager.....Vincent Berastegui  
*Services Offered*—Documentaries, industrials, commercials, recording facilities and technical consultants.

## **Gallagher Films, Inc.**

137 N. Oakland Ave., Green Bay, Wisc.  
Phone: HE 7-1307

President.....J. C. Gallagher  
*Services Offered*—Half-hr. shows; producer of TV spot comm'ls.

## **William J. Ganz Co., Inc.**

(Div. of Institute of Visual Comm., Inc.)  
40 E. 49th St., N.Y.C. 17  
Phone: EL 5-1443

President.....William J. Ganz  
Distribution Mgr.....Jay R. Thaw  
Circulation Mgr.....Raymond J. Kujanson  
*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 Pictures Corp.**

4501 Pleasant Valley Rd., Cleveland 34, O.  
Phone: VI 2-3636

President.....G. Oliva, Jr.  
Vice President.....M. M. Horace  
*Services Offered*—16/35 mm Video tape. Newsreels & comm'ls, animation, still photography.  
*Current Productions*—Standard Oil Co., Illuminating Co., Westclox.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Gerald Productions, Inc.**

421 W. 54th St., N.Y.C. 19  
Phone: PL 7-2125

President .....Gerald Auerbach  
Exec. V.P. ....Lonis Mucciolo  
V.P., General Mgr. ....Henry Traiman  
Vice Pres., Sales .....Robert Rawson  
V.P., Controller .....Samuel Auerbach  
*Services Offered*—Producers of TV programs, commercials, public relations & industrial films, stages, sound, & editorial facilities.

## **Harold R. Gingrich Productions**

111 N. Marion St., Oak Park 1, Ill.  
Phone: VI 8-9444

Owner-Manager .....Harold R. Gingrich  
Music Director .....Vicki Stevens  
Talent Director .....Lee Raleigh  
Script Director .....Bill Brown  
*Services Offered*—Radio-television advertising, counseling and ideas.

## **Glenar Studios**

6618 Sunset Blvd., Hollywood, Calif.  
Phone: HOLLYWOOD 4-0406

Owner .....Sid Glenar

## **Melvin L. Gold Enterprises**

320 E. 54th St., New York 22, N. Y.  
Phone: MU 8-0897

President .....Melvin L. Gold

### *Branch Office*

1600 Broadway, New York 19, N. Y.  
Phone: CI 6-5700

Exec.-in-Chg. ....M. L. Gold  
*Services Offered*—Consultant-produces for TV & industry.

## **Chuck Goldstein Productions, Inc.**

730 Fifth Avenue, New York 19  
Phone: JUDSON 6-7477

President .....Chuck Goldstein  
Vice President .....Norman Richards  
Business Manager .....Ruth Goldstein  
Office Manager .....Lorraine Laredo  
*Services Offered*—Creators and producers of original music for television film soundtracks and radio commercials; specialists in the development and production of dramatic commercials; musical consultants to advertising agencies and film studios.

## **Harry S. Goodman Productions, Inc.**

(See TV Producers and Distributors)

## **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's; Educ.; industrial; color & B & W animation; editorial.

## **Gotham Recording Corp.**

(See Transcription Companies)

## **Goulding-Elliott-Greybar Productions, Inc.**

420 Lexington Ave., N.Y.C. 17  
Phone: LE 2-9014

Co-owners .....Bob Elliott, Ray Goulding  
*Services Offered*—Production of radio and animated or filmed commercials and programs, 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 Productions, Inc.**

480 Lexington Ave., N.Y.C. 17  
Phone: YUKON 6-4070

President .....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.

## **Gryphon Productions, Inc.**

40 East 49th St., New York 17, N. Y.  
Phone: PLaza 2-5280

President .....Ray Favata  
Vice President .....Ed Seeman  
*Services Offered*—Animated live action & stop motion.

*Productions*—First National Bank of New Haven, Chairmau Tissue (Benson & Bowles), Millbrook Bread, (McCann-Erickson), Schaefer Beer (BBD&O).

## **Herman Hack Prod. & Scripture Films**

571 N. Arden Blvd., Los Angeles 4, Calif.  
Phone: HO 7-0557

Owner .....H. Hack  
*Services Offered*—TV film shows; soundies; religious and travelogues.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Handel Film Corporation**

6926 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 6-5924

President.....L. A. Handel  
Secy. ....M. Manning  
*Services Offered*—Produces film series & comm'l's; distr. series.

## **Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.  
Phone: TR 5-2450

President .....J. Handy  
Sr. V.P., Mktng. Svcs. ....Russell B. Robins  
Sr. V.P., Pgmng. Svcs. ....Everett F. Schafer  
V.P., Sales Develop. ....George B. Finch  
V.P., Contact. ....William G. Luther  
V.P., Tech. Dev. & Treas. ....John A. Campbell

### *Branch Offices*

1775 Broadway, New York 19, N. Y.  
Phone: JU 2-4060

Exec-in-Chg. ....Charles Bell  
230 N. Michigan, Chicago 1, Ill.  
Phone: STate 2-6757

Exec-in-Chg. ....Harold Dash  
1680 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 3-2321

Exec-in-Chg. ....Thomas G. Johnstone  
*Services Offered*—Creation & production of TV commercials, public relations, institutions; studios, sound stages, recording, etc.

## **Hankinson Studio, Inc.**

72 West 45th St., New York 36, N. Y.  
Phone: YUKon 6-2180

President.....Frederick L. Hankinson  
V.P., Production Manager.....Walter Klas  
*Services Offered*—Producers of TV commercials and industrial films; modern animation equipment and editing service.

## **Hanna-Barbera Productions**

3501 Cahuenga Blvd., Hollywood 28  
Phone: HOLlywood 6-1371

President .....Joseph Barbera  
Vice President.....William Hanna  
Dir. of Prom. & Pub. ....Arnold Carr  
*Services Offered*—Films for TV.

*Productions*—Huckleberry Hound, Quick Draw McGraw, Yogi Bear Show, The Flintstones, Top Cat, The Jetsons.

## **Hardric Productions, Inc.**

510 Madison Ave., New York City 22  
Phone: EL 5-5633

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 6-7189

Pres., General Mgr. ....Ralph G. Tuchman  
V.P., Creative Dir. ....Fran Harris  
Mgr., Sales Div. ....Bennett Dolin  
*Services Offered*—Production of live action and animated TV commercials and industrial films.

## **Harvey Cartoon Studios, Inc.**

(See Producer-Distributors)

## **Health & Welfare Materials Center, Inc.**

10 E. 44th St., New York City 17  
Phone: MU 2-0283

President .....V. Weingarten  
*Services Offered*—TV live & film shows, educ., packages.

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

450 W. 56th St., New York City 19  
Phone: PL 7-4120

Exec. V.P. ....C. B. Stratton  
Production Dir. ....J. Michon  
Exec. Assignment Ed. ....Nick Archer

### *Branch Offices*

1905 Fairview Ave., N.E., Washington 2, D.C.  
Phone: LAwrence 6-5607

Bureau Manager.....Charles E. Shutt  
6087 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-0650

Bureau Manager.....Norman W. Alley  
1325 So. Wabash Ave., Chicago Ill.  
Phone: 939-3748

Bureau Manager .....Frank Koza  
862 Howard St., San Francisco 3, Calif.  
Phone: DOuglas 2-4319

Chief Cameraman.....Les Thomsen  
4125 Swiss Ave., Dallas, Texas  
Phone: LA 1-2672

Chief Cameraman .....Gordon Yoder  
*Services Offered*—Film comm'l's; industrial; newsreels; packages; synd. film.

## **George Heid Productions**

Penn Sheraton Hotel, Pittsburgh 30, Pa.  
Phone: GR 1-3696

President .....George H. Heid  
Engineer .....Raymond Walker  
Secretary.....Joan B. Hill  
*Services Offered*—TV & Radio programs, recording studios, slide film productions, tape recorder sales and rentals.

## **Holland-Wegman Productions**

207 Delaware Ave., Buffalo 2, N.Y.  
Phone: TL 3-7411

Ptnrs. ....E. Wegman, S. C. Holland  
*Services Offered*—Create, produce 16/35 mm comm'l's & programs; laboratory.

## **Hollywood Film Commercials**

932 N. LaBrea, Hollywood 38, Calif  
Phone: OL 4-7100

President .....D. Commons  
*Services Offered*—Animated, live action comm'l's; special effects; opticals; storyboards; industrial films; creative services.

## **Hollywood Film Company**

956 Seward St., Hollywood 38, Cal.  
Phone: HO 2-3284

524 West 43rd St., New York, N. Y.  
Phone: LO 3-1546



## RADIO AND TV COMMERCIAL PRODUCERS

President ..... Ben Teitelbaum  
 Secy., Treas. .... Harry Teitelbaum  
 East Reg. Mgr. .... S. Kaplan  
*Services Offered*—Manufacture & distribute film & tape handling equipment. Reels, cans, cases, video tape reels.

### **Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood 28, Cal.  
 Phone: HO 4-2181

President ..... Mickey Kaplan  
 Vice Pres. .... Robert Warde  
*Services Offered*—Laboratory facilities—recording, dubbing, optical transfer, 35mm processing, etc.

### **Howard Radio-TV Productions**

123 W. Chestnut St., Chicago 10, Ill.  
 Phone: MI 2-5877

Owner ..... B. Howard  
*Services Offered*—Produce comm's & 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.

### **Milton Hurwitz**

1553 Madrona Dr., Seattle 22, Wash.  
 Phone: EA 4-1108

Owner ..... Milton Hurwitz  
*Services Offered*—Kinescope; produce TV programs, comm's; distr. films.

### **Imagination, Inc.**

222 Kearny St., San Francisco 8, Calif.  
 Phone: YUkon 6-6075

President ..... Robert J. Mills  
 Prod. Mgr. .... Robert H. Hovorka  
 Sales Mgr. .... Bruce Sedley  
*Services Offered*—Animated TV commercials.

### **Imperial World Films, Inc.**

Box 402, Santa Rosa, Calif.  
 Phone: Liberty 6-5986

Exec. V.P. .... R. W. Davis  
*Services Offered*—Educ. & industr. films & spot comm's.

### **Inter-Continental Broadcast Media (ICBM)**

236 West 55th St., New York 19, N. Y.  
 Phone: PLaza 7-5300

President ..... Don Purcell  
 Creative Director ..... Lou Carter  
 Production Manager ..... George Carroll  
 Art Director ..... Marvin Shervan  
 Station Relations Mgr. .... Fred Ross  
*Services Offered*—Producers and creators, for radio and TV, of varied services for pro-

motion of local sales; custom-created singing commercials for local advertisers.

### **International Video Tape**

5907 W. Pico Blvd., Los Angeles 35, Calif.  
 Phone: WEbster 7-2323

President ..... William F. Wallace  
 Vice President ..... Richard Rosenbloom  
 Director, Prog. Dev. .... Henry Colman  
 Mgr., Tech. Opera. .... Daniel R. Brewer  
*Services Offered*—Video tape services, complete tape facilities, mobile & studio.

### **J. F. Film Sound Service Co., Inc.**

45 W. 45th St., New York, N. Y.  
 Phone: CI 6-4029

President ..... Joseph Filipowicz  
*Services Offered*—Picture and music editing; production of commercials.

### **Riley Jackson Productions**

6253 Hollywood Blvd., Hollywood 28  
 Phone: HO 3-2324

President ..... Riley Jackson  
*Services Offered*—Film & TV production; features, programs & commercials.

### **Jamieson Film Co.**

3825 Bryan, Dallas, Texas  
 Phone: TA 3-8158

Pres. .... B. Jamieson  
 TV Production ..... J. Dickinson  
*Services Offered*—Spots, comm's, industrials.

### **Jenfred, Inc.**

36 W. 57th St., N.Y.C.  
 Phone: CI 7-1429

President ..... C. M. Frederick  
 V.P. .... Grace Frederick  
*Services Offered*—Specialized projection equipment to get motion pictures from stills; stock pictures (B & W and color) for backgrounds and murals; complete studio and art facilities for still commercial photography; background slides for Rear Projection and 2x2 slides.

### **Jerry Jerome Productions, Inc.**

1 Snapdragon Lane, Roslyn Heights  
 L. I., N. Y.

Phone: 516-MAYfair 1-4567

President ..... Eve Jerome  
 Vice President ..... Jerry Jerome  
 Secretary ..... Alan Nordlinger  
*Services Offered*—Creator and producer of musical commercials for radio and television, spots, film backgrounds, industrials. Advertising agency consultant on preparation and production of commercials.

### **Jewell Radio and Television Productions**

612 N. Michigan Ave., Chicago 11  
 Phone: MO 4-5757



# RADIO AND TV COMMERCIAL PRODUCERS

President.....James E. Jewell  
Vice Pres.....W. Ralph Jewell  
Secretary.....M. P. Casey  
Editor.....James Harrison

## Branch Offices

3062 Penobscot Bldg., Detroit 26  
Phone: WO 3-0617

Exec-in-Charge.....W. Ralph Jewell  
933 Roscomare Rd., Los Angeles 24, Calif.  
Phone: GR 2-4024

Director.....Lewis Foster  
*Services Offered*—Commercial sales tunes, spots & jingles for TV & radio; industrial, educational & TV films; TV & radio programs. Consultants to agencies and sponsors; package production services: writing, editing, directing, musical arrangements, supervision, casting, etc.

*Current Productions*—The Silver Eagle, Pressure, Carnival of Youth, Starmaker Theater, Rolla-Bowla.

## Dallas Jones Productions, Inc.

430 Grant Pl., Chicago 14, Ill.  
Phone: BU 1-8283

President.....D. Jones  
*Services Offered*—Comm'l's & industrial films produced.

## K & S Films, Inc.

5819 Wooster Pike, Cincinnati 27, O.  
Phone: BR 1-3700

President.....J. R. Rabius  
V.P.....S. H. Wilmlink  
Sec.-Treas.....Roma Rabius  
*Services Offered*—Producers of industrials, slide films, technical and cartoon animation. TV program producers.

## K & W Film Service Corp.

1657 Broadway, N.Y.C. 19  
Phone: CI 5-8080

President.....Ralph Koch  
*Services Offered*—Opticals, titles, special effects, animation and animation photography.

## Al Kane Productions, Inc.

1526 Sansom St., Phila. 2, Pa.  
Phone: LO 3-0222

Pres. & Treas.....Albert M. Kane  
Vice Pres.....Margaret A. Kane  
Secretary.....James J. Davis  
*Services Offered*—Comm'l's & programs for TV; kinescopes; technical production & writing; consultants.

## Victor Kayfetz Productions

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President.....Victor Kayfetz  
Asst. 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.

## Stacy Keach Productions

12240 Ventura Blvd., Studio City, Calif.  
Phone: POplar 2-0966

President.....Stacy Keach  
Associate.....Ernest Newton  
Exec. Sec.....Miss Frankie Newton  
*Services Offered*—Write, direct & produce shows for TV, radio, stage & motion pictures; industrial shows & commercials; sales & training films for industry; slide films.

## Keitz & Herndon, Inc.

3601 Oak Grove, Dallas 4, Texas  
Phone: LAkeside 6-5268

President.....L. F. Herndon  
Exec. V.P.....R. K. Keitz  
Vice Pres.....Tom Young  
*Services Offered*—Live prod. animation — 16/35 mm, color & B & W.

## 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'l's produced.

## Jack Kinney Productions, Inc.

(See Program Producers)

## Klein/Barzman

706 N. La Cienega Blvd., Los Angeles 69, Cal.  
Phone: OL 5-6565

Partners.....Bob Klein, Alan Barzman  
*Services Offered*—A free-lance creative group engaged in the production of advertising campaigns (especially humorous) for agencies. TV animation, live action, radio, print. Program production services also available.

## William L. Klein Productions

301 E. Erie St., Chicago 11, Ill.  
Phone: SU 7-9114

Exec. Prod.....W. L. Klein  
*Services Offered*—Radio & TV consultant, producer of special purpose films for TV, business, industry & govt.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Kluge Film Productions**

5350 W. Clinton Ave., Milwaukee 23, Wis.  
Phone: FL 4-9490

Sales.....D. R. Kluge  
Production.....D. W. Kluge  
Services Offered—16 mm color & B & W  
comm'l's, narrative or synchronous.

## **L & L Animation, Inc.**

16 West 46th St., New York 36, N. Y.  
Phone: Circle 5-7471

President.....Irv Levine  
Vice President.....Chris Grodewald  
Sec.-Treas.....Larry Lippman  
Services Offered—Art, animation, camera,  
optical for TV spots, industrials, medical,  
etc., & for producers.

## **La Brea Productions, Inc.**

3371 Cahuenga Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7171

President.....O. Gail Papineau  
Exec. Vice President.....Henry Ludwin  
Services Offered—An animation and live  
action staff for production of TV commer-  
cials, industrial and technical films. Special  
effects and inserts.

## **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 Lesner  
V.P., Production.....Alford H. Lessner  
Services Offered—Production of filmed TV  
commercials, documentaries, industrials and  
features. Parent of Fantasy Features, Inc.,  
specializing in children's films. Completely  
equipped motion picture and sound studio.  
All types of recording services.

## **Langlois Filmusic, Inc.**

151 N. Franklin St., Hempstead, N. Y.  
Phone: 516-IV 5-2400

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, mix-  
ing and sound effects library.

## **Herbert S. Laufman & Co.**

221 N. LaSalle St., Chicago 1, Ill.  
Phone: RA 6-4086

President.....H. S. Laufman  
Services Offered — TV live & film; live  
comm'l's; educationals; industrials; packages.

## **Robert Lawrence Animation, Inc.**

419 W. 54th St., N.Y.C. 19  
Phone: JUDson 2-5742

Vice Pres.....Peter H. Cooper  
Services Offered—Production of animated  
films.

## **Robert Lawrence Productions, Inc.**

418 W. 54th St., N.Y.C. 19

Phone: JU 2-5242

President.....Robert L. Lawrence  
Exec. Vice Pres.....John Cron  
V.P.'s.....Doris Reichhart, Roy Townshend  
Treasurer.....Philip Kornblum  
ROBERT LAWRENCE PRODUCTIONS  
(CANADA) LTD.

38 Yorkville Ave., Toronto 5, Ontario  
Phone: WALnut 5-5561

Chmn. of the Board...Robert L. Lawrence  
President.....John T. Ross  
GRANTRAY-LAWRENCE ANIMATION,  
716 N. LaBrea Ave., Hollywood, Calif.  
Phone: WEHster 6-8158

President.....Ray Patterson  
Vice President.....Robert L. Lawrence  
Secy., Treas.....Grant Simmons  
Services Offered — Producer of commer-  
cials, industrial films, film series; complete  
studio facilities; animation department, com-  
pletely equipped.

## **Carol Levene Productions**

2011 Broadway, San Francisco 15, Cal.  
Phone: WA 1-4772

Production.....Carol Levene  
Services Offered—Research, writing, pro-  
duction: commercials, educationals, indus-  
trials.

## **Lewis & Martin Films Inc.**

621 N. Dearborn St., Chicago 10, Ill.  
Phone: WH 4-7477

President.....William R. Johnson  
Vice Pres.....Irving Bell  
Services Offered—TV Spots, slidefilms,  
industrials, government motion pictures,  
theatrical features, recording & editing facili-  
ties, animation & live photography.

## **Lou Lilly Productions, Inc.**

5746 Sunset Blvd., Hollywood 28  
Phone: HO 6-6484

President.....Lon Lilly  
Prod. Manager.....Ken Clark  
Art Director.....Manny Gould  
Office Mgr.....Marion Young  
Services Offered—TV commercials, indus-  
trial & educational films.

## **Jack Lloyd**

1445 Miller Way, Hollywood 69, Cal.  
Phone: OL 6-4607

Executive Dir.....J. Lloyd  
Services Offered—Script to screen produc-  
tion of jingles.

## **Arthur Lodge Productions, Inc.**

333 W. 52nd St., New York 18, N. Y.  
Phone: JUDson 2-5477

President.....Arthur J. Lodge, Jr.  
Services Offered—Producers of motion pic-  
tures: chiefly industrial, documentary and  
public relations. Also filmed news releases.  
Stock footage library.

## **James Love Productions, Inc.**

2 West 46th St., New York 36, N. Y.

# RADIO AND TV COMMERCIAL PRODUCERS

Phone: JU 2-4633

President .....James A. Love  
*Services Offered*—Production of commercials, industrials, sales and public relation films. Creative consultant for each.

## **John W. Loveton Productions, Inc.**

1606 N. Highland, Hollywood 28, Cal.

Phone: HOLLYWOOD 3-1589

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

President, Director...Richard S. Duhelman  
Client Services Dir.....James M. Orchard  
Production Mgr.....Lois Forsch  
*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.

## **MKR Films, Inc.**

619 W. 54th St., New York, N. Y.

Phone: CO 5-4878

Pres., Treas.....Ralph Rosenblum  
V.P., Secretary.....Gene R. Kearney  
Prod.-Writer.....Paul Alley  
Sec.-Treas.....Ralph Rosenblum  
*Services Offered* — Producers of commercial, industrial, feature films, editorial services for TV & theatrical producers.

## **MPO TV of California, Inc.**

800 North Seward St., Hollywood 38, Cal.

Phone: HOLLYWOOD 6-3341

Vice President.....Melvin D. Dellar  
*Services Offered*—Producers of filmed TV commercials offering a newly re-equipped studio with sound, editorial, and all production facilities.

## **MPO Videotronics, Inc.**

222 East 44th St., New York 22, N. Y.

Phone: TN 7-8200

President.....Judd L. Pollock  
V.P., Secretary.....Marvin Rothenberg  
Vice President.....Arnold Kaiser  
Vice President.....Gerald Hirschfeld  
V.P., Asst. Secy.....Gerald Kleppel  
Treasurer.....Sanford Greenberg

### *Branch Offices*

800 N. Seward St., Hollywood 38, Calif.

Phone: HO 6-3341

V.P., Manager.....Mel Dellar  
1300 Buhl Bldg., Detroit, Mich.

Phone: WO 3-0201

Pres., General Mgr.....H. Kerbawy  
185 N. Wabash Ave., Chicago, Ill.

Phone: 372-2355

Rep. ....William Bailey  
*Services Offered*—Producer of TV com-

mercials and industry sponsored films, sales meetings and presentations.

## **Madison Productions, Inc.**

136 East 55th St., New York, N. Y.

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 and film commercials.

## **Eddy Manson Productions, Inc.**

8 Maple St., Tenafly, N. J.

Phone: LOWell 9-5313

President, Owner.....Eddy Manson  
Vice Pres., Secretary.....Paula Manson  
*Services Offered*—Specialists in film scoring, live action and animation. Productions: Little Fugitive, Day of the Painter, River Nile; commercials: Lucky Strike, Scott Tissue, U. S. Steel, G. E., Corning Glass, Campbell Soup.

## **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; industrial & public relation films; packages.

## **Master Motion Picture Company**

50 Piedmont St., Boston 16, Mass.

Phone: HA 6-3592

President.....Irving Ross  
Production Manager.....Alan Ross  
*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  
**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.

## **Melody Ranch Enterprises, Inc.**

10,000 Riverside Dr., N. Hollywood, Calif.

Phone: HO 2-7373

President .....Gene Autry  
*Services Offered* — Spot commercials on film.

## **Meridian Films Limited**

1202 Woodbine Ave., Toronto, Ont.

Phone: 698-5583

President .....N. A. Taylor  
Exec. V.P. ....D. Greisdorf  
V.P., General Manager.....John A. Winter  
Technical Dir.....Jerry Zaludek

# RADIO AND TV COMMERCIAL PRODUCERS

Dir. of Operations.....Phil Styles  
*Services Offered*—Film and videotape and  
 videoprint production, feature, industrial,  
 documentary, special effects, sound stage.

## **Metrotape, Div. Metropolitan Broadcasting**

205 E. 67th St., New York City 21  
 Phone: LE 5-1000

Operations Manager.....L. Hicks  
*Services Offered*—Videotaped TV commercials.  
 Tape equipment available.

## **Metrovision, Inc.**

117 West 48th St., New York 36, N. Y.  
 Phone: Plaza 7-3270

President.....John P. Hudak  
 Secretary-Treasurer.....John Walek  
 Production Sup.....Carroll Owen  
*Services Offered*—Motion pictures for TV,  
 industry, business, education, public relations;  
 film strip production, rear screen  
 video-mobile advertising production.

## **Milner-Fewick, Inc.**

3800 Liberty Heights Ave., Baltimore 15  
 Phones: MO 4-4221, LI 2-7147

President.....Ervin M. Milner  
 Vice Pres., Prod.....Robert Fenwick  
 V.P., Sales.....Hoby Wolf

### *Branch Offices*

314 Victor Bldg., Washington, D. C.  
 Phone: STerling 3-4659

Manager.....Edward F. Hopper  
 Box 765, Cleveland, O.  
 Phone: LO 1-6835

District Mgr.....Robert Gold  
*Services Offered*—Animation, cartoon &  
 technical, live action, 16mm & 35mm, strip  
 films-recordings-jingles-brochures-general art  
 services, industrial exhibits & shows.

## **Mode-Art Pictures, Inc.**

1022 Forbes Ave., Pittsburgh 19, Pa.  
 Phone: 391-1846

President.....J. L. Baker  
 Exec. V.P.....R. L. Stone  
 V.P.'s.....H. J. Kemerer, A. A. Borgen  
*Services Offered*—Produce film comm's;  
 16/35 mm color, B & W.

## **Mogubgub, Ltd.**

6 E. 46th St., New York 17, N. Y.  
 Phone: TO 7-8545

President.....Fred Mogubgub  
 Live Action Dir.....Joe Scanlan  
 Designer.....Irene Trivas  
 Animator.....Ed Smith  
*Services Offered*—Commercials, industrials,  
 sales films: animation, live action.

## **Motion Picture Adv. Service Co., Inc.**

1032 Carondelet St., New Orleans, La.  
 Phone: JA 5-2253

President.....C. J. Mabry  
 V.P., Sales.....R. P. Karrigan  
 V.P., Prod.....Charles Lloyd

### *Branch Offices*

630 5th Avenue, New York, N. Y.

Chief Executive.....Barry Bernard  
 2013½ Young St., Dallas, Tex.  
 Chief Executive.....Clyde Rembert, Jr.  
 333 N. Michigan Ave., Chicago, Ill.  
 Chief Exec.....Neale Oliver

## **Movielab, Inc.**

619 W. 54th St., N.Y.C.  
 Phone: JU 6-0360

President & Bd. Chmn.....Saul Jeffee  
 Exec. Vice President.....Frank Berman  
 V.P., Sales.....Ben Bloom  
 V.P., Production.....Ted J. Gaski  
 V.P., Color.....John J. Kowalak  
 Sales Manager.....Burton Stone  
 Secy., Treas.....Daniel S. Eisenberg  
*Services Offered*—Developing & printing  
 35 & 16 mm Color & BW motion picture film;  
 edge numbering, tilting, negative cutting,  
 storage fac. available, screening room.

## **Muppets, Inc.**

1202 Oakridge Lane, Chevy Chase 15, Md.  
 Phone: 656-7056

President.....Jim Henson  
 Business Rep.....Alden Murray  
*Services Offered*—The Muppets, hand pup-  
 pet characters and voices for live, film and  
 tape TV commercials and programs: anima-  
 tion.

## **Owen Murphy Prod., Inc.**

723 Seventh Ave., N.Y.C. 19  
 Phone: PL 7-8144

President.....Owen Murphy  
 Vice Pres., Prod.....Paul Cohen  
 Vice Pres., Editorial.....Eric Lawrence  
*Service Offered*—Complete production fa-  
 cilities from script to screening for TV com-  
 mercials, industrial & educational films.

## **Music Makers, Inc.**

6 W. 57th St., New York 19, N.Y.  
 Phone: CI 5-3737

President-Creative Dir.....Mitch Leigh  
 Exec. V.P.....Herman Edel  
 V.P., Chg. Prod.....Bill Schwartzau  
 V.P., Chg. Planning.....Milton Herson  
 V.P., Creative Svcs.....Ralph Kessler  
 Acct Exec.....Edith D. Lawless

### *Branch Offices*

128½ Doheny Drive, Los Angeles 48, Calif.  
 Phone: CR 1-4747

West Coast Mgr.....Mort Stein  
 73 Yorkville Ave., Toronto, Ont., Can.  
 Phone: WAlnut 3-3380

Manager.....Benjamin D. McPeck  
*Services Offered*—Create jingles and back-  
 ground for radio and TV commercials. Write  
 scores for industrial films and sales meetings;  
 complete music merchandising packages in-  
 cluding record premiums.

## **Nassour Studios, Inc.**

3460 W. 3rd St., Los Angeles 48  
 Phone: OL 3-0400

President.....William Nassour  
 Vice Pres., Treas.....Edward Nassour

# RADIO AND TV COMMERCIAL PRODUCERS

*Services Offered* — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

## National Production Assoc., Inc.

35 West 45th St., New York 36, N. Y.  
Phone: JUdson 2-3020

President ..... Joseph S. Salzburg  
Vice President ..... Bert L. Coleman  
*Services Offered*—Producers of live, film and tape productions, theatrical, non-theatrical, TV, commercial, industrial, documentary and newsfilm; production management; film completion.

## National Screen Service Corporation

1600 Broadway, New York City  
Phone: CIRCLE 6-5700

President ..... Burton Robbins  
*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  
Vice President ..... Arthur J. Rosenberg  
Production Mgr. .... Bob Stern  
Secretary ..... Lee Dresner  
Treasurer ..... A. E. Rosenberg  
*Services Offered* — Slides; balops; over 5,000 pre-1950 feature films; rear projection slides.

## National Video Tape Productions, Inc.

(A Div. of Sports Network, Inc.)  
20 East 46th St., New York, N. Y.  
Phone: MO 1-2960

President ..... Richard E. Bailey  
V.P. .... Charles A. Voso  
Sec.-Treas. .... Thomas J. Schilling  
Comptroller ..... William Hyland  
Client Services ..... Richard E. Bailey, Jr.  
*Services Offered* — Complete color and black & white video facilities for TV production of commercials, programs & all other types of taped productions, studios & closed circuit facilities.

## Stanley Neal Prods., Inc.

138 E. 36th St., New York 16, N. Y.  
Phone: MU 5-8236

President ..... D. J. Lane  
*Services Offered* — Comm'ls, spots, industrials.

## 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.

## Fred A. Niles Communications Centers, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.  
Phone: SEeley 8-4181

President ..... Fred A. Niles  
V.P., Production ..... Wm. E. Harder  
V.P., Sales ..... Norman C. Lindquist  
V.P., Creative ..... Ruth L. Ratny  
V.P., Finance ..... Edward E. Katz  
V.P., Exec. Prod. .... Harry Lange  
Asst. Prod. Mgr. .... Ron Klein  
Purchasing Agent ..... Lawrence Stein  
Office Manager ..... Dorothy Roecker  
Chief Sound Eng. .... Robert Henning  
Admin. Editing ..... Joyce Markstahler

### Branch Offices

650 N. Bronson, Hollywood, Calif.  
Phone: HO 3-8154

Vice Pres. .... Lionel Grover  
108 West End Ave., New York, N. Y.  
Phone: SU 7-8770

General Manager ..... Charles Ticho  
*Services Offered*—Motion pictures for theatre, television and industry; business development programs; sales and product training programs; business theatre shows for sales meetings; public relations films for TV and non-theatrical audiences; animation; videotape; creative services; marketing and merchandising services.

## Nola Penthouse Sound Studios

111 W. 57th St., N.Y.C. 19  
Phone: JU 2-1417

*Services Offered* — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings; live audience sync recordings.

## Olmsted Sound Studios, Inc.

1 E. 54th St., New York 22, N. Y.  
Phone: PL 1-0890

President ..... Richard B. Olmsted  
Vice President ..... Arthur Shaer  
*Services Offered*—Five studios, complete facilities for recording on film, tape or disc. Multi-track recording & mastering.

## Omega Productions, Inc.

1103 St. Matthew St., West, Montreal 25, Que.  
Phone: WE 7-3525

President ..... T. S. Morrisey  
Vice Pres. .... Pierre Harwood  
Dir. Prodn. .... Henry Michaud  
Dir. of Sales ..... Robert L. Harwood  
*Services Offered*—Educational, industrial, sales promotion, theatrical and TV motion pictures. Tape equipment available.

## On Film, Incorporated

33 Witherspoon St., Princeton, N. J.  
Phone: WO 6-4800

315 E. 55th St., N.Y.C.  
Phone: PL 9-0920

President ..... James W. Ramey



# RADIO AND TV COMMERCIAL PRODUCERS

Vice President.....Robert Bell  
Treasurer.....Fred Johnston  
Creative Dir.....Tracy Ward  
Animation & Aerial Dir.....Ken Drake  
*Services Offered*—TV Commercials; industrial, documentary, training, public relations films; aerial-image projector, rear-screen animation stand.

## **Sam Orleans Film Productions, Inc.**

211 W. Cumberland Ave., Knoxville, Tenn.  
*Phone:* 523-8098

President.....S. Orleans  
Assoc. Prod.....Lawrence Mollot  
Dir. of Distribution.....Mrs. Barbara Davis  
Dir. of Pub. Rela.....Mrs. Vivian LaValle  
*Branch Office*

105 East 106th St., New York, N. Y.  
*Phone:* ENight 9-2002

Associate Producer.....Lawrence Mollot  
*Services Offered*—Documentary, industrial, educational, community service motion pictures.

## **John Ott Pictures, Inc.**

Box 158, Lake Bluff, Ill.  
*Phone:* CEdar 4-3026

President.....J. Ott  
*Services Offered*—Time-lapse photography, industrial film prod.

## **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.

## **PFO Radio & TV Productions, Inc.**

3000 Turtle Creek Plaza, Dallas 19, Tex.  
*Phone:* RI 2-3653

President.....Peter Frank  
Vice President.....Tom Merriman  
Vice President.....Rod Kinder  
*Services Offered*—Creators and producers of commercial & station jingles.

## **P.G.L. Productions, Inc.**

6 E. 46th St., New York 17, N. Y.  
*Phone:* YUkon 6-4530

Chairman of the Board.....John "Bud" Palmer  
President.....Stephen D. Colhoun  
Producer-Directors.....Frank Herman,  
Henry Trettin, Al Viola

*Services Offered* — Producers of motion pictures, TV programs, industrials, documentaries, commercials and theatrical films.

## **Packaged Programs, Inc.**

634 Penn Ave., Pittsburgh 22, Pa.  
*Phone:* GR 1-4756

General Mgr.....F. Di Fiore  
*Services Offered* — Complete production services and sound studios, film processing and printing, editing.

## **Pan American Productions**

219 Security Trust Bldg., Miami 32, Fla.  
*Phone:* Franklin 3-8729

Pres., Exec. Prod.....E. G. Weaver  
Vice President.....Edward R'Church  
Secy., Treas.....E. B. T'Kach  
Rep., Legal Counsel.....Albert L. Weintraub  
Exec. Consultant.....E. V. Rothkirch

### *Branch Offices*

Box 3361, St. Petersburg, Fla.  
*Phone:* 347-6236

Manager.....Vincent Berastegui  
5880 Hollywood Blvd., Hollywood 28, Calif.  
*Phone:* HO 2-1133

Manager.....T. J. Rourke  
No. 44 Tadacho, Kakano-Ku, Tokyo, Japan  
Manager.....Pin Y. Ongg  
Jiron Arequipa 196, Room 432, Lima, Peru  
*Phone:* 4-0053

Manager.....Carlos Toro  
307 W. 15th Suite 307, Minneapolis, Minn.  
*Phone:* 333-8822

Manager.....E. B. T'Kach  
Box 99, Queen St., Singapore, Malaya  
*Phone:* 8-5407

Manager.....T. H. L. Pang  
*Services Offered*—Documentaries, travelogues, commercial and industrial film, both 16 & 35 mm.

## **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.

## **Lindsley Parsons Productions, Inc.**

3459 Cahuenga Blvd., Hollywood 28  
*Phone:* HO 9-3641

President.....Lindsley Parsons  
Prodn. Mgr.....Lindsley Parsons, Jr.  
*Services Offered*—Filmed TV shows & commercials for network syndication.

## **Ray Patin Productions**

3425 Cahuenga Blvd., Hollywood 28, Calif.  
*Phone:* HO 2-1147

President.....Ray Patin  
Production Mgr.....John Dunn  
*Services Offered*—Complete facilities for producing animated and live action commercials from storyboard through camera.

## **Lloyd Pearson Associates**

509 Madison Ave., N.Y.C. 22  
*Phone:* MU 8-9545

President.....Lloyd Pearson  
Vice Pres.....Joseph Packard  
Creative Dir.....Larry Johnson  
*Services Offered*—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.



# RADIO AND TV COMMERCIAL PRODUCERS

## **Pelican Films, Inc.**

292 Madison Ave., New York 17, N.Y.  
Phone: ORegon 9-0670

President.....T. J. Dunford  
Vice Pres., Treas.....A. J. Zander  
V.P. in Chg. Sales.....Eli Feldman  
V.P., Live Action.....Marc T. Statler  
V.P., Animation.....Chris Ishii  
Production Mgr.....David Reisman  
*Services Offered*—Live action & animation film production for TV commercials & public rel. firms.

## **Tony Petri Studios**

87 Weybosset 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 36, N. Y.  
Phone: CI 6-1626

Producer.....R. Pheelan  
Asst. to Producer.....Anthony Brook  
Production Mgr.....Jeffrey Lemain  
Asst. Manager.....Helen C. Miller  
*Services Offered* — Production of feature and sponsored films. Tape equipment available.

## **Photo-Art Commercial Studios**

420 SW Washington St., Portland 4, Ore.  
Phone: CA 7-5411

President.....C. F. Palmer  
Motion Picture Dir.....Lewis C. Cook  
Controller.....J. W. Bishop  
*Services Offered* — Commercial producer of 16mm motion pictures & TV spots.

## **Pilot Productions, Inc.**

1819 Ridge Ave., Evanston, Ill.  
Phone: BRoadway 3-4141

President.....C. R. Isely  
Exec. V.P.....R. Dedrick  
Treasurer.....C. Don Sheldon  
*Services Offered*—Slides; sound slidefilms; industrials; comm'ls, recordings.

## **Pintoff Productions, Inc.**

64 E. 55th St., New York City 22  
Phone: EL 5-1431

President.....E. Pintoff  
Vice Pres., Prod.....Arnold Stone  
Vice Pres., Sales.....Jose di Dinato  
*Services Offered* — Animated, live action comm'ls, theatricals, industrials.

## **Playhouse Pictures**

1401 N. LaBrea Ave., Hollywood 28, Cal.  
Phone: HOLLYWOOD 5-2193

President.....Adrian Woolery  
Dir's.....Bill Melendez, Frank Smith  
Business Mgr.....H. A. Halderson

Production Supvr.....Irene Wyman  
Public Rel. Dir.....George W. Woolery  
Creative Story Dir.....B. Gruver  
Layout, Design Dir.....D. Spille  
Secretary.....Mary Matthews  
Film Editor.....Hugh Kelly  
*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.

## **Precision Film Labs**

21 W. 46th St., N.Y.C.  
Phone: JU 2-3970

President.....Daniel R. Ehrlich  
Lab. Manager.....Frank V. Papalia  
*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. Mgr.....T. P. Desloge  
V.P., Mgr.....W. Dalzell  
*Services Offered*—Motion Pictures, commercials, sound recording production facilities. Scripts. Editing.

## **Productions for Television, Inc.**

625 Madison Ave., New York City 22  
Phone: TE 8-7100  
V.P., Dir. of TV, Radio.....L. L. Dunier  
Producer, Dir.....J. Lichtman  
*Services Offered*—Commercials.

## **Project-O-Fex, Inc.**

60 East 42nd St., New York 17, N. Y.  
Phone: MU 7-1881

President.....Paul F. Adler  
*Services Offered* — Rear screen projection and limited-animation films.

## **Punch Films, Inc.**

155 Fifth Ave., N.Y.C.  
Phone: AL 4-2450

President.....Lou Bunin  
Vice President.....Florence Bunin  
*Services Offered* — Producers of commercials & 3D children's animated puppet films for TV & theatrical.

## **Purcell Productions, Inc.**

236 West 55th St., New York 19, N. Y.  
Phone: PLaza 7-5300

President.....Don Purcell  
Creative Director.....Lou Carter  
Production Manager.....George Carroll  
Art Director.....Marvin Shervan  
*Services Offered*—Custom-created singing commercials; specialized production spots for radio; musical and production sound tracks for TV and film; sound tracks and art services for industrial sales promotion.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Q.E.D. Productions, Inc.**

21 W. 46th St., N. Y. C.

Phone: JUdson 2-4291

Executive Producer.....Robt. Baron  
*Services Offered*—Commercial, industrial, sales & tourist promotion films.

## **Quartet Films, Inc.**

5631 Hollywood Blvd., Los Angeles 28

Phone: HO 4-9225

Pres. ....Arnold Gillespie  
V.P., Secy.....Stanley Walsh  
V.P., Treas.....Michael Lah  
V.P., Prod.....Les Goldman  
*Services Offered*—Commercial & program producers.

## **RCA Recorded Program Services**

(See Transcription Companies)

## **Radio & TV Packagers, Inc.**

(See Prog. Prod.)

## **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-I-2

President .....John Gart  
Acct. Exces.....Roger White, Merrill Staton  
*Services Offered*—Radio & TV musical & singing commercials.

## **RadiOzark Enterprises, Inc.**

(See Program Producers)

## **Rarig's Inc., Film Productions**

5510 University Way, Seattle 5, Wash.

Phone: LA 2-0707

President.....M. H. Rarig  
V.P., Treas.....E. A. Rarig  
Assoc. Prod.....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

President.....Reid H. Ray  
Gen. Sls. Mgr.....Clyde Krebs  
Chicago Sales.....James Hohmes  
Washington Sales.....Frank Havlicek

*Branch Offices*

208 S. LaSalle St., Chicago, Ill.

438 Washington Bldg., 15th & New York Ave., N.W., Washington 5, D. C.

*Services Offered*—Producers of TV commercials & entertainment synd. films for TV.

## **Redlin Productions, Inc.**

19116 Lanark, Reseda, Calif.

Phone: DI 2-8925

*Services Offered*—TV film shows, commercials; shorts; animation.

## **Roland Reed Productions Inc.**

Calif. Studios, 650 N. Bronson, Los Angeles 1

Phone: HO 9-1628

President.....Roland D. Reed  
Vice Pres.....Duke Goldstone  
*Services Offered*—Producer of TV commercials, TV shows, industrial, public relations & sales promotion films.

## **Republic Television Features**

64 E. Lake St., Chicago 1

Phone: 275-3199

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.

## **Walter A. Rivers & Assoc.**

125 Hyde St., San Francisco, Cal.

Phone: OR 3-9162

Owner.....W. A. Rivers  
*Services Offered*—Industrial producing; TV comm'ls. Tape equipment available.

## **Riviera Productions**

6610 Selma Ave., Hollywood 28, Calif.

Phone: HOLlywood 2-8585

Exec. Prod.....F. W. Zens  
*Services Offered*—TV film comm'ls. TV personalities, talent of all types, etc.

## **Hal Roach Studios**

(See TV Prod.-Dist.)

## **Louis de Rochemont Associates, Inc.**

380 Madison Avenue, N.Y.C. 17

Phone: OX 7-0350

*Services Offered*—TV comm'ls & film shows; shorts; animation.

## **Rocket Pictures Inc.**

6108 Santa Monica Blvd., Hollywood 38, Cal.

Phone: HO 7-7131

President .....Dick Westen  
Vice Pres.....Don Bartelli  
*Services Offered*—Consumer selling films for business & industry.

# RADIO AND TV COMMERCIAL PRODUCERS

## **F. K. Rockett Productions**

6063 Sunset Blvd., Hollywood 28, Cal  
Phone: HO 4-3183

President ..... Arthur J. Sowers  
Vice Pres. .... Stan Webb  
Exec. Prod. .... John J. Hennessy  
Prod. Co-ord. .... Joe Denove  
Administrator ..... Iona Guyer  
Creative Services Dir. .... Don Greer  
Studio Mgr. .... Jerome F. Lipari  
*Services Offered*—Motion pictures for TV & theatre; complete production facilities.

## **Richard H. Roffman Assoc.**

675 West End Ave., New York City 25  
Phone: RI 9-3647

Chairman ..... S. Speiser  
President ..... Richard H. Roffman  
Vice President ..... Maurice Roffman  
*Services Offered*—Distribution of features for TV.

## **Roy Rogers-Frontiers, Inc.**

357 N. Canon Dr., Beverly Hills, Calif  
Phone: CR 4-6841

Pres. .... Roy Rogers  
Vice Pres. .... W. Arthur Rush  
Exec. Prods. .... Art Rush, Ralph Wonders  
Producer-Director ..... Bob Henry  
*Services Offered*—Producers of TV series. Merchandising for Roy Rogers Enterprises, Dale Evans Enterprises, National Football League Enterprises, Charley Weaver and Ice Follies.

## **Roy Rogers Syndication, Inc.**

357 N. Canon Dr., Beverly Hills, Calif.  
Phone: CRestview 4-5954

President ..... Edward L. Koenig, Jr.  
*Services Offered*—Distribution of TV film series.  
*Current Production* — Roy Rogers Show, Brave Eagle Show.

## **Rolab Studios**

(*Rolab Photo-Science Labs.*)

Walnut Tree Hill, Sandy Hook, Conn.  
Phone: (203) 426-2466

Owner, Director ..... Henry Roger  
*Services Offered* — Production of motion pictures and film strips, complete facilities; sound stage, set construction. Camera and sound, etc. Rolab Photo-Science Labs: Technical and scientific camera work, cinema engineering, consulting.

## **Romanis & Messner**

43 Grove St., Ridgfield Park, N. J.  
Phone: LA 4-9080

Pres. .... George Romanis  
Vice Pres. .... Johnny Messner  
*Services Offered*—Personalized service for creating and producing musical commercials for radio and TV; musical consultants; composers, arrangers and underscorers for films and commercial records.

## **Roquemore Films**

44 Mt. Vernon Blvd., Hamburg, N. Y.  
Phone: NA 7-3876

Director ..... E. E. Roquemore  
Studio: 257 Franklin St., Buffalo, N. Y.  
Phone: TL 6-3512  
*Services Offered* — Comm'ls, live & film; shorts; newsreels; sound effects; music.

## **Cy Roth Productions**

1148 S. Shcnandoah St., Los Angeles 35, Calif.  
Phone: 272-6884

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.

## **SIB Productions, Inc.**

(In assoc. with Paramount Pictures Corp.)  
5451 Marathon St., Hollywood 38, Cal.  
Phone: HO 9-2411

President ..... Walter N. Bien  
Vice President ..... Sonny Klein  
V.P., Sales Mgr. .... James Marshutz  
*Branch Office*  
1501 Broadway, New York City, N. Y.  
Phone: BR 9-8700

*Services Offered*—SIB Productions, Inc., in association with Paramount Pictures produces TV commercials, industrials and specials on film and/or videotape.

## **SOS Photo-Cine-Optics, Inc.**

(*See Equipment Section*)

## **Fouad Said Productions, Inc.**

8913 Sunset Blvd., Los Angeles 69, Calif.  
Phone: OLympia 2-4800

President ..... Fouad Said  
Vice President ..... Ralph Levy  
Secretary ..... Jean Miller  
*Services Offered*—TV and feature motion picture production, specializing in below-the-line production packaging.

## **Sande & Greene, Inc.**

1777 N. Vine St., Hollywood 28, Calif.  
Phone: HO 6-5103

President & Treas. .... Robert L. Sande  
Exec. Vice Pres. & Sec. .... Larry Greene  
Ass't. Secy. .... Pat Carson  
*Services Offered*—Producers of music and film for advertising and entertainment, "Musical Images" for radio and TV stations.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Sarra, Inc.**

210 East 5th St., New York 3, N. Y.  
Phone: SPing 7-3700

President .....Valentino Sarra  
Exec. V.P., Gen. Mgr....Morris D. Behrend  
V.P., Production.....Lee Goodman  
Head Creative Dept.....Rex Cox  
Manager (Chicago).....William Newton  
TV Prod. Mgr. (Chicago)....Marvin Bailey

### *Branch Office*

16 E. Ontario St., Chicago, Ill.  
Phone: WH 4-5151

*Services Offered*—Production of TV commercials, motion pictures, sound slide films, black & white and color.

## **Gerald Schnitzer Productions**

5746 Sunset Blvd., Hollywood, Calif.  
Phone: HOLlywood 9-1158

President .....G. J. Schnitzer  
Secretary .....A. McGuire  
Production Manager.....D. Evans  
Photographic Director.....P. Marley  
Editorial Head.....A. Marks

*Services Offered*—Motion pictures for TV and theatrical commercials; concept and product design; original storyboards; specialized insert photography.

## **Raymond Scott Enterprises, Inc.**

140 West 57th St., New York 19, N. Y.  
Phone: PL 7-5685

Pres., Creative Dir.....Raymond Scott  
General Manager.....Charles Barclay  
Office Manager.....Robert Briody

*Services Offered*—Creation and production of musical and electronic commercials. Sounds Electronique division offers electronic music and special effects. Creative consultants to advertising agencies; production of dramatized commercials; TV scoring.

## **Scott-Textor Productions, Inc.**

333 East 46th St., New York 17, N.Y.  
Phone: YU 6-3850

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.**

(See TV Prod.-Dist.)

## **John Seely Associates**

Suite 613, First Federal Bldg., Hollywood 28  
Cal.

Phone: HO 6-6141

President .....John Seely

Sales Mgr.....Don Teeters  
Repertoire Dir.....Bill Loose  
Recording Mgr.....Doug Nelson  
Secretary .....Pat Seely

*Services Offered*—Music supervision, program theme composition & development, arranging, A&R, music publication. Recording services include client or JSA supervised, voice recording, voice overdubbing, tape transfer, re-recording, mixing, tape editing & assembly.

## **Selling Thru Sound**

141 E. 55th St., New York, N. Y.  
Phone: PL 8-2470

President, Treas. ....Louis A. Garisto  
Vice Pres., Sec.....Sonny Hayes

*Services Offered* — Write, create, produce & direct musical commercials for TV & radio, background music for filmed TV commercials, talent.

## **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's; shorts; animation; special effects; puppets.

## **Signature Music Inc.**

240 E. 53rd St., N.Y.C. 22  
Phone: JU 2-8800

President, Creat. Dir.....Hank Sylvern  
Business Mgr.....George H. Fried

*Services Offered*—Creation and production of jingles, musical commercials. Underscore original music to animation & live action.

## **Al Simon Productions, Inc.**

General Service Studios  
1040 N. Las Palmas, Hollywood 38  
Phone: HO 9-9011

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.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Fletcher Smith Studios, Inc.**

259 S.W. 21st Terrace, Ft. Lauderdale, Fla.  
Phone: LU 1-7200

President ..... Fletcher Smith  
Exec. Vice Pres. .... Janet P. Sneider  
Vice Pres. .... Arthur J. Davis  
Vice Pres. .... A. E. Henderson  
Secy.-Treas. .... J. W. Johnson

*Branch Office*  
319 E. 44th St., N.Y.C. 17  
Phone: MU 9-8766

*Services Offered*—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

## **Walter Harrison Smith Associates, Inc.**

222 East 44th St., New York 17, N. Y.  
Phone: OX 7-9174

President ..... W. H. Smith  
*Services Offered*—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

## **Soundac Productions, Inc.**

Hollywood, Fla  
Phone: WABash 3-8426

Pres.-Gen. Mgr. .... Robert D. Buchanan  
Gen. Mgr., Secretary. .... 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.

## **Southwest Film Laboratory, Inc.**

3024 Ft. Worth Ave., Dallas 11, Tex.  
Phone: FEderal 1-8347

Vice President ..... J. A. Hopper  
Customer Svc. .... Norman E. C. Naill  
*Services Offered* — All services related to 16mm. film in black & white, color.

## **Spotlite News, Inc.**

3449 Cahuenga Blvd., Hollywood 28, Calif.  
Phone: HO 6-5365

President ..... Algernon G. Walker  
V.P. .... Al Blanchard  
Prod. Spvsr ..... Rexford L. Metz  
*Services Offered* — TV newsfilm service documentary, promotion & public relations films.

## **Stammco, Inc.**

291 S. LaCienega Blvd.  
Beverly Hills, Calif.

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.

## **Stockdale and Company, Inc.**

200 E. First St., Salt Lake City 11, Utah  
Phone: EL 5-5511

President ..... C. Stockdale  
V. P. .... B. P. Lee  
Sec.-Treas. .... L. Stockdale

*Services Offered*—TV comm'ls, animation, SOF recording sound transfer; processing all b-w; ER; ECO.

## **Storyboard, Inc.**

160 Riverside Dr., New York City 24  
Phone: TR 3-7207

President ..... J. Hubbley  
*Services Offered*—Animation; live films.

## **John G. Stratford Film Corp.**

250 W. 57th St., New York 19, N. Y.  
Phone: JU 6-7390

President ..... J. G. Stratford  
Vice President ..... George Newman  
Treasurer ..... Samuel M. Iger  
Secretary ..... Hyman Chipkin

*Services Offered*—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts; film stock shot 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  
Assoc. Producer ..... Bob Baldwin  
Production ..... Sal Guida

*Services Offered* — Producer of film commercials for TV, industrial films and radio & TV jingles.



# RADIO AND TV COMMERCIAL PRODUCERS

## **Sturgis-Grant Productions, Inc.**

328 E. 44th St., New York 17, N. Y.  
Phone: MU 9-4994

President ..... W. Sturgis  
V.P., Manager ..... B. Magnes  
*Services Offered* — Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

## **Sun Dial Films, Inc.**

341 East 43rd St., N.Y.C. 17

President ..... S. A. Datlowe  
*Services Offered* — Comm'l's, spots, industrials.

## **John Sutherland Productions Inc.**

201 N. Occidental Blvd., Los Angeles 26  
Phone: DU 8-5121

Pres., Gen. Mgr. .... John Sutherland  
Exec. Vice Pres. .... Ross Sutherland  
V.P., TV Comm. Prod. .... Theodore Goetz  
*Branch Office*

114 E. 67th St., New York, N. Y.  
Phone: UN 1-2000

*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  
Vice President ..... Rolf Johnson  
*Services Offered*—Producers and creators of musical commercials for radio and TV.

## **Swanstrom Productions**

7657 Melrose Ave., Los Angeles 46, Calif.  
Phone: OLive 1-4889

Owner-Producer ..... C. Swanstrom  
Writer-Dir. .... Jack Elliott  
*Services Offered*—TV commercials and serial programs; training ad sales films; feature films.

## **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'l's.

## **TV Spots, Inc.**

1037 N. Cole Ave., Los Angeles 38, Cal.  
Phone: HO 2-2393

President ..... Shull Bonsall  
*Services Offered* — Produce animated and live action for TV comm'l's, industrial & entertainment films.

## **T-V Visuals, Inc.**

20 N. Wacker Dr., Chicago, Ill  
Phone: CEntal 6-8955

President ..... Alfred D. LeVine  
Sec.-Treas. .... Robert B. Eiringer  
*Service Offered* — Produce, package & distribute syndicated TV commercials & programs.

## **Technamation Films, Inc.**

310 Madison Ave., New York, N. Y.  
Phone: YU 6-6990

President ..... Martin H. Poll  
Exec. V.P. .... Stanley L. Schwartz  
V.P., Gen. Mgr. .... Robert Jacobs  
Treasurer ..... Howard Weinberger  
*Services Offered* — Producers of animated TV commercials, entertainment films, industrial & sales training films.

## **Technical Animations, Inc.**

11 Sintsink Dr., E., Port Washington, N.Y.  
Phone: Port Wash. 7-8800

President ..... S. L. Schwartz  
Exec. V.P. .... Claude E. McKinney  
Secretary ..... Mary G. Ballance  
Treasurer ..... Paul H. Taub  
*Services Offered* — Producers of Technamation-animation by use of polarized light, for film or slide.

## **Teen America Associates, Inc.**

1724 Southland Center, Dallas 1, Texas  
General Manager ..... Scott Reynolds  
*Services Offered*—Creators and producers of Miss Teenage American radio programs and TV spectaculars.

## **Tele-Sound Productions, Inc.**

523 Pennsylvania Bldg., Washington 4, D.C.  
Phone: DI 7-8810

President ..... William Devries  
Vice President ..... Florence Corbett  
Vice President ..... F. Szego  
Treasurer ..... Jack Vance  
*Services Offered* — Commercials, jingles, programs & transcriptions.

## **Tele-Tape Productions, Inc.**

136 East 55th St., New York 22, N. Y.  
Phone: PLaza 2-7255

President ..... Richard E. Riedel  
General Manager ..... James E. Witte  
Chief Engineer ..... John Natale  
*Branch Offices*  
471 Victoria Terrace, Ridgfield, N. J.  
Phone: 943-7333



# RADIO AND TV COMMERCIAL PRODUCERS

Chief Engineer.....John J. Natale  
Box 9118, Chicago 90, Ill.  
Phone: 263-0619

Manager .....William J. Marshall, Jr.  
*Services Offered*—Video-tape recording—  
location & studio; complete productions of  
TV shows, commercials, closed circuit & in-  
dustrial shows.

## Tele-Video Productions

316 W. 57th St., New York, N. Y.  
Phone: JU 2-8095

President.....Lew Pollack  
Art Director.....Dominic Juskevich  
Director.....Nicholas Webster  
*Services Offered*—Producers of TV com-  
mercial films, TV film series, and motion  
pictures.

## Tele-View Recording Service

5746 Sunset Blvd., Hollywood, Calif.  
Phone: HO 6-5254

President .....Bradley Kemp  
Engineer .....Jay Hathaway

### Branch Office

150 W. 55th St., New York 19, N. Y.  
Phone: CI 6-1952

*Services Offered*—Video tape to 35mm  
film; tape dubs from masters; tape to 16mm;  
sound services.

## Telecine Film Studios, Inc.

100 S. Northwest Hwy., Park Ridge, Ill.  
Phone: TA1cot 3-1418

President.....Byron L. Friend  
Secy., Treas.....June A. Friend

*Services Offered*—Motion pictures for TV  
in color or black & white, TV comm's,  
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  
Exec. V.P. ....James B. Pinkham  
Secy., Treas.....Peter Comandini

*Services Offered*—Complete in-plant 16mm  
motion picture technical services from scripts  
through final release prints (including titles  
and animation) for TV and industrial film  
producers.

## Telemat

433 S. Fairfax Ave., Los Angeles 36  
Phone: WE 3-5731

Partners.....A. Wise, Sidney Freeman  
*Services Offered*—Animated cartoon com-  
mercial library; live & animated custom film  
comm's.

## Telemated Motion Pictures

415 Lexington Ave., New York 17, N.Y.  
Phone: YUkon 6-1242

Prod.-Dir. ....Saul Taffet

*Services Offered*—Production of motion  
pictures; TV filmed commercials in anima-  
tion or live action; animated and optical  
special effects in color or black & white, ex-  
clusive color control equipment, 35 mm and  
16 mm production.

## Telenevs Film Corp.

850 10th Ave., N.Y.C. 19  
Phone: JU 6-2450

Exec. Vice Pres.....C. B. Stratton  
*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  
Sales Director.....Patrick J. Sexton  
Secretary.....Luther Davis  
Exec. Producer.....James W. Simmons  
Art Director.....Duncan Cramer

*Services Offered*—Complete motion picture  
sound recording, production facilities, sound  
stage, mixing and dubbing, lip loop syn-  
chronizing, cutting rooms. Title work and  
musical scoring.

## Telestudios, Inc.

1481 Broadway, New York City 36  
Phone: LO 3-1122

President .....G. Gould  
*Services Offered*—Comm's; shows.

## Television Broadcasting Service, Inc.

P. O. Box 693, New York 23, N. Y.  
Phone: TRafalgar 7-2372

Pres., Exec. Prod.....William R. Riddle  
Vice Pres., Secy.....Karen Weseth  
Treas., Dist. Mgr.....Joseph G. Vietri  
TVR Dirs.....Arthur N. Fisher,  
Richard C. Baur

### Branch Offices

54 Grand Ave., Palisades Park, N. J.  
Phone: 945-9664

Treas., Dist. Mgr.....Joseph G. Vietri  
100 N. Irving Pl., Los Angeles 4, Calif.  
West Coast Rep.....Mrs. L. H. Lincoln  
1444 Bewick Ave., Detroit 4, Mich.  
Phone: VALley 2-0092

Sales Mgr.....Rodney Hersey  
Bavarian Manor House, Cairo, N. Y.  
Resort Sales Mgr.....William K. Bauer  
*Services Offered*—Sound film productions,  
color or B & W; video tape productions, live  
productions, animation, slides, rentals, com-  
mercials.

## Television Features of America

(Div. of Radio Features of America)  
820 West End Ave., New York 25, N. Y.

# RADIO AND TV COMMERCIAL PRODUCERS

Phone: MOUnment 3-7284

Exec. Director.....Oliver W. Nicoll  
*Services Offered* — Film spots, live shows.

## Television Graphics, Inc.

369 Lexington Ave., N.Y.C.  
Phone: TN 7-3330

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; animation, 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, animated and live; film programs; industrial, training and fund-raising films.

## Termini Film Editorial Service, Inc.

15 West 46th St., New York 36, N. Y.  
Phone: JUDson 2-7873

President .....Anthony Termini  
*Services Offered*—Editing, film consultation, matching, expediting, 35mm theatrical, TV commercials, 16mm.

## Termini Video Tape Services, Inc.

15 West 46th St., N. Y. 36, N. Y.  
Phone: JU 2-7873

President .....Anthony Termini  
*Services Offered* — Commercials, shows, closed circuits, videotape screenings, transfers, 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  
*Services Offered*—Theatrical shorts, animated; TV comm'ls & programs.

## Thoroughbred Productions

1614 Trevilian Way, Louisville 5, Ky.  
Phone: GLendale 1-1203

Executive Prod.....James R. Finegan  
*Services Offered* — Radio & TV commercials, sales films, public relations, film & editorial services.

## Titra Film Labs, Inc.

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President .....Abraham Rozenfeld  
Vice Pres.....David Opochninsky  
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 Opochninsky  
Exec. V.P., Gen. Mgr.....David D. Horne  
Sec.-Treas.....Jerome Sobel  
*Services Offered*—Sound recording & mixing, transfers; film editing; dubbing of foreign language films, subtitling of films in all languages.

## Tomlin Film Productions, Inc.

480 Lexington Ave., New York City 17  
Phone: YU 6-5090

President.....F. A. Tomlin  
Vice President.....Carl A. Tomlin  
*Services Offered*—Produces industrials & comm'ls. for internal use in business.

## Trans Radio Productions, Inc.

683 Boylston St., Boston 16, Mass.  
Phone: COpley 7-5760

President.....Oscar H. Cheses  
Production Manager.....Alfred D. Benjamin  
Sales Manager.....Edward B. Shaw  
Art Director.....Thomas M. Fleming

### Branch Office

701 Seventh Ave., New York, N. Y.  
Phone: CIrcle 6-7566

Manager.....Edward B. Shaw  
*Services Offered*—Producers of motion pictures and sound slide films for industry, government and education; radio and TV commercials, kinescopes, editorial and animation services, kinescopes.

## Tri Art Color Corporation

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

President .....Irwin Young  
V.P.'s.....Paul Kaufman, Louis Feldman, Arthur Miller  
*Services Offered*—Processing color motion picture film, 35 & 16mm.

## Trident Films, Inc.

128 E. 36th St., New York City 16  
Phone: MU 5-7150

President.....Ellis Sard  
Secretary.....Peter D. Trafford  
Treasurer.....James J. Storrow, Jr.  
*Services Offered*—Spot comm'ls; industrials, educationals, programs.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Triumph Films Ltd.**

554 S. Gulph Rd., King of Prussia, Pa.  
Phone: 265-0320

Dir. of Photo.....Walter E. Dombrow  
Prod. Spvsr. ....Walter J. Travis  
Sales Dir. ....John Sexton  
*Services Offered*—Commercial, industrial  
& TV motion pictures. Writing, editing.

## **UPA Pictures, Inc.**

4440 Lakeside Dr., Burbank, Calif.  
Phone: TH 2-7171

President.....Henry G. Saperstein  
Studio Mgr.....Hal Elias  
N. Y. Office

527 Madison Ave., New York, N. Y.  
Phone: PL 2-3630

*Services Offered*—Produce animated and  
live action for commercial, industrial and  
theatrical accounts.

## **Unifilms, Inc.**

6 E. 46th St., New York City 17  
Phone: YU 6-5720

President .....C. Gallagher  
*Services Offered*—TV comm'l's, program in-  
serts, news, feature coverage.

## **United Film & Recording Studios**

301 E. Erie St., Chicago 11, Ill.  
Phone: SUperior 7-9114

President.....Wm. L. Klein  
Secretary.....Joseph Klein  
Treasurer .....Erwin Kreisky  
Exec. Vice Pres.....John Hutchings

### *Branch Offices*

17 E. 45th St., New York, N. Y.  
Phone: OX 7-0725

Eastern Rep. ....Herbert Rosen  
425 13th St., Washington, N.W., D.C.  
Phone: ST 3-2951

Washington Rep.....Bob Ffielele  
*Services Offered*—Creators and producers  
of custom made musical jingles, spot an-  
nouncemets, and filmed series for television  
and radio. Complete film, tape, and disc re-  
cording and reproduction services.

## **United States Productions, Inc.**

5 E. 57th St., New York 22, N. Y.  
Phone: PLaza 1-1710

President.....Francis C. Thayer  
Exec. Producer.....Alfred Butterfield  
Exec. Asst.....Rosalie Bamze  
*Services Offered*—All phases motion pic-  
ture production—script to screen—16/35mm,  
B & W or color. Slide films.

## **Universal Recording Corp.**

46 E. Waltou St., Chicago 11  
Phone: MI 2-6465

President.....A. B. Clapper  
V.P., Chief Eng.....M. B. Coppinger

Secretary, Treas.....R. A. Weber  
*Services Offered*—Recording (monaural  
and stereophonic) record sessions, spot,  
radio programs, TV-motion picture sound  
tracks, mastering (monaural & stereo-  
phonic), slide film, pressings, high speed  
duplicating, 16 and 35 mm screening & in-  
terlock magnetic re-recording.

## **VPI Productions**

321 W. 44th St., N.Y.C. 36  
Phone: JUDson 2-8082

President .....George Tompkins  
V.P., General Mgr.....Sheldon B. Satin  
V.P. Sales.....William E. Huston  
V.P.'s.....Robert C. Winkler, Dick Feldman  
*Services Offered*—TV film commercials,  
complete 16 and 35 mm facilities.

## **Thomas J. Valentino, Inc.**

150 W. 46th St., N.Y.C. 36  
Phone: CI 6-4675

President.....Thomas J. Valentino  
Vice Pres.....Michael T. Valentino  
Secretary.....Elsie F. Valentino  
Manager .....Raymond Johnson  
*Services Offered*—Sound effects, back-  
ground music, for use in TV, radio, news-  
reels, theatres, video recordings, fashion  
shows, industrial films, documentary films,  
drama, motion pictures & public presenta-  
tions.

## **Van Praag Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: PL 7-2687

President.....William Van Praag  
Exec. Vice Pres.....Mare S. Asch  
Vice President.....Douglas J. Baker  
Vice Pres., Sales.....Richard Gray

### *Branch Offices*

2301 Dime Bldg., Detroit 26, Mich.  
Phone: WO 2-4896

General Manager.....Andrew Pastula  
6269 Selma Ave., Hollywood, Calif.  
Phone: HO 2-2341

Manager .....Jean Vallier  
*Services Offered*—Motion picture producer.

## **Versatile Television Productions, Inc.**

324 Broadway, Cape Girardeau, Missouri  
Phone: ED 5-8816

President.....R. O. Hirsch  
Manager.....B. Baker  
*Services Offered*—Comm'l's, spots, indus-  
trials.

## **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 and white; blowups.

# RADIO AND TV COMMERCIAL PRODUCERS

## **Video Crafts, Inc.**

116 East 30th St., N. Y. 16  
Phone: OR 9-6030

President.....Arthur Rankin, Jr.  
Sales Mgr.....Peter Turnquist  
Art Dir.....Curtis Iverson  
Prod. Mgr.....Rene Meechin

### *Branch Office*

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.....William R. Witherell, Jr.  
Sec.-Treas.....William E. Lane  
*Services Offered*—Production of motion pictures for TV and industry.

## **Video Tape Unlimited, Inc.**

341 Madison Ave., New York 17, N. Y.  
Phone: MU 6-8066

President.....Henry R. Alexander  
V.P., Sales.....Al Wallace  
*Services Offered* — Studio and location video taping of commercials, complete producing services from storyboard to completed tape. Complete closed circuit facilities. Tape editing, dubbing and film transfers.

## **Videotape Productions of New York, Inc.**

101 W. 67th St., New York City 23  
Phone: TR 3-5800

President.....H. S. Meighan  
Vice President.....John B. Lanigan  
Sales Manager.....Herbert W. Hobler  
Production Mgr.....C. Holden  
Chief Engineer.....Donald Collins  
*Services Offered* — Videotape commercials and shows—studio & location. Tape equipment available.

## **Vogue Film Productions, Inc.**

Bowman Field, Louisville 5, Ky.  
Phone: GLEndale 4-3689

President.....Hal Vinson  
Creative Dir.....Elise Meyer  
*Service Offered* — TV commercials, slides & slidefilms, sales presentations & programs. 16mm motion pictures, complete studio facilities.

## **WCD, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: CI 7-1600

President.....Robert W. Carlisle  
Exec. Vice Pres.....Tom Dunphy  
V.P., Sales.....Jack L. Lemmon  
Secy., Treas.....Walter Kullberg  
V.P., TV Prod.....John Affriol

### *Branch Offices*

780 Gower Avenue, Hollywood 38, Calif.  
Phone: HO 3-3113

Manager.....Robert G. Carlisle

410 N. Michigan, Chicago, Ill.

Phone: 644-2641

Manager.....Dick Lewis  
*Services Offered*—Motion picture production in documentary, training, sales promotion, public relations & television commercials. Facilities include sound studio and editing department.

## **Roger Wade Productions, Inc.**

16 W. 46th St., N.Y.C. 36  
Phone: CI 5-3040

President.....Roger Wade  
*Services Offered*—Production of motion pictures for industry and government. TV commercials, animation, sound slidefilms. Specialists in production of Salesmate programs. Complete creative, script and art departments.

## **Robert Warner Productions**

7 E. 78th St., New York 21, N. Y.  
Phone: RH 4-7979

President.....Robert Warner  
*Services Offered*—Creation and production of live and film programs and commercials.

## **Washington Video Productions, Inc.**

24 F St., NW, Washington 1, D.C.  
Phone: LI 6-1300

President.....G. F. Johnston  
*Services Offered*—TV film shows, comm'ls; color, B & W animation; studios & facilities for rent.

## **Wesmor, Inc.**

650 N. Bronson Ave., Los Angeles 4, Cal.  
Phone: HO 2-7141

Prod.....E. Solow  
*Services Offered*—TV film shows & comm'ls; synd. film; features of full length.

## **Ross Wetzel Studios, Inc.**

615 N. Wabash Ave., Chicago 11  
Phone: SU 7-2755

President.....Ross Wetzel  
Prod. Mgr.....William L. Langdon  
*Services Offered*—TV commercials, spots, slide film, displays, animation, humorous illustrations, comic strips. Special effect printer avail. to producers.

## **Wilding, Inc.**

1345 Argyle St., Chicago 40  
Phone: BR 5-1200

Chairman of Bd.....C. H. Bradfield, Jr.  
President.....H. Williams Hamner  
V.P., Chicago Production.....J. Morton  
*Branch Office*  
405 Park Ave., N.Y.C. 22  
Phone: PL 9-0854

Vice Pres., N. Y.....William Uskali  
Exec. Producer, N.Y.....Mel London  
*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.



## RADIO AND TV COMMERCIAL PRODUCERS

### **Frank Willard Productions**

1842 Briarwood Rd., NE, Atlanta 6, Ga.

Phone: ME1rose 4-2433

Owner .....Frank Willard, Jr.  
Production Mgr. ....Charlie R. Cannon  
Services Offered—TV, business & public relations commercials and sound slide films, sound stage, editing rooms, sound mixing.

### **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.

### **Williams & Hill, Ltd.**

12 Shuter St., Toronto, Canada

Phone: 362-5931

Pres.....Hal B. Williams  
Vice President.....R. H. Hill  
Vice President.....Heinz A. K. Drege  
Producers .....Colin Y. Smith,  
Hans Klostermann, Christa Drege  
Services Offered—Motion picture production for commerce, industry and television advertising—live action, animation, picta-film & slides.

### **Winik Films Corp.**

1501 Broadway, New York City 36

Phone: LW 4-0540

President.....Leslie Winik  
V.P., Production.....Richard Winik  
Editor .....Irving Oshman  
Services Offered—Films and TV programs, industry films, documentary films, sports footage stock shots.

### **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.

### **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.

### **Wylde Films, Inc.**

155 East 24th St., N. Y. C.

Phone: MU 5-1000


President .....Fred Levinson  
Exec. V.P.....R. Bean  
Senior Vice Pres.....Joseph C. Bernstein  
V.P., Industrial.....Gordon Crowe  
V.P., Animation.....Marvin Friedman  
Exec. Prod.....Alfred F. Califano  
Sales .....Albert D. Hecht, Howard Linkoff  
Sales Manager.....William E. Walsh  
Services Offered—TV commercials, industrial, education and TV program films produced. Industrial and business shows produced. Complete animation and live action services.

### **Seymour Zweibel Productions, Inc.**

11 E. 44th St., New York City 17

Phone: MU 2-4450

President .....Seymour Zweibel  
Vice President.....Susan Wayne  
Services Offered—Industrials; educationals; slide film comm'ls.



PROGRESSIVE  
STATIONS  
PREFER  
THE  
PRESTIGE  
NEWS SERVICE



# ASCAP, THE MUSIC OF AMERICA

The American Society of Composers, Authors and Publishers is the only unincorporated, co-operative performing rights organization in the United States. Established in 1914, the Society today numbers 8500 men and women who write and publish our nation's music: The popular songs of today, the standards of yesterday, the Broadway and motion picture hits, as well as the leading symphonic and concert works, religious, folk and country music. ASCAP is proud of its membership and their contributions to the nation's vast entertainment industry. The American Society of Composers, Authors and Publishers, 575 Madison Ave., New York 22.





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# Jingle Producers

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Hollywood 69, Calif.  
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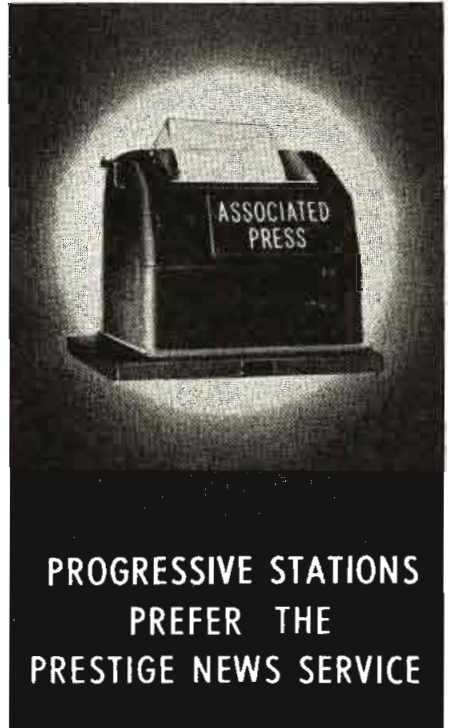


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By STANLEY ADAMS  
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 Gayle, Tim, Songs  
 Gem Music Corp.  
 Gemini Music Co.  
 General Music Publ. Co., Inc.  
 George Music Inc.  
 Georgeoff, Evan, Music Publ.  
 Gershwin Publishing Corp.  
 Gibbs Music Inc.  
 Gibraltar Music Co., Inc.  
 Gigi Music  
 Gilbert, Ray, Pub. Corp.  
 Gilead Music Co.  
 Giles Music  
 Gladstone Music Inc.  
 Gladys Music, Inc.  
 Glamford Music Corp.  
 Glenbrook Music Corp.  
 Glenmore Music, Inc.  
 Global Music, Inc.  
 Gold, Jack, Music Co.  
 Gold, Joe, Music Co.  
 Gold Medal Music Pub.  
 Golden Bell Songs  
 Golden Music Inc.  
 Goldmine Music, Inc.  
 Goldson, Michael H., Inc.  
 Goldwyn, Samuel, Music Publ.  
 Goman Music Corp.  
 Goodman Music Co., Inc.  
 Gordelys Music  
 Gotham Music Svc., Inc.  
 Grace Music Co. Inc.  
 Grady Music Co.  
 Graham Music Publishing Corp.  
 Grand Music Corp.  
 Granite Music Corp.  
 Gray, H. W., Co., Inc.  
 Greene, Walter, Music  
 Greenwich Music Co., Inc.  
 Gregory Music Corp.  
 Grosvenor House Music  
 Guarnieri Music Co.  
 Guild Music Publishers, Inc., The  
 Guild Publications of Calif. Inc.  
 Gunston Music, Inc.

H. R. Music Corp.  
 Hagger Music Co.  
 Hall-Mack Co.  
 Hallmark Music, Inc.  
 Halsey Music, Inc.  
 Hamar Music  
 Hamilton Music Corp.  
 Hampshire House Publ. Corp.  
 Handy Brothers Music Co., Inc.  
 Hanover Music Corp.  
 Hansen, Charles H., Music Co.  
 Hap Music Inc.  
 Happiness Music Corp.  
 Harbet Music Publ. Co.  
 Harbor Lights Music Co.  
 Harding Music Co.  
 Hargail Music Press  
 Harman Music, Inc.  
 Harmony House of San Francisco

Harmony Music Corp.  
 Harms, Inc.  
 Harms, T. B., Co.  
 Harral Music  
 Harris, Charles K., Music Publ.  
 Harris, Harry, Music Publ. Co.  
 Harrison Music Corp.  
 Hartley Music Co., Inc.  
 Harvest Music Co. Inc.  
 Harwin Music Corp.  
 Havenhurst Music  
 Haverford Music  
 Hawaiian Recording  
 Hayton-Horne Music Co.  
 Heartbeat Music Publishers  
 Hecht & Buzzell, Inc.  
 Hefti, Neal, Music, Inc.  
 Helayne Music Publ. Co. Inc.  
 Helena Music Corp.  
 Henmar Press Inc.  
 Hensley Music Co.  
 Herbec Inc.  
 Herbert Music Co., Inc.  
 Herman Music, Inc.  
 Hillcrest Music Corp.  
 Hilltop Music, Inc.  
 Hillwood Music Co.  
 Hobby Music Co.  
 Holford Music Co.  
 Hollybrook Music Co., Inc.  
 Hometown Music Co., Inc.  
 Homeyer, Charles W., & Co., Inc.  
 Honeycomb Music, Inc.  
 Hope Publishing Co.  
 Horn, Paul, Music Co.  
 Horsley Music Co.  
 Horton, Vaughn, Inc.  
 House of James Inc.  
 House of Morgan  
 House of Nacio Herb Brown  
 House of Zog Music  
 Howard, Joe, Music Publisher  
 Howe-Lee Music Pub.  
 Hub Music Co., The  
 Hubert Music Corp.  
 Hudson Music Corp.  
 Hummable Music Co.  
 Huntzinger, R. L., Inc.

Idriss-Brown-Tibbles, Inc.  
 Ile-de-France Prod. Inc.  
 Imperial Music Publications  
 Indano Music Co.  
 Intro Music Pub.  
 Integrity Music Corp.  
 Intercollegiate Synd Inc.  
 Interlochen Press of  
 Nat. Music Camp  
 Intertude Music, Inc.  
 International Artists, Ltd.  
 International Music Co.  
 International Music, Inc.  
 Italamerica Music Pub. Inc.  
 Ivanhoe Music, Inc.  
 Ivy Music Corp.



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J. P. Music Co.  
 J.V.P. Pub. Co.  
 Jack-Do Music Inc.  
 Jacobs, Walter, Inc.  
 James, Billy, Music Corp.  
 James Music Co.  
 James, Music, Inc.  
 Jan-Lee Music  
 Jandon Music Inc.  
 Janfra Music Co.  
 Janfred Music  
 Janmur Music Corp.  
 Jay Music  
 Jay IV Company, The  
 Jaybar Music Co.  
 Jaymar Music Pub. Co., Inc.  
 Jayvee Music Publishing Co.  
 Jefferson Music Co., Inc.  
 Jenkins, Gordon, Inc.  
 Jenkins Music Co.  
 Jennings Publishing Co.  
 Jericho Music Corporation  
 Jewel Music Publishing Co., Inc.  
 Jim Jon Music Co.  
 Jo-Al Music Co.  
 Johnson, Jerry, Inc.  
 Joli Tinker Pub. Co.  
 Jolly Music  
 Jon-Tees Music Pub.  
 Jonathan Music Co., Inc.  
 Jones, Isham, Music Corp.  
 Josie Music Pub. Inc.  
 Joy Music, Inc.  
 Jubilee Music  
 Judy Music  
 Jungnickel, Ross, Inc.

Kady Publishing Co.  
 Kahal, Irving, Music, Inc.  
 Kahn, Gus, Music Co.  
 Kalman, Chas., Emmerick Inc.  
 Kalmus, Edwin F.  
 Kanes Music Publishers  
 Karen Music Corp.  
 Karin Music  
 Kassel Airs Music Co.  
 Kassner, Edward, Music Co., Inc.  
 Kay, Edward Music Co.  
 Keane, Michael, Inc.  
 Kearney Music Co.  
 Keene Music Corp.  
 Keith Music  
 Kellem, Milton, Music Co., Inc.  
 Kelton, Inc.  
 Kenco Ent. Inc.  
 Kendis Music Corp.  
 Kenmor Music Co.  
 Kent Music Co.  
 Kenyon Music Corp.  
 Keyboard, Inc.  
 Keystone Music Co.  
 Keystone Music Co. of Calif.  
 King, Charles E.  
 Kingsway Music Corp.  
 Kiss Music Co.  
 Knickerbocker Songs, Inc.

Knollwood Music Corp.  
 Koff Music Co.  
 Kohn Music Corp.  
 Koko Music Co.  
 Korwin Music, Inc.  
 Kradar Music Co.  
 Kramer, Fred, Music Co.  
 Kramer-Whitney, Inc.  
 Krasnor-Share Music Publ.  
 Kuklapolitan Music Co.  
 Kulma Music Corp.

Labell Music Co.  
 Lad Music Inc.  
 Lady Mac Music Co.  
 Laeteas Music Co.  
 Lake Forest Music Co.  
 Lake Shore Publishing Co., Inc.  
 Lamas Music Corp.  
 Lansdowne Music Pub.  
 Lantern Music, Inc.  
 Largo Music Co.  
 Laurel Music Corp.  
 Lawson-Gould Music Publ., Inc.  
 Lear Music, Inc.  
 Lednam Music Co.  
 Lee Music Corp.  
 Leeds Music Corp.  
 Leeway Music, Inc.  
 Leftwich Publishing Co.  
 Lenore Music  
 Leonard, Hal, Music Inc.  
 Leonia Songs Inc.  
 Leo's Pub. Co.  
 Lerner Music  
 Lero Music Co.  
 Leslie, Edgar, Inc.  
 Leslie Music Corp.  
 Leslie Productions  
 Levine-McHugh Music Pub.  
 Corp.  
 Lewis Music Publishing Co., Inc.  
 Lexington Music Co.  
 Liberty Songs, Inc.  
 Lilli Music Co.  
 Linalan Pub. Co.  
 Lincoln Music Corp.  
 Lindabet Music Corp.  
 Lindley Music Publishing Co.  
 Lion Music Corp.  
 Little, Ed, Music Co.  
 Livingston & Evans Music Co.  
 Liza Music Corp.  
 Lloyd's of Hollywood  
 Loeb, John Jacob, Co.  
 Lombardo Music, Inc.  
 Londontown Music Corp.  
 Lone Star Music Co.  
 Longridge Music, Inc.  
 Longview Music Co., Inc.  
 Loop Music Pub. Co.  
 Lopez, V., Music Co.  
 Lord Music Publishing Co., Inc.  
 Lorenz Publishing Co.  
 Louwin Music Pub. Co.  
 Lowe Music Corp.

Lowner, Eric, Pub. Co.  
 Lu-Mel Music Pub. Co.  
 Lyle Music, Inc.  
 Lynjen Music Co.  
 Lynn Music Co.  
 Lyric Music Publishers, Inc.  
 Lyrical Miracles, Inc.

M.S.I.  
 M.S.K. Music Co.  
 Macap Music Publishers, Inc.  
 Madrigal Music Co.  
 Magidson Music Co.  
 Magnificent Music Inc.  
 Majestic Music Co.  
 Malden Music Corp.  
 Malin Music Inc.  
 Maltby, Richard, Inc.  
 Manchester Music, Inc.  
 Manhattan Music Publishers  
 Manks, Chaw, Blue Ribbon Music  
 Manners, Dudley, Music  
 Manners Music  
 Manning Music Co.  
 Manor Music Co., Inc.  
 Manseau Music Co.  
 Mansfield Music Co., Inc.  
 Mansion Music Corp.  
 Mantovani Music, Inc.  
 Mappa Music, Inc.  
 Mara-Lane Music Corp.  
 Maraf Music Pub. Co.  
 Maraville Music Corp.  
 Marchant Music Publishers  
 Margery Music Corp.  
 Margin Music Co.  
 Marguerita Music Co., Inc.  
 Marian Music Corp.  
 Mark-Jules Music Co.  
 Mark VII Music  
 Marks, Gerald, Music, Inc.  
 Markwood Music Co.  
 Marlen Music Co.  
 Marlene Pub. Co.  
 Marlo Music Corp.  
 Marlong Music Corp.  
 Marmil Music Co., Inc.  
 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.  
 May Music, Inc.  
 Mayfair Music Corp.  
 Maypole Music, Inc.  
 Maytoæ Music Publishers  
 McGraw Music Co.  
 McHugh & Adamson Music, Inc.

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- McHugh, Jimmy Music Inc.  
 Meadowbrook Music  
 Mecca Music Corp.  
 Medallion Songs  
 Melanie Music Co.  
 Melhedd Music Publishers  
 Melissa Music, Inc.  
 Melker Music  
 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.  
 Miglo Music Co.  
 Milbee Music, Inc.  
 Milene Music  
 Milford Music Co.  
 Miller Music Corp.  
 Mills Music, Inc.  
 Milnac Music, Inc.  
 Mineo Hess Pub. Co.  
 Minstrel Music, Inc.  
 Miranda Music Pub. Co.  
 Miriam Music Corp.  
 Mitchell Music Corp.  
 Mode Music, Inc.  
 Modern Music Pub.  
 Mogull, Ivan, Music. Corp.  
 Mokell Music  
 Monaco, James V., Inc.  
 Monarch Music Co.  
 Monitor Music Corp.  
 Monmar Music, Inc.  
 Montemar Music, Inc.  
 Mood Music Co., Inc.  
 Moorpark Music Corp.  
 Morella Music Co.  
 Morley Music Co., Inc.  
 Mormax Music Corp.  
 Morris, Edwin H., & Co., Inc.  
 Morrisania Music  
 Moss, Herbert M., Music  
 Motion Picture Prod. Corp.  
 Movie Music Co.  
 Movietone Music Corp.  
 Muirfield Music Corp.  
 Musette Publs., Inc.  
 Musi-Chord Pub. Co.  
 Music Exploitation Ent.  
 Music Hall Songs, Inc.  
 Music Makers Pub. Co.  
 Music Productions  
 Music Workshop  
 Musical Works  
 Musicland Pub. Co.  
 Mutual Enter. Agency  
 Mutual Music Society, Inc.  
 Myers Music
- Nacio Pub., Inc.  
 Nan-Paul Music Corp.  
 National Music Pub. Corp.  
 Nationwide Songs, Inc.  
 Neiburg, Al J., Music Pub.  
 Neila Music  
 Neilson Music Co.  
 Nelson Music Pub. Co.  
 New Age Music Co.  
 New Sounds in Modern Music  
 New World Music Corp.  
 New York Music  
 Newman, Charles, Pub.  
 Newman, Lee, Music  
 Newport Music Co.  
 Newton Music Co.  
 Noble Music Corp.  
 Noel Music Publishers  
 Nomat Music Corp.  
 Norbett Music, Inc.  
 North & Son Music, Inc.  
 Northern Music Corp.  
 Northridge Music Co.  
 Noteworthy Music, Inc.  
 Novelty Music Co.
- Oahu Publishing Co.  
 Oak Music Corp.  
 Oakland Music Co.  
 O'Connor and Miller Music Corp  
 Octave Music Pub Corp.  
 Odette Music Corp.  
 Odin Music Inc.  
 Official Music Co., Inc.  
 O'Flynn, Charles, Pub.  
 O'Kay Music Co.  
 Okun Music Corp.  
 Olenik Records  
 Olman, Abe, Music, Inc.  
 Olswanger, Bert, Music  
 Omar Music Corp.  
 Opportunity Music Co.  
 Oriole Music Corp.  
 Orlob Music Co.  
 Orten Music Co.  
 Oury, Mike, Music Pub  
 Overbrook Pub. Co.  
 Owens-Kemp Music Co.  
 Oxford University Press. Inc
- P. D. S. Music Pub., Inc.  
 Pageant Music Co.  
 Paley Music Co.  
 Palm Springs Music Co.  
 Palomar Music Co.  
 Pambill Music Inc.  
 Pandee Music Pub. Co.  
 Panorama Music Co.  
 Panther Music Corp.  
 Par-Four Music Co.  
 Par Music Corp.  
 Paradise Music Corp  
 Parakeet Music Corp.  
 Paramount Music Corp.  
 Paramount-Roy Rogers Music  
 Paris Music Co., Inc  
 Park Ridge Music Corp.
- Parker Pub.  
 Parliment Music Inc.  
 Patti Enter. Inc.  
 Paul, John, Music Corp.  
 Pauline Music Inc.  
 Paxton, George, Inc.  
 Pell Mell Music Co.  
 Penn Music Co.  
 Pepper, J. W., & Son, Inc.  
 Peters Music Co.  
 Petkere, Bernice, Music, Inc.  
 Pett Music Co.  
 Photo Play Music Co., Inc.  
 Phyllis Music Inc.  
 Piano Melodies  
 Piantadosi Music Pub.  
 Pic Music Corp.  
 Pickwick Music Corp.  
 Piedmont Music Co., Inc.  
 Pilot Music Pub. Co.  
 Pincus, George, & Sons  
 Pine Ridge Music, Inc.  
 Pinkard Pub., Inc.  
 Pioneer Valley Music Corp.  
 Piper Music Co.  
 Planetary Music Pub. Corp.  
 Players Music Corp., The  
 Playersville Inc.  
 Pleasant Music Pub. Corp.  
 Plymouth Music Co., Inc.  
 Pollsam Music Co.  
 "Pops" Music Pub. Co.  
 Popular Music Co.  
 Portilla Music Corp.  
 Post Music, Inc.  
 Preferred Music Co.  
 Prentice Music Inc.  
 Presser, Theodore, Co.  
 Prestige Publishing Co.  
 Princess Music Pub. Corp.  
 Priscilla Music Corp.  
 Producers Music Pub. Co., Inc.  
 Project Records, Inc.  
 Promenade Music, Inc.  
 Putnam Music, Inc.  
 Pyramid Music Co
- Quad Music Pub.
- "R" Music Co. Inc.  
 R. F. D. Music Pub. Co., Inc  
 Rae-Cox & Cooke Music  
 Ragtime Music Corp.  
 Raige Ent. Inc.  
 Raimor Music Corp.  
 Randolph Music  
 Randy-Smith Music Corp.  
 Ranger Music, Inc.  
 Raphael, Fred, Music, Inc.  
 Raye Music Co.  
 Raymor-McCollister Music  
 Record Songs, Inc.  
 Regal Music Pub.  
 Reliable Music Publisher  
 Religious Music Guild, Inc.  
 Remick Music Corp.  
 Remsen, Alice, Inc.

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- Renault Music Co., Inc.  
 Rene, Leon, Pub.  
 Revere Music Co.  
 Revil Music, Inc.  
 Reynolds & Anthony Music Co.  
 Reynolds Music Co.  
 Rhyme & Rhythm, Inc.  
 Rialto Music Pub. Corp.  
 Richard Music Co.  
 Richelieu Music Pub. Co.  
 Richjon Publish. Co.  
 Ricki Music, Inc.  
 Ricordi, G., & Co.  
 Ringle, Dave  
 Rinn Music Co., Inc.  
 Ritchie Music Co., Inc.  
 Ritter, Tex, Music Pub., Inc.  
 Riverside Music Pub.  
 Robar Music Co.  
 Robbins Company, The  
 Robbins, J. J., Inc.  
 Robbins Music Corp.  
 Robert Music Corp.  
 Robertson, Don, Music Corp.  
 Roberty Music Co.  
 Robinson, J. Russel, Inc.  
 Rochester Music Publishers  
 Rodeheaver Co., The  
 Rodeo Music Co.  
 Roger Music, Inc.  
 Rojan Music Corp.  
 Roncom Music Co.  
 Ronell, Ann, Music, Inc.  
 Rosarita Music, Inc.  
 Rose, David, Pub. Co.  
 Rosemeadow Pub. Corp.  
 Rosemond Music, Inc.  
 Ross, Allan, Music Co.  
 Ross, Charles, Music Co., Inc.  
 Rossdon Music Co., Inc.  
 Rossiter, Will  
 Round Table Music  
 Row, R. D., Music Co.  
 Rowell-Kelly Enterprises, Inc.  
 Roxbury Music Co.  
 Roy Music Co., Inc.  
 Royal Coachman Music Co.  
 Royal Music Pub.  
 Rual Music Co.  
 Rubank, Inc.  
 Ruby, Harry, Music Co.  
 Runnymede Music Co.  
 Russ Productions  
 Ruxton Music Inc.  
 Rylan Music Corp.  
 Rytvoc, Inc.
- St. Nicholas Music, Inc.  
 Salter Pub. Co.  
 Samovar Music  
 San-Mer Music Co.  
 Sandino Music Corp.  
 Sandra Music Corp.  
 Sands Music Corp.  
 Sanjud Music Co., Inc.  
 Sanson Music Co.  
 Santee Music Press, Inc.  
 Sapphire Songs  
 Sardo Brady Flagship Pub. Co.  
 Saunders Pub., Inc.  
 Savitt Music  
 Savoy Music Co., Inc.  
 Schein Music Co.  
 Schirmer, E. C. Music Co.  
 Schirmer, G., Inc.  
 Schroder Music Co.  
 Schroeder, D. L.  
 Schumann Music Corp.  
 Schuster, Joe, Music Pub.  
 Schwartz Music Co.  
 Schwarz, Merrill, Music Co.  
 Scott, Tony, Music Co.  
 Sea Music Publishing Co.  
 Second Music Pub. Co., Inc.  
 Segue Publishers, Inc.  
 Select Music Inc.  
 Seneca Music Co.  
 Sepe Music Co.  
 Sequence Music, Inc.  
 Serena Music  
 Sewan Music Pub. Inc.  
 Shale Enterprises, Inc.  
 Shamrock Music Pub., Inc.  
 Shank, Bud Music Co.  
 Shapiro, Bernstein & Co., Inc.  
 Shapiro, Ted, Music Co.  
 Shari Music Pub. Corp.  
 Shattinger, Inc.  
 Shaw, Eddie, Music Co.  
 Shawm Music Co.  
 Shawnee Press, Inc.  
 Shayne, Larry, Music  
 Shearing Music Corp.  
 Shefter, Bert, Prod.  
 Shelley, David, Publishing Co.  
 Shelley Music, Inc.  
 Sheraton Music Inc.  
 Sheriton Music Pub. Co.  
 Sherman, Al, Music Co.  
 Sherwin Music, Inc.  
 Shield, Roy, Music Co.  
 Shilkret, Nathaniel Music Co.  
 Shoreham Music Corp.  
 Show Tunes, Inc.  
 Shubert Music Pub. Corp.  
 Sigma Music, Inc.  
 Signature Music Press  
 Silent Music Co.  
 Silhouette Music Corp.
- Simon, George, Inc.  
 Siras Music, Inc.  
 Skidmore Music Co., Inc.  
 Skinner Music Co., Inc.  
 Skip Music Co.  
 Skokie Music Co.  
 Skyline Music Co.  
 Skyview Music Corp.  
 Smith, Ethel, Music Corp.  
 Smith-Foley Music Pub.  
 Smith, William J., Music Co.  
 Snyder Music Corp.  
 Society for the Publication of  
     American Music, Inc.  
 Somerset Music, Inc.  
 Song-Art Music Inc.  
 Songfest Music Corp.  
 Songs, Inc.  
 Songs Music Inc.  
 Songsmiths, Inc.  
 Sonora Music Co. Inc.  
 Soremy Music Inc.  
 Sound-o-rama, Inc.  
 Soundpost, Inc.  
 Sounds Music Co.  
 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.  
 Spencer Music Co.  
 Spina Music  
 Spooone Music Corp.  
 Springton Pub. Co.  
 Squire Music Corp.  
 Staff Music Pub. Co., The  
 Stage Craft Music Corp.  
 Standard Music Publishers, Ltd.  
 Standish Music Corp.  
 Stanley & Livingston, Inc.  
 Stanley Music Co., Inc.  
 Stanwood Music Corp.  
 Stargen Music Corp.  
 Starlight Songs, Inc.  
 Stasny Music Corp.  
 State Music Pub. Co., Inc.  
 Stelzer Music  
 Stephens, Bob, Inc.  
 Steps Music Co.  
 Stitt Music Co.  
 Stratford Music Corp.  
 Studio Music Corp  
 Styne & Cahn Music Co., Inc.  
 Sujan Music Pub. Co., Inc.  
 Summit Music Corp.  
 Sunflower Music, Inc.  
 Sunnysdale Associates, Inc.
- S & R Music Pub. Co.  
 Sacred Music Press of the  
     Hebrew Union College-Jewish  
     Institute of Religion  
 Sacred Records, Inc.  
 Saga Music Corp.

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- Sunset Music Publishers, Inc.  
Supreme Music Corp.  
Surrey Music Co.  
Sutton Songs  
Swan Music, Inc.  
Swarthmore Music  
Sweatman, Wilbur, Music Pub.  
Sweet Music, Inc.  
Sylan Music  
Symphony House Music Pub.  
T & H Music Pub.  
T V Music Co.  
Tag Music Publishing Co., Inc.  
Taj Music Co.  
Talent, Leo, Inc.  
Tamarisk Music Inc.  
Tanglewood Music Corp.  
Tarpon Music Co.  
Tarto Music Pub. Inc.  
Taubman, Paul, Music Corp.  
Taurus Music Pub.  
Taylor, Larry, Music Corp.  
Teena Music Corp.  
Teepee Music Co., Inc.  
Teleklew Prod. Inc.  
Templeton Pub. Co.  
Tempo Music, Inc.  
Tempo Pub. Co., The  
Tepper, Saul Music Co.  
Terrace Pub. Co.  
Terri Music Co., Inc.  
Texoma Music Corp.  
Thomas, John, Music Corp.  
Thompson, Kay, Music, Inc.  
Thornhill Music Co.  
Thornlee Music Corp.  
Thru-Way Music, Inc.  
Thunderbird Music  
Timely Music Co.  
Tinker Music Co.  
Tobey Music Corp.  
Tobias & Lewis Music Pub.  
Tone Music Co.  
Top Notch Music Corp  
Topsin Music  
Tor Music Co.  
Torch Productions, Inc.  
Totem Music, Inc.  
Touchstone Music Co.  
Touring Music, Inc.  
Towne Music Corp.  
Toy Town Tunes
- Trace Music Publishers  
Trans American Music Co.  
Transcontinental Music Corp.  
Tray Music Corp.  
Treble Music Pub., Inc.  
Triangle Music Corp.  
Tricky Music, Inc.  
Trinda Music Corp.  
Triumph Music, Inc.  
Tropical Music Pub.  
True Blue Music Pub. Co.  
Tucker, Orrin  
Tuk Music Co.  
Tune-House Publications  
Two Dees Music  
Tylerson Music Co  
UPA Music Co  
Union Music Dist. Co.  
United Artists Music  
United Music Corp.  
University Music Corp.  
Uptown Music Co.  
Vado Music Co.  
Valando Music Corp.  
Valentine Music Corp.  
Valley Brook Pub., Inc.  
Valley Entertainment Ent., Inc.  
Valmount Music Pub.  
Valyr Music Corp.  
Van-Jak Music Corp.  
Vanderbilt Music Corp.  
Vanessa Music, Inc.  
Van Heusen Music Corp.  
Vanlee Music Corp.  
Vanno Music Corp.  
Variety Music, Inc.  
Varona Music Corp.  
Venus Music Corp.  
Vera Nova Music  
Verna Music  
Vernon Music Corp.  
Veronique Pub. Co., Inc.  
Vicar Music Inc.  
Vickers Music Co.  
Victoria Music Corp.  
Victoria Pub. Co.  
Vic Vegas Pub. Co.  
Viking Music Corp.  
Villa Moret, Inc.  
Vim Music Corp.  
Vinrob Music Co.  
Virtu Music  
Vista Music Corp.  
Vogel, Jerry, Music Co., Inc
- Vogue Music Publications  
Volkwein Brothers, Inc.  
Volta Music Corp.  
Vonzell's  
Voss Music Co.  
Wald, Herb., Music Co.  
Walden Music Corp.  
Waldo Music Corp.  
Wallan, Inc.  
Walton Music Corp.  
Wan-Mar Music, Inc.  
Wanderlust Records Corp.  
Warcov Music, Inc.  
Warnow, Mark, Music  
Warock Music, Inc.  
Washington & Lee Pub.  
Wayfarer Music, Inc.  
Webster Music Corp.  
Wedgewood Music Co.  
Weinberger, Jaromir, Scores  
Weintraub Music Co.  
Weiss, Mac, Music Pub. Co.  
Weiss, Sam, Music, Inc.  
Welzhein Music Pub. Corp.  
Wemby Music Corp.  
Wendy Music Inc.  
West Coast Music Pub.  
West End Music, Inc.  
Western Music Pub. Co.  
Westmont Music  
Whale Music Corp.  
Wharton Music Co.  
Whitcup, Leonard, Inc.  
White Way Music Co.  
Whiting Music Corp.  
Whitney-Kramer-Zaret Music  
Williamson Music, Inc  
Willing, Foy Music  
Willow Music Corp.  
Wilshire Music Pub.  
Winslow Music Pub. Co.  
Wintergreen Music, Inc.  
Wintersett Music Co.  
Witmark, M., & Sons  
Wizell & Day Music Corp.  
Wood, B. F., Music Co., The  
Woodvale Music Co.  
Woodward Music, Inc.  
Words & Music, Inc.  
World Music, Inc.  
Worth, Bobby, Music Pub., Inc.  
Worthy Music Co.  
Yellen & Fain  
Yellowstone Music Pub.  
Youmans, Vincent, Co., Inc., The  
Young, Victor, Pub., Inc.  
Yukon Music Corp.  
Zachary Music  
Zephyr Music Pub. Co.  
Zizance Music, Inc.  
Zuma Music Co.

# Broadcast Music, Inc.

By CARL HAVERLIN  
President

**T**HE United States copyright law provides that the authors and publishers of music have the right to be compensated when their music is performed publicly for profit. This right also exists under the laws of every major country of the world.

Broadcast Music, Inc.—BMI—was created in 1940. Its sole purpose is to serve as an organization which would acquire and license performing rights and, in so doing, bring about healthy and necessary competition. BMI was organized by a group of broadcasters who neither collect dividends nor receive special rates from it.

BMI acquires performing rights from independent writers and publishers, collects license fees from the organizations which perform music for profit, and, in turn, makes payment to the creators of the music. It licenses the music of composers and publishers who are resident in every one of the United States. Through agreements with performing rights societies in other countries, it brings foreign music to America and makes American music available throughout the world.

BMI does not publish or record music. The rights to do so belong exclusively to the composers and publishers.

Except for operating expenses and a reasonable reserve, BMI pays all of

the money it collects to the composers and publishers whose music is performed. BMI determines payments to composers and publishers on the basis of the performance of music on thousands of independent stations as well as on country-wide networks. It does so because the performance of music on radio and television represents the truest gauge of public demand for music of all types and the broadest use of music to meet that demand.

The past year marked BMI's 22nd year of service. It was a year that saw the number of our affiliated authors, composers and publishers and the compositions we license at an all-time high.

For the future, BMI looks forward to serving many thousands more of the creators of music and many more of the businesses which use music as part of their service to the public. It will continue to deal justly and fairly with those enterprises which enable that music to be heard. It will continue to maintain its open-door policy for the benefit of all persons who wish to gain the public ear and to be rewarded if their works win favor. It will continue to service the public by making music from every part of our country and from all quarters of the world available for public performance.

## OFFICERS

President: Carl Haverlin; Vice President & General Counsel: Sydney M. Kaye; Vice President in charge Domestic Performing Rights Administration and Secretary, Robert J. Burton; Vice President in charge Publisher and Writer Relations, Robert B. Sour; Ass't Vice President in charge Publisher Relations, Theodora Zavlin, Ass't Vice President in charge Publisher and Writer Relations, West Coast, Richard Kirk; Comptroller, Edward J. Molinelli; Treasurer and Ass't Secretary, Robert J. Higgins.

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# BMI PUBLISHERS

• Due to a lack of space, the following list of BMI  
Affiliated Publishers is only partial •

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Actual Music Corp.  
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Avalon, Frankie  
Avery Music Company  
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BAIS Music  
BMI Canada Ltd.  
Babb Music  
B. R. S. Music Corp.  
Barton, Earl, Music Co.  
Banbury Music, Inc.  
Banks Music Co.  
Bar Music Publishing Company  
Barbera-Hanna Music  
Barclay Music Company  
Battle Music  
Baxter-Wright Music Co., Inc.  
Bayes Music Corp.  
Bayou Music Co.  
Beechmont Music Corp.  
Beechwood Music Corp.  
Belfry Music  
Bell Music Co.  
Bell-Tone Music Publishing Co.  
Bellage Music, Inc.  
Ben-Chazi Enter.  
Benday Music Corp.  
Benell Music Publ.  
Bentley Music Co.  
Benton Public.  
Berkeley Music, Inc.  
Berkshire Music Inc.  
Berry Music Corp.  
Berwick Music Corp.  
Betalbin Pub. Corp.  
Bettsam Music Co.  
Biernat & Dietz Music Publ.  
Big Bopper Music Co.  
Big Chief Music Co.  
Big "T" Pub. Co.  
Bigareff Music Inc.  
Birdsong Music  
Blackwood Music  
Blazon Music Company  
Blue Grass Music  
Blue Indigo Music Co.  
Blue Jay Songs  
Blue Note Records  
Blue River Music Inc.  
Bluebird Music Company  
Bob-Dan Music Co.  
Bond, Johnny, Music Co.  
Boulevard Music Inc.  
Boxer Music Co.  
Boyt, Earl Pub. Co.

Bradshaw, Inc.  
Branwin Music Co.  
Brazos Valley Music  
Brenner Music, Inc.  
Brent Music Corp.  
Brittany Music, Inc.  
Britton Music Corp.  
Broadcast Music, Inc.  
Brookdale Music Co.  
Brownwood Music Co.  
Bruin Music Co.  
Bryden Music, Inc.  
Bugle Boy Music Co.  
Burley Music, Inc.  
Byron Music Co.

Cajun, C. B.  
Calabar Music Pub.  
Calabran Music Co.  
Calvert Pub. Co.  
Calvin Music Co.  
Camp & Canyon Music  
Cana  
Candy's Playhouse Inc.  
Canford Music, Inc.  
Capa Music  
Carlot Music, Inc.  
Carnegie Music Co.  
Carnival Music Company, Inc.  
Carsey Music, Inc.  
Casa Musicale Sonzogno  
Cash, Johnny, Music Inc.  
Cedarwood Pub. Co., Inc.  
Central Songs, Inc.  
Century Songs, Inc.  
Cerabino, L. G.  
Cetra Music Corp.  
Challenge Music Co.  
Champ Music Co.  
Champion Music Corp.  
Charill Music Pub. Co.  
Chaz-Mar Music Pub. Co.  
Check-Colt, Inc.  
Chelsea Music Corporation  
Cherio Music Publishers, Inc.  
Cherritown Music Pub. Co.  
Chicago Music Publisher  
Chicory Music Inc.  
Children's Record Guild  
Chords Music Publishers  
Christian Music Publishing Co.



- Cigma Music  
 Cireco Music  
 Clement, Jack, Music, Inc.  
 Climax Music Co.  
 Clockus Music Inc.  
 Clover-Dale Pub. Co.  
 Co-op Music Co.  
 Coast to Coast Music Corp.  
 Coblin Music Co.  
 Cole Corporation, M. M.  
 Coliseum Music Co., Inc.  
 Collwill Corporation  
 Colonial Music Publishing Co.  
 Colortunes Publishers  
 Columbia Music Publishing Co.  
 Combine Music  
 Conrad Publ. Co.  
 Contemporary Music  
 Continental Record Co.  
 Cooga Music Corp.  
 Cool Music Co.  
 Copar-Forrest Music  
 Cordial Music  
 Coaxial Music Inc.  
 Combine Music Corp.  
 Cornerstone Song Pub. Co.  
 Coronation Music Inc.  
 Country Music  
 Cramart Music, Inc.  
 Cranford Music Corp.  
 Crazy Cajun  
 Crestline Music Pub.  
 Crestwood Publications  
 Cross Music Company  
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 Dana Pub. Co.  
 Danby Music Co.  
 Dara Music Corp.  
 Darnel Music Corp.  
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 Deauville Music Inc.  
 Debra Music  
 Deland Music Co. Inc.  
 Delstone Music Co. Inc.  
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 Densue Music Inc.  
 Destiny Music Pub.  
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 Dexter, Al, Music Publishing  
 Dinehart Music Company, The  
 Ding Dong Music Corp.  
 Dixie Music Publishing Co.  
  
 Dixsil Music  
 Don Carlos Music  
 Don-Michael, Inc.  
 Doral Music Co. Inc.  
 Dorchester Music Co.  
 Dornix Music, Inc.  
 D'oro Music Pub.  
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 Dunhill Music Corp.  
  
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 East Publications  
 Eastwick Music Co.  
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 Edizioni Mascheroni (Milano)  
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 Edizioni Suvini Zerboni  
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 Egap Music, Inc.  
 Elsher Music Co.  
 Embassy Music Corp.  
 Emcee Music  
 Emerson Music Publications, Inc.  
 Emperor Music Inc.  
 Englewood Pub.  
 Eric Music, Inc.  
 Esquire Music Co.  
 Excellforec Music Co.  
  
 Fabulous Music, Inc.  
 Fairfax Music Company  
 Fairfield Music Corp.  
 Falstaff Music Co., Inc.  
 Fast Music, Inc.  
 Fee Bee Music  
 Fellows Music  
 Fern Music Inc.  
 Film & TV Music Unlimited  
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 Flattown Music Co.  
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 Florida Music Company  
 Flowers Music Co.  
 Folk Songs  
  
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 Four Star Sales Co.  
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 Franmike Music  
 Frederick Music Publ. Co.  
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 G. M. S. Music Publishing Co.  
 Gala Music Publishing Corp.  
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 Garpax Music Pub. Co.  
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 Gay, Evelyn Pub. Co.  
 Gil Music Corp.  
 Glad Music Co.  
 Glen Jonathan  
 Glenville Music Corp.  
 Glenwood Music Corp.  
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 Golden Gate Quartet Music Co.  
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 Gospelstone Music Corp.  
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- Harmony Music Publishers  
Harpeth Hills Music  
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Harvard Music, Inc.  
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Hill and Range Songs, Inc.  
Hillbilly Music Publishing Co.  
Hilliard Music Co.  
Hi-Lo Music  
Hilltown Music Inc.  
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Hollenden Music Co.  
Hollis Music, Inc.  
Holly Vine Music  
Holmes Publications  
Horn Publications  
Hotchkiss Music, Inc.  
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Instrumental Music Inc.  
Iris-Trojan Music Corp.  
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- J.D.A. Music  
Jaglea Music Corp.  
Jamal, Ahmad  
Jamboree Music  
Jamie  
Jan Music  
January Corp., The  
Jari Music Co.  
Jaro Music Inc.
- Jason Music  
Jat Music Co.  
Jatap Publ. Co., Inc.  
Jaybird Music  
Jayco Music  
Jaymond Music Corp.  
Jean Music Company  
Jeannette Music Pub.  
Jeneva Music Co.  
Jet Music Pub.  
Jiffy Pub. Co.  
Jill Music Co.  
Jimskip Music, Inc.  
Jobete  
Joel Music Corp.  
Johnstone-Montei, Inc.  
Joli Music, Inc.  
Jon Ware Music Corp.  
Jones, David, Inc.  
Joni Music Inc.  
Judson Music Co.  
Julie Music Corp.  
Just Music Inc.  
Justis Music, Inc.
- K.A.M. Prod. Corp.  
Kags Music  
Kaiser Music Co.  
Kalin Pub. Corp.  
Kampas, William T.  
Kanawha Music Pub.  
Karlán Music  
Keel Music Co.  
Kemo Music Co.  
Ken-Rick Pub. Co.  
Kenneth Publishing Company  
Kentucky Folk Music  
Kenwood Music, Inc.  
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Kerr, Edward  
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Keystone Music Co.  
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Kliver Music Pub. Co.  
Knudson, Thurston  
Kord Music Company  
Koss Music Co.
- Label Music Co.  
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Lake Front Music  
Lakeland Music Co.
- Lance Music Pub.  
Lana Music  
Lancer Music, Inc.  
Lane, Ziggy, Music  
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Langlois Filmusic, Inc.  
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Les Kangas Music Pub. Co.  
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Little Jazz Music Pub., Inc.  
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Lorin Music  
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Magnolia Music Corp.  
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Main Street Songs, Inc.  
Mallory Music Pub.  
Major Melodies  
Major Minor Music  
Manhattan Melodies Music Pub.  
Manistee Music Co.

- Manning House Music  
 Maravilla Music  
 Marchant, J. C., Publications  
 Marcus Music  
 Mardi Gras Music Company  
 Marfan Music Co.  
 Maricana Music, Inc.  
 Marigold Music Co., Inc.  
 Marielle Music Pub. Corp.  
 Marino Music Company  
 Marizona Music  
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 Marlow, Ken  
 Marlyn Music Pub.  
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 Marvin Music Corp.  
 Marty's Music Corp.  
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 Melodies of the Americas  
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 Merge Music  
 Merion Music, Inc.  
 Merit Music, Inc.  
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 Meteorion Music Corp.  
 Metric Music Co.  
 Metropolitan Music Company  
 Michele Pub. Co.  
 Mid Music  
 Miller Song—Kraft Music Pub.  
 Miller-Steinberg-Katz Music  
 Mills, Sidney  
 Mipa Productions, Inc.  
 Mission Hills Publications  
 Mission Pub. Co.  
 Mist Music Co.  
 Mr. Music Co.  
 Modern Music Publishing Co.  
 Money Music  
 Mono-Music  
 Monroe, Bill, Music Inc.  
 Montauk Music  
 Montclare Music Corp.  
 Monument Music, Inc.  
 Moo Moo Music Corp.  
 Moonbeam Music Co.  
 Moonlight Music  
 Morrison Music Company  
 Morrissey Music Company  
 Morro Music Corp.  
 Moss Rose Pub., Inc.  
 Motion Music Co.  
 Mount Royal  
 Munson Music 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.  
 Najac Music Corp.  
 Nasta Music  
 Navajo Music, Inc.  
 Nelson, Herbert, Productions  
 New Christy  
 New Era Music Corporation  
 Nichols & May Pub.  
 Nom  
 Noma Music Inc.  
 Norma Music Co. Inc.  
 Normandy Music, Inc.  
 Nor-Va-Jak  
 Nuclear Music Co.  
 Nu-Tune Music Corporation  
 Oakhurst Music Pub. Co.  
 Oceanic Music Co.  
 Ohio Music Co.  
 Old Judge Music  
 Olimac Music Inc.  
 Opal Music Inc.  
 Open Road Music  
 Optimist Songs Co.  
 Oree Music  
 Original Music  
 Orlando Music Co.  
 Oval Music Co.  
 Ozark Music  
 Pacemaker Music Co.  
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 Pamco Music, Inc.  
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 Pan Publ. Co.  
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 Premier Albums Music Pub.  
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 Pulse Publishing Corp.  
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 Raybird Music  
 Rayven Music Co., Inc.  
 Real American Pub. Co.  
 Real Gone Music, Inc.  
 Record Music Publ.  
 Red River Songs

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Romance Music Publications  
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Rosarch Pub. Co.  
Rose City  
Rozzo  
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- Sa-Day Music  
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Sausalito Music Corp  
Savoy Music Company  
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Schaeffer's, Peter, Music Corp  
Scepter Music Inc.  
Score Music Co.  
Seabreeze Music, Inc.  
Seg-Way Music  
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Selroy Music Pub. Co  
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Seven-Eleven  
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Shell Music Co.  
Sheridan Music Corp  
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Sherwood Music Pub. Co.  
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Shopa Music Publications  
Signet Music Co.  
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Sing Mo Music Corp.  
Silver Star Music Pub. Co.  
Skyway Records & Music Pub  
Society of Jewish Composers  
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Song Prod., Inc.  
Sophisticate Music, Inc.
- Sound Music Pub. Co.  
Source Music Co.  
South Mountain  
Southside Music Corp.  
Space Songs  
Spanish Music Center  
Spanka Music Corp.  
Stairway Music Co.  
Starday Music  
Starfire Music Corp.  
Starflower Music Co.  
Starrite Pub. Co.  
Starstan Music Corp.  
Stella Music Co., Inc.  
Stevens Music Corporation  
Stew-Dar Music Inc.  
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Sun-Vine Music Corp.  
Sunbeam Music Corp.  
Sunrise Music Company  
Surf Music Corp.  
Suwal Music Co., Inc.  
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Sweco Music Corp.  
Swing & Tempo Music Co.
- T C Publishing Corp.  
T. J. Music  
Tamasa Music Co.  
Tannen Music, Inc.  
Tan Ridge  
Taps Agency  
Tarry-Town Music Co.  
Terrific Tunes  
Terry-Wilkins Music Pub. Co.  
Thornett Music Corp.  
Thornwood Music Pub. Co.  
Tideland Music Pub. Corp.  
Tiffany Music Company  
Tiki Music  
Timberland Publishing Co.  
Time Music Company  
Tobi-Ann Music Pub. Co.  
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.  
Trio  
Tri-Park Music Corp.  
Triumph Publications, Inc.  
Tropical Song Counter  
Tubb, Ernest, Music Inc.  
Tune Towne Tunes  
Tunc-Kel  
Tune Time  
Twin Music Inc.
- Twist  
Two Beat Music  
Tybee Music Corp.
- 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.  
Vogue Music  
Volo Music, Inc.  
Volunteer Music Sales Co
- W. F. A. Enterprises  
Walmay Pub. Co.  
Wanda Music Co.  
Ward, Clara, Publications  
Ward & Sears Music, Inc  
Warman Music  
Warren Publications  
Webster Music Company  
Western Hills Music Corp.  
Weiss & Barry, Inc.  
Wemar Music Corporation  
Werber Cardenas-S.A.  
Westbrook Publications  
Westbury Music Co.  
West-Higgins Pub. Co.  
Wildcat Music  
Willett, Slim, Songs  
Williams, Dootsie, Pub.  
Williams, Kae, Music Inc.  
Winchester Music Inc.  
Windsong Music  
Winneton Music Corp.  
Wonder Music Pub. Co  
Wonderland Music Co., Inc  
Woodcrest Music, Inc.  
Wrist Music  
Wyner Music Publishers
- Xenopen Music Co.
- Yonah Music Inc.  
Yvonne Pub. Co.
- Zodiac Music Corp.  
Zoeller Music Co.

# SESAC, Inc.

By PAUL HEINECKE  
President

"THE Best Music in America," our motto for so many years, is rapidly becoming the best music in the world as a result of growing recognition of our repertory in every part of the globe. Throughout 1962, it was my pleasure to listen to numerous outstanding recordings of our works performed in a variety of tongues from all over the world—an indication of the continuing growth of SESAC which has, in recent years, greatly expanded its world-wide promotional activities and representation overseas.

During 1962, many representatives of foreign performing and mechanical rights organizations representing SESAC called on us and, in turn, our executives visited with them, too, as well as leading European broadcasting operations. Sub-publishing agreements concluded in 1962 with important firms in foreign countries reached an all-time high. Thanks to our accelerated program of international activity, a record number of our compositions are now being published, recorded and performed in every corner of the globe.

This international activity directly parallels a tremendous increase in the amount of our copyrighted material being performed and recorded in the United States. In 1962, the growing demand for our works by leading artists surpassed all previous years'. SESAC numbers appeared on new commercial LP and single releases by Bobby Hackett, Liberace, Jim Reeves, Jackie Wilson, Johnny Cash, Jack Scott, Tony Mottola, Mahalia Jackson, Ferlin Husky, Roger Williams and many other notable performers.

The increasing use of SESAC music by the nation's top recording stars is a tribute to the unceasing efforts of our publisher-affiliates to fill the wide-

ranging requirements of today's music user. Our affiliates steadily augment their catalogs with valuable additions in every category of music, and new catalogs with strong, fresh appeal in such fields as pops, mood and religious are constantly being added. For the thirty-two years of our existence, our efforts have always been directed toward making available a repertory of distinction to satisfy the needs of music programmers everywhere—and in this vein we will carry on.

The SESAC RECORDINGS label activity, too, continued to expand in 1962 and brought forth an array of outstanding talent such as Charlie Shavers, The Savoy Orchestra of London, The Vienna State Opera Orchestra, The San Remo Orchestra, The Richard Maltby Octet, Bobby Hackett, Lenny Herman, Elliot Lawrence, Til Dieterle, and The Allentown Band. Already planned for release this year to subscribers all over the world are new LP's featuring Count Basie, Roy Drusky, Warren Covington, Leon McAuliff, Billy Taylor, Sy Oliver, Bill Snyder, and the Anita Kerr Singers.

In 1962 SESAC RECORDINGS introduced several new low-cost, high-talent LP package presentations specifically designed to meet the programming needs of today's quality-conscious, budget-minded broadcasters.

All through 1962 sales of the various SESAC RECORDINGS LP plans steadily increased. Today our discs are used throughout the industry here in the United States and, in fact, all over the world. Based upon 1962 sales and 1963 production plans, it is evident that in the very near future SESAC RECORDINGS and/or "DRUMMERS" will be aired in just about every market.

# SESAC

PAUL HEINECKE, PRESIDENT

Licensing the performance, mechanical or synchronization rights in a repertory of distinction to the entire entertainment industry, both in the United States and abroad . . . radio, television, theatres, concert halls, hotels, transcription and record companies.

And especially for the broadcasting industry these exclusive

## MUSICAL PROGRAM SERVICES

### "DRUMMERS"\*

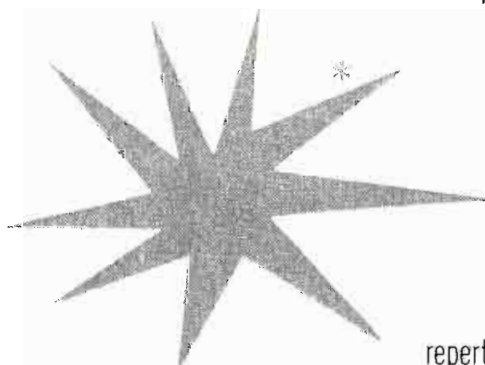
Big-sound  
sales and  
production aids

### JUST A MINUTE!\*

60-second  
show stoppers

### SESAC® RECORDINGS

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# Foreign Currency Exchange Rates

April, 1963

| <i>Country</i>  | <i>Unit of<br/>Currency</i> | <i>Exchange<br/>Rate</i> | <i>Current<br/>Collections</i> |
|-----------------|-----------------------------|--------------------------|--------------------------------|
| Argentina       | #Peso                       | * \$ .0121               | Fair                           |
| Australia       | Pound                       | 2.2528                   | Prompt                         |
| Austria         | Schilling                   | .0390                    | Prompt                         |
| Belgium         | Franc                       | * .0201                  | Prompt                         |
| Bolivia         | #Boliviano                  | * .00009                 | Fair                           |
| Brazil          | Cruzeiro                    | * .00322                 | Fair-prompt                    |
| Canada          | Dollar                      | .95 $\frac{1}{4}$        | Prompt                         |
| Chile           | Escudo                      | * .9550                  | Fair                           |
| Colombia        | Peso                        | * .1140                  | Fair                           |
| Costa Rica      | Colon                       | .1785                    | Prompt—fair                    |
| Cuba            | Peso                        | 1.0000                   | —                              |
| Denmark         | Krone                       | .1453                    | Prompt                         |
| Dominican Rep.  | #Peso                       | 1.0000                   | Slow                           |
| Ecuador         | Sucre                       | .0666                    | Fair                           |
| Egypt           | Pound                       | 2.88                     | —                              |
| Finland         | Markka                      | .00315                   | Prompt                         |
| France          | New Franc                   | * .2041                  | Prompt                         |
| West Germany    | #Mark                       | .2501                    | Prompt                         |
| Greece          | Drachma                     | * .0335                  | Prompt                         |
| Guatemala       | #Quetzal                    | 1.0000                   | Fair                           |
| Haiti           | #Gourde                     | 2.000                    | Slow                           |
| Honduras        | #Lempira                    | 5.000                    | Fair                           |
| Iceland         | Krona                       | * .0265                  | Prompt                         |
| India           | Rupee                       | .2113                    | Prompt                         |
| Iran            | Rial                        | .0315                    | Slow                           |
| Iraq            | Dinar                       | 2.825                    | Fair                           |
| Ireland         | Pound                       | 2.8160                   | Prompt                         |
| Israel          | Pound                       | .35                      | Prompt                         |
| Italy           | Lira                        | * .001612                | Prompt                         |
| Japan           | Yen                         | .0028                    | Prompt                         |
| Mexico          | #Peso                       | .0800                    | Prompt-fair                    |
| Morocco         | Dirham                      | .002                     | Prompt                         |
| Netherlands     | Guilder                     | .2766                    | Prompt                         |
| New Zealand     | Pound                       | 2.805                    | Prompt                         |
| Nicaragua       | Cordoba                     | .1429                    | Fair                           |
| Norway          | Krone                       | .1404 $\frac{3}{4}$      | Prompt                         |
| Pakistan        | Rupee                       | .2115                    | Prompt                         |
| Panama          | #Balboa                     | 1.0000                   | Fair                           |
| Paraguay        | #Guarani                    | .0085                    | Prompt-fair                    |
| Peru            | Sol                         | * .0370                  | Prompt—fair                    |
| Philippines     | Peso                        | .2865                    | —                              |
| Portugal        | Escudo                      | .0350                    | Prompt                         |
| El Salvador     | #Colon                      | .40                      | Fair                           |
| Spain           | Peseta                      | .0168                    | —                              |
| Sweden          | Krona                       | .1938                    | Prompt                         |
| Switzerland     | #Franc                      | .2306                    | Prompt                         |
| Turkey          | Pound                       | .1125                    | Fair                           |
| U. of S. Africa | Rand                        | 1.4097                   | Prompt                         |
| United Kingdom  | Pound                       | 2.8160                   | Prompt                         |
| Uruguay         | Peso                        | * .0920                  | Prompt—fair                    |
| Venezuela       | Bolivar                     | * .2192                  | Fair                           |

\* Free Rate. Many countries have several rates. # No foreign exchange restrictions.

# Enormous Strides in British Television Test-Marketing



By  
W. M. FROMM

THERE is little doubt that research, as a marketing tool, is more refined, more professionally used in this country than it is in Great Britain. But, while the gap had been a considerable one, it is rapidly narrowing.

One area in which British commercial television companies have made enormous strides this past year is the measurement of test—market results. A number of them have built up the research services and facilities they make available to advertisers.

One of the most aggressive contractors in the field of test—market research is TWW Ltd.—Television for South Wales and The West of England—and we can examine this contractor's services for illustration.

In basic population characteristics, the TWW region follows the national pattern—age, family size, income, education, ownership, etc.

TWW extended this natural advantage by establishing a relationship with the region's retailers that is a great deal closer and more interdependent than anything we know in the United States.

An effective binding force to this relationship is the "Retailer Scheme." Under this plan all retailers in the TWW region are advised of forthcoming campaigns at least ten days in advance of transmission through a full-page advertisement in the program paper "Television Weekly." This gives retailers the time to stock up and to arrange special displays. The station provides certain display materials and the advertiser may supplement this with its own.

Retailers then support the advertiser's campaign by booking 7-second slide announcements at a special low rate. These spots must give

prominence to the manufacturer's product, thereby lending considerable weight to the latter's campaign.

The "Retailer Scheme" is by no means limited to test market campaigns, but it has proven particularly effective in efforts of that kind—perhaps because cooperation at the retailer level is so vital an element.

In terms of evaluating the test, a well-known research organization, commissioned by TWW, has set up separate "Retail Audit Panels" for food stores, drug stores, hardware stores and tobacconists/confectioners in the region. This same organization conducts a good deal of consumer research throughout the area.

These services have been responsible, in good part, for successful results in the TWW area. In 1962, U.S. Royal Tires conducted a test campaign. The company bought 45-second spots backed by some newspaper advertising and dealer promotion. Its agency stated: "The TWW Retailer Scheme, whereby local dealers were able to buy 7-second spots adjacent to the main campaign, was a major contributory factor to the success of the campaign." U.S. Royal Tire sales increased 400% during the period.

The important fact is that an American company can pre-determine the required advertising pressures and consumer appeals in the same manner it employs domestically. And, working with a commercial television contractor that specializes in test marketing, it is assured of benefits and services that are not matched by TV stations in this country.



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# Radio Cadena Nacional Stations

| Call Frequency                   |            |            | Call Frequency                  |         |      |
|----------------------------------|------------|------------|---------------------------------|---------|------|
| Location                         | Letters    | Kcs.       | Location                        | Letters | Kcs. |
| Acapulco, Gro. . . . .           | XEBB       | 600        | Matamoros, Tamps. . . . .       | XEO     | 970  |
| Acapulco, Gro. . . . .           | XEKU       | 710        | Mazatlan, Sin. . . . .          | XERJ    | 1320 |
| Aguascalientes, Ags. . . . .     | XERO       | 1490       | Merida, Yuc. . . . .            | XEZ     | 600  |
| Campeche, Camp. . . . .          | XECAM      | 920        | Menda, Yuc. . . . .             | XEQW    | 550  |
| Cd. Acuna, Coah. . . . .         | XEAE       | 1600       | Mexicali, B. C. . . . .         | XEGE    | 1150 |
| Cd. Cuauhtemoc, Chih. . . . .    | XEER       | 990        | Mexico, D. F. . . . .           | XERCN   | 1110 |
|                                  |            |            | Monterrey, N. L. . . . .        | XEG     | 1050 |
| Cd. del Carmen,<br>Camp. . . . . | XEIT       | 1350       | Monterrey, N. L. . . . .        | XEJM    | 1450 |
| <b>Cd. Juarez, Chih. . . . .</b> | <b>XEJ</b> | <b>970</b> | Morelia, Mich. . . . .          | XEMM    | 870  |
| Cd. Juarez, Chih. . . . .        | XEWG       | 1490       |                                 |         |      |
| Cd. Aleman . . . . .             | XEWD       | 1430       | Nva. Rosita, Coah. . . . .      | XENR    | 980  |
| Cd. Obregon, Son. . . . .        | XEOS       | 1340       | Nvo. Laredo, Tamps. . . . .     | XEK     | 960  |
| Cd. Serdan, Pue. . . . .         | XELU       | 1340       |                                 |         |      |
| Cd. Valles, S.L.P. . . . .       | XECV       | 610        | Oaxaca, Oax. . . . .            | XEOA    | 570  |
| Chetumal, Q. Roo. . . . .        | XEROO      | 960        |                                 |         |      |
| Chihuahua, Chih. . . . .         | XEM        | 1390       | Reynosa, Tamps. . . . .         | XEOR    | 1390 |
| Chihuahua, Chih. . . . .         | XEII       | 1420       |                                 |         |      |
| Coatepec, Ver. . . . .           | XEGR       | 1160       | Sahuayo, Mich. . . . .          | XEGC    | 1490 |
| Culiacan, Sm. . . . .            | XECQ       | 920        | San Luis Potosi, S.L.P. . . . . | XEPO    | 1310 |
|                                  |            |            |                                 |         |      |
| Durango, Dgo. . . . .            | XEDU       | 860        |                                 |         |      |
| Durango, Dgo. . . . .            | XEND       | 1470       |                                 |         |      |
|                                  |            |            |                                 |         |      |
| El Mante, Tamps. . . . .         | XECM       | 1450       | Tampico, Tamps. . . . .         | XEFW    | 810  |
| Ensenada, B. C. . . . .          | XEDX       | 1010       | Tapachula, Chis. . . . .        | XEKQ    | 680  |
|                                  |            |            | Tehuantepec, Oax. . . . .       | XEKZ    | 610  |
| Guadalajara, Jal. . . . .        | XEBA       | 820        | Tepic, Nay. . . . .             | XEXT    | 980  |
|                                  |            |            | Tijuana, B. C. . . . .          | XEBG    | 1550 |
| Hermosillo, Son. . . . .         | XEDL       | 1250       | Tuxtla Gtz. Chis. . . . .       | XEUE    | 580  |
|                                  |            |            |                                 |         |      |
| Iguala, Gro. . . . .             | XEIG       | 1430       | Villahermosa, Tab. . . . .      | XEVA    | 790  |
|                                  |            |            |                                 |         |      |
| Leon, Gto. . . . .               | XELEO      | 1110       | Zacatecus, Zac. . . . .         | XELK    | 1280 |
| Los Mochis, Sin. . . . .         | XECU       | 1470       | Zacatecas, Zac. . . . .         | XEXZ    | 1150 |
|                                  |            |            | Zamora, Mich. . . . .           | XEQI    | 1580 |

# Radio Stations of Mexico

| <i>Location</i>        | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                   |
|------------------------|---------------------|------------------|--------------------------------|
| Acapulco, Gro.         | XEBB                | 600              |                                |
| Agua Prieta, Son.      | XEFH                | 1310             | Jesus Rodriguez Verdugo        |
| Aguascalientes, Ags.   | XEBI                | 790              | Pedro C. Rivas                 |
| Apatzingan, Mich.      | XECJ                | 970              |                                |
| Campeche, Camp.        | XEA                 | 1370             |                                |
| Celaya, Gto.           | XENC                | 1540             | El Heraldo del Bajio           |
| Celaya, Gto.           | XEY                 | 1360             |                                |
| Chihuahua, Chic.       | XERU                | 1310             |                                |
| Chihuahua, Chih.       | XEBU                | 620              | Roberto O. Stevenson           |
| Chihuahua, Chih.       | XEBW                | 1280             | Radioemisora del Norte         |
| Chihuahua, Chih.       | XEFI                | 580              | Pregon, Del Est, de Chih.      |
| Chihuahua, Chih.       | XEM                 | 1390             | Pedro Meneses, Jr.             |
| Chihuahua, Chih.       | XERA                | 1490             | Red Nacional Radiomisora, S.A. |
| Chilpanzingo, Gro.     | XEIZ                | 630              |                                |
| Ciudad Acuma, Coah.    | XEAE                | 1600             |                                |
| Ciudad Acuna Coah.     | XERF                | 1570             |                                |
| Ciudad Delicia, Chich. | XEBN                | 1240             |                                |
| Ciudad Delicia, Chich. | XEJK                | 1340             | Amador Ronquillo Reza          |
| Ciudad Guzman, Jal.    | XEBC                | 990              | Roberto Chavez Gonzalez        |
| Ciudad Juarez, Chich.  | XEF                 | 1420             | Jose Carlos Amaya              |
| Ciudad Juarez, Chich.  | XEJ                 | 970              | Pedro Meneses, Jr.             |
| Ciudad Juarez, Chich.  | XELO                | 800              | Cia Radio de Piedras Negras    |
| Ciudad Juarez, Chich.  | XEYC                | 1460             | Ysela Fern. Caball. de Yanez   |
| Ciudad Juarez, Chich.  | XEP                 | 1390             |                                |
| Ciudad Lerdo, Dgo.     | XEGZ                | 790              |                                |
| Cuidad Madero, Tam.    | XERP                | 1330             |                                |
| Ciudad Mante, Tam.     | XECM                | 1450             |                                |
| Ciudad Obregon, Son.   | XEHO                | 910              |                                |
| Ciudad Obregon, Son.   | XENH                | 1590             |                                |
| Ciudad Obregon, Son.   | XEAP                | 1290             | Emillo Manzanilla              |
| Ciudad Obregon, Son.   | XEHX                | 1460             |                                |
| Ciudad Obregon, Son.   | XFOX                | 1430             | Felipe G. de Leon              |
| Ciudad Valle S.L.P.    | XETR                | 1120             |                                |
| Ciudad Valles, S.L.P.  | XFCV                | 610              | Tomas Oliva Banuelos           |
| Ciudad Victoria, Tam.  | XEHP                | 580              |                                |
| Ciudad Victoria, Tam.  | XEGW                | 1380             |                                |
| Coatepe, Ver.          | XEGR                | 1160             |                                |
| Coatzacoalcos, Ver.    | XEGB                | 960              |                                |
| Coatzacoalcos, Ver.    | XEOM                | 1340             | Daniel Schact Perez            |
| Cocamaleo, Tab.        | XEVX                | 570              |                                |
| Colima, Col.           | XERL                | 1470             | J. Roberto Levy                |
| Cordoba, Ver.          | XEAG                | 1280             | Luz Maria Zuniga de Miguel     |
| Cordoba, Ver.          | XEDZ                | 580              |                                |
| Cosamaloapan, Ver.     | XEFU                | 630              |                                |
| Culiacan, Sin.         | XEBL                | 710              | Enrique Maxim Gomez Blanco     |
| Culiacan, Sin.         | XECQ                | 920              | Radio Cullacan, S.A.           |
| Culiacan, Sin.         | XENW                | 860              |                                |
| Culiacan, Sin.         | XEWS                | 1010             |                                |
| Culiacan, Sin.         | XENZ                | 570              |                                |
| Culiacan, Sin.         | XESA                | 1360             | Pablos y Elizalde              |
| Durango, Dgo.          | XEDU                | 860              | Carlos C. Armas                |
| Durango, Dgo.          | XEE                 | 590              | Jose Valenzuela                |
| Empalme, Son.          | XEBQ                | 1240             | Roberto Gonzalex Mata          |
| Fortin, Ver.           | XEKG                | 820              |                                |
| Gomez Palacio, Dur.    | XERS                | 1380             |                                |
| Guadalajara, Jal.      | XEAD                | 1150             | Alejandro Diaz                 |

(Continued on Next Page)

# RADIO STATIONS OF MEXICO

| Location                   | Call Letters | Frequency | Owner                        |
|----------------------------|--------------|-----------|------------------------------|
| Guadalajara, Jal.          | XEAV         | 570       | Manuel Lopez Diaz            |
| Guadalajara, Jal.          | XEBA         | 840       | Jesus D. Gonzales            |
| Guadalajara, Jal.          | XEDK         | 1250      | Manuel Lopez Diaz            |
| Guadalajara, Jal.          | XEDV         | 900       |                              |
| Guadalajara, Jal.          | XEGL         | 1280      | Quirino Francisco Gonzalez   |
| Guadalajara, Jal.          | XEHK         | 960       | Francisco E. Fregoso         |
| Guadalajara, Jal.          | XEHL         | 1010      | Radiodif de Occidente, S.A.  |
| Guadalajara, Jal.          | XELW         | 1340      | Salvador Galindo de la Torre |
| Guadalajara, Jal.          | XEWK         | 1190      |                              |
| Guadalajara, Jal.          | XESP         | 1390      |                              |
| Guadalajara, Jal.          | XEX          | 730       |                              |
| Guadalajara, Jal.          | XEZZ         | 760       |                              |
| Guamuchil, Jal.            | XEJL         | 1400      |                              |
| Guanajuato, Gto.           | XEWZ         | 600       | Gonzalo Sanchez Gomez        |
| Guanajuato, Gro.           | XEUG         | 970       |                              |
| Guasave, Sin.              | XEGS         | 610       |                              |
| Guaymas, Son.              | XEDR         | 1490      | Sucrs. de Modesto Ortega     |
| Hermosillo, Son.           | XEBH         | 920       | Carlos Balderrama            |
| Hermosillo, Son.           | XEDL         | 1250      | Eufemia Esquer de Vidal      |
| Hermosillo, Son.           | XEDM         | 1580      | Radio Pacifico               |
| Hermosillo, Son.           | XEHQ         | 590       | Radio Hermosillo             |
| Hidalgo del Parral, Chich. | XEGD         | 1520      |                              |
| Hidalgo del Parral, Chich. | XEJS         | 1150      | Olfonso Perez Porras         |
| Iguala, Gro.               | XEKF         | 1360      | Rafael Campos Marquina       |
| Irapuato, Gto.             | XEBO         | 1330      | Alfonso Martinez             |
| Jalapa, Ver.               | XEJJ         | 1550      |                              |
| Jalapa, Ver.               | XEJA         | 610       | Adolfo Alvarez               |
| Jalapa, Ver.               | XEKL         | 550       | Carlos Ferraez Matos.        |
| La Paz, B.C.               | XENT         | 790       |                              |
| La Piedad, Mich.           | XELC         | 980       |                              |
| Leon, Gto.                 | XEX          | 730       |                              |
| Leon, Gto.                 | XELG         | 670       | Radio Impuls. del Centro     |
| Leon, Gto.                 | XERZ         | 1240      | Carlos Obregon Padilla       |
| Linares, N.L.              | XER          | 1260      | Radio Linares, S.A.          |
| Los Mochis, Sin.           | XECF         | 1410      | Francisco Perez H.           |
| Los Mochis, Sin.           | XECU         | 1470      | Luis Perez Gomez             |
| Los Mochis, Sin.           | XECW         | 1340      |                              |
| Los Mochis, Sin.           | XEHS         | 1200      |                              |
| Manzanillo, Col.           | XECS         | 960       |                              |
| Matamoros, Tam.            | XEAM         | 1310      | Manuel L. Salinas            |
| Matamoros, Tam.            | XEEW         | 1420      |                              |
| Matamoros, Tam.            | XEO          | 970       | Can. Maria Gonzalez          |
| Mazatlan, Sin.             | XEOW         | 970       |                              |
| Mazatlan, Sin.             | XERJ         | 1320      | Oscar Perez E.               |
| Merida, Yuc.               | XEZ          | 660       |                              |
| Merida, Yuc.               | XEFC         | 1330      | Rafael Rivas Franco          |
| Merida, Yuc.               | XEMQ         | 1240      | Lazaro Achurra Suarez        |
| Merida, Yuc.               | XEQW         | 550       |                              |
| Mexicali, B.C.             | XECL         | 990       | Alfonso A. Lacarra           |
| Mexicali, B.C.             | XEWV         | 940       |                              |
| Mexicali, B.C.             | XED          | 1050      | Carlos Blando                |
| Mexicali, B.C.             | XEGE         | 1150      |                              |
| Mexicali, B.C.             | XESU         | 790       |                              |
| Mexico, D.F.               | XEB          | 1220      | El Buen Tono S.A.            |
| Mexico, D.F.               | XEA1         | 1320      | G.N. Medina y Loc. Ag. Ramos |
| Mexico, D.F.               | XERPM        | 660       | Vocero Mexicano S.A.         |
| Mexico, D.F.               | XEDA         | 1290      | Publ. Com. de Mexico, S.A.   |
| Mexico, D.F.               | XEDP         | 1060      | Radio Gobernacion            |
| Mexico, D.F.               | XEDF         | 970       | Arturo Martinez              |
| Mexico, D.F.               | XEL          | 1260      | Herdez S.A.                  |

# RADIO STATIONS OF MEXICO

| Location              | Call<br>Letters | Frequency | Owner                          |
|-----------------------|-----------------|-----------|--------------------------------|
| 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.          | XEN             | 690       | Guillermína P. de Del Conde    |
| Mexico, D.F.          | XEFR            | 1180      |                                |
| Mexico, D.F.          | XENK            | 620       | Gral. Brig. P.A.F. Proal Pardo |
| Mexico, D.F.          | XEOY            | 1000      | Fomento de Radio, S.A.         |
| Mexico, D.F.          | XEPH            | 590       | Cia. Mexico de Radiodif. S.A.  |
| Mexico, D.F.          | XEQK            | 1350      | Guillermo Morales B.           |
| Mexico, D.F.          | XEQR            | 1030      | Corp. Mexicana de Radio, S.A.  |
| Mexico, D.F.          | XESM            | 1470      | Salvador San Martin            |
| Mexico, D.F.          | XEQ             | 940       | Radio Panamericana, S.A.       |
| Mexico, D.F.          | XERCN           | 1110      | Radio Central de Mexico        |
| Mexico, D.F.          | XERC            | 790       | Radio Popular de Mexico        |
| Mexico, D.F.          | XERH            | 1500      | "A.R.S.E." S.A.                |
| Mexico, D.F.          | XEUN            | 860       | Universidad Nacional de Mexico |
| Mexico, D.F.          | XEW             | 900       | Cadena Radiodifusora, S.A.     |
| Mexico, D.F.          | XEX             | 930       |                                |
| Minatitlan, Ver.      | XEDW            | 1260      | Oucrs de Hector Silva Canto    |
| Minititlan, Ver.      | XETK            | 630       |                                |
| Monclova, Coah.       | XENQ            | 1330      |                                |
| Monclova, Coah.       | XEMF            | 1260      | Alfonso L. Bres.               |
| Monterrey, N.L.       | XEAR            | 570       | Alfonso Flores Lopez           |
| Monterrey, N.L.       | XEAW            | 1280      | Jesus D. Gonzalez              |
| Monterrey, N.L.       | XEFB            | 630       | Emis. Inc. de Monterrey, S.A.  |
| Monterrey, N.L.       | XEG             | 1050      | La Voz de Norte-America, S.A.  |
| Monterrey, N.L.       | XEH             | 1420      | Radio Taranava, S. de R.L.     |
| Monterrey, N.L.       | XEMR            | 1370      | Enrique Serna Martinez         |
| Monterrey, N.L.       | XENJ            | 1480      |                                |
| Monterrey, N.L.       | XEOK            | 920       | Carlos Roa Montes De Oca       |
| Monterrey, N.L.       | XET             | 990       | El Pregonere del Norte         |
| Monterrey, N.L.       | XEWM            | 900       |                                |
| Monterrey, N.L.       | XEX             | 930       |                                |
| Morelia, Mich.        | XEI             | 1400      | Tiburcio Ponce                 |
| Morelia, Mich.        | XEKW            | 1300      | Jose Martinez Ramirez          |
| Morelia, Mich.        | XELQ            | 570       | Francisco Laris Iturbide       |
| Naco, Son.            | XETM            | 1350      | Jesus Manuel Franco            |
| Navajoa, Son.         | XEKE            | 980       |                                |
| Nogales, Son.         | XEHF            | 1370      | Gaston Mascarenas              |
| Nogales, Son.         | XEXW            | 1300      |                                |
| Nuevo Casas Grandes   | XETX            | 1010      |                                |
| Nuevo Laredo, Tam.    | XEAS            | 1410      | Jose Maria Villarreal          |
| Nuevo Laredo, Tam.    | XEFE            | 790       | Ruberto Villarreal             |
| Nuevo Laredo, Tam.    | XERG            | 1090      | Reynoldo Garza Alvarez         |
| Neuvo Laredo, Tam.    | XEK             | 960       | Rafael Tijerina Carranza       |
| Nuevo Laredo, Tam.    | XENU            | 1550      |                                |
| Nueva Rosita, Coah.   | XENR            | 980       |                                |
| Nueva Rosita, Coah.   | XEYN            | 950       |                                |
| Oaxaca, Oax.          | XEOA            | 570       |                                |
| Oaxaca, Oax.          | XEAX            | 1270      | Delia Rodriguez de Marquez     |
| Ocotlan, Jal.         | XEAN            | 800       | Radio Ocotlan S. de R.L.       |
| Orizaba, Ver.         | XEPP            | 1450      | Radio Impulsora de Orizaba     |
| Orizaba, Ver.         | XETO            | 850       | Sucrs de Francisco Campos H.   |
| Papantla, Ver.        | XEPV            | 1270      |                                |
| Patzcuaro, Mich.      | XEXL            | 1370      |                                |
| Piedras Negras, Coah. | XEMJ            | 920       | Jesus L. Elizondo              |
| Poza Rica, Ver.       | XEJD            | 1450      |                                |
| Poza Rica, Ver.       | XEPR            | 1480      |                                |
| Queretaro, Qro.       | XEJX            | 1250      | Radio Emisora Queretaro        |
| Queretaro, Qro.       | XENA            | 1450      | Ramon Rodriquez Familiar       |

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# RADIO STATIONS OF MEXICO

| Location                | Call Letters | Frequency | Owner                            |
|-------------------------|--------------|-----------|----------------------------------|
| Reynosa, Tam.           | XEOR         | 1390      | Cond. S. Vda. de Gonzalez        |
| Reynosa, Tam.           | XERI         | 810       |                                  |
| Reynosa, Tam.           | XERT         | 1170      |                                  |
| Rio Bravo, Tam.         | XEFD         | 1170      |                                  |
| Sabinas, Coah.          | XEBX         | 610       | Radiodif. Coahuila, S.A.         |
| Salamanca, Gto.         | XERX         | 1560      | Ernesto Bravo Vargas             |
| Saltillo, Coah.         | XEKS         | 960       |                                  |
| Saltillo, Coah.         | XESJ         | 1250      | Froylan Mier Narro               |
| Saltillo, Coah.         | XEX          | 730       |                                  |
| San Andres Tuxtla, Ver. | XEIA         | 980       |                                  |
| 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. | XEX          | 730       |                                  |
| San Luis Potosi, S.L.P. | XEXQ         | 1460      |                                  |
| Santa Barbara, Chih.    | XESB         | 820       |                                  |
| Tampico, Tam.           | XEJT         | 1460      |                                  |
| 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, Chis.        | XEXQ         | 680       |                                  |
| Tapachula, Chis.        | XETS         | 630       | Napolean Correa                  |
| Tehuacan, Pue.          | XEGY         | 1080      |                                  |
| Tehuantepec, Oax.       | XFKZ         | 610       |                                  |
| Tepic, Nay.             | XERK         | 1380      | Dario Mondragon                  |
| Tepic, Nay.             | XEXT         | 980       | State Government                 |
| Teziutlan, Pue.         | XEFJ         | 680       |                                  |
| Tijuana, B.C.           | XETRA        | 690       | Jorge I. Rivera                  |
| Tijuana, B.C.           | XEAU         | 1470      | Manuel Acuna Varela              |
| Tijuana, B.C.           | XERB         | 1090      |                                  |
| Tijuana, B.C.           | XEBG         | 1550      | Octavio B. Lelevier              |
| 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. Ferrei |
| 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, Coah.          | XEOB         | 1490      |                                  |
| Torreón, Coah.          | XEX          | 730       |                                  |
| Tulancingo, Hgo.        | XENQ         | 1580      |                                  |
| Tuxpan, Nay.            | XEUX         | 820       | Salvador Hrena Benitez           |
| Tuxpan, Ver.            | XETL         | 1390      | Calixte Almazan                  |
| Tuxtla Gutierrez        | XEON         | 710       | Enrique Balero Arambula          |
| Tuxtla Gutierrez, Chi.  | XEUE         | 580       |                                  |
| Uruapan, Mich.          | XEUF         | 610       | Ignacio Navarro                  |
| Veracruz, Ver.          | XEHV         | 1310      | Sucr. de Juan A. Palavicini      |
| Veracruz, Ver.          | XELL         | 1430      | Carlos Ferraez Matos             |
| Veracruz, Ver.          | XFLR         | 610       |                                  |
| Veracruz, Ver.          | XEOD         | 1080      |                                  |
| Veracruz, Ver.          | XETF         | 1250      | Sucr. de Jose Rodr. Lopez        |
| Veracruz, Ver.          | XEU          | 920       | Fernado Pazos SOSA               |
| Veracruz, Ver.          | XEWB         | 900       |                                  |
| Veracruz, Ver.          | XEX          | 730       |                                  |
| Villahermosa, Tab.      | XETZ         | 1380      |                                  |
| Villahermosa, Tab.      | XEVA         | 790       |                                  |
| Villahermosa, Tab.      | XEVH         | 1450      |                                  |
| Villahermosa, Tab.      | XEVT         | 970       |                                  |
| Villahermosa, Tab.      | XEXJ         | 1410      |                                  |



## RADIO STATIONS OF MEXICO

| <i>Location</i>       | <i>Call<br/>Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|-----------------------|-------------------------|------------------|-------------------------------|
| Zacapu, Mich. ....    | XEZU                    | 1270             | Guillermo Calzada Cervantes   |
| 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 |
| Zitacuaro, Mich. .... | XELX                    | 1460             |                               |

## Radio Stations of Haiti

| <i>Location</i>      | <i>Call<br/>Letters</i> | <i>Frequency</i> | <i>Owner</i>      |
|----------------------|-------------------------|------------------|-------------------|
| Cayes .....          | 4VI                     | 780              |                   |
| Cap. Haitien .....   | 4VEA                    | 1385             |                   |
| Cap. Haitien .....   | 4VEH                    | 1035             |                   |
| Conaives .....       | 4VMD                    | 1500             |                   |
| Petionville .....    | 4VHL                    | 1020             |                   |
| Port-au-Prince ..... | 4VAB                    | 1050             |                   |
| Port-au-Prince ..... | 4VGM                    | 1470             | Frank C. Magloire |
| Port-au-Prince ..... | 4 VW                    | 1300             | Ricardo Widmaier  |
| Port-au-Prince ..... | 4VYM                    | 1250             |                   |

## Radio Stations of the Dominican Republic

| <i>Location</i>                 | <i>Call<br/>Letters</i> | <i>Frequency</i> | <i>Owner</i>          |
|---------------------------------|-------------------------|------------------|-----------------------|
| <b>Bani</b> .....               | <b>H13V</b>             | 1310             | Manuel Bello Hijo     |
| Barahona .....                  | H14V                    | 1240             |                       |
| Barahona .....                  | H1UG                    | 1270             |                       |
| Banao .....                     | H19T                    | 1440             |                       |
| El Siebo .....                  | H1UE                    | 1310             |                       |
| Jimani .....                    | H1UF                    | 1340             |                       |
| La Vega .....                   | H1IL                    | 1230             |                       |
| La Vega .....                   | H18T                    | 1360             | J. Arismendi Trujillo |
| Puerto Plata .....              | H18U                    | 1240             |                       |
| San Cristobal .....             | H12R                    | 1450             |                       |
| San Francisco de Marcoris ..... | H1RM                    | 1120             |                       |
| San Francisco de Marcoris ..... | H1DC                    | 700              |                       |

*(Continued on Next Page)*

# RADIO STATIONS OF THE DOMINICAN REPUBLIC

| <i>Location</i>                 | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>          |
|---------------------------------|---------------------|------------------|-----------------------|
| San Juan .. . . . .             | H1UD                | 1400             |                       |
| San Juan .. . . . .             | H12A                | 1440             |                       |
| San Pedro de Macoris .. . . . . | H1PD                | 1320             |                       |
| San Pedro de Macoris .. . . . . | H13J                | 610              |                       |
| Santiago .. . . . .             | H1MD                | 760              |                       |
| Santiago .. . . . .             | HISA                | 980              |                       |
| Santiago .. . . . .             | H1UA                | 1270             |                       |
| Santiago .. . . . .             | H14B                | 1330             | Abraham Vanderhorst   |
| Santiago .. . . . .             | H18B                | 1050             | Jacinto L. Sanchez    |
| Santiago .. . . . .             | H19Z                | 820              |                       |
| Santiago .. . . . .             | H12K                | 1450             |                       |
| Santiago .. . . . .             | H16T                | 1380             | J. Arismendi Trujillo |
| Santo Cerro La Vega .. . . . .  | H1DV                | 1190             |                       |
| Santo Domingo .. . . . .        | H1T                 | 1260             |                       |
| Santo Domingo .. . . . .        | H13A                | 910              |                       |
| Santo Domingo .. . . . .        | H1MS                | 580              |                       |
| Santo Domingo .. . . . .        | H1U                 | 860              |                       |
| Santo Domingo .. . . . .        | H1JP                | 1020             |                       |
| Santo Domingo .. . . . .        | H13S                | 1150             |                       |
| Santo Domingo .. . . . .        | H1N                 | 1220             |                       |
| Santo Domingo .. . . . .        | H1Z                 | 1350             | Frank Haiton          |
| Santo Domingo .. . . . .        | H13T                | 620              |                       |
| Santo Domingo .. . . . .        | H15K                | 1440             | Pedro Julio Santana   |
| Santo Domingo .. . . . .        | H1D                 | 1600             |                       |
| Santo Domingo .. . . . .        | H1G                 | 950              |                       |
| Santo Domingo .. . . . .        | H1L                 | 990              |                       |

## Radio 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 .. . . . .    | RJR                 | 720              | Radio Jamaica Network |
| Kingston .. . . . .    | JBC                 | 560              | Jamaica Bestg. Corp.  |
| Mandeville .. . . . .  | RJR                 | 770              | Radio Jamaica Network |
| Mandeville .. . . . .  | JBC                 | 620              | Jamaica Bestg. Corp.  |
| Montego Bay .. . . . . | RJR                 | 550              | Radio Jamaica Network |
| Montego Bay .. . . . . | JBC                 | 700              | Jamaica Bestg. Corp.  |
| Port Maria .. . . . .  | RJR                 | 580              | Radio Jamaica Network |
| Port Maria .. . . . .  | JBC                 | 750              | Jamaica Bestg. Corp.  |

# Teledu Cymru — Last ITV 'Baby' Furthers the Welsh Language



By  
ERNEST BYRNE  
Program Div. Head  
Teledu Cymru

**T**ELEDU CYMRU, Wales (West & North) Television, is the 15th and last "baby" in the British Independent Television Network's group of regions. Its ideals and principles are basically the same as that of TV all over the world, and like most regional TV stations, its viewers have their own culture and particular interests.

When I arrived here in July 1962, the problems which faced this service were similar to the ones that faced the Irish Television Service 18 months before. Probably the most obvious of these was the training of a program staff in the production techniques so necessary to good TV, and the establishment of a program policy, so necessary to the public relations drive that was to make Welsh Television viewers aware of their new service and its hopes, plans and even its dreams.

I am happy to say that the program division of this television service has a staff of some 84% Welsh men and women who had not been in TV before, and of this percentage, the majority speak the Welsh language fluently. The one thing we were not short of in Teledu Cymru was ideas, and with the addition of some key members to my program staff who were experienced television people, we quickly overcame the other difficulties.

The months of July, August and September were hectic ones, but on the 14th of September, Teledu Cymru opened with the Welsh National Anthem, followed by a half-hour program called "Croeso" ("Welcome") starring the Welsh actor, Mr. Clifford Evans.

One of the particular points of our program policy is to further the use

of the Welsh language. Endless discussions, programs of community problems and events in the native language were not adequate in a principality that is bilingual. Because this is television, the use of vision to further the language became essential, and here coupled with our own local productions, international documentaries such as "The Two Faces Of Japan" and "Heartbeat Of France," to say nothing of cartoons for the children, were quickly tracked into the Welsh language and used in peak viewing hours. Teledu Cymru's local originations run the entire gamut of television from plays to quiz games and from news-public affairs to comedy.

This "infant service" is growing up quickly and its audience ratings show that it is more than holding its own against its competitor, the mighty BBC. As time goes by, it will grow and enlarge both in scope and vision, furthering its own language and culture for use within its own region. It will send out to other parts of Great Britain, and indeed other parts of the world, programs of, by and about Wales that must surely be of some interest to TV viewers everywhere.

The symbol of Irish Television, the Cross of St. Brigid, has already been seen in many places outside Ireland. So it is with Welsh Television — the national symbol of the Red Dragon is moving rapidly towards the day where it will become an almost international symbol of the best in TV viewing.

# New BBC Channel and Pay TV On British Horizon for 1964



By  
PETER C. DAVALLE  
Radio-TV Daily  
London Bureau

THE DUST of battle is settling following the bitterest and most protracted exchanges British television has known since the campaigns which ushered in the era of commercial TV.

The Pilkington Committee has surveyed the British TV scene and made its report. Parliament has both attacked and praised the committee's findings. And the Government, as ultimate arbiter, has laid down the broad outline of the pattern of British TV for the next five years.

The prospect is an exciting one: another channel for the BBC, starting in 1964; the introduction of UHF transmissions on 625 lines, instead of the present 405; experimental color programs next year. These are the plums which will fall into the BBC's lap. But there is much spade-work to be done before the harvest can be gathered in. And already, the BBC has named some of the key men and women in the team which will tackle the biggest challenge in the Corporation's history.

The fact that the Government has ruled against a second channel for Independent Television—the commercial companies—has been welcomed by some, condemned by others.

There was a considerable body of opinion that doubted whether the less prosperous areas could support a rival channel when it was proving difficult to sell time on the existing one.

It is scarcely surprising that the major stations, serving the more densely populated areas, were not over-incensed about the shut door. Most of them have a stake in the potential Eldorado that is on the horizon — Pay-TV. Trials will take place, in selected areas, during 1964. Should they succeed (and it is still not

clear by which yardsticks success will be measured), it is pretty certain that the Government will authorize regular Pay-TV on a national scale.

Still an unknown number, and potentially the most significant factor in deciding the destinies of the commercial TV companies, is the extent to which the Independent Television Authority, the "watchdog" of commercial TV in Britain, will exercise its wide-ranging powers in the next year.

There is little doubt that it will skim some of the cream off the profits of the major TV companies in order to distribute it among the smaller companies, some of which are known to be in dire financial straits.

And the smaller companies are keeping their fingers crossed that I.T.A. will ordain that the best locally produced programs will get a bigger share of the national network cake.

Not so long ago, Independent Television could claim — and produce figures to prove it—that its programs were watched by the vast majority of Britain's viewers, something in the nature of 70 per cent against the 30 per cent who remained faithful to BBC TV.

Now, all that is changing. Better home-produced programs, better imported U.S. programs, better scheduling are occasionally giving the BBC the viewing edge over its rivals. The result of this new competitive spirit should result in better TV all-round—provided both existing channels can keep their heads and remember that, in the long run, nothing outshouts quality.

# British Broadcasting Corporation

— Public Owned Television Service —

Television Centre, Wood Lane,  
London, W. 12  
Phone: Shepherds Bush 8000

Dir.-Gen. ....H. Carleton Greene  
Dir. TV Broadcasting... Kenneth Adam  
Controller Prog.....Stuart Hood  
Asst. Controller Prog..Donald Baverstock  
Cont., Prog. Services..S. J. de Lotbiniere  
Controller Admin.....S. G. Williams  
Chief Engineer TV...T. H. Bridgewater  
Gen. Mgr. Enterprises..Ronald Waldman  
Representative in U. S....Dennis Scuse

New York Office  
630 Fifth Avenue  
New York 20, N. Y.  
Phone: LT 1-7100

Representative in U. S....Dennis Scuse  
Asst. TV Programs.....J. A. Fearon  
Assistant Radio.....Miss L. Lang  
Assistant Publicity....Miss S. Goldman  
Assistant General.....Mrs. M. Rouse  
Senior Engineer.....D. A. V. Williams

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# Commercial British Television Stations

## INDEPENDENT TELEVISION AUTHORITY

Head Office: 70 Brompton Road, London S.W. 3

Phone: KNightsbridge 7011

Chairman ..... Sir Ivone Kirkpatrick  
 Director-General ..... Sir Robert Fraser  
 Deputy Director General..... B. C. Sendall  
 Press Officer ..... M. Hallett  
 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 Jan. 31, 1960

(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

Strabane

Channel 8  
 AP: 186 mc/s; VP: 189 mc/s  
 Commenced end of 1962

(East Anglia)  
Mendlesham

Channel 11  
 AP: 201 mc/s; VP: 204 mc/s  
 Commenced Oct. 27, 1959

(The South West)  
Stockland Hill

Channel 9  
 AP: 191 mc/s; VP: 194 mc/s  
 Commenced April 29, 1961

Caradon Hill

Channel 12  
 AP: 206 mc/s; VP: 209 mc/s  
 Commenced April 29, 1961

(Borders)  
Caldbeck

Channel 11  
 AP: 201 mc/s; VP: 204 mc/s  
 Commenced Sept. 1, 1961

Selkirk

Channel 13  
 AP: 211 mc/s; VP: 214 mc/s  
 Commenced Dec. 1, 1961

(North East Scotland)  
Durris

Channel 9  
 AP: 191 mc/s; VP: 194 mc/s  
 Commenced Sept. 30, 1961



## BRITISH COMMERCIAL TV STATIONS

### Mounteagle

(West & North Wales)

Channel 12

AP: 206 mc/s; VP: 209 mc/s

Commenced Sept. 30, 1961

Presely

Channel 8

AP: 196 mc/s; VP: 199 mc/s

Commenced end of 1962

Llyn

Channel 10

AP: 196 mc/s; VP: 199 mc/s

Commenced end of 1962

(Channel Islands)

Fremont Point

Channel 9

AP: 191 mc/s; VP: 194 mc/s

Commenced end of 1962

Moel-y-Pac

Channel 11

AP: 201 mc/s; VP: 204 mc/s

Commenced January, 1963

# Program Contractors Appointed By the Independent Television Authority

*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.**

*(Midlands and Northern Transmitters  
Saturday and Sunday Programs)*

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. Goodlatte, George A. Cooper,  
Robert Clark.  
Secretary.....C. J. Orr  
Prog. Controller.....B. Tesler  
Tech. Cont. ....B. R. Greenhead  
Present. & Pub. Mgr.....Barry Wynne  
Drama Superv. ....S. Newman  
Ad Sales Mgr. ....R. H. Norris  
Ch.Out. Bestg. No. Exec....D. Southwood  
Prom. & Research Mgr.....E. Whitley

### **Anglia Television Ltd.**

*(East Anglian Transmitter  
Programs for all the week)*

Anglia House, Norwich, Norfolk

Directors.....Marquess Townshend of  
Raynham, Chairman; Aubrey Buxton,  
Laurence Scott, John Woolf, Sir Robert

Bignold, Glyn Daniel, Sir Peter Greenwell, Miss Aurdey Richards, Donald Albery, W. O. Copeman.

Chief Executive.....Michael Norman  
Tech. Controller.....T. A. H. Marshall  
Prog. Controller....Stephen McCormack  
Sales Controller.....John Margetson  
London Sales Mgr.....Ronald Wordley

### **Associated-Rediffusion Ltd.**

*(London Transmitter  
Monday to Friday Programs)*

Television House, Kingsway, London  
W.C.2

Chairman.....J. Spencer Wills  
Managing Director.....P. Adorian  
Directors..Sir Bracewell-Smith, Sir Edwin Herbet, J. B. Rickatson-Hatt.  
Secretary.....A. W. Grocock  
General Manager.....T. M. Brownrigg  
Bus. Mgr.....C. F. Elms  
Asst. Gen. Mgr.  
(Staff) .....R. W. F. Northcott  
Asst. Gen. Mgr.....E. G. Derrington  
Dir. of Prod.....A. E. Lloyd Williams  
Press Officer.....Norman Hoskins  
Head Intrnl. Div.....A. C. Bartley  
Ad Controller.....J. Raper  
Ad Controller.....Guy Paine  
Ad Manager.....J. Raper  
Pub. Controller.....Brian Begg  
Cont. of Programs.....John McMillan

# PROGRAM CONTRACTORS APPOINTED BY ITA

## **Associated TeleVision Ltd.**

(London Transmitter—Sat. & Sun. Prog.  
Midlands Transmitter—Mon.-Fri.)

ATV House 17, Gt. Cumberland Place,  
London, W.1

Chairman.....Sir Robert Renwick  
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 Prince Littler, C. O. Stan-  
ley.  
Admin. Controller.....Leslie Lewis  
Midlands Cont. ....Philip Dorte  
Sales Dir. ....P. J. Henry  
Prods. Cont.....Bill Ward

## **Border Television Ltd.**

(Border Transmitters  
Programs for all the week)

Television Centre, Carlisle

Directors..... J. L. Burgess, Chmn.,  
R. D. Gill, Manag. Dir., Sir Michael  
Balcon, Viscount Dalrymple, Sir Hec-  
tor Hetherington, N. Leyland, G. L.  
Lightfoot, G. S. Marr, Sir J. Muirhead,  
J. S. Elliot, J. I. M. Small, W. S. Trim-  
ble, J. C. Wade  
Secretary .....R. H. Watts  
Sales Controller.. ....C. Higham  
Prog. Controller.....Maurice Lindsay  
Publ. Manager.....F. J. Bennett

## **Channel Television Ltd.**

(Channel Islands Transmitter  
Programs for all the week)

Rouge Bouillon, St. Helier, Jersey C. 1

Chairman.....Senator George Troy  
Directors.....Sen. W. H. Krichefski,  
H. Fielding, Dep. E. H. Bodman, C.  
Forbes Cockell, E. D. Collas, A. G.  
Harrison, G. Le G. Peek, W. N. Rum-  
ball, K. Hooper Valpy.  
General Manager.....Kenneth Killip  
Sales Controller.....Michael Parkin

## **Grampian Television Ltd.**

(North & East Scotland Transmitter  
Programs for all the week)

Queen's Cross, Aberdeen

Chairman.....Sir A. B. King  
Dep. Chairman.....Capt. I. M. Tennant  
Directors.....Viscountess Colville of  
Culross, Lord Forbes, Thomas John-  
ston, J. N. Milne, Edward O'Donnell,  
Angus Ogilvy, Neil Paterson, M. C.  
Stuart, D. L. Urquhart, Robert Wother-  
spoon.

Sales Control.....Ward Thomas  
Prod. Control.....James Buchan  
Secretary .....Alex Mair  
Scottish Sales Mgr.....R. M. Edie  
Press & P.R.....Dennis Dick

## **Granada TV Network Ltd.**

(Northern Transmitters  
Monday to Friday Programs)

Granada TV Centre, Quay St.,  
Manchester 3

Directors.....Sidney L. Bernstein,  
Cecil G. Bernstein, Maurice King,  
Victor Peers, John S. E. Todd, Denis  
Forman, Joseph Warton, Richard J.  
Willder.

TV Sales, Ad Dir.....Alex Anson

## **Scottish Television Ltd.**

(Central Scotland Transmitter  
Programs for all the week)

Theatre Royal, Hope St., Glasgow

Chairman .....Roy Thomson  
Deputy Chairman.....James M. Coltart  
Directors.....Lord Balfour of Inchrye,  
Charles N. McQueen, Ian Stewart.  
Managing Director.....Noel Stevenson  
Sales Director.....Peter Cookham  
Gen. Mgr. ....Jack Hardy  
Prog. Dir.....G. Le Grove  
Tech. Control.....Alfred E. Becker  
Press & Pub. Mgr.....Don Cumming  
Secretary.....J. H. B. Munro

## **Southern Television Ltd.**

(Southern & S.E. England Transmitters  
Program for complete week)

Southern TV Centre Northam,  
Southampton

Chairman.....John Davis  
Vice Chairman.....R. A. Redhead  
Managing Dir.....C. D. Wilson  
Directors.. The Rit, Hon. Lord Cornwallis  
of Linton, K. Winckles, Sir Robert  
Perkins, W. H. Thomson, B. H. Thom-  
son, D. B. Thomson, G. R. Dowson,  
Donald Geddes, Brian Henry, Sir D.  
Webster, R. Rich.

## PROGRAM CONTRACTORS APPOINTED BY ITA

Asst. Controller Pgms.... Berkeley Smith  
Head Prog. Plan..... A. F. Jackman  
Head of Engineering.. V. G. Hawkeswood  
Sect. .... G. H. Y. Grant  
Publicity Mgr. .... L. V. Barnett  
Ad Manager..... John Miell  
Prod. Manager..... B. Margrave  
Press Mgr..... G. Winnington

### **T.W.W. Ltd.**

( *South Wales & the West of England  
Transmitter—Programs for all the week* )  
207, Sloane St., London, S.W. 1

President..... Rt. Hon. the Earl of Derby  
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 Philips.

Mgr. Dir. .... Alfred E. Francis  
Exec. Cont..... John Baxter  
Tech. Cont. .... Walter D. Kamp  
Program Mgr. .... Bryan Michie  
Sales Cont. .... S. J. Leach  
Pub. Rel. Pub. Dir..... Frank Brown  
Operations Mgr..... T. R. Carpenter

### **Tyne Tees Television, Ltd.**

( *North-East Transmitter  
Programs for all the week* )

Television Centre, City Road,  
Newcastle-on-Tyne

Chairman..... Sir Richard A. Pease  
Deputy Chair. .... C. C. Darling  
Mgr. Dir. .... J. A. Jelly  
Directors.... Col. E. G. Angus, Sydney  
Cox, E. J. R. Eaglesham, E. G. Fair-  
burn, Rt. Hon. Lord Layton, D. A.  
Pease, Rt. Hon. Viscount Ridley, Lau-  
rence Cadbury, George Black, Alfred  
Black.

Sales Director..... Peter Paine  
Gen. Sales Mgr..... Michael Saunders  
Prog. Controller..... W. Lyon-Shaw  
Business Mgr..... J. P. Graham  
Press Officer..... Alan H. Brown  
Secretary..... G. S. Wood

### **Ulster Television, Ltd.**

( *Northern Ireland Transmitter  
Programs for all the week* )

Ulster Television Centre, Havelock  
House, Ormeau Road, Belfast

Directors..... Rt. Hon. Earl of Antrim,  
Chairman; Sir. Francis Evans, Deputy  
Ch., William B. MacQuitty, Dep. Ch.,  
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, B. S. Johnston.

Manag. Dir..... R. B. Henderson  
Sect. Ch. Acct. .... Barry S. Johnston  
Sales Mgr. Lond..... M. R. Hutcheson  
Sales Mgr. N. Ireland... B. W. Lapworth  
Publicity Mgr..... S. G. Duffield  
Prog. Control.... C. W. Leeky-Thompson  
Tech. Superv. .... F. A. Brady

### **Wales Television Ltd.**

( *West & North West Wales Transmitters  
Programs for all the week* )

33, Cathedral Road, Cardiff

Chairman..... B. Haydn Williams  
Vice Chairman..... Col. C. Traherne  
Directors... Islwyn Davies, S. K. Davies,  
T. I. Ellis, G. Evans, Lady Olwen Carey  
Evans, M. Griffiths, Ald. LI. Heycock,  
T. Jones, Sir David Hughes Parry, Tom  
Parry, E. Roberts, D. Tudor, Sir T. H.  
Parry-Williams, Col. J. F. Williams-  
Wynne, E. Thomas.

### **Westward Television Ltd.**

( *South West England Transmitter  
Programs for all the week* )

Derry's Cross, Plymouth, Devon

Chairman..... P. E. Cadbury  
Jt. Vice Chmn..... Sir John Pole  
Jt. Vice Chmn..... Sir George Hames  
Directors..... R. P. Baker, W. Brimas-  
combe, H. M. Chapman, J. W. Cook,  
W. A. Hawkins, Lady Browning, Col.  
E. Palmer.

General Manager..... W. H. Cheevers  
Sales Control..... G. Phillips  
Prog. Planner..... Miss Olive Mann  
Mgr. Production..... Tig Roe  
Secretary..... R. R. Miller

# Producer-Distributors in Great Britain

## **A.C.T. Films Ltd.**

32 Victoria St., London S.W. 1  
Phone: Abbey 1817

Chairman ..... Anthony Asquith

## **AP Films Ltd.**

Ipswich Rd., Slough, Bucks  
Phone: Slough 21370

Directors..... Gerry Anderson, R. E. Hill,  
John Read, Sylvia Anderson.

## **ATV Television Services Ltd.**

43 Hertford St., Park Lane, London, W. 1

## **Acme Film Productions Ltd.**

1741 Wardour St., London W. 1  
Phone: Gerrard 1889

Directors..... L. J. Briggs,  
H. C. Morley, E. H. Moon

## **Adelphi Films Ltd.**

## **Advance Films Ltd.**

71 Gt. Russell St., London W.C. 1  
Phone: Chancery 4722

Directors..... David Dent, Stanley Dent

## **Advertising Films Ltd.**

28 Lexington St., London, W. 1  
Phone: Gerrard 0238

Director ..... J. Kane

## **Advision Ltd.**

83 New Bond St., London W. 1  
Phone: Grosvenor 3342

Directors..... Kevin Hibberd,  
H. P. J. Marshall, J. Gordon

## **All Nations Film Co. Ltd.**

60 Wardour St., London W. 1  
Phone: Gerrard 5121

Director ..... B. Mendes

## **Allcolour Services**

148 Southampton Row, London W.C. 1  
Phone: Ter 1195

Directors ..... P. A. Haymsen, H. Haymsen

## **Alliance Film Studios, Ltd.**

Twickenham Studios, Twickenham  
Phone: Popesgrove 9063

Directors..... G. J. & K. W. Shipman

## **Alpha TV Services Ltd.**

TV Theatre, Aston, Birmingham  
Phone: Laugham 0-198

General Mgr..... F. Beale

## **Alva Film Productions Ltd.**

Denham Green Close, Denham, Bucks  
Phone: Denham 2788

Directors..... W. A. Croft, M. Delamer

## **Angel, Daniel, Films Ltd.**

72 Dean St., London W. 1  
Phone: Gerrard 7446

Directors..... D. M. Angel, B. Angel

## **Anglo-Scottish Pictures Ltd.**

Shepperton Studios, Middlesex  
Phone: Chertsey 2611

Directors..... L. Reeve, J. Crichton Slagg,  
B. Davies

## **Animation Associates Ltd.**

143 Wardour St., London, W. 1  
Phone: Gerrard 1163

Director..... G. C. Chambers

## **Anvil Films Ltd.**

Beaconsfield Studios, Beaconsfield  
Phone: Beaconsfield 557

Directors:..... R. N. May, K. Cameron,  
R. Warren, R. Scrivener

## **Applejohn Films Ltd.**

24 Old Burlington St., London W. 1  
Phone: Regent 6108

Directors..... I. Dunlop Ferguson,  
R. E. Ferguson, H. P. Clay

## **Arlington TV and Radio Ltd.**

5-7 Manderville Pl., London, W. 1  
Phone: Hunter 9811

## **Arrow Film Distributors Ltd.**

26 D'Avlay St., London, W. 1  
Phone: Gerrard 9449

Managing Dir..... J. G. Taylor

## **Ascot Films Ltd.**

26 D'Arbly St., London, W. 1  
Phone: Gerrard 2426

Directors..... Petur Bezenenet, Sanya  
Bedford, Lynette Bezenenet

## PRODUCER-DISTRIBUTORS IN GREAT BRITAIN

### **Aspect Productions Ltd.**

16 Maida Vale, London, W. 4  
Phone: Cunningham 3341

In Chg. of Prod.....Guy W. Howard

### **Associated British Pathe Ltd.**

2 Dean St., London W. 1

Phone: Gerrard 0444

General Managers.....Terry Ashwood,  
Harry Field

### **Associated British Picture Corp. Ltd.**

Elstree Studios, Boreham Wood, Elstree  
Phone: Elstree 1600

Directors.....Philip Warter, Eric Fletcher,  
C. J. Latta

### **Associated Industrial Film Services Ltd.**

Pemberton House, Harding St., London,  
E. C. 4

Phone: Fleet Street 9681

Directors.....Havard Gunn, T. F. Watson

### **Augusta Productions**

11 Salisbury Sq., London, E. C. 4

Phone: Hyde Park 4526

Directors.....Joseph Janni, Jack Lee,  
Constance Inglis, Pat Jackson

### **Australian Bestg. Commission**

54 Portland Pl., London W. 1

Phone: Langham 9601

Representative.....T. Bearup

### **BBC TV Promotions**

Television Centre, Wood Lane, London W. 12  
Phone: Shepherds Bush 8000

General Manager.....R. H. Waldman

Business Manager.....J. B. Grove

Sales Manager.....G. del Strother

Transcription Mgr.....P. Tyrrell

Purchasing Mgr.....G. S. Smith

### **Harold Baim Productions Ltd.**

199 Picadilly, London W. 1

Phone: Regent 5640

Directors.....H. & G. Baim

### **Bantock Productions**

11 Salisbury Sq., London, E. C. 4

Phone: Fleet Street 9689

Directors.....Don Archer, A. T. Denereaz,  
O. Burn, J. Davies

### **Basic Films Ltd.**

Soho Square, London, W. 1

Phone: Gerrard 7015

Directors.....L. Clore, John Taylor,  
J. B. Napier-Bell, E. P. Aizlewood

### **Beacon Films Ltd.**

54 Greek St., London, W. 1

Phone: Museum 2022

Producer in Chg.....George Dixon

### **Biographic Cartoon Films Ltd.**

90 Dean, London W. 1

Phone: Gerrard 9682

Directors.....Keith Learner, N. Hanna,  
Bob Godfrey, V. Linnekar

### **Black Brothers TV Ltd.**

22 Half Moon St., London, W. 1.

Phone: Grosvenor 2992

### **Boulton-Hawker Films Ltd.**

Hadleigh, Suffolk

Phone: Hadleigh 2235

Directors.....M. J. Boulton, K. P. Boulton

### **Michael Brandt Productions Ltd.**

National House, Wardour St., London, W. 1

Phone: Gerrard 8788

Directors.....Danny Carter, Gwen Carter

### **Brevis Films**

9 Oxford St., Manchester

Phone: Central 1525

Manager.....E. Higgins

### **British Alfa Films Ltd.**

Southampton Row, London W. 1

Phone: Terminus 1195

Directors.....H. Haymsen, P. A. Haymsen

### **British Commonwealth International Newsfilm Agency, Ltd.**

School Road, London N.W. 10

Phone: Elgar 7733

Directors.....Kenneth N. Diek,  
Norman H. Dickson, N. A. J. Bull, A. H.  
Whyte, Leslie Murray

### **British Documentary Films Ltd.**

37 Furzehill Rd., Boreham Wood, Herts

Phone: Elstree 2646

Managing Dir.....J. Haines

### **British Films Ltd.**

171 Shaftesbury Ave., London W.C. 2

Phone: Covent Garden 2211

Directors.....K. L. & M. Lockstone,  
H. Russell Smith, W. Hine, Marquess of  
Linlithgow

# PRODUCER-DISTRIBUTORS IN GREAT BRITAIN

## **British Movietone News Ltd.**

22 Soho Sq., London W. 1

Phone: Gerrard 7811

General Manager.....E. T. Adams

## **Christine Bruce Prod. Ltd.**

66 Wardour St., London W. 1

Phone: Gerrard 8788

Chairman, Producer.....D. Carter

## **Brunner Lloyd & Co. Ltd.**

23 Denmark St., London W. C. 2

Phone: Temple Bar 2519

Directors.....P. Brunner, G. Lloyd

## **Burlington Films Ltd.**

71 Baker St., London W. 1

Phone: Welbeck 0322

Director.....J. F. Argyle

## **Burnell Prod. Ltd.**

98 Mount St., London W 1

Phone: Grosvenor 1463

Directors.....G. J. Burger, C. W. Burger

## **Byrd, John, Productions**

61 Arthur Road, London S.W. 19

Phone: Wimbledon 2183

Director.....John Byrd

## **CBS (Europe) AG**

50 Talacker, Zurich, Switz.

Phone: Zurich 27 24 57

Mgr. Director.....Michael Burke

Fin. Consult. W. G. Palmer, Sylvia Brunner

## **CBS Ltd.**

Villiers House, Strand, London W.C. 2

Phone: Whitehall 5084

Mgr. Director.....Kirk Torney

Oper. Mgr.....Joan Byrne

## **CBS News**

26 Hallam St., London W. 1

Phone: Langham 1166

Chief.....Alexander Kendrick

## **Henry Caldwell Prod. Ltd.**

12 Maida Vale, London W. 9

Phone: Cunningham 6976

Director.....Henry Caldwell

## **Cavalcade Films Ltd.**

10 Park Pl., St. James's, London S.W. 1

Phone: Hyde Park 2704

Directors.....Thomas Clyde,  
Harold Hayson, Douglas Fairbanks (USA),  
P. A. C. Marriott, T. White

## **Cavalier Films Ltd.**

34 Deacon's Hill Rd., Elstree, Herts

Phone: Elstree 1403

Chairman & Dir.....J. Rogers

## **Cine Graphic Productions Ltd.**

Thavies Inn House, Holborn Circus, London

Phone: Fleet Street 3305

Directors.....M. R. Cochin, M. Storm,  
John Scaley

## **Cinevista Ltd.**

108 Melrose Ave., London N. W. 2

Phone: Gladstone 6879

Managing Dir.....J. Cassin-Scott

## **Citizen Films Ltd.**

12 Loudoun Road, London N.W. 8

Director.....Herbert Marshall

## **Pete Collins Ltd.**

39 Rockfield Ave., London N. 10

Phone: Tudor 7263

Managing Dir.....J. A. Collins

## **Coubar Ltd.**

19 Chapel Side, London W. 2

Phone: Baywater 6033

Directors.....A. P. Barralet, D. de Marney

## **Cooper, Marcus, Ltd.**

48a Charlbert St., London, N.W. 8

Phone: Primrose 5098

Director.....Marcus Cooper

## **Countryman Films Ltd.**

1 Soho Sq., London, W. 1

Phone: Gerrard 7015

## **Crest Film Prod. Ltd.**

Film Studios, St Nichols Rd., Brighton

Phone: Brighton 20905

Directors.....D. C. Wynne, Russell Lloyd

## **Crestview Productions Ltd.**

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Directors.....I. R. Warren, T. Donald



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Phone: Gerrard 8105

Director.....N. W. de Lane Lea

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Whitcomb St., London W. C. 2  
Phone: Trafalgar 1671

Directors...Bernard Delfont, Robert Nesbitt,  
W. Marsh, Keith Devon

### **Walt Disney Prod. Ltd.**

68 Pall Mall, London W. 1  
Phone: Trafalgar 8010

Directors.....E. J. Davis, C. James,  
Cyril Edgar

### **Dorian Film Productions Ltd.**

20 Oxford St., Newcastle-on-Tyne  
Phone: Newcastle 21837

Director.....G. R. Carr

### **Drummer Films Ltd.**

Rank Labs., Denham, Uxbridge, Middlesex  
Phone: Denham 2323

Managing Dir.....M. Harris

### **Eagle Studios Ltd.**

11 St. James's Pl., London, S. W. 1  
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Directors.....Anthony Gilkison, R. F. P.  
Hopkins

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164 Shaftesbury Ave., London, W. C. 2  
Phone: Covent Garden 1921

Directors.....H. Forman, B. Baker

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1326 Argyl St., Glasgow, Scotland  
Phone: West 5210

Director.....John C. Elder

### **Douglas Fairbanks Ltd.**

34 Ely Pl., London E. C. 1

Directors...Douglas Fairbanks, Edwin Herbert,  
H. Allan Hawes, Tom White, Peter Marriott

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Queen's House, Leicester Sq., London W. C. 2  
Phone: Gerrard 8770

Producer.....E. J. Fancey

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24 Conduit St., London W. 1  
Phone: Mayfair 8661

Directors.....J. Grierson, E. Roberts

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Chief.....Victor M. Gover

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London W.C. 2

Phone: Temple Bar 5420

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A. T. Burlinson, K. Lockhart-Smith, H. G.  
Jessop

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W.C. 2

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Eric Owen, Alan Young

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Director .....Richard Meyer

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Bernstein, Maurice King, Victor A. Peers,  
J. Denis Forman, Joseph Warton, Richard  
J. Willder, John S. E. Todd

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Michael Carreras, Brian Lawrence

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Director... S. J. Ward

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

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London W. 1

Phone: Gerrard 0444

London Rep... A. A. Tunwell

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T. A. Moodie

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Phone: Langham 3070

In Charge of Radio and TV Production  
John Turner

## **Horizon Pictures (GB) Ltd.**

31 Dover St., London W. 1  
Phone: Hyde Park 9211

Directors... S. Spiegel, W. J. Fullerton,  
H. H. Marcus, Lord Herschell

## **Jack Hylton TV Prod. Ltd.**

3 Savile Row, London W. 1  
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Directors... Jack Hylton, A. H. Maxwell,  
Hugh Charles, Ted Willis

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London W. 1

Phone: Ambassador 8040

Director... Prince Littler  
Managing Dir... L. Grade

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Director... R. Hawker

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Managing Dir... P. Adorian

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tart, Geoffrey Cox, Bernard Flound, Alfred  
Francis, R. P. T. Gibson, V. A. Peers,  
Howard Thomas, Sir Philip Warner

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A. W. Smart, E. Dace

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63 St. Martin's Lane, London, W. C. 2  
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Director .....Major G. Harrison

## **Langston Films Ltd.**

34 South Molton St., London W. 1  
Phone: Mayfair 6557

Directors.....A. Hope, P. Crane

## **London Film**

142 Picadilly, London W. 1  
Phone: Mayfair 4811

Directors:.....H. G. Boxall, Vincent Korda,  
David Cunynghame

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2 Parsonage, Manchester 3  
Phone: Blackfriar 1023

Directors.....John E. and Thomas Blakeley

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Directors.....R. Eagle, J. Martin

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Phone: Temple Bar 3982

Directors.....Russell H. Lloyd, D. Wynne

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A. T. Burlinson, K. Lockhart-Smith

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Frank Lampine, Michael Rice

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Govt. Film Comm.....Guy Roberge

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Director .....H. Robbins

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109 Jermyn St., London S. W. 1  
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Directors... R. Altschuler, G. Shipman

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N.B. Whitney

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Charton Manor, Farmingham, Kent

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Managing Dir... I. Sinclair

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Director... I. Sinclair

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liams, Herbert Smith, David Deutsch

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Director.....J. Shappard

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Directors.....D. C. Wynne, R. H. Lloyd

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 Aston Cross, Birmingham  
*Phone:* Birmingham (Aston) 3091

## **AP Studios**

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*Phone:* Slough 21370

## **ATV Highbury Studios**

98 Highbury, New Park, London, N. 5  
*Phone:* Canonbury 3215

## **ATV Studio**

Wood Green  
*Phone:* BOW 8341

## **Advision**

83 New Bond St., London, W. 1  
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## **Alpha TV Studios (Birmingham) Ltd.**

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## **Ardmore Studios Ltd.**

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## **Associated British Studios**

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## **BBC TV**

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 Shepherds Bush, London, W. 12  
*Phone:* Shepherds Bush 8000

## **Barnes (Guild TV Service Ltd.) Studio**

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 Boreham Wood, Elstree

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## **Granville Studio**

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*Phone:* Canonbury 3215

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| <b>Couriers Magazine</b><br>77 Brook St.                                   | MAY 7846          |
| <b>Harper's Bazaar</b><br>72 Brook St.                                     | GRO 7781          |
| <b>Illustrated London News, The</b><br>13 John Adam St.                    | TRA 7020          |
| <b>International TV Technical Review</b><br>31 St. George St., Hanover Sq. | HYD 3931          |
| <b>Journal of the TV Society</b><br>166 Shaftesbury Ave.                   | TEM 3330          |
| <b>Kinematograph Weekly</b><br>189 High Holborn, W.C. 1.                   | CHA 3344          |
| <b>Listener and BBC TV Review</b><br>35 Marylebone High St.                | WEL 5577          |
| <b>Look Westward (Westward TV)</b><br>4 Upper Thames St., E.C. 4.          | CEN 9035          |
| <b>Newsweek</b><br>Finland House, Haymarket.                               | TRA 6166          |
| <b>Radio Times, BBC Publications</b><br>35 Marylebone High St.             | WEL 5577          |
| <b>Realities</b><br>195 Sloane                                             | BEL 2351          |
| <b>The Spectator</b><br>99 Gower St.                                       | EUS 3221          |
| <b>Stage and TV Today</b><br>19-21 Tavistock St., W.C. 2.                  | TEM 5213          |
| <b>TV International</b><br>72a Blandford St., W. 1.                        | Cables: WORLD-TEL |
| <b>TV Times</b><br>7 High Holborn.                                         | CHA 8621          |
| <b>The Tatler &amp; Bystander</b><br>13 John Adam St.                      | TRA 7020          |
| <b>Television Mail</b><br>31 St. George St., Hanover Sq.                   | HYD 3931          |
| <b>Vanity Fair</b><br>14 Lower Regent St.                                  | WHI 7501          |
| <b>Vogue</b><br>Vogue House, Hanover Sq.                                   | GRO 9080          |
| <b>What's On In London</b><br>41-45 Beak St.                               | GER 5492          |
| <b>Woman's Mirror</b><br>Fleetway House, Farringdon St.                    | CEN 8080          |
| <b>World Press News and Advertisers Review</b><br>9-10 Old Baily, E.C. 4.  | CEN 4040          |

### RADIO & TV COMPANIES

|                                                                      |          |
|----------------------------------------------------------------------|----------|
| <b>A.B.C. Television Ltd.</b><br>1 Hanover Square.                   | HYD 7222 |
| <b>American Broadcasting Co.</b><br>2 Manfield St., flat 5.          | LAN 3160 |
| <b>Anglia TV Ltd.</b><br>Brook House, Park Lane, W. 1.               | HYD 6331 |
| <b>Associated Rediffusion Ltd.</b><br>Television House, Kingsway.    | HOL 7688 |
| <b>Associated Television Ltd.</b><br>ATV House, Great Cumberland Pl. | AMB 8040 |
| <b>Border TV Ltd.</b><br>14 Chryson St., W. 1.                       | GRO 7541 |

|                                                                       |          |
|-----------------------------------------------------------------------|----------|
| <b>British Broadcasting Corp.</b><br>Broadcasting House               | LAN 4468 |
| Television Centre                                                     | SHE 8000 |
| <b>Channel TV Ltd.</b><br>195 Knightsbridge, S.W. 7.                  | KN1 3701 |
| <b>Columbia Broadcasting System</b><br>26 Haulam St.                  | LAN 1166 |
| <b>Grampian TV Ltd.</b><br>41 Piccadilly, W. 1.                       | REG 7090 |
| <b>Granada Television Network Ltd.</b><br>36 Golden Sq.               | REG 8080 |
| <b>International Broadcasting Co.</b><br>35 Portland Pl.              | LAN 2000 |
| <b>National Broadcasting</b><br>2 Mansfield St.                       | LAN 7778 |
| <b>Radiodiffusion Television Francaise</b><br>43 Shoe Lane.           | COV 3456 |
| <b>Scottish TV Ltd.</b><br>TV House, Kingsway, W.C. 2.                | HOL 1331 |
| <b>Southern TV Ltd.</b><br>Brettenham House, Lancaster Pl.,<br>Strand | COV 0941 |
| <b>TWW Ltd.</b><br>207 Sloane St., S.W. 1.                            | BEL 7000 |
| <b>Tyne Tees TV Ltd.</b><br>1 Great Cumberland Pl., W. 1.             | AMB 3461 |
| <b>Ulster TV Ltd.</b><br>1 Hanover Sq.                                | HYD 0426 |
| <b>Westward TV Ltd.</b><br>5-6 Woodstock St., W. 1.                   | HYD 8262 |

### TALENT AGENTS

|                                                                               |          |
|-------------------------------------------------------------------------------|----------|
| <b>Ajax Ent.</b><br>52a Boudes Rd.                                            | EDM 5095 |
| <b>Associated London Scripts</b><br>2 Cumberland Hse, Kensington,<br>High St. | WES 8274 |
| <b>Rita Cave</b><br>110 Jermyn St.                                            | TRA 6626 |
| <b>Connies Ltd.</b><br>92 Regent St.                                          | REG 2531 |
| <b>Foster Agency Ltd.</b><br>33 Regent St.                                    | REG 5207 |
| <b>Fraser &amp; Dunlop, Ltd.</b><br>91 Regent St.                             | REG 1311 |
| <b>Law &amp; Leslie Grade Ltd.</b><br>235 Regent St.                          | REG 5823 |
| <b>Walter Jokol Management</b><br>39 St. James Pl.                            | HYD 1011 |
| <b>London Management</b><br>8 Upper Brook St.                                 | HYD 2456 |
| <b>M.C.A. (England) Ltd.</b><br>130 Piccadilly                                | MAY 7211 |
| <b>Christopher Mann Ltd.</b><br>140 Park Lane.                                | MAY 8444 |
| <b>Al Parker Ltd.</b><br>50 Mount St.                                         | GRO 4232 |

# LONDON ROUND-UP

**John Redway & Associates**  
31 Davies St. .... HYD 5581

**Television Acad. & Agcy.**  
10 Highbury ..... CAN 3746

**Wylie, James**  
44 Grt. Russell ..... LAN 5005

## THEATRICAL MANAGERS

**Belval, Alfred Prodns**  
330 Grand Blds., Tf. Sq. .... TRA 1566

**Clopet Carl Prodns.**  
442 Strand ..... COV 1093

**Concerts Management Ltd.**  
2 Cromwel Mews

**Fox, Robin**  
24 Old Burlington St. .... REG 6108

**Glynnne, Derek**  
115 Shaftesbury Ave. .... TEM 5224

**Hylton, Jack, Ltd.**  
3 Saville Row ..... REG 6711

**L. O. P.**  
8 Hamilton Pl. .... WHI 0239

**Lewenstein, Oscar & Wolf Mankowitz**  
10 Dover St. .... HYD 3866

**Littler, Emile**  
31 St. Martin's Lane. .... TEM 6100

**London Management & Rep.**  
8 Upper Brook St. .... HYD 2456

**MacDonald & Young**  
Bernard St. .... TER 6217

**St. James Players**  
8 Hamilton Pl. .... GRO 3053

**Sherek, Henry**  
40 Pall Mall. .... WHI 6628

**V. L. Prodnns.**  
8 Hamilton Pl. .... GRO 3053

**Varley, John Prodnns.**  
6 New Compton St. .... COV 9458

## THEATRICAL PRODUCERS

**Arnold, Tom**  
112 Jermyn S.S.W. 1. .... TRA 7575

**Associated Artists Ltd.**  
41 Brnton Pl. .... MAY 27724

**Black, George & Alfred**  
22 Half Moon St., W.1. .... GRO 2992

**Bourgein, Howard Ltd.**  
33 Knightbridge ..... BEL 7258

**Bridge, Peter**  
32 Cranbourn St., W.C.2. .... TEM 7347

**Burns, Tito Productions**  
39 Wardout St. .... GER 6282

**Chester, Charlie Productions**  
450 Edgware Rd. .... PAD 2868

**Clements, John**  
40 Bruton Pl., W.1. .... MAY 2724

**Clift, E. P.**  
Strand Theatre, Aldwych, W.C.2. .... COV 2868

**Codron, Michael**  
91 Regent St., W.1. .... GER 1265

**Daubeny, Peter**  
26 Chester Sq., S.W.1. .... SLO 2525

**DelFont, Bernard**  
Morris House, Jermyn St., S.W.1. .... WH 9901

**Donmar Productions Ltd.**  
New Theatre, St. Martin's Lane,  
W.C.2. .... COV 0838

**D'Oyly Carte Opera Co.**  
1 Savoy Hill. .... TEM 1533

**Fielding, Harold**  
Fielding House, Haymarket, S.W.1. .... WHI 4041

**Fox, Robbin**  
24 Old Burlington St., W.1. .... REG 6108

**Furndel Productions**  
60 St. James St., S.W.1. .... MAY 8953

**Gale, John**  
32 Cranbourn St., W.C.2. .... TEM 5892

**Gleneagles Productions**  
3 Soho Square. .... GER 4234

**Glenville, Peter**  
24 Brompton Sq., S.W.7. .... KEN 8088

**Glyndebourne Productions**  
23 Baker St. .... WEL 0571

**Gorlinsky, Sander A.**  
34 Dover St., W.1. .... HYD 9158

**Hall, David**  
14/15 Panton St., S.W.1. .... TRA 1502

**Hall, Willis Prodnns.**  
43 Dover St.

**Hastings, Geoffrey**  
45 Airedale Ave., W.4. .... CHI 1421

**Hepner, Leon**  
12 Sackville St. .... REG 4738

**Hinge, E. J.**  
12 Great Newport St. .... TEM 0368

**Horan, E.**  
Duke of York's Theatre,  
St. Martin's Lane, W.C.2. .... TEM 6867

**Hylton, Jack**  
3 Saville Row, W.1. .... REG 6711

**L.O.P. Ltd.**  
8 Hamilton Pl., W.1. .... GRO 3053

**Lawrie, James H.**  
Gleneagles Prods., 3 Soho Sq., W.1. .... GER 4234

**Lewenstein, Oscar**  
11 Curzon St., W.1. .... HYD 3866

**Linnit & Dunfee Ltd.**  
28 South St., W.1. .... GRO 4686

**Littler, Emile**  
31 St. Martin's Lane, W.C.2. .... TEM 6100

**Littler, Prince**  
Aldwych Theatre, Aldych, W.C.2. .... TEM 1446

**Littlewood, Joan**  
Theatre Royal Stratford, Angel Lane,  
E. 15. .... MAR 5973

**MacDonald, Murray, & John Stevens**  
5-6 Coventry St., W.1. .... GER 1784

**Mankowitz, Wolf**  
8/10 Piccadilly Arcade, S.W.1. .... MAY 6042

**Mayer, Daniel Company**  
13 Duke St., S.W.1. .... TRA 6037

**Meyer, B. A.**  
St. Martin's Theatre, West St., W.C.2. .... TEM 1716

**Miles, Bernard**  
Mermaid Theatre, Puddle Dock, E.C.4. .... CIT 6981

**Miller, Gilbert**  
6b Hartford St., W.1. .... GRO 5858

**Mitchell, Stephen**  
Lyric Theatre Offices,  
5 Archer St., W.1. .... GER 6646

**Minster, Jack**  
29 Manfield House, Strand, W.C.2. .... TEM 7226

**Mobile Theatre Ltd.**  
97 Wilsam St. .... PAR 6278

**Newco Prodnns. Ltd.**  
2 Old Bond St. .... GRO 6648

**O'Brien, Barry**  
18 Charing Cross Rd. .... TEM 6447

**Renortory Players**  
67 Chandos Pl. .... TEM 5530

**Rlx, Brian**  
Whitehall Theatre, S.W.1. .... WHI 8011

**Rowland, Toby**  
44 Chandos Pl., W.C.2. .... TEM 4103

**Sadoff, Fred**  
17 Rutland St., W.1. .... KNI 2176

**Saunders, Peter**  
350 Grand Buildings,  
Trafalgar Sq., W.C.2. .... WHI 5657

**Sherek, Henry**  
40 Pall Mall, S.W.1. .... WHI 6628

**Simous Ltd., Elkan & Barry**  
8 Charing Cross Rd. .... TEM 2983

**Tennent, H. M. Ltd.**  
Globe Theatre, Shaftesbury Ave. .... GER 3645

**Tnson, Neil, Prodnns.**  
130 Crawford St. .... HUN 2407

# LONDON ROUND-UP

Williamson Music Ltd.  
14 St. George Street, W.1.....MAY 7600  
Wiman, Anna Deere  
31 Doyer St., W.1.....HYD 2760

## THEATRES

A.T.V. Television Theatre  
Mare St.  
Adelphi  
Strand, W.C.2.....TEM 7611  
Aldwych  
Aldwych, W.C.2.....TEM 6404  
Ambassadors  
West St., Shaftesbury Ave., W.C.2.....TEM 1171  
Apollo  
Shaftesbury Ave., W.1.....GER 2663  
Arts  
6 Great Newport St.....TEM 3334  
Cambridge  
Earlham St., Cambridge Circus,  
W.C.2.....TEM 6056  
Casino  
Old Compton St.....GER 6877  
Comedy  
Panton St., S.W.1.....WHI 2578  
Covent Garden  
Royal Opera House, W.C.2.....COV 1066  
Cripplegate Inst.  
Golden Lane.....MET 0640  
Criterion  
Piccadilly Circus, W.1.....WHI 3216  
Drury Lane  
Theatre Royal, Drury Lane, W.C.2.....TEM 8108  
Eltham Little Theatre  
Wythfield Road.....ELT 3792  
Fortune  
Russell St., W.C.2.....TEM 2238  
Garrick  
Charing Cross Road, W.C.2.....TEM 4601  
Globe  
Shaftesbury Ave., W.1.....GER 1592  
Golden Green Hippodrome Ltd.  
North End Rd.....SPE 0022  
Haymarket  
Haymarket, S.W.1.....WHI 9832  
Her Majesty's  
Haymarket, S.W.1.....WHI 6606  
Intimate Theatre  
Green Lanes.....PAL 3798  
London Coliseum  
St. Martin's Lane.....TEM 3161  
Lyric  
Shaftesbury Ave., W.1.....GER 3686  
Mermaid  
Puddle Dock, Upper Thames St.,  
E.C.4.....CIT 7656  
Metropolitan Theatre of Varieties  
267 Edgware Rd.....AMB 2478  
Old Vic  
Waterloo Rd., S.E.1.....WAT 3878  
Palace  
Shaftesbury Ave., W.1.....GER 6834  
Palladium  
North Oxford Circle Tube Station.....GER 7373  
Phoenix  
Charing Rd., W.C.2.....TEM 8611  
Piccadilly  
Opp. Regent Palace Hotel.....GER 4506  
Porteallis  
Monck St.....ABB 6646  
Prince of Wales  
Coventry St., W.1.....WHI 8681  
Princes  
Shaftesbury Ave., W.C.2.....TEM 6596  
Queen's  
Shaftesbury Ave., W.1.....REG 1166  
Royal Court  
Sloane Sq., S.W.1.....SLO 1745  
Rudolf Steiner Hall  
33 Park Rd.....PAD 8219  
Sadler's Wells  
Rosebery Ave., E.C.1.....TER 1672

St. Martin's  
West St., Cambridge Circus, W.C.2.....TEM 1443  
Saville  
Shaftesbury Ave., W.C.2.....TEM 4011  
Savoy  
Strand, W.C.2.....TEM 8888  
Strand  
Aldwych, W.C.2.....TEM 2600  
Stratford  
Theatre Royal, E.15.....MAR 5973  
Vaudeville  
Strand, W.C.2.....TEM 4871  
Victoria Palace  
Victoria St., S.W.1.....VIC 1317  
Westminster  
Palace St., S.W.1.....VIC 0283  
Whitehall  
Trafalgar Sq., S.W.1.....WHI 6692  
Wimbledon  
93 Broadway.....WIM 5211  
Windmill  
Piccadilly Circus, W.1.....GER 7413  
Winter Garden  
Drury Lane.....HOL 8882

## TV & MOTION PICTURE PRODUCERS

Allied Artists Int.  
93 Wardour.....GER 5444  
Associated British-Pathe Ltd.  
142 Wardour.....GER 0444  
Associated British Picture Corp.  
30 Golden Square, W.1.....GER 9234  
Associated British Studios  
Borehamwood Herts.....ELS 1690  
Bray Studios  
Windsor, Berks.....MAI 2591  
British Films Ltd.  
199 Piccadilly.....REG 2828  
British Lion Films, Ltd.  
Broadwick House, Broadwick St.,  
W.1.....GER 8676  
Columbia Pictures Corporation  
142 Wardour St., W.1.....GER 4321  
Danziger Productions Limited  
New Elstree Studios, Elstree, Herts.....ELS 3232  
Disney, Walt, Productions Limited  
68 Pall Mall, S.W.1.....TRA 8010  
Film Producers Guild Limited  
Guild House, Upper St. Martin's Lane.....TEM 5420  
Banner Film Productions Ltd.  
113 Wardour St., W.1.....GER 9787  
Horizon Pictures Limited  
31 Doyer St., W.1.....HYD 9211  
M.G.M. Studios  
Borehamwood, Herts.....ELS 2000  
Metro Goldwyn Mayer Pictures Limited  
58 St. James St., S.W.1.....GRO 7060  
Paramount Film Service  
162 Wardour St., W.1.....GER 7700  
Pinewood Studios  
Iver Heath, Bucks.....IVER 700  
Radiovision  
91 Morgate.....MET 0211  
The Bank Organisation, Limited  
11 Belgrave Rd., S.W.1.....VIC 6633  
Romulus Films Limited  
Brook House, Park Lane, W.1.....HYD 7741  
Shaw Film Prod. & TV Service  
Dean St.....GER 6065  
Shepperton Studios Limited  
Shepperton, Middlesex.....CHE 2611  
20th Century Fox Film Co., Limited  
31 Soho Sq., W.1.....GER 7766  
United Artists Corporation Limited  
142 Wardour St., W.1.....GER 9090  
Warner Pathe Limited  
2 Dean St., W.1.....GER 6255



# Overseas Television—Transmitting Stations & Receivers by Countries

January 1, 1963

| AREAS                    | TRANSMITTING STATIONS |                | RECEIVERS              |                        |
|--------------------------|-----------------------|----------------|------------------------|------------------------|
|                          | Jan. 1<br>1962        | Jan. 1<br>1963 | In Use<br>Jan. 1, 1962 | In Use<br>Jan. 1, 1963 |
| Western Europe*          | 1,324                 | 1,503          | 29,256,000             | 33,695,700             |
| Latin America            | 137                   | 154            | 4,522,000              | 5,182,700              |
| Near East and South Asia | 24                    | 37             | 368,000                | 485,400                |
| Africa (Non-Arab)        | 6                     | 10             | 34,000                 | 51,300                 |
| Far East                 | 175                   | 388            | 10,221,000             | 14,776,800             |
| NON-BLOC TOTAL**         | 1,666                 | 2,092          | 44,401,000             | 54,191,900             |
| Communist Bloc           | 381                   | 549            | 9,359,000              | 11,310,000             |
| WORLD-WIDE TOTAL**       | 2,047                 | 2,641          | 53,760,000             | 65,501,900             |

\* Includes Yugoslavia.

\*\* Except U.S., Canada and Armed Forces stations abroad.

| COUNTRIES      | TRANSMITTING STATIONS |                | RECEIVERS              |                        |
|----------------|-----------------------|----------------|------------------------|------------------------|
|                | Jan. 1<br>1962        | Jan. 1<br>1963 | In Use<br>Jan. 1, 1962 | In Use<br>Jan. 1, 1963 |
| WESTERN EUROPE |                       |                |                        |                        |
| Austria        | 26                    | 33             | 290,000                | 396,000                |
| Belgium        | 10                    | 11             | 900,000                | 1,000,000              |
| Denmark        | 11                    | 11             | 711,000                | 848,100                |
| Finland        | 21                    | 25             | 200,000                | 348,000                |
| France         | 121                   | 159            | 2,800,000              | 3,366,600              |
| West Germany   | 386                   | 427            | 5,888,000              | 7,051,800              |
| Gibraltar      | —                     | 1              | —                      | 1,000                  |
| Iceland*       | —                     | —              | 700                    | 1,000                  |
| Ireland        | 1                     | 2              | 100,000                | 120,000                |
| Italy          | 541                   | 571            | 3,000,000              | 3,639,000              |
| Luxembourg     | 1                     | 1              | 7,300                  | 10,000                 |
| Malta          | —                     | 1              | 15,000                 | 19,000                 |
| Monaco         | 2                     | 2              | 12,000                 | 12,000                 |
| Netherlands    | 7                     | 7              | 1,051,000              | 1,287,000              |
| Norway         | 15                    | 22             | 107,000                | 204,000                |
| Portugal       | 7                     | 9              | 88,000                 | 115,000                |
| Spain          | 29                    | 36             | 420,000                | 750,000                |
| Sweden         | 67                    | 67             | 1,405,000              | 1,639,300              |
| Switzerland    | 23                    | 28             | 194,000                | 273,900                |
| United Kingdom | 44                    | 50             | 12,000,000             | 12,500,000             |
| Yugoslavia     | 12                    | 40             | 67,000                 | 114,000                |
| TOTAL          | 1,324                 | 1,503          | 29,256,000             | 33,695,700             |

\* These sets tune in to the Armed Forces station.  
Source: United States Information Agency.

(Continued on Next Page)

# OVERSEAS TV STATIONS & RECEIVERS

| COUNTRIES                            | TRANSMITTING STATIONS  |                        | RECEIVERS                      |                                |
|--------------------------------------|------------------------|------------------------|--------------------------------|--------------------------------|
|                                      | <i>Jan. 1<br/>1962</i> | <i>Jan. 1<br/>1963</i> | <i>In Use<br/>Jan. 1, 1962</i> | <i>In Use<br/>Jan. 1, 1963</i> |
| <b>LATIN AMERICA &amp; CARIBBEAN</b> |                        |                        |                                |                                |
| Argentina .....                      | 8                      | 9                      | 770,000                        | 1,150,000                      |
| Brazil .....                         | 30                     | 33                     | 1,620,000                      | 1,621,000                      |
| Bermuda .....                        | —                      | 1                      | —                              | 10,000                         |
| Chile .....                          | 3                      | 3                      | 3,000                          | 21,000                         |
| Colombia .....                       | 14                     | 14                     | 200,000                        | 300,000                        |
| Costa Rica .....                     | 2                      | 2                      | 10,000                         | 10,500                         |
| Cuba .....                           | 15                     | 17                     | 400,000                        | 400,000                        |
| Dominican Republic .....             | 4                      | 4                      | 18,000                         | 18,000                         |
| Ecuador .....                        | 2                      | 2                      | 5,000                          | 5,000                          |
| El Salvador .....                    | 3                      | 3                      | 24,000                         | 25,000                         |
| Guatemala .....                      | 2                      | 2                      | 22,000                         | 36,000                         |
| Haiti .....                          | 1                      | 1                      | 2,000                          | 3,000                          |
| Honduras .....                       | 1                      | 2                      | 4,000                          | 4,000                          |
| Mexico .....                         | 25                     | 28                     | 1,000,000                      | 1,000,000                      |
| Netherlands Antilles (Curacao) ..... | 1                      | 1                      | 5,000                          | 10,000                         |
| Nicaragua .....                      | 1                      | 2                      | 4,000                          | 6,200                          |
| Panama .....                         | 1                      | 3                      | 29,000                         | 30,000                         |
| Peru .....                           | 5                      | 7                      | 82,000                         | 88,000                         |
| Trinidad and Tobago .....            | —                      | 1                      | —                              | 5,000                          |
| Uruguay .....                        | 2                      | 3                      | 60,000                         | 120,000                        |
| Venezuela .....                      | 17                     | 17                     | 263,000                        | 320,000                        |
| <b>TOTAL</b> .....                   | <b>137</b>             | <b>154</b>             | <b>4,522,000</b>               | <b>5,182,700</b>               |
| <b>NEAR EAST &amp; SOUTH ASIA</b>    |                        |                        |                                |                                |
| Algeria .....                        | 6                      | 6                      | 62,000                         | 62,000                         |
| Bahrein* .....                       | —                      | —                      | 1,000                          | 1,000                          |
| Cyprus .....                         | 1                      | 1                      | 3,000                          | 5,200                          |
| India .....                          | 1                      | 1                      | 500                            | 600                            |
| Iran .....                           | 2                      | 2                      | 62,000                         | 65,000                         |
| Iraq .....                           | 1                      | 1                      | 35,000                         | 35,000                         |
| Israel <sup>c</sup> .....            | —                      | —                      | —                              | 10,000                         |
| Kuwait .....                         | 1                      | 1                      | 1,000                          | 8,000                          |
| Lebanon .....                        | 2                      | 3                      | 40,000                         | 45,000                         |
| Libya* .....                         | —                      | —                      | 7,000                          | 2,100                          |
| Morocco .....                        | —                      | 2                      | —                              | 15,000                         |
| Qatar* .....                         | —                      | —                      | 300                            | 300                            |
| Saudi Arabia .....                   | 1                      | 1                      | 8,700                          | 8,700                          |
| Syria .....                          | 4                      | 4                      | 25,000                         | 25,000                         |
| Tunisia* .....                       | —                      | —                      | 2,000                          | 2,000                          |
| Turkey .....                         | 1                      | 1                      | 500                            | 500                            |
| United Arab Republic .....           | 4                      | 14                     | 120,000                        | 200,000                        |
| <b>TOTAL</b> .....                   | <b>24</b>              | <b>37</b>              | <b>368,000</b>                 | <b>485,400</b>                 |

\* These countries tune in to Armed Forces Station or to neighboring countries.

# OVERSEAS TV STATIONS & RECEIVERS

| COUNTRIES                             | TRANSMITTING STATIONS  |                        | RECEIVERS                      |                                |
|---------------------------------------|------------------------|------------------------|--------------------------------|--------------------------------|
| <b>AFRICA (NON-ARAB)</b>              |                        |                        |                                |                                |
|                                       | <i>Jan. 1<br/>1962</i> | <i>Jan. 1<br/>1963</i> | <i>In Use<br/>Jan. 1, 1962</i> | <i>In Use<br/>Jan. 1, 1963</i> |
| Ethiopia* .....                       | —                      | —                      | 1,000                          | 1,500                          |
| Kenya .....                           | —                      | 1                      | —                              | 5,800                          |
| Nigeria .....                         | 3                      | 6                      | 10,000                         | 10,000                         |
| Rhodesia and Nyasaland, Fed. of ..... | 3                      | 3                      | 23,000                         | 34,000                         |
| TOTAL .....                           | 6                      | 10                     | 34,000                         | 61,300                         |
| <b>FAR EAST</b>                       |                        |                        |                                |                                |
| Australia .....                       | 18                     | 30                     | 1,309,000                      | 1,568,300                      |
| Hong Kong .....                       | (1)*                   | (1)*                   | 11,000                         | 16,500                         |
| Indonesia .....                       | —                      | 1                      | —                              | 10,000                         |
| Japan .....                           | 145                    | 332                    | 8,686,000                      | 12,837,100                     |
| Korea (South) .....                   | 1                      | 1                      | 20,000                         | 50,000                         |
| New Zealand .....                     | 1                      | 4                      | 17,000                         | 61,400                         |
| Philippines .....                     | 6                      | 11                     | 45,000                         | 60,000                         |
| Ryukyu Islands (Okinawa) .....        | 2                      | 2                      | 33,000                         | 47,000                         |
| Taiwan .....                          | —                      | 2                      | —                              | 6,500                          |
| Thailand .....                        | 2                      | 5                      | 100,000                        | 120,000                        |
| TOTAL .....                           | 175                    | 388                    | 10,221,000                     | 14,776,800                     |
| <b>COMMUNIST BLOC</b>                 |                        |                        |                                |                                |
| Albania .....                         | 1                      | 1                      | —                              | —                              |
| Bulgaria .....                        | 2                      | 5                      | 8,000                          | 22,000                         |
| Czechoslovakia .....                  | 62                     | 62                     | 1,100,000                      | 1,304,000                      |
| East Germany .....                    | 73                     | 117                    | 1,338,000                      | 1,664,000                      |
| Hungary .....                         | 8                      | 9                      | 180,000                        | 288,000                        |
| Poland .....                          | 22                     | 42                     | 645,000                        | 902,000                        |
| Rumania .....                         | 3                      | 10                     | 68,000                         | 110,000                        |
| USSR .....                            | 198                    | 291                    | 6,000,000                      | 7,000,000                      |
| Communist China .....                 | 12                     | 12                     | 20,000                         | 20,000                         |
| TOTAL .....                           | 381                    | 549                    | 9,359,000                      | 11,310,000                     |

\* Closed-circuit service: not counted in totals.

# Foreign Television Stations

As of January 1, 1963

(Satellite and experimental stations not included)

| Location         | Call Letters | Licensee or Grantee                                                    | Channel No. |
|------------------|--------------|------------------------------------------------------------------------|-------------|
| — ALGERIA —      |              |                                                                        |             |
| Algiers          |              | Algerian Radio & TV Service (Govt.)                                    | CH. F-11    |
| Constantine      |              | Algerian Radio & TV Service (Govt.)                                    | Ch. F-7     |
| Oran             |              | Algerian Radio & TV Service (Govt.)                                    | Ch. F-8     |
| Tessala          |              | Algerian Radio & TV Service (Govt.)                                    | Ch. F-12    |
| — ARGENTINA —    |              |                                                                        |             |
| Buenos Aires     | LS82-TV      | Primera Televisora Argentina S.A.                                      | Ch. 7       |
| Buenos Aires     | LS83-TV      | Compania Argentina Del TV. S.A. (Cadete)                               | Ch. 9       |
| Buenos Aires     | LS81-TV      | Teleonce S.A.                                                          | Ch. 11      |
| Buenos Aires     | LS85-TV      | Rio La Plata S.A.                                                      | Ch. 13      |
| Cordoba          | LU1H         | Telecolor, S.A.                                                        | Ch. 12      |
| Mar del Plata    | LU86-TV      | Difusora Marplatense S.A.                                              | Ch. 8       |
| Mendoza          | LV89-TV      | Affili of Cadete                                                       | Ch. 7       |
| — AUSTRALIA —    |              |                                                                        |             |
| Adelaide         | ABS          | Australian Bestg. Commission                                           | Ch. 2       |
| Adelaide         | ADS          | Television Besters Ltd.                                                | Ch. 7       |
| Adelaide         | NWS          | Southern TV Corp. Ltd.                                                 | Ch. 9       |
| Ballarat         | BTY          | Ballarat & Western Victoria TV                                         | Ch. 6       |
| Bendigo          | BCV          | Bendigo & C. Victoria Telecasters                                      | Ch. 8       |
| Brisbane         | ABQ          | Australian Bestg. Commission                                           | Ch. 2       |
| Brisbane         | BTQ          | Brisbane TV Ltd.                                                       | Ch. 7       |
| Brisbane         | QTQ          | Queensland Television Ltd.                                             | Ch. 9       |
| Canberra         | CTC          | Canberra TV Limited                                                    | Ch. 7       |
| Hobart           | ABT          | Australian Bestg. Commission                                           | Ch. 2       |
| Hobart           | TVT          | Tasmania Television Ltd.                                               | Ch. 6       |
| Lannceston       | TNT          | Northern TV Limited                                                    | Ch. 9       |
| Lismore          | RTN          | Richmond-Tweed Limited                                                 | Ch. 8       |
| Melbourne        | GTV          | General Television Corp., Ltd.                                         | Ch. 9       |
| Melbourne        | HSV          | Herald-Sun Television, Ltd.                                            | Ch. 7       |
| Melbourne        | ABV          | Australian Bestg. Commission                                           | Ch. 2       |
| Newcastle        | NBN          | Newcastle Bestg. & TV Corp.                                            | Ch. 3       |
| Perth            | TVW          | TVW Ltd.                                                               | Ch. 7       |
| Perth            | ABW          | Australian Bestg. Comm.                                                | Ch. 2       |
| Rockhampton      | RTQ          | Rockhampton TV                                                         | Ch. 7       |
| Shepparton       | GMV          | Goulburn Murray                                                        | Ch. 6       |
| Sydney           | ATN          | Amalgamated TV Services                                                | Ch. 7       |
| Sydney           | TCN          | Television Corp. Ltd.                                                  | Ch. 9       |
| Sydney           | ABN          | Australian Bestg Commission                                            | Ch. 2       |
| Sydney           | CBN          | County TV                                                              | Ch. 8       |
| Taralgon         | GLV          | Gippsland LaTrobe Valley Telecasters                                   | Ch. 10      |
| Toowoomba        | DDQ          | Darling Downs                                                          | Ch. 10      |
| Townsville       | TNQ          | Telecasters N. Queensland                                              | Ch. 7       |
| Wollongong       | WIN          | TV Wollongong                                                          | Ch. 1       |
| — AUSTRIA —      |              |                                                                        |             |
| Bregenz-Pfaender |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-6     |
| Galsberg         |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-8     |
| Jauerling        |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-2     |
| Kahlenberg       |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-5     |
| Kaibling         |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-11    |
| Lichtenberg      |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-6     |
| Mugel            |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-9     |
| Patscherkofel    |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-4     |
| Pyramidenkogel   |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-10    |
| Schockl          |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-7     |
| Sonnwendsteln    |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-10    |
| Vienna           |              | Osterreichischer Rundfunk (Govt.)                                      | Ch. E-5     |
| — BELGIUM —      |              |                                                                        |             |
| Anlier           |              | Institut National Belge de Radiodiffusion (Govt.)                      | Ch. 11      |
| Liège            |              | Institut National Belge de Radiodiffusion (Govt.)                      | Ch. E-3     |
| Ruislede         |              | Institut National Belge de Radiodiffusion (Govt.)<br>(Dutch language)  | Ch. E-2     |
| Waver            |              | Institut National Belge de Radiodiffusion (Govt.)<br>(French language) | Ch. E-8     |
| Waver            |              | Institut National Belge de Radiodiffusion (Govt.)<br>(Dutch language)  | Ch. E-10    |

# FOREIGN TELEVISION STATIONS

| Location              | Call Letters              | Licensee or Grantee                  | Channel No. |
|-----------------------|---------------------------|--------------------------------------|-------------|
| — BERMUDA —           |                           |                                      |             |
| Hamilton              | ZBM-TV                    | Bermuda Radio & Television Co., Ltd. | Ch. 10      |
| — BRAZIL —            |                           |                                      |             |
| Belo Horizonte        | PRIG-TV                   | Televisao Itacolomi                  | Ch. 4       |
| Belo Horizonte        |                           | Radio Inconfidencia                  | Ch. 2       |
| Brasilia              |                           | Televisao Nacional (Govt.)           | Ch. 2       |
| Brasilia              |                           | Televisao Brasilia                   | Ch. 6       |
| Brasilia              |                           | Televisao Alvorada                   | Ch. 8       |
| Curitiba              |                           | Televisao Parana                     | Ch. 6       |
| Curitiba              |                           | Televisao Paranaense                 | Ch. 12      |
| Fortaleza             |                           | Radio Clube                          | Ch. 2       |
| Porto Alegre          |                           | Televisao Piratini                   | Ch. 5       |
| Recife                |                           | TV Pernambuco                        | Ch. 6       |
| Recife                |                           | Televisao Jornal do Comercio         | Ch. 2       |
| Ribeirao Preto        |                           | Televisao Tupi                       | Ch. 3       |
| Rio de Janeiro        |                           | Televisao Rio                        | Ch. 13      |
| Rio de Janeiro        |                           | Radio Mayrink Veiga                  | Ch. 2       |
| Rio de Janeiro        | Soc. Radio Emisoras Cont. | Ch. 9                                |             |
| Rio de Janeiro        | Radio Televisao Tupi      | Ch. 6                                |             |
| Salvador              | PRG3-TV                   | Televisao Itapoan                    | Ch. 5       |
| Sao Paulo             |                           | Televisao Tupi                       | Ch. 4       |
| Sao Paulo             |                           | Radio Televisao Paulista             | Ch. 5       |
| Sao Paulo             |                           | Radio Difusora de Sao Paulo          | Ch. 3       |
| Sao Paulo             |                           | Radio Record TV                      | Ch. 7       |
| Sao Paulo             |                           | Televisao Excelsior                  | Ch. 9       |
| Sao Paulo             |                           | Televisao Cultura                    | Ch. 2       |
| — BULGARIA —          |                           |                                      |             |
| Sofia                 | OIRT                      | Government                           | Ch. VII     |
| — CAMBODIA —          |                           |                                      |             |
| Phnompenh             |                           | Radio Cambodge-Television (Govt.)    |             |
| — CHINA (Communist) — |                           |                                      |             |
| Canton                |                           | Government                           |             |
| Changchun             |                           | Government                           |             |
| Harbin                |                           | Government                           |             |
| Peking                |                           | Government                           |             |
| Shanghai              |                           | Government                           |             |
| Tientsin              |                           | Government                           |             |
| — COLOMBIA —          |                           |                                      |             |
| Alto Magdalena        | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 9       |
| Bogota                | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 9       |
| Boyaca                | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 7       |
| Call                  | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 7       |
| El Quindio            | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 9       |
| Madrone               | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 11      |
| Manizales             | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 9       |
| Tynja                 | HJRN-TV                   | Televisora Nacional (Govt.)          | Ch. 10      |
| — COSTA RICA —        |                           |                                      |             |
| San Jose              | TI-TVCR                   | Televisora de Costa Rica             | Ch. 7       |
| San Jose              |                           | Tictac Television                    | Ch. 9       |
| — CUBA —              |                           |                                      |             |
| Camaguey              | CMJL-TV                   | Cuban Gov't                          | Ch. 6       |
| Camaguey              | CMJ-TV                    | Cuban Govt.                          | Ch. 4       |
| Ciego de Avila        | CMJV-TV                   | Cuban Govt.                          | Ch. 7       |
| Havana                | CMAB-TV                   | Cuban Govt.                          | Ch. 2       |
| Havana                | CMBA-TV                   | Cuban Govt.                          | Ch. 7       |
| Havana                | CMBF-TV                   | Cuban Govt.                          | Ch. 4       |
| Havana                | CMBJ-TV                   | Cuban Govt.                          | Ch. 12      |
| Havana                | CM-TV                     | Cuban Govt.                          | Ch. 10      |
| Havana                | CMQ-TV                    | Cuban Govt.                          | Ch. 6       |
| Holguin               | CMKJ-TV                   | Cuban Gov't                          | Ch. 3       |
| Holguin               | CMLR-TV                   | Cuban Gov't                          | Ch. 8       |
| Jatibonico            | CMCFE-TV                  | Cuban Govt.                          | Ch. 12      |
| Matanzas              | CMCH-TV                   | Cuban Govt.                          | Ch. 11      |
| Matanzas              | CMG-TV                    | Cuban Gov't                          | Ch. 13      |
| Matanzas              | CMGQ-TV                   | Cuban Gov't                          | Ch. 9       |
| Santa Clara           | CMJA-TV                   | Cuban Gov't                          | Ch. 2       |
| Santa Clara           | CMH-TV                    | Cuban Govt.                          | Ch. 3       |
| Santa Clara           | CHHQ-TV                   | Cuban Govt.                          | Ch. 5       |
| Santiago de Cuba      | CMKU-TV                   | Cuban Gov't                          | Ch. 2       |
| Santiago de Cuba      | CMBF-TV                   | Cuban Gov't.                         | Ch. 5       |
| Santiago de Cuba      |                           | Cuban Govt.                          | Ch. 7       |
| Victoria de la Tunas  |                           | Cuban Govt.                          | Ch. 13      |

# FOREIGN TELEVISION STATIONS

| Location               | Call Letters | Licensor or Grantee                         | Channel No. |
|------------------------|--------------|---------------------------------------------|-------------|
| — CYPRUS —             |              |                                             |             |
| Nicosia                |              | Cyprus Bestg. Corp. (Govt.)                 | Ch. E-2     |
| — CZECHOSLOVAKIA —     |              |                                             |             |
| Bratislava             | OIRT         | Ceskoslovenska Televize                     | Ch. 2       |
| Brno                   | OIRT         | Ceskoslovenska Televize                     | Ch. 9       |
| Budejovice             | OIRT         | Ceskoslovenska Televize                     | Ch. 12      |
| Bystřice               | OIRT         | Ceskoslovenska Televize                     | Ch. 7       |
| Klinovec               | OIRT         | Ceskoslovenska Televize                     | Ch. 7       |
| Kosice                 | OIRT         | Ceskoslovenska Televize                     | Ch. 6       |
| Ostrava                | OIRT         | Ceskoslovenska Televize                     | Ch. 1       |
| Pardubice              | OIRT         | Ceskoslovenska Televize                     | Ch. 6       |
| Pizeň                  | OIRT         | Ceskoslovenska Televize                     | Ch. 10      |
| Prague                 | OIRT         | Ceskoslovenska Televize                     | Ch. 1       |
| Usti                   | OIRT         | Ceskoslovenska Televize                     | Ch. 12      |
| — DENMARK —            |              |                                             |             |
| Aalborg                |              | Danish State Radio (Govt.)                  | Ch. E-5     |
| Aarhus                 |              | Danish State Radio (Govt.)                  | Ch. E-8     |
| Bornholm               |              | Danish State Radio (Govt.)                  | Ch. E-5     |
| Copenhagen             |              | Danish State Radio (Govt.)                  | Ch. E-4     |
| Holstebro              |              | Danish State Radio (Govt.)                  | Ch. E-10    |
| Odense                 |              | Danish State Radio (Govt.)                  | Ch. E-3     |
| Southern Jylland       |              | Danish State Radio (Govt.)                  | Ch. E-7     |
| South Seeland          |              | Danish State Radio (Govt.)                  | Ch. E-6     |
| — DOMINICAN REPUBLIC — |              |                                             |             |
| Santo Domingo          | HDT-TV       | La Voz Dominicana                           | Ch. 1       |
| Santo Domingo          | HIN-TV       | Rahintel                                    | Ch. 7       |
| — ECUADOR —            |              |                                             |             |
| Guayaquil              | HCPTE        | Television Ecuatoriana                      | Ch. 4       |
| Quito                  | HGJB         | Television Ecuatoriana                      | Ch. 2       |
| — EL SALVADOR —        |              |                                             |             |
| San Salvador           | YSLB-TV      | Television Salvadorena                      | Ch. 6       |
| San Salvador           | YSU-TV       | Radio Television Y.S.L. S.A.                | Ch. 4       |
| San Salvador           | YSDR-TV      | Television Salvadorena                      | Ch. 8       |
| — FINLAND —            |              |                                             |             |
| Hameenlinna            |              | Finnish Bestg. Corp.                        | Ch. E-5     |
| Helsinki               | TES          | Oy Telesio Ab (Commercial)                  | Ch. E-8     |
| Helsinki               |              | Finnish Broadcasting Corp.                  | Ch. E-6     |
| Joutseno               |              | Suomen Televisio (Govt.)                    | Ch. E-9     |
| Jyväskylä              |              | Suomen Televisio (Govt.)                    | Ch. E-11    |
| Karhula                |              | Suomen Televisio (Govt.)                    | Ch. E-5     |
| Kouvola                |              | Suomen Televisio (Govt.)                    | Ch. E-5     |
| Kuopio                 |              | Suomen Televisio (Govt.)                    | Ch. E-7     |
| Lahti                  |              | Finnish Bestg. Corp.                        | Ch. E-9     |
| Lapua                  |              | Suomen Televisio (Govt.)                    | Ch. E-5     |
| Lohja                  |              | Finnish Bestg. Corp.                        | Ch. E-11    |
| Mantyhärju             |              | Suomen Televisio (Govt.)                    | Ch. E-11    |
| Mikkeli                |              | Finnish Bestg. Corp.                        | Ch. E-6     |
| Pori                   |              | Finnish Bestg. Corp.                        | Ch. E-9     |
| Rauma                  |              | Finnish Bestg. Corp.                        | Ch. E-5     |
| Riihimäki              |              | Finnish Bestg. Corp.                        | Ch. E-11    |
| Tammela                |              | Suomen Televisio (Govt.)                    | Ch. E-10    |
| Tammisaari             |              | Finnish Bestg. Corp.                        | Ch. E-5     |
| Tampere                |              | Suomen Televisio (Govt.)                    | Ch. E-8     |
| Turku                  |              | Finnish Bestg. Corp.                        | Ch. E-7     |
| — FRANCE —             |              |                                             |             |
| Ajaccio (Corsica)      |              | Govt.                                       | Ch. 4       |
| Amiens                 |              | Radiodiffusion Television Francaise         | Ch. F-11    |
| Aurillac               |              | Radiodiffusion Television Francaise         | Ch. F-11    |
| Bastia                 |              | Radiodiffusion Television Francaise         | Ch. F-2     |
| Besancon               |              | Radiodiffusion Television Francaise         | Ch. F-4     |
| Bordeaux               |              | Radiodiffusion Television Francaise         | Ch. F-10    |
| Bourges                |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8     |
| Brest                  |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8     |
| Chen                   |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-2     |
| Cannes-Nice            |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-6     |
| Caracasone             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-4     |
| Clermont-Ferrand       |              | Radiodiffusion Television Francaise         | Ch. F-6     |
| Dijon                  |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-10    |
| Grenoble               |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-10    |



# FOREIGN TELEVISION STATIONS

| Location          | Call Letters | Licensee or Grantee                         | Channel No. |
|-------------------|--------------|---------------------------------------------|-------------|
| Le Havre-Harfleur |              | Radiodiffusion Television Francaise         | Ch. F-7     |
| Le Mans           |              | Radiodiffusion Television Francaise         | Ch. F-12    |
| Limoges           |              | Radiodiffusion Television Francaise         | Ch. F-2     |
| Lille             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8A    |
| Lyon              |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-12    |
| Marseilles        |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8     |
| Metz-Luttange     |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-6     |
| Mulhouse          |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8     |
| Nancy-Vandoeuvre  |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-7     |
| Nantes            |              | Radiodiffusion Television Francaise         | Ch. F-1     |
| Niort             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-7     |
| Paris             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8A    |
| Perpignan         |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-7     |
| Reims-Hautvillers |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5     |
| Rennes St. Pern   |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5     |
| Rouen             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-10    |
| Strasbourg        |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5     |
| Toulouse          |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5     |
| Toulouse          |              | Radiodiffusion Television Francaise (Govt.) | Ch. 10      |
| Froyes            |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-2     |

## — GERMANY (East) —

|                 |  |                               |          |
|-----------------|--|-------------------------------|----------|
| Berlin          |  | Deutscher Fernsehfunk (Govt.) | Ch. E-5  |
| Brocken         |  | Deutscher Fernsehfunk (Govt.) | Ch. E-6  |
| Cottbus         |  | Deutscher Fernsehfunk (Govt.) | Ch. E-4  |
| Dresden         |  | Deutscher Fernsehfunk (Govt.) | Ch. E    |
| Helpterberg     |  | Deutscher Fernsehfunk (Govt.) | Ch. E-3  |
| Inselberg       |  | Deutscher Fernsehfunk (Govt.) | Ch. E-5  |
| Karl Marx Stadt |  | Deutscher Fernsehfunk (Govt.) | Ch. E-8  |
| Leipzig         |  | Deutscher Fernsehfunk (Govt.) | Ch. E-3  |
| Marlow          |  | Deutscher Fernsehfunk (Govt.) | Ch. E-8  |
| Schworin        |  | Deutscher Fernsehfunk (Govt.) | Ch. E-11 |

## — GERMANY (West) —

|                     |     |                        |          |
|---------------------|-----|------------------------|----------|
| Aalen               |     | Sueddeutscher Rundfunk | Ch. E-8  |
| Aachen (Donnerberg) | WDR |                        | Ch. 14   |
| Aurich              |     | Norddeutscher Rundfunk |          |
| Baden-Baden         |     | Sudwestfunk            | Ch. E-7  |
| Berlin              |     | Sender Freies Berlin   | Ch. E-7  |
| Biedenkopf          |     | Hessischer Rundfunk    | Ch. E-2  |
| Bremen              |     | Norddeutscher Rundfunk | Ch. E-2  |
| Bremen              |     | Radio Bremen           | Ch. E-15 |
| Bremenhaven         |     | Radio Bremen           | Ch. E-5  |
| Brotjackriegel      |     | Bayerischer Rundfunk   | Ch. E-7  |
| Bungsberg           |     | Norddeutscher Rundfunk |          |
| Dannenberg          |     | Norddeutscher Rundfunk |          |
| Dillberg            |     | Bayerischer Rundfunk   | Ch. E-6  |
| Eifel               |     | Sudwestfunk            |          |
| Feldberg            |     | Sudwestfunk            | Ch. E-8  |
| Flensburg           |     | Norddeutscher Rundfunk | Ch. E-4  |
| Frankfurt           |     | Hessischer Rundfunk    | Ch. E-8  |
| Frelburg            |     | Sudwestfunk            | Ch. E-7  |
| Grunten             |     | Bayerischer Rundfunk   | Ch. E-2  |
| Haardt Kopf         | 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  |
| Hornsgrunde         |     | Sudwestfunk            | Ch. E-9  |
| Kaiserslautern      |     | Sudwestfunk            | Ch. E-7  |
| Kiel                |     | Norddeutscher Rundfunk | Ch. E-5  |
| Kleve               |     | Westdeutscher Rundfunk |          |
| Koblenz             |     | Sudwestfunk            | Ch. E-6  |
| Koln                |     | Westdeutscher Rundfunk | Ch. E-11 |
| Kreuzberg-Rhon      |     | Bayerischer Rundfunk   | Ch. E-3  |
| Langenberg          |     | Westdeutscher Rundfunk | Ch. E-9  |
| Lingen on Ems       | NDR |                        | Ch. 15   |
| Marburg             |     | Hessischer Rundfunk    | Ch. E-11 |
| Muenster            |     | Westdeutscher Rundfunk |          |
| Nordhelle           |     | Westdeutscher Rundfunk |          |
| Ochsenkopf          |     | Bayerischer Rundfunk   | Ch. E-4  |
| Raichberg           |     | Sudwestfunk            | Ch. E-4  |
| Saarbruehen         |     | Telesaar               | Ch. F-2  |
| Tentoberger Wald    |     | Westdeutscher Rundfunk | Ch. E-11 |
| Trier               |     | Sudwestfunk            | Ch. E-5  |
| Wehnbiet            |     | Sudwestfunk            | Ch. E-10 |
| Wendelstein         |     | Bayerischer Rundfunk   | Ch. E-10 |
| Wurzburg            |     | Bayerischer Rundfunk   | Ch. E-10 |
| Zweibrucken         |     | Sudwestfunk            | Ch. E-7  |

# FOREIGN TELEVISION STATIONS

| Location         | Call Letters | Licensee or Grantee               | Channel No. |
|------------------|--------------|-----------------------------------|-------------|
| — GUATEMALA —    |              |                                   |             |
| Guatemala City   | TG-BOL       | Radio-TV Guatemala                | Ch. E-3     |
| Guatemala City   | TGW-TV       | Television Nacional de Guatemala  | Ch. E-8     |
| — HAITI —        |              |                                   |             |
| Port-au-Prince   |              | Tete-Haiti                        | Ch. A-5     |
| — HONDURAS —     |              |                                   |             |
| Tegucigalpa      | BRTG-TV      | Radio y Television Hondurena      | Ch. A-5     |
| — HONG KONG —    |              |                                   |             |
| Hong Kong        |              | Hong Kong Ltd.—Rediffusion        |             |
| — HUNGARY —      |              |                                   |             |
| Budapest         |              | Magyar Radio (Govt.)              | Ch. I       |
| Keles            |              | Magyar Radio Es Televizio (Govt.) | Ch. VIII    |
| Miskolc          | OIRT         | Magyar Radio Es Televizio (Govt.) | Ch. IX      |
| Pecs             | OIRT         | Magyar Radio Es Televizio (Govt.) | Ch. II      |
| Sopron           | OIRT         | Magyar Radio Es Televizio (Govt.) | Ch. IX      |
| Szentes          | OIRT         | Magyar Radio Es Televizio (Govt.) | Ch. XI      |
| Tojac            | OIRT         | Magyar Radio Es Televizio (Govt.) | Ch. IV      |
| — INDONESIA —    |              |                                   |             |
| Djakarta         | RRI-TV       | Indonesia Government              | Ch. 9       |
| — IRAN —         |              |                                   |             |
| Abadan           |              | Habib Sabet                       | Ch. 3       |
| Tehran           | TVI          | Habib Sabet                       | Ch. 3       |
| — IRAQ —         |              |                                   |             |
| Baghdad          |              | Minister of Interior              | Ch. K-8     |
| — IRELAND —      |              |                                   |             |
| Dublin           |              | Radio Eireann                     |             |
| — ITALY —        |              |                                   |             |
| Acri             |              | Radiotelevisione Italiana         | Ch. H       |
| Barrea           |              | (Government Franchised Network)   | Ch. E       |
| Bolzano          |              | " " " "                           | Ch. D       |
| Capo Spartivento |              | " " " "                           | Ch. H       |
| Cascia           |              | " " " "                           | Ch. E       |
| Clma Penegal     |              | " " " "                           | Ch. F       |
| Claut            |              | " " " "                           | Ch. F       |
| Comelico         |              | " " " "                           | Ch. G       |
| Gambario         |              | " " " "                           | Ch. D       |
| Golfo di Salerno |              | " " " "                           | Ch. E       |
| Gorfigliano      |              | " " " "                           | Ch. H       |
| Gubbio           |              | " " " "                           | Ch. E       |
| Martina Franca   |              | " " " "                           | Ch. D       |
| Milano           |              | " " " "                           | Ch. D       |
| Monreale         |              | " " " "                           | Ch. D       |
| Monte Argentario |              | " " " "                           | Ch. E       |
| Monte Caerli     |              | " " " "                           | Ch. A       |
| Monte Cammarata  |              | " " " "                           | Ch. A       |
| Monte Conero     |              | " " " "                           | Ch. E       |
| Monte Falto      |              | " " " "                           | Ch. B       |
| Monte Favone     |              | " " " "                           | Ch. H       |
| Monte Lauro      |              | " " " "                           | Ch. F       |
| Monte Limbara    |              | " " " "                           | Ch. H       |
| Monte Nerone     |              | " " " "                           | Ch. A       |
| Monte Pelliga    |              | " " " "                           | Ch. H       |
| Monte Pellegrino |              | " " " "                           | Ch. H       |
| Monte Penice     |              | " " " "                           | Ch. B       |
| Monte Sambuco    |              | " " " "                           | Ch. H       |
| Monte Scuro      |              | " " " "                           | Ch. G       |
| Monte Serpeiddi  |              | " " " "                           | Ch. G       |
| Monte Serra      |              | " " " "                           | Ch. D       |
| Monte Soro       |              | " " " "                           | Ch. E       |
| Monte Venda      |              | " " " "                           | Ch. D       |
| Monte Vergine    |              | " " " "                           | Ch. D       |
| Pantellaria      |              | " " " "                           | Ch. G       |
| Pescara          |              | " " " "                           | Ch. F       |
| Pietrasanto      |              | " " " "                           | Ch. A       |
| Plateau Rosa     |              | " " " "                           | Ch. H       |

# FOREIGN TELEVISION STATIONS

| Location            | Call Letters | Licensee or Grantee         | Channel No. |
|---------------------|--------------|-----------------------------|-------------|
| Portofino           |              | Radio Televisione Italiana  | Ch. H       |
| Punta Badde Urbara  |              | " "                         | Ch. D       |
| Roma                |              | " "                         | Ch. G       |
| Roseto Capo Spulico |              | " "                         | Ch. F       |
| Salento             |              | " "                         | Ch. H       |
| San Cerbone         |              | " "                         | Ch. G       |
| San Marco Argentano |              | " "                         | Ch. H       |
| San Nicolao         |              | " "                         | Ch. A       |
| Seteli              |              | " "                         | Ch. H       |
| Torino              |              | " "                         | Ch. C       |
| Trapani             |              | " "                         | Ch. H       |
| Trieste             |              | " "                         | Ch. G       |
| — JAPAN —           |              |                             |             |
| Akita               | JOTE-TV      | Radio Tohoku                | Ch. 10      |
| Akita               | JOUK-TV      | NHK                         | Ch. 9       |
| Aomori              | JOGR-TV      | Radio Aomori                | Ch. 1       |
| Aomori              | JOTG-TV      | NHK                         | Ch. 2       |
| Fukui               | JOFG-TV      | NHK                         | Ch. 9       |
| Fukui               | JOPR-TV      | Fukui Bestg. Co. Ltd.       | Ch. 11      |
| Fukuoka             | JOIF-TV      | Kyushu Asahi Hosu           | Ch. 1       |
| 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     |
| Hammatsu            | JODG-TV      | NHK                         | Ch. 2       |
| Hiroshima           | JOER-TV      | Radio Chugoku               | Ch. 4       |
| Hiroshima           | JOFK-TV      | Bestg. Corp. of Japan (NHK) | Ch. J-3     |
| Hofu                | JOUG-TV      | NHK                         | Ch. 9       |
| Kagoshima           | JOHG-TV      | Japan Broadcasting Corp.    | Ch. J-3     |
| Kagoshima           | JOCF-TV      | Radio Minami Nippon         | Ch. 1       |
| Kanazawa            | JOJK-TV      | Bestg. Corp. of Japan (NHK) | Ch. J-4     |
| Kanazawa            | JOMR-TV      | Hokuriku Hosu               | Ch. 6       |
| Kochi               | JOZR-TV      | Radio Kochi                 | Ch. 8       |
| Kochi               | JORK-TV      | NHK                         | Ch. 4       |
| Kofu                | JOKG-TV      | NHK                         | Ch. 2       |
| 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      |
| Kushiro             | JOPG-TV      | NHK                         | Ch. 9       |
| Matsue              | JOTE-TV      | NHK                         | Ch. 6       |
| Matsuyama           | JOZK-TV      | Japan Broadcasting Corp.    | Ch. J-6     |
| Matsuyama           | JOAF-TV      | Nankai Hosu                 | Ch. 10      |
| Miyazaki            | JOMG-TV      | NHK                         | Ch. 8       |
| Miyazaki            | JONF-TV      | Radio Miyazaki              | Ch. 10      |
| Morioka             | JOQG-TV      | NIK                         | Ch. 4       |
| Morioka             | JODF-TV      | Iwate Hosu                  | Ch. 6       |
| Muroran             | JOQF-TV      | Hokkaido Bestg. Corp.       | Ch. 11      |
| Muroran             | JOIU-TV      | NHK                         | Ch. 9       |
| Nagano              | JONK-TV      | NHK                         | Ch. 9       |
| Nagasaki            | JOAG-TV      | NHK                         | Ch. 2       |
| Nagasaki            | JOUR-TV      | Nagasaki Bestg. Corp.       | Ch. 5       |
| Nagoya              | JOAR-TV      | Chubu Nippon Bestg. Corp.   | Ch. J-5     |
| Nagoya              | JOCK-TV      | Bestg. Corp. of Japan (NHK) | Ch. 3       |
| Nagoya              | JOEX-TV      | Tokai TV                    | Ch. 1       |
| Niigata             | JOQK-TV      | NHK                         | Ch. 2       |
| Niigata             | JODR-TV      | Radio Niigata               | Ch. 5       |
| Niihama             | JOZQ-TV      | NHK                         | Ch. 2       |
| Obihiro             | JOQG-TV      | NHK                         | Ch. 4       |
| Oita                | JOGF-TV      | Oita Bestg. Co. Ltd.        | Ch. 5       |
| Oita                | JOIF-TV      | NHK                         | Ch. 2       |
| Okayama             | JOKK-TV      | Bestg. Corp. of Japan (NHK) | Ch. J-5     |
| Okayama             | JOYR-TV      | Sanyo Bestg. Co.            | Ch. J-11    |
| Onomichi            | JODP-TV      | NHK                         | Ch. 7       |
| Osaka               | JOOR-TV      | Mainichi Bestg. Co. Ltd.    | Ch. 4       |
| Osaka               | JONR-TV      | Asahi Bestg. Co.            | Ch. 6       |
| Osaka               | JOBK-TV      | Bestg. Corp. of Japan (NHK) | Ch. J-2     |
| Osaka               | JOFO-TV      | Osaka TV Bestg. Corp.       | Ch. J-6     |
| Osaka               | JONR-TV      | Asahi Hosu                  | Ch. 6       |
| Osaka               | JOIX-TV      | Yomiuri 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 (NHK) | Ch. J-3     |
| Sapporo             | JOKN-TV      | Sapporo TV                  | Ch. 5       |
| Sasebo              | JOAT-TV      | NHK                         | Ch. 8       |
| Sendai              | JOHK-TV      | NHK                         | Ch. J-3     |
| Sendi               | JOIR-TV      | Tohoku Hosu                 | Ch. 1       |
| Shizuoka            | JOJK-TV      | Japan Broadcasting Corp.    | Ch. J-5     |
| Takamatsu           | JOKE-TV      | Nishi-Nippon Bestg. Co.     | Ch. J-9     |
| Tokushima           | JOXK-TV      | NHK                         | Ch. 3       |
| Tokushima           | JOJX-TV      | Shikoku Hosu                | Ch. 1       |
| Tokyo               | JOEX-TV      | Nippon Kyokko TV Ltd.       | Ch. 10      |
| Tokyo               | JOCX-TV      | Fuji Telecasting            | Ch. 8       |

# FOREIGN TELEVISION STATIONS

| Location                 | Call Letters | Licensee or Grantee                        | Channel No. |
|--------------------------|--------------|--------------------------------------------|-------------|
| Tokyo                    | JOAK-TV      | NHK                                        | Ch. J-3     |
| Tokyo                    | JOAX-TV      | Nippon TV Network Corp.                    | Ch. J-4     |
| Tokyo                    | JOKR-TV      | Radio Tokyo                                | Ch. J-6     |
| Tottori                  | JOJN-TV      | Nihonkai TV Hoso                           | Ch. 1       |
| Toyama                   | JOIR-TV      | Kita Nippon Hoso                           | Ch. 1       |
| Toyama                   | JOIG-TV      | NHK                                        | Ch. 3       |
| Tsuruoka                 | JOJP-TV      | NHK                                        | Ch. 3       |
| Wakamatsu                | JOHT-TV      | NHK                                        | Ch. 1       |
| Yahata-Shi               | JOHN-TV      | T.V. Nishi-Nippon                          | Ch. 10      |
| Yamagata                 | JOEF-TV      | Yamagata Hoso                              | Ch. 10      |
| Yamagata                 | JOJG-TV      | NHK                                        | Ch. 8       |
| — KENYA —                |              |                                            |             |
| Nairobi                  |              | Kenya Broadcasting Corp.                   | Ch. 4       |
| — LEBANON —              |              |                                            |             |
| Beirut                   |              | TV Co. of Lebanon (TCL)                    | Ch. 9       |
| Beirut                   |              | TV Co. of Lebanon (TCL)                    | Ch. 7       |
| Beirut                   |              | Tele Orient                                | Ch. 11      |
| — LUXEMBOURG —           |              |                                            |             |
| Louvigny                 |              | Compagnie Luxembourgeoise de Telediffusion | Ch. E-7     |
| — MALTA —                |              |                                            |             |
| Gharghur                 |              | The Malta Television Service Ltd.          | Ch. 10      |
| — MEXICO —               |              |                                            |             |
| Chihuahua                | XERA-TV      | Televisora de Chihuahua, S.A.              | Ch. 11      |
| Guadalajara              | XEHL-TV      | Televisora Tapatla                         | Ch. 6       |
| Guadalajara              | XEWO-TV      | Televisión de Occidente, S.A.              | Ch. 2       |
| Guadalajara              | XHJ-TV       | Televisora de Occidente                    | Ch. 1       |
| Hermosillo               | XEWH-TV      | TV de Hermosillo, S.A.                     | Ch. 6       |
| Juarez                   | XEJ-TV       | Televisión de la Frontera                  | Ch. 5       |
| Juarez                   | XEPM-TV      | Televisión de Ciudad Juarez                | Ch. 2       |
| Mexicali                 | XEM-TV       | Televisora de Mexicali                     | Ch. 3       |
| Mexico City              | XEW-TV       | Televimex, S.A.                            | Ch. 2       |
| Mexico City              | XEIP-TV      | Instituto Politecnico Nacional             | Ch. 4       |
| Monterrey                | XHX-TV       | Cadena Televisora del Norte                | Ch. 10      |
| Monterrey                | XEFB-TV      | Cadena Televisora del Norte                | Ch. 3       |
| Monterrey                | XET-TV       | Televisora del Norte                       | Ch. 6       |
| Nogales                  | XHFA-TV      | Televisión de Nogales                      | Ch. 2       |
| Nuevo Laredo             | XEFF-TV      | Nuevo Laredo TV, S.A.                      | Ch. 11      |
| Tampico                  | XHGO-TV      | Televisora del Golfo                       | Ch. 7       |
| Tijuana                  | XEWT-TV      | Televisora de Calimex                      | Ch. 12      |
| Tijuana                  | XETV         | Radio Televisión                           | Ch. 6       |
| Torreon                  | XELN-TV      | Televisora de la Laguna                    | Ch. 4       |
| — MONACO —               |              |                                            |             |
| Monte Carlo              | TMC          | Tele Monte Carlo                           | Ch. F-10    |
| — MORROCO —              |              |                                            |             |
| Casablanca               |              | Radiodiffusion TV Marocaine                |             |
| Rabat                    |              | Radiodiffusion TV Marocaine                |             |
| — NETHERLANDS —          |              |                                            |             |
| Goes                     |              | Nederlandse Televisie Stichting            | Ch. E-7     |
| Insom                    |              | Nederlandse Televisie Stichting            | Ch. E-6     |
| Lopik (Amsterdam)        |              | Nederlandse Televisie Stichting            | Ch. E-4     |
| Markelo                  |              | Nederlandse Televisie Stichting            | Ch. E-7     |
| Roermond                 |              | Nederlandse Televisie Stichting            | Ch. E-5     |
| Smilde                   |              | Nederlandse Televisie Stichting            | Ch. E-3     |
| — NETHERLANDS ANTILLES — |              |                                            |             |
| Curacao                  | PJC-TV       | Tele-Curacao                               | Ch. E-8     |
| — NEW ZEALAND —          |              |                                            |             |
| Auckland                 | NZBS-TV      | New Zealand Bestg. Svc. (Govt.)            | Ch. 2       |
| Dunedin                  | NZBS-TV      | New Zealand Bestg. Svc. (Govt.)            | Ch. 2       |
| Christchurch             | NZBS-TV      | New Zealand Bestg. Svc. (Govt.)            | Ch. 3       |
| Wellington               | NZBS-TV      | New Zealand Bestg. Svc. (Govt.)            | Ch. 1       |
| — NICARAGUA —            |              |                                            |             |
| Managua                  | YSNA-TV      | Televisión de Nicaragua                    | Ch. 8       |
| — NIGERIA —              |              |                                            |             |
| Enugu                    |              | Eastern Nigeria Bestg. Svc.                | Ch. 2       |
| Ibadan                   | WNTV         | Western Nigeria Radivision Svc.            | Ch. 4       |
| Kaduna                   | IAJI         | Northern Nigeria Television                | Ch. 4       |
| Lago                     |              | National Television                        | Ch. 10      |

# FOREIGN TELEVISION STATIONS

| Location                            | Call Letters | Licensee or Grantee                            | Channel No. |
|-------------------------------------|--------------|------------------------------------------------|-------------|
| <b>— NORWAY —</b>                   |              |                                                |             |
| Bergen                              |              | Norsk Rikskringkasting                         | Ch. 9       |
| Drammen                             |              | Norsk Rikskringkasting                         | Ch. 9       |
| Kongsberg                           |              | Norsk Rikskringkasting                         | Ch. 4       |
| Oslo                                |              | Norsk Rikskringkasting                         | Ch. 6       |
| <b>— PANAMA —</b>                   |              |                                                |             |
| Panama City                         | HOHM-TV      | RPC-TV                                         | Ch. 4       |
| Panama City                         | HOU-34       | Televisoria Nacional                           | Ch. 2       |
| <b>— PERU —</b>                     |              |                                                |             |
| Arequipa                            |              | Televisora Sur Peruna                          | Ch. 2       |
| Lima                                |              | El Sol TV                                      | Ch. 9       |
| Lima                                | OAD-TV       | Ministry of Education                          | Ch. 7       |
| Lima                                |              | R. Panamericana                                | Ch. 13      |
| Lima                                |              | R. America                                     | Ch. 4       |
| <b>— PHILIPPINES —</b>              |              |                                                |             |
| Manila                              | DZAG-TV      | Bolinao Electronics Corp.                      | Ch. 3       |
| Manila                              | DZXL-TV      | Chronicle Bestg.                               | Ch. 9       |
| Maui                                | DZTV         | Inter-Island Bestg.                            | Ch. 13      |
| Quezon City                         | DZBB-TV      | Republic Bestg. System                         | Ch. 7       |
| <b>— POLAND —</b>                   |              |                                                |             |
| Budgoszcz                           |              | Polskie Radio (Govt.)                          | Ch. R-6     |
| Gdansk                              |              | Polskie Radio (Govt.)                          | Ch. R-3     |
| Katowice                            |              | Polskie Radio (Govt.)                          | Ch. R-6     |
| Lodz                                |              | Polskie Radio (Govt.)                          | Ch. R-5     |
| Olsztyn                             |              | Polskie Radio (Govt.)                          | Ch. R-6     |
| Posnan                              |              | Polskie Radio (Govt.)                          | Ch. R-6     |
| Warsaw                              |              | Polskie Radio (Govt.)                          | Ch. R-III   |
| <b>— PORTUGAL —</b>                 |              |                                                |             |
| Foia                                |              | Radiotelevisao Portuguesa (Govt.-Private)      | Ch. E-5     |
| Lisbon                              |              | Radiotelevisao Portuguesa (Govt.-Private)      | Ch. E-7     |
| Lousa                               |              | Radiotelevisao Portuguesa (Govt.-Private)      | Ch. E-3     |
| Montejunto                          |              | Radiotelevisao Portuguesa (Govt.-Private)      | Ch. E-6     |
| Porta                               |              | Radiotelevisao Portuguesa (Govt.-Private)      | Ch. E-9     |
| <b>— RHODESIA &amp; NYASALAND —</b> |              |                                                |             |
| Bulawayo                            |              | Rhodesia Television Ltd.                       | Ch. 3       |
| Kitwe                               |              | Rhodesia Television Ltd.                       | Ch. 4       |
| Salisbury                           |              | Rhodesia Television Ltd.                       | Ch. 4       |
| <b>— RUMANIA —</b>                  |              |                                                |             |
| Bucharest                           |              | Radiodifuziunea Si Televiziunea Romina (Govt.) | Ch. E-III   |
| <b>— RYUKYU ISLANDS —</b>           |              |                                                |             |
| Naha                                | KSDW-TV      | Okinawa Television Bestg. Co. Ltd.             | Ch. 10      |
| Naha                                | KSAR-TV      | Ryukyu Bestg. Corp. Ltd.                       | Ch. 12      |
| <b>— SAUDI ARABIA —</b>             |              |                                                |             |
| Dhahran                             | HZ-22-TV     | Arabian-American Oil Company                   | Ch. 2       |
| <b>— SIERRA LEONE —</b>             |              |                                                |             |
| Freetown                            |              | Sierra Leone Television Service                | Ch. 2       |
| <b>— SPAIN —</b>                    |              |                                                |             |
| Barcelona                           |              | Government                                     | Ch. E-4     |
| Bilbao                              |              | Government                                     | Ch. E-4     |
| Madrid                              |              | Radio Nacional de Espana (Govt.)               | Ch. E-3     |
| Madrid                              |              | Govt.                                          | Ch. 2       |
| Tortosa                             |              | Government                                     | Ch. E-10    |
| Valencia                            |              | Government                                     | Ch. E-5     |
| Zaragoza                            |              | Government                                     | Ch. E-3     |
| <b>— SWEDEN —</b>                   |              |                                                |             |
| Anderstorp                          |              | Government                                     | Ch. E-9     |
| Ange                                |              | Government                                     | Ch. E-8     |
| Bollnas                             |              | Government                                     | Ch. E-6     |
| Borlange                            |              | Government                                     | Ch. E-10    |
| Boras                               |              | Government                                     | Ch. E-6     |
| Emmaboda                            |              | Government                                     | Ch. E-8     |
| Gavle                               |              | A. B. Radiotjangst                             | Ch. E-9     |
| Goteborg                            |              | A.B. Radiotjangst (Govt.)                      | Ch. E-9     |
| Horby                               |              | Govt.                                          | Ch. 2       |
| Jonkoping                           |              | Government                                     | Ch. E-8     |
| Karlskrona                          |              | Government                                     | Ch. E-9     |
| Kalstad                             |              | Government                                     | Ch. E-5     |
| Linkoping                           |              | Government                                     | Ch. E-9     |
| Lycksele                            |              | Government                                     | Ch. E-8     |
| Malmo                               |              | A.B. Radiotjangst (Govt.)                      | Ch. E-10    |
| Norrkoping                          |              | A.B. Radiotjangst (Govt.)                      | Ch. E-5     |

# FOREIGN TELEVISION STATIONS

| Location                                                           | Call Letters | Licensee or Grantee           | Channel No. |
|--------------------------------------------------------------------|--------------|-------------------------------|-------------|
| Nassjo                                                             |              | Government                    | Ch. E-10    |
| Orebro                                                             |              | Government                    | Ch. E-2     |
| Ornskoldsvik                                                       |              | Government                    | Ch. E-6     |
| Ostersund                                                          |              | Government                    | Ch. E-4     |
| Stockholm                                                          |              | A.B. Radiotjansgt (Govt.)     | Ch. E-1     |
| Varberg                                                            |              |                               | Ch. 10      |
| Visby                                                              |              | Government                    | Ch. E-9     |
| Vannas                                                             |              | Government                    | Ch. E-2     |
| Vastervik                                                          |              | Government                    | Ch. E-6     |
| Vasteras                                                           |              | Government                    | Ch. E-8     |
| Vaxlo                                                              |              | Government                    | Ch. E-5     |
| — SWITZERLAND —                                                    |              |                               |             |
| Basel                                                              |              | Swiss General Post Office     | Ch. E-10    |
| Bern                                                               |              | Swiss General Post Office     | Ch. E-2     |
| Geneva                                                             |              | Swiss General Post Office     | Ch. E-4     |
| Monte Ceneri                                                       |              | Swiss General Post Office     | Ch. E-5     |
| Santis                                                             |              | Swiss General Post Office     | Ch. E-7     |
| Sion (Valais)                                                      |              | Swiss General Post Office     | Ch. E-6     |
| Tramelan                                                           |              | Swiss General Post Office     | Ch. E-11    |
| Zurich                                                             |              | Swiss General Post Office     | Ch. E-3     |
| — SYRIA —                                                          |              |                               |             |
| Aleppo                                                             |              | Syrian Television (Govt.)     | Ch. 5       |
| Damascus                                                           |              | Syrian Television (Govt.)     | Ch. 5       |
| Homs                                                               |              | Syrian Television (Govt.)     | Ch. 7       |
| — TAIWAN —                                                         |              |                               |             |
| Taipei                                                             |              | Taiwan Television Enterprises |             |
| — THAILAND —                                                       |              |                               |             |
| Bangkok                                                            | HST-TV       | Thai-Television Co.           | Ch. 4       |
| — TRINIDAD & TOBAGO —                                              |              |                               |             |
| Port of Spain                                                      |              | Trinidad & Tobago TV Co. Ltd. | Ch. 2       |
| — TURKEY —                                                         |              |                               |             |
| Istanbul                                                           |              | Teknik Universalte            | Ch. E-4     |
| — UNITED ARAB REPUBLIC —                                           |              |                               |             |
| Alexandria                                                         |              | U.A.R. Bestg. Corp.           | Ch. E-6     |
| Assuan                                                             |              | U.A.R. Bestg. Corp.           | Ch. E-5     |
| Bush                                                               |              | U.A.R. Bestg. Corp.           | Ch. E-9     |
| Cairo                                                              |              | U.A.R. Bestg. Corp.           | Ch. E-9     |
| Cairo                                                              |              | U.A.R. Bestg. Corp.           | Ch. E-5     |
| Cairo                                                              |              | U.A.R. Bestg. Corp.           | Ch. E-7     |
| Ismailla                                                           |              | U.A.R. Bestg. Corp.           | Ch. E-6     |
| Kassasin                                                           |              | U.A.R. Bestg. Corp.           | Ch. E-9     |
| Marghagita                                                         |              | U.A.R. Bestg. Corp.           | Ch. E-5     |
| Mallawi                                                            |              | U.A.R. Bestg. Corp.           | Ch. E-9     |
| Mansoura                                                           |              | U.A.R. Bestg. Corp.           | Ch. E-8     |
| el-Minya                                                           |              | U.A.R. Bestg. Corp.           | Ch. E-7     |
| Qusya                                                              |              | U.A.R. Bestg. Corp.           | Ch. E-6     |
| Suez                                                               |              | U.A.R. Bestg. Corp.           | Ch. E-9     |
| — UNITED KINGDOM —                                                 |              |                               |             |
| (For Independent Television Authority (ITA) Stations See Page 971) |              |                               |             |
| British Bestg. Corp.—BBC<br>(Public Owned Television Service)      |              |                               |             |
| Brighton                                                           |              | BBO                           | Ch. B-2     |
| Central Scotland                                                   |              | BBC                           | Ch. B-3     |
| Channel Isles                                                      |              | BBC                           | Ch. B-4     |
| Divis                                                              |              | BBO                           | Ch. 1       |
| Dover                                                              |              | BBC                           | Ch. B-2     |
| Folkestone                                                         |              | BBC                           | Ch. B-4     |
| Hastings                                                           |              | BBC                           | Ch. 4       |
| Holme Moss                                                         |              | BBC                           | Ch. 2       |
| Isle of Man                                                        |              | BBO                           | Ch. B-5     |
| Isle of Wight                                                      |              | BBC                           | Ch. B-3     |
| Llandona                                                           |              | BBO                           | Ch. 1       |
| London                                                             |              | BBO                           | Ch. B-1     |
| Londonderry                                                        |              | BBO                           | Ch. B-2     |
| Mannigtree                                                         |              | BBO                           | Ch. 4       |
| Meldrum                                                            |              | BBO                           | Ch. 4       |
| Morecambe Bay                                                      |              | BBO                           | Ch. 3       |
| North Hessary Tor                                                  |              | BBO                           | Ch. 2       |
| Norwich                                                            |              | BBC                           | Ch. B-3     |
| Orkney                                                             |              | BBC                           | Ch. 5       |
| Oxford                                                             |              | BBC                           | Ch. 2       |
| Peterborough                                                       |              | BBO                           | Ch. B-5     |
| Pontop Pike                                                        |              | BBC                           | Ch. 5       |
| Redruth                                                            |              | BBC                           | Ch. 1       |
| Rosemarkle                                                         |              | BBO                           | Ch. 2       |



# FOREIGN TELEVISION STATIONS

| Location         | Call Letters | Licensor or Grantee                              | Channel No. |
|------------------|--------------|--------------------------------------------------|-------------|
| Sandale          |              | BBC                                              | Ch. 4       |
| Sutton Coldfield |              | BBC                                              | Ch. 4       |
| Thrumster        |              | BBC                                              | Ch. B 1     |
| Wenvoe           |              | BBC                                              | Ch. 5       |
| West Wales       |              | BBC                                              | Ch. B-3     |
| — URUGUAY —      |              |                                                  |             |
| Montevideo       | CXA-TV       | Sociedad Anonima Emisoras de Television Y Anexos | Ch. 10      |
| Montevideo       | CXA-TV       | Monto Carlo TV                                   | Ch. 4       |
| Montevideo       | CXA-TV       | Televisora Larrauga                              | Ch. 12      |
| — USSR —         |              |                                                  |             |
| Alma Ata         |              | Government                                       |             |
| Baku             |              | Government                                       |             |
| Barnaul          |              | Government                                       |             |
| Biisk            |              | Government                                       |             |
| Blagoveschensk   |              | 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   |
| Maladan          |              | Government                                       |             |
| Minsk            |              | Government                                       |             |
| Moscow           |              | Government                                       | Ch. R-II    |
| Moscow           |              | Government                                       | Ch. R-IV    |
| Murmansk         |              | Government                                       |             |
| Nalchik          |              | Government                                       |             |
| Novosibirsk      |              | Government                                       |             |
| Odessa           |              | Government                                       | Ch. R-II    |
| Omsk             |              | Government                                       |             |
| Perm             |              | Government                                       |             |
| Raychikhinsk     |              | Government                                       |             |
| Riga             |              | Government                                       | Ch. R-III   |
| Rostov-on-Don    |              | Government                                       |             |
| Saratov          |              | Government                                       |             |
| Sevastopol       |              | Government                                       |             |
| Stalino          |              | Government                                       |             |
| Stalinogorsk     |              | Government                                       |             |
| Sverdlovsk       |              | Government                                       |             |
| Tallin           |              | Government                                       | Ch. R-III   |
| Tashkent         |              | Government                                       |             |
| Tbilisi          |              | Government                                       |             |
| Tomsk            |              | Government                                       |             |
| Ust Kamenogorsk  |              | Government                                       |             |
| Vnutino          |              | Government                                       |             |
| Vilnius          |              | Government                                       |             |
| Vinnitsa         |              | Government                                       |             |
| Vladimir         |              | Government                                       |             |
| Vladivostok      |              | Government                                       |             |
| Vorkuta          |              | Government                                       |             |
| Voronezh         |              | Government                                       |             |
| Yaroslavl        |              | Government                                       |             |
| Yerevan          |              | Government                                       |             |
| — VENEZUELA —    |              |                                                  |             |
| Caracas          | YVKA-TV      | Televisora Nacional (Govt.)                      | Ch. 5       |
| Caracas          | YVLV-TV      | Televisa Venezolana                              | Ch. 4       |
| Caracas          | YVKS-TV      | Radio Caracas TV                                 | Ch. 2       |
| Maracaibo        | YVMP-TV      | Ondas de Lago TV                                 | Ch. 13      |
| Valencia         | YVLD-TV      | Radio Valencia TV                                | Ch. 3       |
| — YUGOSLAVIA —   |              |                                                  |             |
| Belgrade         |              | Radiotelevision Yougoslave (Govt.)               | Ch. 6       |
| Belgrade         |              | Radiotelevision Yougoslave (Govt.)               | Ch. 10      |
| Ljubljana        |              | Radiotelevision Yougoslave (Govt.)               | Ch. 5       |
| Ljubljana        |              | Radiotelevision Yougoslave (Govt.)               | Ch. 6       |
| Sarajevo         |              | Radiotelevision Yougoslave (Govt.)               | Ch. 6       |
| Zagreb           |              | Radiotelevision Yougoslave (Govt.)               | Ch. 9       |
| Zagreb           |              | Radiotelevision Yougoslave (Govt.)               | Ch. 5       |

# World-wide Distribution of Radio Sets and Wired Speakers, 1962

At the end of 1962 there were more than 232 million radio sets and about 45 million wired speakers in the world exclusive of the United States and Canada—a modest increase of almost 1,700,000 wired speakers (four per cent) and an extraordinary addition of some 31 million radio sets (15 per cent) since the beginning of the year.

The greatest expansion took place in the Far East, notably in Japan, the recognized leader in the production of transistor sets for both internal use and export. The estimated number of radio sets in use in Japan doubled during the year.

Another area of substantial expansion in radio sets was Latin America, where there was an increase of almost 4½ million receivers, compared with less than two million in 1961. Most of the other areas of the world also registered a steady growth in the number of radio sets.

At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly developing countries. Figures are rounded to the nearest thousand in all tables.

## WESTERN EUROPE December 31, 1962

| Area                         | Radio Sets | Wired Speakers<br>(Additional) |
|------------------------------|------------|--------------------------------|
| Andorra                      | 3,000      | .....                          |
| Austria                      | 2,170,000  | 20,000                         |
| Belgium                      | 2,940,000  | 139,000                        |
| Denmark                      | 1,535,000  | .....                          |
| Finland                      | 1,355,000  | .....                          |
| France                       | 11,000,000 | .....                          |
| W. Germany (Incl. W. Berlin) | 17,143,000 | 102,000                        |
| Gibraltar                    | 5,000      | 600                            |
| Iceland                      | 75,000     | .....                          |
| Ireland                      | 511,000    | .....                          |
| Italy                        | 9,421,000  | .....                          |
| Liechtenstein                | 3,000      | 400                            |
| Luxembourg                   | 101,000    | .....                          |
| Malta                        | 24,000     | 49,000                         |
| Monaco                       | 6,000      | .....                          |
| Netherlands                  | 3,105,000  | 468,000                        |
| Norway                       | 1,052,000  | .....                          |
| Portugal                     | 1,132,000  | .....                          |
| San Marino                   | 2,000      | .....                          |
| Spain                        | 8,000,000  | .....                          |
| Sweden                       | 3,043,000  | .....                          |
| Switzerland                  | 1,146,000  | 412,000                        |
| United Kingdom               | 16,119,000 | 665,000                        |
| Yugoslavia                   | 2,121,000  | .....                          |

## EASTERN EUROPE (COMMUNIST BLOC)

|                |            |            |
|----------------|------------|------------|
| Albania        | 40,000     | 18,000     |
| Bulgaria       | 1,080,000  | 600,000    |
| Czechoslovakia | 3,174,000  | 480,000    |
| East Germany   | 5,633,000  | .....      |
| Hungary        | 2,133,000  | 254,000    |
| Poland         | 4,215,000  | 1,456,000  |
| Rumania        | 1,523,000  | 760,000    |
| USSR           | 32,000,000 | 32,000,000 |

Source: United States Information Agency.

# WORLD-WIDE DISTRIBUTION OF RADIO SETS

## NEAR EAST & SOUTH ASIA

### Far East

| <i>Country</i>                     | <i>Radio Sets</i> | <i>Wired Speakers<br/>(Additional)</i> |
|------------------------------------|-------------------|----------------------------------------|
| Aden .....                         | 60,000            | .....                                  |
| Algeria .....                      | 1,000,000         | .....                                  |
| Bahrain .....                      | 25,000            | .....                                  |
| Iraq .....                         | 800,000           | .....                                  |
| Jordan .....                       | 145,000           | .....                                  |
| Kuwait .....                       | 100,000           | .....                                  |
| Lebanon .....                      | 300,000           | 3,000                                  |
| Libya .....                        | 86,000            | .....                                  |
| Morocco .....                      | 625,000           | .....                                  |
| Saudi Arabia .....                 | 25,000            | .....                                  |
| Sudan .....                        | 135,000           | .....                                  |
| Syrian Arab Republic .....         | 428,000           | .....                                  |
| Tunisia .....                      | 225,000           | .....                                  |
| United Arab Republic (Egypt) ..... | 1,600,000         | .....                                  |

### Near East (Non-Arab)

|                   |           |       |
|-------------------|-----------|-------|
| Afghanistan ..... | 65,000    | ..... |
| Cyprus .....      | 120,000   | ..... |
| Greece .....      | 1,200,000 | ..... |
| Iran .....        | 1,400,000 | ..... |
| Israel .....      | 556,000   | ..... |
| Turkey .....      | 1,709,000 | ..... |

### South Asia

|                |           |        |
|----------------|-----------|--------|
| Ceylon .....   | 388,000   | 12,000 |
| India .....    | 2,999,000 | .....  |
| Nepal .....    | 30,000    | .....  |
| Pakistan ..... | 700,000   | .....  |

## AFRICA (NON-ARAB)

|                                      |         |        |
|--------------------------------------|---------|--------|
| Angola .....                         | 70,000  | .....  |
| Bechuanaland .....                   | 3,000   | .....  |
| Burundi .....                        | 14,000  | .....  |
| Cameroun .....                       | 40,000  | .....  |
| Cape Verde Islands .....             | 5,000   | .....  |
| Central African Republic .....       | 15,000  | .....  |
| Chad .....                           | 17,000  | .....  |
| Congo Republic (Leopoldville) .....  | 175,000 | .....  |
| Congo Republic (Brazzaville) .....   | 11,000  | .....  |
| Dahomey .....                        | 25,000  | .....  |
| Ethiopia .....                       | 150,000 | .....  |
| Gabon .....                          | 35,000  | .....  |
| Gambia .....                         | 2,000   | .....  |
| Ghana .....                          | 400,000 | 48,000 |
| Guinea .....                         | 100,000 | .....  |
| Guinea, Portuguese .....             | 2,000   | .....  |
| Guinea, Spanish .....                | 2,000   | .....  |
| Ivory Coast .....                    | 170,000 | .....  |
| Kenya .....                          | 188,000 | 2,000  |
| Liberia .....                        | 60,000  | .....  |
| Malagasy Republic (Madagascar) ..... | 180,000 | .....  |
| Mali .....                           | 15,000  | .....  |
| Mauretania .....                     | 15,000  | .....  |
| Mauritius .....                      | 42,000  | .....  |
| Mozambique .....                     | 100,000 | .....  |

(Continued on Next Page)

# WORLD-WIDE DISTRIBUTION OF RADIO SETS

| <i>Country</i>                      | <i>Radio Sets</i> | <i>Wired Speakers<br/>(Additional)</i> |
|-------------------------------------|-------------------|----------------------------------------|
| Niger .....                         | 15,000            | .....                                  |
| Nigeria .....                       | 620,000           | 140,000                                |
| Reunion .....                       | 17,000            | .....                                  |
| Rhodesia and Nyasaland (Fed.) ..... | 150,000           | .....                                  |
| Senegal .....                       | 200,000           | .....                                  |
| Sierra Leone .....                  | 62,000            | 4,000                                  |
| Somali Republic .....               | 24,000            | .....                                  |
| Somaliland, French .....            | 8,000             | .....                                  |
| South Africa, Republic of .....     | 1,140,000         | 10,700                                 |
| Tanganyika .....                    | 118,000           | .....                                  |
| Togo .....                          | 18,000            | 300                                    |
| Uganda .....                        | 137,000           | .....                                  |
| Upper Volta .....                   | 20,000            | .....                                  |
| Zanzibar and Pemba .....            | 25,000            | .....                                  |

## FAR EAST

### Non-Communist

|                             |            |           |
|-----------------------------|------------|-----------|
| Australia .....             | 2,305,000  | .....     |
| Borneo (North) .....        | 20,000     | .....     |
| Burma .....                 | 157,000    | .....     |
| Cambodia .....              | 132,000    | .....     |
| Fiji Islands .....          | 30,000     | .....     |
| Hong Kong .....             | 240,000    | 48,000    |
| Indonesia .....             | 1,400,000  | 10,000    |
| Japan .....                 | 31,169,000 | 1,500,000 |
| South Korea .....           | 1,514,000  | 65,000    |
| Laos .....                  | 66,000     | .....     |
| Macau .....                 | 10,000     | .....     |
| Malaya .....                | 452,000    | 29,000    |
| New Caledonia .....         | 6,000      | .....     |
| New Zealand .....           | 623,000    | .....     |
| Philippines .....           | 1,600,000  | 4,000     |
| Ryukyu Islands .....        | 25,000     | .....     |
| Samoa .....                 | 5,000      | .....     |
| Sarawak and Brunei .....    | 47,000     | .....     |
| Singapore .....             | 115,000    | 52,000    |
| Solomon Islands (Br.) ..... | 3,000      | .....     |
| Tahiti .....                | 17,000     | .....     |
| Taiwan .....                | 1,100,000  | .....     |
| Thailand .....              | 3,000,000  | 13,000    |
| South Vietnam .....         | 1,200,000  | .....     |

### Communist

|                       |           |           |
|-----------------------|-----------|-----------|
| China .....           | 4,500,000 | 4,570,000 |
| Korea (North) .....   | 162,000   | 794,000   |
| Mongolia .....        | 20,000    | 34,000    |
| Vietnam (North) ..... | 300,000   | .....     |

# WORLD-WIDE DISTRIBUTION OF RADIO SETS

## LATIN AMERICA & CARIBBEAN

| <i>Country</i>            | <i>Radio Sets</i> | <i>Wired Speakers<br/>(Additional)</i> |
|---------------------------|-------------------|----------------------------------------|
| Argentina .....           | 5,500,000         | .....                                  |
| Bolivia .....             | 350,000           | .....                                  |
| Brazil .....              | 7,450,000         | .....                                  |
| Chile .....               | 1,500,000         | .....                                  |
| Colombia .....            | 3,500,000         | .....                                  |
| Costa Rica .....          | 109,000           | .....                                  |
| Cuba .....                | 1,300,000         | .....                                  |
| Dominican Republic .....  | 200,000           | .....                                  |
| Ecuador .....             | 500,000           | .....                                  |
| El Salvador .....         | 600,000           | .....                                  |
| Guatemala .....           | 198,000           | .....                                  |
| Haiti .....               | 68,000            | .....                                  |
| Honduras .....            | 125,000           | .....                                  |
| Jamaica .....             | 280,000           | 13,000                                 |
| Mexico .....              | 4,500,000         | .....                                  |
| Nicaragua .....           | 150,000           | .....                                  |
| Panama .....              | 300,000           | .....                                  |
| Paraguay .....            | 160,000           | .....                                  |
| Peru .....                | 1,100,000         | .....                                  |
| Trinidad and Tobago ..... | 37,000            | 15,000                                 |
| Uruguay .....             | 590,000           | .....                                  |
| Venezuela .....           | 2,100,000         | .....                                  |

## WESTERN HEMISPHERE POSSESSIONS

|                   |         |        |
|-------------------|---------|--------|
| British .....     | 260,000 | 26,000 |
| French .....      | 68,000  | .....  |
| Greenland .....   | 6,000   | .....  |
| Netherlands ..... | 120,000 | .....  |

## AREA TOTALS

| <i>Country</i>                      | <i>Radio Sets</i> | <i>Wired Speakers<br/>(Additional)</i> |
|-------------------------------------|-------------------|----------------------------------------|
| Western Europe* .....               | 82,012,000        | 1,856,000                              |
| Eastern Europe .....                | 49,798,000        | 35,568,000                             |
| Near East and South Asia.....       | 14,721,000        | 15,000                                 |
| Arab World .....                    | (5,554,000)       | (3,000)                                |
| Near East (Non-Arab).....           | (5,050,000)       | .....                                  |
| South Asia .....                    | (4,117,000)       | (12,000)                               |
| Africa (Non-Arab) .....             | 4,390,000         | 205,000                                |
| Far East .....                      | 50,218,000        | 7,119,000                              |
| Non-Communist countries .....       | (45,236,000)      | (1,721,000)                            |
| Communist countries .....           | (4,982,000)       | (5,398,000)                            |
| Latin America and Caribbean.....    | 30,617,000        | 28,000                                 |
| Western Hemisphere Possessions..... | 454,000           | 26,000                                 |
| British .....                       | (260,000)         | (26,000)                               |
| French .....                        | (68,000)          | (26,000)                               |
| Greenland .....                     | (6,000)           | .....                                  |
| Netherlands .....                   | (120,000)         | .....                                  |
| World Total** .....                 | 232,210,000       | 44,817,000                             |

\* Exclusive of the United States and Canada.

\*\* Includes Yugoslavia.

Jerry Ferris





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*President*

**Henry Okun**

*General Manager*

# Radio & Television Artists

## —Their Work During 1962—

### — A —

**AAKER, LEE**  
The Adventures of Rin Tin Tin  
Tin  
CBS-TV

**ADAMS, DON**  
Flair, ABC Radio; Perry  
Como's Kraft Music Hall  
NBC-TV

**ADAMS, EDIE**  
Here's Edie  
ABC-TV

**ADAMS, NICK**  
Saints & Sinners  
NBC-TV

**ALAMPI, RUTH**  
Flair  
ABC Radio

**ALBERTSON, JACK**  
Ensign O'Toole  
NBC-TV

**ALDRIDGE, MICHAEL**  
Laudes Evangelii  
CBS-TV

**ALLEN, MARTY**  
Flair  
ABC Radio

### ALLEN, MEL

**ALLENBY, PEGGY**  
The Edge of Night  
CBS-TV

**ALLISON, FRAN**  
Breakfast Club & Flair  
ABC Radio

**AMECHE, DON**  
International Showtime  
NBC-TV

**AMSTERDAM, MOREY**  
Flair, ABC Radio; The Dick  
Van Dyke Show, CBS-TV

**ANDERSON, DOUGLAS**  
Magic Midway  
NBC-TV

**ANDERSON, EDDIE**  
The Jack Benny Program  
CBS-TV

**ANDERSON, HERB OSCAR**  
Breakfast Club  
ABC Radio

**ANDERSON, HERBERT**  
Dennis the Menace  
CBS-TV

### ANDREWS, JULIE

Julie & Carol at Carnegie  
Hall  
CBS-TV

**ARNESS, JAMES**  
Gunsmoke  
CBS-TV

**ASTAIRE, FRED**  
Alcoa Premiere  
ABC-TV

**ASTIN, JOHN**  
I'm Dickens . . . He's Fenster  
ABC-TV

### — B —

**BACKUS, JIM**  
Flair, ABC Radio; Monitor,  
NBC Radio

**BAER, MAX**  
The Beverly Hillbillies  
CBS-TV

**BAGDASARIAN, ROSS**  
The Alvin Show  
CBS-TV

**BAILEY, BILL**  
Magic Midway  
NBC-TV

**BAILEY, JACK**  
Queen For a Day  
ABC-TV



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## RADIO AND TV ARTISTS

**BAILEY, RAYMOND**  
The Beverly Hillbillies  
CBS-TV

**BAIRD, JIMMY**  
Fury  
NBC-TV

**BAKER, MICHAEL**  
B. June 15, 1926, St. Thomas,  
Ontario, Canada, Narrator for  
Cellomatic, Screen Gems, TvB,  
etc. Commercial Announcer and  
Character Voices, Pat Boone,  
Perry Como, Andy Williams  
Shows

**BALL, LUCILLE**  
Opening Night, The Lucy  
Show, The Good Years  
CBS-TV

**BALLARD, KAYE**  
Perry Como's Kraft Music  
Hall  
NBC-TV

**BALSAM, MARTIN**  
Footnote to Fame  
CBS-TV

**BANGHART, KENNETH**  
In New York  
CBS Radio

**BANKS, EMILY**  
Say When  
NBC-TV

**BATTELLE, PHYLLIS**  
Flair  
ABC Radio

**BAUER, CHARITA**  
The Guiding Light  
CBS-TV

**BAVIER, FRANCES**  
The Andy Griffith Show  
CBS-TV

**BEAUMONT, HUGH**  
Leave It to Beaver  
ABC-TV

### BECK, JACKSON

**BECKER, SANDY**  
King Leonardo  
NBC-TV

**BER, JACQUELINE**  
77 Sunset Strip  
ABC-TV

**BELLAMY, RALPH**  
Saturday's Children  
CBS-TV

**BELLAVER, HARRY**  
Naked City  
ABC-TV

### BELLINO, BARBARA J.

B. September 24, 1931, Pontiac,  
Ill. Romper Room, KTLA-TV, Los  
Angeles, Calif.

**BENADARET, BEA**  
The Beverly Hillbillies  
CBS-TV

**BENNY, JACK**  
Opening Night, The Jack  
Benny Program  
CBS-TV

**BENZELL, MIMI**  
Flair  
ABC Radio

**BERG, GERTRUDE**  
Flair  
ABC Radio

### BERLE, MILTON

**BERNSTEIN, LEONARD**  
Leonard Bernstein & The  
New York Philharmonic  
CBS-TV

**BETHUNE, ZINA**  
Miss Teenage America  
Coronation, The Nurses  
CBS-TV

**BILLINGSLEY, BARBARA**  
Leave It to Beaver  
ABC-TV

**BLAINE, JIMMY**  
Flair  
ABC Radio

**BLAINE, MARTIN**  
Young Dr. Malone  
NBC-TV

**BLAKE, AMANDA**  
Gunsmoke  
CBS-TV

**BLAKE, WHITNEY**  
Hazel  
NBC-TV

### BLANC, MEL

**BLOCKER, DAN**  
Henry Fonda & the Family  
CBS-TV;  
Bonanza, NBC-TV

### BOND, BRYCE B.

B. December 21, 1928, Plainfield,  
N. J. Comedy Album on Strand  
Records; Specializing in Trick  
Voices. Stereo Dance Party,  
Moondial Show, Interview Show,  
The Top of the Six's, Sundial  
Show, all WTFM, New York;  
Naked City, ABC-TV; Defenders,  
CBS-TV

Denise Lor



G. A. C.



**WILLIAM B. WILLIAMS**

**WNEW**



## RADIO AND TV ARTISTS

**BOONE, RICHARD**  
Have Gun, Will Travel  
CBS-TV

**BOOTH, SHIRLEY**  
Hazel  
NBC-TV

**BORGNINE, ERNEST**  
McHale's Navy  
ABC-TV

**BOYD, JOHNNY**  
Flair  
ABC Radio

**BRADY, PAT**  
The Roy Rogers Show  
CBS-TV

**BRAND, OSCAR**  
Flair  
ABC Radio

**BRANDON, PETER**  
Young Dr. Malone  
NBC-TV

**BRANNUM, LUMPY**  
Captain Kangaroo  
CBS-TV

**BRASSELLE, KEEFE**  
Keefe Brasselle's Variety  
Gardens  
CBS-TV

**BRENNAN, WALTER**  
The Real McCoys  
CBS-TV

**BRESEE, FRANK**  
B. August 20, 1929, Los Angeles,  
Calif. Truth or Consequences,  
NBC-TV; Monitor, NBC Radio

**BRIDGES, BEAU**  
Ensign O'Toole  
NBC-TV

**BRIDGES, LLOYD**  
Kaiser Presents the Lloyd  
Bridges Show  
CBS-TV

**BRIGGS, LILLIAN**

**BRINEGAR, PAUL**  
Rawhide  
CBS-TV

**BRISTOL, LEE**  
Flair  
ABC Radio

**BRITTEN, BILL**

**BROOKS, NATALIE**  
Flair  
ABC Radio

**BROTHERS, JOYCE**  
The Joyce Brothers Show  
ABC Radio

**BROWN, JAMES**  
The Adventures of Rin Tin  
Tin  
CBS-TV

**BRUDER, PATRICIA**  
As the World Turns  
CBS-TV

**BRYCE, ED**  
The Guiding Light  
CBS-TV

**BUNTROCK, BOBBY**  
Hazel  
NBC-TV

**BURKE, DR. ALBERT**  
The Dr. Albert Burke Show  
ABC Radio; Probe, WPIX-TV

**BURKE, PAUL**  
Naked City  
ABC-TV

**BURNETT, CAROL**  
Carol Burnett-Richard Hayes  
Show, CBS Radio; Julie & Carol  
at Carnegie Hall, CBS-TV; The  
Garry Moore Show, CBS-TV

**BURNS, STAN Z.**  
WINS, New York, N. Y.

**BURR, RAYMOND**  
Perry Mason  
CBS-TV

**BURTON, RICHARD**  
Valiant Years  
ABC-TV

**BUTTON, DICK**  
Flair  
ABC Radio

**BUXTON, FRANK**  
Discovery '63  
ABC-TV

**BYINGTON, SPRING**  
Laramie  
NBC-TV

**BYRNES, EDWARD**  
77 Sunset Strip  
ABC-TV

— C —

**CABAL, ROBERT**  
Rawhide  
CBS-TV

**CABOT, SEBASTIAN**  
Noah & the Flood, CBS-TV;  
Stump the Stars, CBS-TV  
Checkmate, CBS-TV

**CAESAR, SID**  
As Caesar Sees It  
ABC-TV



*Hugh Downs*

Exclusive Representative:  
**Martin Goodman Productions,  
Inc.**

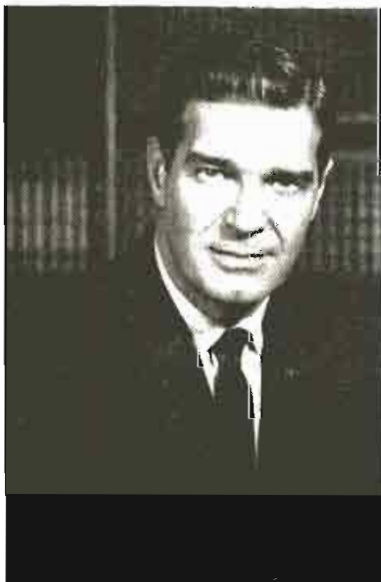
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**Pat Hernon**



**Wed Howard**



**Byron Carlson**

*Exclusive Representation* **LESTER LEWIS ASSOCIATES**

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## RADIO AND TV ARTISTS

**CARLIN, TOM**  
Search for Tomorrow  
CBS-TV

**CARLISLE, KITTY**  
To Tell the Truth  
CBS-TV

### **CARLSON, BYRON**

**CARNE, JUDY**  
Fair Exchange  
CBS-TV

**CARROLL, LEO G.**  
Going My Way  
ABC-TV

**CARROLL, PAT**  
The Danny Thomas Show  
CBS-TV

**CARSON, JOHNNY**  
Tonight  
NBC-TV

**CARTWRIGHT, ANGELA**  
The Danny Thomas Show  
CBS-TV

**CERF, BENNETT**  
What's My Line?  
CBS-TV

**CHAMBERLAIN, RICHARD**  
Dr. Kildare  
NBC-TV

**CHESNEY, DIANA**  
Fair Exchange  
CBS-TV

**CHRISTIE, AUDREY**  
Fair Exchange  
CBS-TV

**CHRISTMAN, PAUL**  
AFL Football  
ABC-TV

**CLARK, DICK**  
Flair, ABC Radio; American  
Bandstand  
ABC-TV

**CLARK, GARY**  
The Virginian  
NBC-TV

**CLOONEY, ROSEMARY**  
Bing Crosby-Rosemary Clooney  
Show, Christmas Sing with  
Bing  
CBS Radio

**COBB, LEE J.**  
Footnote to Fame. CBS-TV;  
The Virginian  
NBC-TV

**COLEMAN, JOHN R. (DR.)**  
The American Economy  
on College of the Air  
CBS-TV

### **COLLINS, CHOO CHOO**

**COLLINS, RAY**  
Perry Mason  
CBS-TV

**COLLYER, BUD**  
To Tell the Truth  
CBS-TV

**COLONNA, JERRY**  
Flair  
ABC Radio

**COMO, PERRY**  
Perry Como's Kraft Music Hall  
NBC-TV

**CONNELL, JOHN**  
Young Dr. Malone  
NBC-TV

**CONNORS, CHUCK**  
The Rifleman  
ABC-TV

**CONRAD, ROBERT**  
Hawaiian Eye  
ABC-TV

**CONREID, HANS**  
Stump the Stars  
CBS-TV

**CONWAY, SHIRL**  
The Nurses  
CBS-TV

**CONWAY, TIM**  
McHale's Navy  
ABC-TV

**COOGAN, JACKIE**  
McKeever & the Colonel  
NBC-TV

**COOKE, ALISTAIR**  
Opening Night at Lincoln  
Center  
CBS-TV

**COOPER, JACKIE**  
Hennessey and Specials  
CBS-TV

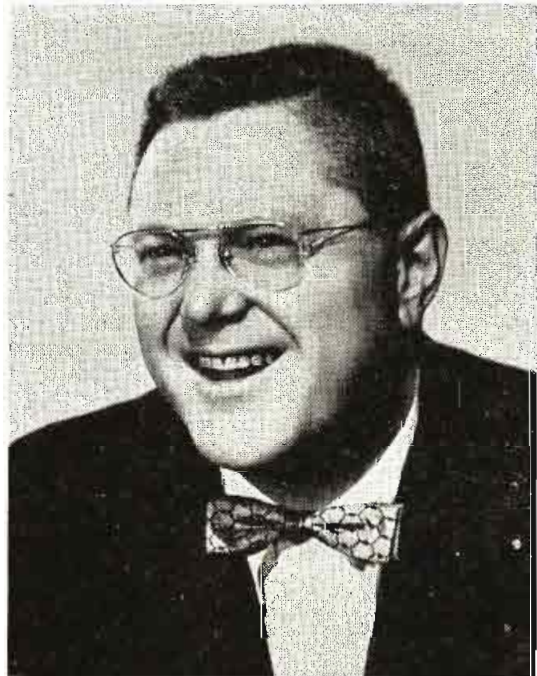
**COREY, WENDELL**  
Eleventh Hour  
NBC-TV

**COSTER, NICOLAS**  
Young Dr. Malone  
NBC-TV

**COTTLE, BOB**  
Ruff and Reddy  
NBC-TV

**COWLING, SAM**  
Breakfast Club  
ABC Radio

**SAM  
LEVENSON**





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CI 5-0910

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Philadelphia, Pennsylvania  
EV 2-4700**





## RADIO AND TV ARTISTS

### CRANE, DAGNE

B. March 8, 1936, New York, N. Y. Commercials For: Maybelline, Palmolive Soap, Ford, Fox—TV & Films, Pat Buttram Show

### CRENNA, DICK

The Real McCoys  
CBS-TV

### CROCKETT, JAN

#### CROSBY, BING

Bing Crosby-Rosemary Clooney Show, Christmas Sing with Bing  
CBS Radio

#### CROSLY, CHASE

Young Dr. Malone  
NBC-TV

#### CROSSLAND, DR. FRED

Flair  
ABC Radio

#### CROTHERS, GEORGE (DR.)

Lamp Unto My Feet  
CBS-TV

#### CULLEN, BILL

I've Got a Secret, CBS-TV;  
The Price Is Right, NBC-TV

### — D —

#### DABNEY, AUGUSTA

Young Dr. Malone  
NBC-TV

#### DALY, JOHN

What's My Line?  
CBS-TV

#### D'AMBOISE, JACQUES

Noah & the Flood  
CBS-TV

### DANA, BILL

#### DANE, JEFF

Flair  
ABC Radio

#### DAVIS, MELTON

Flair  
ABC Radio

#### DAY, DENNIS

The Jack Benny Program  
CBS-TV

### deCYR, ZEL

Currently voices for Cocoa-Puffs, Ideal Toys, Dutch Boy Paints, Gaines Dog Food, Mum, Nabisco, Ballantine Beer, Alcoa, Domino Sugar, etc. Appearances: Sonny Fox Show

#### DeFORE, DON

Hazel  
NBC-TV

#### DELMAR, KENNY

King Leonardo, NBC-TV;  
Flair, ABC Radio

#### DEMARCO, ARLENE

Keefe Brasselle's Variety Gardens  
CBS-TV

#### DEMING, ELLEN

The Guiding Light  
CBS-TV

#### DESCHER, SANDY

The New Loretta Young Show  
CBS-TV

#### DIAMOND, BOBBY

Fury  
NBC-TV

#### DILLER, PHYLLIS

Flair  
ABC Radio

#### DONAHUE, TROY

Hawaiian Eye  
ABC-TV

#### DONALD, PETER

Breakfast Club  
ABC Radio

#### DORS, DIANA

Stump the Stars  
CBS-TV

#### DOUGLAS, DONNA

The Beverly Hillbillies  
CBS-TV

#### DOW, TONY

Leave It to Beaver  
ABC-TV

### DOWNES, HUGH

Concentration, Today, Jack Paar Show  
NBC-TV

#### DRURY, JAMES

The Virginian  
NBC-TV

#### DUFFY, JACK

Perry Como's Kraft Music Hall  
NBC-TV

#### DUMAS, HELENE

Love of Life  
CBS-TV

### DUNCAN, HERB

### — E —

#### EASTWOOD, CLINT

Rawhide  
CBS-TV



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*Myerson*

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New York, N. Y.

PL 1-3555

137 El Camino Drive

Beverly Hills, Calif.



# RADIO AND TV ARTISTS

**EBSEN, BUDDY**  
The Beverly Hillbillies  
CBS-TV

**ED, MISTER**  
Mister Ed  
CBS-TV

**EDWARDS, ED**  
Flair  
ABC Radio

**EDWARDS, VINCENT**  
Ben Casey  
ABC-TV

**EGAN, RICHARD**  
Empire  
NBC-TV

**EIMEN, JOHN**  
McKeever & the Colonel  
NBC-TV

**ELAM, JACK**  
Dakotas  
ABC-TV

**ELLIOTT, BOB**  
The Bob & Ray Show, WHN,  
New York, N.Y.

**ERDMAN, RICHARD**  
Saints & Sinners  
NBC-TV

**ERICKSON, CORYDON ARVID**

B. December 26, 1944, New York City. The Great God Brown; Broadway; For the United Nations; Film; Declaration of Human Rights; The Children of Strangers; Commercials; Dramas; Radio and TV Animation; Dante's Dreamer; V. O. Paramount Pictures

**ERICKSON, HELENE**

B. August 3, New York, N.Y.

**ERICKSON, LAUNCELOT DORIAN**

B. September 6, 1949, New York City. TV Commercials and Dramas; Radio and Transcriptions; Photo Illustrations; Singing Commercials; Odds Against Tomorrow; DuPont Show of the Month

**EVANS, DALE**  
The Roy Rogers Show  
CBS-TV

**EVERETT, CHAD**  
Dakotas  
ABC-TV

**EWELL, TOM**  
The Fourposter  
CBS-TV

— F —

**FAWCETT, WILLIAM**  
Fury  
NBC-TV

**FAYE, DORIS**

**FELTON, VERNA**  
Henry Fonda & the Family  
CBS-TV

**FERGUSON, JUNE**  
The Price Is Right  
NBC-TV

**FICKETT, MARY**  
Calendar  
CBS-TV

**FITZMAURICE, MICHAEL**

**FLEMING, ERIC**  
Rawhide  
CBS-TV

**FLIPPEN, JAY C.**  
Ensign O'Toole  
NBC-TV

**FLOOD, ANN**  
The Edge of Night  
CBS-TV

**FONDA, HENRY**  
Henry Fonda & the Family,  
The Good Years  
CBS-TV

**FONTAINE, FRANK**  
The Jackie Gleason Show  
CBS-TV

**FONTAINE, PAT**  
Today  
NBC-TV

**FORD, ART**  
WINS, New York, N. Y.

**FORD, MARY**

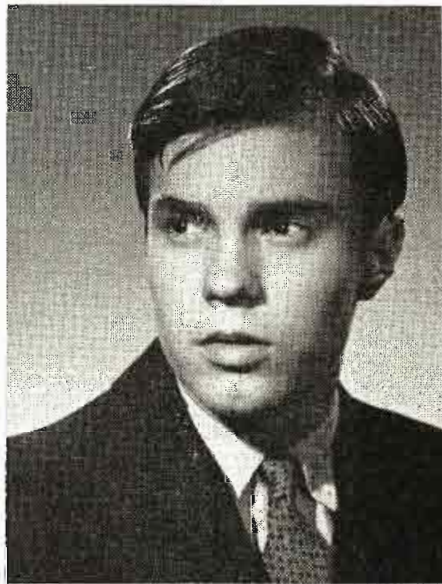
**FORD, PHIL**  
Flair  
ABC Radio

**FORD, TENNESSEE, ERNIE**  
Tennessee Ernie Ford Show  
ABC-TV

**FOSKETT, MARY**  
The Secret Storm  
CBS-TV



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beverly hills — new york

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## RADIO AND TV ARTISTS

**FOY, EDDIE JR.**  
Fair Exchange  
CBS-TV

**FRANCIS, ARLENE**  
Miss Universe Beauty Pageant,  
What's My Line? CBS-TV;  
Flair, ABC Radio

**FRANKLIN, JOE**  
B. March 9, 1926, New York.  
Joe Franklin's Memory Lane,  
WOR-TV, New York, N. Y.

**FRASEE, ELIZABETH**  
McKeever & the Colonel  
NBC-TV

**FREDERICKS, CARLTON**  
Flair  
ABC Radio

**FREEMAN, STAN**  
Flair  
ABC Radio

**FULLER, ROBERT**  
Laramie  
NBC-TV

**FULTON, EILEEN**  
As the World Turns  
CBS-TV

**FUNT, ALLEN**  
Candid Camera  
CBS-TV

**FURNESS, BETTY**  
Dimension of a Woman's  
World  
CBS Radio

— G —

**GABEL, MARTIN**  
Tonight in Samarkand  
CBS-TV

**GALTON, LAWRENCE**  
Flair  
ABC Radio

**GARLAND, BEVERLY**  
Stump the Stars  
CBS-TV

**GARLAND, JUDY**  
The Judy Garland Show  
CBS-TV

**GARROWAY, DAVE**  
Miss Universe Beauty Pageant  
CBS-TV

**GATESON, MARJORIE**  
The Secret Storm  
CBS-TV

**GIBSON, VIRGINIA**  
Discovery '63  
ABC-TV

**GING, JACK**  
Eleventh Hour  
NBC-TV

**GINGOLD, HERMIONE**  
Flair  
ABC Radio

**GLEASON, JACKIE**  
The Jackie Gleason Show:  
The American Scene Maga-  
zine  
CBS-TV

**GODFREY, ARTHUR**  
Arthur Godfrey Time  
CBS Radio

**GOETZ, THEO**  
The Guiding Light  
CBS-TV

**GOLDEN, HARRY**  
Flair  
ABC Radio

**GORDON, GALE**  
Dennis the Menace  
CBS-TV

**GOULDING, RAY**  
The Bob & Ray Show, WHN,  
New York, N.Y.

**GRAHAM, JUNE**  
The Secret Storm  
CBS-TV

**GRANT, BERNARD**  
The Guiding Light  
CBS-TV

**GRANT, KIRBY**  
Sky King  
CBS-TV

**GRAVES, PETER**  
Fury  
NBC-TV

**GRAY, CHARLES**  
Rawhide  
CBS-TV

**GREAZA, WALTER**  
The Edge of Night  
CBS-TV

**GREENE, LORNE**  
Bonanza  
NBC-TV

**GREENE, SHECKY**  
Combat  
ABC-TV

**GREY, ARLYNE**  
B. New York, N. Y. Spokeswoman  
on Phil Silvers' Show, Hennessey,  
New Breed, all ABC-TV; U. S.  
Steel Hour, CBS-TV



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COREY**





## RADIO AND TV ARTISTS

**GRIFFIN, MERV**  
The Merv Griffin Show  
NBC-TV

**GRIFFITH, ANDY**  
The Andy Griffith Show,  
Opening Night  
CBS-TV

**GRIMES, TAMMY**  
The Fourposter  
CBS-TV

**GRISKEY, BILL**  
B. July 24, 1917, Keating, Pa.  
Carnival of Books, Americana,  
NBC

**GWYNNE, FRED**  
Car 54, Where Are You?  
NBC-TV

— H —

**HAEFNER, JOHN H. (DR.)**  
The American Economy on  
College of the Air  
CBS-TV

**HAINES, LARRY**  
Search for Tomorrow  
CBS-TV

**HALE, BARBARA**  
Perry Mason  
CBS-TV

**HAMER, RUSTY**  
The Danny Thomas Show  
CBS-TV

**HAMILTON, BILL**  
**HARDY, SARAH**  
Young Dr. Malone  
NBC-TV

**HARVEY, LAURENCE**  
Noah & the Flood  
CBS-TV

**HASELY, RUTH**  
Say When  
NBC-TV

**HASTINGS, DON**  
As the World Turns  
CBS-TV

**HAYES, RICHARD**  
Carol Burnett-Richard Hayes  
Show, Richard Hayes Show  
CBS Radio

**HERNON, PAT**

**HENRY, EMMALINE**  
I'm Dickens . . . He's Fenster  
ABC-TV

**HENRY, GLORIA**  
Dennis the Menace  
CBS-TV

**HERBERT, DON**  
Watch Mr. Wizard  
NBC-TV

**HIBBS, DR. ALBERT R.**  
Exploring  
NBC-TV

**HICKMAN, DWAYNE**  
Dobie Gillis  
CBS-TV

**HILL, RUTH**  
Flair  
ABC Radio

**HINES, CONNIE**  
Mister Ed  
CBS-TV

**HINES, MIMI**  
Flair  
ABC Radio

**HIRT, AL**

**HOLLIMAN, EARL**  
Wide Country  
NBC-TV

**HOLLOWAY, STANLEY**  
Our Man Higgins  
ABC-TV

**HOLMES, DENNIS**  
Laramie  
NBC-TV

**HOPE, BOB**

**HOPPER, WILLIAM**  
Perry Mason  
CBS-TV

**HOWARD, ALAN**

B. March 21, 1951, New York,  
N. Y. U. S. Steel, CBS; Mr.  
Wizard, NBC; As the World  
Turns, CBS; Young Dr. Malone,  
NBC; From These Roots, NBC;  
Gift of Time, Broadway Production

**HOWARD, RONNY**  
The Andy Griffith Show  
CBS-TV

**HOWARD, WED**

**HUGHES, BARNARD**  
The Guiding Light  
CBS-TV

**HUGO, LAURENCE**  
The Edge of Night  
CBS-TV

— I —

**INGELS, MARTY**  
I'm Dickens . . . He's Fenster  
ABC-TV

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## RADIO AND TV ARTISTS

**INGRAM, MICHAEL**  
Young Dr. Malone  
NBC-TV

### — J —

**JAFFE, SAM**  
Ben Casey  
ABC-TV

**JAMES, ART**  
B. October 15, 1929, Dearborn,  
Mich. Say When, NBC-TV; To-  
night, NBC-TV

**JASON, RICK**  
Combat  
ABC-TV

**JEFFERYS,  
ALLAN**  
Flair  
ABC Radio

**JILLANA**  
Noah & the Flood  
CBS-TV

**JONES, DEAN**  
Ensign O'Toole  
NBC-TV

**JONES, EDGAR ALLAN**  
Day in Court  
ABC-TV

**JORDAN, WILL**  
Flair  
ABC Radio

**JOSLYN, ALLYN**  
McKeever & the Colonel  
NBC-TV

### — K —

**KAMEN, MILT**  
ABC Radio

**KARLOFF, BORIS**  
Thriller  
NBC-TV

**KAY, BEATRICE**  
Keefe Brasselle's  
Variety Gardens  
CBS-TV

**KAYE, CELIA**  
The New Loretta Young Show  
CBS-TV

**KEATING, LARRY**  
Mister Ed  
CBS-TV

**KEESHAN, BOB**  
Captain Kangaroo  
CBS-TV

**KELLOGG, ABIGAIL**  
Search for Tomorrow  
CBS-TV

**KELLY, GENE**  
Going My Way  
ABC-TV

**KILEY, PHIL**  
Magic Midway  
NBC-TV

**KILGALLEN, DOROTHY**  
What's My Line?  
CBS-TV

**KING, ALEXANDER**  
Jack Paar Show  
NBC-TV

**KING, JOHN REED**  
KDKA, Pittsburgh, Pa.

**KIRBY, DURWARD**  
Candid Camera,  
The Garry Moore Show,  
CBS-TV;  
Garry Moore Radio Show,  
CBS Radio

**KIRCHNER, CLAUDE**  
Magic Midway  
NBC-TV

### KLAVAN & FINCH

**KNOTTS, DON**  
The Andy Griffith Show  
CBS-TV

### KNOX, CAROL

**KOKOMO, JR.**  
(Chimpanzee)

**KRAMER, MANDEL**  
The Edge of Night  
CBS-TV

**KULP, NANCY**  
The Beverly Hillbillies  
CBS-TV

### — L —

### LA FORGE, JACK

Purpletone Records

**LANCHESTER, ELSA**  
Noah & the Flood  
CBS-TV

**LONDON, MICHAEL**  
Bonanza  
NBC-TV



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Lenny Dison

LT 1-8922



**JACKSON BECK**

ANNOUNCER—ACTOR  
NARRATOR

PL 2-7676

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BU 8-3493



**"JOE FRANKLIN'S  
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## RADIO AND TV ARTISTS

**LANE, SCOTT**  
McKeever & the Colonel  
NBC-TV

**LARKIN, JOHN**  
Saints & Sinners  
NBC-TV

**LASSIE**  
Lassie  
CBS-TV

**LAWSON, LEE**  
Love of Life  
CBS-TV

**LEE, BONNIE**  
Magic Midway  
NBC-TV

**LEMBECK, HARVEY**  
Ensign O'Toole  
NBC-TV

**LEONARD, JACK E.**  
Flair  
ABC Radio

**LESCOULIE, JACK**  
Today  
NBC-TV

**LEVENSON, SAM**

**LEVERSEE, LORETTA**  
Young Dr. Malone  
NBC-TV

**LEVIN, MARLIN**  
Flair  
ABC Radio

**LEWIS, AL**  
Car 54, Where Are You?  
NBC-TV

**LEWIS, JERRY**

**LEWIS, ROBERT Q.**  
Play Your Hunch  
NBC-TV

**LEWIS, SHARI**  
Shari Lewis Show  
NBC-TV

**LIBERACE**  
Keefe Brasselle's  
Variety Gardens,  
CBS-TV

**LINDER, CEC**  
The Secret Storm  
CBS-TV

**LINDLEY, ROBERT**  
Flair  
ABC Radio

**LINKLETTER, ART**  
Art Linkletter's  
House Party,  
CBS Radio & TV,  
Here's Hollywood,  
NBC-TV

**LOCKHART, JUNE**  
Lassie  
CBS-TV

**LOGAN, ROBERT**  
77 Sunset Strip  
ABC-TV

**LONG, RICHARD**  
Stump the Stars  
CBS-TV

**LOR, DENISE**

**LORD, CHARLOTTE**  
Flair  
ABC Radio

**LORD, JACK**  
Stoney Burke  
ABC-TV

**LORD, MARJORIE**  
The Danny Thomas Show  
CBS-TV

**LORING, ANN**  
Love of Life  
CBS-TV

**LORING, LYNN**  
Fair Exchange  
CBS-TV

**LOWE, JIM**  
Monitor  
NBC Radio

**LUDDEN, ALLEN**  
Password, College Bowl,  
Miss Teenage America  
Coronation, CBS-TV

**LUTSKY, C.  
ISRAEL**

**LYNDE, PAUL**  
Flair, ABC Radio;  
Henry Fonda & the Family,  
CBS-TV

**LYNLEY, CAROL**  
Henry Fonda & the Family  
CBS-TV

— Mc —

**McCAFFERY, JOHN K. M.**  
Flair  
ABC Radio

**McCLURE, DOUG**  
The Virginian  
NBC-TV

**McCORMACK, PATTY**  
Young Dr. Malone  
NBC-TV



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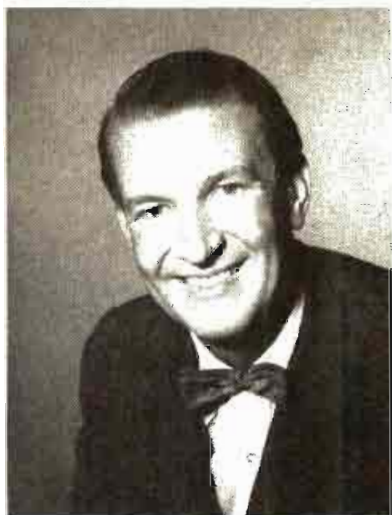
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# RADIO AND TV ARTISTS

**McINTYRE, JOHN**  
Wagon Train  
ABC-TV

**McKAY, JIM**  
Wide World of Sports  
ABC-TV

**McMAHON,  
HORACE THOMAS**  
Naked City, ABC-TV

**McNEILL, DON**  
Breakfast Club, Flair  
ABC Radio

**McNELLIS, MAGGI**  
Leave It to the Girls

## — M —

**MacDONNELL, RAY**  
The Edge of Night  
CBS-TV

**MacLAUGHLIN, DON**  
As the World Turns  
CBS-TV

**MacMURRAY, FRED**  
My Three Sons  
ABC-TV

**MACK, TED**  
Ted Mack & the  
Original Amateur Hour  
CBS-TV

**MADDERN, VICTOR**  
Fair Exchange  
CBS-TV

**MAHARIS, GEORGE**  
Route 66  
CBS-TV

**MALONE, BILL**

**MALONE, NANCY**  
The Guiding Light, CBS-TV  
Naked City, ABC-TV

**MANN, RHODA**

**MANNA, CHARLIE**  
Flair  
ABC Radio

**MARK, FLIP**  
Fair Exchange  
CBS-TV

**MARSHALL, E. G.**  
The Defenders  
CBS-TV

**MARTIN, DEAN**  
The Judy Garland Show  
CBS-TV

**MARTIN, DICK**  
The Lucy Show  
CBS-TV

**MARTIN, JEAN**  
The Jean Martin Show, NBC;  
Naked City, ABC-TV; New York  
Confidential; Jamboree, Warner  
Bros. Movie

**MARTIN, ROSS**  
Stump the Stars  
CBS-TV

**MARTINEZ, TONY**  
The Real McCoys  
CBS-TV

**MASON, JACKIE**  
Flair  
ABC Radio

**MASON, JAMES**  
Tonight in Samarkand  
CBS-TV

**MASSEY, RAYMOND**  
Dr. Kildare  
NBC-TV

**MATHERS, JERRY**  
Leave It to Beaver  
ABC-TV

**MATTHAU, WALTER**  
Footnote to Fame  
CBS-TV

**MAXWELL, BOB**  
B. Jung 26, 1924, Custer, Ky.  
At Your Service, WCB; Phone-  
Opinion, WWJ-Detroit. Commer-  
cials For: Heinz Foods, Delco

**MELTON, SID**  
The Danny Thomas Show  
CBS-TV

**MEREDITH, BURGESS**  
Footnote to Fame  
CBS-TV

**MERRILL, DINA**  
Footnote to Fame  
CBS-TV

**MERRILL, GARY**  
Valiant Years  
ABC-TV

**MILLER, MITCH**  
Sing Along with Mitch  
NBC-TV



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## RADIO AND TV ARTISTS

**MILNER, MARTIN**  
Route 66  
CBS-TV

**MOBLEY, ROGER**  
Fury  
NBC-TV

**MOORE, GARRY**  
The Garry Moore Show,  
I've Got a Secret,  
Opening Night, CBS-TV;  
Garry Moore Radio Show,  
CBS Radio

**MOORE, MARY TYLER**  
The Dick Van Dyke Show  
CBS-TV

**MOORE, TERRY**  
Empire  
NBC-TV

**MORGAN, HARRY**  
Pete & Gladys  
CBS-TV

**MORGAN, HENRY**  
I've Got a Secret  
CBS-TV

### **MORGAN, REX S.**

B. September 16, 1921, Denver,  
Colo. The Rex Morgan Show,  
WFIL-TV and WFIL Radio, Phil-  
adelphia, Pa.; Tom Duggan Show,  
KCOP-TV, Los Angeles; The  
Rifleman, ABC-TV; American  
Bandstand, ABC-TV; and com-  
mercial for Chevrolet

**MORROW, VIC**  
Combat  
ABC-TV

**MULLANEY, JACK**  
Ensign O'Toole  
NBC-TV

**MURDOCK, JAMES**  
Rawhide  
CBS-TV

**MYERSON, BESS**  
I've Got a Secret, CBS-TV; Tour-  
nament of Roses Parade, CBS-TV

### — N —

**NARZ, JACK**  
Seven Keys  
ABC-TV

**NEAL, PATRICIA**  
That's  
Where the Town's Going!  
CBS-TV

**NEBEL, JOHN**  
WOR, New York, N. Y.

**NELSON, DAVID**  
Adventures of Ozzie & Harriet  
ABC-TV

**NELSON, HARRIET**  
Adventures of Ozzie & Harriet  
ABC-TV

**NELSON, OZZIE**  
Adventures of Ozzie & Harriet  
ABC-TV

**NELSON, RICK**  
Adventures of Ozzie & Harriet  
ABC-TV

**NEWMAN, YALE**  
Flair  
ABC Radio

**NOONAN, TOMMY**  
Stump the Stars  
CBS-TV

**NORTH, JAY**  
Dennis the Menace  
CBS-TV

**NYE, LOUIS**  
Flair  
ABC Radio

### — O —

**O'BRIEN, EDMOND**  
Sam Benedict  
NBC-TV

**O'CONNELL, HELEN**  
Here's Hollywood  
NBC-TV

**O'NEAL, RYAN**  
Empire  
NBC-TV

**O'SULLIVAN, TERRY**  
Search for Tomorrow  
CBS-TV

**ORTEGA, SANTOS**  
As the World Turns  
CBS-TV

### — P —

**PAAR, JACK**  
Jack Paar Show,  
Jack Paar Program  
NBC-TV



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ANNOUNCER

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# RADIO AND TV ARTISTS

— R —

**PALMER, BETSY**  
I've Got a Secret, CBS-TV;  
Flair, ABC Radio

**PARKER, FESS**  
Mr. Smith  
Goes to Washington  
ABC-TV

**PARKS, BERT**  
Miss America Pageant,  
CBS-TV;  
Yours for a Song, ABC-TV

**PAUL, LES**

**PEARSON, ANNE**  
Search for Tomorrow  
CBS-TV

**PETERS, AUDREY**  
Love of Life  
CBS-TV

**PHILBROOK, JAMES**  
The New Loretta Young Show  
CBS-TV

**PIPER, BEVERLY**

**POLEN, NAT**  
As the World Turns  
CBS-TV

**POLLARD, MICHAEL J.**  
Henry Fonda & the Family  
CBS-TV

**PONCE, PONCIE**  
Hawaiian Eye  
ABC-TV

**PONS, BEATRICE**  
Car 64, Where Are You?  
NBC-TV

**POPENOE, DR. PAUL**  
Flair  
ABC Radio

**POST, WILLIAM JR.**  
Young Dr. Malone  
NBC-TV

**POSTON, TOM**  
To Tell the Truth  
CBS-TV

**PRESCOTT, ALLEN**  
Flair  
ABC Radio

**PRINCE, WILLIAM**  
Young Dr. Maloué  
NBC-TV

**PRINE, ANDREW**  
Wide Country  
NBC-TV

**PRINZ, ROSEMARY**  
As the World Turns  
CBS-TV

**PROVOST, JON**  
Lassic  
CBS-TV

**PRUDEN, BONNIE**  
Flair  
ABC Radio

— Q —

**QUINN, CARMEL**

**QUINN, LOUIS**  
77 Sunset Strip  
ABC-TV

**RAE, CHARLOTTE**  
Car 64, Where Are You?  
NBC-TV

**RAE, MELBA**  
Search for Tomorrow  
CBS-TV

**RAEBURN,  
BRYNA**

**RAINES, STEVE**  
Rawhide  
CBS-TV

**RAMBO, DIRK**  
The New Loretta Young Show  
CBS-TV

**RAMBO, RANDI S.**  
B. May 6, 1934, Mobile, Ala.  
Miss Midnight,  
WNAT, Natchez, Miss.  
WSLI & WSLI-TV,  
Jackson, Miss., WJDX,  
Jackson, Miss., WKRG-TV,  
Mobile, Ala., WSGN,  
Birmingham, Ala.,  
KILT, Houston, Tex.

**RAMEY, DIANNE**  
Young Dr. Malone  
NBC-TV

**RANDELL, STUART**  
Laramie  
NBC-TV

**RATHBONE, BASIL**  
Flair  
ABC Radio

**RAYBURN, GENE**  
Monitor, NBC Radio;  
Miss Universe Beauty Pageant,  
CBS-TV



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• ANNOUNCER  
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## RADIO AND TV ARTISTS

**REAGAN, RONALD**  
Tournament of Roses Parade  
GE Theatre  
CBS-TV

**REASONER, HARRY**  
Calendar  
CBS-TV

**REED, DONNA**  
The Donna Reed Show  
ABC-TV

**REED, PAUL**  
Car 54, Where Are You?  
NBC-TV

**REED, ROBERT**  
The Defenders  
CBS-TV

**REILLY, HUGH**  
Lassie  
CBS-TV

**REIMERS, ED**  
B. October 26, Moline, Ill.

**REYNOLDS, BURT**  
Gunsmoke  
CBS-TV

**ROBARDS, JASON JR.**  
That's Where  
the Tawn's Going!  
CBS-TV

**ROBERTS, PERNELL**  
Bonanza  
NBC-TV

**ROBERTSON, CLIFF**  
Saturday's Children  
CBS-TV

**ROGERS, ROY**  
The Roy Rogers Show  
CBS-TV

**ROSE MARIE**  
The Dick Van Dyke Show  
CBS-TV

**ROSS, JOE E.**  
Car 54, Where Are You?  
NBC-TV

**KOSKI, STEVE**  
Flair  
ABC Radio

**RULE, JANICE**  
Tonight in Samarkand  
CBS-TV

**RUST, RICHARD**  
Sam Benedict  
NBC-TV

**RYAN, IRENE**  
The Beverly Hillbillies  
CBS-TV

— S —

**SAHL, MORT**  
The Good Years  
CBS-TV

**ST. CLAIR, ELIZABETH**  
Young Dr. Malone  
NBC-TV

**SANDERSON, IVAN**  
Flair  
ABC Radio

**SAVIOR, PAUL**  
Love of Life  
CBS-TV

**SAWYER, JOE**  
The Adventures  
of Rin Tin Tin

**SCHMIDT, DR. KARL**  
Flair  
ABC Radio

**SEYMOUR, ANNE**  
Empire  
NBC-TV

**SHALAN, ROCKY**  
Rayhade  
CBS-TV

**SHEPHERD, JEAN**  
WOR, New York, N. Y.

**SHORE, ROBERTA**  
The Virginian  
NBC-TV

**SIEPL, CESARE**  
Voice of Firestone  
ABC-TV

**SIMON, ROBERT**  
Saints & Sinners  
NBC-TV

**SINATRA, FRANK**  
The Judy Garland Show  
CBS-TV

**SINCLAIR, BETTY**  
Young Dr. Malone  
NBC-TV

**SKELTON, RED**  
The Red Skelton Show,  
The Red Skelton Hour  
CBS-TV

**SKINNER, EDNA**  
Mister Ed  
CBS-TV

**SMITH, JOHN**  
Laramie  
NBC-TV

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# RADIO AND TV ARTISTS

**SMITH, ROGER**  
77 Sunset Strip  
ABC-TV

**SORRELLS, BOB**  
Ensign O'Toole  
NBC-TV

**STACK, ROBERT**  
The Untouchables  
ABC-TV

**STAMBERGER, JACK**  
Love of Life  
CBS-TV

**STANLEY, KIM**  
That's Where  
the Town's Going!  
CBS-TV

**STEELE, TED**  
Monitor  
NBC Radio

**STEVENS, CONNIE**  
Hawaiian Eye  
ABC-TV

**STEVENS, INGER**  
Saturday's Children  
CBS-TV

**STEVENS, RISE**  
Voice of Firestone  
ABC-TV

**STEWART, SANDY**  
Perry Como's  
Kraft Music Hall  
NBC-TV

**STODDARD, HAILA**  
The Secret Storm  
CBS-TV

**STOKEY, MIKE**  
Stump the Stars  
CBS-TV

**STONE, BEN**  
King Leonardo  
NBC-TV

**STONE, MILBURN**  
Gunsmoke  
CBS-TV

**STORCH, LARRY**  
Flair  
ABC Radio

**STORY, RALPH**  
In Hollywood  
CBS Radio

**STRATFORD, TRACY**  
The New Loretta Young Show  
CBS-TV

**STUDWICK, SHEPPERD**  
Footnote to Fame  
CBS-TV

**STUART, MARY**  
Search for Tomorrow  
CBS-TV

**STURDIVANT, ROBERT**  
Flair  
ABC Radio

**SULLIVAN, ED**  
The Ed Sullivan Show  
CBS-TV

**SWANSON, GLORIA**  
Flair  
ABC Radio

**SWIFT, ALLEN**  
King Leonardo, NBC-TV

**SYDES, CAROL**  
The New Loretta Young Show  
CBS-TV

## — T —

**TALMAN, WILLIAM**  
Perry Mason  
CBS-TV

**TAYLOR, KEITH**  
McKeever & the Colonel  
NBC-TV

**TAYLOR, RIP**  
**THOMAS, DANNY**  
The Danny Thomas Show,  
CBS-TV

**TILLSTROM, BURE**  
Kukla & Ollie  
NBC-TV

**TOMME, RONALD**  
Love of Life  
CBS-TV

**TOMPKINS, JOAN**  
Sam Benedict  
NBC-TV

**TRIPP, PAUL**  
Noah & the Flood  
CBS-TV

**TRUMAN, MARGARET**  
Flair  
ABC Radio

## — U —

**USTINOV, PETER**  
Flair  
ABC Radio



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## RADIO AND TV ARTISTS

### — V —

**VANCE, VIVIAN**  
The Lucy Show  
CBS-TV

**VAN DYKE, DICK**  
Flair, ABC Radio;  
Henry Fonda & the Family,  
The Dick Van Dyke Show,  
CBS-TV

**VAN PATTEN, RICHARD**  
Young Dr. Malone  
NBC-TV

**VAN VOOREN,  
MONIQUE**  
DuPont Show of Week, NBC; U.S.  
Steel Hour, CBS; Ed Sullivan  
Show, CBS; Jock Paar Show;  
NBC; Tonight Show, NBC; To  
Tell the Truth, CBS

**VILELLA, EDWARD**  
Noah & the Flood  
CBS-TV

**VON FURSTENBERG, BETSY**  
Tonight in Samarkand  
CBS-TV

### — W —

**WADE, DAVID**  
Flair  
ABC Radio

**WAGNER, HELEN**  
As the World Turns  
CBS-TV

**WALKER, BETTY**  
Flair  
ABC Radio

**WALKER, NANCY**  
Flair  
ABC Radio

**WALLACE, TONI**  
The Right is Right  
NBC-TV

**WARD, LARRY**  
The Dakotas  
ABC-TV

**WARNER, JACKIE**  
Shari Lewis Show  
NBC-TV

**WASHBURN, BEVERLY**  
The New Loretta Young Show  
CBS-TV

**WATERMAN, DENNIS**  
Fair Exchange  
CBS-TV

**WAYNE & SHUSTER**  
Flair  
ABC Radio

**WEAVER, CHARLIE**  
The Jack Paar Show  
NBC-TV  
Flair  
ABC Radio

**WEAVER, DENNIS**  
Gunsmoke  
CBS-TV

**WEBB, JACK**  
General Electric True  
CBS-TV

**WEBBER, ROBERT**  
Footnote to Fame  
CBS-TV

**WEED, BUDDY**

**WELK, LAWRENCE**  
Lawrence Welk Show  
ABC-TV

**WELLS, MARY K.**  
The Edge of Night  
CBS-TV

**WICKER, IRENE**

**WICKWIRE, NANCY**  
As the World Turns  
CBS-TV

**WILCON, FRANK**  
The Beverly Hillbillies  
CBS-TV

**WILLIAMS, ANDY**

Andy Williams Show  
NBC-TV

**WILLIAMS, ANN**  
Young Dr. Malone  
NBC-TV

**WILLIAMS, CARA**  
Henry Fonda & the Family,  
Pete & Gladys, CBS-TV

**WILLIAMS, GRANT**  
Hawman Eye  
ABC-TV

**WILLIAMS,  
WILLIAM B.**

WNEW, New York, N. Y.

**WINCHELL, PAUL**  
Flair  
ABC Radio

**WINTER, WILLIAM**  
Flair  
ABC Radio

**WINTERS, GLORIA**  
Sky King  
CBS-TV

**WINTERS,  
JONATHAN**

The Jack Paar Show, Jack Paar  
Program, NBC-TV; Flair, ABC  
Radio

**WOODBURY,  
WOODY**

Who Do You Trust? ABC-TV

**WOODS, LESLEY**  
Young Dr. Malone  
NBC-TV

**WYATT, JANE**  
Father Knows Best  
ABC-TV

**WYMAN, JANE**  
Jane Wyman Presents  
ABC-TV

### — Y —

**YORK, DICK**  
Going My Way  
ABC-TV

**YOUNG, ALAN**  
Mister Ed  
CBS-TV

**YOUNG, LORETTA**  
Loretta Young Theatre,  
NBC-TV;  
The New Loretta Young  
Show, CBS-TV

**YOUNG, ROBERT**  
Father Knows Best  
ABC-TV

**YOUNGMAN, HENNY**  
Flair  
ABC Radio

### — Z —

**ZIMBALIST, EFREM JR.**  
77 Sunset Strip  
ABC-TV

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655 Madison Ave. . . . . TEMpleton 8-5100

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595 Madison Ave. . . . . PL 3-8581

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156 W. 74th St. . . . . TRafalgar 7-3082

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30 Rockefeller Plaza. . . . . CIRCLE 6-2750

**Mead, Daniel S.**  
915 Broadway . . . . . OR 4-2790

**Morris, William, Agency, Inc.**  
1740 Broadway . . . . . JUdson 6-5100

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699 Fifth Ave. . . . . MURray Hill 8-4707

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8820 Sunset Blvd. (69) . . . . . OLYmpia 2-7210

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**Meyers, Walter**  
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**Molson, Gordon Associates Agency**  
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## —Their Work During 1962—

### — A —

**ADAMS, EDIE**  
Here's Edie  
ABC-TV

**ALLEN, BARBARA**  
Weekday Hostess  
WCSS-TV, Portland, Me.

**ASTON, BUZZ**  
Luncheon At the Ones  
W11C-TV, Pittsburgh, Pa.

**BREHMER, LARRY**  
KTAC, Tacoma, Wash.

### **BRIGGS, LILLIAN**

**BROOKS, JANET**  
WKCT, Bowling Green, Ky.

**BRUESKE, WALLY**  
Treasure Chest  
KSTP-TV, St. Paul, Minn.

### **COMO, PERRY**

Perry Como's Kraft Music Hall  
NBC-TV

**CONWAY, CAROLYN**  
Sing Along With Mitch  
NBC-TV

**CUMMINS, JEANNE**  
Happy Faces  
WLWC-TV, Columbus, Ohio

### — B —

**BALLARD, KAYE**  
Perry Como's Kraft Music Hall  
NBC-TV

**BANKS, MACK**  
Open House Show  
WCPC, Houston, Miss.

**BEDFORD, JERRELL**  
Retreat  
WAGY, Forest City, N. C.

**BENNETT, TONY**  
Ed Sullivan Show, CBS-TV; Perry Como Show, NBC-TV; Garry Moore Show, CBS-TV; Jack Paar Show, NBC-TV

### — C —

**CARROLL, BOB**  
Remember That Song  
WBBM-TV, Chicago, Ill.

**CARTAGENA, PAQUITO**  
WNEI, Caguas, P. Rico

**CHARLES, RAY, SINGERS**  
Perry Como's Kraft Music Hall  
NBC-TV

**CLARK, PATTY**  
Remember That Song  
WBBM-TV, Chicago, Ill.

**CLARK, WAYLAND**  
KREK, Elk City, Okla.

### **COLLINS, CHOO CHOO**

### — D —

**DELINE, JIM, GANG**  
WSYR, Syracuse, N. Y.

**DENNY, EDMUND**  
Vocalist on Rush Hour  
WIBW-TV, Topeka, Kans.

**DINE MODERNAIRES**  
WJEM, Valdosta, Ga.

**DUFURNE, AL**  
WUPV, Malone, N. Y.

**DUNIGAN, GERTRUDE**  
WJPN, Jamestown, N. Y.

**DUNIGAN, JACK**  
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## — E —

**EAGER, CLAY**  
WLWC-TV, Columbus, Ohio  
**ESKRIDGE, JERALD**  
WRKH, Rockwood, Tenn.  
**EVANS, MICKIE**  
WLOF-TV, Orlando, Fla.

## — F —

**FAILE, TOMMY**  
WBT, Charlotte, N. C.

## FORD, MARY

**FORD, TENNESSEE ERNIE**  
Tennessee Ernie Ford Show  
ABC-TV

## — G —

**GALLION, BOB**  
WGUN, Atlanta, Ga.  
**GIMENEZ, CARMITA**  
WKAQ-TV, San Juan, P. Rico  
**GORDON, ANITA**  
Tennessee Ernie Ford Show  
ABC-TV  
**GRIFIS, PATTY**  
WLTV, Bowling Green, Ky.

## — H —

**HAGEN, BETTY**  
WRGR, Starke, Fla.  
**HANSEN, NORRIE**  
KPST, Preston, Idaho  
**HARRIS, JACK**  
WJR, Detroit, Mich.  
**HARRIS, RAY**  
WFLW, Fairfield, Ill.  
**HAYES, RICHARD**  
Arthur Godfrey Time,  
Richard Hayes Show, Carol  
Burnett-Richard Hayes Show  
CBS Radio  
**HEWITT, DOLPH**  
Country Fair  
WGN, Chicago, Ill.  
**HINDS, BILL**  
Luncheon at the Ones  
WIBC-TV, Pittsburgh, Pa.  
**HOLLY, WES**  
WIXN, Dixon, Ill.  
**HOVLAND, HANK**  
Evening Serenade  
WBEU, Pittsfield, Mass.

## — J —

**JENKINS, BUSTER**  
Rocky Mtn. Jamboree  
KLAK, Denver, Colo.  
**JONES, HANK**  
Tennessee Ernie Ford Show  
ABC-TV

## — K —

**KAY, DEAN**  
Tennessee Ernie Ford Show  
ABC-TV  
**KEGLEY, BUFORD**  
WHHV, Hillsville, Va.  
**KELLER, GAYE**  
KPST, Preston, Idaho  
**KINDREN, BERT & CHARLIE**  
KWCL, Oak Grove, La.  
**KING, PEGGY**  
Richard Hayes Show  
CBS Radio  
**KNAIZ, JUDY**  
KDKA-TV, Pittsburgh, Pa.

## — L —

**LAMBERT, GLORIA**  
Sing Along with Mitch  
NBC-TV  
**LANGDORFF, LEE**  
KATL, Miles City, Mont.  
**LEE, ERNIE**  
Good-day  
WTVT-TV, Tampa, Fla.  
**LEE, NORMA**  
WSAZ-TV Huntington, W. Va.  
**LENNON SISTERS, THE**  
Lawrence Welk Show  
ABC-TV  
**LEWIS, TOM**  
WGFF, Evansville, Ind.  
**LIBERA, JOHN**  
WESO, Southbridge, Mass.  
**LING, KONG**  
Arthur Godfrey Time  
CBS Radio

## LOR, DENISE

**LUCKETT, MARY ANNE**  
Breakfast Club  
ABC Radio  
**LYNN, JAMIE**  
WAIL-TV, Atlanta, Ga.  
**LYNN, MARCY**  
KDKA-TV, Pittsburgh, Pa.  
**LYNN, TINY**  
K1CA-TV, Clovis, N. Mex.

## — Mc —

**McCULLOUGH, MARVIN**  
KRMG, Tulsa, Okla.  
**McGOVERN, GEORGE**  
WSPB, Sarasota, Fla.

## — M —

**MASK, JAMES**  
Open House Show  
WCPC, Houston, Miss.  
**MEREDITH, BUDDY**  
Musical Round-up  
KOTA-TV, Rapid City, S. D.  
**MITCHELL, PEGGY**  
WEHT-TV, Evansville, Ind.  
**MODERNAIRES**  
Red Skelton Show  
CBS-TV  
**MOORE, KAYE**  
WSOC-TV, Charlotte, N. C.

## — N —

**NASH, JOHNNY**  
Arthur Godfrey Time  
CBS Radio  
**NEW CHRISTY MINSTRELS**  
**WITH RANDY SPARKS**  
Andy Williams Show  
NBC-TV  
**NEWKIRK, BOB**  
Breakfast Club  
ABC Radio  
**NIXON, GEORGE**  
WAVU, Albertville, Ala.  
**NOEL, DICK**  
Tennessee Ernie Ford Show  
ABC-TV  
**NOTEWORTHIES, THE**  
Flair  
ABC Radio

## — O —

**O'BRIEN, LOUISE**  
Sing Along with Mitch  
NBC-TV  
**OWEN, GLEN**  
KLAK, Denver, Colo.

## — P —

**PAUL, LES**  
**PERKINS, JUDY**  
WMOH, Hamilton, Ohio

## — Q —

## QUINN, CARMEL

## — R —

**RENO, DON**  
WSVA-TV, Harrisonburg, Va.  
**ROBINSON, MAXIE, JR.**  
WSSV, Petersburg, Va.  
**RUCKER, JOAN**  
WTND, Orangeburg, S. C.

## — S —

**SAGE RIDERS, THE**  
WGN, Chicago, Ill.  
**SHANNON, RALPH**  
WSAZ-TV,  
Huntington, W. Va.  
**SHORE, DINAH**  
Dinah Shore Show  
NBC-TV  
**SING ALONG GANG**  
Sing Along with Mitch  
NBC-TV  
**SMILEY, RED**  
WSVA-TV, Harrisonburg, Va.  
**SONS OF THE SOUTH**  
WMNZ, Montezuma, Ga.  
**STEVENS, CONNIE**  
Hawaiian Eye  
ABC-TV  
**STEWART, SANDY**  
Perry Como's  
Kraft Music Hall  
NBC-TV  
**SULLIVAN, DON**  
KANS, Kansas City, Mo.  
**SYLWESTER, WALLY**  
KDUZ, Hutchinson, Minn.

## — U —

**UGGAMS, LESLIE**  
Sing Along with Mitch  
NBC-TV

## — W —

**WEST, WAYNE**  
KOLN-TV, Lincoln, Neb.

## WICKER, IRENE

## WILLIAMS, ANDY

Andy Williams Show  
NBC-TV  
**WILLIAMS, DICK**  
Flair  
ABC Radio  
**WYNN, JAN**  
WJR, Detroit, Mich.

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ABC-TV

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6223 Selma Ave.....Hollywood 7-3084
- Mayer, Howard G. & Dale O'Brien**  
1111 Wilshire Blvd.....HU 2-0798
- May, Green & Weissman**  
9110 Sunset Blvd. (69)....CRestview 5-5318
- Milburn McCarty Assoc., Inc.**  
270 N. Canon Dr., B. H. ...TR 8-0475
- Miller, Steve & Assoc.**  
1562 N. Beverly Dr.....CRestview 6-8172
- Myers, Julian, Inc.**  
232 N. Canon Dr., Beverly Hills.....274-9986
- National Audience Board**  
190 N. Canon Dr., Beverly Hills
- Pam-Joseph & Associates**  
1040 N. Las Palmas (38) .....HO 9-9011
- Pantone, Isabelle**  
7403 Hollywood Blvd. (46).....HO 3-7995
- Peirce, Bill and Associates**  
1717 N. Highland Ave.....HO 9-8135
- Perrett, Frank**  
10444 Santa Monica Blvd..BRadshaw 2-3205
- Pettebone, Jean**  
8706 Sunset Plaza Pl. (69) .....OL 2-7251
- Phillips, Hal**  
8721 Beverly Blvd.....OL 5-8551
- Pomerantz, Charles A.**  
1741 N. Ivar .....Hollywood 7-6171
- Procktor, Jack**  
6926 Melrose Ave. (38)....WEbster 6-7235
- Roberts & Assoc.**  
1901 Broadway, SantaMonica.....477-4191
- Roche, Eckoff & Assoc., Inc.**  
8721 Beverly Blvd. (48)....OLeander 5-7670
- Rogers, Charlotte**  
1227 N. Fuller Ave. ....HOLLYWOOD 5-9470
- Rogers & Cowan, Inc.**  
250 N. Canon Dr....CRestview 5-4581
- Rogers, Henry**  
250 N. Canon Dr., Beverly Hills...CR 5-4581
- Rose, Glenn & Assoc.**  
8582 Sunset Blvd. (46).....OL 6-6303
- Rosenberg-Coryell**  
9229 Sunset Blvd. ....CR 4-7381

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**Ross, Jerry, Organization**  
1620 Argyle .....HO 9-8379

**Ryan-Norris**  
6253 Hollywood Blvd.....HOLLYWOOD 5-7310

**Safire Public Relations, Inc.**  
5657 Wilshire Blvd.....WE 1-1789

**Samuelson, Chief and Associates**  
8820 Sunset Blvd.....OL 5-5019

**Scharf, Mann, & Co.**  
9056 Santa Monica Blvd (69).... CR 4-6222

**Shaffer, Rosalind K.**  
12039 Pacoima Court, N. Hollywood.PO 2-9111

**Sherman Company, The**  
1040 N. Las Palmas Ave. . .HOLLYWOOD 9-9011

**Simpson, Len & Assoc.**  
6331 Hollywood Blvd.....HOLLYWOOD 3-5176

**Sloan Co.**  
8979 Sunset Blvd.....CR 4-6688

**Smith, Lou, Organization**  
270 N Canon Dr.....BR 2-7935

**Spector, Hal**  
100 S. Robertson.....OL 2-0612

**Tanlinger, Robert S., Assoc. Inc.**  
211 S Beverly Dr.....BR 2-3025

**Thompson, J. Walter Co.**  
6505 Wilshire Blvd.....OLive 3-0300

**Tierney, Jack, Agency**  
8741 Sunset Blvd (69).....OL 5-4878

**Walters, Bill**  
1271 St. Ives Pl.....BRadshaw 2-0148

**Welser, Marty**  
15308 Val. Vista Blvd., Shm. Oaks.ST 9-6672

**Wells, Milton & Assoc.**  
8756 Holloway Dr.....OLeander 5-8781

**Williams, Berne-Mulvay, Eay**  
1508 Cross Roads of the World....HO 2-7401

**Winter & Winter**  
1601 N. Gower.....HOLLYWOOD 4-7129

**Wolcott & Assoc.**  
1308 Wilshire Blvd.....HU 3-2255

**Wormser, Jack, Agency**  
1717 N. Highland .....HO 4-8138

**Wormser, Howard**  
7925 Farmdale Ave., N. H'wood....877-9550

## CHICAGO

**Ballantine, Lucille**  
952 N. Michigan Ave.....DE 7-4905

**Bentley & Livingstone, Inc.**  
8 S. Michigan Ave.....DE 2-7317

**Boyer, Carl, & Associates**  
33 N. LaSalle .....DE 2-6300

**Coleman, Harry, & Co.**  
664 N. Michigan Ave.....MO 4-3883

**Communications Affiliates—CI Div.**  
318 S. Michigan Ave.....WE 9-7676

**Cox, Ted, Assoc.**  
360 N. Michigan Ave.....CENTral 6-7798

**Cushman, Aaron**  
333 N. Michigan Ave.....ANDover 3-0260

**Harshe-Rotman & Druck, Inc.**  
108 N. State St.....FI 6-6868

**Howe, Bob**  
435 N. Michigan Ave.....WHitehall 4-1300

**Janis, Martin E.**  
100 W. Montrose St.....CENTral 6-1670

**Joslyn, Margaret M.**  
38 S. Dearborn St.....DE 2-7949

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New York 17, N. Y.  
MUrray Hill 3-3105

## Bob Corcoran Associates

Public Relations

501 Madison Ave., New York 22, N. Y.  
PL 3-0857

## PUBLIC RELATIONS & PUBLICITY FIRMS

**Klein, Julius**  
110 S. Dearborn St.....DE 2-4110

**Kraus, Herbert M., & Co.**  
75 E. Wacker Drive.....RA 6-7890

**Lesly, Phillip, Co.**  
100 W. Monroe St.....CE 6-9520

**Margolis, William G.**  
127 N. Dearborn St.....DEarborn 2-2427

**McGuire, Jack**  
720 N. Michigan Ave.....SU 7-4268

**Mendelsohn, Howard**  
612 N. Michigan Ave.....MMichigan 2-0244

**Milburn McCarty Assoc.**  
360 N. Michigan Ave.....DE 2-5411

**Montague, Paul**  
545 N. Michigan Ave.....467-6960

**Schechter, A. A., Assoc., Inc.**  
333 N. Michigan Ave.....FI 6-9511

**Schooler, Lee**  
75 E. Wacker Dr.....RAndolph 6-2891

**Selvage & Lee, Inc.**  
221 N. LaSalle St.....CE 6-7818

**Walker, Bill**  
54 W. Randolph St.....DE 2-4162

### WASHINGTON

**Allen, C. Stanley & Co.**  
2017 Mass. Ave. N.W.....AD 2-4000

**Audio-Visual Public Relations**  
917 15th, N.W.....DI 7-6858

**Bozell & Jacobs, Inc.**  
711 14th, N.W.....ST 3-7888

**Byoir, Carl & Assoc.**  
National Press Bldg...STERling 3-6565

**Communication Counselors, Inc.**  
1725 K St., N.W.....FE 3-5540

**Craig Associates**  
1343 H. St., N.W.....DI 7-3660

**Guylay, L. Richard & Assoc.**  
1627 K St., N.W.....ME 8-6300

**Hill & Knowlton, Inc.**  
Solar Bldg. ....ST 3-0270

**Kal, Ehrlich & Merrick Assoc.**  
2141 Wisconsin Ave., N.W.....FE 7-5500

**Kaufman, Henry J. & Assoc.**  
1419 H. St., N. W.....District 7-7400

**Klein, Julius Public Relations**  
425 13th St., N.W.....ST 3-2951

**Mitchell, Reg, & Assoc.**  
National Press Bldg. (4).....NA 8-4457

**Neuver Assoc.**  
1000 Vermont Ave., N. W.....District 7-9200

**Richards Assoc.**  
1735 DeSales St., N.W. (6).....783-4630

**Russell, John, Enterprises, Inc.**  
1001 Conn. Ave., N.W.....RE 7-8182

**Saffre Public Relations, Inc.**  
1725 K. St., N.W.....FE 8-5277

**Selvage & Lee**  
1625 I St., N.W. (6).....RE 7-4042

**Shelton-National Affairs**  
1735 DeSales St., N.W. (6).....ST 3-1313

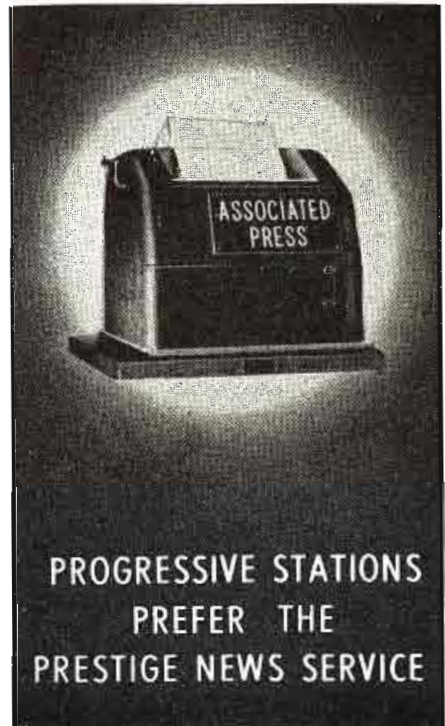
**Ver Standig, M. Belmont, Inc.**  
1107 19th St., N.W.....FE 8-6100

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# Radio & Television Producers

## —Their Work During 1962—

### — A —

**ABEL, RAY**  
Eye on New York  
WCBS-TV, New York, N. Y.

**ABERCROMBIE, WAYNE**  
Local Classroom  
WRGP-TV, Chattanooga,  
Tenn.

**ABERT, PAUL**  
WTIC-TV, Hartford, Conn.

**ABRAHAMS, MORT**  
Route 66  
CBS-TV

**ACKERMAN, HARRY**  
Hazel  
NBC-TV

**AIELLO, BERNARD**  
WNYS-TV, Syracuse, N. Y.

**ALKON, SELIG**  
Discovery 63  
ABC-TV

**ALLEN, ED**  
WHYC-TV, Rochester, N. Y.

**ALLINGHAM, BOB**  
KTAR-TV, Phoenix, Ariz.

**ALTMAN, SOPHIE**  
Teen Talk  
WRC-TV, Washington, D. C.

**AMATEAU, ROD**  
Dobie Gillis  
CBS-TV

**ANDREWS, CLARK**  
Flair  
ABC Radio

**ANN, DORIS**  
NBC Religious Program  
NBC-TV

**ASMAN, ROBERT**  
This is NBC NEWS  
NBC-TV

**AUSTIN, ARTHUR**  
Pilgrimage  
ABC Radio

**AUTRY, CHICK**  
Col. Chick & Bozo  
WRBL-TV, Columbus, Ga.

**AVERBACK, HY**  
Ensign O'Toole  
NBC-TV

**BAILY, MEL**  
Wonderama  
WNEW-TV, New York, N. Y.

**BANNER, BOB**  
Candid Camera, Julie & Carol  
at Carnegie Hall, The Garry  
Moore Show  
CBS-TV

**BARBERA, JOE**  
The Jetsons, The Flintstones,  
ABC-TV

**BARKER, CECIL**  
The Red Skelton Hour  
CBS-TV

**BARLOW, LOU**  
WRCV-TV, Philadelphia, Pa.

**BARNDIZER, DAVE**  
It's Academic  
WNBQ-TV, Chicago, Ill.

**BARRY, KENN**  
KSTP-TV, St. Paul, Minn.

**BARRY, LOUISE**  
The World Today  
MBS

**BEACH, HUGH**  
Fight of the Week  
ABC-TV

**BLAUCHAMP, LARRY**  
Vista 63  
WANE-TV, Fort Wayne, Ind.

**BECK, JACK**  
CBS Reports  
CBS-TV

### — B —

**BABBIN, JACQUELINE**  
Dupont Show of the Week,  
NBC-TV; The Fourposter,  
CBS-TV

**BAER, ART**  
Make a Face  
ABC-TV

**BAER, NORMAN**  
The World Today  
MBS

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# RADIO AND TV PRODUCERS

**BENJAMIN, BURTON**  
The 20th Century  
CBS-TV

**BERKENFIELD, WALTER**  
WPTV, Palm Beach, Fla.

**BISCHEL, DWIGHT**  
ABC Mid-day Report  
ABC-TV, Chicago, Ill.

**BISHOP, ROY**  
WRCV-TV, Philadelphia, Pa.

**BLACK, ROBERT**  
WCSH-TV, Portland, Me.

**BLEES, ROBERT**  
Combat  
ABC-TV

**BLUEL, RICHARD**  
The Gallant Men  
ABC-TV

**BLUMENTHAL, NORM**  
Concentration  
NBC-TV

**BODINE, WALT**  
WDAF-TV, Kansas City, Mo.

**BOLKOM, LLOYD**  
WTCN-TV, Minneapolis, Minn.

**BOWE, GEORGE**  
WTIC-TV, Hartford, Conn.

**BOYER, PHIL**  
KEZI, Eugene, Ore.

**BRESEE, FRANK**

**BRILL, DICK**  
Al Collins Show  
KGO-TV, San Francisco, Calif.

**BRODKIN, HERBERT**  
The Nurses, The Defenders,  
CBS-TV

**BROTT, LOU**  
WRC-TV, Washington, D. C.

**BROWN, JAMES**  
Arthur Godfrey Tune  
CBS Radio

**BRUERS, BOB**  
Noon Show  
WSAU-TV, Wausau, Wisc.

**BUSH, WARREN**  
The Great Challenge  
CBS-TV

## — C —

**CAHN, ROBERT**  
Just For Fun  
WNLW-TV, New York, N. Y.

**CALLAWAY, BOBBY**  
WALB-TV, Albany, Ga.

**CASELLA, JAMES**  
TV Enriches Learning  
WICU-TV, Erie, Pa.

**CATES, GILBERT**  
B. June 6, 1934, New York, N. Y.  
Camouflage, ABC-TV; Timex All-  
Star Circus, NBC-TV

**CATES, JOE**  
International Showtime  
NBC-TV

**CHAMBERS, EVERETT**  
Kaiser Presents The Lloyd  
Bridges Show,  
CBS-TV

**CHAMPION, BOB**  
Kilgo's Kanteen  
WSOC-TV, Charlotte, N. C.

**CHAMPION, JOHN**  
Laramie  
NBC-TV

**CHANIN, JOHN**  
Worldwide Sports  
CBS Radio

**CHOTZINOFF, SAMUEL**  
NBC Opera Company  
NBC-TV

**CHRISTENSEN, JAMES A.**  
WBEN-TV, Buffalo, N. Y.

**CHRISTIE, HOWARD**  
Wagon Train  
ABC-TV

**CLAMPETT, BOB**  
Beany & Cecil  
ABC-TV

**CLAVER, BOB**  
Ensign O'Toole  
NBC-TV

**CLAWSON, GRANT**  
KSL-TV, Salt Lake City, Utah

**CLEMENT, JOSEPH E.**  
Lamp Unto My Feet  
CBS-TV

**CLEMENTS, CALVIN**  
Dr. Kildare  
NBC-TV

**COLE, BETTY**  
Meet the Press  
NBC-TV

**CONNELL, DAVE**  
Captain Kangaroo  
CBS-TV

**CONNELLY, JOE**  
Going My Way,  
Leave It to Beaver,  
ABC-TV

**CORDERO, PAQUITO**  
WKAQ-TV,  
San Juan, Puerto Rico

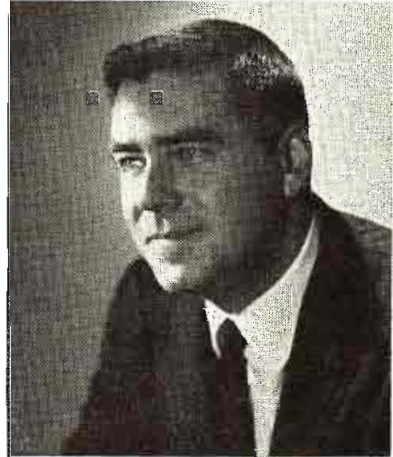
**CORREA, RAFAEL**  
Show Libby's  
WKAQ-TV,  
San Juan, Puerto Rico

**COSTELLO, ROBERT**  
Armstrong Circle Theatre  
CBS-TV

**COTTLE, BOB**  
Ruff and Reddy  
NBC-TV



**FRANK BRESEE**  
(Writer-Producer)  
Golden Days of Radio  
The Mack Agency



**BILL HOBIN**  
Producer-Director  
"Sing Along  
With Mitch"

# RADIO AND TV PRODUCERS

**COVINGTON, TREADWELL**  
King Leonardo  
NBC-TV

**CRABTREE, JOSEPH B.**  
WXEX-TV, Petersburg, Va.

**CRAIG, SCOTT**  
File 31  
WMBD-TV, Peoria, Ill.

**CROSS, PERRY**  
Tonight  
NBC-TV

**CUNNINGHAM, HARRY W.**  
WNYS-TV, Syracuse, N. Y.

## — D —

**DAILEY, DOROTHY**  
Negro College Choir  
ABC Radio

**DALE, CHALMERS**  
Look Up and Live  
CBS-TV

**DANIELS, MARC**  
Saints and Sinners  
NBC-TV

**DARION, SIDNEY**  
ABC Evening Report  
ABC-TV

**DAVIS, NORM**  
Project 4  
WJXT-TV, Jacksonville, Fla.

**DECKER, JOHN P.**  
WROC-TV, Rochester, N. Y.

**DeCORDOYA, FRED**  
Jack Benny Program  
CBS-TV

**DELANEY, ROBERT**  
Meet the Professor  
ABC-TV

**DEPORIS, GENE**  
CBS Reports  
CBS-TV

**DESSERT, GEORGE**  
WCAU-TV, Philadelphia, Pa.

**DI BENEDETTO, JULIO**  
Candid Camera  
CBS-TV

**DIMICK, MERRILL**  
KSL-TV, Salt Lake City, Utah

**DISNEY, WALT**  
Walt Disney's  
Wonderful World of Color  
NBC-TV

**DODGE, FRANK**  
Search for Tomorrow  
CBS-TV

**DOLAN, JAMES**  
Coleman on Sports, Sports-  
Time Worldwide Sports,  
CBS Radio

**DONALDSON, KEITH**  
Emphasis  
NBC Radio

**DORTORT, DAVID**  
Bobanza  
NBC-TV

**DRYER, SHERMAN H.**  
The American Economy on  
College of the Air  
CBS-TV

**DUFF, GORDON**  
Footnote to Fame That's  
Where the Town's Going!  
CBS-TV

**DUNCAN, JIM**  
Bulletin  
WRGE-TV,  
Chattanooga, Tenn.

**DUNNE, BURT**  
The Cheyenne Show  
ABC-TV

**DUTCHER, BILL**  
WMT-TV, Cedar Rapids, Iowa

## — E —

**EAMES, BILL**  
CBS News Election Unit  
CBS-TV

**EARNSHAW, FENTON**  
77 Sunset Strip  
ABC-TV

**EDELMAN, LOUIS E.**  
Make Room for Daddy  
NBC-TV

**ELINSON, JACK**  
The Danny Thomas Show  
CBS-TV

**ENGLANDER, ROGER**  
The New York Philharmonic  
Young People's Concerts  
CBS-TV

**EVANS, JEFF**  
Tel.-all  
WRDWT-TV, Augusta, Ga.

**EVANS, MARK**  
WTPG-TV, Washington, D. C.

**EVEN, TOM**  
WSAV-TV, Savannah, Ga.

**EYER, DICK**  
Joe Martin Show  
KOLN-TV, Lincoln, Neb.

## — F —


**FASSETT, JAMES**  
New York Philharmonic,  
World Music Festivals,  
CBS Radio

**FATES, GIU**  
B. September 29, 1914,  
Newark, N. J.  
What's My Line? To Tell the  
Truth, I've Got a Secret,  
all CBS-TV

## CARL REINER

Creator—Producer—Writer

"The  
DICK VAN DYKE  
SHOW"



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**FEDDERSON, DON**  
My Three Sons  
ABC-TV

**FEIN, IRVING**  
The Jack Benny Program  
CBS-TV

**FEINER, BEN JR.**  
Winston Churchill—The  
Valiant Years, ABC-TV

**FELDMAN, CHESTER**  
I've Got A Secret  
CBS-TV

**FELDMAN, ED**  
Fair Exchange  
CBS-TV

**FELTON, NORMAN**  
Dr. Kildare  
NBC-TV

**FENNELLY, VINCENT M.**  
Rawhide  
CBS-TV

**FERBER, MEL**  
Calendar  
CBS-TV

**FERRI, LUCY**  
The Guiding Light  
CBS-TV

**FERRO, BETH HOLLINGER**  
B. December 14, 1924,  
New York, N. Y.  
Price is Right, NBC-TV

**FINKEL, BOB**  
Andy Williams Show  
NBC-TV

**FISHER, CHARLES**  
The Edge of Night  
CBS-TV

**FISHER, CRAIG**  
Exploring  
NBC-TV

**FISHER, HAL**  
WBBM-TV, Chicago, Ill.

**FLEISCHMAN, STEPHEN**  
CBS Reports  
CBS-TV

**FLETCHER, VIC**  
KIFI-TV, Idaho Falls, Idaho

**FLOWER, JOHN**  
KETV-TV, Omaha, Neb.

**FLYNN, PETER**  
Emphasts  
NBC Radio

**FONDA, JAMES**  
Hazel  
NBC-TV

**FORTE, CHET**  
The Sunday Sports  
Spectacular  
CBS-TV

**FRANKEL, ELIOT**  
Huntley-Brinkley Report  
NBC-TV

**FRANZEN, DON**  
WLBW-TV, Topeka, Kans.

**FRED, FRED**  
White Paper  
NBC-TV

**FREEDMAN, LEWIS**  
Dupont Show of the Week  
NBC-TV

**FREEMAN, DEVERY**  
Pete & Gladys  
CBS-TV

**FREEMAN, LEONARD**  
The Untouchables  
ABC-TV

**FRIEDBERG, BILLY**  
Car 54, Where Are You?  
NBC-TV

**FRIEDMAN, DONALD**  
WOKR-TV, Rochester, N. Y.

**FRIENDLY, FRED W.**  
CBS Reports  
CBS-TV

**FROMKES, LEON**  
Fury  
NBC-TV

**FROUGH, WILLIAM**  
Sam Benedict  
NBC-TV

**FULKERSON, RAY**  
WEHT-TV, Evansville, Ind.

**FURMAN, BOB**  
KETV-TV, Omaha, Neb.

## — G —

**GARDNER, ARTHUR**  
The Rifleman  
ABC-TV

**GARTHWAITE, ROBERT L.**  
Project 20  
NBC-TV

**GILLIS, JOE**  
WTOL-TV, Toledo, Ohio

**GIMBEL, ROGER**  
The Bing Crosby Show  
ABC-TV

**GITLIN, IRVING**  
White Paper  
NBC-TV

**GLIDDEN, EDITH**  
WOC-TV, Davenport, Iowa

**GOLDEN, ROBERT**  
Lassic  
CBS-TV

**GOTTJEB, HERBERT**  
Make a Face  
ABC-TV

**GRAFF, ROBERT D.**  
Winston Churchill—The  
Valiant Years, ABC-TV;  
Noah and the Flood, CBS-TV

**GRAHAM, LEWIS**  
Ted Mack and the Original  
Amateur Hour  
CBS-TV

**GREEN, GERALD**  
Chet Huntley Reporting  
NBC-TV

**GREENE, STANLEY**  
The American Economy on  
College of the Air,  
CBS-TV

**GREGORY, LORRIE**  
WDBJ-TV, Roanoke, Va.

**GRUBBS, GEORGE**  
KNOE-TV, Monroe, La.

**GRUBBS, TOM**  
WLOF-TV, Orlando, Fla.

**GUEDEL, JOHN**  
Art Linkletter's House Party  
CBS-TV

## — H —

**HAGAN, CHET**  
Gulf Instant News Specials  
NBC-TV

**HAMILTON, JOE**  
The Garry Moore Show,  
Julie & Carol at Carnegie Hall,  
CBS-TV

**HAMLIN, BOB**  
Pacemaker News  
WHTN-TV,  
Huntington, W. Va.

**HANCE, WILEY**  
Directions 63.  
Meet the Professor,  
ABC-TV

**HANNA, BILL**  
The Flintstones, The Jetsons,  
ABC-TV

**HARMON, BILL**  
McKeever & the Colonel  
NBC-TV

**HARRIS, JACK**  
KWTV-TV, Fort Worth, Tex.

**HARRISON, JOAN**  
The Alfred Hitchcock Hour  
CBS-TV

**HARRISON, PAUL**  
Our Man Higgins  
ABC-TV

**HARTMAN, EDMUND**  
My Three Sons  
ABC-TV

**HAYWARD, LELAND**  
Tonight in Samarkand,  
The Good Years,  
Saturday's Children,  
CBS-TV

**HEIDER, FREDERICK**  
Voice of Firestone  
ABC-TV

**HELLER, JOEL**  
The Reading Room  
CBS-TV

**HENDRICKSON, FRED**  
Arthur Godfrey Time,  
Suspense, Yours Truly,  
Johnny Dollar,  
CBS Radio

**HENNING, PAUL**  
The Beverly Hillbillies  
CBS-TV

**HENRY, BOB**  
Roy Rogers-Dale Evans Show  
ABC-TV

**HERBERT, DON**  
Watch Mr. Wizard  
NBC-TV

**HIGHTCHEW, LARRY**  
WPAM-TV, Lafayette, Ind.

**HIKEN, NAT**  
Car 54, Where Are You?  
NBC-TV

**HILL, DAVE**  
WLOF-TV, Orlando, Fla.

**HILL, MARTIN**  
Art Linkletter's House Party  
CBS-TV

**HIPPLER, RANDOLPH**  
WNEM-TV, Saginaw, Mich.

**HITCHCOCK, ALFRED**  
The Alfred Hitchcock Hour  
CBS-TV

## HOBIN, BILL

B. November 12, 1923, Evanston,  
Ill. Sing Along with Mitch, NBC-  
TV, 1961-1962, Bell Telephone  
Hour, NBC-TV

**HOBBSON, JAMES**  
Lawrence Welk Show  
ABC-TV

**HOFFMAN, CHARLES**  
Hawaiian Eye  
ABC-TV

**HOGAN, HUGH**  
KTRG-TV, Honolulu, Hawaii

**HOLLAND, MARLAN**  
Jack's Kartoon Klubhouse  
KEZI-TV, Eugene, Ore.

**HOLMES, TED**  
Look Up & Live  
CBS-TV

**HORNER, JED**  
Shari Lewis Show  
NBC-TV

**HOROWITZ, HOWIE**  
77 Sunset Strip  
ABC-TV

**HOSTETTLER, DEL**  
WRCV-TV, Philadelphia, Pa.

**HOUSTON, JOE**  
WFBG-TV, Altoona, Pa.

**HOWARD, CY**  
Fair Exchange  
CBS-TV

**HUENERS, JOHN**  
Stump the Stars  
CBS-TV

**HUGGINS, ROY**  
The Virginian  
NBC-TV

**HYATT, DONALD B.**  
Project 20, World Of . . .  
NBC-TV

# RADIO AND TV PRODUCERS

— I —

**IMWALLE, BILL**  
WVL-TV, New Orleans, La.

**ISAACS, CHARLES**  
The Real McCoy's  
CBS-TV

— J —

**JACKSON, GAIL PATRICK**  
Perry Mason  
CBS-TV

**JACOBS, ALAN**  
WVL-TV, New Orleans, La.

**JACOBS, JERRY**  
Gulf Instant News Specials  
NBC-TV

**JAMES, WILLIAM T.**  
WVFX-TV, Petersburg, Va.

**JAMISON, MARSHALL**  
The Good Years,  
Tonight in Samarkand,  
Saturday's Children,  
CBS-TV

**JASCO, LEN**  
WPTV, Palm Beach, Fla.

**JEWISON, NORMAN**  
The Judy Garland Show  
CBS-TV

**JOHNSON, ROBERT**  
KELO-TV, Sioux Falls, S. D.

**JONES, COLSON E.**  
WFBG-TV, Altoona, Pa.

**JONES, ED**  
WOC-TV, Davenport, Iowa

**JONES, EDWARD M.**  
CBS Reports  
CBS-TV

**JONES, EUGENE S.**  
World Of . . .  
NBC-TV

— K —

**KAPLAN, FRED**  
Flair  
ABC Radio

**KAYDEN, WILLIAM**  
Here's Hollywood  
NBC-TV

**KELLER, CHARLES**  
Frontiers of Knowledge  
WFIL-TV, Philadelphia, Pa.

**KELLERMAN, DON**  
Accent  
CBS-TV

**KERR, BOB**  
WOW-TV, Omaha, Neb.

**KEYES, PAUL W.**  
Jack Paar Program  
NBC-TV

**KINKEL, JACK**  
ABC News Final  
ABC-TV

**KIPPENBROCK, KIP**  
KLTV, Tyler, Tex.

**KLEIBACKER, FRED**  
WHIC-TV, Pittsburgh, Pa.

**KLEINERMAN, ISAAC**  
The 20th Century  
CBS-TV

**KLYNN, HERBERT**  
The Alvin Show  
CBS-TV

**KOHN, WILLIAM**  
Howard K. Smith—News &  
Comment  
ABC-TV

**KONDOLF, GEORGE**  
U. S. Steel Flour  
CBS-TV

**KUSSEKOW, LOU**  
NBC Sports  
NBC-TV

**LACEY, JACK**  
The Roy Rogers Show  
CBS-TV

**LADESICH, BILL**  
WDAF-TV, Kansas City, Mo.

**LADZINSKY, IVAN**  
Dimension  
of a Woman's World,  
Dimension of a Dateime,  
CBS Radio

**LARSON, TONY**  
KTVR-TV, Denver, Colo.

**LaTOURETTE, FRANK**  
Adlai Stevenson Reports  
ABC-TV

**LAVEN, ARNOLD**  
The Rifleman  
ABC-TV

**LEAR, NORMAN**  
Andy Williams Show,  
NBC-TV;  
Henry Fonda & the Family,  
CBS-TV

**LEONARD, BILL**  
CBS News Election Unit  
CBS-TV

**LEONARD, HERBERT B.**  
The Adventures of Rin Tin Tin,  
Route 66, CBS-TV; Naked City,  
ABC-TV

**LEONARD, SHELDON**  
The Dick Van Dyke Show,  
The Danny Thomas Show,  
CBS-TV;  
Make Room for Daddy,  
NBC-TV

**LEVITAN, PAUL**  
Miss Teenage America  
Coronation,  
Miss Universe Beauty Pageant,  
Miss America Pageant,  
Tournament of Roses Parade,  
CBS-TV

**LEAY, JULES Y.**  
The Rifleman  
ABC-TV

**LEVA, PARKE**  
Pete & Gladys  
CBS-TV

**LEWIS, ARTHUR**  
The Nurses  
CBS-TV

**LEWIS, ELLIOTT**  
The Lucy Show  
CBS-TV

**LEWIS, RICHARD**  
Premiere, Presented by Fred  
Astaire, Alcoa Premiere,  
ABC-TV

**LIGHT, JON**  
WSAZ-TV,  
Huntington, W. Va.

**LINKE, DICK**  
The Andy Griffith Show  
CBS-TV

**LEOYD, NORMAN**  
The Alfred Hitchcock Hour  
CBS-TV

**LONDON, JOHN**  
The New Landette Young Show  
CBS-TV;  
Landette Young Show,  
NBC-TV

**LOUNSBERY, DAN**  
Bell Telephone Hour  
NBC-TV

**LOWE, DAVID**  
CBS Reports  
CBS-TV

— L —

**LUBIN, ARTHUR**  
Mister Ed  
CBS-TV

**LUTZ, SAM**  
Lawrence Welk Show  
ABC-TV

— Mc —

**McCLURE, WILLIAM K.**  
CBS-TV Reports  
CBS-TV

**McCULLOUGH, JOHN**  
WNHU-TV, South Bond, Ind.

**McCUNE, DON**  
Captain Pugef Show  
KGO-TV, Seattle, Wash.

**McDERMOTT, TOM**  
Dick Powell Show  
NBC-TV

**McGEEHAN, JACK**  
The Ed Sullivan Show  
CBS-TV

**McGINN, JIM**  
WBBM-TV, Chicago, Ill.

**McGOVERN, JIM**  
Furstel  
KMSB-TV, Minneapolis, Minn.

**McMULLEN, JAY**  
CBS Reports  
CBS-TV

— M —

**MacCALLUM, BILL**  
Breakfast Club  
ABC Radio

**MacDONNELL, NORMAN**  
Gunsmoke  
CBS-TV

**MacKENZIE, MURDO**  
Christmas Sing with Bing,  
Bing Crosby-Rosemary Clooney  
Show, CBS Radio

**MACRINA, DON**  
WSAY-TV, Savannah, Ga.

**MALLARD, JERRY**  
WCIV-TV, Charleston, S. C.

**MARDEN, ORISON**  
Dimension  
CBS Radio

**MARGOLIS, IRV**  
WRIC-TV, Philadelphia, Pa.

**MARION, IRA**  
Meet the Professor  
ABC Radio

**MARKELL, ROBERT**  
The Defenders  
CBS-TV

**MARKS, ART**  
Perry Mason  
CBS-TV

**MARSHALL, NORMAN**  
Lucas Evangelii  
CBS-TV

**MARTENS, SI**  
WKJC-TV, Fort Wayne, Ind.

**MAURER, ROBERT**  
Mountain Memories  
NBC Radio

**MENDELSON, LEE**  
KPIX-TV, San Francisco, Cal.

**MERRILL, AUSTIE**  
WKRN-TV, Cincinnati, Ohio

**MESHEKOFF, MICHAEL**  
General Electric Prize  
CBS-TV

**MULLER, FRANK**  
The Big Lie  
MBS

**MULLER, JACK**  
Mopie Midway  
NBC-TV



# RADIO AND TV PRODUCERS

**MOFFITT, J. J.**  
WEWS-TV, Cleveland, Ohio

**MONROE, WILLIAM B. JR.**  
This Is NBC News  
NBC-TV

**MONTAGNE, EDWARD J.**  
McHale's Navy  
ABC-TV

**MOODY, DON**  
The Super Show  
WHTN-TV,  
Huntington, W. Va.

**MORGAN, AL**  
Today  
NBC-TV

**MORGAN, LEO**  
As Caesar Sees It  
ABC-TV

**MORGAN, MONTY**  
Merv Griffin Show  
NBC-TV

**MORRIS, DAN**  
WTOL-TV, Toledo, Ohio

**MORSE, ARTHUR D.**  
CBS Reports  
CBS-TV

**MOSEK, JAMES E.**  
Ben Casey  
ABC-TV

**MOSHER, BOB**  
Leave It to Beaver  
ABC-TV

**MUNDAY, BRYAN**  
KRBC-TV, Abilene, Tex.

**MYRE, BURD**  
WLWI-TV, Indianapolis, Ind.

## — N —

**NAEGEL, ROBERT**  
KCMT-TV, Alexandria, Minn.

**NELSON, DOLPH**  
House Party  
CBS Radio

**NELSON, OZZIE**  
Adventures of Ozzie & Harriet  
ABC-TV

**NEUMAN, ALAN**  
The American Economy on  
College of the Air  
CBS-TV

**NEUMAN, E. JACK**  
Sam Benedict  
NBC-TV

**NICHOLS, WILLIAM**  
WKJG-TV, Fort Wayne, Ind.

**NOLAN, PATRICK**  
KTRG-TV, Honolulu, Hawaii

**NOVENSON, JOE**  
WVIL-TV, Philadelphia, Pa.

## — O —

**O'KEEFE, WINSTON**  
Dennis the Menace  
CBS-TV

**OPPENHEIMER, JESS**  
Here's Hollywood  
NBC-TV

**OPPENHEIMER, PEER**  
Here's Hollywood  
NBC-TV

**ORB, PAUL**  
Jack Paar Program  
NBC-TV

**ORB, WILLIAM T.**  
The Cheyenne Show  
ABC-TV

**OSBORN, BOB**  
WOW-TV, Omaha, Neb.

**OSMAN, HARRY**  
WRCV-TV, Philadelphia, Pa.

**OWEN, TONY**  
Donna Reed Show  
ABC-TV

**OWENS, JIM**  
Charleston Dateline  
WCIV-TV, Charleston, S. C.

## — P —

**PAAR, JACK**  
Jack Paar Program  
NBC-TV

**PALMER, SIDNEY**  
WIS-TV, Columbia, S. C.

**PARR, FRANK**  
KATV, Portland, Ore.

**PAUL, JOAN**  
Christian in Action  
ABC Radio

**PEDERSON, RUFUS**  
KATV, Portland, Ore.

**PETERS, WALTER**  
Editor's Choice  
ABC-TV

**PETERS, WILLIAM**  
CBS Reports  
CBS-TV

**PETERSEN, CLIFF**  
Breakfast Club  
ABC Radio

**PHILBIN, JACK**  
The Jackie Gleason Show: The  
American Scene Magazine,  
CBS-TV; Keefe Brasselle's Va-  
riety Gardens, CBS-TV

**PIECH, PETER**  
King Leonardo  
NBC-TV

**PIERSON, FRANK**  
Empire  
NBC-TV

**PLEVEN, PAT**  
International Showtime  
NBC-TV

**POKORSKI, JOHN**  
Baseball Game of the Week  
CBS-TV

**POTTER, ALLEN**  
As the World Turns  
CBS-TV

**POWER, JULES**  
Discovery '62  
ABC-TV

**PRATER, JERRY**  
WTVF-TV, Tampa, Fla.

**PRATT, PAUL**  
KTUL-TV, Tulsa, Okla.

**PRECIT, BOB**  
The Ed Sullivan Show  
CBS-TV

**PRICE, JIM**  
WMCV-TV, Memphis, Tenn.

**PRIDEMORE, JAMES R.**  
WALB-TV, Albany, Ga.

## — Q —

**QUIGLEY, JAMES**  
Emphasis  
NBC Radio

**QUINLAN, DORIS**  
Young Dr. Malone  
NBC-TV

## — R —

**RAPP, MATTHEW**  
Ben Casey  
ABC-TV

**REIFSNYDER, HOWARD**  
The Sunday Sports  
Spectacular  
CBS-TV

**REINA, JAMES L.**  
World Of . . .  
NBC-TV

**REINER, CARL**  
The Dick Van Dyke Show  
CBS-TV

**RENICK, RALPH**  
WTVJ-TV, Miami, Fla.

**RICE, LEON**  
The Reading Room  
CBS-TV

**RICHMAN, FLORENCE**  
Emphasis  
NBC Radio

**RISO, ADRIAN**  
WBRE-TV, Wilkes-Barre, Pa.

**ROBERTS, RUTH**  
The New Loretta Young Show  
CBS-TV; Loretta Young  
Theatre  
NBC-TV

**ROLFE, SAM**  
Eleventh Hour  
NBC-TV

**ROSKAM, CLAIR**  
Camera Three  
WCBS-TV, New York, N. Y.

**ROWE, S. ROBERT**  
Say When  
NBC-TV

**RUBEN, AARON**  
The Andy Griffith Show  
CBS-TV

**RUSH, W. ARTHUR**  
Roy Rogers-Dale Evans Show  
ABC-TV

**RUSSELL, CHARLES**  
Naked City  
ABC-TV

## — S —

**SACKHEIM, WILLIAM**  
Empire  
NBC-TV

**SAUDEK, ROBERT**  
Leonard Bernstein and the  
New York Philharmonic,  
Opening Night at Lincoln  
Center, CBS-TV

**SAYLOR, WILLY**  
WIS-TV, Columbia, S. C.

**SCHAEFER, GEORGE**  
Hallmark Hall of Fame  
NBC-TV

**SCHERER, EDWARD**  
Exploring  
NBC-TV

**SCHUMMEL, CLARENCE**  
Miss America Pageant, Miss  
Universe Beauty Pageant, Miss  
Teenage America Coronation,  
Garry Moore Radio Show,  
CBS-TV & CBS Radio

**SCHNEIDER, NICHOLAS**  
WNEM-TV, Saginaw, Mich.

**SCHONFELD, MOSES**  
Inside the City, Inside the  
United Nations  
WBSM, New Bedford, Mass.

**SCHULBERG, STUART**  
David Brinkley's Journal  
NBC-TV

**SCOTT, TOM**  
WIBW-TV, Topeka, Kans.

**SCRUBY, BRIAN**  
KDKA-TV, Pittsburgh, Pa.

**SEARS, BOB**  
Treasure Chest  
KSTP-TV, St. Paul, Minn.

**SECONDARI, JOHN**  
Bell & Howell Close-up  
ABC-TV

# RADIO AND TV PRODUCERS

## SELF, WILLIAM

20th Century-Fox TV  
**SELIGMAN, SELIG J.**  
 Combat  
 ABC-TV  
**SENKE, H. C.**  
 WHEC-TV, Rochester, N. Y.  
**SERETTE, DAVID W.**  
 WOSH-TV, Portland, Me.  
**SERLES, NORMAN**  
 WROC-TV, Rochester, N. Y.  
**SEXTON, VERDELL**  
 KTUL-TV, Tulsa, Okla.  
**SHANKS, BOB**  
 Merv Griffin Show  
 NBC-TV  
**SHEAR, BARRY**  
 Here's Edie  
 ABC-TV  
**SHEPHERD, FRED**  
 American Newsstand  
 ABC-TV  
**SHEVLOVE, BURT**  
 Opening Night  
 CBS-TV  
**SIEMANOWSKI, RICHARD**  
 Public Affairs Specials  
 CBS-TV  
**SIGMON, RAY**  
 WSAZ-TV, Huntington, W. Va.  
**SIMON, AL**  
 The Beverly Hillbillies  
 CBS-TV  
**SKITCH, IRA**  
 Play Your Hunch  
 NBC-TV  
**SLATE, LANE**  
 Lamp Unto My Feet  
 CBS-TV  
**SLAVICK, PHIL**  
 WMCT-TV, Memphis, Tenn.  
**SMITH, ANSEL**  
 KNOE-TV, Monroe, La.  
**SMITH, PERRY**  
 NBC Sports  
 NBC-TV  
**SOMERVILLE, WARREN**  
 Flair  
 ABC Radio  
**SPARKS, ROBERT**  
 Have Gun, Will Travel  
 CBS-TV  
**SPELLING, AARON**  
 Kaiser Presents The Lloyd  
 Bridges Show  
 CBS-TV  
**SPIVAK, LAWRENCE E.**  
 Meet the Press  
 NBC-TV  
**STANLEY, HAL**  
 Mr. Smith Goes to  
 Washington  
 ABC-TV  
**STEFFENS, DON**  
 Worldwide Sports  
 CBS Radio  
**STEIN, WILLIE**  
 To Tell the Truth  
 CBS-TV  
**STERN, LEONARD**  
 I'm Dickens . . . He's Fenster  
 ABC-TV  
**STEVENS, LESLIE**  
 Stony Burke  
 ABC-TV  
**STEWART, BOB**  
 Password, CBS-TV; The Price  
 Is Right  
 NBC-TV  
**STEWART, CHARLES**  
 The Danny Thomas Show  
 CBS-TV  
**STEWART, GUS**  
 KTRC-TV, Austin, Tex.  
**STEWART, RAY**  
 WHC-TV, Pittsburgh, Pa.

**STOKEY, MIKE**  
 Stump the Stars  
 CBS-TV  
**STONE, JON**  
 Captain Kangaroo  
 CBS-TV  
**SUSSKIND, DAVID**  
 The Fourposter  
 CBS-TV  
**SUTTER, DANIEL**  
 Emphasis  
 NBC Radio  
**SUTTON, T. J.**  
 Camera 9  
 CKLW-TV, Detroit, Mich.

## T

**TAYLOR, LIN**  
 WSQC-TV, Charlotte, N. C.  
**TELFORD, FRANK**  
 Wide Country  
 NBC-TV  
**TOGIE, DAVE**  
 WTVT-TV, Tampa, Fla.  
**TOMCHO, IVAN**  
 WICU-TV, Erie, Pa.  
**TORNABENE, RUSS**  
 Emphasis  
 NBC Radio  
**TRACY, STERLING**  
 House Party, CBS Radio;  
 The Tom Harmon Sports  
 Show  
 ABC Radio

## U

**ULLMAN, DAN**  
 Laramie  
 NBC-TV  
**UTLEY, JOHN**  
 WLTV, Bowling Green, Ky.  
**UTT, KENNETH**  
 The Defenders  
 CBS-TV

## V

**VANOFF, NICK**  
 Perry Como's Kraft Music  
 Hall  
 NBC-TV  
**VARHOLY, JOE**  
 WRV-TV, Philadelphia, Pa.  
**VARNUM, JAMES**  
 WOLT-TV, Ames, Iowa  
**VERDI, TONY**  
 Artists Showcase  
 WNBQ-TV, Chicago, Ill.  
**VICTOR, DAVID**  
 Dr. Kildare  
 NBC-TV  
**VOSBURGH, GEORGE**  
 Merv Griffin Show  
 NBC-TV  
**VOUSAS, GEORGE**  
 Emphasis  
 NBC Radio

## W

**WAKELEE, ARTHUR**  
 Emphasis  
 NBC Radio  
**WALDEAR, GORDON**  
 Golden Gate Story  
 KGO-TV, San Francisco, Calif.  
**WARR, MARTIN**  
 Here's Hollywood  
 NBC-TV  
**WASSERMAN, AL**  
 White Paper  
 NBC-TV

**WATKINS, JOHNNY**  
 KWTX-TV, Waco, Tex.  
**WATSON, RAY**  
 Jane Lynn Show  
 WKRC-TV, Cincinnati, Ohio  
**WAVNE, FRANK**  
 Password  
 CBS-TV  
**WAYNE, RONALD**  
 The Jackie Gleason Show  
 The American Scene Maga-  
 zine, CBS-TV  
**WEBB, JACK**  
 General Electric True  
 CBS-TV  
**WEISS, EDWARD**  
 WOI-TV, Ames, Iowa  
**WEISS, WILLIAM**  
 The Mighty Mouse Playhouse  
 CBS-TV  
**WHEDON, PEGGY**  
 From the Capitol, ABC Radio,  
 Issues and Answers, ABC-TV,  
 Washington, D. C.  
**WHITE, LARRY**  
 International Showtime  
 NBC-TV  
**WHITE, STEVE**  
 Emphasis  
 NBC Radio  
**WHITMAN, DAN**  
 Magic Land of Allahakam  
 ABC-TV  
**WILLIAMS, DICK**  
 KPIT, San Francisco, Calif.  
**WILSON, MARK**  
 Magic Land of Allahakam  
 ABC-TV  
**WILSON, WILLIAM T.**  
 Update  
 NBC-TV  
**WINDSOLO, ROY**  
 The Secret Storm, Love of  
 Life  
 CBS-TV  
**WISE, DAVID J.**  
 Message of Israel  
 ABC Radio  
**WONDERS, RALPH**  
 Roy Rogers Dale Evans Show  
 ABC-TV  
**WOOD, BARRY**  
 Bell Telephone Hour  
 NBC-TV  
**WRATHER, BONITA  
 GRANVILLE**  
 Lasso  
 CBS-TV

## Y

**YATES, TED**  
 David Beinkley's Journal  
 NBC-TV  
**YORKIN, BUD**  
 Andy Williams Show, NBC-TV  
 Henry Fonda & the Family,  
 CBS-TV

## Z

**ZEGART, ARTHUR**  
 White Paper  
 NBC-TV  
**ZIGMAN, JOSEPH**  
 Chet Huntley Reporting  
 NBC-TV  
**ZIMMERMAN, DIRK**  
 KDKA-TV, Pittsburgh, Pa.  
**ZIRATO, BRUNO JR.**  
 Carol Burnett-Richard Hayes  
 Show, Suspense, Yours Truly,  
 Johnny Dollar, CBS Radio;  
 To Tell the Truth, CBS-TV.



# Radio & Television Directors

—Their Work During 1962—

— A —

**ABBOTT, NORMAN**  
Bing Crosby Show  
ABC-TV

**ALTER, PAUL**  
The Price Is Right, NBC-TV;  
To Tell the Truth, CBS-TV.

**ALTMAN, ROBERT**  
The Gallant Men  
ABC-TV

**AMADIO, HARRY**  
Big Bands  
ABC Radio

**ANDREWS, CLARK**  
Flair  
ABC Radio

**AUERBACH, LARRY**  
Love of Life  
CBS-TV

— B —

**BARBERA, JOE**  
The Jetsons, The Flintstones,  
ABC-TV

**BARRY, LOUISE**  
The World Today  
MBS

**BARTON, CHARLES**  
Dennis the Menace  
CBS-TV

**BEECHER, KEITH**  
Breakfast Club  
ABC Radio

**BELL, TED**  
Christian in Action  
ABC Radio

**BENNINGTON, BILL**  
Stamp the Stars  
CBS-TV

**BERNS, SEYMOUR**  
The Red Skelton Hour  
CBS-TV

**BIRCH, PETER**  
Captain Kangaroo  
CBS-TV

**BLOOM, NORTON**  
Chet Huntley Reporting  
NBC-TV

**BOHL, DON**  
The Price Is Right, Say  
When, NBC-TV

**BROWN, DAVE**  
As Caesar Sees It  
ABC-TV

**BROWNING, KIRK**  
Noah and the Flood, Opening  
Night at Lincoln Center,  
CBS-TV; NBC Opera Company,  
NBC-TV

**BUCKLEY, SCOTT**  
Emphasis  
NBC Radio

— C —

**CAMPBELL, RAYMOND**  
News Around the World  
ABC Radio

**CARR, MARTIN**  
Calendar, CBS-TV

**CARR, THOMAS**  
Rawhide, CBS-TV

**CARSON, DICK**  
Tonight, NBC-TV

**CATES, GILBERT**  
B. June 6, 1934, New York, N. Y.  
Camouflage, ABC-TV

**CHIRKINIAN, FRANK**  
Triple Crown of Racing  
CBS-TV

**CHOMYN, JOSEPH K.**  
Look Up & Live, Public  
Affairs Specials, CBS-TV

**CLAMPETT, BOB**  
Beany & Cecil  
ABC-TV

**COOK, FIELDER**  
Dupont Show of the Week  
NBC-TV

**COYLE, HARRY**  
NBC Sports  
NBC-TV

**GIL  
CATES**

Producer-Director

**JAMEL PRODUCTIONS**



**LEE TANNEN**

Freelance Director

516—ED 4-3199

# RADIO AND TV DIRECTORS

## — D —

**DAILEY, BOB**  
The Sunday Sports Spectacular  
CBS-TV

**DELANEY, ROBERT**  
Meet the Professor  
ABC-TV

**DIAMOND, VERN**  
Miss America Pageant, Miss Universe Beauty Pageant, Miss Teenage America Coronation, Tournament of Roses Parade, CBS-TV

**DI BENEDETTO, JULIO**  
Candid Camera  
CBS-TV

**DILLON, JACK**  
NBC Sports (Football)  
NBC-TV

**DISKIN, MARSHALL (SONNY)**  
Fight of the Week  
ABC-TV

**DONOHUE, JACK**  
The Lucy Show  
CBS-TV

**DONOVAN, TOM**  
Saturday's Children  
CBS-TV

**DRAKE, ELLIOTT**  
Monitor  
CBS Radio

## — E —

**ENGLANDER, ROGER**  
Public Affairs Specials  
CBS-TV

**EVANS, OSMOND**  
The Alvin Show  
CBS-TV

## — F —

**FIELD, DANIEL**  
Emphasis  
NBC Radio

**FOX, VAN B.**  
B. August 20, 1920, Greenville, Miss.  
Here's Hollywood, The Jan Murray Show, Concentration, all NBC.

**FRISTOE, ALLAN**  
The Edge of Night  
CBS-TV

## — G —

**GAINES, JIM**  
Today  
NBC-TV

**GARGIULO, MIKE**  
Play Your Hunch, NBC-TV;  
Password, CBS-TV

**GATELY, WILLIAM**  
In the Land of Music  
ABC Radio

**GEISEL, DAVE**  
The Garry Moore Show  
CBS-TV

**GIBBS, PARKER**  
Monitor  
NBC Radio

**GORMAN, WALTER**  
The Guiding Light  
CBS-TV

**GOUG, ED**  
Emphasis  
NBC Radio

**GOWEN, BUD**  
The Edge of Night  
CBS-TV

**GROSS, LLOYD**  
Make a Face  
ABC-TV

**GURNEE, HAL**  
Jack Paar Program  
NBC-TV

## — H —

**HAMILTON, JOE**  
Julie and Carol at Carnegie Hall, CBS-TV

**HANNA, BILL**  
The Flintstones, The Jetsons,  
ABC-TV

**HAWKINS, RALPH**  
On the Line with Bob Considine  
ABC Radio

**HAYDEN, JEFFREY**  
The Donna Reed Show  
ABC-TV

**HEIN, JAC**  
Ted Mack & the Original Amateur Hour, CBS-TV

**HELLER, FRANKLIN**  
What's My Line?  
CBS-TV

**HEMION, DWIGHT**  
Perry Como's Kraft Music Hall  
NBC-TV

**HENRY, BOB**  
Roy Rogers—Dale Evans Show  
ABC-TV

**HEWITT, DON**  
Opening Night at Lincoln Center  
CBS-TV

**HIXEN, NAT**  
Car 54, Where Are You?  
NBC-TV

**HOADE, MARTIN**  
Catholic Hour, Eternal Light,  
NBC-TV

**HOBIN, BILL**  
B. November 12, 1923, Evanston, Ill. Sing Along with Mitch, NBC-TV, 1961-1962; Bell Telephone Hour, NBC-TV

**HOBSON, JAMES**  
Lawrence Welk Show  
ABC-TV

**HYATT, DONALD B.**  
Project 20  
NBC-TV

## — J —

**JEWISON, NORMON**  
The Judy Garland Show  
CBS-TV

**JONES, EUGENE S.**  
World Of . . .  
NBC-TV

## — K —

**KANE, JOE**  
Laramie  
NBC-TV

**KANE, MIKE**  
Art Linkletter's House Party  
CBS-TV

**KEMP-WELCH, JOAN**  
Laudes Evangelii  
CBS-TV

**KERN, JAMES V.**  
Pete & Gladys  
CBS-TV

**KILEY, TIM**  
The Ed Sullivan Show  
CBS-TV

**KING, LYNWOOD**  
Exploring  
NBC-TV

**KLEIN, ARTHUR**  
Speaking of Sports  
ABC Radio

**KWEIT, JACK**  
Man About Music  
ABC Radio

## — L —

**LANDRES, PAUL**  
77 Sunset Strip  
ABC-TV

**LARRIVA, RUDY**  
The Alvin Show  
CBS-TV

**LAW, GENE**  
Here's Hollywood  
NBC-TV

**LEIGHTON, DERRICK**  
Message of Israel  
ABC Radio

**LEONARD, SHELDON**  
Make Room for Daddy  
NBC-TV

**LEVENS, PHIL**  
International Showtime  
NBC-TV

**LEVIN, DAN**  
Search for Tomorrow  
CBS-TV

**LOCKHART, RAY**  
Huntley-Brinkley Report  
NBC-TV

**LUBIN, ARTHUR**  
Mister Ed  
CBS-TV

## — Mc —

**McDONOUGH, DON**  
Uphate  
NBC-TV

**McDUGALL, DONALD**  
Rawhide  
CBS-TV

## — M —

**MacALLEN, JAMES**  
As the World Turns  
CBS-TV

**MacGREGOR, KENNETH**  
Emphasis  
NBC Radio

**MAPPED, NEIL**  
World Wrap-up  
ABC Radio

**MALCOLM, WILLIAM**  
Monitor  
NBC Radio

**MARCH, ALEX**  
Footnote to Fame  
CBS-TV

**MARK, LLOYD**  
Ted Mack & the Original Amateur Hour, CBS-TV

**MEYER, BERNARD**

Emphasis  
NBC Radio

**MILLER, FRANK**

The Big Lie  
MBS

**MOFFITT, JOHN**

The Ed Sullivan Show  
CBS-TV

**MOLMAR, PETER**

Triple Crown of Racing  
CBS-TV

**MONTAGNE, EDWARD J.**

McHale's Navy  
ABC-TV

**MONTY, GLORIA**

The Secret Storm  
CBS-TV

— N —

**NATHANSON, TED**

Concentration, NBC Sports,  
NBC-TV

**NELSON, HARRY**

The Joyce Brothers Show &  
The Dr. Albert Burke Show,  
ABC Radio

**NELSON, OZZIE**

Adventures of Ozzie & Harriet  
ABC-TV

**NYBY, CHRIS**

Rawhide  
CBS-TV

— O —

**OWEN, LARRY**

Today  
NBC-TV

— P —

**PACELLI, FRANK**

Frontiers of Faith, Watch Mr.  
Wizard, NBC-TV

**PETERSON, CLIFF**

Breakfast Club  
ABC Radio

**PETERSEN, RALPH**

This Is NBC News  
NBC-TV

**PRAGER, STANLEY**

Car 54, Where Are You?  
NBC-TV

**PRIAULX, ROBERT**

Chet Huntley Reporting, Gulf  
Instant News Specials  
NBC-TV

— R —

**REYNOLDS, GENE**

My Three Sons  
ABC-TV

**RICH, DAVID LOWELL**

Route 66  
CBS-TV

**RICH, JOHN**

The Dick Van Dyke Show  
CBS-TV

**RITTER, DICK**

Flair  
ABC Radio

**ROBBIE, SEYMOUR**

The Jackie Gleason Show:  
The American Scene Magazine,  
CBS-TV

**RUSSEL, WILLIAM D.**

Hazel  
NBC-TV

— S —

**SAMETH, JACK**

Howard K. Smith—News &  
Comment  
ABC-TV

**SANDWICK, RICHARD**

The Edge of Night  
CBS-TV

**SCHAEFER, GEORGE**

Hallmark Hall of Fame  
NBC-TV

**SCHAFFNER, FRANKLIN**

The Good Years, CBS-TV;  
Dupont Show of the Week,  
NBC-TV

**SCHEEERER, BOB**

Andy Williams Show  
NBC-TV

**SCHNEIDER, DICK**

Ruff & Reddy  
NBC-TV

**SELANDER, LESLEY**

Laramie  
NBC-TV

**SHAW, JEROME**

Keefe Brasselle's Variety  
Gardens, CBS-TV

**SHEAR, BARRY**

Here's Edie  
ABC-TV

**SIDARIS, ANDREW**

Magic Land of Allakazam  
ABC-TV

**SIEG, CHARLES**

Huntley-Brinkley Report  
NBC-TV

**SILBERMAN, SAM**

The American Economy on  
College of the Air, CBS-TV

**SILBERSHER, MARVIN**

Lamp Unto My Feet, CBS-TV

**SIMPSON, GARRY**

Tonight in Samarkand,  
CBS-TV

**SLINGLAND, FRANK**

David Brinkley's Journal,  
Meet the Press, NBC-TV

**SMIGHT, JACK**

That's Where the Town's  
Going! CBS-TV; Dupont  
Show of the Week, NBC-TV.

**SMITH, SIDNEY**

Opening Night, CBS-TV; Bell  
Telephone Hour, NBC-TV

**SOMERVILLE, WARREN**

Flair  
ABC Radio

**SOSMAN, ROBERT**

Emphasis  
NBC Radio

**STEEN, CORT**

As the World Turns  
CBS-TV

**SWEENEY, ROBERT**

The Andy Griffith Show  
CBS-TV

— T —

**TANNEN, LEE**

TEDESCO, LOU  
Password  
CBS-TV

**TORMEY, ROBERT**

Matinee  
ABC Radio

**TREDANARI, LEE**

Today, NBC-TV;  
Voice of Firestone,  
ABC-TV

**TWEEDY, LLOYD**

Direction '63  
ABC-TV

**TYRRELL, LOUIS**

Magic Midway  
NBC-TV

— V —

**VALENTA, LEONARD**

As the World Turns,  
The Edge of Night,  
CBS-TV

**VERNA, TONY**

The Sunday Sports  
Spectacular  
CBS-TV

**VOUTSAS, GEORGE**

Monitor  
NBC Radio

— W —

**WALKER, ROBERT G.**

The Adventures of  
Rin Tin Tin  
CBS-TV

**WALLERSTEIN, HERB**

Hazel  
NBC-TV

**WEIHE, FRED**

Monitor  
NBC Radio

**WHITE, STEVE**

Monitor  
NBC Radio

**WHORF, RICHARD**

The Beverly Hillbillies  
CBS-TV

**WIEST, GEORGE**

Christmas As We See It  
ABC Radio

**WINSTON, RONALD**

The Fourposter  
CBS-TV

**WOGAN, ROBERT**

Monitor  
NBC Radio

— Y —

**YORKIN, BUD**

Henry Fonda & the Family  
CBS-TV

**YOUNG, JAMES**

Young Dr. Malone  
NBC-TV

— Z —

**ZASLOVE, ALAN**

The Alvin Show  
CBS-TV



**PETE WINTERS**

SPOKESMAN — M-C — ANNOUNCER

JU 6-6300

# Radio & Television Announcers—MC's

## —Their Work During 1962—

### — A —

- AAROE, ALDEN**  
WRVA, Richmond, Va.
- ACKERMAN, KEN**  
Music Till Dawn  
KCBS, San Francisco, Calif.
- ADAMS, EDIE**  
Here's Edie  
ABC-TV
- ADAMS, PAUL**  
KEWI, Topeka, Kans
- ADAMS, ROGER**  
WADC, Akron, Ohio
- ADDIS, DICK**  
Skipper Sam Weatherman  
WFRV-TV, Green Bay, Wise.
- ADELL, RAY**  
Luncheon Rendezvous  
WGSM, Huntington, N. Y.
- AGRUSS, MITCH**  
Cap'n Delta  
KQVR-TV, Stockton, Calif.
- ALEMAN, JOE**  
KPRL, Paso Robles, Calif.
- ALLARD, BOB**  
Random  
KMSP-TV, Minneapolis, Minn.
- ALLARD, RON**  
Clockwatcher  
WKXL, Concord, N. H.
- ALLEN, BOB**  
KYSM, Mankato, Minn.
- ALLEN, BRUCE**  
KSRO, Santa Rosa, Calif.
- ALLEN, DAVID**  
Club 27  
WKBN-TV, Youngstown, Ohio
- ALLEN, ED JR.**  
Party Line  
WDOR, Sturgeon Bay, Wisc.
- ALLEN, FRANK**  
Centre County  
WRSC, State College, Pa.
- ALLISON, STEVE**  
WWDC, Washington, D. C.
- ALLRED, ROY**  
WRCV-TV, Philadelphia, Pa.
- ALMODOVAR, HECTOR**  
Revista Sabatina  
WKAQ-TV,  
San Juan, Puerto Rico
- ALTEN, STAN**  
WTTM, Trenton, N. J.
- AMBROSE, MIKE**  
KDEO, El Cajon, Calif.
- AMECHE, JIM**  
KXIV, Phoenix, Ariz.
- AMECHE, JIM**  
KGBS, Los Angeles, Calif.
- AMMONS, JERRY**  
Parade of Music  
WSOC, Charlotte, N. C.
- AMON, DON**  
Night Flight  
WKWK, Wheeling, W. Va.
- ANDERSON, ANDY**  
KGAY, Salem, Ore.
- ANDERSON, BOB**  
Traffic Jam  
WSTV, Steubenville, Ohio
- ANDERSON, CLIFF**  
WPFA, Pensacola, Fla.
- ANDERSON, JOE**  
The Big Show  
WGBG, Greensboro, N. C.
- ANDERSON, JOHN**  
WPRO, Providence, R. I.
- ANDERSON, LYN**  
Big Sound Music  
KLGA, Algona, Iowa
- ANDERSON, PAUL OSCAR**  
KISN, Portland, Ore.
- ANDREWS, HERB**  
Easy Listening  
WSMN, Nashua, N. H.
- ANSBORO, GEORGE**  
ABC Radio
- ANTHONY, JOE**  
Harlem Sernade  
KMAC, San Antonio, Tex.
- ARCHER, GRAHAM**  
Morning Show  
KXL, Portland, Ore.
- ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio
- ARTALE, VINCE**  
Record Review  
WALK, Patchogue, N. Y.

**BROOKE  
TAYLOR**

•  
PLaza 9-2745





# RADIO AND TV ANNOUNCERS-MC'S

**ASHLEY, BILL**  
Push Button One  
WDRM, Statesville, N. C.

**ASHLEY, BILL**  
Kaleidoscope, Hawaii  
KGMB, Honolulu, Hawaii

**ASTAIRE, FRED**  
Alicia Premiere, Premiere  
ABC-TV

**AUSTIN, AL**  
WOW, Omaha, Neb.

**AUXER, ED**  
Action Theatre  
WTHL-TV, Terre Haute, Ind.

**AWSUMB, ROGER**  
Lunch with Casey  
WTNT-TV,  
Minneapolis, Minn.

**AYCOCK, ROY**  
WBCT, Williamsburg, Va.

## — B —

**BADGER, JOE**  
WTHL, Terre Haute, Ind.

**BAILEY, BILL**  
KTHE, Houston, Tex.

**BAILEY, JACK**  
Queen for a Day  
ABC-TV

**BAILEY, RAY**  
Wonderful World  
of Real Music  
KKAR, Pomona, Calif.

**BAKER, ALLAN**  
Campus Favorites  
WHMP, Northampton, Mass.

**BAKER, BILL**  
WJAX, Jacksonville, Fla.

**BAKER, JIM**  
Western Shindig  
KORT, Trinidad, Colo.

## BAKER, MICHAEL

B. June 15, 1926, St. Thomas,  
Ontario, Canada. Narrator for  
Cellomatic Screen Gems, TvB,  
etc. Commercial Announcer and  
Character Voices, Pat Boone,  
Perry Como, Andy Williams  
Shows

**BAKER, PAUL**  
Rise & Shine  
WJAD, Danbury, Conn.

**BALDWIN, BUD**  
Your Hobby  
WPER, Middletown, Ohio

**BALE, NORM**  
Two for the Show  
KWKH, Shreveport, La.

**BALLAS, JIM**  
Morning Show  
KCOV, Alliance, Neb.

**BANDY, BOB**  
WCWC, Ripon, Wisc.

**BARBER, JERRY**  
Gospel Song Time  
WARN, Fort Pierce, Fla.

**BARNES, ED**  
WIRC, Hickory, N. C.

**BARNETTE, JIM**  
WIRC, West Palm Beach, Fla.

**BARIC, JIM**  
WARN, Fort Pierce, Fla.

**BARB, ROBB**  
KYRE, Santa Rosa, Calif.

**BARRETT, RAY**  
NBC Radio

**BARRETT, RONNIE**  
Caravan  
WJW, Cleveland, Ohio

**BARRY, TED**  
Passport  
WHEC, Rochester, N. Y.

**BASSETT, DAVID**  
KWRD, Henderson, Tex.

**BAUDON, DAVE**  
KQ Cavalcade  
KCOE, Red Wing, Minn.

**BAUM, JERRY**  
WBRE, Wilkes-Barre, Pa.

**BAXLEY, RON**  
WYSL, Buffalo, N. Y.

**BAXTER, CHARLEY**  
Space Angels  
WCKT-TV, Miami, Fla.

**BAXTER, EDWARD**  
Variety Theatre  
KSHO-TV, Las Vegas, Nev.

**BAXTER, WENDELL**  
KJSK, Columbus, Neb.

**BAYSINGER, LARRY**  
WTMT, Louisville, Ky.

**BEAUL, SCOTT**  
Spectrum 74  
KCBS, San Francisco, Calif.

**BEATTY, BILL**  
WSOL, Tampa, Fla.

**BECK, RONALD**  
Christian in Action  
ABC Radio

**BECKER, SANDY**  
WNEV-TV, New York, N. Y.

**BECKER, SY**  
Tundkepper  
WACE,  
Chicopee-Springfield, Mass.

**BEKAS, TONY**  
Open Mike  
WNAB, Norristown, Pa.

**BENECKE, BOB**  
WMBD, Peoria, Ill.

**BERMON, LEN**  
KTYR-TV, Denver, Colo.

**BERNARD, CHUCK**  
KATV, Portland, Ore.



## CY HARRICE

ANNOUNCER · M.C.

NARRATOR

SU 7-5400



## RADIO AND TV ANNOUNCERS-MC'S

**BEROV, ALEC**  
WWL-TV, New Orleans, La.

**BERRY, GENE**  
WOW-TV, Omaha, Neb.

**BERTEL, DICK**  
Conversation Piece  
WTIC, Hartford, Conn.

**BIGA, JOHN JR.**  
Music of Masters  
WPTS, Pittston, Pa.

**BINGHAM, DICK**  
KSL-TV,  
Salt Lake City, Utah

**BLACK, DAVE**  
WMC, Memphis, Tenn.

**BLACK, JOE**  
WGAR Music Hall  
WGAR, Cleveland, Ohio

**BLACK, MARTIN**  
Now & Night Owl  
KORK-TV, Las Vegas, Nev.

**BLACKWOOD, TOM**  
Koffee—Klatch  
KFLY, Corvallis, Ore.

**BLAKE, JERRY**  
Early Show  
WDEF-TV,  
Chattanooga, Tenn.

**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.

**BLANCHARD, RED**  
KSMN, Mason City, Iowa

**BLEDSE, JOHN**  
WSET, Glens Falls, N. Y.

**BLESII, DON**  
KPRR, Paso Robles, Calif.

**BLESSINGTON, ED**  
WSAV, Savannah, Ga.

**BLISS, HOMER**  
WHEC-TV, Rochester, N. Y.

**BLOUGH, DON**  
WKAM, Goshen, Ind

**BLOUNT, JAMES**  
Raleigh Hour  
WSRC, Durham, N. C.

**BOEHM, JERRY**  
KHAS-TV, Hastings, Neb.

**BOGDALIK, JAY**  
WSBC, Chicago, Ill.

**BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.

**BOND, BRYCE B.**  
B. December 21, 1928, Plainfield,  
N. J. Comedy Album on Strand  
Records; Specializing in Trick  
Voices; Stereo Dance Party,  
Moondial Show, Interview Show,  
The Top of the Six's, Sundial  
Show, all WTFM, New York;  
Naked City, ABC-TV; Defenders,  
CBS-TV

**BOONE, JACK**  
Jack's Kartoon Klubbhouse  
KZZI-TV, Eugene, Ore.

**BOSLEY, WALT**  
KLMR, Lamar, Colo.

**BOUDREAU, HAL**  
KGMB, Honolulu, Hawaii

**BOURNE, PORTER**  
WXYZ, Detroit, Mich.

**BOUTET, JIM**  
WBKV, West Bend, Wis.

**BOWDOIN, CHARLES**  
Coffee Club  
WWRI, West Warwick, R. I.

**BOWLES, JOHN**  
KNBR, San Francisco, Calif.

**BOWMAN, ED**  
Weather  
KOA-TV, Denver, Colo

**BOWMAN, ROGER**  
NBC Radio

**BOYD, LEX**  
KATV, Portland, Ore.

**BOYD, TY**  
Foot in the Door, WBTW-TV;  
WBT, Charlotte, N. C.

**BRAADH, JIM**  
KSCB, Liberal, Kans.

**BRADBY, KEN**  
WBCL, Williamsburg, Va.

**BRADLEY, BOB**  
Encore  
WFLA, Tampa, Fla.

**BRADLEY, BOB**  
WRCV-TV, Philadelphia, Pa.

**BRADLEY, LARRY**  
KPRK, Livingston, Mont.

**BRADSHAW, TOM**  
KSL-TV, Salt Lake City, Utah

**BRAND, CHAS. F.**  
Breakfast with Brand  
WMOD, Moundsville, W. Va.

**BRANDT, MEL**  
NBC Radio

**BRANDY, BOB**  
WTVC-TV,  
Chattanooga, Tenn.

**BRANT, BILL**  
WJAS, Pittsburgh, Pa.

**BRICKHOUSE, JACK**  
WGN, Chicago, Ill.

**BRIGGS, KEN**  
Farm & Ranch Hour  
KBBO, Yakima, Wash.

**BROADFOOT, DAN**  
Two on the Aisle  
KORK-TV, Las Vegas, Nev.

**BROADHURST, WALTER G.**  
WWCH, Clarion, Pa.

**BRODE, BUDDY**  
WNAR, Norristown, Pa.

**BROOKS, PHIL**  
WKPA, New Kensington, Pa

**BROPHY, WILLIAM**  
Snoco News Final  
ABC Radio & TV



*Dan  
Donaldson*

**ANNOUNCER  
NARRATOR  
M. C.**

*United Talent  
Management Ltd.*

**JOHN GAINES**

**LT 1-8900**

# RADIO AND TV ANNOUNCERS-MC'S

**BROUGHMAN, DON**  
KFMB, San Diego, Calif.

**BROWN, BOB**  
H-F, Way

**KOBE, Tucson, Ariz**

**BROWN, PAUL**  
Brown Darby

**WMGW, Meadville, Pa.**

**BROWN, PHIL**  
WPBC, Minneapolis, Minn.

**BROWN, STEVE**  
WORL, Boston, Mass.

**BROWNING, DOUGLAS**  
Editor's Choice,  
ABC Radio;  
Meet the Professor,  
ABC-TV

**BROVLES, CHARLES**  
Charleston Dateline

**WCIV-TV, Charleston, S. C.**

**BRYAN, JERRY**  
Club Ten

**KRVN, Lexington, Neb.**

**BUCKLEY, BOB**  
KHAS-TV, Hastings, Neb.

**BUDD, MILTON**  
WMBD, Peoria, Ill.

**BUHELMAN, CLINT**  
Musical Clock

**WBEN, Buffalo, N. Y.**

**BURBANK, JEANNE**  
Genie & Her Magic Farm

**WPTV, Palm Beach, Fla.**

**BURCH, CLIFF**  
WTRN, Butler, Ala.

**BURGMAN, JAMES**  
KIDO, Boise, Idaho

**BURKLAND, LEN**  
Big Movie

**KTAR-TV, Phoenix, Ariz.**

**BURNEY, JOE**  
WANA, Anniston, Ala.

**BURNS, STAN Z.**  
WINS, New York, N. Y.

**BURTON, EARL JR.**  
WFRG, Reidsville, N. C.

**BUSH, CHARLES**  
Night Man

**WDRJ, Roanoke, Va.**

**BUTLER, JAY**  
Hall of Jazz

**WJAK, Jackson, Tenn.**

## — C —

**CADY, FRANK**  
Mr. Magic Open

**WJRT-TV, Flint, Mich.**

**CALICH, BOB**  
Music As You Like It

**WTOS, Farmont, W. Va.**

**CALL, JACK**  
Dinnerbell Round-up

**KANS, Kansas City, Mo.**

**CAMACHO, CESAR**  
El Norteno

**KUBO, San Antonio, Tex.**

**CAMERON, JOHN**  
WBRK, Pittsfield, Mass.

**CAMPFIELD, BILL**  
Slam Bang Theatre

**KTVT-TV, Fort Worth, Tex.**

**CAMPBELL, BILL**  
Craw! Out Club

**WCML, Ashland, Ky.**

**CAMPBELL, BOB**  
WNNC, Newton, N. C.

**CAMPBELL, HARRY**  
Conversation Time

**KSMN, Mason City, Iowa.**

**CAMPION, TOM**  
Breakfast Call

**WPPA, Pottsville, Pa.**

**CANFIELD, GLENN**  
WOVE, Welch, W. Va.

**CARLETTE, VINCE**  
Jazz Scene

**WESQ, Southbridge, Mass.**

**CARRERA, S. ANTHONY**  
From the People

**WESQ, Southbridge, Mass.**

**CARDEN, JOHN**  
WEOK, Poughkeepsie, N. Y.

## CARLSON, BYRON

Commercials for: Thrill, Heinz  
Soup, Dutch Cleanser, Cracker,  
Anglo Bank, Institute of Life  
Insurance

**CARNEY, EARL**  
WDBM, Statesville, N. C.

**CARPENTER, AL**  
KPHI, Twenty Nine Palms,  
Calif.

**CARR, BOB**  
Mature

**KCOW, Alliance, Neb.**

**CARR, BOB**  
WDSU, New Orleans, La.

**CARR, JERRY**  
Mickey Mouse Club

**WOKR-TV, Rochester, N. Y.**

**CARROLL, GENE**  
WRIG, Wausau, Wis.

**CARTER, DON**  
KTRG, Honolulu, Hawaii

**CARTER, FRANK**  
Carnival of Classics

**WFLN, Philadelphia, Pa.**

**CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.

**CARTER, NICK**  
KGBS, Los Angeles, Calif.

**CARTER, ROGER**  
WAKR, Akron, Ohio



*Ed*  
*Herliby*



# RADIO AND TV ANNOUNCERS-MC'S

## CARUSO, CARL A.

B. January 11, 1917, Boston, Mass. Car 54, NBC-TV; Father Knows Best, ABC-TV; Flintstones, ABC-TV

## CASSIDY, TED

WFAA-TV, Dallas, Tex.

## CAUSEY, BID

Dick Tracy Show  
KNOE-TV, Monroe, La.

## CAUSIER, JOHN

ABC Radio; Howard K. Smith, American Bandstand, Directions '63, ABC-TV.

## CAVANAUGH, BOB

KGLO-TV, Mason City, Iowa

## CELL, CHUCK

KQAQ, Austin, Minn.

## CHAPMAN, EDWARD K.

Smile Awhile  
WEKR, Fayetteville, Tenn.

## CHARLES, DICK

Kaleidoscope  
KVOO, Tulsa, Okla.

## CHASE, JIM

KWBB, Wichita, Kans.

## CHASE, WARD

Mac the Mailman  
WUHF-TV, Milwaukee, Wis.

## CHESLO JOHN

WENE, Endicott, N. Y.

## CHICK, JOHN

KTUL-TV, Tulsa, Okla.

## CHILTON, TOM

This Day of Music  
WSLS, Roanoke, Va.

## CHRIST, ART

Cornhusker News  
KDUH-TV, Hay Springs, Neb.

## CHUN, KAM FONG

Songs of the Islands  
KIKI, Honolulu, Hawaii

## CLARK, BOB

B. C. Show  
WVMC, Mt. Carmel, Ill.

## CLARK, DICK

American Bandstand  
ABC-TV

## CLARK, GAIL

Announcer  
KGMO, Cape Girardeau, Mo.

## CLARK, JACK

Password  
CBS-TV

## CLARK, ROBERT

WWOL, Buffalo, N. Y.

## CLARK, SANDY

WHER, Memphis, Tenn.

## CLARKE, HERB

Weather  
WCAU-TV, Philadelphia, Pa.

## CLARKE, JOHN

NBC Radio

## CLAYTON, BOB

Movie 7  
WCKT-TV, Miami, Fla.

## CLAYTON, DICK

WINS, New York, N. Y.

## CLAYTON, EILEEN

10 TV Street  
WALB-TV, Albany, Ga.

## CLEMENT, JOHN

KXMB-TV, Bismarck, N. D.

## CLEMENTS, HENRY

Countdown  
KTAL-TV, Texarkana, Texas, Shreveport, La.

## CLEMENTS, JACK

WNOF, Newport, Ky.

## CLEMMONS, JERRY

WDSU, New Orleans, La.

## COBURN, GEORGE

KLCC, Centerville, Iowa

## COFFEE, LEE

WEW, St. Louis, Mo.

## COFFMAN, CLARE

Showcase  
KCEE, Tucson, Ariz.

## COHEN, STU

Gold Room - Carousel  
WQSR, Syracuse, N. Y.

## COLE, DICK

WLOK, Memphis, Tenn.

## COLEMAN, CHARLEY

Prelude  
WZIP, Charleston, W. Va.

## COLEMAN, DICK

Weather Show  
WCPO-TV, Cincinnati, Ohio

## COLLIE, BIFF

KFOX, Long Beach, Calif.

## COLLIER, BOB

WCAU-TV, Philadelphia, Pa.

## COLLINS, AL

KGO-TV, San Francisco, Calif.

## COLLINS, BOB

Uncle Bob Show  
KREX-TV, Grand Junction, Colo.

## COLLINS, FRED

NBC Radio

## CONFER, NOEL

KDEO, El Cajon, Calif.

## CONNELL, ROBERT

WMNS, Olean, N. Y.

## CONNER, TED

WLAC, Nashville, Tenn.

## CONNORS, LOUIS

WCNL, Newport, N.H.

## COOK, MAL

WAUG, Augusta, Ga.

## COOK, RICHARD

WSTS, Massena, N. Y.

## COOPER, JESS

KXMB-TV, Bismarck, N. D.

## COOPER, STAN

Rise & Shine  
KAHI, Auburn, Calif.



## STAN Z. BURNS



Exclusive Personal Management:

ALLEN HERMAN  
118 West 57th Street  
New York 19, N. Y.  
Circle 7-1900



# RADIO AND TV ANNOUNCERS-MC'S

**COPPI, ERVIN**  
WJPF, Herrin, Ill.

**CORBETT, CARL**  
KCOG, Centerville, Iowa

**CORBIN, RICHARD**  
WOTW, Nashua, N. H.

**CORBITT, KEN**  
Dances Party  
WTVD-TV, Durham, N. C.

**COSTELLO, JACK**  
NBC Radio

**COURTENAY, ALAN**  
WQAM, Miami, Fla.

**COVERT, ROGER**  
WNNC, Newton, N. C.

**COWLEY, PAUL**  
WKLO, Louisville, Ky.

**CRAGER, JOEL**  
ABC Radio; Jane Wynman  
Presents, Sunday Night Movie,  
ABC-TV

**CRAIG, CHARLIE**  
Duchine Dixie  
WDVA, Danville, Va.

## CRANE, DAGNE

B. March 8, 1936, New York,  
N. Y. Commercials For: May-  
belline, Palmolive Soap, Ford, Fox  
—TV & Films; Pat Buttram Show

**CRANE, JONATHAN**  
Negro Gospel Programming  
WADO, New York, N. Y.

**CRANE, TOM**  
Live on 5  
WNEM-TV, Saginaw, Mich.

**CRAWFORD, GENE**  
Toast 'n' Coffee  
WGBM, Evansville, Ind.

**CRIBB, HEARTSILL**  
KGGM, Albuquerque, N. Mex.

**CRONKHUIE, ROBERT**  
KBOY, Medford, Ore.

**CROOKS, STEVE**  
WMSK, Morgantown, Ky.

**CROSS, DICK**  
KUGN, Eugene, Ore.

**CROSS, MILTON**  
ABC Radio  
Metropolitan Opera  
WOR, New York, N. Y.

**CROUSE, RON**  
KSEM, Moses Lake, Wash.

**CRUISE, LIN**  
Timeclock  
WHPL, Winchester, Va.

**CUMMINGS, PHIL**  
WNAK, Wilkes-Barre, Pa.

**CURRAN, BART**  
Bart's Clubhouse  
KGO-TV, Mason City, Iowa

**CURTIS, DAN**  
WRCV Radio & TV,  
Philadelphia, Pa.

**CURTIS, RON**  
Record Room  
WHEN, Syracuse, N. Y.

## — D —

**DALE, DAVE**  
KYNT, Yankton, S. D.

**DAMON, JERRY**  
NBC Radio

**DAMON, LOREN**  
KFY, Corvallis, Ore.

**DARIEN, FRANK**  
KNTV-TV, San Jose, Calif.

**DARIS, JIM**  
Doris Affair  
KSON, San Diego, Calif.

**DARK, JOHNIE**  
WCAO, Baltimore, Md.

**DART, JOHNNY**  
WLCY, St. Petersburg, Fla.

**DARY, ALAN**  
WORI, Boston, Mass.

**DAVENPORT, BOB**  
WHSM, Hayward, Wisc.

**DAVENPORT, DON**  
On the Go  
WKXL, Concord, N. H.

**DAVIDSON, CARTER**  
At Random  
WBHM-TV, Chicago, Ill.

**DAVIS, BILL**  
KOMO, Seattle, Wash.

**DAVIS, BOB**  
WGMS, Washington, D. C.

**DAVIS, FRANK**  
Musical Clock  
WIKX, Utica, N. Y.

**DAVIS, JIM**  
Nightwatch  
WSTP, Salisbury, N. C.

**DAVIS, LOUISE**  
Weather Today  
KBOI, Boise, Idaho

**DAVIS, MIKE**  
Sooner Sanctum  
KNOR, Norman, Okla.

**DAY, BOB**  
Breakfast Express  
WOKZ, Alton, Ill.

**DAY, FRANK**  
Howard Manor Show  
KDES, Palm Springs, Calif.

**DAY, GEORGE**  
Afternoon Movie  
KLYD-TV, Bakersfield, Calif.

**DEAL, BILL**  
WGAM, Camden, N. J.

**DEAL, FRANK B.**  
Almanac  
WQRT-TV, Flint, Mich.

**DEAN, ALLAN**  
KEOS, Flagstaff, Ariz.

**DEAN, CAROL**  
WCOU, Lewiston, Me.



▶  
**BILL  
SHIPLEY**  
▶

# RADIO AND TV ANNOUNCERS-MC'S

**DEANE, BUDDY**  
WJZ-TV, Baltimore, Md.  
**DeRYLE, DON**  
WSAU, Wausau, Wisc.  
**DECKER, TOM**  
WRCC, Rochester, N. Y.

## deCYR, ZEL

Currently voices for Cocoa-Puffs, Ideal Toys, Dutch Boy Paints, Gaines Dog Food, Mum, Nabisco, Ballantine Beer, Alcoa, Domino Sugar, etc. Appearance: Sonny Fox Show

## DEDRICK, DAVE

Capt. 11  
KELO-TV, Sioux Falls, S. D.

## DEE, MARY

Songs of Faith  
WHAT, Philadelphia, Pa.

## DEGRAIDE, GENE

WJAR, Providence, R. I.

## DELANEY, HUGH

Hugh to You  
WDOV, Dover, Del.

## DELIN, JIM

WSYR, Syracuse, N. Y.

## DELL, ROBERT

WNYS-TV, Syracuse, N. Y.

## DENTON, JACK

WLWC-TV, Columbus, Ohio

## DERRICK, CHARLES

Derrick's Record Hop  
WOIC, Columbia, S.C.

## DETORIO, DAVE

Road Show  
WJER, Dover, Ohio

## DEVON, PRU

Nights in Latin America  
WQXR, New York, N. Y.

## DENTER, JERRY

KLAC, Los Angeles, Calif.

**DIANDREA, DICK**  
Bandstand  
WFBG-TV, Altoona, Pa.  
**DIAZ-TIRADO, ISMAEL**  
Spanish Programming  
WADO, New York, N. Y.

## DILL, FRANK

WGR, Buffalo, N. Y.

## DISNEY, WALT

Walt Disney's Wonderful  
World of Color, NBC-TV

## DIXON, DAVE

Big D in Studio C  
WKMI, Kalamazoo, Mich.

## DODD, MIKE

Pick the Winners  
WDOL, Athens, Ga.

## DODD, WAYNE

Parkette Show  
WTCS, Fairmont, W. Va.

## DOLLEY, MIKE

For the Love of Mike  
WABI-TV, Bangor, Me.

## DOMINIX, DON

WTHI-TV, Terre Haute, Ind.

## DOMMER, BILL

You're on the Air  
WBEL, Beloit, Wisc.

## DONALD, TONY

WABW, Annapolis, Md.

## DONALDSON, DAN

DOREMUS, JOHN  
Patterns in Music  
WMAQ, Chicago, Ill.

## DORRIS, BOB

WHLI, Wheeling, W. Va.

## DOUGHERTY, JAMES

KWPC, Muscatine, Iowa

## DOUGLAS, HAL

WFRV-TV, Green Bay, Wisc.

**DOUGLAS, STAN**  
Dial Douglas  
WELM, Elmira, N. Y.

## DOWD, DON

ABC Radio

## DOWDEN, BILL

Good Morning Show  
WTHI, Terre Haute, Ind.

## DRAGIN, TED

WSAV Radio & TV,  
Savannah, Ga.

## DRAKE, GALEN

ABC Radio

## DRAFER, BILL

A Dab of Draper  
WEEE, Albany, N. Y.

## DRURY, JOHN

Police 5  
WBBM-TV, Chicago, Ill.

## DUDLEY, DICK

NBC Radio

## DUMAS, ROLAND

Home & Highway  
WMAS, Springfield, Mass.

## DUNCAN, HERBERT

B. August 29, 1925, Gary, Ind.  
Edge of Night, The Defenders,  
Love of Life, all CBS-TV; My  
True Story, Frontiers of Faith, all  
NBC-TV

## DUNHAVER, JACK

KOOK-TV, Billings, Mont.

## DUNN, LON

KIDO, Boise, Idaho

## DUNN, TOM

KQEO, Albuquerque, N. Mex.

## DUNN, TYLER

Baxley, Inc.  
WYSL, Buffalo, N. Y.



## TED DURANT

Announcer — Newscaster  
Narrator

PERSONAL REP.  
H. H. GRODBERG  
Los Angeles, Cal.  
DU. 7-5279



## MIKE BAKER

Announcer — Narrator — MC

JU 6-6300

# RADIO AND TV ANNOUNCERS-MC'S

## DUPREE, HOWARD

Radiorama  
KTRE, Lufkin, Tex.

## DePCV, MONTY

Telescope  
WFBC-TV, Greenville, S. C.

## DURANT, TED

B. July 2, 1930, Winnipeg, Manitoba, Canada. First Edition, KHJ-TV; Ted Durant Show, CBC (Radio-TV); Nightcast, CBC (Radio-TV); Bannerline, CKBI; Microphone Magic, CKWX; Fate Series, CHWK

## DURDEN, DON

KNOE, Monroe, La.

## DURKIN, RALPH

WDAF-TV, Kansas City, Mo.

## DVORAK, BOB

Mailbag  
WJAG, Norfolk, Neb.

## — E —

## EAGLES, HARRISON

WATL-TV, Atlanta, Ga.

## EARLY, DURWARD

KFBC-TV, Cheyenne, Wyo.

## EASLEY, JOE

KBTX-TV, Bryan, Tex.

## ECKHOLM, DARWIN

Lonesome Show  
KCUE, Red Wing, Minn.

## EDWARDS, AL

Sharpshooter Show  
KLAK, Denver, Colo.

## EDWARDS, DON

WPNX, Phenix City, Ala.

## EDWARDS, GEORGE

Bright & Early  
WQXR, New York, N. Y.

## EIGEN, JACK

WMAQ, Chicago, Ill.  
WNRQ-TV, Chicago, Ill.

## ELBERS, DICK

WFAS, White Plains, N. Y.

## ELLENWOOD, JIM

WGL, Fort Wayne, Ind.

## ERNI, ART

WRJC, Maunston, Wis.

## EVANS, DICK

KRMG, Tulsa, Okla.

## EVANS, IAN

Swingin' with Ian  
KRDG, Redding, Calif.

## EVANS, JOHNNY

Orfbeat  
WIS-TV, Columbia, S. C.

## EVANS, RUSH

The Rush Hour  
WIBW-TV, Topeka, Kans.

## — F —

## FABRIZIO, RALPH

WEBO, Oswego, N. Y.

## FARMER, FRANCES (Miss)

WFDM-TV, Indianapolis, Ind.

## FARNSWORTH, KEN

WJPG, Green Bay, Wis.

## FARRELL, BILL

Talk of the Town  
WJEH, Gallipolis, Ohio

## FARRINGTON, BOB

Flying's My Fancy  
WPTE, Raleigh, N. C.

## FARRINGTON, GLEN

WTAX, Springfield, Ill.

## FAULK, JOHN BENRY

Program P. M.  
WINS, New York

## FEATHERSTONE, CHARLES

WNYS-TV, Syracuse, N. Y.

## FERRIER, ROGER

KGAY, Salem, Ore.

## FIGERAS, BOB

Wonderful World of Real Music

KKAR, Pomona, Calif.

## FINLEY, ART

Popeye  
KRON-TV, San Francisco, Calif.

## FISCHER, LARRY

WTCN, Minneapolis, Minn.

## FISHER, ED

Overture  
WJW, Cleveland, Ohio

## FISHER, GLENN

Theatre Host  
WLTV, Bowling Green, Ky.

## FISHER, JACK

WIOT, Portsmouth, Ohio

## FISHER, JIM

Afternoon Show  
WSTP, Salisbury, N. C.

## FITZGIBBONS, JACK

Acme News  
WAKR-TV, Akron, Ohio

## FITZPATRICK, WILLIAM

Musie Man  
WNLC, New London, Conn.

## FITZSIMMONS, SAM

For Kids Only  
WIMA-TV, Lima, Ohio

## FLANNERY, HARRY

ABC Radio

## FLANOR, CHARLIE

Dance Party  
WLTV, Bowling Green, Ky.

## FLEETWOOD, HARRY

NBC Radio

## FLEMING, ARNAULD

Buckeye Bugle Call  
WCLT, Newark, Ohio



**CARL CARUSO**  
ANNOUNCER - MC  
JU 2-8800



**ART FORD**  
WINS



# RADIO AND TV ANNOUNCERS-MC'S

**FLEMING, VINCE**  
Baru Dance  
KQTV, Fort Dodge, Iowa

**FLETCHER, LOWELL**  
WSPA, Spartanburg, S. C.

**FLYNN, KEN**  
WQMR, Washington, D. C.

**FOARD, A. G. JR.**  
WJBI, Lenoir, N. C.

**FORD, ART**  
WINS, New York, N. Y.

**FORD, BOB**  
WCSE-TV, Portland, Me

**FORD, TENNESSEE ERNIE**  
Tennessee Ernie Ford Show  
ABC-TV

**FOREMAN, BOB**  
WCBG, Chambersburg, Pa.

**FOREMAN, TED**  
WCBG, Chambersburg, Pa.

**FOX, DICK**  
WAKO, Lawrenceville, Ill.

**FOX, SONNY**  
Just for Fun, Wonderama  
WNEW-TV, New York, N. Y.

**FRANCIS, TOM**  
Good Morning Show  
WIMA, Lima, Ohio

**FRANK, BERT**  
KHJ, Los Angeles, Calif.

**FREDERICKS, DIRK**  
ABC Radio

**FREEMAN, AUBREY**  
Anything Goes  
WCPC, Houston, Miss.

**FREEMAN, J. HUGH**  
KIBL, Beeville, Tex.

**FREEMAN, RAY**  
WOND, Pleasantville, N. J.

**FREEMAN, TIP**  
Evening Out  
KGEK, Sterling, Colo.

**FREY, DICK**  
Entertainment Plus  
KCSR, Chadron, Neb.

**FRIED, JOE**  
Daybreaker Show  
WSTV, Steubenville, Ohio

**FRITZ, JOHN**  
KGBS, Los Angeles, Calif.

**FULLAM, JOHN**  
WMSA, Massena, N. Y.

**FULLEN, GENE**  
Sparetime  
WTVN-TV, Columbus, Ohio

**FULLER, JERRY**  
WFAA-TV, Dallas, Tex.

**FULLERTON, JERRY**  
Sound Service  
WRNL, Richmond, Va.

## — G —

**GAGE, BOB**  
Black Coffee  
KBIG, Avalon, Calif.

**GAGE, FRED**  
WGR, Buffalo, N. Y.

**GALLOP, FRANK**  
Perry Como's Kraft Music  
Hall  
NBC-TV

**GARCIA, WOODY**  
La Hora Latina  
WSOL, Tampa, Fla.

**GARDINER, DON**  
ABC Radio: Bell & Howell  
Close-up Series, ABC-TV

**GARLAND, KEN**  
WJAR, Providence, R. I.

**GARNER, JIM**  
Lunch 'N' Fun  
WDEF-TV, Chattanooga,  
Tenn.

**GARNER, JOHN**  
Circle 4 Club  
KPAC-TV, Port Arthur, Tex.

**GARRETT, DAVE**  
WABW, Annapolis, Md.

**GARY, ARTHUR**  
NBC Radio

**GATLEY, GEORGE G.**  
Hospitality Time  
WIVE, Ashland, Va.

**GATTAS, JUAN**  
Hablemos de Cine  
KUBO, San Antonio, Tex.

**GAVIN, MIKE**  
WKLO, Louisville, Ky.

**GAYLORD, WILLIE**  
Wake Up with Willie  
WAMS, Wilmington, Del.

**GEE, JOHN**  
Road Show  
WCAY, Columbia-Cayce, S. C.

**GEERS, GARY**  
WRCV-TV, Philadelphia, Pa.

**GEORGE, TOM**  
Morning Soundstage  
WTVN, Columbus, Ohio

**GERSON, BILL**  
WPAG, Ann Arbor, Mich.

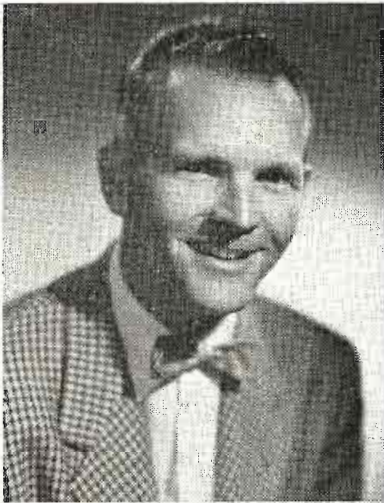
**GESNER, HOWIE**  
WEEZ, Chester, Pa.

**GIBSON, TOM**  
WHPL, Winchester, Va.

**GILBERT, TOMMY**  
WALA, Mobile, Ala.

**GILLESPIE, JOE**  
KNBR, San Francisco, Calif.

**GLADDEN, BILL**  
WAVE, Louisville, Ky.



**FRED SCOTT**

ANNOUNCER — MC — HOST

LE 5-1000



**GENE HAMILTON**

NBC

# RADIO AND TV ANNOUNCERS-MC'S

**GLENN, BOB**  
Newsbeat  
WSTV-TV, Steubenville, Ohio

**GLENN, TONY**  
WPTV, Palm Beach, Fla.

**GOERNER, FRED**  
Spectrum 74  
KCBS, San Francisco, Calif.

**GOLDRING, GEORGE**  
Joyriding  
WJOY, Burlington, Vt.

**GOOD, GENE**  
Island Playhouse & Penthouse  
Movie  
KHVH-TV, Honolulu, Hawaii

**GORDON, BILL**  
1 O'Clock Club  
WEWS-TV, Cleveland, Ohio

**GORDON, PAUL**  
Today's Weather  
WEAV, Plattsburgh, N. Y.

**GOUEIA, BILL**  
WSPN, Saratoga  
Springs, N. Y.

**GRACY, W. M.**  
Ladies Day  
KATZ, St. Louis, Mo.

**GRADY, FRED**  
WXTR, Providence, R. I.

**GRADY, JIM**  
KSKO, Santa Rosa, Calif.

**GRAFFAM, WILLIAM**  
House Party  
WBAA, Kingston, N. Y.

**GRANT, BILL**  
Atlantic Weatherman  
WDBJ-TV, Roanoke, Va.

**GRANT, JOE**  
WAKR, Akron, Ohio

**GRAVES, GENE**  
Morning Show  
WTTM, Trenton, N. J.

**GRAY, JAMES O.**  
WKPA, New Kensington, Pa.

**GREENE, CHARLES**  
Big Saul Show  
WOIC, Columbia, S. C.

**GREENWOOD, JOHN**  
WSTR, Sturgis, Mich.

**GRIFFEN, GENE**  
Metropolitan Movie  
WTVF-TV, Decatur, Ill.

**GRIFFITH, LESTER**  
ABC Radio: The Evening  
Report, ABC-TV

**GRIMES, JOHN A.**  
WIOI, Portsmouth, Ohio.

**GRISKEY, BILL**  
B July 24, 1917, Keating, Pa  
Carnival of Books, Americana,  
NBC

**GROOVER, VIRGIL**  
Morning Merry-go-round  
WINT, Winter Haven, Fla

**GRIEHN, WAYNE**  
Esso Weather  
WSVA-TV, Harrisonburg, Va.

**GUEST, BUD**  
WJR, Detroit, Mich.

**GUSTAFSON, CHARLES**  
WLOI, Laporte, Ind.

## — H —

**HALL, JIM**  
WVNA, Tusculumbia, Ala.

**HALL, RADCLIFF**  
NBC Radio

**HALL, REX**  
KWBB, Wichita, Kans.

**HALLORAN, BYAN**  
The Morning Show  
WAVE-TV, Louisville, Ky.

**HAMEL, FRAN**  
Open House  
WMAA, Springfield, Mass.

**HAMER, JOHN**  
The Super Show  
WHTN-TV, Huntington,  
W. Va.

**HAMILTON, GENE**  
NBC, New York

**HAMILTON, WARD**  
WATN, Watertown, N. Y.

**HAMLIN, MIKE**  
WZZM-TV, Grand Rapids,  
Mich

**HAMMETT, GORDON C.**  
B August 18, 1923, Houston,  
Tex Spokesman for Golden Press,  
Feenamint, Tegrin, WHN News,  
National Safety Council.

**HANNES, ART**  
The Ed Sullivan Show  
CBS-TV

**HANRAHAN, BILL**  
NBC Radio

**HANSEN, CARL J.**  
Hocus Poetus  
KNTV-TV, San Jose, Calif.

**HANSON, CHARLIE**  
WISN, Milwaukee, Wis.

**HANSON, HARLIN J.**  
KIGR, Redwood Falls, Minn

**HARBET, DAVID**  
WVVE, Fairmont, W. Va.

**HARDING, JOHN**  
Dns Morgan Show  
KRTT, Denver, Colo.

**HARDY, CARROLL**  
WBRB, Buffalo, N. Y.



**Gordon Hammett**

Announcer — MC — Host

RU 6-6300



**ALLEN SWIFT**

# RADIO AND TV ANNOUNCERS-MC'S

**HARRELL, JIM**

Show  
KXRJ, Russellville, Ark.

**HARRICE, CY**

**HARRIS, BILL**  
WIEL, Elizabethtown, Ky.

**HARRIS, DEAN**  
WHEN, Syracuse, N. Y.

**HARRIS, DON**  
WTVT-TV, Tampa, Fla.

**HARRISON, CRAIG**  
Housewives' Protective  
League  
KCBS, San Francisco, Calif.

**HARRISON, HARRY**

WMCA, New York

**HARTIG, LEO**

Accent  
KELO-TV, Sioux Falls, S. D.

**HARVEY, ED**  
Talk of Philadelphia  
WCAU, Philadelphia, Pa.

**HARVEY, RON**  
Hits for Mrs.  
KFIZ, Fond du Lac, Wisc.

**HATHAWAY, LEN**  
Reality Radio  
WNBF, Binghampton, N. Y.

**HAWLEY, DICK**  
Eso Reporter  
WMCT-TV, Memphis, Tenn.

**HAYES, DON**  
KNOE, Monroe, La.

**HAYES, GEORGE**  
ABC Radio; Sunday News,  
ABC-TV

**HAYES, PAUL**  
Sun-up  
WSUN, St. Petersburg, Fla.

**HAYWARD, JACK**  
Mid-day  
WPDQ, Jacksonville, Fla.

**HEENAN, TOM**  
Long Tom Show  
WILK, Wilkes-Barre, Pa.

**HEGWOOD, RAY**  
WCAV, Columbia-Cayce, S. C.

**HEISKELL, JOHN**  
Good Morning  
WSAZ-TV, Huntington,  
W. Va.

**HENDERSON, RAYMOND**  
Breakfast with Joeko  
WLEE, Raleigh, N. C.

**HENSON, GERRY**  
Teen Hop  
KODE-TV, Joplin, Mo.

**HERBERT, BRUCE**  
Club 740  
WGSM, Huntington, N. Y.

**HERLIHY, ED**

**HERMAN, BERNIE**  
Movie Party  
WPBM-TV, Indianapolis, Ind.

**HERNON, PAT**  
Commercials For: Weatherscope,  
WNBC-TV; All Pro Scoreboard,  
ABC-TV, (Fall, 1962); Commu-  
nity Checkers, WNBC-TV

**HESSON, BILL**  
KCMJ, Palm Springs, Calif.

**HESTER, CHARLES**  
Wake Up Dixie  
WCPC, Houston, Miss.

**KEYWOOD, BILL**  
KUPD, Tempe, Ariz.

**HILL, BILL**  
KFIV, Modesto, Calif.

**HILL, JACK**  
Happiness Exchange  
KNOE-TV, Monroe, La.

**HILL, WALTER**  
Mid-day in La.  
WBRZ-TV, Baton Rouge, La.

**HOD, JAY**  
KTBC-TV, Austin, Tex.

**HODGES, GILBERT**  
ABC Radio

**HOFF, DICK**  
Breakfast Show  
WECL, Eau Claire, Wisc.

**HOFFMAN, WALT**  
KFI, Los Angeles, Calif.

**HOFMANN, DON**  
KMBY, Monterey, Calif.

**HOLIDAY, HERB**  
WWL, New Orleans, La.

**HOLIDAY, JOHN**  
WKXY, Sarasota, Fla.

**HOLMES, BOB**  
KLIV, San Jose, Calif.

**HOLMES, JACK**  
Wake-up Tidewater  
WRAP, Norfolk, Va.

**HOLT, HARRY**  
On the Farm  
KRBC-TV, Abilene, Tex.

**HOLTMAN, MARTY**  
Weather Tonight  
KBOI, Boise, Idaho

**HONAKER, RAY**  
WFLS, Fredericksburg, Va.

**HOOKER, KEN**  
KRNO, San Bernardino, Calif.

**HORN, AL**  
WKMI, Kalamazoo, Mich.

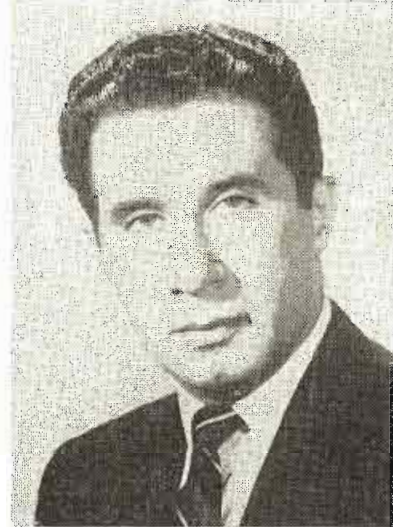
**HOSKINS, TROY**  
Hoskins House  
KBXO, Grand Junction, Colo.



**RALPH PAUL**

ANNOUNCER  
NARRATOR  
HOST

PL 2-7676



**PHIL TONKEN**

THE SOUND SELLING SOUND

PL 2-7676

30 Eagle Lane  
East Hills, Roslyn, L. I.



# RADIO AND TV ANNOUNCERS-MC'S

**HOWARD, PAUL**  
Sunshine Show  
WCAW, Charleston, W. Va.

## HOWARD, WED

Commercials For: York Cigarettes, Downey, The Bell Savings Bank, Chicago, Ill.

**HOWE, J. C.**  
WGHN, Grand Haven, Mich.

**HOWELL, WAYNE**  
NBC Radio; Say When,  
NBC-TV

**HOWLAND, HARLEY**  
Bobby's House  
KSDR, Watertown, S. D.

**HUDDLE, CHARLES**  
Huddle with Huddle  
WEEF Albany, N. Y.

**HUG, JEFF**  
WSMB, New Orleans, La.

**HUGHES, BOB**  
Morning Caravan  
WJGW, Meadville, Pa.

**HUGHES, CHARLES**  
Comment  
KRBC-TV, Abilene, Tex.

**HULL, WARREN**  
Get Together  
WTAR-TV, Norfolk, Va.

**HUMPHREY, BABE**  
Western Round-up  
KPIK, Colorado Springs, Colo.

**HUNEYCUTT, RICHARD**  
WKIN, Kingsport, Tenn.

**HUNT, DON**  
June La  
WJRK-TV, Detroit, Mich.

**HUNTER, DANIEL**  
Early Bird  
WDFB, Flint, Mich.

**HUNTER, TOD**  
Weather Show  
WCPO-TV, Cincinnati, Ohio

**HURT, JOHN**  
WRIS, Roanoke, Va.

**HUTTON, JIM**  
Treasure Chest  
KSTP-TV, St. Paul, Minn.



**HURKE, ROBERT**  
KEIZ, Fond du Lac, Wis.  
**IRWIN, LEE**  
KMAC, San Antonio, Tex.



**JACK, JERRY**  
1230 Club  
WNIA, Buffalo, N. Y.

**JACKSON, BILL**  
Mickey Mouse Club  
WLWI-TV, Indianapolis, Ind.

**JACKSON, DON**  
Weekday  
WIS, Columbia, S. C.

**JAEGGER, BILL**  
WFBZ, Baltimore, Md.

**JAMES, BILL**  
KIFI, Idaho Falls, Idaho

**JAMES, HUGH**  
Voice of Firestone  
ABC-TV

**JAMES, LARRY**  
KAPE, San Antonio, Tex.

**JAMES, MIKE**  
WFBZ, Baltimore, Md.

**JAMES, RUSS**  
Party Line  
KVMG, San Luis Obispo, Calif.

**JASIN, JAY**  
KGBS, Los Angeles, Calif.

## JEFFERYS, ALLAN

ABC Radio

**JENKS, HART**  
KETV-TV, Omaha, Neb.

**JENSEN, LEE**  
Jensen Plays Jazz  
KFRB, Fresno, Calif.

**JEPKO, HERB**  
KCFX, Salt Lake City, Utah

**JOHNSON, AL**  
KBLL, Helena, Mont.

**JOHNSON, BILLY**  
WAUTV, Atlanta, Ga.

**JOHNSON, BOB**  
KOLN-TV, Lincoln, Neb.

**JOHNSON, BOB**  
WHLN-TV  
Lansing Jackson, Mich.

**JOHNSON, DUANE**  
KEZI, Rapid City, S. D.

**JOHNSON, GEORGE JR.**  
WPHS, Philadelphia, Pa.

**JOHNSON, MIKE**  
KSIW, Woodward, Okla.

**JOHNSON, TOM**  
WSAF, Sarasota, Fla.

**JOHNSTON, EARL**  
KIKI, Honolulu, Hawaii

**ZOLLA, JIM**  
WADC, Akron, Ohio

**JONES, ART**  
KGFX, Pierre, S. D.

**JONES, BOB**  
WFLA, Tampa, Fla.

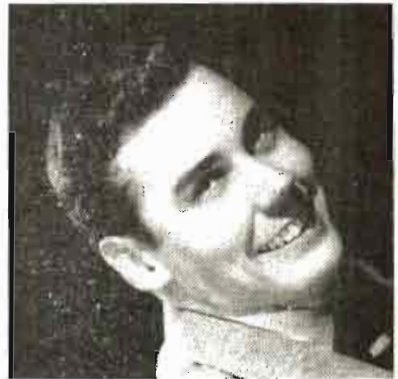
**JONES, BY**  
WNSO, Chattanooga, Tenn.



## BILL ROGERS

—Management—  
George F. Foley

730 Fifth Ave. JUDSON 6-4312



## HARRY HARRISON

WMCA

10 AM — 1 PM DAILY

# RADIO AND TV ANNOUNCERS-MC'S

**JONES, DANA**  
Sunnyside of the Street  
WBEC, Pittsfield, Mass.

**JONES, LEW**  
KQEO, Albuquerque, N. Mex.

**JONES, RAY**  
KYSM, Mankato, Minn.

**JORDAN, EDMUND**  
ABC Radio

**JORDAN, LEE A.**  
B. October 16, 1925, Macon, Ga.  
Lee Jordan Show, WCBS Radio

**JOYCE, ED**  
At Your Service  
WCBS, New York, N. Y.

## — K —

**KALLAY, ED**  
Nightbeat  
WAVE, Louisville, Ky.

**KAMRATH, GENE**  
Rise 'n' Shine  
WBVE, Beaver Dam, Wisc.

**KARRENBAR, BILL**  
"B"-Line  
WHBC, Canton, Ohio

**KATZ, BARRY**  
Morning Show  
WITY, Danville, Ill.

**KAY, BOB**  
Mostly Music  
WAVE, Louisville, Ky.

**KAY, GERALD**  
WHOF, Cantou, Ohio

**KAYE, GENE**  
Music in the Night  
WOC, Davenport, Iowa

**KEATHLEY, HAMPTON**  
Hamp 'n' Eggs  
KTRE, Lufkin, Tex.

**KELLER, NORM H.**  
WMOH, Hamilton, Ohio

**KENNEDY, BILL**  
CKLW-TV, Detroit, Mich.

**KENT, ALAN**  
WGIL, Galesburg, Ill.

**KENT, BOB**  
WMYN, Madison, N. C.

**KENT, BOB**  
KFI, Los Angeles, Calif.

**KERR, JAMES**  
KXIC, Iowa City, Iowa

**KILLIAN, FLOYD**  
KWBG, Boone, Iowa

**KIMBLE, VANCE**  
KBYG, Big Spring, Tex.

**KING, CHRISTOPHER**  
KOGO, San Diego, Calif.

**KING, FRED**  
WTCN, Minneapolis, Minn.

**KING, JOHN REED**  
KDKA-TV, Pittsburgh, Pa.

**KING, PAUL**  
KLEO, Wichita, Kans.

**KISS, JOE**  
WOAP, Owosso, Mich.

**KNIGHT, JACK**  
Club 9  
WSOC-TV, Charlotte, N. C.

**KNIGHT, JIM**  
ROEL, Oelwein, Iowa

**KNIGHT, JOE**  
WFBR, Baltimore, Md.

**KNIGHT, LLOYD**  
Matiuce with Lloyd  
KDEN, Denver, Colo.

**KNIGHT, TOM**  
Night-Train  
WBMT, Black Mountain, N. C.

**KNOWLES, BOB**  
WKIZ, Key West, Fla.

**KNOWLTON, KEN**  
Crosstown  
WRSC, State College, Pa.

**KNUDSEN, LEE**  
KTW, Seattle, Wash.

**KOLLER, TOM**  
WMRC, Milford, Mass.

**KOZLOW, BUCKLEY**

**KRAEHLING, BUD**  
Weather Window  
WCCO-TV, St. Paul-Minneapolis, Minn.

**KRAMER, HARRY**  
The Edge of Night  
CBS-TV

## — L —

**LACY, NICK**  
KOMO, Seattle, Wash.

**LAMBERT, KEN**  
WLDS, Jacksonville, Ill.

**LAMBERT, TOM**  
WISN, Milwaukee, Wisc.

**LAMPMANN, HARLEY**  
KLGR, Redwood Falls, Minn.

**LANCASTER, BOYCE**  
KTUL-TV, Tulsa, Okla.

**LANDFORD, BILL**  
Roll Jordan  
WAAA, Winston-Salem, N. C.

**LANE, NORMAN**  
Fascinating Story  
KTYM, Inglewood, Calif.



**LEE JORDAN**

Lee Jordan Show — WCBS  
RADIO REGISTRY—JU 2-8800



**REX MARSHALL**

—MANAGEMENT—  
GEORGE F. FOLEY

730 Fifth Ave. JUDson 6-4312

# RADIO AND TV ANNOUNCERS-MC'S

**LANSING, RAY**  
KFBC Radio & TV, Cheyenne,  
Wyo.

**LaPLANTE, JAY**  
WBRK, Pittsfield, Mass.

**LASHLEE, JOHN**  
WLAC, Nashville, Tenn.

## LAUBERT, FRANZ H.

B. September 3, 1935, Flint,  
Mich. Commercials For: Robert  
Burns Tiarillo, Johnson & Joh-  
nson Bandoges, Noxzema Skin Lo-  
tion

**LAYONG, REGGIE**  
Negro Rhythm & Blues  
WADO, New York, N. Y.

**LAWRENCE, TEDD**  
ABC Radio: Father Knows  
Best.  
ABC TV

**LAZARE, JACK**  
WNHC, New Haven, Conn.

**LEE, DAVE**  
Poppye & Pete  
WTCN-TV, Minneapolis,  
Minn.

**LEE, DICK**  
Breakin' Along with the Lees  
WFMD, Easton, Md.

**LEE, GEORGE**  
On-the-Go  
WCHS, Charleston, W. Va.

**LEINER, FRED**  
WYAM, Bessemer, Ala.

**LEIGHTON, GEORGE**  
WTEN-TV, Albany, N. Y.

**LEMMON, DICK**  
KABC, Des Moines, Iowa

**LEMOINE, KING**  
KUTY, Palmdale, Calif.

**LEMON, DOC**  
Old Doc's Clock  
KEXO, Grand Junction, Colo.

**LENAY, WILL**  
All for Free  
WKRC-TV, Cincinnati, Ohio

**LEONARD, ROBERT**  
ABC Radio

## LESCOULIE, JACK

**LEWIS, DICK**  
KMOZ, Littleton, Colo.

**LEWIS, DICK**  
Mickey Mouse Club  
KETV, Denver, Colo.

**LEWIS, J. D.**  
WRAL, Raleigh, N. C.

**LEWIS, JACK**  
Honest John Show  
KSTR, Grand Junction, Colo.

**LINDSAY, BROOKS**  
Clown Carnival  
WSOC-TV, Charlotte, N. C.

**LINGER, JERRY**  
WDXB, Chattanooga, Tenn.

**LINN, KEN**  
WKCY, Cincinnati, Ohio

**LINN, SAM**  
KTRG Radio & TV,  
Honolulu, Hawaii

**LIFE, RON**  
WEW, St. Louis, Mo.

**LIPP, STAN**  
WNBI, New Bedford, Mass.

**LITTLE, LEE**  
75 Min. From Broadway  
KTUC, Tucson, Ariz.

**LLOYD, BOB E.**  
WHIS-TV, Rochester, N. Y.

**LLOYD, ED**  
Happy Time Show  
WHWB, Rutland, Vt.

**LLOYD, TOM**  
Breakfast Circle  
WGAM, Athens, Ga.

**LOGAN, DAVE**  
Serenade  
WTVN, Columbus, Ohio

**LONDON, JERRY**  
KCMJ, Palm Springs, Calif.

**LOOMIS, ANDY**  
KWYK, Farmington, N. Mex.

**LORD, ROBERT**  
WPAG, Ann Arbor, Mich.

**LOWE, DON**  
ABC Radio

**LOWE, JERRY**  
WALK, Patchogue, N. Y.

**LUCAS, JIM**  
Concentration  
NBC-TV

**LUCAS, WILL**  
KALL, Salt Lake City, Utah

**LUDWIG, JOHN**  
The Weatherword  
KDCB-TV, Day Springs, Neb.

**LAND, HOWIE**  
Old Timer's Show  
WDOH, Cleveland, Ohio

**LANDBOM, DEL**  
Home-town Reporter  
KTAR-TV, Boise, Idaho

**LUNDELL, ART**  
Music Hall  
KVFD, Fort Dodge, Iowa

**LUTCHER, BUBBA**  
KAOK, Lake Charles, La.

**LANN, ANDY**  
KAYL, Storm Lake, Iowa



**Buckley (Bucky) Kozlow**  
ANNOUNCER—MC—ACTOR

Exclusive Representation  
Kay Korwin, Inc.  
PL 2-2230



**JOHN CAMERON SWAYZE**



# RADIO AND TV ANNOUNCERS-MC'S

## — Mc —

**McBEAN, MARCI**  
WSEB-TV, Erie, Pa.

**McBRIDE, DANIEL**  
WWOL, Buffalo, N. Y.

**McCARTHY, PAUL**  
KWXYZ, Everett, Wash.

**McCAUGHEY, PAT**  
Breakfast at the Bowl  
WWHG, Hornell, N. Y.

**McCOMB, DON**  
WSAM, Saginaw, Mich.

**McCORD, BILL**  
NBC Radio

**McCORMICK, MIKE**  
KAAY, Little Rock, Ark.

**McCOY, CRAIG**  
WTRW, Two Rivers, Wis.

**McCOY, JACK**  
KORL, Honolulu, Hawaii

**McCULLOUGH, DAN**  
As the World Turns  
CBS-TV

**McCURDY, JIM**  
KWRO, Coquille, Ore.

**McDANIEL, GRANT**  
KIT, Yakima, Wash.

**McDONALD, AL**  
Bruneh Club  
KOTA-TV, Rapid City, S. D.

**McELHATTON, DAVE**  
Free & Easy  
KCBS, San Francisco, Calif.

**McELROY, ROLAND**  
Mostly Music  
WGAU, Athens, Ga.

**McGARRY, MAC**  
It's Academic  
WRC-TV, Washington, D. C.

**McGEE, JERRY**  
KRDG, Redding, Calif.

**McGRATH, DICK**  
WSVA-TV, Harrisonburg, Va.

**McILVAINE, RED**  
KLAC, Los Angeles, Calif.

**McINTYRE, WARD**  
WBRC-TV, Birmingham, Ala.

**McKAY, GARY**  
WPTX, Lexington Park, Md.

**McKEAN, ED**  
Breakfast Club  
ABC Radio

**McKENNEY, BILL**  
KXRJ, Russellville, Ark.

**McMAHON, ED**  
Tonight  
NBC-TV

**McMILLAN, JOHN**  
Night Desk  
KTVB-TV, Boise, Idaho

**McMILLEN, CHUCK**  
Toast 'N' Tunes  
KILO, Grand Forks, N. D.

**McNAIR, DAVID**  
Morningside  
KGVO, Missoula, Mont.

**McNEILL, DON**  
Breakfast Club  
ABC Radio

**McPHERSON, DON**  
KHUB, Fremont, Neb.

**McVAY, BETTY LOU**  
Magie Window  
WOI-TV, Ames, Iowa

## — M —

**MacCORMACK, FRANKLYN**  
All Night Showcase  
WGN, Chicago, Ill.

**MacDONALD, ROD**  
WREX-TV, Rockford, Ill.

**MACH, WALLY**  
WARO, Cannonsburg, Pa.

**MACH, WAYNE**  
Pop Concert  
WDOK, Cleveland, Ohio

**MACK, GEORGE**  
KRNO, San Bernardino, Calif.

**MACK, JIMMY**  
WDDT, Greenville, Tenn.

**MACK, JIMMY**  
WIRE, Indianapolis, Ind.

**MACKEY, BRUCE**  
WKRT, Cortland, N. Y.

**MACY, BOB**  
WATN, Watertown, N. Y.

**MADDEN, BRIAN**  
Afternoon Musicman  
WIBX, Utica, N. Y.

**MADDOX, BILL**  
KDAV, Lubbock, Tex.


**MADER, JIM**  
WIBA, Madison, Wisc.

**MAGILL, MAURY**  
WWL, New Orleans, La.

**MALESKY, BOB**  
WENE, Endicott, N. Y.

**MALLE, BRUCE**  
WSAM, Saginaw, Mich.

**MALONE, BILL**  
Commercials For: Texaco, Fal-  
staff Beer, Mutual of Omaha,  
College Scoreboard, CBS-TV  
(Fall, 1962)



**STAN SHAW, Ph.D. S.**

"Your Very Good Friend  
"The Milkman"

**CREATOR:**  
**"THE MILKMAN'S MATINEE"**

M. C., Host, Actor, D. J.

**Circle 6-7676**



*Caroline O'Connor*

**EXCLUSIVE REPRESENTATION**  
**LESTER LEWIS ASSOCIATES**  
15 E. 48TH ST.

# RADIO AND TV ANNOUNCERS-MC'S

**MANN, DAVID**  
Breakfast Date  
WFBL, Syracuse, N. Y.

**MARINO, FRED**  
Phone Party  
WWYN, Erie, Pa.

**MARKS, DANNY**  
Party Line  
KBVH, Lancaster, Calif.

**MARSHALL, DAVE**  
WDEF, Hamden, Conn.

## MARSHALL, REX

**MARTIN, CASEY**  
KTHH, Houston, Tex.

**MARTIN, JIM**  
KGBS, Los Angeles, Calif.

**MARTIN, JOE**  
KOLN-TV, Lincoln, Neb.

**MARTIN, JOHNNY**  
WRFD, Worthington, Ohio

**MARTIN, KEN**  
Commuters Time  
WILL, Hempstead, N. Y.

**MARTIN, RALPH**  
PM Final  
KHJ, Los Angeles, Calif.

**MASON, ED**  
The Hop  
WABD-TV, Peoria, Ill.

**MASON, JOHN**  
Baltimore Movietime  
WJZ-TV, Baltimore, Md.

**MASON, RICHARD**  
ABC Radio

**MATHIS, BOB**  
WMRI, Marion, Ind.

**MATTHEWS, BRUCE**  
WJOV, Burlington, Vt.

**MAURER, DEL**  
KICA-TV, Clovis, N. Mex.

## MAXWELL, BOB

B June 26, 1924, Custer, Ky.  
At Your Service, WCBS; Phone-  
Opinion, WWJ-Detroit. Commer-  
cials For: Heinz Foods, Delco

**MAXWELL, CHUCK**  
KBEA, Kansas City, Mo.

**MAXWELL, DOYLE**  
KPAR-TV, Abilene, Tex.

**MEATH, ED**  
Musical Clock  
WHEC, Rochester, N. Y.

**MELVOIN, DON**  
Teen Time  
WOOD-TV, Grand Rapids,  
Mich.

**MERRIMAN, RANDY**  
Something Special  
WCFQ-TV, St. Paul Minne-  
apolis, Minn.

**METROPOLOUS, JON**  
Party Line  
KATL, Miles City, Mont.

**METZLER, ART**  
Wake Up with Wayne  
WAVE, Louisville, Ky.

**MEYER, STEVE**  
KRVN, Lexington, Neb.

**MEYERS, TED**  
Million Dollar Movie  
KHJ-TV, Los Angeles, Calif.

**MICHAELS, HARRY**  
WIBZ, Decatur, Ill.

**MICHAEL, GEORGE**  
WRTT, Milwaukee, Wis.

**MICHELE, DICK**  
Sound of Music  
WOKZ, Alton, Ill.

**MICHELMAN, ED**  
KTRG-TV, Honolulu, Hawaii

**MILLAL, JACK**  
Monitor  
KOEI, Oelwein, Iowa

**MILLER, DICK**  
Skipper Duck & Popeye  
WJTV, Jackson, Miss.

**MILLER, ED**  
WDOV, Dover, Del.

**MILLER, JERRY**  
Open House  
WCAW, Charleston, W. Va.

**MILLER, KENT**  
Crack of Dawn  
KREX, Grand Junction, Colo.

**MILLER, LES**  
WOAI, San Antonio, Tex.

**MILLER, NEAL**  
WSGN, Birmingham, Ala.

**MILLER, STAN**  
9-12 Stan's Workshop  
KRNK, Kearney, Neb.

**MILLER, TOM**  
KLUC, Las Vegas, Nev.

**MILLER, VAN**  
WBBN, Buffalo, N. Y.

**MILLS, GENE**  
KWAT, Watertown, S. D.

**MILLS, ROBERT**  
WROC-TV, Rochester, N. Y.

**MIMS, ERNIE**  
Mid day  
WOC, Davenport, Iowa

**MINSTER, ROCK**  
KARK, Great Falls, Mont.

**MITCHELL, BOB**  
KAQK, Lake Charles, La.

**MONROE, LARRY**  
WCAO, Baltimore, Md.

**WOODY, ROBERT**  
WXEX-TV, Petersburg, Va.

**MOONEY, SHEL**  
KLEA, Algona, Iowa



**BILL GRISKEY**

ANNOUNCER-ACTOR  
NATIONAL BROADCASTING  
COMPANY

— ALL CHARACTERIZATIONS —  
CARNIVAL OF BOOKS  
AND  
AMERICANA  
WNBC NEW YORK WMAQ CHICAGO

## KAY KORWIN, INC.

Personal Management

575 Lexington Avenue  
New York 22, N. Y.

PL 2-2230

# RADIO AND TV ANNOUNCERS-MC'S

**MOORE, ED**  
 WLST, Escanaba, Mich.

**MOOREHEAD, TOM**  
 WRCV, Philadelphia, Pa.

**MORAN, JOHN A.**  
 WBRG, Lynchburg, Va.

**MOREAU, AL**  
 WSAF, Sarasota, Fla.

**MORGAN, HARVEY**  
 Program PM  
 KYW, Cleveland, Ohio

**MORGAN, REX**  
 WFIL-TV, Philadelphia, Pa.

**MORGAN, RHYS**  
 KOPR, Butte, Mont.

**MORRIS, FRAN**  
 KWTV-TV, Oklahoma City, Okla.

**MORRIS, JOHNNY**  
 KSTP-TV, St. Paul, Minn.

**MORRIS, LEONARD**  
 KATZ, St. Louis, Mo.

**MORRIS, ROY**  
 WRGP-TV, Chattanooga, Tenn.

**MORROW, DON**

**MOSER, BOB**  
 WCOY, Columbia, Pa.

**MOSS, LLOYD**  
 WQXR, New York, N. Y.

**MOUNTEER, JOHN**  
 WTRY, Troy, N. Y.

**MUELLER, PAUL**  
 WBKV, West Bend, Wisc.

**MULLINS, MOON**  
 Platter Parade  
 WMYN, Madison, N. C.

**MUNDAY, JERRY**  
 Jerry-go-Round  
 KLEO, Wichita, Kans.

**MUNSON, DALE**  
 Rush Hour  
 KGLO, Mason City, Iowa

**MURPHY, BOB**  
 WJBK-TV, Detroit, Mich.

**MURPHY, DANNY**  
 Rush Four  
 KXLY-TV, Spokane, Wash.

**MURPHY, ED**  
 WSYR, Syracuse, N. Y.

**MURPHY, HAL**  
 WIRO, Ironton, Ohio

**MURPHY, JACK**  
 WRUN, Utica, N. Y.

**MURRAY, BOB**  
 KAPE, San Antonio, Tex.

**MYERS, PETE**  
 WINS, New York, N. Y.

**NEHRLING, WALLY**  
 WIRE, Indianapolis, Ind.

**NELSON, BOB**  
 KHAR, Anchorage, Alaska

**NELSON, GENE**  
 Free-for-All  
 KOVR-TV, Stockton, Calif.

**NELSON, MIKE**  
 Mike's Musical Menu  
 WJAG, Norfolk, Neb.

**NEWCITY, RICHARD**  
 WPTX, Lexington Park, Md.

**NEWSOME, RON**  
 KIMP, Mt. Pleasant, Tex.

**NICHOLS, DONN**  
 KSCB, Liberal, Kans.

**NIMMO, BILL**  
 Who Do You Trust?  
 ABC-TV

**NIXON, JOLLY**  
 KVRE, Santa Rosa, Calif.

**NOLTE, MURRAY**  
 WDAT-TV, Kansas City, Mo.

**NORMAN, HERB**  
 Color of the News  
 WWRL, New York, N. Y.

**NORRIS, BOB**  
 Rhythm Round-up  
 KASH, Eugene, Ore.

**NORTON, DUKE**  
 KGBS, Los Angeles, Calif.

**NORTON, GEORGE**  
 WPRO, Providence, R. I.

**NORTON, PAUL**  
 Wonderful World of Music  
 WFIL, Philadelphia, Pa.

**NOVER, MIKE**  
 WBCH, Hastings, Mich.

**NUGENT, DON**  
 KNOC, Natchitoches, La.

**NURMI, DAVID**  
 WEBO, Owego, N. Y.

## — N —

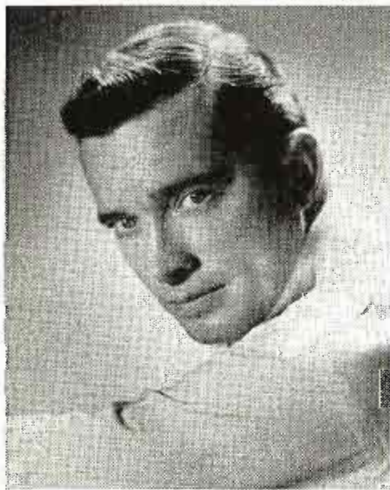
**NARZ, JACK**  
 Seven Keys  
 ABC-TV

**NASH, MURL**  
 KTTR, Rolla, Mo.

**NAST, EDWARD**  
 WMSA, Massena, N. Y.

**NAVARRO, ROBERT**  
 Matinee Theatre  
 KSHO-TV, Las Vegas, Nev.

**NEDIN, RICHARD**  
 Earlybird Special  
 WEOK, Poughkeepsie, N. Y.



**DON MORROW**



**FRANZ H. LAUBERT**

Announcer — MC — Narrator

REPRESENTATIVE:  
**CLARK ANDREWS**  
 PL 2-2555

# RADIO AND TV ANNOUNCERS-MC'S

**NUTTER, FRED E.**  
Merry-go-Round  
WSME, Sanford, Me.  
**NUZUM, BILL**  
Movie 7  
WTRF-TV, Wheeling, W. Va.



**O'CONNOR, CAROLINE**  
Commercials, Spokeswoman for  
the Purex Company  
**ODEGAARD, DAVE**  
KCBF, Des Moines, Iowa  
**O'DELL, MAURICE**  
Panorama  
WSPA, Spartanburg, S. C.

**O'DEVLIN, SHAWN**  
Sound Track  
WICY, Malone, N. Y.  
**OGLE, RON**  
News Nine Mid-day  
KEZI-TV, Eugene, Ore.

**OLIVER, DAVID**  
Chicken Shack  
WNOO, Chattanooga, Tenn.  
**OLNEY, DEL**  
Limelight  
KXII, Portland, Ore.

**OLSEN, JERRY**  
WPON, Pontiac, Mich.  
**OLSEN, JOHNNY**  
Play Your Hunch  
NBC-TV  
**ORR, JEROME**  
Mayhem in the AM  
KELD, El Dorado, Ark.

**OSBOURNE, DON**  
KRMG, Tulsa, Okla.  
**OSGOOD, DICK**  
Hollywood Headlines  
WXYZ, Detroit, Mich.  
**OVERMAN, JACK**  
Deputy Dawg & Cap'n  
Steamboat Bill  
WRDW-TV, Augusta, Ga.

**OWEN, BILL**  
ABC Radio  
**OWEN, WILLIAM**  
Discovery '63  
ABC-TV



**PACKARD, GENE**  
WOND, Pleasantville, N. J.  
**PADOVANI, GEORGE**  
Italian Programming  
WADO, New York, N. Y.  
**PALMER, BILL**  
WINX, Rockville, Md.

**PALMER, JIM**  
Palmer's Place  
WCVS, Springfield, Ill.  
**PALMER, RONNIE**  
KJOE, Shreveport, La.  
**PARDO, DON**  
NBC Radio, The Price Is  
Right  
NBC-TV

**PARKER, BILLY**  
KFMI, Tulsa, Okla.  
**PARKER, JIM**  
Contemporary Patterns  
KBFG, Avalon, Calif.  
**PARKER, JOHN**  
Parlor's Place  
KSON, San Diego, Calif.

**PARKER, RUSTY**  
Albumac  
WDEV, Waterbury, Vt.  
**PAKKS, BERT**  
Voices for a Song  
ABC-TV

**PARSONS, BEN**  
WRBL, Columbus, Ga.  
**PARSONS, JIM**  
Open House  
KPRK, Livingston, Mont.  
**PARTCH, BOB**  
Earlybird  
WVIP, Mt. Kisco, N. Y.

**PARTLAND, GEORGE**  
WKIP, Poughkeepsie, N. Y.  
**PATRICK, BILL**  
The Papa Hambone Show  
WIBA, Madison, Wis.  
**PATTON, JOHN**  
Patton Platter Party  
WVMC, Mt. Carmel, Ill.

**PAUL, RALPH**  
Versatile Announcer; Narrator;  
Host; M. C. with Network Credits  
in Each Category

**PAULUS, JIM**  
WIMA, Lima, Ohio  
**PAYE, DON**  
Take-off  
WICY, Malone, N. Y.  
**PAYNE, EDDIE**  
KOLE, Port Arthur, Tex.

**PAYNE, LLOYD**  
WDXR, Chattanooga, Tenn.  
**PEDDIE, FRANK**  
Weather Sketches  
KTAR-TV, Phoenix, Ariz.  
**PELGER, FRED**  
Sagebrush Serenade  
KVOY, Yuma, Ariz.

**PENNY, JOE**  
WYAL, Scotland Neck, N. C.  
**PERKINS, B. D.**  
Afternoon Show  
KVOP, Phoenix, Tex.  
**PERRY, DICK**  
Musical Clock  
KFOR, Lincoln, Neb.

**PESHEK, BILL**  
WMAM, Mannette, Wis.  
**PEIFFER, BILL**  
KLNR, Lamar, Colo.  
**PELEGER, GEORGE**  
Opinion Pieces  
WJTN, Jamestown, N. Y.

**PHILLIPS, BARON**  
WDAU-TV, Scranton, Pa.  
**PHILLIPS, MIKE**  
KISN, Portland, Ore.  
**PHILLIPS, WILLIAM**  
WPRN, Butler, Ala.  
**PLATT, BOB**  
KIT, Yakima, Wash.

**PLATT, GENE**  
WOW, Omaha, Neb.  
**PIGEON, PAUL**  
WSTR, Sturgis, Mich.  
**PIGG, AL**  
Farm News  
KTVP-TV, Decatur, Ill.  
**PIRNIE, DUNCAN**  
Cocktail Time  
WQXR, New York, N. Y.

**PORTER, MIKE**  
KCTV, Palmdale, Calif.  
**POWELL, JACK**  
Dance Date  
WANE-TV, Fort Wayne, Ind.  
**PRATHER, BOB**  
Camp Meeting  
WEAS, Savannah, Ga.

**PRELL, ALLAN**  
KEWL, Topeka, Kans.  
**PRESTLEY, RONALD**  
Night Beat  
WOWL, Florence, Ala.  
**PREWITT, RANDY**  
WWL, New Orleans, La.  
**PRICE, NORM**  
Pongua Prize  
KSTR, Grand Junction, Colo.

**PROTZMAN, BOB**  
Jazz Corner  
WWYN, Erie, Pa.  
**PRYOR, CACTUS**  
KTBC Radio & TV, Austin,  
Tex.

**PSENKA, JERRY**  
Clockwatcher  
WSB, Atlanta, Ga.  
**PURCELL, ART**  
WCHV, Charlottesville, Va.



**QUAY, BILL**  
WKWK, Wheeling, W. Va.  
**QUIRK, JACK**  
Do You Remember?  
WTVA, Thomson, Ga.



**RAMBO, GEORGE**  
KMED, Medford, Ore.  
**RAMSAY, CHUCK**  
WLJK-TV, Green Bay, Wis.  
**RANDALL, DICK**  
WRRP, Cortland, N. Y.

**RANDOL, KENNEY**  
KPIK, Colorado Springs, Colo.  
**RANSOM, DON**  
Dawn Patrol  
WHMP, Northampton, Mass.  
**RAPOSO, LUIS**  
Voice of Azores  
WADK, Newport, R. I.

**RAYBURN, JOHN**  
KOA-TV, Denver, Colo.  
**RAYCEE, DEL**  
WDEE, Hamden, Conn.  
**RAVE, FRANKLYN J.**  
KPMB, San Diego, Calif.  
**REED, DON**  
Overture  
WRGM, Richmond, Va.

**REED, JIM**  
KLBK-TV, Lubbock, Tex.  
**REID, DICK**  
Record Hop  
WCHS-TV, Charleston, W. Va.  
**REIG, HOWARD**  
NBC Radio  
**REYNOLDS, CLIFF**  
WCSH-TV, Portland, Me.

**REYNOLDS, ERNEST**  
Early Watus Show  
WLLA, Gainesville, Ga.  
**REYNOLDS, GENE**  
KISA-TV, Fort Smith, Ark.  
**REYNOLDS, PAUL**  
WFTV-TV, Tampa, Fla.

**REYNOLDS, RALPH**  
WROK, Rockford, Ill.  
**RHEA, DON**  
KCKN, Kansas City, Kans.  
**RICE, WILLIAM**  
ABC Radio  
**RICHARDS, DICK**  
WPHO, Altoona, Pa.

**RICHARDSON, ANGEL**  
Spanish Programming  
WADO, New York, N. Y.  
**RICHARDSON, BILL**  
KSYD-TV, Wichita Falls, Tex.  
**RIEGERT, JAMES**  
Music Man  
WNLG, New London, Conn.

**RIGGS, DON**  
Daybreak  
KDKA-TV, Pittsburgh, Pa.  
**RILEY, JOHN**  
Atlantic Weather  
WFBG-TV, Altoona, Pa.  
**RILEY, JOSEPH H.**  
WMRO, Auburn, N. Y.



# RADIO AND TV ANNOUNCERS-MC'S

**RIPPE, BILL**  
NBC Radio

**ROBB, RODNEY**  
WLBR, Lebanon, Pa.

**ROBBINS, RON**  
KCLV, Clovis, N. Mex.

**ROBERTS, FRED**  
KMBY, Monterey, Calif.

**ROBERTS, JACK**  
Morning Show  
WJER, Dover, Ohio

**ROBERTS, JERRY**  
Rise with Roberts  
WBCM, Bay City, Mich.

**ROBERTS, KEN**  
The Secret Storm, Love of Life.  
CBS-TV

**ROBERTS, MURRAY**  
WCKY, Cincinnati, Ohio

**ROBERTS, PAUL**  
Roberts' Nest  
WSPB, Sarasota, Fla.

**ROBERTS, PAUL**  
WARM, Scranton, Pa.

**ROBERTS, ROY**  
WSMB, New Orleans, La.

**ROBERTS, STAN**  
WTRY, Troy, N. Y.

**ROBERTS, STEVE**  
WADS, Ansonia, Conn.

**ROBINSON, DAVE**  
WFBR, Baltimore, Md.

**ROBINSON, MAX**  
Sat. Breakfast Party  
WJTN, Jamestown, N. Y.

**ROBY, RON**  
Communique  
WVIP, Mt. Kisco, N. Y.

**ROBY, VIC**  
NBC Radio

**RODGERS, CHET**  
WDOE, Dunkirk, N. Y.

**ROGERS, BILL**

**ROGERS, TED**  
Morning Man  
WDBJ, Roanoke, Va.

**ROHN, JIM**  
Capt. Jim  
KXJB-TV, Valley City, N. D.

**ROMANCE, LUIS**  
WADO, New York, N. Y.

**ROPER, JOHN P.**  
WMAN, Mansfield, Ohio

**ROSENFELD, JOE JR.**  
Color of the News  
WWRL, New York, N. Y.

**ROSILLO, MANOLO**  
Charlas de Sobremesa  
KXEX, Fresno, Calif.

**ROSS, JIMMY**  
WAFB, Staunton, Va.

**ROSS, KEN**  
WAZL, Hazleton, Pa.

**ROSSEAN, MAX**  
KNEB, Scottsbluff, Neb.

**ROTHMAN, LEE**  
WRIT, Milwaukee, Wis.

**ROUNDTREE, BOB**  
Home Companion  
WAAA, Winston-Salem, N. C.

**ROYANG, REX**  
KHAR, Anchorage, Alaska

**ROWELL, GLENN**  
Brunch Club  
KOTA-TV, Rapid City, S. D.

**ROWLAND, ROBERT**  
WQIK, Jacksonville, Fla.

**RUD, JIM**  
Platter Party  
KXJB-TV, Valley City, N. D.

**RUGH, VIC**  
KLWN, Lawrence, Kans.

**RUNNELS, RUDY**  
Blue Express  
WLOU, Louisville, Ky.

**RYAN, EDWARD A.**  
KSIW, Woodward, Okla.

**RYAN, JOHNNY**  
Clockwatcher  
KVOO, Tulsa, Okla.

**RYEL, FLOYD**  
WHHH, Warren, Ohio

**RYLE, GLENN**  
Skipper Ryle  
WKRC-TV, Cincinnati, Ohio

## — S —

**SABIN, HERB**  
WSPN, Saratoga Springs, N. Y.

**SACERDOTT, RENZO**  
Italian Programming  
WADO, New York, N. Y.

**SADLER, FRANK**  
KODE, Joplin, Mo.

**SALBERG, BRUCE**  
Mid Morning Show  
WECB, Eau Claire, Wis.

**SAMS, TERRY**  
Trooper Terry  
WJBF-TV, Augusta, Ga.

**SANDERS, JERRY**  
Musical Matinee  
WFBL, Syracuse, N. Y.

**SATKOWSKI, MARTIN**  
Polish-American Program  
WPTS, Pittston, Pa.

**SATTLER, DENNIS**  
Tri-State Bandstand  
KDIX, Dickinson, N. D.

**SAUTER, DAVE**  
WAST-TV, Albany, N. Y.

**SAWYER, KEN**  
WMRC, Milford, Mass.

**SAX, TED**  
KORL, Honolulu, Hawaii

**SCHADEK, CON**  
Town & Country Crier  
KLAQ, Denver, Colo.

**SCHERER, JOE**  
KHOW, Denver, Colo.

**SCHIMKE, JAMES**  
Keyesville  
KSDR, Watertown, S. D.

**SCHMITZ, DICK**  
KAKC, Tulsa, Okla.

**SCHOUBE, ROGER**  
Sporting Show  
KREX-TV, Grand Junction, Colo.

**SCHRIMSHER, DON**  
Morning Show  
KSSP, Sulphur Springs, Tex.

**SCHUCHARD, RICHARD**  
KBOY, Medford, Ore.

**SCOTT, DAVE**  
KTPVR-TV, Denver, Colo.

**SCOTT, FRED**

**SCOTT, JOE**  
Scott's Coffee Shop  
WBRE, Wilkes-Barre, Pa.

**SCOTT, KERBY**  
Top Tune Show  
WARM, Scranton, Pa.

**SCOTT, SAM**  
2ND Cup of Coffee  
WCAM, Camden, N. J.

**SCOTT, STAN**  
WSTV-TV, Steubenville, Ohio

**SCOTT, TED**  
Great Scott  
WESA, Charleroi, Pa.

**SCOTT, WILLARD**  
Mickey Mouse Club  
WRC-TV, Washington, D. C.

**SCOURBY, ALEXANDER**  
The World Of . . .  
NBC-TV

**SECKEL, JACK**  
Record Romp  
WJPB-TV, Fairmont, W. Va.

**SEIDEL, BARRY**  
The Good Sound  
WGSA, Ephrata, Pa.

**SEYMOUR, ROBIN**  
WKMH, Dearborn-Detroit, Mich.

**SHABOTT, LOU**  
WJAX, Jacksonville, Fla.

**SHACKLEFORD, JIM**  
Studio X  
WDXI, Jackson, Tenn.

**SHADBURN, BILL**  
Atlantic Weatherman  
WSAV-TV, Savannah, Ga.

**SHAFFER, GARY**  
WHDL, Olean, N. Y.

**SHARLAND, EARL**  
Sunday Serenade  
WSET, Glens Falls, N. Y.

**SHARP, IRVING**  
WDBJ-TV, Roanoke, Va.

**SHARP, JACK**  
WBMT, Black Mountain, N. C.

## SHAW, STAN

The Milkman's Matinee

**SHAY, JAMES**  
WHOF, Canton, Ohio

**SHILLADY, ROBERT**  
James Kerr  
KXIC, Iowa City, Iowa

**SHERIDAN, DON**  
WMSK, Morganfield, Ky.

**SHERMAN, LOU**  
WKMH, Dearborn-Detroit, Mich.

**SHIELD, MIKE**  
WJPP, Herrin, Ill.

**SHILLING, CLIFF**  
Dance Party  
WSEE-TV, Erie, Pa.

## SHIPLEY, BILL

**SHOEMAKER, ERV**  
WSJV-TV, South Bend, Ind.

**SIEGEL, DOUG**  
WCVS, Springfield, Ill.

**SIEVERS, BOB**  
WOWO, Ft. Wayne, Ind.

**SIMS, JIM**  
KLIV, San Jose, Calif.

**SKAFF, NED**  
Phone Exchange  
WCHS, Charleston, W. Va.

**SLATTERY, JACK**  
Art Linkletter's House Party  
CBS-TV

**SMITH, ARTHUR**  
Caroline Calling  
WBTV-TV, Charlotte, N. C.

**SMITH, CLARK**  
Movieville, U. S. A.  
WLWC-TV, Columbus, Ohio

**SMITH, COLEMAN**  
Platter-time  
WJOE, Port St. Joe, Fla.

**SMITH, FRED**  
KOVG, Valley City, N. D.

**SMITH, GARY**  
KSWO, Lawton, Okla.

**SMITH, GLENN**  
Just For You  
WKIS, Orlando, Fla.

**SMITH, HARRY K.**  
WFLN, Philadelphia, Pa.

**SMITH, NED**  
WLAN, Lancaster, Pa.

**SMITH, RITA**  
Romper Room  
WOKR-TV, Rochester, N. Y.

**SMYTHE, PETE**  
KOA, Denver, Colo.

# RADIO AND TV ANNOUNCERS-MC'S

**SNYDER, BOB**  
Jazz Deluxe  
KMAN, Manhattan, Kans.

**SNADER, DAN**  
Today in Montana  
KRTV, Great Falls, Mont.

**SPEARS, BOB**  
Rags & Friends  
WTAJ-TV, Marion, Ind.

**SPOSA, TONY**  
Night Beat  
WRNL, Richmond, Va.

**SQUER, KEN**  
Almanac  
WDEV, Waterbury, Vt.

**STACY, GAYLON**  
KWTV-TV, Oklahoma City, Okla.

**STAMBAUGH, DICK**  
WLCY, St. Petersburg, Fla.

**STANLEY, ART**  
KHUB, Fremont, Neb.

**STANLEY, DAWN**  
WHER, Memphis, Tenn.

**STARR, FRANK**  
WXEX-TV, Petersburg, Va.

**STATHAM, BILL**  
WFLS, Fredericksburg, Va.

**STATZ, VINCE**  
WLUK-TV, Green Bay, Wis.

**STEADMAN, DENNY**  
Club 930  
WSAZ, Huntington, W. Va.

**STEELE, MIKE**  
WENY, Elmira, N. Y.

**STEELE, TED**  
At Your Service  
WCBS, New York, N. Y.

**STENGER, DANNY**  
Nightcap  
WILK, Wilkes-Barre, Pa.

**STENGER, PETE**  
Wake Up & Sing  
WSAZ, Huntington, W. Va.

**STEPHENS, JIM**  
Time Out  
WKCT, Bowling Green, Ky.

## STERLING, JACK

B. June 24, 1915. The Jack Sterling Show, WCBS Radio

**STERLING, LOWELL**  
KEZU, Rapid City, S. D.

**STEVENS, CHUCK**  
WALA, Mobile, Ala.

**STEVENS, DICK**  
WDDT, Greenville, Tenn.

**STEVENS, JOE**  
KMUS, Muskogee, Okla.

**STEVENS, JOHN**  
Jive at Five  
KPAC-TV, Port Arthur, Tex.

**STEPHENS, OTT**  
WPEH, Louisville, Ga.

**STIR, JACK**  
Hi-Time  
WFLA-TV, Tampa, Fla.

**STOLLARD, LEROY**  
KFSA-TV, Fort Smith, Ark.

**STONE, BOB**  
Two for the Show  
KWRII, Shreveport, La.

**STRAKER, EASTER**  
Easter's Parade  
WIMA-TV, Lima, Ohio

**STRAKHOVSKY, IVAN**  
Afternoon  
WFL, Philadelphia, Pa.

**STRATTON, DICK**  
Mid-day  
WJXT-TV, Jacksonville, Fla.

**STUART, ALLEN**  
Luncheon Melodies  
WHLI, Hempstead, N. Y.

**STURM, DEAN**  
Sat. Night Jamboree  
WSAZ-TV, Huntington, W. Va.

**STUTZ, CARL**  
Matinee  
WRGM, Richmond, Va.

**STYLES, RAY**  
KBMN, Bozeman, Mont.

**SUDLER, LOUIS**  
Artists' Showcase  
WNBQ-TV, Chicago, Ill.

**SUMERAU, CHARLES**  
Nite Time  
KFKA, Greeley, Colo.

**SWAIN, DR. CARTER**  
Pilgrimage  
ABC Radio

**SWANEY, HAL**  
Free for All  
WTTG-TV, Washington, D. C.

## SWAYZE, JOHN CAMERON

## SWIFT, ALLEN

**SWHART, WALT**  
Today's Movie  
WFLA-TV, Tampa, Fla.

**SWINSON, BOBBY**  
Coffee Club  
KCLW, Hamilton, Tex.

**SWISHER, BOB**  
Dance Party  
WPSD-TV, Paducah, Ky.

**SARDAL, JIM**  
KCMF-TV, Alexandria, Minn.

## — T —

**TANNER, KEN**  
Contact  
WRVA, Richmond, Va.

**TAULEV, CHARLEY**  
Morning Miss  
WJTV, Jackson, Miss.

## TAYLOR, BROOKE

**TEAR, SID**  
This Day of Music  
WLSN, Roanoke, Va.

**TEAS, FRANK**  
Wake-up Show  
WSMN, Nashua, N. H.

**TERRA, ARNOLD**  
WODY, Bassett, Va.

**THALMAN, BILL**  
Wheeling with Willy  
WHLI, Wheeling, W. Va.

**THEIS, FRANK**  
WQIK, Jacksonville, Fla.

**THOMAS, DICK**  
Morning Show  
WRUN, Utica, N. Y.

**THOMAS, ED**  
The Good Sound  
WGSA, Ephrata, Pa.

**THOMAS, HAL**  
KOPR, Butte, Mont.

**THOMAS, JOE**  
WHGB, Harrisburg, Pa.

**THOMAS, MARK**  
WZRO, Jacksonville Beach, Fla.

**THOMAS, TOMMY**  
Time-keeper  
WNIA, Buffalo, N. Y.

**THOMAS, WAYNE**  
Million Dollar Matinee  
KID-TV, Los Angeles, Calif.

**THOMPSON, BILL**  
Player of the Week  
WWCT, Canton, N. C.

**THOMPSON, MICHAEL**  
KMED, Medford, Ore.

**THOMPSON, TOMMY**  
KOLE, Port Arthur, Tex.

**THURMAN, WALTER**  
Weather  
WMBD-TV, Peoria, Ill.

**TIGHE, RON**  
Party Line  
KSID, Sidney, Neb.

**TIMS, KATIE**  
Sister Sue  
KYOK, Houston, Tex.

**TIPPS, ELLIOTT**  
WJPG, Green Bay, Wis.

**TISON, TONYA**  
Dance Party  
WTVD-TV, Durham, N. C.

## TONKEN, PHIL

**TORRES, RAUL**  
Spanish Programming  
WADO, New York, N. Y.

**TOWNE, SUMNER**  
WNBH, New Bedford, Mass.

**TRAVERSE, DONNA LEE**  
Teddy Bear Playhouse  
WMTW-TV, Portland, Me.

**TRIVETTE, JOE**  
WINT, Winter Haven, Fla.

**TRULERE, BOB**  
5 Star News  
WNOV-TV, Columbia, S. C.

**TUCKER, BOB**  
Sah Creek Trolley  
WFIE-TV, Evansville, Ind.

**TUCKER, JERRY**  
Red Hot & Blue  
WLOU, Louisville, Ky.

**TUTTLE, ROGER**  
NBC Radio

**TYLER, DAN**  
Get Up & Go Show  
KHOW, Denver, Colo.

**TYLER, NOAH**  
WTVJ-TV, Miami, Fla.

## — U —

**ULM, RON**  
KFKA, Greeley, Colo.

**UNDERWOOD, JACK**  
WOWO, Ft. Wayne, Ind.

**UPTON, DON**  
WIS-TV, Columbia, S. C.

## — V —

**VALLE, DAN**  
Breakfast with Valle  
WFAS, White Plains, N. Y.

**VALLIQUETTE, BOB**  
WCLT, Newark, Ohio

**VANDAM, LEE**  
WHLI, Port Huron, Mich.

**VANDEVENTER, JERRY**  
Nightbeat  
WSB, Atlanta, Ga.

**VAN DYKE, DICK**  
Flour  
ABC Radio

**VANN, BOB**  
Merry-go-Round  
WSOC, Charlotte, N. C.

**VARTIGIAN, RALPH**  
WFEN-TV, Albany, N. Y.

**VANSILE, AL**  
Business Man's Day in Review  
WESX, Salem, Mass.

**VAT'GHN, CARL**  
Cheney's Show  
WEFT-TV, Evansville, Ind.

**VELAZQUEZ, A. M.**  
KIDL, Beeville, Tex.

**VELAZQUEZ, ARTURO**  
Cosas Mundiales  
KIPN, Phoenix, Ariz.

**VERNON, JIM**  
WIRR, West Palm Beach, Fla.



# RADIO AND TV ANNOUNCERS-MC'S

## VIDAL, RAFAEL QUINONES

WKAQ-TV, San Juan,  
Puerto Rico

## VINCENT, SCOTT

ABC Radio

## VINSON, JIMMY

WMAZ, Macon, Ga.

## — W —

## WAGER, CLINT E.

KBOS, Flagstaff, Ariz.

## WAGNER, LOU

KXEL, Waterloo, Iowa

## WALDROP, ROBERT

WDOK, Cleveland, Ohio

## WALKER, ROBERT

WADS, Ansonia, Conn.

## WALKER, ROBIN

WOHO, Toledo, Ohio

## WALLGREN, REX

KCPX, Salt Lake City, Utah

## WALLINGTON, JIMMY

NBC Radio

## WALTERS, LLOYD

KFTV, Modesto, Calif.

## WALTERS, RAY

WOBT, Rhineland, Wisc.

## WALTMON, MAL

KORE, Eugene, Ore.

## WARD, CARROLL

WJBF-TV, Augusta, Ga.

## WARD, DAVID

KIMP, Mt. Pleasant, Tex.

## WARD, JAY

KFKF, Bellevue, Wash.

## WARREN, RON

WJAN, Ishpeming, Mich.

## WATERS, AL

WSJV-TV, South Bend, Ind.

## WATKINS, CHRIS

Coffee Club

WEAS, Savannah, Ga.

## WATLINGTON, PHIL

WBTM, Danville, Va.

## WAYNE, RALPH

KIFI-TV, Idaho Falls, Ida.

## WEALER, DON

Festival of Music

WMIX, Mt. Vernon, Ill.

## WEAVER, BILL

Take Four

KXLY-TV, Spokane, Wash.

## WEAVER, ROBYN

WIRL, Peoria, Ill.

## WEBB, GENE

Dance Date

WTAF-TV, Marion, Ind.

## WEBB, WILLIAM

WCNL, Newport, N. H.

## WEBBER, BILL

Breakfast Time

WFL-TV, Philadelphia, Pa.

## WEBBER, BOB

WMC, Memphis, Tenn.

## WEBSTER, DAVE

WJNO, West Palm Beach, Fla.

## WEBSTER, KURT

Dialing for Dollars

WAVY-TV, Norfolk, Va.

## WEEKS, DICK

Personal Choice

KTAC, Tacoma, Wash.

## WEIMER, TAL

WESA, Charleroi, Pa.

## WEIR, GORDON

KNBC-TV, Los Angeles, Calif.

## WELCH, JACK

Welch's Waxworks

KREX, Grand Junction, Colo.

## WENDELL, BILL

NBC Radio, NBC-TV

## WENGER, CHUCK

Top of the Morning

KFRB, Fairbanks, Alaska

## WEST, ROGER

WPDQ, Jacksonville, Fla.

## WESTON, ALICE

Luncheon at the Ones  
WIICTV, Pittsburgh, Pa.

## WHALEN, TOM

Reality Radio

WNBF, Binghamton, N. Y.

## WHEELER, GERRY

Lorenzo

WJZ-TV, Baltimore, Md.

## WHITOMB, BOB

WGRD, Grand Rapids, Mich.

## WHITE, BILL

WDAU-TV, Scranton, Pa.

## WHITE, JACK

KDEN, Denver, Colo.

## WHITE, STAN

Top Tune Time

KRKC, King City, Calif.

## WHITE, WAYMAN

Duke of Wax

WAUG, Augusta, Ga.

## WHITEHEAD, DAVE

Program P. M.

WHGR, Houghton Lake, Mich.

## WHITEHILL, BOB

6-9 Coffee Call

KBNY, Kearney, Neb.

## WIGGINTON, BILL

WPBC, Minneapolis, Minn.

## WIGGS, WILLIAM J.

Sepia Serenade

WVOT, Wilson, N. C.

## WILCOX, FRED

Viewpoint

KCBS, San Francisco, Calif.

## WILLEFORD, GEORGE

Early Weather

WLWI-TV, Indianapolis, Ind.

## WILLIAMS, CHARLIE

KFOX, Long Beach, Calif.

## WILLIAMS, DALE

Noon Report

WOTV, Ames, Iowa

## WILLIAMS, FRED

WAZL, Hazleton, Pa.

## WILLIAMS, JAMES

Jan-a-Ditty

WGBG, Greensboro, N. C.

## WILLIAMS, JOHN

Uncle Johnny's Workshop

WZM-TV, Grand Rapids, Mich.

## WILLIAMS, JOHNNY

Williams & Work

WCCW, Traverse City, Mich.

## WILLIAMS, KAE

WDS, Philadelphia, Pa.

## WILLIAMS, RALPH

Guest-room

WSFA-TV, Montgomery, Ala.

## WILLIS, CLIF

Alarm Clock

WERT, Van Wert, Ohio

## WILLS, ROYCE

KNEB, Scottsbluff, Neb.

## WILSON, ANDY

Mid-Florida Weather

WLOF-TV, Orlando, Fla.

## WILSON, BILL

WWL-TV, New Orleans, La.

## WILSON, DAVE

Weather Dial

WFIE-TV, Evansville, Ind.

## WILSON, DON

The Jack Benny Program

CBS-TV

## WILSON, ED

Bar-12 Ranger

KODE-TV, Joplin, Mo.

## WILSON, HARRY

KAKC, Tulsa, Okla.

## WILSON, JOHN

World of Jazz

WQXB, New York, N. Y.

## WILSON, MARK

Magic Land of Allakazam

ABC-TV

## WILSON, STU

Roving Camera

WKBN-TV, Youngstown, Ohio

## WINCHELL, WALTER

Untouchables

ABC-TV

## WINDER, BERTEL

Golden Boy

WXOK, Baton Rouge, La.

## WINERTER, FLORIEN

KALL, Salt Lake City, Utah

## WINTERS, PETE

B. August 21, 1929, Cambridge,  
Mass. Spokesman, Menswear;  
Host, Feature Films, WMTV; MC  
TV Dance Party

## WOLF, WARNER

WQMR, Washington, D. C.

## WOLFE, AL

WFBG, Altoona, Pa.

## WOLFE, PAUL

Morning Mayor & Top of the  
Day Show

WBBQ, Augusta, Ga.

## WOOD, BILL

Musical Clock

KFOR, Lincoln, Neb.

## WOOD, EARL

Small World

WSUN, St. Petersburg, Fla.

## WOOD, JIM

Showcase

WJR, Detroit, Mich.

## WOOD, TRENT

Looney Zoo

WMCT-TV, Memphis, Tenn.

## WOODBURY, WOODY

Who Do You Trust?

ABC-TV

## WOEDEL, BOB

WLAG, LaGrange, Ga.

## WOODRUFF, JAMES

Rural Route 10

WILX-TV, Lansing-Jackson,  
Mich.

## WOODS, CHARLES

ABC Radio

## WOOLEY, JIM

Take-a-Break

WKCT, Bowling Green, Ky.

## WOOTEN, BERT

WOVE, Welch, W. Va.

## WRIGHT, GARY

WCSI, Columbus, Ind.

## WRISLEY, JOHN

Morning Show

WIS, Columbia, S. C.

## — Y —

## YEGGY, ROBERT

Open House

WPFB, Middletown, Ohio

## YOHN, BOB

Weatherama

WJPB-TV, Fairmont, W. Va.

## YORK, TOM

Morning Show

WBRC-TV, Birmingham, Ala.

## YOUNG, BILL

KJOE, Shreveport, La.

## YOUNG, BOB

KWYK, Farmington, N. Mex.

## YOUNG, DALE

WJW-TV, Cleveland, Ohio

## — Z —

## ZAPUTIL, BILL

KOYN, Billings, Mont.

## ZINK, CHUCK

Popeye Playhouse

WTVJ-TV, Miami, Fla.

# Radio & Television Musical Directors

## —Their Work During 1962—

### — A —

**ADAMS, SONNY**

Ladies First  
WWL-TV, New Orleans, La.

**ADLER, PETER HERMAN**

NBC Opera  
NBC-TV

**ALEXANDER, VAN**

Hazel, NBC; Donna Reed, ABC;  
Dennis the Menace, CBS; Empire,  
NBC; Capitol Record albums

**ALLEN, OLIVER**

WRAP, Norfolk, Va.

**AMMON, GLADYS**

WADC, Akron, Ohio

**ANDERSON, DON**

WXTR, Providence, R. I.

**ANDREWS, DAVE**

KFRC, San Francisco, Calif.

**ANTONINI, ALFREDO**

American Musical Theatre,  
The Good Years,  
The 20th Century,  
Saturday's Children,  
CBS-TV  
New York, N. Y.

**ARTHUR, BOB**

The Ed Sullivan Show  
CBS-TV

**ATKINS, JIM**

KOA, Denver, Color.

**AYRES, MITCHELL**

Perry Como's  
Kraft Music Hall  
NBC-TV

**AYRES, NORMAN T.**

WCSH-TV, Portland, Me.

**BENNETT, ROBERT RUSSELL**

Project 20  
NBC-TV

**BENSON, BROWNIE**

WSAZ-TV,  
Huntington, W. Va.

**BERNSTEIN, LEONARD**

Opening Night  
at Lincoln Center,  
The New York Philharmonic  
CBS-TV

**BIGG, TONY**

KROY, Sacramento, Calif.

**BISSET, VIRGIL**

WOWW, Naugatuck, Conn.

**BLACKTON, JAY**

The Good Years  
CBS-TV

**BLAKE, BUDDY**

KEEL, Shreveport, La.

**BLAKE, FRANK**

WAJR, Morgantown, W. Va.

**BLANCHARD, DICK**

WYSL, Buffalo, N. Y.

**BLANK, RALPH**

WIND, Chicago, Ill.

**BLOCH, RAY**

The Ed Sullivan Show  
CBS-TV

### — B —

**BALLENTINE, EDDIE**

ABC Radio

**BARKLEY, ROGER**

KLAC, Los Angeles, Calif.

**BARRE, FRED**

WWRL, New York, N. Y.

**BAXHA, HOWARD**

WNBC, New York, N. Y.

**BECKER, GEORGE**

Juke & Carol at Carnegie Hall  
CBS-TV

**BELLAYIA, ROY**

WSBC, Chicago, Ill.



**PAUL TAUBMAN**

Musical Director

## RADIO AND TV MUSICAL DIRECTORS

**BOLTON, DAVE**  
WANE, Fort Wayne, Ind.

**BONEBRAKE, SUE**  
KOCY, Oklahoma City, Okla.

**BOTKIN, PERRY**  
The Beverly Hillbillies  
CBS-TV

**BRACKEN, DENNY**  
KFMB, San Diego, Calif.

**BRAND, OSCAR**  
Exploring  
NBC-TV

**BREWER, GENE**  
KLUC, Las Vegas, Nev.

**BROOKS, VERNE**  
WTPR, Paris, Tenn.

**BROWN, LES**  
Bob Hope Show  
NBC-TV

**BROWN, ROBERT C.**  
WLBK, DeKalb, Ill.

**BUCCHI, VALENTINO**  
Laudes Evangelii  
CBS-TV

**BUHRMAN, BERT**  
The Guiding Light  
CBS-TV

**BUTTOLPH, DAVID**  
General Electric True  
CBS-TV

**BUTTON, MIKE**  
KOGO, San Diego, Calif.

— C —

**CALLAHAN, ROBERT**  
KCBS, San Francisco, Calif.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CAMPO, BOB**  
WKWK, Wheeling, W. Va.

**CAREY, MICHAEL**  
WDEV, Waterbury, Vt.

**CHESLO, JOHN**  
WENE, Endicott, N. Y.

**CLARK, JAMES**  
WJR, Detroit, Mich.

**CLARK, JERRY**  
WOKW, Brockton, Mass.

**COFFEEN, DICK**  
WMBD, Peoria, Ill.

**COLE, BUDDY**  
Bing Crosby-Rosemary  
Cloney Show,  
CBS Radio

**COLE, CLIFF**  
KERG, Eugene, Ore.

**COMER, JACK**  
WJPS, Evansville, Ind.

**CONNER, CHUCK**  
WAME, Miami, Fla.

**COSTA, JOHN**  
KDKA-TV, Pittsburgh, Pa.

**COVINGTON, BUDDY**  
KNUZ, Houston, Tex.  
KAYC, Beaumont, Tex.

**COX, R. WAYNE**  
WOKZ, Alton, Ill.

**COY, CINDY (MISS)**  
WPDX, Clarksburg, W. Va.

**CROCKETT, GENE**  
WOAL, San Antonio, Tex.

**CROUCH, EDNA LEE**  
KGDS, Los Angeles, Calif.

— D —

**DAHLGREN, DOUG**  
WJOB, Hammond, Ind.

**DALEY, JAMES**  
WROW, Albany, N. Y.

**DARK, KEN**  
KQEO, Albuquerque, N. Mex.

**DAURO, JOHNNY**  
WOHO, Toledo, Ohio

**DAVIS, ART**  
WBAP-TV, Fort Worth, Tex.

**DEACON, ROBERT**  
WGPA, Bethlehem, Pa.

**DeLUCA, TOBY**  
WFLL, Philadelphia, Pa.

**DeVINCENT, SAM**  
WOWO, Fort Wayne, Ind.

**DIEHL, GEORGE**  
WFLN, Philadelphia, Pa.

**DOERR, ALAN**  
WGMS, Washington, D. C.

**DOLAN, ROBERT EMMETT**  
World of . . . , NBC-TV;  
Valiant Years, ABC-TV

**DRAKE, LAVERN**  
KVI, Seattle, Wash.

**DULONG, JACK**  
KBYM, Billings, Mont.

**DUNHAM, GRACE**  
WGUY, Bangor, Me.

**DURAND, G. THOMSON**  
WTTM, Trenton, N. J.

**DYER, WILLARD**  
KTBC, Austin, Tex.

— E —

**ERWIN, GEORGE**  
KFJZ, Fort Worth, Tex.

# Joseph Harnell

*Composer*

*Conductor*

*Arranger*

**SU 7-5400**





# RADIO AND TV MUSICAL DIRECTORS

## — F —

**FASCINATO, JACK**  
Ernie Ford Show  
KGO-TV, San Francisco, Calif.

**FASKOW, IRV**  
WCBS, New York, N. Y.

**FORD, VINCE**  
WKMI, Kalamazoo, Mich.

**FOSTER, JIM**  
WIMA-TV, Lima, Ohio

**FREDMAN, MYER**  
Laudes Evangelii  
CBS-TV

**FRONTIERE, DOMINIC**  
Stoney Burke  
ABC-TV

## — G —

**GALLICCHIO, JOSEPH**  
WMAQ, Chicago, Ill.  
WNBQ-TV, Chicago, Ill.

**GALLIMORE, GERALD**  
WHHV, Hillsville, Va.

**GANN, BOB**  
WROK, Rockford, Ill.

**GARRIGAN, JIM**  
WEW, St. Louis, Mo.

**GARRY, JOHN**  
WTRX, Flint, Mich.

**GART, JOHN**  
Who Do You Trust?  
ABC-TV

**GAYE, BOBBY**  
KSJB, Jamestown, N. D.

**GEIGER, GEORGE L.**  
WFLA-TV, Tampa, Fla.

**GIBSON, JACK**  
WABQ, Cleveland, Ohio

**GILBERT, HERSCHEL BURKE**  
McKeever & the Colonel  
NBC-TV

**GORDON, HAL**  
WXYZ, Detroit, Mich.

**GRAHAM, ROBERT**  
WAVU, Albertville, Ala.

**GRAVES, JIM**  
WJAX, Jacksonville, Fla.

**GREER, ELMA**  
KSFQ, San Francisco, Calif.

**GROSSMAN, HERBERT**  
NBC Opera  
NBC-TV

## — H —

**HADDAD, EDDY**  
KETV-TV, Omaha, Neb.

**HAGEN, EARL**  
The Andy Griffith Show  
CBS-TV

**HARDEN, GENE**  
WTWA, Thomson, Ga.

## HARNELL, JOSEPH

B. August 2, 1924, New York, N. Y. Play Your Hunch, NBC-TV; Naked City, Kapp Record Album; Asphalt Jungle, Kapp Record Album; Peggy Lee at Basin Street, Capitol Record Album; Musical Director for Peggy Lee, Maurice Chevalier, and Robert Goulet; Musical Director for Motion Picture "Ten Girls Ago."

**HARPER, P. C.**  
WLIB, New York, N. Y.

**HARTIN, DOROTHY**  
KSCO, Santa Cruz, Calif.

**HARVEY, RICHARD**  
WHAT, Philadelphia, Pa.

**HAUSMAN, WILLIAM**  
WGL, Fort Wayne, Ind.

**HAYS, REX**  
WNAX, Yankton, S. D.

**HAZELTINE, JIM**  
WLAN, Lancaster, Pa.

**HENDERSON, RUDY**  
WNOO, Chattanooga, Tenn.

**HENDERSON, SKITCH**  
Tonight  
NBC-TV

**HENDON, ADRIAN D.**  
WGCM, Gulfport, Miss.

**HENDRICK, SANDY**  
KHTR, Denver, Color.

**HAYT, JACK**  
KPRK, Livingston, Mont.

**HILL, ROBIN**  
KRNO, San Bernardino, Calif.

**HOGAN, DICK**  
WIXN, Dixon, Ill.

**HOGAN, TED**  
WRIT, Cortland, N. Y.

**HOLMES, ROGER**  
WAMS, Wilmington, Del.

**HOWARD, JOE**  
WEWS-TV, Cleveland, Ohio

**HULL, DICK**  
WTOG, Savannah, Ga.

**HUTCHINSON, KAY**  
KFIL, Wichita, Kans.

**HYER, IVAN B.**  
WMBR, Auburn, N. Y.

## Van Alexander

COMPOSER-CONDUCTOR

TV film series

"HAZEL" NBC  
"DONNA REED" ABC  
"DENNIS THE MENACE" CBS  
"EMPIRE" NBC

Feature Film, 1963

"THE CANDY WEB"

Columbia Pictures

Current Record Albums, all  
on Capitol Records

"SWING, STAGED FOR SOUND,"  
"THE SAVOY STOMP,"

George Chakiris, "MEMORIES ARE  
MADE OF THESE,"

Gordon MacRae, Dorothy Kirsten,  
"STUDENT PRINCE," and "DESERT  
SONG."

President of L.A. Chapter, Nat'l. Acad. of  
Recording Arts and Sciences.

Represented by

**ASHLEY STEINER —  
FAMOUS ARTISTS AGCY.**  
BEVERLY HILLS, CAL.



## EDDY MANSON

COMPOSER — CONDUCTOR  
ARRANGER

Personal Rep — Dell Peters  
CI 6-7676

# RADIO AND TV MUSICAL DIRECTORS

## — I —

**IMBROGULIO, JOSEPH**  
WFBR, Baltimore, Md.

## — J —

**JARVIS, DONALD W.**  
WBRG, Lynchburg, Va.  
**JOHNSON, CAROL**  
KWNO, Winona, Minn.  
**JOHNSON, CURT**  
WSPT, Stevens Point, Wisc.  
**JONES, THOMAS M.**  
WQTE, Detroit, Mich.

## — K —

**KALER, RANDALL**  
WFAS, White Plains, N. Y.  
**KARTUN, HAL**  
Remember That Song  
WBBM-TV, Chicago, Ill.  
**KATZMAN, GERTRUDE**  
WPEN, Philadelphia, Pa.  
**KAYE, MILTON JAY**  
Concentration  
NBC-TV  
**KAYE, SAMMY**  
Keeffe Brasselle's  
Variety Gardens  
CBS-TV

**KEEZEL, JOSEPH R.**  
WLIQ, Mobile, Ala.

**KELLY, BOB**  
KTHH, Houston, Tex.

**KENT, GEORGE**  
WFAA-TV, Dallas, Tex.

**KEOWN, E. H.**  
WQSN, Charleston, S. C.

**KINNEY, RAY**  
KTRG-TV, Honolulu, Hawaii

**KLEINSINGER, GEORGE**  
Saturday's Children  
CBS-TV

**KNIESE, DAVID**  
WDOE, Dunkirk, N. Y.

**KOSTAL, IRWIN**  
The Garry Moore Show,  
Julie & Carol at Carnegie Hall,  
CBS-TV

**KRUSE, DARYL**  
KVEE, San Luis Obispo, Calif.

**KUHN, JOHN J.**  
WKIP, Poughkeepsie, N. Y.

## — L —

**LAFAYETTE, PAUL**  
WRYT, Pittsburgh, Pa.

**LAMB, VOLNEY JR.**  
WIRL, Peoria, Ill.

**LAMM, AL**  
WOW-TV, Omaha, Neb.

**LAMOREAUX, DICK**  
WOOD, Grand Rapids, Mich.

**LAMPKIN, PHIL**  
MBS

**LANGENFELDT, BERNIE**  
KARR, Great Falls, Mont.

**LAUDEMAN, PETE**  
WDSU, New Orleans, La.

**LAWRENCE, DICK**  
WORL, Boston, Mass.

**LAWRENCE, JAY**  
WNOR, Norfolk, Va.

**LECHNER, FREDERICK**  
ABC Radio

**LEONARD, NANCY**  
KMAC, San Antonio, Tex.

**LESKOVAR, BOB**  
WRNY, Rome, N. Y.

**LINDSEY, MORT**  
The Judy Garland Show  
CBS-TV

**LITPIN, PAULINE E.**  
KSTP-TV, St. Paul, Minn.

**LIVINGSTON, GARY**  
WPTX, Lexington Park, Md.

**LOCKHART, HARRY**  
WAVE, Louisville, Ky.

**LOUNSBURY, MARY**  
WNIA, Buffalo, N. Y.

## — Mc —

**McCALL, ERNIE**  
WJPB-TV, Fairmont, W. Va.

**McCORMACK, FRANK E.**  
WHWB, Rutland, Vt.

**McGLOHON, LOONIS**  
WBT, Charlotte, N. C.

**McMICHAEL, DICK**  
WRBL, Columbus, Ga.

## — M —

**MACK, BILL**  
KEENS, San Antonio, Tex.

**MANN, JOHNNY**  
The Alvin Show  
CBS-TV

## MANSON, EDDY LAWRENCE

B. May 9, 1919, New York, N. Y.  
The River Nile, NBC-TV; U. S.  
1 — American Profile, NBC-TV;  
The Polaris Submarine, NBC-TV;  
Corning Glass Films (Lincoln  
Center Opening) CBS-TV; The Al  
Smith Story, 20th Century-Fox,  
CBS-TV; Day of the Painter  
(Academy Award).

**MARCELLINO, MUZZY**  
Act Linkletter's House Party  
CBS-TV

**MARLEY, BILL**  
WROC, Charlotte, N. C.

**MARTIN, GLENN**  
WRRH, Warren, Ohio

**MARK, LLOYD**  
Ted Mack &  
the Original Amateur Hour  
CBS-TV

**MASTERS, JIM**  
KBTN, Neosho, Mo.

**MATZ, PETER**  
Here's Edie  
ABC-TV

**MAUPIN, REX**  
ABC Radio

**MECKLENBERG, MICHAEL**  
WLOI, Laporte, Ind.

**MEEDER, WILLIAM**  
Search for Tomorrow  
CBS-TV

**MELIS, JOSE**  
Jack Paar Show,  
Jack Paar Program  
NBC-TV

**MERKER, JACK R.**  
KIMN, Denver, Colo.

**MERRICK, MAHLON**  
The Jack Benny Program  
CBS-TV

**METCHNEK, WILLIAM**  
WCCO-TV,  
St. Paul-Minneapolis, Minn.

**MEYER, RUTH A.**  
WMCA, New York, N. Y.

**MILLER, MITCH**  
Sing Along with Mitch, NBC-TV

**MINEO, RAY**  
WGLI, Babylon, N. Y.

**MITCHELL, TONY**  
KNIN, Wichita Falls, Tex.

**MOORE, BUDDY**  
WAKE, Atlanta, Ga.

**MOORE, JERRY**  
WSOC-TV, Charlotte, N. C.

**MORSON, LESLIE**  
WNLC, New London, Conn.

**MUNG, JACK**  
KVRE, Santa Rosa, Calif.

**MUNSON, DON**  
WKID, Urbana, Ill.

**MURPHY, PAUL**  
WTVN, Columbus, Ohio

## — N —

**NELSON, ALBIN**  
KRRC, Lewiston, Idaho

**NIDES, HARRY**  
WATE-TV, Knoxville, Tenn.

**NORTON, LeROY**  
WQSR, Syracuse, N. Y.

## — O —

**O'KUN, LAN**  
Shari Lewis Show  
NBC-TV

**OLSON, RAY**  
WOW, Omaha, Neb.

**O'NEILL, JOE**  
KVOO, Tulsa, Okla.

**OSBURN, BOB**  
WAYB, Waynesboro, Va.

**OSSER, GLENN**  
ABC Radio

**OTOS, GORDON**  
KTAC, Tacoma, Wash.

**OUELLETTE, ROBERT**  
WLAM, Lewiston, Me.

**OVENS, DON**  
WINS, New York, N. Y.

## — P —

**PAHL, MEL**  
Voice of Firestone  
ABC-TV

**PALAGINO, P. J.**  
WHAR, Clarksburg, W. Va.

**PAPPAS, CHRISTIE**  
KVEN, Ventura, Calif.

**PARIS, NORMAN**  
Carol Burnett-Richard Hayes  
Show,  
Richard Hayes Show  
CBS-Radio

**PARKER, JOHNNY**  
Arthur Godfrey Show  
CBS Radio

**PATTON, NANCY**  
WISN, Milwaukee, Wise.

# RADIO AND TV MUSICAL DIRECTORS

**PAUL, CHARLES**  
The Secret Storm,  
Love of Life,  
As the World Turns,  
CBS-TV

**PEARCE, MARSHALL**  
WSMB, New Orleans, La.

**PEEPLES, FRAN**  
WWL, New Orleans, La.

**PETRILLO, CAESAR**  
WBBM-TV, Chicago, Ill.

**PIERCE, RUDY**  
KGO-TV, San Francisco, Calif.

**PILDNER, HENRY**  
WGAR, Cleveland, Ohio

**PLOTNICK, NORMAN**  
WWDC, Washington, D. C.

**PORTER, DON**  
WWYN, Erie, Pa.

## — R —

**RACETTE, DONALD**  
WSBT, Glens Falls, N. Y.

**RADLEIN, AL**  
WARN, Fort Pierce, Fla.

**RAGSDALE, GENE**  
KSNY, Snyder, Tex.

**RAMIN, SID**  
Candid Camera  
CBS-TV

**RANSOM, CLEONA**  
KYOK, Houston, Tex.

**REPINE, BURT T.**  
WRVA, Richmond, Va.

**RICH, JAN**  
KCPX, Salt Lake City, Utah

**RIDDLE, NELSON**  
Route 66  
CBS-TV

**RIGHTER, G. HARRY**  
WATN, Watertown, N. Y.

**RIPOSO, TONY**  
WHEN-TV, Syracuse, N. Y.

**ROBERTS, JOE**  
WGSN, Huntington, N. Y.

**ROMEO, TONY**  
WADO, New York, N. Y.

**ROMOFF, COLLIN**  
Andy Williams Show  
NBC-TV

**ROSE, DAVID**  
Bonanza, NBC-TV,  
The Good Years,  
Red Skelton Hour  
CBS-TV

**ROSLIN, NORM**  
WJRZ, Newark, N. J.

**ROTH, ALLAN**  
WAZL, Hazelton, Pa.

**RUSSELL, BOB**  
KEWI, Topeka, Kans.

**RYAN, JACK**  
WARR, Akron, Ohio

## — S —

**SANCHEZ, SOTERO J. JR.**  
KSYX, Santa Rosa, N. Mex.

**SANDERS, CHARLES**  
WFCT, Knoxville, Tenn.

**SANDS, JAY**  
WAEB, Allentown, Pa.

**SANFORD, CHARLES**  
As Caesar Sees It  
ABC-TV

**SANTELLI, FAY**  
WFBL, Syracuse, N. Y.

**SAWYER, KEN**  
WMRC, Milford, Mass.

**SCHEIB, PHILIP A.**  
The Mighty Mouse Playhouse  
CBS-TV

**SCHLADAMAN, DON**  
WIRE, Indianapolis, Ind.

**SCHMIDT, RONALD G.**  
KODA, Houston, Tex.

**SEGRAVES, SCOOTER**  
KABC, Tulsa, Okla.

**SELINSKY, WLADIMIR**  
U.S. Steel Hour  
CBS-TV

**SEVERE, HOWARD**  
WHEC, Rochester, N. Y.

**SHILLADY, ROBERT**  
KXIC, Iowa City, Iowa

**SHOOP, DAVE**  
WHP, Harrisburg, Pa.

**SILFER, CARL**  
WSYR, Syracuse, N. Y.

**SIMPSON, JOHN**  
KOTA-TV, Rapid City, S. D.

**SMITH, GARDNER**  
WHEN, Syracuse, N. Y.

**SMITH, JIM O.**  
WHLL, Wheeling, W. Va.

**SMITH, DR. W. D.**  
WVOLA, Nashville, Tenn.

**SMYTH, ED**  
WKTS, Sheboygan, Wis.

**SONTAG, GEORGE**  
Especially for You  
WOC-TV, Davenport, Iowa

**SOSNIK, HARRY**  
ABC Radio

**SPEAR, SAMMY**  
The Jackie Gleason Show:  
The American Scene  
Magazine,  
CBS-TV

**SPENCER, HARRY W.**  
WBTM, Danville, Va.

**STEIN, LOU**  
Magic Midway  
NBC-TV

**STEWART, SANDY**  
WRFD, Worthington, Ohio

**STRAUSS, JOHN**  
Car 54, Where Are You?  
NBC-TV

**STRAVINSKY, IGOR**  
Noah & the Flood  
CBS-TV

**SUTHERLAND, DOUG**  
KBLB, Helena, Mont.

**SUTTON, MARY LOU**  
WARO, Cannonsburg, Pa.

**SWEENEY, FRANK L.**  
WKBN, Youngstown, Ohio

## SYLVERN, HANK

**SZANIK, ROY**  
KPOI, Honolulu, Hawaii

## — T —

## TAUBMAN, PAUL

**TAYLOR, STEVE**  
WGIL, Galesburg, Ill.

**THOMAS, GUS**  
WCOY, Columbia, Pa.

**THOMPSON, BILL**  
KGBS, Los Angeles, Calif.

**THOMPSON, SIGVOLD**  
Fargo Symphony  
KXJB-TV, Valley City, N. D.

**TORRES, PEPITO**  
Show Lobby's  
WKAQ-TV,  
San Juan, Puerto Rico

**TOWNSEND, ROB**  
WLAC, Nashville, Tenn.

**TOWNSEND, WALLY**  
CKLW, CKJW-TV,  
Detroit, Mich.

**TRENDLER, ROBERT**  
WGN, Chicago, Ill.

**TROTTA, JOSEPHINE**  
WTCS, Farmont, W. Va.

**TUCKER, DAVID B.**  
WCRB, Boston, Mass.

**TURNER, PAUL**  
KPX-TV,  
San Francisco, Calif.

## — U —

**UNDEDWOOD, LIZ**  
WRNL, Richmond, Va.

## — V —

**VAN CAMP, BOB**  
WSB, Atlanta, Ga.

**VILLANI, JOHN**  
WELC, Welch, W. Va.

**VOORHEES, DONALD**  
Bell Telephone Hour  
NBC-TV

**VUN KANNON, CHARLIE**  
WMC, Memphis, Tenn.

## — W —

**WAGNER, JACK**  
KNBR, San Francisco, Calif.

**WALLENSTEIN, ALFRED**  
NBC Opera  
NBC-TV

**WASLON, AL**  
WLWC-TV, Columbus, Ohio

**WAYNE, ROGER**  
WILL, Hempstead, N. Y.

## WEED, BUDDY

**WELLMAN, JOHN**  
KYW, Cleveland, Ohio

**WESTON, PAUL**  
Opening Night  
CBS-TV

**WILLETT, JOHN F.**  
WSLS, Roanoke, Va.

**WING, KEN**  
KJOY, Stockton, Calif.  
KLAN, Stockton, Calif.

**WOMACK, BURL**  
WSAV, Savannah, Ga.

**WULLEN, NORM**  
WBEN, Buffalo, N. Y.

## — Z —

**ZENOBI, VIRGINIA**  
KBEA, Kansas City, Mo.



# Radio & TV Disc Jockeys & Musicasters

## —Their Work During 1962—

### — A —

**ALAN, LEE**  
WXYZ, Detroit, Mich.

**ALAN, MARC**  
KLEO, Wichita, Kans.

**ALEXANDER, LES**  
WCAO, Baltimore, Md.

**ALEXANDER, OSCAR**  
The Daddy-oh Show  
WLEB, Raleigh, N. C.

**ALLAN, KENN**  
WLAN, Lancaster, Pa.

**ALLEN, AARON**  
KENS, San Antonio, Tex.

**ALLEN, HERB**  
WKWK, Wheeling, W. Va.

**ALLEN, PAUL**  
Golden Sound  
KROD, El Paso, Tex.

**ALLEN, TONY**  
Sound of Music  
WUSJ, Lockport, N. Y.

**AMBROSE, JOE**  
Sat. Night Dance Party  
WRBL, Columbus, Ga.

**ANDERSON, HERB OSCAR**  
WABC, New York, N. Y.

**ANDERSON, ROGER**  
Hour of Enchantment  
KHOW, Denver, Colo.

**ANGELI, ART**  
WRBL, Columbus, Ga.

**ARNOLD, CHUCK**  
WISN, Milwaukee, Wisc.

**ARNOLD, HAP**  
KFJZ, Fort Worth, Tex.

**ARTAU, MARIANO**  
WKAQ, San Juan, Puerto Rico

**ARTHUR, PAUL**  
KOYN, Billings, Mont.

**AUDIO, TOM**  
WESX, Salem, Mass.

**AUSTIN, GENE**  
WSAI, Cincinnati, O.

**AUSTIN, RIP**  
WSRC, Durham, N. C.

### — B —

**BAUN, CARL**  
The Early Bird Show  
WCSS, Amsterdam, N. Y.

**BAKER, BILL**  
Night Shift  
WKST, New Castle, Pa.

**BANDY, JOHN**  
WDAS, Philadelphia, Pa.

**BANKS, BOB**  
WZRO, Jacksonville Beach, Fla.

**BARGER, CARL L.**  
Hi Fi House  
WFDF, Flint, Mich.

**BARILE, LOU**  
WEUN, Utica, N. Y.

**BARKER, BILL**  
KOA, Denver, Colo.

**BARKER, TED**  
Joy Club  
WJOY, Burlington, Vt.

**BARKSDALE, DON**  
KDIA, Oakland, Calif.

**BARNETT, BOB**  
KALL, Salt Lake City, Utah

**BARR, JACK**  
KLEO, Wichita, Kans.

**BARTLETT, BRAD**  
WDOV, Dover, Del.

**BASSETT, GEORGE**  
Music Room  
WGPA, Bethlehem, Pa.

**BAUM, JERRY**  
Spins 'N' Needles  
WGBF, Evansville, Ind.

**BEARD, DICK**  
Datchline Music  
WKID, Urbana, Ill.

**BEERS, BOBBY**  
KBTR, Denver, Colo.

**BEIER, MARVIN**  
KROD, El Paso, Tex.

**BELANGER, TOM**  
WNDU, South Bend, Ind.

**BELL, DICK**  
WOKW, Brockton, Mass.



**DAN INGRAM**

WABC



**JACK STERLING**

# DISC JOCKEYS & MUSICASTERS

**BENNETT, RICK**  
Serenade in the Afternoon  
WYSL, Buffalo, N. Y.

**BERG, BILL**  
WTAX, Springfield, Ill.

**BERNARD, FRED**  
WTIC, Hartford, Conn.

**BESSER, TED**  
WGL, Fort Wayne, Ind.

**BEULER, BUD**  
Morning Show  
WMMM, Westport, Conn.

**BINGHAM, AL**  
Music for You  
WJNO, West Palm Beach, Fla.

**BINKIN, SYL**  
WMAV, Springfield, Ill.

**BLOCK, MARTIN**  
WOR, New York, N. Y.

**BLOSSEY, JAMES**  
KIDO, Boise, Idaho

**BOLEN, BILL**  
WSGN, Birmingham, Ala.

**BOLTON, BOB**  
Downbeat  
WBBQ, Augusta, Ga.

**BOOKSPAN, MARTIN**  
WQXR, New York, N. Y.

**BOOTH, MIKE**  
Biz Top Show  
WKXY, Sarasota, Fla.

**ROTTO, JEANNE**  
WHER, Memphis, Tenn.

**BOYCE, RAY**  
Clockwatcher  
WQSR, Syracuse, N. Y.

**HOYEA, DICK**  
Sounds of Night  
WICY, Malone, N. Y.

**BRADY, WILLIAM**  
WDZ, Decatur, Ill.

**BRAMHALL, BILL**  
Hometown Party  
WMIL, Milwaukee, Wis.

**BRAND, OSCAR**  
WNYC, New York, N. Y.

**BRENNER, PAUL**  
Golden Year Book  
WJRZ, Newark, N. J.

**BRIMMER, J. ALLEN**  
Hayride  
WEAS, Savannah, Ga.

**BRINE, SALTY**  
WPRO, Providence, R. I.

**BRITAIN, RON**  
WSAL, Cincinnati, Ohio

**BROOKS, FRANK**  
WRVA, Richmond, Va.

**BROWN, ART**  
WWDC, Washington, D. C.

**BROWN, BOB**  
WJRZ, Newark, N. J.

**BROWN, CHARLIE**  
KDSX, Denison-Sherman, Tex.

**BROWN, CLARE**  
Music For the Young at Heart  
WQTE, Detroit, Mich.

**BROWN, DAVE**  
WSAV, Savannah, Ga.

**BROWN, JACK**  
Audio  
WSOC, Charlotte, N. C.

**BROWN, LARRY**  
WPEN, Philadelphia, Pa.

**BRUCE, DON**  
Hits for the Mrs.  
WAEW, Allentown, Pa.

**BRUTON, BOB**  
KTOK, Oklahoma City, Okla.

**BRYAN, CHARLIE**  
WWL, New Orleans, La.

**BIRKE, DWAYNE**  
Music City  
KERG, Eugene, Ore.

## BURNS, STAN Z.

WINS, New York, N. Y.

**BUTLER, BOB**  
WABJ, Adrian, Mich.

### — C —

**CALDWELL, DONN**  
WKWK, Wheeling, W. Va.

**CALLAHAN, GINGER**  
WTMT, Louisville, Ky.

**CAVAERT, BOB**  
WNOR, Norfolk, Va.

**CAMPBELL, TOM**  
Carousel  
WQTE, Detroit, Mich.

**CANBY, EDWARD TATNALL**  
WYNC, New York, N. Y.

**CANNON, DON**  
KOMO, Seattle, Wash.

**CARLE, LEE**  
WGBB, Freeport, N. Y.

**CARLETON, LAD**  
WJAR, Providence, R. I.

**CARLTON, BOB**  
WMBD, Deoria, Ill.

**CARNEY, JACK**  
Commuters Club  
KSFO, San Francisco, Calif.

**CARPENTER, SKIP**  
WRAL, Raleigh, N. C.

**CARSON, JOEL**  
WVYN, Erie, Pa.

**CARTER, BILL**  
KGY, Olympia, Wash.

**CASTLEBERRY, EDDIE**  
WABQ, Cleveland, Ohio

**CAUSIER, JOHN**  
Matinee  
ABC Radio

**CECIL, CHUCK**  
Swingin' Years  
KFI, Los Angeles, Calif.

**CERRI, BILL**  
The Classical Clock  
WGMS, Washington, D. C.

**CHASINS, ABRAM**  
Music Magazine  
WQXR, New York, N. Y.

**CHEDWICK, PORKY**  
WAMO, Pittsburgh, Pa.

**CIGNA, JOHN**  
WOWO, Ft. Wayne, Ind.

**CIMINO, RICK**  
KJOY, Stockton, Calif.

**CLANCY, DAVE**  
Strictly Music  
WWRG, Hornell, N. Y.

**CLARK, EMANUEL**  
WVQL, Nashville, Tenn.

**CLARK, GENE**  
WMAK, Nashville, Tenn.

**CLARK, JON**  
Spotlight on Music  
WSPB, Sarasota, Fla.

**CLARK, MEL**  
Sundial  
WGLI, Babylon, N. Y.

**CLARK, TED**  
WQAM, Miami, Fla.

**CLARKE, DEAN**  
KORL, Honolulu, Hawaii

**CLARKE, HENRY**  
WEAY, Plattsburgh, N. Y.

**CLEMENTI, JOE**  
WORLD, Boston, Mass.

**CLOVIS, CARL**  
WHAR, Clarksburg, W. Va.

**COLE, LYNN**  
WDSU, New Orleans, La.

**COLLIER, KEN**  
Introduction  
WAME, Miami, Fla.

**COLLINS, DAVE**  
Night Line  
WSAZ, Huntington, W. Va.

**COLOMBO, JOE**  
Night-tramp  
WGLI, Babylon, N. Y.

**CONGER, BILL**  
Radio 143  
WFCT, Knoxville, Tenn.

**CONLEY, MAX**  
Good Morning, All  
KBET, Reno, Nev.

**CONNELL, BOB**  
WOND, Pleasantville, N. J.

**CONRAD, DAVE**  
Week Day  
WPDA, Poitstville, Pa.

**CONWAY, JIM**  
WMAQ, Chicago, Ill.

**COOK, JAY**  
WIBQ, Memphis, Tenn.

**COOKE, HENRY**  
WMAQ, Chicago, Ill.

**COOLEY, JOHN**  
WPIK, Alexandria, Va.

**COOPER, GEORGE**  
KBOX, Dallas, Tex.

**COOPER, ROY**  
WISH, Indianapolis, Ind.

**CORNELL, KEN**  
WTLB, Utica, N. Y.

**COSTA, FRANK**  
KTHH, Houston, Tex.

**COTTON, VIC**  
KOA, Denver, Colo.

**COVE, ELLBOTT**  
Timekeeper  
WSYR, Syracuse, N. Y.

**COX, ALBERT**  
Showcase  
WHAR, Clarksburg, W. Va.

**CRAGER, ROBERT**  
WBBZ, Vineland, N. J.

**CRAIG, CHUCK**  
Night Scene  
WIBC, Canton, Ohio

**CRAIG, TOM**  
Music in the P. M.  
WMMM, Westport, Conn.

**CRAIG, WINDY**  
WTKO, Ithaca, N. Y.

**CREVELING, JOHN**  
WENY, Elmira, N. Y.

**CRUZALEGUI, ROBERTO**  
KFN, Phoenix, Ariz.

**CURRY, BILL**  
WRF, Charlotte, N. C.

**CURTIS, BILL**  
Sounds in Stereo  
KCPX, Salt Lake City, Utah

**CURTIS, WAYNE**  
WRHM, Jackson, Mich.

### — D —

**DALE, ALLAN**  
WQAI, San Antonio, Tex.

**DALLAS, JIMMY**  
KVVQ, Cheyenne, Wyo.

**DALTON, JACK**  
WGEY, Bangor, Me.

**DANIELS, JAY**  
WDXB, Chattanooga, Tenn.

**D'ARCY, MICHAEL**  
KALF, Mesa, Ariz.

**DARDANO, NICK**  
Night Show  
WRUN, Utica, N. Y.

**DARK, DANNY**  
WIL, St. Louis, Mo.

**DAVID, TOBY**  
CKLW, Detroit, Mich.

**DAVIES, BUD**  
CKLW, Detroit, Mich.

# DISC JOCKEYS & MUSICASTERS

**DAVIS, DAVE**  
Night Watch  
WAKR, Akron, Ohio

**DAVIS, LEE**  
WAMS, Wilmington, Del.

**DEAN, JERRY**  
WEEZ, Chester, Pa.

**DEAN, LOU**  
WRVA, Richmond, Va.

**DEAN, RON**  
KUTY, Palmdale, Calif.

**DEAN, VIC**  
WAVI, Dayton, Ohio

**DECKARD, CAREY**  
WOAI, San Antonio, Tex.

**DEE, JAY**  
WIRK, West Palm Beach, Fla.

**DEE, TOM**  
KAPE, San Antonio, Tex.

**DeLAO, VAL**  
KLOS, Albuquerque, N. Mex.

**DELSI, PAT**  
Del-Mar Show  
WCAM, Camden, N. J.

**DENNIS, S. D.**  
Musicthon  
WKMI, Kalamazoo, Mich.

**DENT, BOB (TRACY)**  
Shoney Show  
WCAW, Charleston, W. Va.

**DERBY, DAVE**  
Wide Awake Show  
WRNY, Rome, N. Y.

**DeVARGAS, VENERANDA**  
KLOS, Albuquerque, N. Mex.

**DeVILLE, BOB**  
Music After Dark  
WGAR, Cleveland, Ohio

**DEVINE, BOB**  
KDES, Palm Springs, Calif.

**DEVON, PRU**  
Nights in Latin America  
WQXR, New York, N. Y.

**DIAMOND, BOB**  
WGUY, Bangor, Me.

**DIANDREA, DICK**  
WFBG, Altoona, Pa.

**DICKERSON, GEORGE**  
WANE, Fort Wayne, Ind.

**DIXON, ALVIN**  
Diggie-doo  
WXOK, Baton Rouge, La.

**DIXON, DAVE**  
KATZ, St. Louis, Mo.

**DOD, BOB**  
Weekday  
WGNV, Newburgh, N. Y.

**DOUGAN, JACK**  
On the Road  
WGPA, Bethlehem, Pa.

**DOUGLAS, WALLY**  
Open House  
WTAR, Norfolk, Va.

**DOWE, KEN**  
KBOX, Dallas, Tex.

**DOWNS, TOMMY**  
WTMT, Louisville, Ky.

**DOYL, TOM**  
KKIC, Iowa City, Iowa

**DRAKE, RON**  
WHP, Harrisburg, Pa.

**DRISCOLL, DICK**  
WTCN, Minneapolis, Minn.

**DUPREE, BOB**  
WPIK, Alexandria, Va.

## — E —

**EASTMAN, JOHN**  
Old Fla. Radio Room  
WAME, Miami, Fla.

**EATON, BOB**  
Rollin' Home  
WLEU, Erie, Pa.

**EDWARDS, JAY**  
WREB, Holyoke, Mass.

**ELDRIDGE, DAVE**  
WAMS, Wilmington, Del.

**ELKINS, JIM**  
KHAR, Anchorage, Alaska

**ELLENBOGEN, HENRY**  
Hank's Corner  
WBAZ, Kingston, N. Y.

**ELLENGTON, MERCER**  
Jazz Show  
WLIB, New York, N. Y.

**ELLIOTT, JACK**  
KWK, St. Louis, Mo.

**ELLIS, KEN**  
WRUM, Rumford, Me.

**ELLSWORTH, JACK**  
Memories in Melody  
WALK, Patchogue, N. Y.

**ENGLISH, JIM**  
Tempo  
WHP, Harrisburg, Pa.

**ENO, JACK**  
WEBR, Buffalo, N. Y.

**ERICKSON, ROALL**  
KMO, Tacoma, Wash.

**EVANS, BOB**  
At Ease  
KTUC, Tucson, Ariz.

## — F —

**FATMAN, LLOYD**  
Snap Club  
WHAT, Philadelphia, Pa.

**FENNELL, GEORGE**  
Afternoon Affair  
KBIG, Avalon, Calif.

**FERGUSON, JOHN**  
Soundtrack  
WRPC, Athens, Ga.

**FIELDS, BILL**  
WRIT, Milwaukee, Wis.

**FISCHLER, JOE**  
WKRT, Cortland, N. Y.

**FISHER, BOB**  
Houseparty  
WRSC, State College, Pa.

**FISKE, FRED**  
WWDC, Washington, D. C.

**FLICK, DRAGE**  
Limelight  
WHLI, Wheeling, W. Va.

**FOLSOM, DON**  
KRNO, San Bernardino, Calif.

**FORD, ART**  
WINS, New York, N. Y.

**FORD, JOE**  
KNUZ, Houston, Tex.

**FORD, TED**  
WKRT, Cortland, N. Y.

**FOREST, JIM**  
WFAH, Alliance, Ohio

**FORTUNE, BILL**  
Night Life  
WHEN, Syracuse, N. Y.

**FOSTER, PHIL**  
WIOI, Portsmouth, Ohio

**FOX, ROX**  
The Fox's Den  
WTAX, Springfield, Ill.

**FREEMAN, VERNE**  
Freeway Function  
KBIG, Avalon, Calif.

**FULMER, DALE**  
WHLM, Bloomsburg, Pa.

**FURST, JIM**  
WNDU, South Bend, Ind.

## — G —

**GALE, EDDIE**  
WWL, New Orleans, La.

**GARDINER, JACK**  
WHYI, Orlando, Fla.

**GARRETT, AL**  
Open House  
KFRB, Fairbanks, Alaska

**GARRETT, FRED**  
WAMM, Flint, Mich.

**GAY, KYLE**  
KCKN, Kansas City, Kans.

**GAYDOS, STAN**  
WSAV, Savannah, Ga.

**GENSELL, PASTOR JOHN**  
The Two Worlds of Jazz  
WINS, New York, N. Y.

**GERHARDT, GERALD**  
Night-watch  
KBBO, Yakima, Wash.

**GHAN, JERRY**  
Morning Mayor  
WPGC, Morningside, Md.

**GIBSON, JACK**  
Jockey Club  
WABQ, Cleveland, Ohio

**GIBSON, LARRY**  
WSAZ, Huntington, W. Va.

**GIDDONS, DAN**  
WNEX, Macon, Ga.

**GLENN, JERRY**  
WWYN, Erie, Pa.

**GOERNER, BOB**  
Weekend with KCBS  
KCBS, San Francisco, Calif.

**GOMEZ, FEDERICO**  
Cual Es Su Favorito  
KXEX, Fresno, Calif.

**GONNEAU, PIERRE**  
Accent  
KHJ, Los Angeles, Calif.

**GOOD, TOMMY**  
KCKC, San Bernardino, Calif.

**GOODWIN, JERRY**  
WQAM, Miami, Fla.

**GORDON, DAVE**  
Top 100  
KBMW, Breckenridge, Minn.

**GORHAM, MAL**  
KETO, Seattle, Wash.

**GRADY, JOE**  
WPEN, Philadelphia, Pa.

**GRAHAM, FRANK**  
Night Beat  
WWRL, New York, N. Y.

**GRAHAM, ORV**  
Caravan  
WSOY, Decatur, Ill.

**GRANT, ALLAN**  
Concepts in Jazz  
WWRL, New York, N. Y.

**GRANT, BRUCE**  
WOOD, Grand Rapids, Mich.

**GRANT, DICK**  
Crystal Carousel  
WSET, Glens Falls, N. Y.

**GRANT, MIKE**  
Triple T  
WNBH, New Bedford, Mass.

**GREEN, JIM**  
Jim's Jamboree  
KPIK, Colorado Springs, Colo.

**GREGOR, BILL**  
WWBZ, Vineland, N. J.

**GREGORY, ENOCH**  
Gospel Hit Parade  
WBEE, Chicago, Ill.

**GREGORY, KERM**  
Discapades  
WABE, Allentown, Pa.

**GRIFFITH, HERMAN**  
Record Caravan  
KGFJ, Los Angeles, Calif.

**GRIFFITHS, TOM**  
KYW, Cleveland, Ohio

## — H —

**HAAS, KARY**  
Adventures in Good Music  
WJR, Detroit, Mich.



# DISC JOCKEYS & MUSICASTERS

**HAIT, MAL**  
Mal & Willie  
WKIP, Poughkeepsie, N. Y.

**HALE, JIMMIE**  
Playboy Show  
KANB, Shreveport, La.

**HALEY, FRANK**  
WTSJ, Hanover, N. H.

**HALL, ED**  
WVOL, Nashville, Tenn.

**HALLAMAN, TED**  
Motor Matinee  
WGAR, Cleveland, Ohio

**HALLENBECK, KEN**  
WTSJ, Hanover, N. H.

**HANCOCK, HUNTER**  
KGFJ, Los Angeles, Calif.

**HANKERSON, TOM**  
West Coast Blues  
WTMP,  
Tampa-St. Petersburg, Fla.

**HANSEN, DONALD**  
Good Morning  
From the Lounge  
WSET, Glen Falls, N. Y.

**HANSON, KEN**  
KFRE, Fresno, Calif.

**HARDY, JOHN**  
KDLA, Oakland, Calif.

**HARHAI, TED**  
Everything  
WKST, New Castle, Pa.

**HARPOON, BILL**  
KHAR, Anchorage, Alaska

**HARRINGTON, BOB**  
WLAN, Lancaster, Pa.

**HARRIS, LEE**  
KBTR, Denver, Colo.

**HARVEY, RUDY**  
Hollywood Houseparty  
KGFJ, Los Angeles, Calif.

**HEFFNER, BOB**  
Night Sounds  
WIMA, Lima, Ohio

**HENDERSON, J.**  
Jocko  
WWRL, New York, N. Y.

**HENNING, PAUL**  
Morning Show  
WTAR, Norfolk, Va.

**HENTOFF, NAT**  
The Two Worlds of Jazz  
WINS, New York, N. Y.

**HEPTNER, LEE**  
Music Man  
KVFC, San Luis Obispo, Calif.

**HERLIHY, BRIAN**  
Weeknight  
WEEC, Pittsfield, Mass.

**HERRING, BUCK**  
KROY, Sacramento, Calif.

**HESSE, BILL**  
WCSS, Amsterdam, N. Y.

**HICKOK, BILL**  
KFRC, San Francisco, Calif.

**HILSON, BERT**  
ESEW, Sitka, Alaska

**HIRT, BILL**  
Matinee  
EGEK, Sterling, Colo.

**HOEFLICKER, HERB**  
KANS, Kansas City, Mo.

**HOGAN, LARRY**  
Top O' the Morning  
WERA, Plainfield, N. J.

**HOLLOWAY, DICK**  
WHOP, Canton, Ohio

**HOLMES, JIM**  
KEWL, Topeka, Kans.

**HOOD, BOB**  
Musical Clock  
WNOX, Knoxville, Tenn.

**HOOVER, GEORGE**  
KRDO, Colorado Springs, Col.

**HOPKINS, HAP**  
KROY, Sacramento, Calif.

**HOPKINS, JOHN**  
Yawn Patrol  
WTOG, Savannah, Ga.

**HOPKINS, WES**  
Top of the Morning  
WAKR, Akron, Ohio

**HOWARD, DON**  
Mid-morning Bandstand  
WFAU, Augusta, Me.

**HOWARD, DONALD**  
WCOU, Lewiston, Me.

**HOWARD, SPECS**  
KYW, Cleveland, Ohio

**HOWARD, TOBE**  
Lou to You  
WLOU, Louisville, Ky.

**HOWELL, WILLARD L.**  
Morning Matinee  
WZOB, Fort Payne, Ala.

**HUBBARD, EDDIE**  
WGN, Chicago, Ill.

**HUDSON, JAN**  
Radio 143  
WFCT, Knoxville, Tenn.

**HULL, DOC**  
KRMG, Tulsa, Okla.

## — I —

**INGLES, DAVID**  
KFMI, Tulsa, Okla.

**INGRAM, DAN**  
WABC, New York, N. Y.

**ISON, HAP**  
WHIY, Orlando, Fla.

## — J —

**JACKSON, HAL**  
Dr. Jive  
WWRL, New York, N. Y.

**JAMES, AL**  
KYW, Cleveland, Ohio

**JAMES, LEE**  
KMAC, San Antonio, Tex.

**JAMES, NORM**  
Spins & Needles  
WDEV, Waterbury, Vt.

**JARRETT, JUGH**  
WLAC, Nashville, Tenn.

## JEFFERYS, ALLAN

ABC Radio

**JOHNSON, DAN**  
WFLA, Tampa, Fla.

**JOHNSON, FRED**  
KETO, Seattle, Wash.

**JOHNSON, TED**  
WFDF, Flint, Mich.

**JONES, DON**  
KGY, Olympia, Wash.

**JOPLIN, JANIE**  
WHER, Memphis, Tenn.

**JORDAN, EDMUND**  
World of Modern Sound  
ABC Radio

**JORDAN, LEE A.**  
B. October 16, 1925, Macon, Ga.  
Lee Jordan Show, WCB5 Radio

**JUSTICE, LARRY**  
Late Date Show  
WPGC, Morningside, Md.

## — K —

**KAI, BARBARA**  
KJET, Beaumont, Tex.

**KAPRAL, MIKE**  
Nightwatch  
WBOY, Clarksburg, W. Va.

**KAUFMAN, MURRAY**  
WINS, New York, N. Y.

**KAY, ANDY**  
KFRE, Fresno, Calif.

**KELLY, BOB**  
WRIL, Dallas, Tex.

**KELLY, DON**  
KAKC, Tulsa, Okla.

**KELLY, MERLE**  
Songbook  
WRAL, Raleigh, N. C.

**KELLY, PAUL**  
WOOD, Grand Rapids, Mich.

**KELSEY, JIM**  
WAMO, Pittsburgh, Pa.

**KELSH, DONALD E. JR.**  
WCGR, Canandaigua, N. Y.

**KEYSER, RALPH**  
Top Pops  
KASH, Eugene, Ore.

**KIMBLE, BILL**  
WBNF, Binghamton, N. Y.

**KING, ALLEN**  
WAKE, Atlanta, Ga.

**KING, GEORGE**  
Record Shop  
WUNS, Lewisburg, Pa.

**KING, GUY**  
KXIV, Phoenix, Ariz.

**KING, TONY**  
WAMM, Flint, Mich.

## KLAVAN AND FINCH

WNEW, New York, N. Y.

**KNIGHT, DICK**  
KFOR, Lincoln, Neb.

**KNIGHT, FRANK**  
Golden Sound Morning Show  
WCCC, Hartford, Conn.

**KNIGHT, KEN**  
KAAY, Little Rock, Ark.

**KNIGHT, PAUL**  
North Shore Hour  
WESX, Salem, Mass.

**KOSSUTH, RICHARD**  
Breakfast with Richie  
WPTS, Pittston, Pa.

**KRAEGER, BOB**  
Marmec  
WJNO, West Palm Beach,  
Fla.

## — L —

**LaCHAPELLE, GERALD**  
WCOU, Lewiston, Me.

**LACY, JACK**  
WINS, New York, N. Y.

**LAHN, TERRY**  
Music with Lahn  
KHOW, Denver, Colo.

**LALIBERTE, ROGER**  
Starlite Salute  
WWRI, West Warwick, R. I.

**LAMARNE, TOM**  
WOND, Pleasantville, N. J.

**LAMAR, JACK**  
Del-Mar Show  
WCAM, Camden, N. J.

**LAMBERT, NORM**  
Sing & Swing  
WEMP, Northampton, Mass.

**LANDIS, RANDY**  
Sandman's Senenade  
KWBB, Wichita, Kans.

# DISC JOCKEYS & MUSICASTERS

**LANDON, PAT**  
WRCV, Philadelphia, Pa.

**LAWRENCE, TED**  
WBRE, Wilkes-Barre, Pa.

**LAWRENCE, TEDD**  
Man About Music  
ABC Radio

**LeBLANC, DON**  
KODA, Houston, Tex.

**LEE, BRUCE**  
WIND, Chicago, Ill.

**LEE, DAVE**  
KFIV, Modesto, Calif.

**LEE, KELLY**  
Night Song  
WPIT, Raleigh, N. C.

**LEE, MACK**  
WSOL, Tampa, Fla.

**LEWIS, FRED**  
Cracker Barrel  
WSEN, Baldwinville, N. Y.

**LEWIS, JOHNNY**  
KEWI, Topeka, Kans.

**LEWIS, ROBERT Q.**  
KBJ, Los Angeles, Calif.

**LIGHT, JIM**  
KWK, St. Louis, Mo.

**LITCHFIELD, EDDIE**  
Silver City Serenade  
WPEP, Taunton, Mass.

**LOCHNER, ART**  
Night Beat  
WRNL, Richmond, Va.

**LOFLAND, CHUCK**  
WANE, Fort Wayne, Ind.

**LOGAN, JIM**  
Green Mt. Ballroom  
WDEV, Waterbury, Vt.

**LOHMAN, AL JR.**  
KLAC, Los Angeles, Calif.

**LOHSE, JIM**  
Nocturne  
WTVN, Columbus, Ohio

**LOWE, JIM**  
WNBC, New York, N. Y.

**LOWE, JIM**  
WRB, Dallas, Tex.

**LUCKHURST, BILL**  
Music-go-Round  
KTAC, Tacoma, Wash.

**LUTHER, JOHN WESLEY**  
Turntable Terrace  
WLEU, Erie, Pa.

**LYNN, ART**  
Lynn in the Spin  
WOHO, Toledo, Ohio

**LYNN, BOB**  
WKIG, Fort Wayne, Ind.

**LYONS, JIMMY**  
KFRG, San Francisco, Calif.

## — Mc —

**McCARTHY, J. P.**  
Music Hall  
WJR, Detroit, Mich.

**McCARTHY, JOHN**  
Morning Line  
WPEP, Taunton, Mass.

**McCORMICK, LARRY**  
Mr. Mac & the Record Rack  
KGFJ, Los Angeles, Calif.

**McCREARY, BILL**  
Jazz Corner  
WWRM, New York, N. Y.

**McDOWELL, CHESTER**  
Hotsy Totsy  
KYOK, Houston, Tex.

**McGUIRE, JACK**  
WEAA, Plainfield, N. J.

**McGUIRE, MAC**  
WPEN, Philadelphia, Pa.

**McKEE, ED**  
WENY, Elmira, N. Y.

**McKINNEY, JIM**  
WMAV, Springfield, Ill.

**McMARTIN, JIM**  
Star Time  
WKXY, Sarasota, Fla.

**McPHERSON, HUGH**  
WCHS, Charleston, W. Va.

## — M —

**MACK, BILL**  
1450 Club  
WQSN, Charleston, S. C.

**MAGILL, MAURY**  
WLL, New Orleans, La.

**MAGNUSSON, JOHNNY**  
KGFJ, Los Angeles, Calif.

**MALONE, DAVE**  
KCBG, Des Moines, Iowa

**MANCE, HENRY**  
Big Jim  
WXOK, Baton Rouge, La.

**MANGIO, FRANK**  
KLAN, Stockton, Calif.

**MANN, CHUCK**  
KGFJ, Los Angeles, Calif.

**MANN, SCOTT**  
WDXB, Chattanooga, Tenn.

**MARCUS, BILL**  
WHDL, Olean, N. Y.

**MARGRAFF, NORMAN**  
Fritz the Plumber  
WMIL, Milwaukee, Wisc.

**MARKE, TINY**  
WAVZ, New Haven, Conn.

**MARSHALL, HERB**  
KSMN, Mason City, Iowa

**MARSHALL, PERRY**  
WIND, Chicago, Ill.

**MARTENSON, ED**  
KNOE, Monroe, La.

**MARTIN, DICK**  
Million Dollar Music  
KMAC, San Antonio, Tex.

**MARTIN, EARLE**  
Dateline Music  
WKID, Urbana, Ill.

**MARTIN, HARRY**  
KYW, Cleveland, Ohio

**MARTIN, SONNY**  
KAAV, Little Rock, Ark.

**MARTIN, STEVE**  
Daybreaker  
WUSJ, Lockport, N. Y.

**MARTIN, T. J.**  
WAVZ, New Haven, Conn.

**MARX, GARY**  
WOW, Omaha, Neb.

**MASEY, BILL**  
Soundstage  
KSON, San Diego, Calif.

**MASSEY, REV. MELVIN**  
Gospel Sermonette  
WILD, Boston, Mass.

**MATHEWS, JOE**  
KGFJ, Los Angeles, Calif.

**MATHIS, TOM**  
WISH, Indianapolis, Ind.

**MATTHEWS, JOHNNY**  
KQEO, Albuquerque, N. Mex.

**MAURO, ERNIE**  
WMRC, Milford, Mass.

**MAXWELL, RAY**  
KXIV, Phoenix, Ariz.

**MAY, STEVE**  
Housewife's Highway  
WESO, Southbridge, Mass.

**MAYER, JOE**  
KYW, Cleveland, Ohio

**MAYHEW, FRANK**  
Night Beat  
KVEC, San Luis Obispo, Calif.

**MELTZER, AL**  
WBRR, Buffalo, N. Y.

**MENEFEE, BOB**  
WCAU, Philadelphia, Pa.

**MERCER, WILLIAM**  
KDIA, Oakland, Calif.

**MERCHANT, BILL**  
WGRD, Grand Rapids, Mich.

**MICHELMAN, ED**  
Musical Variety  
KTRG, Honolulu, Hawaii

**MIDDLETON, BOB**  
WSMB, New Orleans, La.

**MILAIR, ALAN**  
WSYR, Syracuse, N. Y.

**MILES, JERRE**  
Sunny Side Up  
KBVM, Lancaster, Calif.

**MILLER, CLIFF**  
KDES, Palm Springs, Calif.

**MILLER, HARVEY**  
WAAT, Trenton, N. J.

**MILLER, HOWARD**  
WIND, Chicago, Ill.

**MILLER, REX**  
KWK, St. Louis, Mo.

**MILLER, ROSS**  
WTIC, Hartford, Conn.

**MILLER, WIL**  
Hi Fi Panorama  
WSOY, Decatur, Ill.

**MINTZ, LANNY**  
KQEO, Albuquerque, N. Mex.

**MITCHELL, BOB**  
KVWO, Cheyenne, Wyo.

**MITCHELL, FRED**  
Hitch with Mitch  
WOHO, Toledo, Ohio

**MOFFATT, TOM**  
Uncle Tom's Cabin  
KPOL, Honolulu, Hawaii

**MOLINARO, LARRY**  
WNAR, Norristown, Pa.

**MONTAGUE, N.**  
The Magnificent Montague  
WWRM, New York, N. Y.

**MONTGOMERY, BOB**  
WGBG, Greensboro, N. C.

**MORENO, BUDDY**  
KWK, St. Louis, Mo.

**MORGAN, PAUL (HALL)**  
KENS, San Antonio, Tex.

**MORGAN, RICK**  
WKLO, Louisville, Ky.

**MORGAN, SHEP**  
KXIC, Iowa City, Iowa

**MORSE, BILL**  
Late Watch Show  
KTRG, Honolulu, Hawaii

**MORSE, SID**  
KTOK, Oklahoma City, Okla.

**MOSES, DAVE**  
Matinee  
WKXL, Concord, N. H.

**MOWERY, DON**  
WLBR, Lebanon, Pa.

**MURDOCK, JACK**  
Disc Jockey  
WMAN, Mansfield, Ohio

**MURPHY, TOM**  
KISN, Portland, Ore.

**MURPHY, VINCE**  
WILK, Wilkes-Barre, Pa.

**MURRAY, JACK**  
KFJZ, Fort Worth, Tex.

**MYERS, ERNIE**  
KOGO, San Diego, Calif.

## — N —

**NARDONE, MIKE**  
WRIT, Milwaukee, Wisc.

# DISC JOCKEYS & MUSICASTERS

— S —

**NASH, KEN**  
WMAK, Nashville, Tenn.

**NELSON, BRUCE**  
WMNS, Olean, N. Y.

**NEVINS, BIGGIE**  
WCKR, Miami, Fla.

**NEWMAN, HARRY**  
WAAT, Trenton, N. J.

**NORTH, JOHN**  
KSON, San Diego, Calif.

— O —

**O'CONNOR, REV. NORMAN**  
The Two Worlds of Jazz  
WINS, New York, N. Y.

**O'REILLY, JACK**  
WPEN, Philadelphia, Pa.

**OVERTON, TOM**  
KODA, Houston, Tex.

**OXFORD, GEORGE**  
KDIA, Oakland, Calif.

— P —

**PARKHURST, DEANE**  
WHEN, Syracuse, N. Y.

**PARNELL, JACK**  
WHBQ, Memphis, Tenn.

**PARNELL, PAT**  
KLAN, Stockton, Calif.

**PATZ, RICHARD**  
Music Man  
WNLC, New London, Conn.

**PAYNE, TED**  
KJOY, Stockton, Calif.

**PHILLIPS, WALLY**  
WGN, Chicago, Ill.

**PIERCE, BOB**  
KAPE, San Antonio, Tex.

**PINCKNEY, HAROLD D.**  
WMBO, Auburn, N. Y.

**PLEDDGER, DOUG**  
KNBR, San Francisco, Calif.

**POGE, POGO**  
KIMN, Denver, Colo.

**PORTER, ROLAND**  
KDIA, Oakland, Calif.

**PORTER, STEVE**  
WFLA, Tampa, Fla.

**POWELL, BILL**  
WAMO, Pittsburgh, Pa.

**POWELL, CHARLIE**  
WKGF, Fort Wayne, Ind.

**POWERS, JIM**  
WGBB, Freeport, N. Y.

**POWERS, TOM**  
WADK, Newport, R. I.

**PRATT, CHUCK**  
WDSH, New Orleans, La.

**PUDNEY, JACK**  
WACE, Chocopee-Springfield, Mass.

**PYLE, JACK**  
WRCV, Philadelphia, Pa.

— Q —

**QUINN, FRANK**  
WADK, Newport, R. J.

— R —

**RANDLE, BILL**  
WCBS, New York, N. Y.

**RANDOLPH, DAVID**  
Music for the Connoisseur  
WNYC, New York, N. Y.

**RANSON, LEE**  
WIRL, Peoria, Ill.

**RAY, JIMMY**  
KTRT, Houston, Tex.

**READ, ED**  
Music Man  
WNLC, New London, Conn.

**REED, BOB**  
Gospel Train  
WLOK, Memphis, Tenn.

**REED, BOB**  
S00 Radio Row  
WLAD, Danbury, Conn.

**REILLY, ED**  
WTRY, Troy, N. Y.

**REINA, RON**  
KWG, Stockton, Calif.

**RHODES, BOB**  
WADC, Akron, Ohio

**RICE, DICK**  
Musictown U. S. A.  
WOWO, Ft. Wayne, Ind.

**RICE, MIKE**  
Night Train  
WGVS, Springfield, Ill.

**RICE, RAY**  
WACE, Chocopee-Springfield, Mass.

**RICHARDS, DICK**  
KWK, St. Louis, Mo.

**RICHARDS, STAN**  
WAKE, Atlanta, Ga.

**RICHBOURG, JOHN**  
WLAC, Nashville, Tenn.

**RILEY, JOHN**  
WFBQ, Altoona, Pa.

**RINALDI, MATT**  
WTLB, Utica, N. Y.

**ROBBIN, BOB**  
WKLO, Louisville, Ky.

**ROBBINS, ED**  
Golden Sound, Matinee  
WCCC, Hartford, Conn.

**ROBBS, DON**  
KFOR, Lincoln, Neb.

**ROBERTS, BOB**  
WIRK, West Palm Beach, Fla.

**ROBERTS, DON**  
KPH, Wichita, Kans.

**ROBERTS, JIM**  
Homeward Bound  
WHBC, Canton, Ohio

**ROBERTSON, DON**  
WBT, Charlotte, N. C.

**ROBINSON, DAVE**  
KOMO, Seattle, Wash.

**ROBINSON, WALLY**  
Lightly & Politely  
WKXL, Concord, N. H.

**RODARTE, SERGIO**  
Musica 131  
KUBO, San Antonio, Tex.

**RODRIGUEZ, FELIPE**  
Este Es Su Disco  
WKAQ, San Juan, Puerto Rico

**ROGERS, BILLY**  
Limelight  
WYSL, Buffalo, N. Y.

**ROGERS, ERNEST**  
"A" Train  
WTMP, Tampa-St. Petersburg, Fla.

**ROGERS, TERRY**  
WEDK, Poughkeepsie, N. Y.

**ROMO, HUMBERTO**  
Pop Discolumbia  
KXEX, Fresno, Calif.

**ROSELLE, JIM**  
Record Room  
WJTN, Jamestown, N. Y.

**ROSS, DAN**  
KCBK, Des Moines, Iowa

**ROUNDS, TOM**  
Merry-go-Round  
KPOL, Honolulu, Hawaii

**RUNYON, JIM**  
KYW, Cleveland, Ohio

**RUSH, KEITH**  
WSMB, New Orleans, La.

**RUSSELL, AL**  
WGL, Fort Wayne, Ind.

**SALVAS, ED**  
Mid-afternoon Break  
WBEC, Pittsfield, Mass.

**SANDERS, BOB**  
KPH, Wichita, Kans.

**SANTANA, JAVIER**  
Album del Dia  
KTFN, Phoenix, Ariz.

**SANTORA, MICKEY**  
1270 Club  
WLBK, Lebanon, Pa.

**SANTOS, GIL**  
WNBH, New Bedford, Mass.

**SCHROEDER, ART**  
Sing-a-long Time  
WIBA, Madison, Wis.

**SCULLITZ, ALAN**  
KRNQ, San Bernardino, Calif.

**SCOTT, ALLAN**  
Morning Side  
KTFN, Tucson, Ariz.

**SCOTT, BILL**  
KEEL, Shreveport, La.

**SCOTT, BOB**  
WDEE, Hamden, Conn.

**SCOTT, HARRY**  
WOKW, Brackton, Mass.

**SEAY, JIM**  
Soundtrack  
WIS, Columbia, S. C.

**SEBASTIAN, JOEL**  
WXYZ, Detroit, Mich.

**SEGER, JIM**  
KODE, John, Mo.

**SHALLCROSS, BILL**  
Wake Up with Walk  
WALK, Patchogue, N. Y.

**SHAW, JAMES**  
Morning Dial  
WFAU, Augusta, Me.

**SHAW, RICK**  
WCKR, Miami, Fla.

**SHEEHAN, ED**  
Pan-Hana Concert  
KGMH, Honolulu, Hawaii

**SHEEHAN, JOE**  
Sounds in the Air  
WGNM, Huntington, N. Y.

**SHERIDAN, PHIL**  
Rise & Shine  
WFIL, Philadelphia, Pa.

**SHERWOOD, DON**  
Sherwood Affair  
KSFQ, San Francisco, Calif.

**SHERWOOD, THOM**  
WIND, Chicago, Ill.

**SHIELDS, JACK**  
WRIS, Roanoke, Va.

**SHUPERT, BILL**  
Home & Highway  
WSUN, St. Petersburg, Fla.

**SIMONE, RAY**  
WREB, Holyoke, Mass.

**SIMONS, CARL**  
KDDO, Colorado Springs, Colo.

**SINCLAIR, DICK**  
Polka Party  
KFI, Los Angeles, Calif.

**SLACK, DEAN**  
Cerebral Music  
WJOY, Burlington, Vt.

**SMITH, BARRY**  
Spinner's Sanctum  
KWBB, Wichita, Kans.

**SMITH, BOB**  
Sierra Sirenade  
KAHI, Auburn, Calif.

**SMITH, FARRELL**  
Allegro  
KBEA, Kansas City, Mo.

**SMITH, GARY**  
WROC, Rochester, N. Y.

**SMITH, GUY**  
KANS, Kansas City, Mo.



# DISC JOCKEYS & MUSICASTERS

**SMITH, NOVELLA**  
 Dizzy Lizzy  
 KYOK, Houston, Tex.

**SMITH, PAUL**  
 KALL, Salt Lake City, Utah

**SOBOL, JOHNNY**  
 Hi Neighbor  
 WILK, Wilkes-Barre, Pa.

**SOBENSON, DEAN**  
 Musicalle  
 KGFY, Pierre, S. D.

**SPANN, OWEN**  
 KNBR, San Francisco, Calif.

**SPIVAK, JOEL A.**  
 WPRO, Providence, R. I.

**STAGG, JIM**  
 KYW, Cleveland, Ohio

**STANLEY, JIM**  
 WNOR, Norfolk, Va.

**STEADMAN, HERB**  
 WSGN, Birmingham, Ala.

**STEPHENS, DICK**  
 WNHC, New Haven, Conn.

## STERLING, JACK W.

B. June 20, 1915, Jack Sterling  
 Show, WCBS, New York, N. Y.

**STERLING, ROGER**  
 WMRC, Milford, Mass.

**STEVENS, CHUCK**  
 WXTB, Providence, R. I.

**STEVENS, DON**  
 WARM, Scranton, Pa.

**STEWART, BECKY ANN**  
 WPBC, Minneapolis, Minn.

**STEWART, DEANE**  
 KCBS, San Francisco, Calif.

**STONE, STEVE**  
 WJAS, Pittsburgh, Pa.

**STOYLE, LESTER**  
 WDOE, Dunkirk, N. Y.

**STRICKHOUSER, SHERM**  
 WJAR, Providence, R. I.

**STRINGER, BILL**  
 WNBZ, Binghamton, N. Y.

**STUART, GENE**  
 WNHC, New Haven, Conn.

**STUART, JEFFREY**  
 WTCN, Minneapolis, Minn.

**SUTCH, GARLAND**  
 Western Music  
 KOKC, San Bernardino, Calif.

**SUTTON, TOMMY**  
 WARO, Cannonsburg, Pa.

**SWANSON, REV.**  
 Walk in the Valley  
 WCIN, Cincinnati, Ohio

**SWARTS, NELSON**  
 WHLM, Bloomsburg, Pa.

**SWENSON, N.**  
 Music Master's Choice  
 WJBL, Holland, Mich.

## — T —

**TANNER, GEORGE**  
 Big Daddy G Show  
 KANB, Shreveport, La.

**TAYLOR, FRANK**  
 Country Music Time  
 WPTF, Raleigh, N. C.

**TAYLOR, VIC**  
 WMNS, Olean, N. Y.

**TERRY, BILL**  
 Terry-a-While  
 KCPX, Salt Lake City, Utah

**THOMAS, GEORGE**  
 WCAU, Philadelphia, Pa.

**THOMAS, JAMES**  
 Koll Jordan  
 WLLB, Raleigh, N. C.

**THOMAS, MITCH**  
 WDAS, Philadelphia, Pa.

**THOMPSON, DON**  
 Gnlfeast Midnight Sun  
 WSUN, St. Petersburg, Fla.

**THOMPSON, DON**  
 WHDL, Olean, N. Y.

**THOMPSON, FRANK**  
 KOGO, San Diego, Calif.

**THORNE, RON**  
 WIRL, Peoria, Ill.

**THURMAN, WALT**  
 Time for Thurman  
 WMBD, Peoria, Ill.

**TINDALL, TIM**  
 KIMN, Denver, Colo.

**TIPTON, JOSEPH**  
 Polka Party  
 WPTS, Pitlston, Pa.

**TRENT, STEVE**  
 Nightfall  
 WTVN, Columbus, Ohio

**TRUEHART, GEORGE**  
 WYLD, New Orleans, La.

**TUELL, ANNA**  
 Holy Hour of Prayer  
 WWRL, New York N. Y.

**TURLEY, BOB**  
 WKAZ, Charleston, W. Va.

## — U —

**UNDERWOOD, JOHN**  
 WZRO, Jacksonville, Fla.

## — V —

**VJOTIK, PETER**  
 WSBC, Chicago, Ill.

## — W —

**WADE, STEVE**  
 WCAO, Baltimore, Md.

**WAFFLES, DICK**  
 Breakfast with Waffles  
 WROC, Rochester, N. Y.

**WAITES, THAD**  
 WABO, Waynesboro, Miss.

**WALKER, JACK**  
 Harlem Sereuade  
 WLBB, New York, N. Y.

**WALKER, JIMMY**  
 Hawaiiana  
 KGMB, Honolulu, Hawaii

**WALKER, JOE**  
 WYLD, New Orleans, La.

**WALTERS, ART**  
 Wake Up to Music  
 WWHG, Hornell, N. Y.

**WALTERS, BOB**  
 PM Show  
 WCIN, Cincinnati, Ohio

**WALTERS, JOE**  
 KWG, Stockton, Calif.

**WARING, GEORGE**  
 Weekday  
 WGNV, Newburgh, N. Y.

**WARNER, DICK**  
 WGUS, Augusta, Ga.

**WARNER, HUB**  
 KBOI-TV, Boise, Idaho

**WASHINGTON, REUBEN**  
 Hunky-Dory Show  
 WLOK, Memphis, Tenn.

**WAYLAND, DAVE**  
 WKAZ, Charleston, W. Va.

**WEEKS, DON**  
 WTRY, Troy, N. Y.

**WEHDE, CARL**  
 WTAO, Cambridge, Mass.

**WEISS, FRED**  
 WXYZ, Detroit, Mich.

**WEIST, CHARLIE**  
 Count Down  
 WCAW, Charleston, W. Va.

**WELCH, WOODY**  
 WTSN, Milwaukee, Wisc.

**WELSH, JOHN**  
 Highway 850  
 KTAC, Tacoma, Wash.

**WESTERN, BILL**  
 KISN, Portland, Ore.

**WEXLER, PAUL**  
 Musieman  
 KERG, Eugene, Ore.

**WHEELER, DOC**  
 Gospel Caravan  
 WWRL, New York, N. Y.

**WHITE, JIM**  
 WJAS, Pittsburgh, Pa.

**WHITTE, LARRY**  
 Night Patrol  
 WKMI, Kalamazoo, Mich.

**WHITMORE, MARVIN**  
 KFRM, Salina, Kans.

**WHITTED, NORFLEY**  
 WSRG, Durham, N. C.

**WHITTINGTON, DICK**  
 KLAC, Los Angeles, Calif.

**WICK, DON**  
 Music Midway  
 WNOX, Knoxville, Tenn.

**WILLIAMS, BUDDY**  
 WARO, Cannonsburg, Pa.

## WILLIAMS, WILLIAM B.

Make Believe Ballroom, WNEW,  
 New York, N. Y.

**WILLIAMSON, DICK**  
 WIND, Chicago, Ill.

**WILSON, BIG**  
 WNBC, New York, N. Y.

**WILSON, ED**  
 WIL, St. Louis, Mo.

**WILSON, MARC**  
 Milkman's Matinee  
 KORL, Honolulu, Hawaii

**WING, CHUCK**  
 Jam on Toast  
 KBET, Reno, Nev.

**WINTER, PAUL**  
 WXYZ, Detroit, Mich.

**WINTERS, JIM**  
 WABI, Bangor, Me.

**WOLF, FRED**  
 WXYZ, Detroit, Mich.

**WOOD, DAVE**  
 1330 Top 30 Show  
 WJPS, Evansville, Ind.

**WOOD, DICK**  
 KDSX, Denison-Sherman, Tex.

**WOOD, JAY**  
 Time, Temp. & Tune  
 WGBF, Evansville, Ind.

**WOODARD, HAL**  
 Wonderful World of Music  
 WFIL, Philadelphia, Pa.

**WOODLAND, DON**  
 KMO, Tacoma, Wash.

**WOODS, GEORGE**  
 WDAS, Philadelphia, Pa.

**WRIGHT, DAVE**  
 Push Button One  
 WIS, Columbia, S. C.

## — Y —

**YANCEY, ARCH**  
 KNUZ, Houston, Tex.

**YORK, TOM**  
 KAKC, Tulsa, Okla.

## — Z —

**ZEE, DON**  
 WXYZ, Detroit, Mich.

**ZINK, DOUG**  
 WIRE, Indianapolis, Ind.

**ZINT, BYRON**  
 Hit the Road Show  
 WJPS, Evansville, Ind.

**ZOLA, LEN**  
 WTAO, Cambridge, Mass.

# THE CHARLES H. STERN AGENCY

*PRESENTS*

## "THE NEW SOUND"

IN RADIO — TELEVISION ANNOUNCING



**LES TREMAYNE**



**ED PRENTISS**



**LARRY ALEXANDER**



**HUGH DOUGLAS**

# CHARLES H. STERN AGENCY

**TAFT BUILDING**

**HOLLYWOOD & VINE**

**HOLLYWOOD 28, CALIFORNIA**

**HO 6-4304**

"REPRESENTING LEADING TALENT FOR RADIO & TELEVISION COMMERCIALS"

# Talent Representatives, Agents & Managers

## NEW YORK

Actors Agency, The/Toby Cole  
234 W. 44th St. (36).....BR 9-7770

Adair Agency, Rose  
250 W. 57th St. (19).....JU 2-1958

Adams Agency, Bret  
234 W. 44th St. (36).....BR 9-7770

Adams-Wortman Artists' Rep. Agency  
161 W. 54th St. (19).....CI 7-2635

Adler, Harry  
165 W. 46th St. (36).....PL 7-2535

Alexander Agency, Inc., Willard  
660 Madison Ave.....PL 1-7070

All-Arts Talent Casting Agency  
850 Seventh Ave. (19).....JU 2-4933

Alpert Agency, Mickey  
400 Madison Ave. (17).....PL 2-0144

Anderson Agency, Beverly  
117 W. 48th St. (36).....CI 6-8985

Andrews Agency, Clark  
954 Second Ave. (22).....PL 2-2555

Arnold Agency, Laura  
545 Fifth Ave. ....MU 2-2795

Arnold Agency, Lillian  
119 W. 57th St. (19).....PL 7-3400

Artist Management Associates  
200 W. 57th St.....PL 7-2157

Ashley-Steiner, Inc.-Famous Artists  
Corp.  
555 Madison Ave. (22)....MU 8-8330

Artists Agency Corp.  
Time-Life Bldg., 1271 Ave. of Americas  
(20).....PL 7-8618

Associated Booking Corp.  
50 W. 57th St. (19).....JU 2-7700

Astor Agency, Richard  
119 W. 57th St. (19).....JU 6-4616

B & B Management Assoc.  
11 W. 42nd St.....BR 9-7270

Barry Agency, The  
110 W. 55th St.....CI 6-5740

Beaudet, Ray  
745 5th Ave.....PL 5-5520

Becker Advertising Service, V. S.  
55 E. 43rd St.....MU 2-0777

Bel Canto Theatrical Agency  
104-20 Queens Blvd., Forest Hills 75 PE 6-9787

Berger, Ross & Steinman  
15 E. 48th St.....PL 1-2156

Bienstock Agency, Nathan  
630 Third Ave. (17).....MU 2-7979

Bishop Agency, Lola  
152 W. 42nd St. (36).....LO 3-4260

Bonnie Kid Agency  
1874 Broadway (19).....CI 6-0223

Broder Agency, Jane  
40 E. 49th St. (17).....MU 8-0960

Burke, Bernard, & Roth, Max, Agency  
48 W. 48th St. (36).....PL 7-4540

Burnay Agency, Inc., Era  
527 Madison Ave. (22).....PL 1-5750

Cabot Agency, Jose  
200 W. 57th St. (19).....CI 7-3525

Case Agency, Bertha  
42 W. 53rd St. (19).....LT 1-6280

Circle Artists Corp.  
48 W. 48th St. (36).....PL 7-7100

## There is a difference!

Agency representation is many things to many people. To the talent, it demands an organization or individual who honestly believes in the Artists' ability and commercial appeal. It requires a willingness on our part to continually promote, advise and guide the talent to many new opportunities in the entertainment industry.

Representation as it relates to the producer-director, or studio casting, can be of great benefit to all parties, provided an understanding and respect is mutually practiced. Selectivity of the right talent is the key to our mutual success. Today's production schedules are set in motion quickly, and the talent requirements face a daily deadline. Many Agents are involved, and each operates differently.

Ours is a personal and individual effort. However, experience through the years has made us aware of a responsibility to every assignment. Our associations on the Advertising Agency level; and later seasoned with network production and the added knowledge of Artists' management, and client representation, add up to qualified experience in selection of talent.

The goodwill enjoyed from both clients and the industry, is an asset we will always cherish. Each have contributed much, and we are grateful that they continue to enjoy working with us. They have found a difference in our method and attitude of doing business, and in the superior talent we have supplied.

## ROBERT LONGENECKER AGENCY

8438 MELROSE PLACE • LOS ANGELES 69 • CALIFORNIA  
OL 3-3770

# TALENT REPS, AGENTS & MANAGERS

|                                                                                     |              |
|-------------------------------------------------------------------------------------|--------------|
| <b>Cogac Agency, Inc., David J.</b><br>350 Fifth Ave. ....                          | OX 5-0076    |
| <b>Cohen Agency, Ltd., Harold D.</b><br>580 Fifth Ave. (36) .....                   | CI 6-5050    |
| <b>Cohn, Theatrical Agency, Dave</b><br>105 W. 46th St. (38) .....                  | PL 7-7536    |
| <b>Coleman Agency, Deborah</b><br>200 W. 57th St. (19) .....                        | PL 7-8272    |
| <b>Coleman Agency, Raymond</b><br>30 W. 60th St. (23) .....                         | JU 2-7597    |
| <b>Columbia Artists Management, Inc.</b><br>165 W. 57th St. ....                    | CI 7-6900    |
| <b>Consolidated Concerts</b><br>30 Rockefeller Plaza (20) .....                     | CO 5-3580    |
| <b>Conway Agency, Julie</b><br>160 W. 46th St. ....                                 | CO 5-8717    |
| <b>Cooper Associates Agency, Frank</b><br>680 Fifth Ave. (19) .....                 | PL 7-1100    |
| <b>Creative Management Associates, Ltd.</b><br>410 Park Ave. (22) .....             | HU 8-2020    |
| <b>Curtis, Mort</b><br>221 W. 57th St. (19) .....                                   | CI 7-4915    |
| <b>Deacy Agency, Jane</b><br>60 E. 42nd St. (17) .....                              | YU 6-2570    |
| <b>Diamond Artists Ltd., Agency</b><br>1270 Ave. of Americas (20) .....             | CI 7-3025    |
| <b>Dobritch Enterprises, Al</b><br>10 Rockefeller Plaza .....                       | CO 5-4682    |
| <b>Eastman Agency, Carl</b><br>141 E. 55th St. (22) .....                           | PL 1-5566    |
| <b>Elkort Enterprises, Inc., Eddie</b><br>35 W. 53rd St. (19) .....                 | CI 6-3010    |
| <b>Entertainment Bureau of America</b><br>127 W. 43rd St. (38) .....                | JU 2-3267    |
| <b>Etkin Agency, Irene</b><br>527 Madison Ave. (22) .....                           | PL 5-5647    |
| <b>Evans Agency, Ray</b><br>119 W. 57th St. (19) .....                              | CI 6-2230    |
| <b>Flatzn, Joe</b><br>1697 Broadway (19) .....                                      | CI 7-7276    |
| <b>Ford Model Agency, Inc.</b><br>949 Second Ave. (22) .....                        | PL 5-1587    |
| <b>Garrick Associates Agency, Dale</b><br>117 W. 48th St. (36) .....                | CI 6-8985    |
| <b>General Artists Corp.</b><br>640 Fifth Ave. (19) .....                           | CI 7-7543    |
| <b>General Entertainment Co.</b><br>160 W. 46th St. (38) .....                      | CI 5-5721    |
| <b>Gewald Agency, Robert</b><br>1 W. 58th St. (19) .....                            | PL 3-0450    |
| <b>Glesen Management Inc. Agency</b><br>111 W. 57th St. (19) .....                  | CO 5-0862    |
| <b>Gill Agency, Inc., Frances</b><br>1 E. 53rd St. (22) .....                       | EL 5-7227    |
| <b>Gilly Agency, Georgia</b><br>1697 Broadway (19) .....                            | SP 7-8514    |
| <b>Goldsmith Agency, George</b><br>400 E. 49th St. (17) .....                       | PL 1-3564    |
| <b>Grady Enterprises, James J.</b><br>250 W. 57th St. (19) .....                    | CI 6-0790    |
| <b>Grayson, Ken</b><br>1500 Broadway (36) .....                                     | CI 6-1974    |
| <b>Grund Enterprises, Leo</b><br>745 Fifth Ave. ....                                | PL 5-5526    |
| <b>Hartig Agency, Michael Frank</b><br>156 W. 44th St. (36) .....                   | PL 7-2224    |
| <b>Henry, Inc., Dick</b><br>1733 Broadway (19) .....                                | JU 2-0016    |
| <b>Henry Agency, Helen</b><br>145 W. 56th St. ....                                  |              |
| <b>Herrman Agency, Henry W.</b><br>1250 Ave. of Americas (20) .....                 | CI 6-6992    |
| <b>Hesseltine, Bookman &amp; Seff, Ltd.</b><br>200 W. 58th St. (19) .....           | LT 1-8850    |
| <b>Hocker Associates, David, Inc.</b><br>21 W. 58th St. (19) .....                  | PL 9-6450    |
| <b>Hoffmann Management, Hans J.</b><br>200 W. 58th St. (19) .....                   | CI 6-1557    |
| <b>Hunt Agency, Diana</b><br>246 W. 44th St. ....                                   | BR 9-0009    |
| <b>Hunter Agency, Jeff</b><br>10 E. 53rd St. (22) .....                             | PL 5-9611    |
| <b>Hurok Attractions/Concerts, Inc.</b><br>730 Fifth Ave. (19) .....                | CI 5-5500    |
| <b>Ingalls, Miles, Artists' Representative Agency</b><br>160 W. 46th St. (36) ..... | CI 6-6425    |
| <b>International Attractions Agency</b><br>745 Fifth Ave. (19) .....                | PL 5-5520    |
| <b>International Talent Assoc. Inc. Agency</b><br>65 E. 55th St. (22) .....         | PL 1-3344    |
| <b>J. B. Variety Artists</b><br>1564 Broadway (36) .....                            | CI 6-1677    |
| <b>Jacobson Enterprises, Inc., Leonard</b><br>1650 Broadway (19) .....              | PL 7-3920    |
| <b>Joyce, Jolly Agency</b><br>58 W. 48th St. (36) .....                             | PL 7-1786    |
| <b>Jubilee Artists Corp. Agency</b><br>701 Seventh Ave. (19) .....                  | CI 5-3968    |
| <b>Kaplan Agency, Inc., Eddie</b><br>1564 Broadway (36) .....                       | PL 7-7247    |
| <b>Kaphan, Harriet-Veidt, Lily, Inc., Agency</b><br>667 Madison Ave. (21) .....     | PL 5-2214    |
| <b>Killeen Management, Madelyn</b><br>200 W. 54th St. ....                          | CI 7-3648    |
| <b>King Agency, Archer</b><br>119 E. 57th St. (22) .....                            | EL 5-6313    |
| <b>Kohler Agency, Bob</b><br>119 W. 57th St. (19) .....                             | JU 6-2888    |
| <b>Korwin, Kay, Inc.</b><br>575 Lexington Ave. (22) .....                           | PLaza 2-2230 |
| <b>Kroll Agency, Lucy</b><br>119 W. 57th St. (19) .....                             | PL 7-4250    |
| <b>Kuchuk Agency, Ben</b><br>160 W. 46th St. (36) .....                             | JU 2-1783    |
| <b>Lafontaine, Leo</b><br>1776 Broadway .....                                       | CI 6-5439    |
| <b>Lang, Lou</b><br>507 Fifth Ave. (17) .....                                       | MU 2-7147    |
| <b>Laudz, Ltd., Robert</b><br>745 Fifth Ave. (22) .....                             | EL 5-0366    |
| <b>Loddy Agency, Mark J.</b><br>225 W. 57th St. ....                                | JU 6-2760    |
| <b>Lee, Olga-Stephen Draper, Agency</b><br>111 W. 57th St. (19) .....               | JU 6-4180    |
| <b>Leigh Associates Agency, Sanford</b><br>236 E. 53rd St. (22) .....               | PL 2-4460    |
| <b>Lenny-Dobin Agency</b><br>140 W. 58th St. (19) .....                             | JU 2-0270    |
| <b>Leonard Agency, Julie</b><br>11 W. 42nd St. (17) .....                           | UN 5-1821    |
| <b>Lewis Associates Agency, Lester</b><br>15 E. 48th St. (17) .....                 | PL 3-5082    |
| <b>Lloyd's Theatrical Enterprises</b><br>1564 Broadway (36) .....                   | PL 7-3529    |
| <b>Lohman Agency, Dorothy</b><br>250 W. 57th St. (19) .....                         | PL 7-4990    |
| <b>Martinell Attractions, Johnnie</b><br>1674 Broadway (19) .....                   | JU 0-0903    |
| <b>McCaffrey Agency, William</b><br>501 Madison Ave. (22) .....                     | EL 5-1076    |
| <b>McClelland-Libby Agency, Inc.</b><br>8 W. 56th St. (19) .....                    | CI 5-3555    |
| <b>McClelland Agency, Ernestine</b><br>56 W. 45th St. (36) .....                    | TN 7-2287    |
| <b>McDermott Enterprises Agency, Marge</b><br>60 E. 42nd St. (17) .....             | MU 7-4363    |
| <b>Meyer Agency, Ted</b><br>200 W. 57th St. (19) .....                              | PL 6-7255    |
| <b>Model Projects Inc., Agency</b><br>236 E. 53rd St. (22) .....                    |              |
| <b>Morris Agency, Inc., William</b><br>1740 Broadway (19) .....                     | JU 6-5100    |
| <b>Morrow Agency, Marjorie</b><br>118 E. 66th St. (21) .....                        | BU 8-3493    |
| <b>Muldano Agency, Clarence</b><br>1270 Ave. of the Americas (20) .....             | CI 5-3562    |
| <b>National Television &amp; Radio Artists</b><br>1650 Broadway (19) .....          | CI 7-6646    |
| <b>Nielas Personal Management, Emmy</b><br>Hotel Wellington (19) .....              | CI 7-3900    |

# TALENT REPS, AGENTS & MANAGERS

Oakes, Percy  
1564 Broadway (36).....CO 5-9483

O'Connell, Tom  
1564 Broadway (36).....JU 6-0917

Offin, Phil  
165 W. 46th St. (36).....PL 7-0242

O'Neill Theatrical Agency, The  
1650 Broadway (19).....JU 6-2280

Oscard Agency, Fifi  
1674 Broadway (19).....CI 7-3263

Ostertag Agency, Barna  
501 Fifth Ave. (17).....OX 7-6339

Performing Arts, Agency for the  
120 W. 57th St. (19).....LT 1-8860

Perkins Agency, Cye  
139 E. 52nd St. (22).....PL 2-4488

Perle Agency, Sally  
161 W. 54th St. (19).....CO 5-0756

Perry Productions, Inc., Al  
1650 Broadway (19).....CI 7-7260

Peters Agency, Dell  
1270 Sixth Ave. (20).....MU 7-1750

Pinkard Enterprises, Maceo  
211 W. 53rd St. (19).....CI 6-4120

Plaza Five, Inc. Model Agency  
65 E. 55th St. ....PL 5-5893

Polan Ltd. Agency, Barron  
250 E. 49th St. (17).....PL 9-4727

Professional Artists Agency  
147 E. 62nd St. (21).....CI 6-5542

Rice-McHugh Agency, Inc.  
59 E. 54th St. (22).....OX 7-2760

Richard, Inc. Agency, Max  
1776 Broadway (19).....PL 7-6414

Rivers Associates, Inc. Agency, Tony  
154 W. 54th St. (19).....PL 7-1185

Robbins Entertainment Enterprises, Sam  
1619 Broadway (19).....CI 7-3659

Rogers Theatrical Agency, Trixie  
1674 Broadway (19).....CI 6-0986

Rosen Agency, Lewis Maxwell  
14 E. 58th St. (22).....PL 5-9521

Russell-Stewart, Inc. Agency  
405 Park Ave. (22).....PL 3-4610

Ryan Agency, Charles V.  
35 W. 53rd St. (19).....CI 5-2225

Saifer Agency, Gloria  
667 Madison Ave. (21).....TE 8-4868

Sanford Agency, Robert  
724 Fifth Ave. (19).....PL 7-0100

Savan-Levinson, Inc.  
20 E. 53rd St. (22).....PL 2-1360

Schubert Agency, Inc., Bernard L.  
505 Park Ave. (22).....MU 8-0940

Schuller Agency, William  
10 E. 44th St. (36).....JU 2-3434

Schwartz-Luskin Agency  
65 E. 55th St. (22).....PL 3-1529

Segal Agency, Jack  
1650 Broadway (19).....CO 5-7489

Shaw Artists Corp.  
565 Fifth Ave. (17).....OX 7-7744

Shilling Theatrical Production  
1600 Broadway (36).....CO 5-0879

Shurr Agency, Louis  
1501 Broadway (36).....CH 4-8240

Silver Agency, Monty  
119 W. 57th St. ....PL 7-1781

Simpson Agency, James B.  
444 E. 57th St. (22).....PL 5-9189

Smith Agency, Inc., Edward E.  
200 W. 57th St. ....JU 6-3345

Soglio Agency, Anthony  
423 Madison Ave. (17).....PL 9-3316

Stern Agency, Jesse L.  
211 W. 53rd St. (19).....CI 7-2742

Stix, Thomas L., & Gude, J. G., Agency  
30 Rockefeller Plaza (20).....CI 7-2690

Stuart, Charles  
160 W. 46th St. (36).....JU 2-0406

Sullivan Agency, Pat  
1780 Broadway (19).....JU 2-0260

Sutton Model Agency Corp.  
256 E. 49th St. (17).....PL 2-4740

Talad Corp.  
730 Fifth Ave. (19).....CI 6-7242

Thomas Agency, Jean  
119 W. 57th St. (19).....CI 6-4880

Traum, Inc. Agency, Charles B.  
603 Madison Ave. (22).....PL 1-3880

Troughton Agency, Olga  
51 E. 78th St. (21).....BU 8-7754

United Entertainment Producers, Inc.  
1074 Broadway (19).....CI 5-4771

United Talent Agency  
119 W. 57th St. (19).....CI 6-0464

United Talent Management, Ltd.  
Time-Life Bldg., Rockefeller Ctr. (20).....LT 1-8900

Universal Attractions  
200 W. 57th St. (19).....JU 2-7575

Walters Agency, Rnth T.  
245 E. 55th St. (22).....PL 5-1070

Webb Agency, Ruth, The  
1650 Broadway (19).....CO 5-4311

Weissman Agency, Dora  
1776 Broadway (19).....CI 6-1299

White Agency, Mary Ellen  
40 E. 49th St. (17).....PL 3-3344

Wiese, Henry William  
1674 Broadway (19).....CO 5-1930

Williams, Joe  
1650 Broadway (19).....CI 5-9310

Witt Associates, Inc., Peter  
37 W. 57th St. (19).....PL 9-7966

Wohl Agency, Inc., Milt  
156 W. 44th St. (36).....JU 6-1564

Ziegler Management Agency, Jules  
545 Fifth Ave. (17).....MU 2-2080

## LOS ANGELES

Alexander Agency, Alee  
208 S. Beverly Dr., B.H. ....CR 1-6101

Alvardo Agency, Carlos  
8820 Sunset Blvd. (46).....OL 5-6840

Anthony Agency, Mark  
3300 W. Olive St., Burbank.....TH 5-8761

Armstrong-Deuser-McHugh, Jr.  
425 S. Beverly Dr., B.H. ....CR 4-0881

Artigue Agency, Louis B.  
247 S. Beverly Dr., B.H. ....CR 6-2488

Artists Agency Corp.  
9229 Sunset Blvd. (69).....CR 4-7381

Ashley-Steiner, Inc.-Famous Artists  
Corp.  
449 Beverly Dr., B.H. ....CR 4-8511

Associated Booking Corp.  
8619 Sunset Blvd. (69).....OL 2-9940

Auer Agency, Miles Bohm  
8344 Melrose Ave., Hollywood (69)

Barnes Agency, William  
247 S. Beverly Dr., B. H. ....CR 3-0205

Barr Agency, Rickey  
8923 Sunset Blvd. (46).....OL 4-0738

Barskin Agency  
8255 Sunset Blvd. (46).....OL 6-8530

Bell Agency, Marcella  
9172 Sunset Blvd. (46).....CR 6-0012

Bender Agency, David  
1117½ N. Fuller Ave. (46).....HO 2-0723

Bernie Agency, Herman  
260 S. Beverly Dr., B.H. ....CR 5-0117

Beverly Artists Corp. Agency  
9400 Culver Blvd., Culver City

Bick & Siegel Associates  
408 N. Rodeo Dr., Beverly Hills

Brandies Agency, Bob  
11559 Ventura Blvd., Studio City....PO 2-4872

Briskin, Fred—Levee, Gordon, Agency  
9125 Sunset Blvd. (69)

Brittin Agency, The  
650 E. Bronson, Hollywood (4)

Carmen Agency  
6087 Sunset Blvd. (28)

Chiles Agency, Harold  
8255 Sunset Blvd. (46).....OL 6-7270

Comora Agency, Sanford  
9110 Sunset Blvd. (69).....OR 6-6285

Connor Agency, Allen  
820 N. La Brea (38).....HO 5-0834

Cooper Agency, Ray  
139 S. Beverly Dr., B.H. ....CR 6-9789



# TALENT REPS, AGENTS & MANAGERS

- Cooper Associates, Frank  
9145 Sunset Blvd. (46).....CR 4-5971
- Creative Management Associates, Ltd.  
9465 Wilshire Blvd., Beverly Hills
- Cumber Agency, Lil  
4183 S. Western Ave. (62).....AX 3-6159
- Darrow Agency  
8884 Santa Monica Blvd., B.H.....CR 4-7253
- Davis, Mary Webb  
8743 Sunset Blvd. (89).....OL 5-6747
- Dentsch Agency, Inc., Milton  
9034 Sunset Blvd. (69).....CR 4-7321
- Diamond Artists Agency  
8400 Sunset Blvd. (69).....OL 4-5960
- Donaldson Agency, The  
951 N. La Cienega Blvd., H'wood (69)
- Draesemer Agency, Isabelle  
232 N. Canon Dr., Beverly Hills.....CR 6-1738
- Dugan Enterprises, John F.  
9197 Wilshire Blvd., Beverly Hills
- Flaire Agency, The  
9119 Sunset Blvd. (89).....OL 6-3080
- Frings Agency, Inc., Kurt  
242 N. Canon Dr., B.H.....CR 4-8881
- Garner Artists Mgr. Agency, Marion  
9163 Sunset Blvd. (69).....CR 4-0293
- Garrick International, Dale  
8820 Sunset Blvd. (46).....OL 7-2601
- Gefsky Agency, Harold L.  
9121 Sunset Blvd. (69).....CR 4-7801
- General Artists Corp.  
9025 Wilshire Blvd., B.H.....CR 7-6028
- Gertz Agency, Mitchell  
338 N. Rodeo Dr., B.H.....CR 4-5491
- Gold Agency, Herman  
9034 Sunset Blvd. (69).....CR 4-8171
- Gold Agency, Sid  
8961 Sunset Blvd. (69).....CR 4-7247
- Goldstone-Tobias Agency  
250 N. Canon Dr., B.H.....CR 6-1071
- Green Agency, Ivan  
8665 Wilshire Blvd., B.H.....OL 2-4010
- Greenevine Agency  
943 1/2 N. La Cienega Blvd. (69).....OL 7-2800
- Griffith Agency, Byron  
7507 Sunset Blvd. (46).....HO 2-2600
- Grossman Agency, Milton M.  
8730 Sunset Blvd. (69).....CR 4-8631
- Halliburton Agency, Jeanne  
12407 Ventura Blvd., Studio City...PO 9-2947
- Hamblurg Agency, Mitchell  
1104 S. Robertson Blvd. (35).....CR 4-9311
- Harris Agency, Mickey  
1540 N. Highland Ave., Hlywd. (28) HO 4-1317
- Herdan-Sherrell Agency  
8961 Sunset Blvd. (69).....CR 1-5236
- Hershon Agency, Red  
9952 Santa Monica Blvd., B.H.....CR 4-1079
- Herzbrun Agency, Walter  
8820 Sunset Blvd. (69).....OL 2-7210
- Hinton Agency, Ray  
6760 Franklin Pl., Hlywd. (28).....HO 4-0655
- Holmes Agency, Pat  
4419 Van Nuys Blvd., Sherman Oaks
- Horner Agency, Lottie  
1049 S. La Cienega Blvd.....OL 2-7970
- Hunt & Associates, George B.  
8350 Santa Monica Blvd. (69).....OL 4-6000
- Ingersoll Agency, George  
7167 1/2 Sunset Blvd. (46).....HO 7-0862
- International Management Associates, Inc.  
9538 Brighton Way, Beverly Hills
- International Talent Associates, Inc.  
9538 Brighton Way, Beverly Hills
- Irwin Agency, Lou  
9165 Sunset Blvd. (69).....CR 1-7131
- Jackson Agency, Inc., Edith  
1717 N. Highland Ave., Hlywd. (28) HO 7-0155
- Jaffe Agency, The  
8555 Sunset Blvd. (69).....OL 7-2711
- Joseph Agency, Jaye  
8961 Sunset Blvd. (69).....CR 3-2000
- Kendall-Gordon Agency  
9121 Sunset Blvd. (69).....CR 4-8107
- King Agency, Howard  
232 S. Beverly Dr., Beverly Hills.....CR 1-7294
- Kingson Enterprises Agency, Inc., Al  
9301 Wilshire Blvd., Beverly Hills
- Kohner Agency, Paul  
9160 Sunset Blvd. (69).....CR 1-5185
- Koren Agency, Artists Managers, Charles B.  
9107 Wilshire Blvd., Beverly Hills
- Kumin-Olenick Agency  
400 S. Beverly Dr., B.H.....CR 4-7281
- Lance Agency, Leon O.  
8820 Sunset Blvd. (46).....OL 7-1060
- Landers Agency, Inc.  
321 S. Beverly Dr., B.H.....CR 4-0717
- Lauren-Finger Agency  
9229 Sunset Blvd. (69).....OL 6-4070
- Lazar Agency, Irving Paul  
211 S. Beverly Dr., B.H.....CR 5-6153
- Leouetti Ltd., Caroline  
6526 Sunset Blvd. (28).....HO 2-2345
- Levey Agency, Sidney M.  
8730 Sunset Blvd. (69).....CR 4-8631
- Levine Agency, Idabelle  
1717 N. Highland Ave. (28), Room 406
- Longenecker Agency, Robert  
8438 Melrose Pl. (69).....OL 3-3770
- MacQuarrie Agency, Earl  
9157 Sunset Blvd. (69).....CR 4-8919
- Marion Agency, Paul  
8746 Sunset Blvd. (46).....OL 2-9540
- Messinger Agency, Fred  
9121 Sunset Blvd. (69).....CR 5-5285
- Meyers Agency, Walter  
8350 Santa Monica Blvd. (69).....OL 6-1950
- Miley-Ritchie Agency  
9100 Sunset Blvd. (69).....CR 5-4591
- Mishkin Agency, The  
292 S. La Cienega Blvd., B.H.....OL 2-0944
- Moore Agency, Lola D.  
560 Larchmont Blvd. (4).....CR 6-5401
- Morgan Agency, Shirley  
9304 Santa Monica Blvd., B. H.....CR 4-8121
- Morris-Allenberg Agency, Inc.  
151 El Camino, B.H.
- Morris Agency, George  
355 N. Canon Dr., Beverly Hills
- Morris Agency, Inc., William  
151 El Camino, B. H.....CR 4-7451
- North Agency, Michael  
188 N. Canon Dr., B.H.....CR 4-0766
- O'Bryan Agency, Fran  
2524 W. 7th St. (57).....DU 5-2194
- Ochs Agency, Al  
1851 Cosmo St., Hlywd. (28).....HO 6-6470
- Oliver Agency, Maurine  
8746 Sunset Blvd. (69).....OL 7-1250
- Park-Citron Agency  
9460 Wilshire Blvd., Beverly Hills
- Payton Agency, Bob  
8272 Sunset Blvd. (46).....OL 6-1880
- Pearl Agency  
1600 N. LaBrea Ave., Hlywd (28).....406-7274
- Pearson Agency, Ben  
1046 N. Carol Dr. (69).....CR 4-5488
- Performers Management Corp. Agency  
8983 Sunset Blvd. (69).....CR 6-8552
- Pomeroy Agency, Jack  
7618 Sunset Blvd. (46).....HO 9-6306
- Premiere Artists & Productions Agency  
1046 N. Carol Dr. (69).....CR 4-5488
- Rhodes Theatrical Agency, Margaret  
1561 N. Western Ave. (27).....HO 9-7151
- Ritchie Agency, Carl  
9100 Sunset Blvd., Hollywood (69)
- Rose, Artists Agency, Ltd., Harold  
8530 Wilshire Blvd., Beverly Hills
- Rosen Agency, Jerry  
257 S. Beverly Dr., B.H.....CR 4-5881
- Rosen Agency, Larry  
202 N. Canon Dr., Beverly Hills
- Rosner Agency, Milt  
9110 Sunset Blvd. (69).....CR 6-7023
- Rush Inc., Agency, Art  
357 N. Canon Dr., B.H.....CR 4-6841
- Ryan Agency, Frank  
8923 Sunset Blvd. (69).....OL 2-8904



# TALENT REPS, AGENTS & MANAGERS

- Salkow Agency, Lester**  
8776 Sunset Blvd. (69).....OL 2-6750
- Saphier Agency, Inc., James L.**  
9229 Sunset Blvd. (69).....CR 1-7231
- Schuller Agency, William**  
9121 Sunset Blvd. (69).....CR 4-0949
- Sennes Theatrical Agency**  
6205 Sunset Blvd. (28)
- Shamberg Agency, B. D.**  
9034 Sunset Blvd., Hollywood (69)
- Sharpe Agency, Don W.**  
9024 Wilshire Blvd.
- Shaner Agency, Melville**  
9110 Sunset Blvd. (69).....CR 1-1103
- Shaw Agency, Glenn**  
8746 Sunset Blvd. (69).....OL 5-6956
- Sheldon Agency, Artists' Manager, The**  
14515 Van Owen St., Van Nuys.....ST 5-6666
- Shiffrin-Hyland Agency**  
315 S. Beverly Dr., B.H.....CR 4-7643
- Shipley-Ishimoto Agency**  
9163 Sunset Blvd. (46).....CR 6-8251
- Short Agency, Antrim**  
8721 Sunset Blvd., Hollywood (69)
- Shurr Agency, Louis**  
327 N. Rodeo Dr., B.H.....CR 4-8116
- Snitzer, Lou—Frittschi, Al, Inc.**  
6404 Hollywood Blvd. (28).....HO 9-6271
- Stern Agency, Charles H.**  
Taft Bldg., 1680 N. Vine (28)  
HO 6-4304
- Stewart Agency, Stuart & Lee**  
9046 Sunset Blvd., Hollywood
- Swoverland Agency, Harold**  
7906 Santa Monica Blvd., Hollywood (69)  
654-6092-7600
- Talent, Inc.**  
1421 N. McCadden Pl. (28).....HO 2-0913
- Thompson Agency, Lionel**  
8979 Sunset Blvd. (69).....CR 1-2188
- Towers Agency, Helene**  
1350 N. Highland Ave., H'wood 2S. HO 6-7155
- Ullman Agency, George**  
8979 Sunset Blvd. (69).....CR 4-5238
- United Talent Management, Ltd. (UTM)**  
9107 Wilshire Blvd., Beverly Hills...878-5050
- Von-Young Agency**  
1610 N. Argyle Ave., Hlywd. (28)...HO 5-2551
- Wadsworth Agency, Jessie B.**  
9172 Sunset Blvd. (69).....CR 6-0698
- Weiner Agency, Jack**  
8721 Sunset Blvd. (69).....OL 2-1140
- Weintraub Agency, Murray**  
8746 Sunset Blvd. (69).....OL 2-3971
- White Agency, Thelma**  
1117 1/2 N. Fuller Ave. (46).....HO 2-2567
- Wilk Agency, Ted**  
9172 Sunset Blvd. (69).....CR 3-0801
- Wilkins Agency, Paul**  
8961 Sunset Blvd. (69).....CR 1-6188
- Willson Agency, Henry**  
8611 Sunset Blvd. (69).....OL 2-7452
- Wormser Agency, Jack**  
1717 N. Highland Ave. (28).....HO 4-8138
- Zimmerman Agency, Herman**  
9118 Sunset Blvd. (69).....CR 6-0266
- Associated Music & Entertainment Svc.**  
6960 N. Sheridan Rd. (26).....HO 5-1860
- Attractions, Inc.**  
1230 N. Washington.....MO 6-0271
- Barnes-Carruthers Theatrical Enterprises**  
159 N. Dearborn St. (1).....FR 2-1561
- Billo, Catherine M., D/B/A, Ace Attractions**  
203 N. Wabash Ave. (1).....DE 2-4768
- Breyn, Harry**  
203 N. Wabash Ave. (1).....DE 2-7616
- 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
- Greben, Enterprises, Harry**  
203 N. Wabash Ave. (1).....DE 2-0996
- Hogan, Charles E.**  
203 N. Wabash (1).....CE 6-2032
- Hogan, Frank J.**  
203 N. Wabash Ave. (1).....AN 3-6910
- Hurtig & Associates, Doris**  
307 N. Michigan Blvd.....DE 2-2503
- King, John**  
203 N. Wabash Ave. (1).....ST 2-6682
- Klein Agency, Dick O.**  
221 N. LaSalle St. (1).....AN 3-5877
- Models Bureau Agency, The**  
75 E. Wacker Dr. (1).....DE 2-7330
- Morris Agency, Inc., William**  
435 N. Michigan Ave.....WH 3-1744
- Mutual Entertainment Agency, Inc.**  
65 E. S. Water St. (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 4-2650
- Prager Theatrical Agency, Estelle**  
616 Rush St.....DE 7-6700
- Richards Productions, Jimmy**  
919 N. Michigan Ave. (11).....664-1552
- Russell & Associates, Jack**  
203 N. Wabash Ave. (1).....ST 2-2818
- Sabie, Inc. Agency**  
203 N. Wabash Ave. (1).....ST 2-6389
- Salkin Agency, Leo B.**  
203 N. Wabash Ave. (1).....FR 2-4246
- Schultz Artists Representative, Howard W.**  
203 N. Wabash Ave. (1).....ST 2-7418
- 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
- Simpson Agency, Nancy**  
29 E. Madison St. (2).....AN 3-1855
- Standard Entertainment Svc. Corp.**  
203 N. Wabash Ave. (1).....FI 6-0438
- Stevens, Inc. Agency, Patricia**  
22 W. Madison St. (2).....ST 2-9100
- Talent, Inc. Agency**  
410 N. Michigan Ave. (11)
- Vance Model & Talent Agency**  
131 S. Wabash Ave. (3).....FI 6-5430
- 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

## CHICAGO

- A-Plus, Inc. Agency**  
115 E. Oak St. (11).....MI 2-8151
- Abbott, Merriell**  
Palmer House.....RA 6-2677
- Alexander, Inc., Willard**  
333 N. Michigan Ave.....CE 6-2395
- Associated Booking Corp.**  
203 N. Wabash Ave. (1).....CE 6-9451

# Radio & Television News Commentators

## —Their Work During 1962—

### — A —

**ABERNETHY, ROBERT**  
Update, NBC-TV; Monitor,  
NBC Radio, Washington, D. C.

**ABEL, ELLIE**  
News on the Hour, Monitor,  
NBC Radio, Washington, D. C.

**ADLER, PAT**  
Community News  
WDLB, Marshfield, Wis.

**AGOSTO, RAFAEL**  
Radio Tic-Tac  
WNEL, Caguas, Puerto Rico

**AGRONSKY, MARTIN**  
News on the Hour, Emphasis,  
News in Depth, Monitor,  
NBC Radio, Washington, D. C.

**AHREN, MIKE**  
WIRE, Indianapolis, Ind.

**AHLGREN, RAYF**  
AM Community News  
XETV, San Diego, Calif.

**ALBERGHINI, HAROLD**  
WCOU, Lewiston, Me.

**ALBERT, GEORGE**  
Children's Country Store  
WLTW, Bowling Green, Ky.

**ALBRIGHT, ARNOLD**  
WLEN, Syracuse, N. Y.

**ALLDAY, JIM**  
11 O'Clock Report  
WJXT-TV Jacksonville, Fla.

**ALLEN, DON**  
ABC-TV, Los Angeles, Calif  
ABC Radio

**ALLEN, JACK**  
MBS, New York, N. Y.

**ALLEN, JOHN**  
S. W. Central News  
WFAA-TV, Dallas, Tex.

**ANDERSON, ROBERT**  
ABC-TV, Los Angeles, Calif.

**ANDERTON, PIERS**  
News on the Hour, Emphasis,  
Monitor, NBC Radio, Berlin  
The Tunnel, NBC TV

**ANDREWS, BENNIE**  
News in Review  
KNOE-TV, Monroe, La.

**ANTHONY, CARMINE**  
WEW, St. Louis, Mo.

**APPEGATE, DICK**  
Chicago News Round-up  
WMAQ, Chicago, Ill.

**ARLINGTON, CHARLES**  
KLAC, Los Angeles, Calif.

**ARMSTRONG, JACK**  
Featurescope  
WPTX, Lexington Park, Md

**ARMSTRONG, KEN**  
WJW-TV, Cleveland, Ohio

**ARNOLD, ED**  
KPTV-TV, Portland, Ore.

**ARNOLD, BOB**  
KHAR, Anchorage, Alaska

**ARNOT, CHARLES P.**  
ABC Radio, ABC-TV,  
Nairobi, Kenya

**ARNOW, ED**  
KNBR, San Francisco, Calif.  
News on the Hour, Monitor,  
NBC Radio, San Francisco,  
Calif.

**ARVIN, STEVE**  
KGBS, Los Angeles, Calif

**ASHER, JAMES**  
Business Man's Day in Review  
WESX, Salem, Mass.

**ATKINS, TOM**  
WTVI-TV, Indianapolis, Ind.

**ATKINSON, DON**  
KBRO, Bremerton, Wash.

**AUSTIN, TOM**  
WHLM, Bloomsburg, Pa.

### — B —

**BABCOCK, JOHN**  
KLAC, Los Angeles, Calif.

**BACK, GUNNAR**  
RCA Newstreet  
WPTL TV, Philadelphia, Pa.

**BACKUS, EDGAR**  
11.00 News  
WJRT-TV, Flint, Mich.



*Gabe  
Pressman*

**NBC News—WNBC-TV**

## RADIO AND TV NEWS COMMENTATORS

**BAILEY, GEORGE**  
ABC Radio, ABC-TV, Paris

**BAKER, DON**  
WCKR, Miami, Fla.

**BAKER, HAROLD**  
WFGA-TV, Jacksonville, Fla.

**BALDWIN, LLOYD**  
WCKY, Cincinnati, Ohio

**BANGHART, KENNETH**  
Up to the Minute  
WCBS, New York, N. Y.

**BARBLEY, LEE**  
WWBZ, Vineland, N. J.

**BARKEE, BOB**  
KGMB-TV, Honolulu, Hawaii

**BARLOW, RON**  
WTVN, Columbus, Ohio

**BAERNES, ROBERT I.**  
ABC-TV

**BARR, BOB**  
Our City Hall  
WKMI, Kalamazoo, Mich.

**BARRETT, JIM**  
WSUN, St. Petersburg, Fla.

**BARRIAULT, ARTHUR**  
Emphasis, Monitor, News on  
the Hour, NBC Radio, Wash-  
ington, D. C.

**BARRIOS, JOSE**  
Tiempo, Noticias, Temperature  
KUBO, San Antonio, Tex.

**BARTELL, BOB**  
WCAO, Baltimore, Md.

**BARTLING, CHARLES**  
WPDQ, Jacksonville, Fla.

**BASSO, NICK**  
WTVN-TV, Columbus, Ohio

**BATCHELDER, CHARLES**  
MBS, Washington, D. C.

**BAUMANN, GEORGE**  
WJZ-TV, Baltimore, Md.

**BEAN, BOB**  
WBTW-TV, Charlotte, N. C.  
News at Six, WBT,  
Charlotte, N. C.

**BEATTY, JOHN**  
The Late News  
WIBW-TV, Topeka, Kans.

**BEATTY, MORGAN**  
News of the World, Monitor  
News, Emphasis, NBC Radio,  
New York

**BECKER, ROBERT**  
WBKV, West Bend, Wis.

**BEGON, JACK**  
ABC Radio, ABC-TV, Paris

**BEINART, TED**  
WFBR, Baltimore, Md.

**BELL, STEVE**  
Saturday News Round-up  
WOW-TV, Omaha, Neb.

**BENESH, FRANK**  
6.30 News  
WJRT-TV, Flint, Mich.

**BENNETT, JACK**  
KYW, Cleveland, Ohio

**BENNETT, JERRY**  
WQTE, Detroit, Mich.

**BENNETT, LEONARD JR.**  
WDEE, Hamden, Conn

**BENSON, RED**  
WPEN, Philadelphia, Pa.

**BERGMAN, JULES**  
ABC Radio, ABC-TV,  
New York

**BERNSTEIN, KENNETH**  
News on the Hour, Empha-  
sis, Monitor, NBC Radio,  
Buenos Aires, Argentina

**BEZOFF, BEN**  
Behind the Headlines  
KTVR-TV, Denver, Colo.

**BICHL, KEN**  
KYW, Cleveland, Ohio

**BIDLE, JERRY**  
6:00 PM News  
WMBD-TV, Peoria, Ill.

**BISHOP, PAT**  
Feature Wire  
KFI, Los Angeles, Calif.

**BLACK, GEORGE**  
Radio Buffalo News  
WWOL, Buffalo, N. Y.

**BLACKMAN, FRED**  
11th Hour Report  
WTVD-TV, Durham, N. C.

**BLAIR, FRANK**  
Today, NBC-TV; News on  
the Hour, Monitor, NBC Radio  
New York

**BLATCHFORD, GEORGE**  
WRTA, Altoona, Pa.

**BLOOMFIELD, HOWARD**  
WEMD, Easton, Md.

**BOAL, ALLEN**  
ABC-TV, Pittsburgh, Pa.  
ABC Radio

**BOARDMAN, FRANK**  
Demand News  
KTHH, Houston, Tex.

**BOGGS, NEIL**  
News on the Hour, NBC  
Radio, Chicago, Ill.

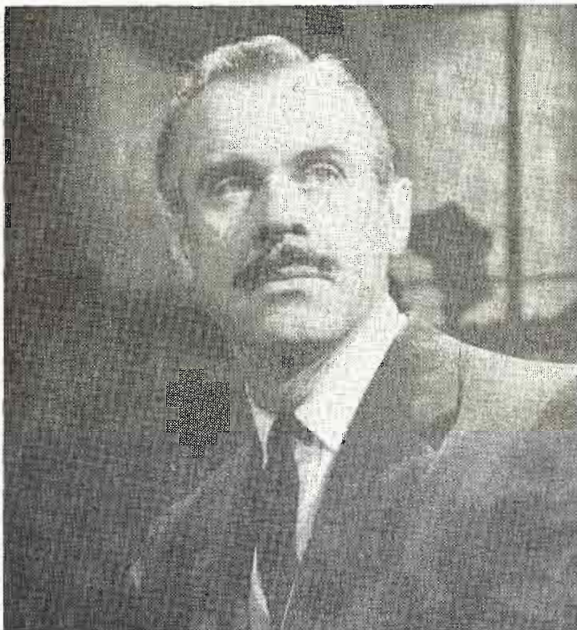
**BOLAND, JAMES**  
11th Hour Final  
WBJA-TV, Binghamton, N. Y.

**BOLOTIN, MYRON H.**  
We Think  
WQSB, Syracuse, N. Y.

**BOLTON, PAUL**  
KTBC-AM & TV, Austin,  
Tex.

**BOLTON, WHITNEY**  
MBS, New York, N. Y.

**BOOKS, GENE**  
WJPG, Green Bay, Wis.



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— C —

**BOROWIEC, ANDREW**  
ABC Radio & TV

**BOURGHOLTZER, FRANK**  
News on the Hour, Emphasis, Monitor, NBC Radio Moscow

**BOWER, DICK**  
WCBG, Chambersburg, Pa.

**BRADLEY, BOB**  
WPBC, Minneapolis, Minn.

**BRADLEY, HARVE**  
WDEF-TV, Chattanooga, Tenn.

**BRADSHAW, HENRY**  
ABC Radio & TV

**BRAGA, JANE GREY**  
ABC Radio & TV

**BRACKEN, PHIL**  
News at 6  
WVVE, Fairmont, W. Va.

**BRASCIA, VINCE**  
KLUC, Las Vegas, Nev.

**BREN, SHELDON**  
Clubs of Socialism  
KTRG, Honolulu, Hawaii

**BREWSTER, NORMAN**  
WMCT-TV, Memphis, Tenn.

**BRICE, ROBERT**  
WLUK-TV, Green Bay, Wis.

**BRINKLEY, DAVID**  
David Brinkley's Journal, Huntley-Brinkley Report, NBC-TV

**BROOKS, NED**  
Meet the Press, Three-Star Extra  
NBC Radio, Washington, D. C.

**BROPHY, BILL**  
ABC Radio

**BROWN, ART**  
6 O'Clock News  
KRON-TV, San Francisco, Calif.

**BROWN, CECIL**  
Emphasis, News on the Hour, Monitor, NBC Radio, Los Angeles

**KNBC-TV, Los Angeles, Calif.**

**BROWN, DOUG**  
KWTF-TV, Waco, Tex.

**BROWN, ROBERT**  
WMAV, Springfield, Ill.

**BROWN, RON**  
KSRO, Santa Rosa, Calif.

**BROWNE, MALCOLM**  
ABC Radio

**BROYLES, RICHARD B.**  
WAUB, Auburn, N. Y.

**BRUMLEY, GEORGE**  
KWBB, Wichita, Kans.

**BRUNER, BOB**  
Report to Iowa  
WMT-TV, Cedar Rapids, Iowa

**BRIKAKER, HERB**  
White House & Capitol Hill  
WQMR, Washington, D. C.

**BRYANT, DEWEY**  
WBXR, Chattanooga, Tenn.

**BUCK, DOUGLAS**  
WASV, Savannah, Ga.

**BUCKALEW, JIM**  
10:00 Report  
WTHI-TV, Terre Haute, Ind.

**BURDETT, WINSTON**  
CBS-TV

**BURRELL, LARRY**  
News Breaks  
KFTV-TV, Los Angeles, Calif.

**BURTON, BOB**  
WRFC, Athens, Ga.

**BUSH, ROBERT**  
WKTS, Sheboygan, Wis.

**BUTLER, DAVE**  
KPLS, Kansas City, Mo.

**BYRNES, SYDNEY E.**  
WADS, Augusta, Conn.

**CABRERA, FIDEL**  
WKAQ-TV, San Juan, P. R.

**CALDWELL, HOWARD**  
Final Report  
WFBI-TV, Indianapolis, Ind.

**CALENBERG, TOM**  
WANE-TV, Fort Wayne, Ind.

**CALLMER, NED**  
CBS-TV, New York, N. Y.

**CAMPBELL, JOE**  
MBS, Washington, D. C.

**CANHAM, ERWIN D.**  
ABC-TV, Boston, Mass.

**CANUP, LAMAR**  
WPEH, Louisville, Ga.

**CARLIN, BOB**  
WANE, Fort Wayne, Ind.

**CARLSON, RICHARD W.**  
WCN, Newport, N. H.

**CARLSON, WILL**  
Nite Final  
KELO-TV, Sioux Falls, S. D.

**CARMICHAEL, HARRY**  
Wells Fargo News  
KYOS, Merced, Calif.

**CARPENTER, J. L.**  
KQMS, Redding, Calif.

**CARROLL, FRED**  
ABC-TV

**CARSON, TOM**  
KYW, Cleveland, Ohio

**CARTER, BILL**  
KPRE-TV, Lufkin, Tex.

**CASEY, TOM**  
ABC Radio & TV, Chicago

**CASSELL, CLANCY**  
KCBS, San Francisco, Calif.

**CASSERLY, JOHN**  
ABC Radio & TV, Rome



**JACK  
POWERS**

•  
**WABC NEWS**



## RADIO AND TV NEWS COMMENTATORS

**CEDERBERG, CARL**  
WJBK-TV, Detroit, Mich.

**CERULA, PAUL**  
WAZL, Hazleton, Pa.

**CHATFIELD, CHARLES J.**  
WHUC, Ithaca, N. Y.

**CIOFFI, LOU**  
ABC Radio & TV, Paris

**CLAPPER, PETER**  
Capitol Hill  
ABC-TV & Radio, Wash-  
ington, D. C.

**CLARK, LES**  
WGAR, Cleveland, Ohio

**CLARK, RAY**  
TV News Round-up  
WOW-TV, Omaha, Neb.

**CLARK, ROBERT**  
Capitol Hill  
ABC Radio & TV, Wash-  
ington, D. C.

**CLARKE, PHIL**  
MBS, New York, N. Y.

**CLAY, GEORGE**  
News on the Hour, Emphasis,  
Mouitor,  
NBC Radio, Africa

**CLEAVER, MARSHALL**  
Open Mike  
WLCY, St. Petersburg, Fla

**CLINE, KEN**  
WJBK-TV, Detroit, Mich.

**COBB, GEORGE**  
11:00 Report  
WLWC-TV, Columbus, Ohio

**COCHRAN, RON**  
ABC-TV, New York

**COFFER, JOE**  
KODA, Houston, Tex.

**COLE, TRACY**  
Mid-day Round-up  
WESX, Salem, Mass.

**COLLIER, ART**  
11:00 Final  
WLWI-TV, Indianapolis, Ind.

**COLLINGWOOD, CHARLES**  
CBS Radio & TV

**COLLINS, GEORGE**  
WSUN, St. Petersburg, Fla.

**COMBS, GEORGE HAMILTON**  
MBS, New York, N. Y.

**COMER, PAUL**  
Today in Review  
WSLS, Roanoke, Va.

**CONAWAY, RAY**  
KTRK-TV, Houston, Tex.

**CONNELLY, JOHN**  
WHN, New York, N. Y.

**CONNORS, DAVID A.**  
WNLC, New Loudon, Conn.

**CONRAD, MARV**  
KRDO, Colorado Springs,  
Colo.

**CONRAD, STEVE**  
WDEF-TV, Chattanooga,  
Tenn.

**CONSIDINE, BOB**  
ABC Radio

**COOK, LOU**  
ABC-TV, Los Angeles, Calif.

**COOPER, FORREST**  
ABC-TV

**COOPER, GUY**  
ABC Radio

**COOPER, JIM**  
What's Your View?  
KWIZ, Santa Ana, Calif.

**CORDEL, DICK**  
ABC-TV, San Francisco, Calif.

**CORDELL, CARLTON**  
ABC Radio

**COREY, WAYNE**  
Newsarama  
WBCH, Hastings, Mich.

**CORNILS, WAYNE C.**  
Between the Lines  
KFJD, Nampa, Idaho

**CRONKITE, WALTER**  
The 20th Century, CBS News  
with Walter Cronkite  
CBS-TV

**CROSS, ALDEN (JOE)**  
KXLY-TV, Spokane, Wash.

**CROUCH, AL**  
ABC Radio & TV, Pittsburgh,  
Pa.

— D —

**DAILY, ART**  
WARO, Cannonsburg, Pa.

**DALE, BOB**  
KFJZ, Fort Worth, Tex.

**DALLENBAUGH, WALTER**  
The World Tonight  
WSEE-TV, Erie, Pa.

**DANACEAU, HUGH**  
KYW, Cleveland, Ohio

**DANTZLER, RAY**  
This Day, 1963  
WFGA-TV, Jacksonville, Fla.

**DAVID, BILL**  
WLCY, St. Petersburg, Fla.

**DAVIS, JIM**  
WJBF-TV, Augusta, Ga.

**DAY, CHARLES**  
WGAR, Cleveland, Ohio

**DEAL, ARCH**  
WFLA-TV, Tampa, Fla.

**DEAN, BOB**  
WGL, Fort Wayne, Ind.

**DECKER, DON**  
WTRY, Troy, N. Y.

**DECKER, THOMAS J.**  
WROC-TV, Rochester, N. Y.



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Host: "THE STORY OF"

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# RADIO AND TV NEWS COMMENTATORS

DeFRETAS, DICK  
WHN, New York, N. Y.  
del AMO, ANDRE  
ABC Radio & TV  
DeMOSS, HUGH  
Medallion Home Edition,  
11:00 Report  
WLWC-TV, Columbus, Ohio  
DENT, CHARLES  
WPDQ, Packsonville, Fla.  
DEWART, JIM  
WSEE-TV, Erie, Pa.  
DeWITT, DICK  
KCKN, Kansas City, Kans.  
DIEHL, BILL  
WTKO, Ithaca, N. Y.  
DIXON, RANDY  
Newsdesk  
WJAT, Philadelphia, Pa.  
DOAK, DONN  
Today in Washington  
WRC-TV, Washington, D. C.  
DOBYNS, LLOYD  
WAVY-TV, Norfolk, Va.  
DOLAN, JOE  
KHJ, Los Angeles, Calif.  
DORRUS, WARREN  
WHEC, Rochester, N. Y.  
DOCK, ELLIOTT  
WRIT, Milwaukee, Wis.  
DOUGLAS, RICHARD C.  
Opinion-aire  
KEWI, Topeka, Kans.  
DOW, BOB  
News Cavalcade  
WGUY, Bangor, Me.  
DOYLE, GEORGE  
KHF, Wichita, Kans.  
DREIER, ALEX  
ABC Radio & TV, Chicago, Ill.  
WBKB-TV, Chicago, Ill.

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WWYN, Erie, Pa.  
DUNCAN, CHUCK  
WRB, Dallas, Tex.  
DYER, JERRY  
WARM, Scranton, Pa.

## — E —

EATON, TOM  
Connecticut—What's Ahead?  
WTIC-TV, Hartford, Conn.  
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WHN, New York, N. Y.  
EDWARDS, CLAYTON  
WFAR, Norfolk, Va.  
EDWARDS, DOUGLAS  
CBS News with Douglas  
Edwards  
CBS-TV  
EDWARDS, LEE  
WZKO, Jacksonville, Beach,  
Fla.  
EDWARDS, MARTIN  
MBS, Washington, D. C.  
EDWARDS, PAUL  
News on the Half-hour  
KAWA, Waco, Tex.  
EID, LEIF  
News on the Hour, Emphasis,  
Monitor  
NBC Radio, Ottawa, Canada  
EILENBERG, CARL  
WNY-TV, Syracuse, N. Y.  
EISENHauer, JOHN  
WSBA-TV, York, Pa.  
ELLASSEN, JOHN O.  
KMBY, Monterey, Calif.  
ELIOT, LOU  
WCAM, Camden, N. J.

ELLIOTT, BILL  
Newsbeat 17  
KLYD-TV, Bakersfield, Calif.  
ELLIOTT, DAVID  
Editorial  
KNTV-TV, San Jose, Calif.  
ELLIOTT, DON  
WCAW, Charleston, W. Va.  
ELLIOTT, KING  
Evening News  
WSB, Atlanta, Ga.  
ERLING, RALPH  
Eldorado News  
KAHL, Auburn, Calif.  
ESTHER, JON  
News Camera  
WHEAT-TV, Evansville, Ind.  
EVANS, BILL  
WHEC, Rochester, N. Y.  
EVENSON, BILL  
MBS, Washington, D. C.  
EYJUE, BILL  
Hello Wisconsin  
WMAM, Marinette, Wis.  
EWING, CLIFF  
KOOK-TV, Billings, Mont.  
EYON, TOM  
5-Star Final  
WNEM-TV, Saginaw, Mich.

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WCAU-TV, Philadelphia, Pa.  
FALK, RAY  
ABC Radio & TV, Tokyo  
FARISS, WAYNE  
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WAKR, Akron, Ohio
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KHOW, Denver, Colo.
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WTVJ-TV, Miami, Fla.
- FLEMING, ROBERT**  
ABC-TV, Washington, D. C.
- FLINT, GLENN W.**  
10:00 News  
KCMT-TV, Alexandria, Minn.
- FLOREA, RICHARD W.**  
WTAJ-TV, Marion, Ind.
- FLOYD, JIMMY**  
Country Music Jubilee  
WLTW-TV, Bowling Green, Ky.
- FLYNN, FAHEY**  
Late News-Weather  
WBBM-TV, Chicago, Ill.
- FOGARTY, JACK**  
7:00 PM News  
WCPO-TV, Cincinnati, Ohio
- FORSYTH, DAVE**  
WICU-TV, Erie, Pa.
- FOSTER, CEDRIC**  
MBS, Washington, D. C.
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KTBB, Tyler, Tex.
- FOWLER, J. B.**  
WDXR, Paducah, Ky.
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WTVN, Columbus, Ohio
- FRANK, DEL**  
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WTVJ-TV, Miami, Fla.
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WOC, Davenport, Iowa
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WRCV, Philadelphia, Pa.
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KOLE, Port Arthur, Tex.
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NBC Radio, New York
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KAPE, San Antonio, Tex.
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KDLA, Oakland, Calif.
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WIRK, West Palm Beach, Fla
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MBS, Washington, D. C.
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- FRIDDELL, GUY**  
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WRNL, Richmond, Va.
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NBC Radio, Paris
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WISN, Milwaukee, Wisc.
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KXJB-TV, Valley City, N. D.
- FRUCK, HEINZ**  
KDUZ, Hutchinson, Minn.
- FULDHEIM, DOROTHY**  
WEWS-TV, Cleveland, Ohio
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Cavalcade of News  
KFI, Los Angeles, Calif.
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NBC Radio, Chicago, Ill.
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WDBJ, Roanoke, Va.

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NBC Radio, Los Angeles, Calif.

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ABC Radio & TV, Mexico City

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ABC Radio

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Africa Speaks  
WLIR, New York, N. Y.

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Monitor News, News on the Hour  
NBC Radio, Washington, D. C.

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WQXR, New York, N. Y.

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WINS, New York, N. Y.

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WXYZ, Detroit, Mich.

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WFRV-TV, Green Bay, Wis.

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WDFC, Fort Jervis, N. Y.

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CKLW-TV, Detroit, Mich.

**GRANT, TAYLOR**  
Something to Say  
WCAU, Philadelphia, Pa.

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Eddy's News Today  
KBOL, Boise, Idaho

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WKJG-TV, Fort Wayne, Ind.

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WIRE, Indianapolis, Ind.

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KTAL-TV, Texarkana, Texas-Silverpost, La.

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WDOK, Cleveland, Ohio

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Newsnight  
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ABC Radio

**GRUMMON, STU**  
KSMN, Mason City, Iowa

**GUNN, BEN**  
WAKR, Atlanta, Ga.

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WTMT, Louisville, Ky.

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KLHK-TV, Lubbock, Tex.

**HAMMOND, FRED**  
WWL, New Orleans, La.

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WNBG, Binghamton, N. Y.

**HANCOCK, HANK**  
6:15 Report  
WBJA-TV, Binghamton, N. Y.

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News on the Hour, Emphasis, Monitor, NBC Radio, New Delhi, India

**HANNIFAN, JOHN**  
ABC Radio & TV

**HANSEN, HANS**  
ABC Radio & TV

**HARDY, ED**  
ABC Radio

**HARDY, ED**  
Michigan State News  
WXYZ, Detroit, Mich.

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News on the Hour, Emphasis, Monitor, NBC Radio, Washington, D. C.

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KNIN, Wichita Falls, Tex.

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Jet News  
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WGBH, Presport, N. Y.

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ABC Radio & TV

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ABC Radio & TV

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WGNY, Newburgh, N. Y.

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WSAV, Savannah, Ga.

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WJNO, West Palm Beach, Fla.

**HAYES, GEORGE**  
ABC Radio

**HEBERT, BUD**  
Night Desk  
WBRZ-TV, Baton Rouge, La.

**HEDEGEMAN, DR. A. A.**  
One Woman's Opinion  
WWRE, New York, N. Y.

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KOTA-TV, Rapid City, S. D.

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WTMJ-TV, Milwaukee, Wis.

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NBC Radio, Washington, D. C.

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WOR, New York, N. Y.

**HENNIG, HAROLD**  
WEOK, Poughkeepsie, N. Y.

**HENRY, BILL**  
Cb. 8 Reports  
WFLA-TV, Tampa, Fla.

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NBC Radio, Washington, D. C.

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WKLO, Louisville, Ky.

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**HESS, LEIGH**  
KROW, Dallas, Ore.

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WIS-TV, Columbia, S. C.

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WMCT-TV, Memphis, Tenn.

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KGGM, Albuquerque, N. Mex.

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Action Central  
WIL, St. Louis, Mo.

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WPAC, Patchogue, N. Y.

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ABC-TV, New York

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680 News  
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Chet Huntley Reporting,  
NBC Radio, New York;  
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Huntley-Brinkley Report,  
NBC White Paper, NBC-TV.

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**HUTCHINSON, HARDY**  
KTRG-TV, Honolulu, Hawaii

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ABC Radio & TV

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WLA V, Grand Rapids, Mich.

**IRIZARRY, ANIBAL GONZALEZ**  
Telenovelas  
WKAQ-TV, San Juan,  
Puerto Rico

**IRWIN, GEORGE**  
WTAO, Cambridge, Mass.

**IVES, VIC**  
Magazine  
KAIR, Tucson, Ariz.

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**JAFFE, SYD**  
Sports of the Day  
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Evening Report  
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ABC-TV, Los Angeles, Calif.

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WLAC, Nashville, Tenn.

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WSAZ-TV,  
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NBC Radio, Washington, D.C.

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**KELL, JIM**  
WSGN, Birmingham, Ala.

**KELLER, O. J.**  
WTAX, Springfield, Ill.

**KEMP, JIM**  
WDSU, New Orleans, La.

**KENDALL, GEORGE**  
Business Baroneter  
WJR, Detroit, Mich.

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CBS-TV

**KENNEDY, KEVIN**  
WPIX, New York, N. Y.

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KORK-TV, Las Vegas, Nev.

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KPOL, Los Angeles, Calif.

**KEPLINGER, DICK**  
KVI, Seattle, Wash.

**KERLIN, J. C.**  
What Goes on Here?  
WGBF, Evansville, Ind.

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News Final  
WWL-TV, New Orleans, La.

**KING, CHARLES**  
KBUR, Burlington, Iowa

**KING, CHARLES SCOTT**  
WINS, New York, N. Y.

**KING, JOSH**  
ABC-TV, Los Angeles, Calif.

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Comments  
WDAS, Philadelphia, Pa.

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CBS-TV

**KLISE, ROD**  
Editor's Choice  
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Big 4 News  
KACY, Port Huenene, Calif.

**KRAEFT, NORMAN**  
MBS, Washington, D.C.

**KURALT, CHARLES**  
CBS-TV

**KURTZ, KEN**  
11:00 Report  
WSAZ-TV,  
Huntington, W. Va.

## — L —

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WTCN, Minneapolis, Minn.

**LANDON, FORREST M.**  
WDBJ, Roanoke, Va.

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KPAR-TV, Abilene, Tex.

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KNBC-TV, Los Angeles, Calif.

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Florida Story  
WFLA, Tampa, Fla.

**LAURI, NICK**  
WLUK-TV, Green Bay, Wisc.

**LaVIE, AL**  
MBS, Washington, D.C.

**LAVIGNE, RICHARD**  
WREB, Holyoke, Mass.

**LAWRENCE, WILLIAM H.**  
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Washington, D.C.

**LAWS, RAYMOND**  
WOKR-TV, Rochester, N. Y.

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**LEA, DAVID**  
WRBL Radio & TV,  
Columbus, Ga.



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WJBK-TV, Detroit, Mich.

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WKST-TV, Youngstown, Ohio

**LEIGH, JOSEPH**  
Current  
WAME, Miami, Fla.

**LENZ, WILLIAM D.**  
Augusta Today  
WIBQ, Augusta, Ga.

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CBS Radio & TV, New York

**LEONARD, DICK**  
KCBS, San Francisco, Calif.

**LEONARD, VINCE**  
WHUC-TV, Philadelphia, Pa.

**LEVAIN, MARLIN**  
ABC Radio & TV

**LEVINE, IRVING R.**  
News on the Hour, Emphasis,  
Monitor, NBC Radio,  
Rome, Italy

**LEVITT, STAN**  
Four State Newsbeat  
KODE-TV, Joplin, Mo.

**LEWIS, BOB**  
KBST, Big Spring, Tex.

**LEWIS, DAWE**  
WNOR, Norfolk, Va.

**LEWIS, FRED**  
KSON, San Diego, Calif.

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MBS, Washington, D.C.

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7:00 AM News  
WRBL, Columbus, Ga.

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**LINDLEY, ROBERT**  
ABC Radio & TV,  
Buenos Aires, Argentina

**LINDNER, VINCE**  
WRZ, Newark, N. J.

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WRGP-TV  
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**LOKEY, FRANK**  
As I See It  
WEAD, Atlanta, Ga.

**LOMAS, JOE**  
Viewpoint  
WZIP, Cincinnati, Ohio

**LONESOME, BUDDY**  
News Beat  
KATZ, St. Louis, Mo.

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3-Star News  
KDKA-TV, Pittsburgh, Pa.

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World on Parade  
WCAE, Philadelphia, Pa.

**LORD, WILLIAM**  
ABC-TV, New York, N. Y.

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**LUNDY, MIKE**  
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KYOS, Merced, Calif.

**LYMAN, PETER**  
The News Thought  
WBOY-TV,  
Charlottesville, W. Va.

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MBS, Washington, D.C.

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News on the Hour, Emphasis,  
Week-end Report, Monitor,  
NBC Radio, Washington, D.C.

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MBS, Washington, D.C.

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**McCUEEN, CHARLES**  
NBC Radio, Chicago, Ill.

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WBAP-TV, Fort Worth, Tex.

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Carolina News Special  
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Monitor, NBC Radio,  
New York

**McGILL, GUY**  
Gulf Instant News Specials,  
NBC-TV, New York, N. Y.

**McGONAGLE, BOB**  
WHN, New York, N. Y.

**McINTYRE, WILLIAM**  
ABC Radio & TV,  
Washington, D.C.

**McLAREN, JOHN**  
Policy  
WEFE, Albany, N. Y.

**McLEAN, JACK**  
Newsline  
WPHE-TV, Evansville, Ind.

**McLEAN, JAMES**  
WESO, Southbend, Mass.

**McMICHAEL, DICK**  
WRBL-TV, Columbus, Ga.

**McMULLIN, DON**  
10:00 PM News  
WMBD, Provia, Ill.

**McMURRAY, SCOTT**  
WSTV, Steubenville, Ohio

**McMURTRIE, BURT**  
It Seems to Me  
KFAC, Tacoma, Wash.

**McNEIL, ROBIN**  
News on the Hour, Emphasis,  
NBC Radio, London, England

**McNERNEY, JIM**  
WKRT, Corland, N. Y.

**McNULTY, TERRY**  
WARM, Scranton, Pa.

**McWHORTER, DON**  
Morning Round-up  
WKIS, Orlando, Fla.

## — M —

**MABRY, HARRY**  
Newsbeat  
WBRC-TV, Birmingham, Ala.

**MacARTHUR, GEORGE**  
ABC Radio

**MacDONALD, ROBERT**  
Mid-Michigan Report  
WILX-TV,  
Lansing-Jackson, Mich.

**MacDUGALL, JOHN**  
KSTP-TV, St. Paul, Minn.

**MacMILLAN, BILL**  
KTV, Seattle, Wash.

**MacNEIL, JAMES**  
WSSA, Haysouthaven, Va.

**MacYANE, JOHN**  
ABC Radio & TV

**MAGNUSON, HENRY**  
State House Correspondent  
WCSB-TV, Portland, Me.

**MAHAN, DICK**  
KNZ, Houston, Tex.

**MAHER, BILL**  
MBS, New York, N. Y.

**MALONEY, YAN**  
WORLD, Boston, Mass.

**MALLOY, GAYLE**  
Newsorama  
WKJG, Fort Wayne, Ind.

**MANN, AL**  
ABC Radio & TV,  
Los Angeles, Calif.

**MARTIN, DONALD P.**  
KIMN, Denver, Colo.

**MARTIN, JIM**  
WSAZ, Huntington, W. Va.

**MARTIN, RALPH**  
MBS, Los Angeles, Calif.

**MARVIN, ELLIS**  
WEBR, Buffalo, N. Y.

**MARVIN, TONY**  
MBS, New York, N. Y.

**MATHEWS, BARRY**  
World Round-up  
KALL, Salt Lake City, Utah

**MATHEWS, CLARENCE**  
WLOU, Louisville, Ky.

**MAYES, DOUG**  
Esso Reporter  
WBTW-TV, Charlotte, N. C.

**MEADE, JOHN**  
WGBB, Enonport, N. Y.

**MEILL, DEAN**  
KNBR, San Francisco, Calif.

**MERRETT, STARLING**  
Market 55 News  
WBAF, Norfolk, Va.

**MICHAELS, JOSEPH**  
News on the Hour, Emphasis,  
Monitor News,  
NBC Radio, New York, N. Y.

**MILLER, BILL**  
WTAX, Springfield, Ill.

**MILLER, BRUCE**  
News Director's Digest  
KALL, Salt Lake City, Utah

**MILLER, KENNETH**  
ABC Radio & TV

**MILLER, LOU**  
WBRC-TV, Detroit, Mich.

**MILLER, TOM**  
Dateline  
WCKF-TV, Miami, Fla.

**MILLER, VIC**  
Montana News  
KOOK-TV, Billings, Mont.

**MIXSON, PAUL**  
WKAP, Allentown, Pa.

**MOLL, SAM**  
KCPX, Salt Lake City, Utah

**MONTEIRO, STAN**  
Round-up  
WHD, Boston, Mass.

**MONTGOMERY, DEAN**  
WCCO-TV, St. Paul-Minne-  
apolis, Minn.

**MOORE, BOB**  
Action Central  
WFL, St. Louis, Mo.

**MOORE, DAVE**  
WCCO-TV, St. Paul-Minne-  
apolis, Minn.

**MOORE, VERN**  
Mom & Even Assignment  
KIDQ, Boise, Idaho

**MORGAN, DICK**  
Faces & Places in the News  
WTTG-TV, Washington, D. C.

**MORGAN, EDWARD P.**  
ABC Radio & TV, Washing-  
ton, D. C.

**MORGAN, MICHAEL**  
WELM, Elmira, N. Y.

**MORGAN, MURRAY**  
KMO, Tacoma, Wash.

**MORGAN, ROBERT B.**  
WATB, Auburn, N. Y.

**MORGAN, ROY J.**  
News  
WILK, Wilkes-Barre, Pa.

**MORRIS, JACK**  
KTUL-TV, Tulsa, Okla.

**MORRISON, IRV**  
CKLW, Detroit, Mich.

# RADIO AND TV NEWS COMMENTATORS

## MUELLER, MERRILL

News on the Hour, Emphasis,  
Monitor  
NBC Radio, New York, N. Y.

## MULLINAX, ALVIN

6:10 PM News  
WSVA-TV, Harrisonburg, Va.

## MULLINS, JIM

WKBN-TV, Youngstown,  
Ohio

## MURPHY, CHARLES

News Final  
WBAP-TV, Fort Worth, Tex.

## — N —

## NAUGLE, DAVE

KTVT-TV, Fort Worth, Tex.

## NEAL, ROY

Monitor, News on the Hour  
NBC Radio, Los Angeles,  
Calif.

## NEVINS, GERRY

Open Forum  
WADK, Newport, R. I.

## NEWMAN, EDWIN

News on the Hour, Emphasis,  
Monitor  
NBC Radio, New York

## NEWMAN, YALE

ABC Radio & TV, New York,  
N. Y.

## NOONAN, JACK

KLUC, Las Vegas, Nev.

## NORMAN, ROBERT

Newsman  
WNHC, New Haven, Conn.

## NORTON, DON

12-Star News  
KBMT-TV, Beaumont, Tex.

## — O —

## O'BRIEN, TOM

ABC Radio

## O'CONNEL, TERRY

KGMB, Honolulu, Hawaii

## O'CONNOR, LEN

Comments  
WMAQ Radio & TV, Chicago,  
Ill.

## O'DAY, JOHN

Newsman  
WHOF, Canton, Ohio

## O'DONNELL, JOHN

News Scope  
WWHG, Hornell, N. Y.

## OLIVER, BOB

Newsreel  
WXTR, Providence, R. I.

## ORKIN, RICHARD A.

WLAN Speaks  
WLAN, Lancaster, Pa.

## OTTO, TED

Face the Community  
KXLY-TV, Spokane, Wash.

## OWENS, RAY

WHEN-TV, Syracuse, N. Y.

## — P —

## PALMER, BOB

Scope  
KOA-TV, Denver, Colo.

## PALMER, BRUCE

KWTV-TV, Oklahoma City,  
Okla.

## PALMER, GEORGE

Dateline Cincinnati  
WKRC-TV, Cincinnati, Ohio

## PARCHER, DON

WKST-TV, Youngstown, Ohio

## PARMER, BUD

WFLA, Tampa, Fla.

## PARRY, BILL

KIUN, Pecos, Tex.

## PARSONS, FRED

B. June 13, 1920, West Virginia.  
Sunday 7:00 News, WPIX-TV;  
News Around the Clock, WNEW

## PARSONS, LES

KISN, Portland, Ore.

## PASSAGE, GEORGE

WGH, Newport News, Va.

## PATE, LARRY

WPFA, Pensacola, Fla.

## PATTERSON, JIM

7:30 Pure News  
WPT, Charlotte, N. C.

## PEARSON, ANDREW

News on the Hour  
NBC Radio, New Delhi, India

## PEARSON, CHARLIE

KBMT-TV, Beaumont, Tex.

## PENNY, GEORGE A.

News of Raleigh  
WRAL, Raleigh, N. C.

## PENNYBACKER, ED

KQEO, Albuquerque, N. Mex.

## PERKINSON, ALAN

Scope  
WAME, Miami, Fla.

## PETERSON, DRENEL

6:00 News  
KVFD, Fort Dodge, Iowa

## PETERSON, ELMER

News on the Hour, Emphasis,  
Monitor  
NBC Radio, Los Angeles,  
Calif.

## PETERSON, SHIELDON

WTCN-TV, Minneapolis, Minn.

## PETTIT, CHARLES G.

WCRA, Effingham, Ill.

## PETTIT, ED

WOR, New York, N. Y.

## PETTIT, TOM

News on the Hour, Monitor  
NBC Radio, Los Angeles,  
Calif.

## PHILIPS, RON

KBCH, Oceanlake, Ore.

## PHILLIPS, WILLIAM

WROW, Albany, N. Y.

## PHINNEY, ROD

KBRO, Bremerton, Wash.

## PHIPPS, JOE

Politics & People  
WWDC, Washington, D. C.

## PIERSON, BILL

KBTR, Denver, Colo.

## PINKLEY, VIRGIL

ABC-TV, Los Angeles, Calif.

## PIRNE, DUNCAN

WQXR, New York, N. Y.

## POLAND, SAM

World & W. Va.  
WTIP, Charleston, W. Va.

## POLING, DOUG

WOHO, Toledo, Ohio

## POLLIS, MERELE

WJAS, Pittsburgh, Pa.

## POTTER, BOB

Newsman  
WIRL, Peoria, Ill.

## POWELL, MIKE

KSFO, San Francisco, Calif.

## POWELL, TOM

WDAU-TV, Scranton, Pa.

## POWERS, JACK

WABC, New York, N. Y.

## PRELEE, MICHAEL

WHN, New York, N. Y.

## PRESSMAN, DON

WAMM, Flint, Mich.

## PRESSMAN, GABE

NBC-TV, New York, N. Y.

## PRICE, JOHN

Airitorials  
WHP, Harrisburg, Pa.

## PRICE, RALPH

Dateline Savannah  
WSAV-TV, Savannah, Ga.

## PROVENSON, DICK

Free Speech  
KFOX, Long Beach, Calif.

## PUGH, ARNOLD

Newsman  
WTLB, Utica, N. Y.

## PUTNUM, GEORGE

KMTV-TV, Los Angeles, Calif.

## — R —

## RAINEY, JOE

Listening Post  
WDAS, Philadelphia, Pa.

## RAND, HARRY

MBS, San Francisco, Calif.

## RANDALL, DAVE

3-Star Final  
WTOC-TV, Savannah, Ga.

## RANDALL, PORTER

KFJZ, Fort Worth, Tex.

## RASH, BRYSON

Monitor News, Emphasis,  
News on the Hour, NBC  
Radio, Washington, D. C.,  
News 4, Washington, WRC-  
TV, Washington, D. C.

## RAY, WENDY

Says Ray  
KUGN, Eugene, Ore.

## READ, BROOKS

Eso Reporter  
WBRZ-TV, Baton Rouge, La.

## REASONER, HARRY

CBS News with Harry  
Reasoner  
CBS-TV

## REDPATH, GEORGE

WABI-TV, Bangor, Me.

## REEVES, DICK

Newscasts  
WCBS, New York, N. Y.

## REEVES, JAMES

WEZZ, Chester, Pa.

## RENDELL, RICHARD

MBS, Washington, D. C.

## REN, JOE

6:00 PM News  
WMBD, Peoria, Ill.

## REYES, NORMAN

KTRG-TV, Honolulu, Hawaii

## REYNOLDS, FRANK

6:00 Report  
WBBM-TV, Chicago, Ill.

## RICE, JOHN D.

WRJC, Mauston, Wis.

## RICE, WILLIAM T.

News Commentary  
WPTX, Lexington Park, Md.

# RADIO AND TV NEWS COMMENTATORS

- RICH, JOHN**  
News on the Hour, Emphasis.  
Monitor.  
NBC Radio, Tokyo, Japan
- RICH, STANLEY**  
ABC Radio & TV
- RICHIE, BILL**  
5-Star Final  
KSYD-TV, Wichita Falls,  
Tex.
- RICHMOND, HYLE**  
Hotline News  
WFCU-TV, Erie, Pa.
- RIDER, BRICK**  
WRVA, Richmond, Va.
- ROBERTS, CLETE**
- ROBERTS, JOHN**  
Weekend News  
WFIL-TV, Philadelphia, Pa.
- ROBERTS, PETER**  
WOR, New York, N. Y.
- ROBINSON, ED**  
KBTX-TV, Bryan, Tex.
- ROBINSON, JAMES**  
News on the Hour, Emphasis.  
Monitor  
NBC Radio, Hong Kong
- RODGERS, DAVID**  
KXOK, St. Louis, Mo.
- RODRIGUEZ, MATEO**  
WSOL, Tampa, Fla.
- ROGERS, ROD**  
WABW, Annapolis, Md.
- ROLESON, JOHN**  
The White House  
ABC-Radio & TV, Washing-  
ton, D. C.
- ROWE, AL**  
Morning Report  
WTVP-TV, Decatur, Ill.
- KOWLAND, KEN**  
WKLO, Louisville, Ky.
- RUENTER, RAY**  
WLOF-TV, Orlando, Fla.
- RUSSELL, DAN**  
Commentary  
KCEE, Tucson, Ariz.
- RYAN, BILL**  
News on the Hour, Emphasis,  
Monitor  
NBC Radio, New York, N. Y.
- RYAN, BOB**  
KSTP-TV, St. Paul, Minn.
- S —
- SADLON, GEORGE**  
WEOK, Poughkeepsie, N. Y.
- ST. JOHN, ROBERT**  
WHLL, Wheeling, W. Va.
- SALEM, GEORGE**  
KBTV, Denver, Colo.
- SALISBURY, JOHN**  
News in Depth  
KXL, Portland, Ore.
- SANDERS, WALTER L.**  
WADC, Akron, Ohio
- SANFORD, MARSHALL**  
MBS, New York, N. Y.
- SAUNDERS, JOHN**  
WTOL-TV, Toledo, Ohio
- SAXON, JIM**  
WARO, Cannonsburg, Pa.
- SCALI, JOHN**  
The State Department  
ABC Radio & TV, Washing-  
ton, D. C.
- SCHARMEN, GEORGE**  
KBTV, Denver, Colo.
- SCHERER, RAY**  
This Is NBC News, NBC-TV  
News on the Hour, Emphasis.  
Monitor  
NBC Radio, Washington, D. C.
- SCHINKER, JOHN III**  
News Views  
KSHO-TV, Las Vegas, Nev.
- SCHOENBRUN, DAVID**  
CBS-TV
- SCHONFELD, MOSES**  
WBSM, New Bedford, Mass.
- SCHORK, DANIEL**  
CBS-TV
- SCHOTTELKOTTE, AL**  
WCPO-TV, Cincinnati, Ohio
- SCHREINER, RAY**  
WBCT, Williamsburg, Va.
- SCHUBECK, JOHN**  
WRCV-TV, Philadelphia, Pa.
- SCHUSLER, DALES**  
Noon Report  
WTRP-TV, Wheeling, W. Va.
- SCIRIA, PAUL**  
KYW, Cleveland, Ohio
- SCOTT, JOHN**  
WOR, New York, N. Y.
- SCOTT, KEN**  
WHGB, Harrisburg, Pa.
- SCOTT, R. K.**  
MBS, Washington, D. C.
- SCOTT, ROBERT W.**  
KIMN, Denver, Colo.
- SECONDARI, JOHN**  
ABC-TV
- SETTERS, JIM**  
KWBB, Wichita, Kans.
- SEVAREID, ERIC**  
CBS News with Eric  
Sevareid  
CBS-TV
- SEVEY, ROBERT**  
Pan Am World News  
KHVH-TV, Honolulu, Hawaii
- SHADEL, BILL**  
ABC Radio & TV
- SHANE, LAWRENCE**  
WMRC, Milford, Mass.
- SHARBUTT, DEL**  
Reporting Mutual News, Spokes-  
man for Blue Cross
- SHARP, ROGER**  
ABC Radio & TV
- SHAUGHNESSY, DICK**  
WMAY, Springfield, Ill.
- SHAW, CHARLES**  
WCAU-TV, Philadelphia, Pa.
- SHEEHAN, WILLIAM**  
ABC Radio & TV, London,  
England
- SHIDELER, JACK**  
ABC Radio & TV
- SHOLLENBERGER, LEW**  
ABC-TV, Washington, D. C.
- SHRIVER, HARRY**  
WEHR, Baltimore, Md.
- SHUSMAN, BERNARD**  
WAST-TV, Albany, N. Y.
- SIEGRIST, BOB**  
WGUN, Atlanta, Ga.
- SIEMER, JOHN**  
News at Noon  
WKJG-TV, Fort Wayne, Ind.
- SILVERMAN, ED**  
ABC Radio & TV
- SIMMONS, BARRY**  
Afternoon Hotline News  
KOGO, San Diego, Calif.
- SIMPSON, JERRY**  
KJOY, Stockton, Calif.
- SIMS, JAY**  
ABC-TV, Los Angeles, Calif.
- SINCLAIR, LOU**  
MBS, San Francisco, Calif.
- SISSKIND, CARL**  
Controversy  
WBW-TV, Topeka, Kans.
- SLADE, JIM**  
WOWO, Fort Wayne, Ind.
- SMITH, BURLEIGH**  
KLYD-TV, Bakersfield, Calif.
- SMITH, DAVENPORT**  
Editorials  
WBRC-TV, Birmingham,  
Ala.
- SMITH, HARRY K.**  
WRCV-TV, Philadelphia, Pa.
- SMITH, HOWARD K.**  
Howard K. Smith—  
News & Comment  
ABC-TV, Washington, D. C.
- SMITH, LES**  
WCKR, Miami, Fla.
- SMITH, LESTER**  
WOR, New York, N. Y.
- SMITH, ROLLAND**  
WFGL, Syracuse, N. Y.
- SMITH, DICK**  
CKLW, Detroit, Mich.
- SOWELL, F. C.**  
WLAC, Nashville, Tenn.
- SPELCE, NEAL**  
KTBC-TV, Austin, Tex.
- SPIEGEL, SID**  
WEAV, Plattsburgh, N. Y.
- STACKER, DUANE**  
WCVS, Springfield, Ill.
- STARR, HAL**  
KPTR, Denver, Colo.
- STEPHENS, CARL**  
Nightbeat  
WSFA-TV, Montgomery, Ala.
- STERNBERGER, ESTELLE**  
You & the News  
WLJH, New York, N. Y.
- STEYNS, BROOKS**  
WNOR, Norfolk, Va.
- STEVENSON, ADLAI E.**  
Adlai Stevenson Reports  
ABC-TV
- STEWART, BILL**  
WPRR, Minneapolis, Minn.
- STEWART, PHIL**  
KFMB, San Diego, Calif.
- STOCKDALE, ROBERT**  
WSEN, Baldwinville, N. Y.
- STOKES, ED**  
WHN, New York, N. Y.
- STONE, BUD**  
WOWO, Fort Wayne, Ind.
- STONE, CLAIR**  
WJPG, Green Bay, Wis.
- SULLIVAN, FRANCIS J. P.**  
The Sully Show  
WADK, Newport, R. I.
- SUTHERLAND, BOB**  
Thinkpiece  
WLEU, Erie, Pa.
- SUTLIFF, DICK**  
7:30 Report  
WTHI, Terre Haute, Ind.
- SWANSON, DICK**  
6:15 Edition  
WTVC-TV, Chattanooga,  
Tenn.
- SWAYZE, JOHN  
CAMERON**  
ABC Radio
- SWEENEY, GEORGE**  
WPRO, Providence, R. I.
- SWENSON, JACK**  
Nightbeat  
KXMB-TV, Bismarck, N. D.



# RADIO AND TV NEWS COMMENTATORS

**SWENSON, PAUL**  
Noon News  
WOL-TV, Ames, Iowa

**SWITZER, MACK**  
KHOW, Denver, Colo.

**SYNTON, JIM**  
WEAS, Savannah, Ga.

## — T —

**TARKINSON, CHARLES**  
Evening Report  
WMTW-TV Portland, Me.

**TAVES, BUD**  
WPRO, Providence, R. I.

**TAYLOR, AL**  
WRCV, Philadelphia, Pa.

**TEMPLETON, JOE**  
WJZ-TV, Baltimore, Md.

**TERRY, JACK**  
KBOX, Dallas, Tex.

**TERRY, LEE**  
KETV-TV, Omaha, Neb.

**THOMAS, DICK**  
WSAZ, Huntington, W. Va.

**THOMAS, JEROME**  
KVEN, Ventura, Calif.

**THOMAS, KEN**  
WKBN-TV, Youngstown, Ohio

**THOMPSON, FRANK**  
Pacemaker News  
WHTN-TV, Huntington, W. Va.

**THOMPSON, RAY**  
World Tonight  
KTAR-TV, Phoenix, Ariz.

**THOMSEN, JACK**  
WOC, Davenport, Iowa

**THOMSON, VERL**  
Radiotorial  
KISD, Sioux Falls, S. D.

**TOMLINSON, FRANK**  
Sunday Supplement  
WJR, Detroit, Mich.

**TOWNSEND, DALLAS**  
WCBS-AM-TV, New York

**TOWNSEND, RAY**  
KSL-TV, Salt Lake City, Utah

**TRACY, BILL**  
11th Hour News  
KPIX-TV, San Francisco, Calif.

**TROHAN, WALTER**  
Report from Washington  
WGN, Chicago, Ill.

**TROUT, ROBERT**  
CBS Radio & TV, New York

**TURNER, ULMEN**  
ABC-TV, Chicago, Ill.

**TYLER, SPENCER**  
KJOY, Stockton, Calif.

## — U —

**UNDERHILL, HAL**  
ABC Radio & TV

**UNGEHEUER, FRIEDEL**  
ABC Radio

**UNGERSMA, MIKE**  
WFAM-TV, Lafayette, Ind.

## — V —

**VALENTINE, JIM**  
Today's News  
WLMA-TV, Lima, Ohio

**VALERIANI, RICHARD**  
NBC Radio, Chicago, Ill.

**VAN, LYLE**  
WOR, New York, N. Y.

**VAN DEVENTER, FRED**  
MBS, New York, N. Y.

**VAN HORN, ARTHUR**  
ABC Radio

**VANOCUR, SANDER**  
News on the Hour, Emphasis,  
Monitor  
NBC Radio, Washington, D. C.

**VAN STEENBURGH, W. W.**  
WSPB, Sarasota, Fla.

**VAN VOORHIS, WESTBROOK**  
MBS, New York, N. Y.

**VAUGHIN, BEN**  
KWTX, Waco, Tex.

**VAUGHN, KEN**  
WHHH, Warren, Ohio

**VELAZQUEZ, OSVALDO TORRES**  
WITA, San Juan, Puerto Rico

**VERNON, WES**  
KBMV, Billings, Mont.

## — W —

**WAGNER, LOU**  
WTM, Treuton, N. J.

**WAGY, NORMAN**  
WJW, Cleveland, Ohio

**WALL, TOM**  
WCOG, Greensboro, N. C.

**WALLACE, GREGG**  
WAVI, Dayton, Ohio

**WALLACE, GUY**  
MBS, New York, N. Y.

**WALLACE, ROBERT**  
WROW, Albany, N. Y.

**WALLACE, TOM JR.**  
Editorial  
KAIR, Tucson, Ariz.

**WALTERS, GENE**  
WAKE, Atlanta, Ga.

**WALTERS, JAMES E.**  
WMGS, Bowling Green, Ohio

**WARD, BAXTER**  
ABC-TV, Los Angeles, Calif.

**WARD, GORDON**  
Watch with Ward  
WTOL-TV, Toledo, Ohio

**WARD, RUSS**  
Monitor News, World News  
Round-up, News on the Hour,  
NBC Radio, Washington, D. C.

**WARREN, CHARLES**  
MBS, Washington, D. C.

**WEAVER, HANK**  
ABC Radio & TV

**WESSON, RICHARD**  
ABC-TV, Los Angeles, Calif.

**WEST, JACK**  
Your Esso Reporter  
WTVD-TV, Durham, N. C.

**WEST, LAURENCE**  
KWKH, Shreveport, La.

**WESTON, JOHN**  
Noon News  
KPIX-TV, San Francisco, Calif.

**WEYR, THOMAS**  
ABC Radio & TV

**WHITE, HY**  
WLBR, Lebanon, Pa.

**WHITEHEAD, EDWARD**  
WRVA, Richmond, Va.

**WHITEHURST, DR. WILLIAM**  
WTAR-TV, Norfolk, Va.

**WHITELEATHER, MELVIN K.**  
Viewpoints on the News  
WFLN, Philadelphia, Pa.

**WICK, PETE**  
KIT, Yakima, Wash.

**WILLETTE, LEO**  
WWL-TV, New Orleans, La.

**WILLIAMSON, BRUCE L.**  
WTEW-TV, Albany, N. Y.

**WILLIAMSON, HADLEY**  
This Week in Robeson  
WTSS, Lumberton, N. C.

**WILLIAMS, CARL**  
KAYC, Beaumont, Tex.

**WILLIS, JOHN**  
KHJ-TV, Los Angeles, Calif.

**WILSON, BOB**  
Daily Business Trends, News  
on the Hour  
NBC Radio, New York, N. Y.

**WILSON, PHIL**  
WANE, Fort Wayne, Ind.

**WILSON, RAY**  
Broadway and Hollywood News,  
WJRZ, Newark, N. J.

**WILSON, ROGER N.**  
KFH, Wichita, Kans.

**WILSON, WALT**  
Evening News Report  
WIMA, Lima, Ohio

**WINGATE, JOHN**  
WOR, New York, N. Y.

**WINTER, WILLIAM**  
ABC-TV, San Francisco, Calif.

**WINTON, ED**  
WQMR, Washington, D. C.

**WOLDT, ART**  
WTRY, Troy, N. Y.

**WOLFE, TED**  
WCAW, Charleston, W. Va.

**WOLFKILL, ED**  
WSBA-TV, York, Pa.

**WOODS, CHARLES**  
ABC Radio

**WORKHOVEN, MERRILL**  
4-Bell News Report  
WOW, Omaha, Neb.

**WRIGHT, DICK**  
WTAG, Worcester, Mass.

**WRIGHT, JAMES**  
WEBO, Owego, N. Y.

**WYGANT, TED**  
KYW, Cleveland, Ohio

## — Y —

**YERNA, FENDALL**  
ABC-TV, New York, N. Y.

**YOUNG, JAMES**  
KVRK, Santa Rosa, Calif.

**YOUNG, ROBERT**  
WNDU, South Bend, Ind.

## — Z —

**ZIMMERMAN, IRA**  
WSTS, Massena, N. Y.

# Radio & TV Sports Commentators

## —Their Work During 1962—

### — A —

ACKERMAN, AL  
WOOD-TV, Grand Rapids, Mich.

ADDERLY, LARRY  
WLAJ, Grand Rapids, Mich.

ADELSONS, JIM  
KXJB-TV, Valley City, N. D.

AGRESTA, PHIL  
WBT, Charlotte, N. C.

ALEXANDER, DON  
Sports Scene  
WRNY, Rome, N. Y.

ALLAN, STAN  
WPAC, Patchogue, N. Y.

ALLBRIGHT, NAT  
WPIK, Alexandria, Va.

**ALLEN, MEL**  
B. 1915, Birmingham, Ala. NBC Radio; World Series & Football, NBC-TV

ALLETTO, VINCE  
WWL, New Orleans, La.

ALLINGER, RALPH  
Page 1 Sports  
WIBX, Union, N. Y.

AMBURG, VAN  
11th Hour Sports  
KPIX-TV, San Francisco, Calif.

ANDEEL, OMAR  
WKLO, Louisville, Ky.

ANDERSON, CHIC  
Scoreboard  
WEHT-TV, Evansville, Ind.

ANDERSON, JOHN K.  
KAAY, Little Rock, Ark.

ARMENDARIZ, JOSE  
KTFN, Phoenix, Ariz.

ARNOW, ED  
NBC Radio

ARTHUR, HARRY  
Sports Whirl  
KNOE-TV, Montpel, La.

ATKINS, TED  
Scoreboard  
KIMN, Denver, Colo.

AVRAM, GENE  
Sports Headlines  
WXYZ, Detroit, Mich.

AULWARD, BILL  
15 Sports  
WANE-TV, Fort Wayne, Ind.

BADGER, LARRY  
KATV, Portland, Ore.

BAGLI, GUY  
WFLA-TV, Tampa, Fla.

BAILEY, CHARLEY  
WEBR, Buffalo, N. Y.

BAKER, BOB  
KXLY-TV, Spokane, Wash.

BALCH, FRANK  
WJOY, Burlington, Vt.

BALTER, SAM  
KGBS, Los Angeles, Calif.

BARNES, CHRIS  
WJAR, Providence, R. I.

BARRY, JOSH  
WNOR, Norfolk, Va.

BATES, MARVIN R.  
WGHP, Evansville, Ind.

BECK, BILL  
KGHF, Pueblo, Colo.

BELANGER, TOM  
WNDU-TV, South Bend, Ind.

BENNETT, CHUCK  
KFL, Los Angeles, Calif.

BENNETT, LOU  
Florida Sports Time  
WRS, Orlando, Fla.

BERGLIEN, JAKE  
RWYZ, Everett, Wash.

BERTINE, BERT  
WKID, Urbana, Ill.

### — B —

BACHRAD, MARY  
Sports Extra  
WNAR, Norristown, Pa.

*Chris  
Schenkel*

Sports Announcer



## RADIO AND TV SPORTS COMMENTATORS

- BEST, ROBERT**  
WABW, Annapolis, Md.
- BEUHLER, DON**  
KBOX, Dallas, Tex.
- BIRLEFFI, LARRY**  
KFBC, Cheyenne, Wyo.
- BLACK, FRANK**  
WPDQ, Jacksonville, Fla.
- BLACK, JAY**  
WSUN, St. Petersburg, Fla.
- BLACKWOOD, TOM**  
Sports Today  
KFLY, Corvallis, Ore.
- BODA, LOU**  
WNBC, New York, N. Y.
- BOLLINGER, JIM**  
WECL, Eau Claire, Wisc.
- BOLYARD, BOB**  
WVVE, Fairmont, W. Va.
- BOND, LYLE**  
KFMB, San Diego, Calif.
- BONKO, LARRY**  
Prep Round-up  
WTAR, Norfolk, Va.
- BOSE, ERIC**  
WCKY, Cincinnati, Ohio
- BOUDREAU, LOU**  
Tribune Sports Desk  
WGN, Chicago, Ill.
- BOWER, BOB**  
Play-by-Play  
WTIP, Charleston, W. Va.
- BOYD, MIKE**  
Sports Scoreboard  
WMTW-TV, Portland, Me.
- BOYER, DEAN**  
WSB-TV, Atlanta, Ga.
- BRADLEY, ART**  
Football Scoreboard  
WECT-TV, Wilmington, N. C.
- BRADLEY, DONALD**  
WJRT-TV, Flint, Mich.
- BRADWAY, HARRY**  
WASK, Lafayette, Ind.
- BRAGAN, BOBBY**  
ABC Radio
- BRANSOME, BILL**  
WRCV, Philadelphia, Pa.
- BRICKHOUSE, JACK**  
WGN, Chicago, Ill.
- BROCKMAN, CHARLIE**  
Big 3 Sports  
WLWI-TV, Indianapolis, Ind.
- BROOKSHER, TOM**  
WCAU, Philadelphia, Pa.
- BROWN, BOB**  
Play-by-Play Sports  
KVEG, San Luis Obispo, Calif.
- BROWN, KEN**  
WIRL, Peoria, Ill.
- BRUNDIGE, BILL**  
KHJ Radio & TV,  
Los Angeles, Calif.
- BRYAN, BILL**  
KTOK, Oklahoma City, Okla.
- BRYAN, CHARLIE**  
WWL, New Orleans, La.
- BUCK, JACK**  
AFL Football  
ABC-TV
- BUETEL, FRANK**  
WTCN, Minneapolis, Minn.
- BUNN, NEAL B.**  
WORM, Savannah, Tenn.
- BURNETT, KELLY**  
Dial-a-Score  
KXIV, Phoenix, Ariz.
- BURT, JIM**  
KELO-TV, Sioux Falls, S. D.
- BUSHMAN, ED**  
WINX, Rockville, Md.
- BUTLER, GERALD**  
Sportscope  
WBEE, Chicago, Ill.
- BUTLER, LEE**  
KTRE-TV, Lufkin, Tex.
- BUTTERS, JIM**  
KICU-TV, Visalia, Calif.
- BUTTON, BILL**  
WMNS, Olean, N. Y.
- BUTTRAM, BILL**  
WFLS, Fredericksburg, Va.
- BYHAM, BILL**  
WMP-T, S. Williamsport, Pa.

— C —

- CAHILL, AL**  
WAST-TV, Albany, N. Y.
- CAMERON, HOWARD**  
WHWB, Rutland, Vt.
- CAMPBELL, BILL**  
WCAU, Radio & TV,  
Philadelphia, Pa.
- CANE, LEN**  
WPTZ-TV, Plattsburgh, N. Y.
- CANTFORT, VAN**  
WAVY-TV, Norfolk, Va.
- CANTOR, MORT**  
WIRL, Peoria, Ill.
- CARDILLE, BILL**  
WIBC-TV, Pittsburgh, Pa.
- CAREY, PAUL**  
Sports Final  
WJR, Detroit, Mich.
- CARKER, KEN**  
KWTV-TV, Oklahoma City,  
Okla.
- CARNEGIE, TOM**  
WPBM-TV, Indianapolis, Ind.
- CARR, JERRY**  
Sports Round-up  
WHLI, Hempstead, N. Y.



**Mel Allen**

# RADIO AND TV SPORTS COMMENTATORS

**CARR, STAN**  
WKLO, Louisville, Ky.

**CASEY, AL**  
KGEK, Sterling, Colo.

**CASPER, ART**  
KNUZ, Houston, Tex.

**CERAVOLO, TOM**  
The Sportsman  
WUSL, Lockport, N. Y.

**CHASE, BOB**  
WOWO, Ft. Wayne, Ind.

**CHILDERS, RAY**  
NCC Football  
WSRC, Durham, N. C.

**CHRISTMAN, PAUL**  
AFL Football  
ABC-TV

**CLARK, CHRIS**  
WPRO, Providence, R. I.

**CLEMENTS, CARTER**  
WLAV, Grand Rapids, Mich.

**COGGESHELL, JOE**  
KGGM, Albuquerque, N. Mex.

**COLEMAN, JERRY**  
Coleman on Sports  
CBS Radio

**COLEMAN, KEN**  
WDOK, Cleveland, Ohio

**COLLIER, ART**  
Scoreboard  
WLWI-TV Indianapolis, Ind.

**COLLINS, DAVE**  
WRFD, Worthington, Ohio

**COMBS, WAYNE**  
WGH, Newport News, Va.

**COON, FLOYD**  
KASH, Eugene, Ore.

**CORDELL, CARLTON**  
KGO-TV, San Francisco, Calif.

**COSELL, HOWARD**  
WABC, ABC Radio & TV,  
New York, N. Y.

**COTNEY, ROBERT**  
WQIK, Jacksonville, Fla.

**COUPPEE, AL**  
Sports Today  
KOGO, San Diego, Calif.

**COWAN, COLEY**  
WTAX, Springfield, Ill.

**CRABTREE, DENNIS**  
Sports Review  
WIBA, Madison, Wis.

**CROCKETT, HUDLEY**  
WSIX-TV, Nashville, Tenn.

**CRUM, JIMMY**  
Sports Desk  
WLWC-TV, Columbus, Ohio

**CULLINANE, JOE**  
WROC Radio & TV  
Rochester, N. Y.

**CUMMINS, TAIT**  
WMT-TV, Cedar Rapids, Iowa

**CUNEO, GENE**  
WLEU, Erie, Pa.

**CURTIS, TONY**  
WRTA, Altoona, Pa.

## — D —

**DAHL, DON**  
WCCO-TV, St. Paul-  
Minneapolis, Minn.

**DANE, JEFF**  
Sports Round-up  
WTAR-TV, Norfolk, Va.

**D'ANGELO, ARNIE**  
WHEN-TV, Syracuse, N. Y.

**DAUGHERTY, PAUL**  
WAIL Radio & TV,  
Atlanta, Ga.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAWSON, JIM**  
KWKH, Shreveport, La.

**DeFAY, DICK**  
Sports Today  
WKJG-TV, Fort Wayne, Ind.

**DeMONTE, BRENT**  
KERE, Fresno, Calif.

**DESILET, LEE**  
KOMO, Seattle, Wash.

**DILLON, LEN**  
NBC Radio

**DITBERT, ED**  
KAVC, Beaumont, Tex.

**DIVAN, DAVE**  
WITY, Danville, Ill.

**DOGGETT, JERRY**  
NBC Radio

**DONLEY, RED**  
WHIC-TV, Pittsburgh, Pa.

**DOOLEY, JIM**  
4-Star Sports  
WTVJ-TV, Miami, Fla.

**DOYLE, VINCE**  
WSJV-TV, South Bend, Ind.

**DREES, JACK**  
ABC Radio

**DREW, PAUL**  
WAKE, Atlanta, Ga.

**DUBOSE, PAUL**  
WALA, Mobile, Ala.

**DUDLEY, JIM**  
NBC Radio

**DUNBAR, WALT**  
WPGA-TV, Jacksonville, Fla.

**DUNNAWAY, AL**  
WLCY, St. Petersburg, Fla.

**DUNPHY, DON**  
Sat. Night Fights  
ABC-TV

**DUROCHER, LEO**  
MBS, Los Angeles, Calif.

**DYER, BRAYEN**  
NBC Radio

## LES KEITER

SPORTS DIRECTOR

WFIL-TV

Philadelphia

Penna.





# RADIO AND TV SPORTS COMMENTATORS

— E —

**EARLE, DON**  
Play-by-Play  
WOKW, Brockton, Mass.

**EATON, JACK**  
WMC Radio: WMCT-TV,  
Memphis, Tenn.

**EDWARDS, RICK**  
WROK, Rockford, Ill.

**ELLIOTT, DON**  
WMAY, Springfield, Ill.

**ELSON, BOB**  
NBC Radio

**ELSTON, GENE**  
KODA, Houston, Tex.

**EMBRY, JIM**  
1330 Sports Review  
WJPS, Evansville, Ind.

**ENDSLEY, PAT**  
KWRD, Henderson, Tex.

**ENNIS, CHUCK**  
KVOY, Yuma, Ariz.

**ERP, JOHNNY**  
WMAQ, Chicago, Ill.

**ESPENET, CHARLES**  
Sports Parade  
WMRC, Milford, Mass.

**ETHERTON, BILL**  
WNDU Radio; Sports  
Headlines,  
WNDU-TV, South Bend, Ind.

**EVANS, ED**  
KGY, Olympia, Wash.

**EVASHEVSKI, FOREST**  
ABC Radio

**EVERSOLE, JACK**  
WKCT, Bowling Green, Ky.

— F —

**FANELLI, JOE**  
WALK, Patchogue, N. Y.

**FANTASIA, NICK**  
WTCS, Farmout, W. Va.

**FENNELL, DAVE**  
This Is Golf  
WLOF-TV, Orlando, Fla.

**FENNESSEY, JOE**  
Spotlite on Sports  
WHMP, Northampton, Mass.

**FENSTERMACHER, R. L.**  
Sports Report  
WUNS, Lewisburg, Pa.

**FERGUSON, JOHN**  
NBC Radio

**FERGUSON, JOHN**  
WBRZ-TV, Baton Rouge, La.

**FILESI, FRANK**  
WFAA-TV, Dallas Tex.

**FINCANNON, BOB**  
WTAF-TV, Marion, Ind.

**FISCHER, DON**  
Bulletin  
WRGP-TV, Chattanooga, Tenn.

**FITZGERALD, JOHN**  
WJW-TV, Cleveland, Ohio

**FLEISCHMAN, SOL**  
Pulse Sports  
WTVT-TV, Tampa, Fla.

**FLEMMING, BILL**  
Wide World of Sports  
ABC-TV; WJBK-TV,  
Detroit, Mich.

**FLORES, RAFAEL PONT**  
Deportivas  
WKAQ, San Juan, Puerto Rico

**FLYNN, JOHN**  
Sports Whirl  
WICY, Malone, N. Y.

**FORBES, BOB**  
Sports Huddle  
WTHI-TV, Terre Haute, Ind.

**FORNEY, JIM**  
WLAN, Lancaster, Pa.

**FOSTER, BUD**  
KGO-TV; 76 Sports Special  
KNER, San Francisco, Calif.

**FOSTER, JOHNNY**  
Circle of Sports  
WILK, Wilkes-Barre, Pa.

**FOUTS, BOB**  
KCBS, San Francisco, Calif.

**FOX, JAMES**  
WQTE, Detroit, Mich.

**FREEMAN, HARRY**  
KFSA-TV, Fort Smith, Ark.

**FRIZZELL, HUGH**  
Memphis State Football  
WHBQ, Memphis, Tenn.

**FULMER, DALE**  
WHLM, Bloomsburg, Pa.

— G —

**GAGE, FRED**  
Sports Parade  
WIBA, Madison, Wisc.

**GAGE, FRED**  
WLAM, Lewiston, Me.

**GALLO, JACK**  
WRIT, Milwaukee, Wisc.

**GALVIN, DAN**  
SportsMike  
KSRO, Santa Rosa, Calif.



**Kyle Rote**

**WNEW**



**DICK KIRCHNER**

Producer  
Sports Programs  
ABC-TV

# RADIO AND TV SPORTS COMMENTATORS

**GARAGIOLA, JOE**  
NBC Radio; Baseball, NBC-TV

**GARDNER, DON**  
WKBN Radio & TV  
Youngstown, Ohio

**GARDNER, WILLIAM F.**  
WXEX-TV, Petersburg, Va.

**GARFIN, STAN**  
Sports Picture  
WTAR, Norfolk, Va.

**GARWOOD, PAUL**  
Sports Line  
KFRB, Fairbanks, Alaska

**GATES, HILLIARD**  
WKJG Gateway to Sports  
WKJG-TV, Fort Wayne, Ind.

**GENTILE, JOE**  
CKLW, Detroit, Mich.

**GEORGE, LEE**  
KODE, Joplin, Mo.

**GIBBONS, JIM**  
ABC Radio; News,  
Washington  
WRC-TV, Washington, D. C.

**GILLUM, PERRY**  
Sports of All Sorts  
WJMJ, Lewisburg, Tenn.

**GILMORE, BOB**  
World of Sports  
WRNL, Richmond, Va.

**GIROUX, LEE**  
NBC Radio

**GLAUDI, HAP**  
WWL-TV, New Orleans, La.

**GLEESON, ART**  
NBC Radio

**GLENN, RALPH**  
WOND, Pleasantville, N. J.

**GLICKMAN, MARTY**  
NBC Radio; Baseball Warm-up  
WCBS, New York, N. Y.

**GOODE, GEORGE**  
KXL, Portland, Ore.

**GORHAM, BUD**  
KCMT-TV, Alexandria, Minn.

**GOWDY, CURT**  
NBC Radio; AFL Football  
ABC-TV

**GRAHAM, WALTER**  
WRBL-TV, Columbus, Ga.

**GRANDE, CARL H.**  
WNHC, New Haven, Conn.

**GRIFFIN, JERRY**  
WDAU-TV, Scranton, Pa.

**GRISWOLD, ROGER**  
WBMD, Baltimore, Md.

**GRIZZARD, HERMAN**  
Sports Round-up  
WLAG, Nashville, Tenn.

**GULDAGER, MIKE**  
KERG, Eugene, Ore.

## — H —

**HALE, GEORGE**  
WABI-TV; Sports Today,  
WABI, Bangor, Me.

**HANLIN, DON**  
KMED, Medford, Ore.

**HARBISON, S. T.**  
WTAX, Springfield, Ill.

**HARMON, MERLE**  
NBC Radio; WDAF-TV,  
Kansas City, Mo.

**HARMON, TOM**  
ABC Radio

**HARRINGTON, GENE**  
KNTV-TV, San Jose, Calif.

**HARRIS, LLOYD**  
WMAZ-TV, Macon, Ga.

**HARTNETT, BILL**  
Sports Nightcap  
WPTV, Palm Beach, Fla.

**HATT, JIM**  
Sports Final  
KSYX, Santa Rosa, N. Mex.

**HAVES, HENRY**  
House of Sports  
WXOK, Baton Rouge, La.

**HEALY, CHUCK**  
Sports Highlights  
WHEN-TV, Buffalo, N. Y.

**HEALY, JIM**  
KLAC, Los Angeles, Calif.

**HEARN, CHICK**  
NBC Radio & TV; KNBC-TV,  
Los Angeles, Calif.

**HENDRICKSON, TIMOTHY F.**  
WOVE, Welch, W. Va.

**HENG, BOB**  
KAHL, Auburn, Calif.

**HENRY, JOHN**  
Sports Overnight, KOA  
Ben Martin Show, KOA-TV,  
Denver, Colo.

**HENSCHELL, PHIL**  
WAUG, Augusta, Ga.

**HESSE, BILL**  
Sports Digest  
WCSS, Amsterdam, N. Y.

**HEWETT, JACK**  
WTKO, Hibernia, N. Y.

**HILL, BOB**  
WANE, Fort Wayne, Ind.

**HILL, DON**  
KTAC, Tacoma, Wash.

**HILL, EDDIE**  
WRR, Dallas, Tex.

**HILSON, NORM**  
WNAX, Yankton, S. D.

**HIRSCH, SONNY**  
WCKR, Miami, Fla.

**HODGES, RUSS**  
Sports Comprehensive  
KSFQ, San Francisco, Calif.

**HOGAN, JOHN L.**  
WZZM-TV, Grand Rapids,  
Mich.

**HOGUE, CHUCK**  
Columbine Sports  
KBXO, Grand Junction, Colo.

**HOLLANDER, ZANDER**  
ABC Radio

**HOLSTEAD, JOE**  
KPAC-TV, Port Arthur, Tex.

**HOONAN, ROBERT**  
KBKW, Aberdeen, Wash.

**HOOPER, DON**  
Sports Review  
KWBB, Wichita, Kans.

**HORNER, JACK**  
WTCN Radio & TV,  
Minneapolis, Minn.

**HOSTERMAN, DOUGLAS**  
WDOE, Dunkirk, N. Y.

**HOWARD, BILL**  
SportsLens  
WFRV-TV, Green Bay, Wis.

**HOYT, WAITE**  
NBC Radio

**HUBBELL, RALPH**  
WBEN, Buffalo, N. Y.

**HUFF, SAM**  
ABC Radio

**HUGHES, DON**  
Scoreboard  
KRBE-TV, Abilene, Tex.

**HUNNICUTT, MIKE**  
Sports-scope  
WRDW, Augusta, Ga.

**HUNTER, DAVE**  
Sports Round-up  
WJTN, Jamestown, N. Y.

**HUNTINGTON, CLAY**  
KMO, Tacoma, Wash.

**HUSTED, EDWARD**  
WMNS, Olean, N. Y.

**HUTTO, EARL**  
Auburn Football  
WSPA-TV, Montgomery, Ala.

## — I —

**IRWIN, BOB**  
Sports Desk  
WBCI, Bay City, Mich.

**IWEN, BUD**  
KBLI, Helena, Mont.

## — J —

**JACKSON, BILL**  
Sports Review  
WPTF, Raleigh, N. C.

**JACKSON, KEITH**  
KOMO Radio & TV, Seattle,  
Wash.

**JACKSON, RON**  
WSAZ Radio; Sports  
Round-up,  
WSAZ-TV, Huntington, W. Va.

**JACKSON, WAYNE**  
Let's Look at Sports  
WECT-TV, Wilmington, N. C.

**JAMES, CHUCK**  
WDAJ, Philadelphia, Pa.

**JAMES, PAUL**  
Sports Sounds  
KCPX, Salt Lake City, Utah

**JAY, LARRY**  
WXTV, Providence, R. I.

**JOHNSON, DICK**  
WISN, Milwaukee, Wis.

**JOHNSON, HUGH**  
Sportsline  
KVG, Stockton, Calif.

**JONES, BILL**  
WNAK, Wilkes-Barre, Pa.

**JONES, BUCK**  
WHP Radio & TV,  
Harrisburg, Pa.

**JONES, JIMMY**  
KPTV-TV, Portland, Ore.

## — K —

**KADAR, KEN**  
WKWK, Wheeling, W. Va.

**KALLER, J. D.**  
KARA, Albuquerque, N. Mex.

**KALAS, HARRY**  
First in Sports, KTRG Radio  
& TV, Honolulu, Hawaii

**KALLAY, ED**  
WAVE Radio, 3-Star Final  
Sports,  
WAVE-TV, Louisville, Ky.

**KAUFMAN, ED**  
WGAB, Cleveland, Ohio



# RADIO AND TV SPORTS COMMENTATORS

## KEETER, LES

Sports Director for WFIL-TV,  
Philadelphia, Pa.

## KELLEY, GENE

WKRC-TV, Cincinnati, Ohio

## KELLEY, LUTHER

5:15 Sports  
KBST, Big Spring, Tex.

## KELLOGG, ROD

The Phoenix Golf Open  
KXIV, Phoenix, Ariz.

## KELLY, JIM

Sports Desk  
WWYN, Erie, Pa.

## KELLY, JOHN B.

WPEN, Philadelphia, Pa.

## KENNELLY, JOHN

WNBF, Binghamton, N. Y.

## KEW, KEN

KGLO, Mason City, Iowa

## KILCREASE, CLARENCE

WVOL, Nashville, Tenn.

## KING, BILL

Sportscope  
KFRC, San Francisco, Calif.

## KING, BRUCE

News Nine Final  
KEZI-TV, Eugene, Ore.

## KING, DON

WOHO, Toledo, Ohio

## KING, DUB

Sports Parade  
KCEN-TV, Temple-Waco, Tex.

## KING, JIM

KETV-TV, Omaha, Neb.

## KING, LARRY

Surfside Six  
WAME, Miami, Fla.

## KINNAIRD, BUCK

Dateline Sports  
WPTV, Palm Beach, Fla.

## KIRBY, TOM

WBRK, Pittsfield, Mass.

## KIRCHNER, JOHN DICK

B. October 23, 1924. ABC's  
Wide World of Sports, ABC;  
Sports Down Under, CBS;  
National Open Finals; Baseball  
Game of the Week; Frank Gif-  
ford Show, WCBS-TV

## KLEIN, DON

Sports Notebook  
KCBS, San Francisco, Calif.

## KNUPP, BILL

WICU-TV, Erie, Pa.

## KRAUSE, ED

ABC Radio

## KRIEGER, BILL

Purple Parade  
WFBC-TV, Greenville, S. C.

## — L —

## LANE, EDDIE

Sound of Sports  
WPAR, Parkersburg, W. Va.

## LANE, RAY

WJBK-TV, Detroit, Mich.

## LANHAM, TOM

WJOB, Hammond, Ind.

## LATHROP, JIM

Kaiser Sports Central  
KHVH-TV, Honolulu, Hawaii

## LAWS, BILL

KJOY, Stockton, Calif.

## LEAMING, JIM

WRVC-TV; NFL Highlights  
& Other Football Games,  
NBC-TV

## LEAVITT, BUD

WABI-TV, Bangor, Me.

## LEE, MIKE

A Glance at Sports  
WPII, Pittsburgh, Pa.

## LEEMING, JIM

NBC Radio

## LEO, FRED

Sports Review  
KDEN, Denver, Colo.

## LEONARD, LEE

WAVY-TV, Norfolk, Va.

## LePAGE, JEAN C. L.

WMSA, Massena, N. Y.

## LEVINE, DAVE

IXMB-TV, Bismarck, N. D.

## LEWIS, GLENN C.

Sports Desk  
WLSL, Roanoke, Va.

## LIBBY, JOHN C.

Twin City Sports  
WCOU, Lewiston, Me.

## LIEGEOIS, BILL

WMAM, Marinette, Wis.

## LINKS, HAL

KTW, Seattle, Wash.

## LOMAX, STAN

WOR, New York, N. Y.

## LORE, FRANCIS

WDOV, Dover, Del.

## LOVE, DAN

Sports Scene, KTBC, Radio  
& TV, Austin, Tex.

## LOWBRY, JIM

WSEN, Baldwinsville, N. Y.

## LUNDY, RICHARD D.

WBLL, Leeburg, Fla.

## LYLE, GEORGE

Sports Desk  
WHAT, Philadelphia, Pa.

## LYLES, OBY B.

Tops in Sports  
WHSC, Hartsville, S. C.

## LYON, OWEN

Sports Scoreboard  
KDUH-TV, Hay Springs, Neb.

## — Mc —

## McCARTHY, TOM

WGBB, Freeport, N. Y.

## McCORD, BILL

NBC Radio

## McINTYRE, BILL

Sports Final  
KWKH, Shreveport, La.

## McINTYRE, JIM

Sportscope  
WFBM-TV, Indianapolis, Ind.

## McKAY, JIM

Wide World of Sports  
ABC-TV

## McLEAN, DON

Let's Talk Sports  
WHDL, Olean, N. Y.

## — M —

## MacDONALD, JOHN

WHBC, Rochester, N. Y.

## MacNEIL, BOB

WSVA-TV, Harrisonburg, Va.

## MacWILLIAMS, DON

WCSE-TV, Portland, Me.

## MAHER, WALTER

Sports of All Sorts  
WCPO-TV, Cincinnati, Ohio

## MALDONADO, JUAN

Hit Chesterfield  
WKAQ-TV, San Juan, Puerto  
Rico

## MANN, SEL

WJAX, Jacksonville, Fla.

## MARCIANO, ROCKY

ABC Radio

## MARKELL, HERB

Sportscaster  
KDIA, Oakland, Calif.

## MARSTON, BERT

Today in Sports  
WFAS, White Plains, N. Y.

## MARTIN, DICK

KMAC, San Antonio, Tex.

## MARTIN, JENNINGS

7:00 Sports  
WTRF-TV, Wheeling, W. Va.

## MASSIE, BOB

WSBA-TV, York, Pa.

## MATEO, MATT

Sports Panorama  
WELM, Elmira, N. Y.

## MAYLATH, KEN

WENY, Elmira, N. Y.

## MENDLER, RON

WSMN, Nashua, N. H.

## MESSER, FRANK

WBVA, Richmond, Va.

## METIVIER, DONALD

WSET, Glens Falls, N. Y.

## MILES, TOM

WDOV, Dover, Del.

## MILLER, BRUCE

Tulane Football  
WDSU, New Orleans, La.

## MILLER, VAN

WBEN, Buffalo, N. Y.

## MOLEN, SAM

KBEA, Kansas City, Mo.

## MONTE, FRANK

Evening Report  
WTVP-TV, Decatur, Ill.

## MOORE, BOB

WIL, St. Louis, Mo.

## MOORE, CHUCK

KPRS, Kansas City, Mo.

## MOORE, JIMMY

WPEH, Louisville, Ga.

## MORAN, JACK

WCPO-TV, Cincinnati, Ohio

## MORGAN, HANK

WGUN, Atlanta, Ga.

## MORRIS, LEO R.

KVWO, Cheyenne, Wyo.

## MORSE, JIM

WOOD-TV, Grand Rapids,  
Mich.

## MORTON, LEN

KVOO, Tulsa, Okla.

## MOSHER, CLURE

WCKT-TV, Miami, Fla.

## MOST, JOHNNY

Sports Round-up, WILD,  
Boston, Mass

## MULBERN, PAT

WGUS, Augusta, Ga.

## MULLARKEY, TOM

WBAP-TV, Fort Worth, Tex.

## MURDOCK, CHARLIE

Sports Desk  
WQAM, Miami, Fla.

## MURPHY, CULLEN

Sports Round-up  
KTVB-TV, Boise, Idaho

## MUSSER, ANDY

Carling's Sports, WHP Radio  
& TV, Harrisburg, Pa.

## MYERS, LARRY

Sports Corner  
KTUC, Tucson, Ariz.

# RADIO AND TV SPORTS COMMENTATORS

## — N —

**NAHAN, STU**  
KCRA, Sacramento, Calif.

**NAHLEY, DON**  
WRBL-TV, Columbus, Ga.

**NAJAMY, ABE**  
WLAD, Danbury, Conn.

**NAVARRO, AUGIE**  
Bees Baseball Games  
KALJ, Salt Lake City, Utah

**NELSON, DEV**  
WIBW-TV, Topeka, Kans.

**NELSON, GEORGE**  
Play-by-Play  
KYOK, Houston, Tex.

**NELSON, LINDSEY**  
NBC Radio & TV

**NOBLE, ARMOND**  
Sports Desk  
KOOK-TV, Billings, Mont.

**NOLEN, GEORGE**  
KTVT-TV, Fort Worth, Tex.

**NORMAN, ROBERT**  
WEOK, Poughkeepsie, N. Y.

## — O —

**O'DELL, VIRGIL**  
Sports Final  
WNEM-TV, Saginaw, Mich.

**O'DONNELL, BILL**  
NBC Radio; WSYR,  
Syracuse, N. Y.

**ORLIN, STAN**  
WWBZ, Vineland, N. J.

**OWEN, BILL**  
ABC Radio

## — P —

**PALMER, BUD**  
NBC Radio; Golf, Basketball  
& Tennis, NBC-TV

**PARKE, JOHN**  
Sports Round-up  
WESX, Salem, Mass.

**PARKER, TONY**  
This Week in Sports  
KMSP-TV, Minneapolis, Minn.

**PARKS, DEL**  
WEEZ, Chester, Pa.

**PASEK, CHUCK**  
Speaking of Sports  
KEYC-TV, Mankato, Minn.

**PATRICK, VAN**  
MBS Radio; WKMH,  
Dearborn, Mich.

**PATTERSON, BILL**  
WTVN, Columbus, Ohio

**PATTON, VAN**  
Realm of Sports  
WJPG, Green Bay, Wis.

**PAUL, JIM**  
Sports Final  
WNOK-TV, Columbia, S. C.

**PAYNE, JACK**  
WOW, Radio & TV, Omaha,  
Neb.

**PETERSON, JOHN**  
Sports Picture  
WIMA-TV, Lima, Ohio

**PETTY, JOE**  
Speaking of Sports  
WTAG, Worcester, Mass.

**PIRRETT, PETE**  
KYRE, Seta Rosa, Calif.

**PLAZA, DON**  
KARR, Great Falls, Mont.

**PRINCE, BOB**  
3-Star News  
KDKA-TV, Pittsburgh, Pa.

## — Q —

**QUINLAN, JACK**  
NBC Radio; Tribune Sports  
Desk, WGN, Chicago, Ill.

## — R —

**RABER, ALAN D.**  
WKAP, Allentown, Pa.

**RACHLIN, PAUL**  
Sports Capsule  
WEBE, Albany, N. Y.

**RADA, JOSEPH M.**  
WJBO, Auburn, N. Y.

**RAFTIS, JAMES**  
WERO, Owego, N. Y.

**RASKIN, DICK**  
Weekly Sports  
WGNV, Newburgh, N. Y.

**RATTERMAN, GEORGE**  
NFL Football  
ABC-TV

**RAYBURN, JOHN**  
Sports Call  
KOA, Denver, Colo.

**READ, SANDY**  
Sports Round-up  
KTYM, Inglewood, Calif.

**REID, BILL**  
KBTR, Denver, Colo.

**REGUERA, MANOLO DE LA**  
WITA, San Juan, Puerto Rico

**REIDY, PAUL**  
Sports Fare  
WBRQ, Augusta, Ga.

**REYNOLDS, PAUL**  
Sports Report  
WTVT-TV, Tampa, Fla.

**REYNOLDS, ROBERT**  
WJR, Detroit, Mich.

**RHODES, BOB**  
Sports Final  
WBKB-TV, Chicago, Ill.

**RHODES, DUSTY**  
WAMM, Flint, Mich.

**RIFENBERG, DICK**  
Sports Highlights  
WBEN-TV, Buffalo, N. Y.

**RIMMER, JACK**  
Sports Sound  
WGBG, Greensboro, N. C.

**RIZZUTO, PHIL**  
Sports Time  
CBS Radio

**ROBBINS, PHIL**  
KLEO, Wichita, Kans.

**ROBERTS, BRUCE**  
CBS Sports Special  
WBEM-TV, Chicago, Ill.

**ROBERTS, DON**  
WFAU, Augusta, Me.

**ROBERTS, GEORGE**  
Sports Round-up  
WSYR, Syracuse, N. Y.

**ROBERTS, JERRY**  
World of Sports  
WJRZ, Newark, N. J.

**ROBERTS, LEN**  
Window on Sports  
WNBH, New Bedford, Mass.

**ROGERS, DAVE**  
WBTW-TV, Florence, S. C.

**ROHN, BILL**  
Sidelines  
KKLO-TV, Sioux Falls, S. D.

**ROSSE, COLIN**  
WCHV, Charlottesville, Va.

## ROTE, KYLE

WNEW, New York

**ROULSTONE, TOM**  
Color  
WOKW, Brockton, Mass.

**ROURK, JIM**  
Sports Highlights  
WQSN, Charleston, S. C.

**ROWAN, RIP**  
WTRV, Troy, N. Y.

**ROZELLE, GENE**  
KREX-TV, Grand Junction,  
Colo.

**RUSSELL, LANCE**  
Memphis State Football  
WHBQ, Memphis, Tenn.

**RUST, ART**  
Sports Round-up  
WWRJ, New York, N. Y.

## — S —

**SABIA, JOE**  
WORI, Boston, Mass.

**SALISBURY, JOHNNY**  
KLOS, Albuquerque, N. Mex.

**SAMP, PHIL**  
WLWC-TV, Columbus, Ohio

**SAUNDERS, ERNIE**  
Sports Report, WCHS-TV;  
Sport Page of the Air,  
WCHS, Charleston, W. Va.

**SAVAGE, BOB**  
WMAZ-TV, Macon, Ga.

**SAYAGE, GUY**  
KTRK-TV, Houston, Tex.

**SCANLAN, JIM**  
Sunday Sports  
WOW-TV, Omaha, Neb.

## SCHENKEL, CHRIS

SCHMEER, BILL  
WAZL, Hazletton, Pa.

**SCHULZE, BOB**  
WLUK-TV, Green Bay, Wis.

**SCHUSS, AL**  
Padre Baseball  
KOGO, San Diego, Calif.

**SCOTT, HAL**  
WCCO-TV, St. Paul-  
Minneapolis, Minn.

**SCULLY, VIN**  
KFI, Los Angeles, Calif.

**SHAW, TERRY**  
WMTG, Bowling Green, Ohio

**SHELLEY, BILL**  
WLEU Radio; Sports World  
Tonight,  
WSEE-TV, Erie, Pa.

**SHERIDAN, JEE**  
Carling's Sports Show  
WRDW-TV, Augusta, Ga.

**SHILOVICK, DICK**  
Sports Den  
KOTA-TV, Rapid City, S. D.

**SHINDLER, DICK**  
WWBZ, Vineland, N. J.

**SHRIVER, HARRY**  
WFBR, Baltimore, Md.

# RADIO AND TV SPORTS COMMENTATORS

## SILVA, FRANK

Sports Newscast  
WPTS, Pittston, Pa.

## SILVERMAN, ED

ABC Radio

## SIMMERMAKER, SAM

WCSI, Columbus, Ind.

## SIMMONS, LON

Sports Round-up  
KSFO, San Francisco, Calif.

## SIMPSON, GEORGE

Sports Stand, WSAV Radio &  
TV, Savannah, Ga.

## SIMPSON, JIM

NBC Radio: News 4, Wash.,  
WRC-TV, Washington, D. C.

## SIMPSON, JIMMY

Sports Page of the Air  
WRAL, Raleigh, N. C.

## SIMPSON, JOE

KENS, San Antonio, Tex.

## SINGER, BILL

Delaware Valley Sports  
Review  
WTTM, Trenton, N. J.

## SKELTON, SKIP

KNOE-TV, Monroe, La.

## SMITH, CARL C.

KAKC, Tulsa, Okla.

## SMITH, DEL

WFBG, Altoona, Pa.

## SNYDER, BILL

Sports Time, WSOB Radio &  
TV, Charlotte, N. C.

## SNYDER, FRANK

Sports Final  
WOL-TV, Ames, Iowa

## SOMMERKAMP, PAUL

WCKY, Cincinnati, Ohio

## SPAINHOWER, DON

KSL-TV, Salt Lake City,  
Utah

## SPANGLER, BOB

KORE, Eugene, Ore.

## SPENCER, MILT

WFLA Radio & TV,  
Tampa, Fla.

## STANWOOD, THOMAS

WIBF-TV, Jenkintown, Pa.

## STARR, BOB

WMBD Radio & TV,  
Peoria, Ill.

## STEELE, BOB

Strictly Sports, WTIC;  
Close-up on Sports, WTIC-TV,  
Hartford, Conn.

## STEERE, BURT

Sports Caravan  
WBEC, Pittsfield, Mass.

## STEPHENSON, SKIP

KRDO, Colorado Springs, Colo.

## STERN, BILL

MBS, New York, N. Y.

## STEWART, LARRY

WDWS, Champaign, Ill.

## STOEGLER, ERNIE

Spotlight on Sports  
WAEB, Allentown, Pa.

## STODDARD, BOB

KBET, Reno, Nev.

## STRITE, DICK

KERG, Eugene, Ore.

## SUMMERS, BILL

Scoreboard  
WLOU, Louisville, Ky.

## SUMMERS, LOUIS

WOIC, Columbia, S. C.

## — T —

## TABNER, DOUG

Sports Tab  
WTOL-TV, Toledo, Ohio

## TADNER, ORRIS

WTOL-TV, Toledo, Ohio

## TASNADY, JOHN

KUGN, Eugene, Ore

## TATE, VERNER

Let's Talk Sports  
WSPA, Spartanburg, S. C.

## TERRELL, BILL

Ebony Sports  
WLOK, Memphis, Tenn.

## THACKER, JIM

WSAZ-TV, Huntington, W. Va.

## THOMASSON, HOMER

Pigskin Parade  
WDVA, Danville, Va.

## THOMPSON, CHUCK

NBC Radio

## THRASHER, MARGE

WHER, Memphis, Tenn.

## TIGHE, AL

KSTP-TV, St. Paul, Minn.

## TILFORD, RUSS

Sports News Final  
KETV, San Diego, Calif.

## TOBE, MORRIS

Feature Race  
WCAM, Camden, N. J.

## TOOTHMAN, BOB

Spotlight on Sports  
WBOY-TV, Clarksburg, W. Va.

## TREUTING, BILL

WSMB, New Orleans, La.

## TUCK, GENE

KTHP, Houston, Tex.

## TYJER, DEAN

WAMS, Wilmington, Del.

## TYRREL, JIM

WTAO, Cambridge, Mass.

## — U —

## UPRIGHT, GENE

WIS-TV, Columbia, S. C.

## — V —

## VABER, ALAN

WOWW, Naugatuck, Conn.

## VACHE, ROBERT

KTAR-TV, Phoenix, Ariz.

## VALENTI, FRANK

Football Digest, KGMB Radio  
& TV, Honolulu, Hawaii

## VAN DE GEVEL, MELVIN

WGRD, Grand Rapids, Mich.

## VAN KUREN, JIM

CKLW, Detroit, Mich.

## VERBIN, GARY

KLIV, San Jose, Calif.

## VITTO, G. L.

Sports Highlights  
KSHO-TV, Las Vegas, Nev.

## VITTO, RON

Sports Final  
KSHO-TV, Las Vegas, Nev.

## — W —

## WAITE, DAVE

WDAM-TV, Hattiesburg-  
Laurel, Miss.

## WALDEN, MIKE

WTMJ Radio & TV,  
Milwaukee, Wis.

## WALKER, RAY S.

WWCH, Clarion, Pa.

## WALSH, BLAINE

NBC Radio; WTMJ Radio &  
TV, Milwaukee, Wis.

## WALSH, LLOYD

WRUN, Utica, N. Y.

## WAND, BILL

WBTV-TV, Charlotte, N. C.

## WATTRICK, DON

Sports Scoreboard  
WXYZ, Detroit, Mich.

## WAYNE, JIM

KLAK Sports

KLAK, Denver, Colo.

## WEAVER, RICK

KFH, Wichita, Kans.

## WELBY, JACK

WFBP, Baltimore, Md.

## WELLS, LEFTY

KVKM-TV, Monahans, Tex.

## WELSH, BILL

KTTV-TV, Los Angeles, Calif.

## WEST, JIM

MSA Football  
WJZ-TV, Baltimore, Md.

## WIBLE, DARL

WPHI-TV, Terre Haute, Ind.

## WIETecha, RAY

Sports Time  
CBS Radio

## WILCOX, PAUL

WEWS-TV, Cleveland, Ohio

## WILL, BOB

WWDC, Washington, D. C.

## WILLIAMS, HYMAN

WHOF, Canton, Ohio

## WILLIAMS, LEON

KICA-TV, Clovis, N. Mex.

## WILSON, BOB

WADC, Akron, Ohio

## WIRZ, BOB

KHAS-TV, Hastings, Neb.

## WOLFE, ROLAND

Sports Capsules  
WLAN, Nashville, Tenn.

## WOLFF, BOB

Baseball, Basketball &  
Football,  
NBC Radio & TV

## WOODRUM, TOMMY

Scholastic Sports  
WKAZ, Charleston, W. Va.

## WOODSIDE, SAM

WHCU, Ithaca, N. Y.

## WRIGHT, DONALD

WKIN, Kingsport, Tenn.

## WRIGHT, RON

Sports Shorts  
WPTX, Lexington Park, Md.

## WYLLIE, BOB

Sports Round-up, WAKR;  
Sports at a Glance,  
WAKR-TV, Akron, Ohio

## — Y —

## YORK, TOM

Sportsreel  
WBRC-TV, Birmingham, Ala.

## — Z —

## ZABEL, JIM

Sportsmen's Corner,  
WHO Radio & TV,  
Des Moines, Iowa

## ZACK, ED

Sports Line, WOC Radio;  
Sports Reel, WOC-TV,  
Davenport, Iowa

## ZELICH, MARK

WSAU-TV, Wausau, Wis.

## ZENNER, BOB

Nebraska Football  
KOLN-TV, Lincoln, Neb.

# Radio & Television Writers

## —Their Work During 1962—

### — A —

**APPLE, JOHNNY**  
Huntley-Brinkley Report  
NBC-TV

**ARNOLD, BUDDY**  
The Ed Sullivan Show  
CBS-TV

**AYLENWORTH, JOHN**  
Perry Como's Kraft Music  
Hall  
NBC-TV

### — B —

**BALLAD, RIC**  
Today  
NBC-TV

**BALZER, GEORGE**  
The Jack Benny Program  
CBS-TV

**BARASCH, NORMAN**  
The Garry Moore Show  
CBS-TV

**BAYLES, WILLIAM**  
Monitor  
NBC Radio

**BELL, WILLIAM**  
As the World Turns  
CBS-TV

**BENNETT, HARVEY**  
Tournament of Roses Parade  
CBS-TV

**BENSFIELD, DICK**  
Adventures of Ozzie &  
Harriet  
ABC-TV

**BERGLUND, AL**  
ABC Radio

**BLOOM, JACK**  
General Electric True  
CBS-TV

**BOGERT, VINCENT**  
The Garry Moore Show  
CBS-TV

### **BRESEE, FRANK**

**BRINKLEY, DAVID**  
David Brinkley's Journal  
NBC-TV

**BROOKS, MEL**  
As Caesar Sees It  
ABC-TV

**BRUNER, RICHARD**  
Monitor  
NBC Radio

**BULLOCK, HARVEY**  
The Andy Griffith Show  
CBS-TV

**BURCH, EDWARD**  
ABC Radio

**BURK, DAVID**  
Huntley-Brinkley Report  
NBC-TV

**BURTON, JAY**  
Perry Como's Kraft Music  
Hall  
NBC-TV

### — C —

**CAMBERS, ERNEST**  
As Caesar Sees It  
ABC-TV

**CAMERER, DAVID**  
Sports Time  
CBS Radio

**CARMAN, ROBERT**  
Arthur Godfrey Time  
CBS Radio

**CARROLL, BOB**  
The Lucy Show  
CBS-TV

**CARROLL, SIDNEY**  
DuPont Show of the Week  
NBC-TV

**CAVETT, DICK**  
Merv Griffin Show  
NBC-TV

**CHANTLER, PEGGY**  
Hazel  
NBC-TV

**CHASE, BORDEN**  
Roy Rogers-Dale Evans Show  
ABC-TV

**CLAMPETT, BOB**  
Beany & Cecil  
ABC-TV

**CLARKE, WILLIAM KENDALL**  
Tonight in Samarkand  
CBS-TV

**COLLEARY, BOB**  
Captain Kangaroo  
CBS-TV

**COTLER, GORDON**  
Sing Along with Mitch  
NBC-TV

**COTTLE, BOB**  
Ruff & Reddy  
NBC-TV

**COWLEY, WILLIAM**  
Hazel  
NBC-TV

**COX, DAVE**  
Tonight  
NBC-TV

**CRANE, HARRY**  
Andy Williams Show  
NBC-TV

**CRUTCHER, ROBERT RILEY**  
Hazel  
NBC-TV

**CURTIS, NAT**  
Pete & Gladys  
CBS-TV

### — D —

**DAYENPORT, BILL**  
Ensign O'Toole  
NBC-TV

**DAVIS, STAN**  
Roy Rogers-Dale Evans Show  
ABC-TV

**DENHOFF, SAM**  
Andy Williams Show  
NBC-TV

**DIAMOND, MEL**  
Keefe Brasselle's Variety  
Gardens  
CBS-TV

**DIAMOND, SELMA**  
Perry Como's Kraft Music  
Hall  
NBC-TV

**DOUGALL, BERNARD**  
ABC Radio

**DUNKEL, JOHN**  
Gunsmoke  
CBS-TV

### — E —

**EHRlich, PAUL**  
ABC Radio

**EMMETT, ROBERT**  
Saturday's Children  
CBS-TV

**ETTLINGER, DON**  
Love of Life  
CBS-TV

### — F —

**FAULCONER, CATHERINE**  
Monitor  
NBC Radio

**FREEDMAN, BILL**  
The Andy Griffith Show  
CBS-TV

**FRIEDBERG, HILLY**  
Car 54, Where Are You?  
NBC-TV

**FRITZELL, JIM**  
The Andy Griffith Show  
CBS-TV

### — G —

**GALLAGHER, JOHN**  
ABC Radio

**GANSER, JIM**  
ABC Radio

**GARMENT, CHARLES**  
Monitor  
NBC Radio

**GELBART, LARRY**  
Opening Night  
CBS-TV

**GENTILE, JIM**  
The Edge of Night  
CBS-TV

**GLENNON, THOMAS**  
ABC Radio

**GLICKMAN, WILL**  
Keefe Brasselle's Variety  
Gardens  
CBS-TV

**GLYNN, PAUL**  
ABC Radio

# RADIO AND TELEVISION WRITERS

**GOLDMAN, HAL**  
The Jack Benny Program  
CBS-TV

**GORDON, AL**  
The Jack Benny Program  
CBS-TV

**GOREN, HERBERT**  
Coleman on Sports  
CBS Radio

**GRANT, PERRY**  
Adventures of Ozzie &  
Harriet  
ABC-TV

**GRAVELY, VIRGINIA**  
ABC Radio

**GREEN, MORT**  
Andy Williams Show  
NBC-TV

**GREENE, MORT**  
The Red Skelton Hour  
CBS-TV

**GREENBAUM, EVERETT**  
The Andy Griffith Show  
CBS-TV

## — H —

**HAGAN, CHET**  
Gulf Instant News Specials  
NBC-TV

**HANSER, RICHARD**  
Project 20  
NBC-TV

**HARTUNG, ROBERT**  
Hallmark Hall of Fame  
NBC-TV

**HENNING, PAUL**  
The Beverly Hillbillies  
CBS-TV

**HENRY, BOB**  
Roy Rogers-Dale Evans Show  
ABC-TV

**HENRY, BUCK**  
The Garry Moore Show  
CBS-TV

**HITKEN, NAT**  
Car 54, Where Are You?  
NBC-TV

**HIRSHBERG, ALAN**  
Voice of Firestone  
ABC-TV

**HITE, KATHLEEN**  
Gunsmoke  
CBS-TV

**HOLLAND, RICHARD**  
Young Dr. Malone  
NBC-TV

**HORNER, CHUCK**  
Today  
NBC-TV

**HOWARD, BOB**  
Jack Paar Program  
NBC-TV

**HURSLEY, FRANK**  
Search for Tomorrow  
CBS-TV

## — J —

**JACOBS, JERRY**  
Gulf Instant News Specials  
NBC-TV

**JACOBY, COLEMAN**  
The Garry Moore Show  
CBS-TV

**JOHNSTONE, JACK**  
Yours Truly, Johnny Dollar,  
CBS Radio

**JOSEPH, ROBERT L.**  
Footnote to Fame  
CBS-TV

## — K —

**KATKOV, NORMAN**  
Ben Casey  
ABC-TV

**KELLER, SHELDON**  
Eusign O'Toole, NBC-TV;  
Bing Crosby Show,  
ABC-TV

**KELLEY, WILBOURN**  
ABC Radio

**KEYES, PAUL W.**  
Jack Paar Program  
NBC-TV

**KING, PAUL**  
Rawhide  
CBS-TV

**KLENSCH, CHARLES**  
ABC Radio

**KOCH, TOM**  
Henry Fonda & the Family  
CBS-TV

## — L —

**LEAR, NORMAN**  
Henry Fonda & the Family  
CBS-TV

**LEE, JAMES**  
Hallmark Hall of Fame  
NBC-TV

**LEEDS, HOWARD**  
Bing Crosby Show  
ABC-TV

**LISS, JOSEPH**  
World Of . . .  
NBC-TV

**LLOYD, DAVID**  
Merv Griffin Show  
NBC-TV

**LORD, JOHN**  
Today  
NBC-TV

## — Mc —

**McCORMICK, PAT**  
Merv Griffin Show  
NBC-TV

**McGEE, FRANK**  
Gulf Instant News Specials  
NBC-TV

## — M —

**MacFARLANE, LOUELLA**  
Hazel  
NBC-TV

**MARION, IRA**  
Meet the Professor, ABC-TV  
& ABC Radio

**MARTIN, IAN**  
Young Dr. Malone  
NBC-TV

**MARTIN, MADELYN**  
The Lucy Show  
CBS-TV

**MARX, MARVIN**  
As Caesar Sees It  
ABC-TV

**MERRILL, HOWARD**  
Bing Crosby Show, ABC-TV;  
Ensign O'Toole, NBC-TV

**MESTON, JOHN**  
Gunsmoke  
CBS-TV

**MILES, HENRY**  
Carol Burnett-Richard Hayes  
Show  
CBS Radio

**MOORE, CARROLL**  
The Garry Moore Show  
CBS-TV

**MORROW, WILLIAM**  
The Bing Crosby Show, ABC-  
TV; Bing Crosby-Rosemary  
Clooney Show, CBS Radio

**MOSEL, TAD**  
That's Where  
the Town's Going!  
CBS-TV

**MURPHY, LIZ**  
Here's Hollywood  
NBC-TV

**MURRAY, JAMES**  
Andy Williams Show  
NBC-TV

## — N —

**NELSON, DON**  
Adventures of Ozzie &  
Harriet  
ABC-TV

**NELSON, OZZIE**  
Adventures of Ozzie & Harriet  
ABC-TV

**NICHOLS, MIKE**  
Julie & Carol at Carnegie Hall  
CBS-TV

**NIXON, AGNES**  
The Guiding Light  
CBS-TV

**NOVITZ, CHARLES**  
ABC Radio

## — O —

**O'BRIEN, BOB**  
Mister Ed  
CBS-TV

**O'BRIEN, DAVE**  
Red Skelton Hour  
CBS-TV

**O'CONNELL, WILLIAM**  
Monitor  
NBC Radio

**OBEN, ROBERT**  
Jack Paar Program  
NBC-TV

## — P —

**PACKARD, ELON**  
Roy Rogers-Dale Evans Show  
ABC-TV

**PARKER, RAY**  
Art Linkletter's House Party  
CBS-TV

**PEPPIATT, FRANK**  
Perry Como's Kraft Music  
Hall  
NBC-TV

**PERRIN, SAM**  
The Jack Benny Program  
CBS-TV



# RADIO AND TELEVISION WRITERS

**PERSKY, BILL**  
Andy Williams Show  
NBC-TV

**PHILLIPS, ARTHUR**  
Red Skelton Hour  
CBS-TV

**PHILLIPS, IRNA**  
As the World Turns  
CBS-TV

**PHOTOPOULOUS, SOCRATES**  
ABC Radio

**PIERCE, SAM**  
Christmas Sing with Bing  
CBS Radio

**PROCTOR, MEIER**  
ABC Radio

## — Q —

**QUEEN, ROBERT I.**  
B. August 12, 1919, New  
York, N. Y. Free-lance Docu-  
mentaries, Teenage Bulletins  
of the Air.

## — R —

**RAGAWAY, MARTIN A.**  
Red Skelton Hour  
CBS-TV

**REINER, CARL**  
The Dick Van Dyke Show  
CBS-TV

**RHINE, LARRY**  
Red Skelton Hour  
CBS-TV

**RICHARDS, MARK**  
ABC Radio

**RIEPE, ALAN**  
Magic Midway  
NBC-TV

**ROBERTS, RUTH**  
The New Loretta Young  
Show  
CBS-TV

**ROBIN, ALEN**  
Tonight  
NBC-TV

**ROONEY, ANDREW**  
Garry Moore Radio Show  
CBS Radio

**ROSE, REGINALD**  
The Defenders  
CBS-TV

**ROSEN, ARNIE**  
The Garry Moore Show  
CBS-TV

**ROSEN, MILT**  
Pete & Gladys  
CBS-TV

**ROTH, MARTY**  
As Caesar Sees It  
ABC-TV

**RUBEN, AARON**  
The Andy Griffith Show  
CBS-TV

**RUSSELL, A. J.**  
The Good Years  
CBS-TV

**RYAN, TERRY**  
As Caesar Sees It  
ABC-TV

## — S —

**SAFCHIK, IRWIN**  
Huntley-Brinkley Report  
NBC-TV

**SAFFIAN, RAY AULEN**  
The Andy Griffith Show  
CBS-TV

**SALERNO, GEORGE**  
ABC Radio

**SARGENT, HERB**  
Tonight  
NBC-TV

**SCHILLER, BOB**  
Pete & Gladys, The Lucy  
Show, CBS-TV

**SCHULMAN, MAX**  
Dobie Gillis  
CBS-TV

**SCOTT, ASHMEAD**  
The World Today  
MBS

**SERLING, ROD**  
Twilight Zone  
CBS-TV

**SHARP, HENRY**  
The Andy Griffith Show  
CBS-TV

**SHARP, STOKES**  
ABC Radio

**SHELDON, SANDY**  
Today  
NBC-TV

**SIMMONS, ED**  
Red Skelton Hour  
CBS-TV

**SKELTON, RED**  
Red Skelton Hour  
CBS-TV

**SMITH, ALAN**  
Today  
NBC-TV

**SPIES, ADRIAN**  
Saints & Sinners  
NBC-TV

**STARR, BEN**  
Mister Ed  
CBS-TV

**SWANTON, HAROLD**  
Wide Country  
NBC-TV

## — T —

**THOM, ROBERT**  
The Defenders  
CBS-TV

**TURTLETAUB, SAUL**  
Shari Lewis Show  
NBC-TV

**TYLER, CLARK**  
ABC Radio

## — V —

**VENDIG, IRVING**  
The Edge of Night  
CBS-TV

## — W —

**WAGNER, WALTER**  
Art Linkletter's House Party  
CBS-TV

**WALKER, BILL**  
Here's Hollywood  
NBC-TV

**WALSIL, EDWARD W.**  
Exploring  
NBC-TV

**WALTERS, BARBARA**  
Today  
NBC-TV

**WARK, MARTIN**  
Here's Hollywood  
NBC-TV

**WASSERMAN, DALE**  
General Electric True  
CBS-TV

**WEDLOCK, HUGH**  
As Caesar Sees It  
ABC-TV

**WEILL, JOSEPH**  
ABC Radio

**WEISKOPE, BOB**  
Pete & Gladys, The Lucy  
Show, CBS-TV

**WELCH, KEN**  
Julie & Carol at Carnegie Hall  
CBS-TV

**WELLS, HALSTED**  
Aloha Premiere  
ABC-TV

**WHEDON, TOM**  
Captain Kangaroo  
CBS-TV

**WITTY, DON**  
ABC Radio

## — Z —

**ZELINKA, SYDNEY**  
Keefe Brasselle's Variety  
Gardens  
CBS-TV

SEE LAST SECTION OF THE ANNUAL  
FOR NETWORK RADIO AND NETWORK  
TELEVISION PROGRAMS OF 1962



# Radio-TV Newspaper Columnists & Critics

(The following list of columnists and critics has been contributed by the nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily)

## ALABAMA

Albertville, Sand Mountain Reporter: **Dan Hagood**  
Bessemer, News: **Roger Thames**  
Birmingham: News: **Turner Jordan, Emmett Weaver**  
Birmingham, Post-Herald: **Emmett Weaver**  
Florence, Tri-Cities Daily: **Fred Dillon**  
Fort Payne, Times-Journal: **Doward Jones**  
Mobile, Press Register: **Patti Drake**  
Montgomery, Journal: **Arch McKay**  
Selma, Times-Journal: **Don Barnes**  
Tuscumbia, Valley Voice: **Charlie Granger**

## ARIZONA

Holbrook, Tribune News: **V. P. Richards**  
Payson, Roundup: **Doris Stargis**  
Phoenix, Arizona Republic: **Les Masters**  
Phoenix, Gazette: **Robert Stout**  
Phoenix, Journal: **Andy Wilson**  
Tucson, Arizona Star: **Dick Alexander**  
Tucson, Daily Citizen: **Mike Keating**  
Tucson, Mirror: **Mike Hanna**  
Window Rock, Navajo Times: **Chet MacRorie**  
Ynma, Daily Sun: **Bob Worley**

## ARKANSAS

Fort Smith, Times Record: **Mary Geren**  
Hope, Star: **Paul Jones**

## CALIFORNIA

Alameda, Times-Star: **Dave Houser**  
Apple Valley, News: **Eva Conrad**  
Bakersfield, Californian: **Hank Penn**  
Bakersfield, News-Bulletin: **Gil Thompson**  
Fresno, Bee: **Dean Simpson**  
Hollywood, Citizen News: **Arlene Garber**  
Lancaster, Ledger Gazette: **George Willey**  
Long Beach, Ind. Press Telegram: **Jane Hoxie**  
Los Angeles, Herald Examiner: **Bob Hull, Art Ronnie**  
Los Angeles, Times: **Don Page, Cecil Smith**  
Marysville, Appeal Democrat: **Warren Tholton**  
Modesto, Bee: **Patricia Morrison**  
North Hollywood: **Valley Times Today: Allen Rich**  
Oakland, Tribune: **Bill Fiset, Don Shepherd**  
Palm Springs, Desert Sun: **Jack Kundson**  
Palo Alto, Times: **George A. Willey**  
Pasadena, Independent Star-News: **Blain Hightower, Jack Rogers**  
Redwood City, Tribune: **George A. Willey**  
Riverside, Press-Enterprise: **Robert L. Hirt**  
Sacramento, Bee: **Jack A. Rye**  
Sacramento, Union: **Kurt McBride, Bob Turner**  
San Bernardino, Sun: **Bob Jacobs**  
San Diego, Evening Tribune: **Dave McIntyre, Neil Morgan, Joseph C. Thesken**  
San Diego, Union: **Don Freeman, Al Jacoby, Frank Rhodes**  
San Francisco, Chronicle: **Terrence O'Flaherty**  
San Francisco, Examiner: **Janet Bischell, Dwight Newton**  
San Francisco, Monitor: **Tom O'Leary**  
San Francisco, News Call Bulletin: **Bob Batlin, Don Burns, Fred Storm**

San Jose, Mercury-News: **Frank Freeman, Gerry Howe**  
San Leandro, Morning News: **Davo Houser**  
San Mateo, Times: **Bob Foster**  
Santa Rosa, Press Democrat: **Telda Capman**  
Stockton, Daily Record: **Tony Galindo**  
Turlock, Daily Journal: **Lee Roddy**  
Victorville, Victor Press: **Beayle Belford**  
Woodland, Democrat: **Mrs. E. Blizard**

## COLORADO

Denver, Post: **Del Carnes**  
Denver, Rocky Mtn. News: **Judy Arthur, Walter Saunders**  
Grand Junction, Daily Sentinel: **Kon Johnson**

## CONNECTICUT

Bridgeport, Sunday Herald: **Irwin Alpert, Harry Neigher**  
Bristol, Press: **Lou Bachman**  
Hartford, Courant: **H. Viggo Anderson**  
Hartford, Times: **Tony Davenport, Allen M. Widom**  
Naugatuck, Daily News: **Ken Clymer**  
Waterbury, Republic-American: **Clarrissa Lukaitis**

## DELAWARE

Dover, State News: **James Miller**  
Milford, Chronicle: **Robert Yerkes**  
Wilmington, News Journal Papers: **James Flood**

## DISTRICT OF COLUMBIA

Washington, Daily News: **Don Maclean**  
Washington, Evening Star: **Bernie Harrison**  
Washington, National Observer: **Bert Burns**  
Washington, Post: **Larry Laurent**

## FLORIDA

Belle Glade, Herald: **Kathleen Livingston**  
Fort Lauderdale, News: **Joe Bryant**  
Fort Pierce, Guide Post: **Lillian Hubbard**  
Jacksonville, Journal: **Ray Knight**  
Jacksonville, Times-Union: **Charlie Broek**  
Miami, Herald: **Jack Anderson, Fran Swabley**  
Miami, News: **Kristine Dunn**  
Miami Beach, Sun: **Barbara Ross**  
Naples, Miami Herald: **Tom Morgan**  
Orlando, Evening Star: **Blanton McBride, Joan Smith, Bill Summers**  
Orlando, Sentinel: **Fran Conklin, Blanton McBride, Joan Smith**  
St. Petersburg, Independent: **Harrison Swain**  
St. Petersburg, Times: **Bill Dunn, Marlene Matouk**  
Sarasota, Herald-Tribune: **Harry Hondros**  
Sarasota, Journal: **Bill Copeland**  
Sarasota, News: **Yvonne M. Gurbada, Dodie Standish**  
Tampa, Times: **Tish Gray**  
Tampa, Tribune: **Bernie McGovern**  
Titusville, Star-Advocate: **Bob Hudson**

# RADIO-TV NEWSPAPER COLUMNISTS AND CRITICS

## GEORGIA

Athens, Banner-Herald: Frank Harmon  
Atlanta, Chronicle-Herald: Henry Wright  
Atlanta, Constitution: Joanne Crawford, Paul Jones  
Atlanta, Journal: Roy Bemis, Jack Lloyd, Nancy Mykel  
Augusta, Daily World: Mal Cook  
Bremen, Gateway: Hassie Hancock, Ann Meeks, Jane Skelton  
Columbus, Enquirer: Ray Anthony  
Columbus, Ledger: Jim Greene  
Hogansville, Herald: Cecil Hamby  
LaGrange, News: Ima Clapper  
Macon, Telegraph & News: Mrs. James Chapman  
Montezuma, Citizen-Georgian, Violet Moore  
Savannah, Evening Press: Jim West  
Savannah, Morning News: Bob Price  
Statesboro, Bulloch Herald: Leodel Coleman  
Valdosta, Daily Times: Mary Dickey  
Valdosta, Advance: R. E. Ledford

## HAWAII

Honolulu, Advertiser: Stella Nutting, Eddie Sherman  
Honolulu, Star Bulletin: Bert Darr, James Leveque

## IDAHO

Boise, Daily Statesman: James Brown  
Caldwell, News Tribune: Pete Hawkworth  
Idaho Falls, Post Register: Robb Brady  
Nampa, Daily Free Press: Adam Kalb, W. C. Winters

## ILLINOIS

Champaign, News Gazette: Harold Holmes  
Chicago, American: Bill Irvin  
Chicago, Brighton Life: Harry Lepinske  
Chicago, Courier: Fred Wall  
Chicago, Daily News: Terry Turner  
Chicago, Sun-Times: Patrick Dugan, Paul Malloy  
Chicago, Tribune: Larry Wolfers  
Decatur, Herald-Review: Bob Cole  
East St. Louis, The New Crusader: Charles Hawkins  
Freeport, Journal-Standard: Grace Barnett  
Galesburg, Register-Mail: Chuck Marrow  
Loves Park, Post-Publisher's Inc.: Peg West  
Moline, Dispatch: Carla Reynolds  
Peoria, Journal Star: Bill Lyttleton  
Rock Island, Argus: Charles Sanders  
Rockford, Newspapers: Campbell Tichenor  
Springfield, State Journal-Register: Wayne Allen, Margaret Boswell

## INDIANA

Ellettsville, Truth: Lou Sayre  
Evansville, Press: Judy Johnson, Mary Ann Weidenbener  
Evansville, Sunday Courier: Benita Dugan, Mary Ann Weidenbener  
Fort Wayne, Journal-Gazette: Cliff Milnor, Miss Sandy Thorn  
Fort Wayne, News Sentinel: Sarah Reighter  
Gary, Post-Tribune: Mrs. Jerris Atkin  
Indianapolis, News: Charles Staff  
Indianapolis, Star: Julia Inman

Indianapolis, Times: R. K. Shull  
Jeffersonville, Evening News: Mrs. Robert Adams  
Kokomo, Tribune: Grace E. Maher  
Lafayette, Journal-Courier: Barbara Hawkins  
Lafayette, Leader: Bud Cloyd  
Marion, Chronicle-Leader-Tribune: Joanne Harmon, James Mitchell  
Mishawaka, Times: Jim McNeile, Lou Sayre  
Muncie, Evening Press: John D. Farrell  
South Bend, Tribune: Ray Kwapil

## IOWA

Cedar Rapids, Gazette: Nadine Subotnik  
Council Bluffs, Nonpareil: Dick Champ, Rose Witke  
Davenport, Morning Democrat: William Wundram  
Davenport, Times: Ron Lorenzen, Mary Ann Williamson  
Des Moines, Register & Tribune: Ogden G. Dwight  
Dubuque, Telegraph Herald: William Croker  
Mason City, Globe-Gazette: Charles Walk  
Minburn, Booster: Evelyn Brinkaw  
Muscatine, Journal: Walter Russell  
Perry, Daily Chief: Gene Whitaker  
Waterloo, Courier: Ted Stevens

## KANSAS

Hays, Ellis County Farmer: Mike Billinger, Jr.  
Kansas City, Kansan: Mariana Neal  
Manhattan, Daily Mercury: Bill Colvin  
Topeka, Capital-Journal: Lee Porter  
Wichita, Eagle-Beacon: Dave Hanks

## KENTUCKY

Bowling Green, Park City Daily News: J. Ray Gaines, Ray Glenn  
Fulton, News: Jo Westpheling  
Louisville, Courier-Journal: Bill Ladd  
Louisville, Defender: Bill Ladd  
Louisville, Times: Sherwood Kohn, Bill Ladd  
Owensboro, Messenger-Inquirer: Lawrence W. Hager, Jr.  
Paducah, Sun Democrat: Preston Kennedy  
Pikesville, Pike County News: John Paul Compton  
Richmond, Daily Register: Wayne Gregory

## LOUISIANA

Baton Rouge, State Times: Edith McLaine  
Monroe, Morning World: Patricia Ann Hobgood  
Monroe, News Star: Ann Hobgood  
New Orleans, States-Item: Charles Dufour, Howard Jacobs, Bob Sublette  
New Orleans, Times-Picayune: Anthony Cuneo, Frank Gagnard, Howard Jacobs  
Shreveport, Journal: Rose Welmer  
Shreveport, Times: James T. Briggs, Welton Jones, Audrey Poston

## MAINE

Augusta, Kennebec Journal: Jim McClay, R. J. Siegler  
Ellsworth, American: Hale Joy  
Lewiston, Evening Journal: Johnny Robinson  
Lewiston, Sun Journal: Kent Foster, Patricia Sutton, Edith Thayer  
Portland, Press Herald: Joseph Brogan, Scott Hoar, Emory Stevens  
Rockland, Courier-Gazette: Sidney Cullen  
Saco, Tribune: John Cornors

# RADIO-TV NEWSPAPER COLUMNISTS AND CRITICS

## MARYLAND

Baltimore, Evening Sun: **Louis R. Cedrone, Jr.**  
Baltimore, Morning Sun: **Donald Kirkley**  
Baltimore, News Post & American: **Aldine Bird**  
Baltimore, Sunday Sun: **William Hyder**  
Hagerstown, Morning Herald: **Joe Harp**

## MASSACHUSETTS

Boston, Christian Science Monitor: **Mabelle Joycee**  
Boston, Globe: **Perey Shain, Elisabeth Sullivan**  
Boston, Herald-Traveler: **Arthur Fetridge, Eleanor Roberts, Marjorie Stengel**  
Boston, Pilot: **Mons. Francis Lally**  
Boston, Record American: **Anthony LaCamera**  
Boston, Roxbury Free Press: **Doris Allen, Stan Monteiro**  
Boston, Sunday Advertiser: **Anthony LaCamera**  
Pittsfield, Berkshire Eagle: **Milt Bass, Mildred Rogers**  
Southbridge, News: **Woolsey Teller**  
Springfield, Republican: **Gerry Healey**  
Springfield, Union & Daily News: **Bill Hermau**  
Worcester, Evening Gazette: **James Gourgouras**  
Worcester, Sunday Telegram: **Agnes M. Drummond, Carl W. Erickson**

## MICHIGAN

Bay City, Times: **Milton Hewes, Katherine Schwall**  
Detroit, Free Press: **Bettelou Peterseu**  
Detroit, News: **Betty Hyde, Frank Judge**  
Escanaba, Daily Press: **Clinton Dunathan**  
Flint, Journal: **Robert Fialka**  
Grand Rapids, Press: **Doris Branson, Maureen Davis**  
Jackson, Citizen Patriot: **Dee Belcher**  
Kalamazoo, Gazette: **Louis Bockstanz**  
Lansing, State Journal: **Emerson Boettcher, Harry Stapler**  
Marquette, Daily Mining Journal: **Sandy Andes**  
Muskegon, Chronicle: **Diek Hedges**  
Owosso, Argus Press: **Noreen Murphy**  
Saginaw, News: **Gleu Boissonneault, Sam Piacente, Bernice Sowatsky, Lester Wahl**

## MINNESOTA

Fairmont, Daily Sentinel: **Ray Stougaard**  
Mankato, Free Press: **Lowell Schrurer**  
Minneapolis, Star: **Forrest Powers**  
Minneapolis, Tribune: **Will Jones**  
Moose Lake, Star-Gazette: **R. L. Bradford**  
New Ulm, Daily Journal: **Bill Macklin**  
Owatonna, Daily Peoples Press: **L. R. Ringhoffer**  
Rochester, Post-Bulletin: **Charles McKeen**  
St. Paul, Dispatch-Pioneer Press: **P. M. Clepper, Bill Diehl**

## MISSISSIPPI

Columbus, Commercial Dispatch: **Helen Gault**  
Greenwood, Commonwealth: **Jan Biggers**  
Grenada, County Weekly: **Mary Jane Green**  
Gulfport, Daily Herald: **Frances Gunn**  
Jackson, Clarion Ledger: **Carl McIntyre**  
Jackson, Daily News: **Frank Hains**

## MISSOURI

Joplin, Globe-Herald: **Barbara Veteto**  
Kausas City, Star: **Bob Hoyland**  
St. Louis, American: **Nat Sweets**  
St. Louis, Argus: **Howard B. Woods**  
St. Louis, Globe-Democrat: **Peter V. Rahn, Jr.**  
St. Louis, Post-Dispatch: **Larry Crowley**  
Springfield, Newspapers: **Henry D. Billings**

## MONTANA

Miles City, Star: **Bob Scaulan, Gordie Spear**

## NEBRASKA

Lincoln, Journal Star: **Susan Stanley**  
Omaha, Sun Newspapers: **Alice Shulman**  
Omaha, World-Herald: **Denman Kountze, Bob McMorris**  
Sidney, Telegraph: **Jaek H. Lowe**

## NEVADA

Las Vegas, Review Journal: **Murray Hertz**  
Las Vegas, Sun: **Ralph Pearl, Paul Price**

## NEW HAMPSHIRE

Claremont, Daily Eagle: **Richard Carlson**  
Lebanon, Valley News: **James Wechsler**  
Newport, Argus Champion: **Richard Carlson**

## NEW JERSEY

Camden, Courier-Post: **Nancy Vantine**  
Hackensack, Bergen Record: **Ken Wallace**  
Newark, Evening News: **Joe Storeh**  
Paterson, Evening News: **Gil Bornstein**  
Trenton, Times: **Theodore Greeban, Thelma Thomas**  
Trenton, Trentonian: **Bill Doolittle**

## NEW MEXICO

Albuquerque, Tribune: **George Baldwin**  
Gallup, Independent: **Cort Klein**  
Hobbs, News-Sun: **Vie Jameson**  
Santa Rosa, News: **Darrel Freeman**

## NEW YORK

Albany, Knickerbocker News: **Walter W. Hawver, Jr.**  
Albany, Times Union: **Albert Benrup**  
Auburn, Citizen Advertiser: **Fredrick Osborne**  
Binghamton, Evening Press: **Henry Niles**  
Binghamton, Sun-Bulletin: **L. Bohl, Charles Voorhis**  
Buffalo, Courier-Express: **Jack Allen**  
Buffalo, Evening News: **J. Don Selhareth**  
Canandaigua, Ontario County Times Journal: **Mariaune Jacobs**  
Elmira, Star Gazette: **Jackie Baker**  
Fredonia, Censor: **Walter Baker**  
Garden City, Newsday: **Libby Nelson**  
Glens Falls, Times: **Donald Metivier, Harold Robillard**  
Hempstead, Beacon: **Shoila Hogl**

# RADIO-TV NEWSPAPER COLUMNISTS AND CRITICS

Jamestown, Morning Star: Mrs. Lee Nelson  
Jamestown, Post Journal: Margaret Bentley  
Lockport, Union Sun & Journal: Dorothy Smith  
Massena, Observer: John Doyle  
New York, Daily Mirror: John D. Griffin  
New York, Daily News: Ben Gross  
New York, Herald Tribune: Richard K. Doan  
New York, Journal-American: Jack O'Brian  
New York, Post: Bob Williams  
New York Times: Jack Gould, Val Adams, John P. Shanley, Richard F. Shepherd  
New York, Village Voice: Martin Williams  
New York World Telegram & Sun: Al Salerno, Harriet Van Horn  
Niagara Falls, Gazette: Doug Spencer  
Olean, Times-Herald: Tom McMahon  
Ripley, Review: James D. Tovey  
Rochester, Democrat & Chronicle: Pat DiCosta, William A. Hackman, Steve Hammer  
Rochester, Times-Union: Del Ray  
Syracuse, Herald Journal: Joan Vadaloboncoent  
Syracuse, Post Standard: Jim Young  
Troy, Record: Joe Parker  
Utica, Daily Press: Virginia Malecki  
Utica, Observer-Dispatch: Virginia Malecki  
Westfield, Republican: James Mead

## NORTH CAROLINA

Asheboro, Courier Tribune: Roy Cox, Jr.  
Belmont, Banner: John Brock  
Charlotte, News: Floyd Ellington, Mickey Throver, Emery Wister  
Charlotte, Observer: Dick Banks, Harriett Dour, Suzy Mercer  
Durham, Morning Herald: Ed Hodges, Martha Sherrill  
Durham, Sun: Joe Duke  
Gastonia, Gazette: Tom McIntyre  
Lenoir, News Topic: Kearney Pearce  
Lumberton, Robesonian: Hadley Williamson  
Morganton, News Herald: Stanley Moore  
Mount Holly, News: John Brock  
Raleigh, News & Observer: Raymond Lowery  
Raleigh, Times: Joanna Adler  
Washington, Daily News: Dave Milligan  
Whiteville, News Reporter: Jim High  
Wilmington, Star-News: Jim Wilson

## NORTH DAKOTA

Dickinson, Press: Norm Cruse  
Fargo, Forum: Jerry Ruff  
Jamestown, Sun: Sam Lowe  
Williston, Plains Reporter: Corinne Shemorry

## OHIO

Akron, Beacon Journal: Richard Lake, Dick Shippy  
Alliance, Review: William T. Steffy  
Canton, Repository: Mary Delfoff  
Cincinnati, Enquirer: Margee Adams, Luke Feek  
Cincinnati, Post Times Star: Mary Wood  
Cleveland, Call & Post: Al Sweeney  
Cleveland, Plain Dealer: George Condon, Russ Kane  
Cleveland, Press & News: Jim Frankel, Harriet Peters  
Columbus, Citizen Journal: Ben Hayes, Jo Bradley Reed  
Columbus, Dispatch: Joe Mills  
Columbus, Hartley Newspapers: John Auble  
Columbus, Star: Pauline Smith  
Lima, Citizen: Jim Arnold  
Lima, News: Dot Martin  
Martins Ferry, Times-Leader: Bob Fordyce  
Middletown, Journal: John Stalls  
New Philadelphia, Daily Times: Al Bricker  
Newark, Advocate: Hazel Kirk  
Toledo, Blade: Ray Oviatt  
Toledo, Times: Ruth Elgutter  
Youngstown, Vindicator: Adrian Silfka

## OKLAHOMA

Ada, Evening News: Ernest O. Thompson  
Lawton, Morning Press: Bill Crawford  
Oklahoma City, Advertiser: Mrs. Bob Brown  
Oklahoma City, Capitol Hill Beacon: Cliff Sellers  
Oklahoma City, Oklahoman & Times: Milt Meier  
Tulsa, Tribune: Jim Downing  
Tulsa, World: Chuck Wheat

## OREGON

Beaverton, Valley Times: Ray Brooks  
Coos Bay, World: Catherine Bowman  
Coquille, Sentinel: Darrol Frye  
Eugene, Register-Guard: Anita Edin  
Medford, Mail Tribune: Eleanor Wiese  
Myrtle Point, Herald: Phyllis Countryman  
Portland, Oregon Journal: Arnold Marks  
Portland, Oregonian: Francis S. Murphy  
Portland, Reporter: Clarence Augur, Walt Fredericks, Bill Moyes

## PENNSYLVANIA

Chambersburg, Public Opinion: Frank Young  
Erie, Morning News: Red Barr  
Erie, Times-News: Robert L. Profzman, Bob Sutherland, Ron Waslewski  
Harrisburg, Patriot-News: Marion Milliron  
Johnstown, Tribune-Democrat: G. J. Visnovsky  
Levittown, Courier-Times: Sandy Oppenhiemer, Bill Winters  
Lewisburg, Union County Journal: Karl Purnell  
New Castle, News: Gwenn Stone  
Philadelphia, Daily News: Loretta Brett, Jerry Gaghan, Al Rubin  
Philadelphia, Inquirer: Harry Harris, Ray Wall  
Philadelphia, Sunday & Evening Bulletin: Frank Brookhouser, Elmer Cull, Robert J. Williams  
Pittsburgh, Post-Gazette: Win Fanning, Ken Manness  
Pittsburgh, Press: Win Fanning, Fred Remington  
Pottsville, Republican Newspaper: Fred Zulick  
Scranton, Tribune: Jack Lewis  
West Chester, Daily Local News: Bob Lynch  
Wilkes-Barre, Record: E. A. Ashworth  
Wilkes-Barre, Sunday Independent: Tom Hofferan, Jr.  
York, Dispatch: William Sprengle  
York, Gazette & Daily: Betty Lee

## RHODE ISLAND

Providence, Evening Bulletin: Ted Holmberg  
Providence, Journal: Ted Holmberg

## SOUTH CAROLINA

Charleston, Evening Post: Basil Hall, Charlotte Walker  
Charleston, News & Courier: Basil Hall, Betsy Sans, Charlotte Walker  
Columbia, Record: Charles R. Sanders  
Greenville, News: Wayne Freeman, Ethel A. Steadman  
Greenville, Piedmont: William F. Gaines, Jim McKinney  
Orangeburg, Times & Democrat: Frank Myers  
Spartanburg, Herald Journal: Susan Naves



# RADIO-TV NEWSPAPER COLUMNISTS AND CRITICS

## SOUTH DAKOTA

Mobridge, Tribune: Don Lindberg  
Pierre, Capitol Journal: Glen McCasland  
Sioux Falls, Argus Leader: Wally Lutz

## TENNESSEE

Chattanooga, News-Free Press: Ralph Cooper,  
Betty Duncan  
Chattanooga, Times: Ruth Robinson  
Fayetteville, Observer: Mrs. Clarence S. Caughran  
Johnson City, Press-Chronicle: Kay Collins  
Kingsport, Times-News: Jack Helms  
Knoxville, Journal: Juanita Glenn, Ed Harris, Bill  
Vaughn, Pat Young  
Knoxville, News Sentinel: "Red" Bales, Juanita  
Glenn, Pat Young  
Memphis, Commercial Appeal: Henry Mitchell  
Memphis, Press-Scimitar: Edwin Howard, Robert  
Johnson  
Nashville, Banner: Bob Battle, Francis X.  
O'Donnell  
Nashville, Tennessean: A. V. Goodpasture,  
Eugene Wyatt  
Rockwood, Times: Ray Baird

## TEXAS

Abilene, Reporter: George Near  
Austin, American Statesman: Kay Powers  
Beaumont, Enterprise: Merita Mills  
Beaumont, Journal: Jean Reinert  
Big Spring, Herald: Bob Whipkey  
Bryan, Daily Eagle: Bob Stewart  
Corpus Christi, Caller-Times: Bill Dnffy  
Dallas, Morning News: Fairfax Nisbet, Tony Zoppi  
Dallas, Times-Herald: Bob Brock, Dick Hitt,  
Wanda West  
Diboll, Angelina County Free Press: Paul Durham  
Fort Worth, Press: Margaret Dawson, Jack Gordon  
Fort Worth, Star-Telegram: Jack Harkrider  
Gatesville, Coryell County News: Matt Jones  
Gatesville, Messenger: John Frank Post  
Hamilton, Herald-News: Sam Logan  
Houston, Chronicle: Howard Stentz  
Houston, Post, Edith Hohnholt  
Houston, Press: Mill Budd  
Laredo, Times: Ramon Garces  
Longview, News & Journal: Herb Corder  
Lubbock, Avalanche-Journal: R. C. Hankins  
Lufkin, Daily News: W. L. Beaumire, Bill Bogart  
Nacogdoches, Daily Sentinel: Vic Fain  
Orange, Leader: Jean Saxon  
Paris, Lamar County Echo: Thomas Steely  
Paris, News: Bill Thompson  
Port Arthur, News: Jane Covington, Grace Foote  
San Angelo, Standard Times: Jerry Norman  
San Antonio, Express & Evening News: Fern  
Chick  
San Antonio, Light: Renwicke Carey, Paul Trench  
Snyder, Daily News: Jerry Jackson  
Temple, Telegram: Larry Ingram  
Texarkana, Gazette: Georgia Daily  
Tyler, Courier-Times-Telegram: Margaret  
Harrison  
Uvalde, Leader News: Harry Hornby  
Waco, Citizen: Camelia FASTER  
Waco, News-Tribune: Leo Lyons, Gynter Quill  
Waco, Tribune-Herald: Leo M. Lyons  
Wichita Falls, Record News: Stan Shelton  
Wichita Falls, Times: Stan Shelton

## UTAH

Salt Lake City, Desert News-Telegram: Howard  
Pearson  
Salt Lake City, Tribune: Dick Martin

## VERMONT

Barre, Times-Argus: Joe Jamelle  
Burlington, Sunday News: Robert Callahan

## VIRGINIA

Danville, Bee: Johnny Johnson  
Danville, Commercial Appeal: Charles Crowder  
Gate City, Herald: Charles Compton  
Gate City, Scott County News: Claude Draper  
Harrisonburg, Daily News-Record: Lathan Mims  
Lynchburg, News: David W. Wright  
Newport News, Daily Press: H. Reid  
Newport News, Times-Herald: H. Reid  
Norfolk, Ledger Star: Mary Hopkins, Warner  
Twyford  
Norfolk, Virginian Pilot: Warner Twyford  
Richmond, News-Leader: Victor Dorr  
Richmond, Times-Dispatch: Norman B. Rowe  
Roanoke, Times: Jesse R. Chapman  
Roanoke, World News: Jesse R. Chapman  
Staunton, News Leader: Lewis Knewles  
Waynesboro, News-Virginian: V. F. Reynolds

## WASHINGTON

Everett, Daily Herald: Donna Harvey  
Seattle, Post-Intelligence: Bill Jahn  
Seattle, Times: Lenny Anderson, Chet Skreen  
Spokane, Daily Chronicle: Bob Emahiser  
Spokane, Spokesman-Review: Grace Street  
Tacoma, News Tribune: Helen Rogers

## WEST VIRGINIA

Bluefield, Daily Telegraph: Kay Wilson  
Charleston, Daily Mail: Jay Fredericks, Arnold  
Knapp, Wilma Margin  
Charleston, Gazette: Frank Giudice, Wilma Margin  
Fairmont, Times: Art Pearce  
Huntington, Advertiser: Mrs. Odetta Vickers  
Huntington, Herald-Dispatch: Mrs. Odetta Vickers  
Huntington, Hunt. Publishing Co.: David Marcum  
Moundsville, Echo: Sam Shaw  
Parkersburg, Sentinel: Frances Hile  
Weirton, Daily Times: Earl Wittpeenn  
Welch, Daily News: V. C. "Kiffie" Currence  
Wheeling, Intelligencer: Cliff McWilliams  
Wheeling, News Register: Harry Hamm

## WISCONSIN

Appleton, Post Crescent: James Auer, Mrs. L.  
Maekeyesey  
Beaver Dam, Daily Citizen: Bill Connors  
Beloit, Daily News: Bob Edwards, Minnie Enking,  
Barbara Udell  
Fond du Lac, Commonwealth Reporter: William  
Draves  
Green Bay, Press-Gazette: Don Hickok, Judy  
Hiersman, Jack Rudolph  
Madison, Capitol Times: A. C. Stephenson  
Madison, State Journal: Elizabeth Gouid  
Manitowoc, Herald-Times: Mrs. Lyman Gleixner  
Mauston, Star: Larry Arnold  
Milwaukee, Journal: Don Dooley, Wade Mosby,  
Marie Schmitts  
Milwaukee, Sentinel: Buck Herzog, Chuck Strohn  
New Lisbon, Times-Argus: Ken Bogert  
Wausau, Record-Herald: Carroll Grade  
West Bend, News: Bill Stiener



presents

# EQUIPMENT



RADIO & TV EQUIPMENT  
MANUFACTURERS, SERVICE FIRMS,  
TOLL TELEVISION FIRMS,  
STATION BROKERS, EIA PERSONNEL,  
CONSULTING ENGINEERS,  
THEATRES WITH TV EQUIPMENT,  
ATTORNEYS

1963



# Equipment Manufacturers

— Specializing in AM-FM Radio & Television —

## Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.  
Phone: NEw Rochelle 6-1620

President ..... Ben Adler  
V.P. & Gen. Mgr. .... Alfred Strogoff  
Vice Pres., Finance..... Lawrence Marks  
Dir. Ind. Prod. Div..... Stanley Lapin  
Dir. Adv. & Pub. Rel..... Emanuel Strunin

PRODUCTS: Manufacturers of low-power TV transmitters, UHF & VHF translators, UHF antennas, microwave relay systems.

## Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.  
Phone: SPaulding 2-0100

Chairman ..... Ross D. Siragusa  
President ..... V. Barreca  
Vice-Pres., Purchasing..... Frank J. Kazda  
Vice-Pres., Prod..... Cy S. Rossate  
V.P. and Dir. of Eng..... William L. Dunn  
V.P. Gov't. Electronics..... T. J. Lloyd  
V.P., Pub. Rel..... Martin Sheridan  
Sec.-Treas. .... George E. Driscoll  
Vice-Pres., Gen. Counsel..... W. S. Baltz

### ADMIRAL SALES CORP.

President ..... Carl E. Lantz  
Distribution Mgr. .... B. L. Stahlschmidt  
Vice Pres., Sales..... R. D. Siragusa, Jr.  
Vice Pres., Electronics..... A. A. Medica  
V.P., Dist. Branches..... R. J. Bamberg  
Gen. Sales Mgr..... C. B. Flinn  
Sales Mgr., Radio..... H. J. Casale  
Sales Mgr., Stereo..... J. C. Gates

PRODUCTS: AC-DC radios, Hi-Fi radio/phonos, color TV, portable receivers.

## Aitkin Communications

305 Harrison St., Taft, Calif.

President..... Kenneth W. Aitken  
PRODUCTS: Automatic audio systems for radio stations, American Concertone and Ampex tape equipment, Rust remote control systems.

## Albion Optical Co.

1410 N. Van Ness Ave., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-0871

Vice Pres..... Benjamin Berg  
PRODUCTS: Taylor-Hobson Cooke fixed focus and zoom lenses for TV and motion pictures, including Varotal II, III and V zooms and Ortal TV fixed focal length lenses.

## Alford Manufacturing Co., Inc.

299 Atlantic Ave., Boston 10, Mass.  
Phone: HANcock 6-2150

President ..... Andrew Alford  
Manager ..... Harold H. Leach  
PRODUCTS: TV and FM broadcast transmitting antennas, diplexing, filters, hybrids, coaxial switches, vestigial sideband filters.

## Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.  
Phone: HAYmarket 1-6800

President..... A. D. Davis  
V.P., Operations, Finance..... A. E. Davis  
V.P., Mktg., Adm..... A. W. Preskill  
V.P., Gen. Mgr., Consumer

Products Div. .... A. Brodsky  
Industrial Sales Mgr..... M. Bond  
Advertising Manager..... J. W. Rubin  
Gen. Mgr., Industrial Div..... R. Markens  
Gen. Mgr., Stores Div..... M. Friedman  
Marketing Director..... T. S. Adams  
Treasurer, Comptroller..... W. A. Harrison

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 Corp.

220 Demeter St., Palo Alto, Calif.  
Phone: 326-8105-7, 6872

Sales Manager..... Bernard Zipp  
Chief Eng..... Charles Parmenter  
Dir. of Eng..... William Blythe  
Assoc. Dir., Eng..... David Hatcher

PRODUCTS: Broadcast & radio propagation towers and parabolic antennas.

## Altec Lansing Corp.

(Subsidiary of Ling-Temco-Vought)  
1515 S. Manchester Ave., Anaheim, Cal.  
Phone: PROspect 4-2900

President..... A. A. Ward  
Vice Pres..... A. Fiore  
Vice Pres..... H. S. Morris  
Vice Pres..... C. R. Rininaland  
Advertising Manager..... G. H. Evans

### Branch Office

222 Park Ave. S., New York, N. Y.  
Phone: SP 7-3640

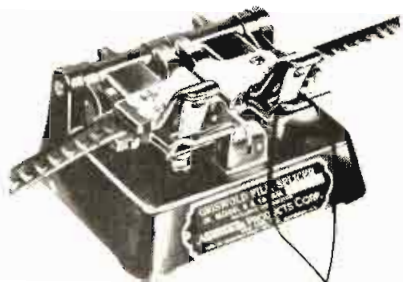
PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

## Alto Fonic Tape Service, Inc.

211 Lambert St., Palo Alto, Calif.  
Phone: DAvenport 1-5164

President ..... D. Alan Clark  
Franchise Manager ..... Don W. Clark  
Program Director ..... C. W. Popkey  
Chief Engineer ..... Cyril Collins  
PRODUCTS: Exclusive music franchise for radio stations; automatic programming equipment.

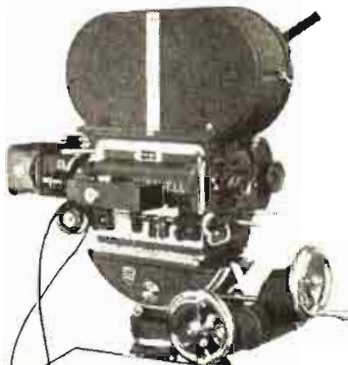
# When You Rent from F&B EQUAL IMPORTANCE.. EQUAL PERFECTION



**\$21<sup>00</sup>**

This inexpensive splicer is an important item in our Rental Department. Your precious negatives will be spliced in it. If the splices don't hold, your pictures may be ruined.

When you rent a Griswold Splicer from F & B, it is perfect and your pictures will be too.



**\$23,500<sup>00</sup>**

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When you rent a BNC from F & B, it is perfect and your pictures will be too.

Perfection is a quality of all of F & B's Rental equipment...cameras, lenses, sound recorders, Moviolas, lighting equipment - or whatever.

We've told you F & B's rental equipment is MORE RELIABLE. It didn't just happen...we planned it that way. It takes a corps of top technicians, fine tools and precision machinery to properly maintain all this equipment; plus our determination to insure that F & B Rental Equipment is more reliable!



Here we show you Don Netto, our Chief Engineer, and a portion of our Camera Room and staff. Our other Rental Departments include Sound Equipment, Lighting & Grip Equipment, Editing & Projection Equipment, as well as a fully equipped Machine Shop and Service and Repair Shops for all departments - staffed by 31 experts, technicians, and other personnel - all at your service.

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SERVING THE WORLD'S FINEST FILM MAKERS

Rental & Service Dept.: 304 W. 54th St., New York 19 MU 2-2928

Showroom & Offices: 68 W. 45th St., New York 36

# RADIO & TV EQUIPMENT MANUFACTURERS

## AMECO, Inc.

2949 W. Osborn Rd., Phoenix, Ariz.  
Phone: 254-5511

President.....Bruce Merrill  
Sales Mgr.....Edward P. Whitney  
Chief Eng.....Milford Richey  
Syst. Contr. Dir.....Edward Furman  
PRODUCTS: Transistorized all-band closed circuit TV and CATV distribution equipment, demodulators, modulators, amplifiers, splitters, connectors, accessory items.

## American Concertone, Inc.

(Div. of Astro-Science Corp.)

9449 W. Jefferson Blvd., Culver City, Calif.  
Phone: UPTon 0-7245

President.....George K. Otis  
Exec. V.P.....Melvin C. Oelrich  
Sales Mgr., Eastern Div.....John Tait  
Sales Mgr., Western Div.....Pete Morris  
PRODUCTS: Consumer & professional tape recording equipment; model 505, 505 reverse-o-matic; series 30, transicorder & Mark VII & Mark X.

## American Microwave & Television Corp.

1369 Industrial Road, San Carlos, Calif.  
Phone: LY 1-7387

President.....F. Dan Meadows  
Chief Engineer.....Harvey Bartholomew  
PRODUCTS: High resolution vidicon cameras, switching systems, electronic pan-tilt zoom device, microwave systems, wide band amplifiers, power amplifiers, low noise pre-amplifiers, differential phase and gain equalizer.

## American Telephone & Telegraph Co.

(Long Lines Dept.)  
250 Park Ave., New York 17, N. Y.  
Phone: EXeter 3-5725

Sales Manager.....R. L. Hake  
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  
Sls. Mgr.....George Elliot  
Mgr. Adv. & Sls. Prom.....M. D. Smoller  
PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

## Ampex Corporation

934 Charter St., Redwood City, Calif.  
Phone: 369-7111

Pres. ....Wm. E. Roberts  
Asst. to Pres.....C. A. Black  
Vice Pres., Prod. Plan. Dir.....R. Sackman  
V.P., G.M., Internat. Oper.....B. A. Olerich  
V.P., G.M., Video & Inst. Div.....C. G. Grant  
Adv., Sales Promo. Mgr.....S. C. Titus  
Sales, Service Mgr.....T. Davis

Magnetic Tape Div.

Box 190, Opelika, Ala.

Phone: SHERwood 5-7643

VP., Mgr. (Redwood City)....R. L. Pappas  
Sales Mgr.....Boothe Ingram  
Eng. Mgr. (Redwood City).....G. Ziadeh  
Quality Cont. Mgr.....Jim Grady

Branch Offices

600 E. Palisades Ave., Englewood Cliffs, N. J.  
Phone: 567-7800

Regional Mgr.....John North  
8467 Beverly Rd., Los Angeles, Calif.  
Phone: OL 3-1610

Regional Mgr. ....Al Sroka  
Connecticut & Florida Aves., N.W.,  
Washington, D. C.  
Phone: DE 2-0300

Regional Mgr. ....Wm. Follin  
3376 Peachtree Rd., N.E., Atlanta, Ga.  
Phone: 231-3480

Regional Mgr. ....Wm. Craig  
2626 W. Mockingbird Lane, Dallas, Tex.  
Phone: FL 7-0481

Regional Mgr.....C. Norton  
PRODUCTS: Videotape TV recorders, models VR-1000C and VR-1002; Marconi Mark IV TV cameras and associated equipment.

## Amplifier Corp. of America

398 Broadway, New York 13, N. Y.  
Phone: WOrth 6-2929

President .....R. J. Swartz  
Vice-Pres.....N. M. Haynes  
General Manager .....A. J. Gillette  
Advertising Manager.....H. Gold  
Purchasing Agent .....C. P. Westlake  
PRODUCTS: Magnemite Portable, VU 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, Varivolt-er, Voltage Deviometer, TransMagnemite, Magnetic bookshelf, transistorized amplifiers.

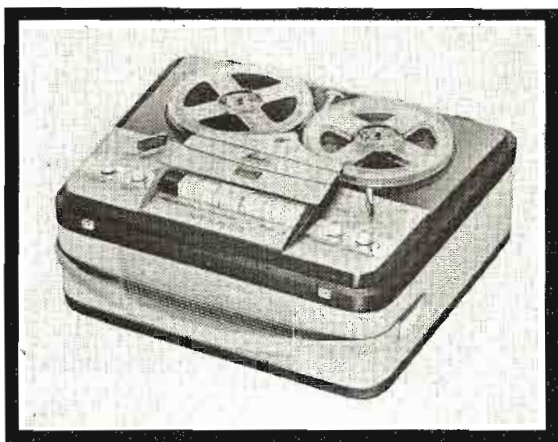
## Amplitel, Inc.

61-37 Fresh Meadow Lane, Flushing 65, N. Y.  
Phone: LEnox 9-5200

President.....Herbert M. Ardston  
Vice-President.....Harry Morris, Jr.  
Chief Engineer.....Norman Perlman  
Sales Manager .....Jack Saunders  
PRODUCTS: Community antenna systems,



**This Norelco Tape Recorder  
makes sidewalk interviews easy...**



## **this one provides top fidelity stereo/mono studio or location recording and broadcasting**

On the left is the new, 7-pound, battery-operated Continental '100'—specifically designed for fast, on-the-go, quality recording and playback. Provides up to 2 hours on one 4" reel. Reels are on top—you record while wearing the '100' over the shoulder (convenient leather carrying case available as optional accessory). Completely self-contained with dynamic cardioid microphone for distant pickup, wide-range Norelco speaker, and patch cord for playback through external equipment. Constant-speed motor with capstan drive. 100% transistorized. Guild-crafted by Philips of the Netherlands. For sidewalk interviews, eyewitness reports and live background sound—anytime, anywhere—it's the new Continental '100'.

Above is the magnificent Continental '401'—new, improved version of the famous Norelco 4-track stereo/mono recorder. 100% transistorized. Four speeds include the new, super-slow 15/16 i.p.s., providing up to 32 hours recording on a 7" reel. Completely self-contained with dual record/playback preamplifiers, dual power amplifiers, 2 speakers and stereo dynamic microphone.

To see and hear how these Norelco Continental Tape Recorders can handle your daily reportorial assignments or location and studio recording and broadcast sessions, contact your dealers in quality high fidelity components, or write: North American Philips Company, Inc., High Fidelity Products Division, Hicksville; Long Island, New York.

# *Norelco*<sup>®</sup>

IN CANADA AND THROUGHOUT THE FREE WORLD, NORELCO IS KNOWN AS 'THE PHILIPS'



# RADIO & TV EQUIPMENT MANUFACTURERS

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.

P.O. Box 807, Chicago 42, Ill.  
Phone: FieLdbrook 9-3300

V.P., Sales, Marketing.....R. P. Lamons  
Director of Engineering.....J. S. Brown  
Advertising Mgr.....E. Heitsch  
Sales Manager.....C. Robert Lane  
Marketing Manager.....Robert Bickel

### ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.  
Claremont, Cal.

Phone: NAtional 6-3505  
ANDREW ANTENNA CO., LTD.  
606 Beach St., Whitby, Ont.  
Phone: MOhawk 8-3348

PRODUCTS: UHF & VHF transmission line system; Multi-V FM antenna; coaxial switches, flexible coaxial cable, microwave antennas.

## Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.  
Phone: NEw Rochelle 6-8138

President.....John Oxberry  
V.P. & Gen. Mgr.....A. K. Livingston  
Treasurer.....Paschal Mathison  
Sales Manager.....Edward G. Willette  
Branch Offices  
Hollywood, Calif.

Manager.....Robert Troy  
Addlestone, Surrey, England

Manager.....Peter Neilson  
PRODUCTS: Oxberry equipment for 16/36, 65, 70 double 8 mm. special effects optional printers, process cameras, animation stands.

## Arthur Ansley Manufacturing Co.

New Hope, Pa.  
Phone: AXtel 7-5050

President.....A. C. Ansley  
PRODUCTS: Printed circuits, printed circuit assemblies.

## Astro-Beam Manufacturing Co.

26277 Mooney Blvd., Tulare, Calif.  
Phone: MU 6-5074

Owner.....Dick Whiteside  
PRODUCTS: FM beam antenna systems.

## 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, Inc.

279 Broadway, Amityville, N. Y.  
Phone: MYrtle 1-7080

Pres.....F. Sumner Hall  
Sales Mgr.....Samuel Glassman  
PRODUCTS: Patch cords, jack panels, cord and cable test sets, designation strips and cards, jack mountings, terminal blocks, telephone jacks and plugs.

## Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-6640

President.....William T. Hack  
Vice Pres.....Herman Kornbrodt  
Sec.-Treas.....Bryce Haynes  
Advertising Manager.....Rolf Haag

### Branch Offices

1126 Flower St., Glendale 1, Calif.  
Phone: CH 5-6387

V.P. in Charge.....Alan H. Bodge  
7321 N. Hardin St., Skokie, Ill.  
Phone: 583-4161

Manager.....B. N. Freifeld  
8605 Cameron St., Silver Spring, Md.  
Phone: 585-4845

Manager.....G. R. Freifeld  
22 Bonwood Rd., Needham, Mass.  
Phone: HI 9-0724

Manager.....R. H. Vaughan  
PRODUCTS: Tape, magnetic recording; disc, instantaneous recording; styli, record and playback; film, magnetic recording.

## Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.  
Phone: ORegon 5-7820

President.....C. J. LeBel  
PRODUCTS: Feedback suppressors (frequency shifters).

## Audio Master Corp.

17 East 45th St., New York 17, N. Y.  
Phone: OXFord 7-0725

President.....Herbert Rosen  
PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

## Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.  
Phone: WAtkins 4-2121

President.....David Hirsch  
V.P., Sales & Adv. Mgr.....Ben Newton  
Assistant Treas.....P. Schoenfeld  
Secretary.....R. M. Dreyfuss  
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

## Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.  
Phone: HOLlywood 5-4161



# RADIO & TV EQUIPMENT MANUFACTURERS

TV Mgr.....J. R. Jones  
**PRODUCTS:** Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

## Bauer Electronics Corp.

1663 Industrial Rd., San Carlos, Calif.  
 Phone: LY 3-0800

President .....Fritz Bauer  
 Sales Manager .....Paul Gregg  
**PRODUCTS:** AM transmitters 1000/250, 5000/1000 & 10,000/5000 watts; antenna tuning equipment & phasors.

## 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, crank up and lift up dollies, light housings, remote pan & tilts.

## Bausch & Lomb Inc.

635 St. Paul St., Rochester 2, N. Y.  
 Phone: LOcust 2-3000

Pres.....W. W. McQuilkin  
*Branch Office*

730 Fifth Ave., New York, N. Y.  
 Phone: Circle 7-5400

**PRODUCTS:** Balopticon TV slide projection and motion picture camera lenses.

## Bayside Timers, Inc.

43-69 162nd St., Flushing 58, N. Y.  
 Phone: INdependence 3-8935

Pres. ....Gale Dorothea  
**PRODUCTS:** Design and manufacture of timers, dimmers, electrical controls and synchronized sound.

## John F. Beasley Construction Co.

1614 Mercantile Bank Bldg., Dallas 1, Tex.  
 Phone: RI 1-3228

Phone: MURray 7-6381

President.....John F. Beasley  
 Exec. Vice Pres.....Lothar E. Berg  
 Vice Pres.....B. V. Pruden  
 Secretary-Treasurer.....Andrew B. Lytle

*Branch Offices:*

402 South "D" St., Muskogee, Okla.  
 Phone: MU 7-6381

Vice Pres. ....B. V. Pruden  
 20 N. Wacker Dr., Chicago, Ill.  
 Phone: ST 2-7589

Sec.-Treas. ....A. B. Lytle  
**PRODUCTS:** Steel erectors (radio-television towers and antennas).

## Behrend Cine Corp.

161 E. Grand Ave., Chicago 11, Ill.  
 Phone: MICHigan 2-2281

President .....Jack Behrend  
 Vice President .....Lennis Gangel  
 Sec.-Treas. ....Jean Behrend  
**PRODUCTS:** Speedi-Q punches, Tee film cleaner, blooping tape.

## Bell and Howell Company

7100 McCormick Rd., Chicago 45, Ill.  
 Phone: AMBassador 2-1600

Vice Pres., Gen. Mgr.....M. C. Townsley  
 Dir. of Marketing .....J. L. Wassel  
 Dir. of Eng.....Dr. H. C. Wohlrab  
**PRODUCTS:** 614-CDVM, 614-CDTV, 16mm vidicon projectors, screening room projectors, 16mm cameras, printers, splicers.

## Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.  
 Phone: JUDson 6-4350

President .....Martin Sugar  
 Board Chrmn., Eng. Dir.....Lee Bunting  
 Franch. Place. Mgr.....Charles Smith  
 Nat. Field Oper. Mgr.....Thomas Gemmola  
 Purch. Agt. ....Victor Peters  
 Secretary .....James Bronis  
 Service Mgr.....Nicholas Theirjung  
 Chief Eng. ....Gary Danek

*Branch Offices*

488 John Street, Bridgeport, Conn.  
 Phone: FO 7-7718

Pres. ....William Gorzka  
 11 N.W. 36th Street, Miami, Fla.  
 Phone: PL 4-2628

Manager.....William T. Kruglak, II  
**PRODUCTS:** Watchdog TV system, TV security systems, 5" TV monitors, master antennas, amplifiers, outlets, TV cameras, video amplifiers.

## Blaw-Knox Equipment Div.

Box 1585, Pittsburgh 30, Pa.  
 Phone: STerling 1-2700

Vice Pres., Gen. Mgr.....A. H. Jackson  
 Sales Mgr.....E. S. Miller  
 Chief Eng. ....E. W. Pottmeyer  
**PRODUCTS:** Steel towers for AM, FM, TV.

## Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.  
 Phone: MArket 2-8151

Vice President.....Harry Gilbert  
 Dir. of Marketing.....Ralph H. G. Mathews  
**PRODUCTS:** Amplifiers, distribution equipment and accessories for master TV systems, community TV systems and educational TV systems. Home TV improvement products. UHF amplifiers and converters.

## Bodde Screens & Projectors

Box 711, San Fernando, Calif.  
 Phone: EMpire 5-2551

V.P., General Manager.....B. M. Bodde, Jr.  
**PRODUCTS:** Wide angle seamless translucent screens; automatic, reversible, high intensity background projectors accommodating standard and polaroid slides.

## Bogen-Presto Co.

P. O. Box 500, Paramus, N. J.  
 Phone: DIAMond 3-5700

Sls. Mgr., Prof. Equip.....Thomas L. Aye  
**PRODUCTS:** Disc recorders & accessories, tape recorders, transcription turntables, l.p. tape reproducers, automated tape systems, custom tape, disc & mixing equipment, multiplex receivers.

# RADIO & TV EQUIPMENT MANUFACTURERS

## **Browning Laboratories, Inc.**

100 Union Ave., Laconia, N.H.

Phone: 523-5454

President.....G. C. Greene  
Chief Eng.....Charles J. Chatterton

PRODUCTS: Crystal-controlled single-channel FM tuners, multiplex receivers, FM broadcast monitor and relax receivers; FM modulation monitor, 25 mc-174 mc.

## **Burgess Battery Company**

(Div. of Seriel, Inc.)

Foot of Exchange, Freeport, Ill.

Phone: AD 2-2161

President.....F. J. Kirkman  
V.P., Sales.....C. E. Batz  
Sales Mgrs.....W. W. Riddell, R. G. Wright

*Branch Offices*

4003 W. Madison, Chicago 2, Ill.

Phone: NE 2-2771

Manager.....H. E. Chabot  
76 Ninth Ave., New York 11, N. Y.

Phone: CH 2-2270

Manager.....A. C. Olsson  
1855 Industrial St., Los Angeles 21, Calif.

Phone: MA 8-9141

Manager.....J. C. Geiger  
PRODUCTS: Manufacture dry batteries, mercury batteries, sealed rechargeable nickel cadmium batteries, water activated batteries, alkaline batteries, magnetic recording tape.

## **Burke & James, Inc.**

321 S. Wabash Ave., Chicago, Ill.

Phone: HARRISON 7-8393

President.....George Drucker  
V.P., Tech. Dir.....A. Drucker

PRODUCTS: TV lenses, special mounts; "Videoptics" processing eqpt.

## **Bussmann Manufacturing Div.**

(McGraw-Edison Co.)

University at Jefferson St., St. Louis 7, Mo.

Phone: GARFIELD 1-1740

Manager.....Joseph A. Busmann, Jr.  
*Branch Office*

93 Montgomery St., Jersey City, N. J.

New York Phone: CORTLANDT 7-1466

PRODUCTS: Fuses for electronic circuits.

## **Camera Equipment Co., Inc.**

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

Phone: JUDSON 6-1420

Pres.....Eugene H. Levy  
Vice Pres., Finance.....Vincent Tepedino  
Sales Dir.....Burton Grodin

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; closed circuit TV equipment.

## **The Camera Mart, Inc.**

1845 Broadway, New York 23, N. Y.

Phone: PLaza 7-6977

President.....Samuel Hyman  
Vice Pres.....Paul Mcistrich  
Sec.-Treas.....Anna Browning  
Asst. Sales Mgr.....Thomas Johnston

Res., Dev. Dir.....Anton Weber

PRODUCTS: Camart product for motion pictures, TV, including camera dollies, mike booms, tripods, film-editing equipment; sales, service, rentals of Moviola equipment, Arriflex, Auricon sound cameras, Magnasync equipment.

## **Canadian General Electric Co., Ltd.**

Royce Works, 830 Lansdowne Ave.,

Toronto 4, Ont.

Phone: 531-6511

(Electronic Equipment & Tube Dept.)

V.P., Gen. Mgr.....R. M. Robinson  
Mgr. Marketing.....I. A. Mayson  
Mgr. Best. Sls. & Planning.....C. E. Spence  
Broadcast Sales.....E. J. Gareau  
Adv. & Sales Prom.....M. D. Locke

PRODUCTS: Complete AM, FM, TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of electronic equipment.

## **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  
Marine, Land Commun. Mgr.....J. H. Martin  
Sales Mgr.....W. Bitcon  
Comptroller.....C. S. Stephens

PRODUCTS: Transmitters and studio equipment for AM-FM TV stations; transmitting and receiving tubes.

## **Cannon Electric Co.**

3208 Humboldt St., Los Angeles 31, Calif.

Phone: CApitol 5-1251

Vice President, Sales.....F. M. Cate  
PRODUCTS: Audio and TV camera connectors.

## **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 systems, speaker-amplifier systems.

## **Caterpillar Tractor Co.**

Engine Division

Peoria, Ill.

Phone: 676-3311

V.P., Engine Div.....L. L. Morgan  
Sales Manager, Eng. Div.....F. V. Jacobs

# RADIO & TV EQUIPMENT MANUFACTURERS

## Branch Office

630 Fifth Ave., New York, N. Y.

Phone: Circle 5-9054

PRODUCTS: Diesel electric sets and natural gas electric sets for standby and prime power for use by broadcasting and communications facilities.

## Cavalier Radio & Electronics Corp.

66-02 Austin St., Forest Hills 74, N. Y.

Phone: Illinois 9-0800

Pres.....Leo J. Galanek  
V.P., Secretary.....Grace V. Ramey  
Dir. of Engineering.....Frank A. Bullock  
Mgr. of Manufacturing.....Jerry Di Mucci  
Purchasing.....Angelo Evangelista  
Chief Engineer.....Walter Arent

PRODUCTS: AM-FM table and clock model radios, transistor radios, monaural and stereo portable phonographs, stereo consoles.

## Cellomatic Corp.

(Div. Screen Gems)

711 5th Ave., New York, N. Y.

Phone: PLaza 7-7895

Vice Pres.....Milton Rogin, Thomas Howell

Sales Mgr.....Larry Cooper

### Branch Offices

615 N. Wabash Ave., Chicago, Ill.

Phone: SU 7-2755

Manager.....Owen Zapel

1410 Turkey Run Rd., Washington, D. C.

Phone: EL 6-4533

Manager.....Ernest Vetter

433 Jarvis St., Toronto, Canada

Phone: WA 2-3124

Manager.....George Headon

PRODUCTS: Cellomatic Figure Mark IV and S-45 animation projectors, Cellomatic videoplex projector and supporting graphics services.

## 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 dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

## Chrono-log Corporation

2583 West Chester Pike, Broomall, Pa.

Phone: ELgin 6-6771

Vice President.....Saul Meyer

Vice President.....Arthur Freilich

### Branch Offices

1519 Northern Blvd., Roslyn, N. Y.

Phone: MA 1-8660

Manager.....John Wild

1011 Highland Ave., Arlington, Va.

Phone: JA 4-2274

Manager.....J. Heffernan

512 N. 18th St., Birmingham 3, Ala.

Phone: AL 1-0312

Manager.....C. Vaughn

Box 66, Needham, Mass.

Phone: Hillcrest 4-2366

Manager.....W. Weeton

1540 Maple St., Northbrook, Ill.

Manager.....Bill Nobles

7316 Winston Churchill Dr., Dayton 32, O.

Phone: CHapcl 4-2744

Manager.....K. Gregerson

6170 Sherry Lane, Dallas, Tex.

Phone: EM 3-3698

Manager.....N. S. Brown

Box 11098-E, Albuquerque, N. M.

Phone: 299-2829

Manager.....R. Mayes

PRODUCTS: STEP (Sequential TV Equipment Programmer) for automation of station breaks and other video and audio switching. Digital clocks for time indication.

## Cinema Engineering

(Aerovox Corp.)

1100 Chestnut St., Burbank, Calif.

Phone: Victoria 9-5511

Gen. Works Mgr.....C. P. Dibble

Sales Service Mgr.....P. D. Kampion

Account Mgr.....R. K. Baldwin

N.Y.C. Representative.....Sidney H. Baum

### Branch Offices

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

Phone: MUrray Hill 6-6268

70-15 Fleet St., Forest Hills, N. Y.

Phone: BOulevard 3-8101

613 W. Cheltenham St., Philadelphia 26, Pa.

Phone: CApital 4-2727

District Mgr.....Harry J. Hartz

1145 19th St., N.W., Washington 6, D. C.

Phone: FE 8-6706

Manager.....Peter C. Cameron

1551 Btaron St., W., Hamilton, Ont.

Phone: LI 5-1186

Sales Mgr.....J. Cartwright

PRODUCTS: Audio attenuators, equalizers, degaussers (demagnetizers), filters.

## Collins Radio Co.

5200 C Ave., N.E., Cedar Rapids, Iowa

Phone: EMpire 5-8411

Comm. Sales Mgr.....R. M. Winston

Reg. Sales Mgr.....H. L. Peters

Bcst. Sales Mgr.....E. S. Gagnon

### Branch Offices

1271 Ave. of the Americas, New York 20, N.Y.

Phone: JU 6-5678

Regional Sales Dir.....W. J. McKnight

2600 Wilshire Blvd., Los Angeles, Calif.

Phone: DUmkirk 5-6421

Regional Sales Mgr.....G. R. Schneider

1930 Hi-Line Dr., Dallas, Tex.

Phone: RIverside 7-5151

Regional Sales Mgr.....John Dalby

PRODUCTS: Radio, AM & FM transmitters, FM antennas, phasing equipment, remote amplifiers, audio, studio, and cartridge tape equipment, microphones, package radio stations and Mobile studios and stations.

# RADIO & TV EQUIPMENT MANUFACTURERS

## 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: ADams 8-2461

President.....James R. Palmer

Vice President.....Floyd B. Fischer

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for community antenna, master, closed circuit, educational & industrial systems. Ultra low noise preamplifiers & wide band amplifiers at VHF & UHF. Custom design & manufacturing.

## Comprehensive Film Treat, Inc.

421 W. 54th St., New York 19, N. Y.

Phone: CO 5-0372

President.....Michael Freedman

Vice-Pres.....Stanley Giner

Sect.....Jane Leni

Treas.....Jules Leni

PRODUCTS: Comprehensive film treat process: For films in constant use; print life service; comprehensive film rejuvenation.

## Conrac Division

(Giannini Controls Corp.)

19217 E. Foothill Blvd., Glendora, Calif.

Phone: EDgewood 5-0541

General Manager.....W. J. Moreland

Chief Engineer.....J. Grayson Jones

Operations Manager.....R. M. Alston

Product Mgr.....Robert Vendeland

*Branch Office*

350 5th Ave., New York, N. Y.

Phone: LW 4-1160

Manager.....Al Slater

PRODUCTS: Broadcast, closed-circuit TV monitors; re-broadcast receivers; ETV multiple-monitor systems, control receivers.

## Consolidated Tower Service

1123 Michigan Ave., Fort Wayne 6, Ind.

Phone: ANthony 7-0202

General Manager.....N. I. Swager

PRODUCTS: Towers—erected, sold and serviced, especially in package deals.

## Continental Electronics

### Manufacturing Company

(Subsidiary of Ling-Temco-Vought, Inc.)

4212 S. Buckner Blvd., Dallas 27, Tex.

Phone: EVergreen 1-7161

President.....James Weldon

V.P., Engineering.....Mark W. Bullock

Director of Sales.....Thomas B. Moseley

*Branch Offices*

26 Cushing Rd., Milton 86, Mass.

Phone: ED 3-0619

Eastern Dist. Mgr.....I. J. Metcalfe

1515 S. Manchester, Anaheim, Calif.

Phone: PR 4-2900

Western Dist. Mgr.....J. H. Hamilton

PRODUCTS: AM broadcast transmitters, all power levels; remote control and fault

alarm equipment for unattended operation.

## Sol Cornberg Associates, Inc.

18H Broadway, New York 23, N. Y.

Phone: JUdson 2-6530

President.....Sol Cornberg

PRODUCTS: Designers of TV-radio-theatre facilities & equipment; intercom TV systems. Consultants in application & procedure.

## 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 4-8111

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

Asst. Gen. Mgr., Gen.

Sales Mgr.....W. G. Gordon

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

V.P., Sales.....E. L. Grayson

PRODUCTS: Video distribution equipment, VTVM, attenuators, rotary switches, video attenuators, RF attenuators, transmission measuring equipment.

## Dewald Radio

(Div. of United Scientific Labs., Inc.)

35-15 37th Ave., Long Island City, N. Y.

Phone: STillwell 4-9334

President.....David Wald

Chief Eng.....Mark Glaser

Contract Sales Mgr.....Seymour Wald

Sales Mgr.....Leonard Haas

Prod. Eng.....Sidney Weinberg

PRODUCTS: AM-FM Hi-Fi tuners. Stereo tuners & amplifiers. Citizen band and amateur band transceivers.

## Dialogue Prompter Service

161 West 75th St., New York 23, N. Y.

Phone: FI 1-4065

Pres.....Arthur Dittler

Sales Mgr.....Alfred Lettieri

Script Dept. Mgr.....Margot Allison

PRODUCTS: Prompting equipment and through-the-lens viewing for TV, films, public speaking and industrial shows; typing and script preparation.

# RADIO & TV EQUIPMENT MANUFACTURERS

## Diamond Electronics

Box 415, Lancaster, Ohio  
Phone: OLive 3-6540

General Manager.....James G. Gelder  
Field Sales Mgr.....R. H. Renko  
Industrial Sales Mgr.....W. P. McNamara  
Production Manager.....N. D. Rupert  
Business Manager.....J. T. Justice

### Branch Offices

10 High St., Boston 10, Mass.  
Phone: HA 6-6676

Manager.....J. A. Crowley  
105 W. Adams St., Chicago 3, Ill.  
Phone: RA 6-4426

Manager.....H. F. Krapf  
410 Asylum St., Hartford, Conn.  
Phone: 522-1252

Manager.....William Buckley  
4708 Crenshaw Blvd., Los Angeles 43, Calif.  
Phone: AX 1-0614

Manager.....R. W. Hall  
**DIAMOND POWER SPECIALTY CORP.**  
666 Third Ave., New York 17, N. Y.  
Phone: MU 2-7080

Manager.....J. E. Bryer  
**PRODUCTS:** Image dissector CTTV systems; Vidicon CCTV systems; "Hawk 401" camera; 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.....Joseph Margolin  
Mktg. Mgr.....Thomas L. Evans

### Branch Office

9730 Cozycroft Ave., Chatsworth, Calif.  
Phone: DI 1-4010

Manager.....R. E. Anderson  
**PRODUCTS:** Antenna research, development and production.

## Dresser-Ideco Company

875 Michigan Ave., Columbus 15, Ohio  
Phone: AX 9-2123

Pres. and Gen. Mgr.....Henry Knippenberg  
Tower Design Mgr.....Orville Pelkey  
Sales Mgrs.....J. M. Hogan,  
J. R. Hayden, C. D. Byrd

### Branch Office

2314 Redondo Beach, Gardena, Calif.  
Phone: PL 8-4194

Manager.....Robert Sload  
**PRODUCTS:** Broadcast TV Towers.

## M. Ducommun Co.

580 Fifth Ave., New York 36, N. Y.  
Phone: PLaza 7-2540

Manager.....Tony Stepchuk  
**PRODUCTS:** Radio and TV stop watches, centralized register, filmmeter stopwatches, pocket and wrist chronographs.

## Du Mont Laboratories

(Div. of Fairchild Camera & Inst. Corp.)  
750 Bloomfield Ave., Clifton, N. J.

Phone: PRescott 3-2000

Group Mgr., Du Mont Div.....John S. Auld  
Sr. Technical Advisor...Dr. Allen B. Du Mont  
Acct. Mgr.....Charles Uhlig  
Adv. Mgr.....John Prymack  
Administrative Svcs.....Adolph A. Katz  
Quality Control.....Frederick Walzer  
Purchasing.....Carl Tepel  
Industrial Rels. Dir.....Rial Simons  
Pub. Dir.....Edward W. Allen, Jr.

## ELECTRONIC TUBE DIV.

General Mgr.....William Croxville  
Sales Mgr.....Robert W. Deutsch  
Eastern Sales.....Burtis Lawton  
Western Sales.....Dwight L. Unstead  
Manufacturing Mgr.....James Van Note  
Cathode-Ray Tube Lab.....Joseph G. Burne  
Photosensitive Dev. Lab...Joseph G. Koosman  
Tech. Asst. to Gen. Mgr....Victor LeGendre

## INDUSTRIAL ELECTRONICS DIV.

Mgr.....Jack Humbert  
Commun. Dept.....Roger Daugherty  
Instrum. Mktg. Mgr.....George Tirone  
Mobile Radio Sales Mgr....Raymond Carey  
Indust. TV Sales Mgr.....Richard Colten  
Instrum. Sales Mgr.....Fred Katzmann  
Instrum. Eng. Mgr.....Hy Soojian

**PRODUCTS:** Industrial and military cathode-ray tubes, multiplier photo tubes, storage tubes, fiber optics tubes, scan converters, microwave tubes, industrial and closed circuit television, two-way mobile radio equipment, automotive test equipment, oscilloscopes, oscilloscope cameras, pulse generators.

## EICO Electronic Instrument Co., Inc.

33-00 Northern Blvd., L. I. C. 1, N. Y.  
Phone: ST 6-8700

President.....Harry R. Ashley  
Vice President.....Philip A. Portnoy  
Secretary.....Sophie C. Ashley  
Treasurer.....Morris Kaufman

**PRODUCTS:** Electronic kits, Hi-Fi, test instruments, ham gear, citizens radio, transistor radio.

## EMI/US Ltd.

(General Communications Div.)

1750 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 2-4909

V. P., General Manager.....Bruce Rozet  
Advertising Manager.....Denis Waitley

### Branch Office

151 W. 46th St., New York, N. Y.  
Phone: CIRCLE 5-1216

Manager.....Frederick Cudlipp  
**PRODUCTS:** TV camera chains, video recording tape, switching systems, solid state state distribution equipment, video mixers, video monitors.

## E-Z Way Towers, Inc.

5901 E. Broadway, Tampa 5, Fla.  
Phone: 626-4157

President.....Clarence Jax  
Vice Pres.....Arthur H. Judd



# RADIO & TV EQUIPMENT MANUFACTURERS

Engineer.....Harold M. Payne  
PRODUCTS: Steel towers for main station; telescopic towers adaptable to mounting on equipment van for remote microwave transmission.

## Eastman Kodak Co.

343 State St., Rochester 4, N. Y.  
Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.

Donald E. Hyndman  
Branch Offices

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.....N. L. Simmons  
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 for AM-FM-TV; quartz crystal units for frequency control.

## Eitel-McCullough, Inc.

301 Industrial Way, San Carlos, Calif.  
Phone: LYtell 1-1451

Dir. of Marketing.....F. A. Speaks  
PRODUCTS: Eimac Electron, power transmitting tubes.

## Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.  
Phone: OXBow 5-6831

V.P., Marketing.....Lawrence LeKashman  
Mgr., Comm. Prod.....George Riley  
Sales Mgr., OEM Products.....Howard Durban  
Mgr., Adv. & Sales Prom.....D. H. Kirkendall

PRODUCTS: Professional microphones for radio & TV.

## Electron Corp.

(Sub. of Ling-Temco-Vought, Inc.)  
Box 5570, Dallas, Tex.  
Phone: ADams 5-3424

President.....M. Zimmerman  
V.P., Sec.-Treas.....John Duke  
Sales.....Bill O'Fallon  
Prod. Mgr.....Carl Griffin  
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.

80 Danbury Rd., Rte. 7, Wilton, Conn.  
Phone: POrter 2-5537  
N.Y.C. Phone: CYpress 5-1207

President.....V. J. Skee  
PRODUCTS: AKG dynamic & condenser microphones, headsets and turntables; NAG-RA portable tape-recorders.

## Electronics Development Corp.

1533 Monrovia Ave., Newport Beach, Calif.  
Phone: TRiangle 7-3223

Pres., Chief Eng.....Joseph H. Leaming  
Vice Pres.....C. G. W. Anderson  
Sec., Treas.....Fred P. Leaming

PRODUCTS: Andiplex sound duplexing units, high speed data TV transmission, systems, design and development of special studio equipment, low power 200 watt TV transmitters.

## Electronics, Missiles & Communications, Inc.

262 East Third St., Mount Vernon, N. Y.  
Phone: MO 8-3012

N.Y.C. Phone: CYpress 2-3518

President.....Byron W. St. Clair  
Vice President.....Robert F. Romero  
Vice President.....Henry Shapiro  
Sales Mgr.....Melvyn Liebmann

PRODUCTS: VHF, UHF translators and transmitters, U-to-V converters, band pass filters, low-noise pre-amplifiers.

## Emerson Radio & Phonograph Corp.

11th & Cole Sts., Jersey City 2, N. J.  
Phone: SWarthenore 5-3500

President.....B. Abrams  
Secretary-Treasurer.....M. Abrams  
Exec. Vice-Pres.....Dorman D. Israel  
Sr. Vice President.....H. Tullo  
V.P., Contoller.....Abraham Vogel  
Dir. Public Rel.....L. H. Liberman  
PRODUCTS: TV receivers, FM/AM radios, phonographs, phonoradios.

## Engineering Associates

434 Patterson Rd., Dayton 19, Ohio  
Phone: AXminster 3-1662

President.....C. C. Littell, Jr.  
PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies, Microwave equipment.

## Esquire Radio & Electronics, Inc.

6201 15th Ave., Brooklyn, N.Y.  
Phone: BENsonhurst 6-2755

President.....A. R. Lieberman  
Vice President.....Simon Lynn  
Treasurer.....Joshua Dwork  
Production Mgr.....Anthony Umina  
Purchasing Agent.....Author Barbash  
Chief Engineer.....Paul Smith  
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.



# RADIO & TV EQUIPMENT MANUFACTURERS

## Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City, 1, N. Y.  
Phone: STillwell 4-6163

President.....Donald J. Plunkett  
Sales Admin.....Margaret P. McLaughlin  
Chief Engineer.....George Alexandrovich  
PRODUCTS: Broadcast transcription tables, tone arms and cartridges, equalizers, power amplifiers, limiters, cutters (stereo and monophonic), recording and playback equipment, filters, compressors, attenuators, preamplifiers, audio consoles.

## Federal Manufacturing & Engineering Corp.

1055 Stewart Ave., Garden City, N. Y.  
Phone: CH 8-7400

Mktg. Dir.....Kenneth V. Curtis  
Sales Mgr.....Lawrence D. Scheu, Jr.  
PRODUCTS: Kinescope recorders, sound-on-film cameras, rear screen projectors and screens, transceivers, wireless microphones.

## Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.  
Phone: NE 6-1300

PRODUCTS: Optical elements including Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides, etc.

## C. H. Fisher & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.  
Phone: ATlantic 7-7303

President.....C. H. Fisher  
PRODUCTS: AM, FM & TV towers and ground systems; lighting & painting.

## Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.  
Phone: EXeter 2-8900

President.....Avery Fisher  
Exec. Vice Pres., Gen. Mgr.....B. L. Arons  
V.P., Eng.....Fred Mergner  
Sales Dir.....Paul E. Bryant  
Component Sales Mgr.....James J. Carroll  
Purch. Dir.....Harvey Stone  
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  
Sales Manager.....L. W. Hollander  
Indust. Sales Mgr.....Wally Robbins  
Maint. Chief.....Ray Emeritz  
Audio Dept. Hd.....Bernie Zuch  
Camera Dept. Hd.....Hy Roth  
Lighting Dept. Hd.....John Murray  
Chief Engineer.....Dominick Notto  
PRODUCTS: Sales and rentals, 16mm and 35mm motion picture production equipment, editing equipment, service, manufacturers, importers, distributors.

## Foto-Video Electronics, Inc.

36 Commerce Rd., Cedar Grove, N. J.  
Phone: CENtral 9-6100

Pres., Chief Eng.....A. J. Baracket  
Vice President.....Angelo R. Fiore  
Vice President.....George Houlroyd  
Purchasing Agent.....Lyle Eckler  
Sales Manager.....William Eudres  
Secretary.....Catherine E. Baracket  
PRODUCTS: Image orthicon orbiter, video equalizer-amplifier, fotovideo aperture & phase corrector, keyed video signal generator, transistorized plug-in vidicon camera, kinescope recording monitors, color synchronizing generators, burst keying units, special camera & monitor light boxes, radar scan conversion alignment & measuring instruments, TV radar bar-dot generator.

## Gates Radio Co.

123 Hampshire St., Quincy, Ill.  
Phone: BALdwin 2-8202

President.....P. S. Gates  
V.P., Opera.....G. L. Mallory  
V.P., Sales.....L. J. Cervone  
Mdsng. & Adv. Dir.....John Price  
V.P., Engr.....N. L. Jochem  
Works Manager.....Howard Young  
Secretary.....A. S. Petzoldt  
Purchasing Agent.....A. Vandenboom  
Branch Office

800 Second Ave., New York, N. Y.  
Phone: MUrray Hill 7-7971

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; spot recorders, cartridge tape 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

Command Systems Div.

300 S. Geddes St., Syracuse, N. Y.  
Phone: GRANite 6-4411

Gen. Mgr.....Richard L. Shetler  
1. Communication Products Dept.  
Mountain View Rd., Lynchburg, Va.

# RADIO & TV EQUIPMENT MANUFACTURERS

Phone: VI 6-3111

General Manager.....H. Van Aken  
Marketing Manager.....Glenn R. Peterson

PRODUCTS: Carrier multiplex, microwave, military communication and power line equipment; two-way radio communications.

## 2. Technical Products Operation

Division St., Syracuse 1, N. Y.

Phone: GRanite 6-4111

Gen. Mgr.....R. L. Casselberry  
Mktg. Mgr.....Harry E. Smith

PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, technological & engineering services.

### Radio & Television Div.

Electronics Park, Syracuse, N. Y.

Phone: GRanite 6-4111

Vice Pres., Gen. Mgr.....Hershner Cross

#### 1. TV Receiver Dept.

Electronics Park, Syracuse, N. Y.

Phone: GRanite 6-4111

Gen. Mgr.....W. E. Davidson  
Mktg. Mgr.....Marshall Bartlett, Jr.

PRODUCTS: Monochrome, color TV receivers; TV-phono-FM stereo combinations.

#### 2. Radio Receiver Dept.

1001 Broad St., Utica, N. Y.

Phone: SWift 7-0750

General Manager.....Robert C. Wilson  
Manager-Marketing...William B. Clemmens

PRODUCTS: Full line of portable radios, clock-radios, table radios. High fidelity components.

#### 3. Audio Products Dept.

2200 N. 22nd St., Decatur, Ill.

Phone: 428-1311

Gen. Mgr.....Charles J. Coward  
Mktg. Mgr.....C. Vernon Phillips

PRODUCTS: Mono and stereo phonographs; high fidelity components.

#### 4. Broadcasting Stations Bus.

1400 Balltown Rd., Schenectady, N. Y.

Phone: FRanklin 7-2261

Gen. Mgr.....J. Milton Lang  
Mktg. Mgr.....Robert F. Reid

SERVICES: WRGB-TV, WGY-AM, WCFM.

#### Electronic Components Division

316 East 19th St., Owensboro, Ky.

Phone: MUrray 3-2401

V.P., General Manager.....L. B. Davis

#### 1. Receiving Tube Dept.

316 East 19th St., Owensboro, Ky.

Phone: MUrray 3-2401

General Manager.....I. D. Daniels  
Mktg. Mgr.....Joseph Quill

PRODUCTS: Special electronic components for entertainment, industry, military.

#### 2. Power Tube Dept.

1 River Rd., Schenectady 5, N.Y.

Phone: FRanklin 4-2211

General Manager.....J. F. McAllister

Manager-Marketing.....F. L. Miller  
PRODUCTS: Microwave equipment, high-power diodes, triodes, tetrodes, hydrogen thyratrons, ignitrons, klystrons, converters, tubes, magnetrons.

#### 3. Cathode Ray Tube Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....David C. Scott  
Mktg. Mgr.....C. L. Dichter

PRODUCTS: Electronic indicating and sensing equipment for industry, military, consumers.

#### 4. Semiconductor Products Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. B. Fancher  
Manager Marketing.....J. H. Sweeney

PRODUCTS: Transistors, integrated electronics, diodes.

#### 5. Rectifier Components Dept.

W. Genesee St., Auburn, N. Y.

Phone: AL 3-7321

General Manager.....C. G. Lloyd  
Mktg. Mgr.....L. C. Wholey

PRODUCTS: Rectifiers (germanium, silicon, selenium, copper-oxide, silicon-controlled).

## General Electronic Labs, Inc.

18 Ames St.—195 Mass. Ave.,

Cambridge, Mass.

Phone: UNiversity 4-8500

Broadcast Sales Mgr.....Sal Fulchino  
Branch Offices

34 W. Hyatt Ave., Mt. Kisco, N. Y.

Phone: MO 6-3730

Sales Eng.....Richard Burden  
3171 Orchard Dr., Denver, Colo.

Phone: 429-5758

Sales Eng.....Howard Dempsey  
2921 S. 104th St., Omaha, Neb.

Phone: 391-8148

W. Dist. Mgr.....Bill Dunbar  
2009 Cromwell Dr., Nashville, Tenn.

Phone: CY 8-5842

Sales Eng.....Revis Hobbs  
121 Meadow Lane, Cleveland, O.

Phone: 248-4864

Sales Eng.....Robert Leedham  
7268 S.W. 16th Terr., Miami, Fla.

Phone: CA 6-4366

Sales Eng.....Ralph Owens  
806 Wellesley Dr., Atlanta, Ga.

Phone: 355-1329

Sales Eng.....Gordon Swan  
PRODUCTS: FM transmitters; stereo,

multiplex generators; multiplex rebroadcast receivers; Rust remote-control equipment; AUTOLOG equipment.

## General Precision Lab, Inc.

(Div. of General Precision, Inc.)

63 Bedford Rd., Pleasantville, N. Y.

Phone: ROgers 9-5000

President.....R. W. Lee

# RADIO & TV EQUIPMENT MANUFACTURERS

V.P. and Gen. Mgr. .... W. P. Hilliard  
 V.P., Sls. and Eng. .... W. J. Tull  
 Dir., Sls. and Svc. Div. .... F. R. Demchok  
 Director Industrial Prods. .... 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.

## General Radio Co.

22 Baker Ave., W. Concord, Mass.

Phone: EMerson 9-4400

N. Y. Phone: WORTH 4-2722

President ..... C. C. Carey  
 Bd. Chairman ..... 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  
 Service Manager ..... H. H. Dawes

**PRODUCTS:** AM, modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

## Granco Products, Inc.

83-30 Kew Gardens Rd.

Kew Gardens 15, N.Y.

Phone: VIRginia 9-8900

President ..... Henry Fogel  
 V.P. Engineering ..... Seymour Napolin

**PRODUCTS:** AM-FM table & car radios, hi fi consoles, FM front end tuner.

## Grand Iron Works, Inc.

525 Tiffany St., Bronx 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 ..... L. J. O'Connell  
**PRODUCTS:** Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

## J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.

Phone: 864-2115

Vice Pres. .... M. C. Hamilton  
**PRODUCT:** Paint and erect radio and TV towers.

## The Hammarlund Mfg. Co., Inc.

53 W. 23rd St., New York, N. Y.

Phone: YUKon 9-2200

President ..... Lloyd A. Hammarlund  
 Vice-Pres. .... Hugh A. McCloskey  
 Sls. Mgr., Engr. Prod. .... L. C. Menkes  
 Mgr., Comm'l Prod. .... F. Lester  
 Dir. of Engr. .... P. L. Epstein  
 Comptroller ..... Walter Knorr

Advertising & Promotion Manager ..... Lescarboursa Agency  
 Personnel Director ..... George Froehlich

**PRODUCTS:** Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

## Harvey Radio Co., Inc.

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

Phone: JU 2-6380

Pres. .... Harvey E. Sampson  
 Vice Pres. .... Harvey E. Sampson, Jr.  
 Sec. .... Paul L. Sampson

### Branch Offices

HARVEY ELECTRONICS-SYRACUSE, INC.

Pickard Dr., Syracuse 11, N. Y.

FEDERAL ELECTRONICS, INC.

Box 208, Binghamton, N. Y.

**PRODUCTS:** Distributes audio devices.

## The Harwald Company

1245 Chicago Ave., Evanston, Ill.

Phone: DAVis 8-7070

President ..... Robert Grunwald  
 Sales Mgr., Eastern Div. .... Sam Caldwell  
 Sales Mgr., Western Div. .... Ray Short  
 Technical Director ..... Richard Wallace  
 Chief Engineer ..... Howard Bowen

**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.

## Hewlett-Packard Co.

1501 Page Mill Rd., Palo Alto, Calif.

Phone: DAVenport 6-7000

President ..... David Packard  
 Sales Mgr. .... C. Van Rensselaer  
**PRODUCTS:** TV & FM monitors and test equipment.

## 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  
 V.P. Indust. Rel. .... Ted S. Hoffman  
 Asst. Sls. Mgr., Radio & Hi Fi. .... P. L. Henry

### 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, semiconductor devices.

## Houston-Fearless Corporation

(Houston-Fearless Div.)

11801 W. Olympic Blvd., Los Angeles, Calif.

Phone: BRAdshaw 2-4331

Sales Mgr. .... A. J. Kjonvedt

### Branch Office

1411 K St., N.W., Washington 5, D.C.

Phone: EX 3-3838

Representative ..... T. H. MacIndor

7525 Cloy Road, Dayton 59, O.

Phone: 855-2166

Representative ..... W. Nearing  
**PRODUCTS:** Tripods, dollies, pedestals, remote control camera heads & mounts, tripod accessories; motion picture film processors.

# RADIO & TV EQUIPMENT MANUFACTURERS

## Huggins Laboratories, Inc.

999 E. Arques, Sunnyvale, Calif.  
Phone: 736-9330

Pres., Gen. Mgr. .... R. A. Huggins  
Sales Manager ..... V. D. Varenhorst  
Plant Manager ..... J. J. Gilleran  
Sec.-Treas. .... W. S. Floyd  
Tube Div. Mgr. .... Dr. J. L. Palmer

**PRODUCTS:** Manufacturer and developer of traveling wave tubes, backward wave oscillators, power supplies, microwave equipment.

## 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.

## Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.  
Phone: Central 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.

## International Electronics Corp.

81 Spring St., New York 12, N. Y.  
Phone: Worth 6-0790

President ..... B. B. Grossman  
Vice President ..... M. Grossman  
Vice President, Sales ..... E. J. Porto  
Dist. Sales Mgr. .... I. Friedman  
Advertising Manager ..... H. Siegmán  
**PRODUCTS:** Mullard electron tubes.

## International Telemeter Corp.

(Div. of Paramount Pictures Corp.)  
1501 Broadway, New York 36  
Phone: BR 9-8700

President ..... Howard Minsky  
Exec. Vice President ..... Leslie Winik  
Vice-Presidents ..... P. MacNamara, C. I. Lappen, J. Murtagh, W. C. Rubinstein  
Secretary ..... Jacob Karp  
Treas. .... James H. Richardson  
Controller ..... Alvin Cooper  
Exec. Producer ..... Jean Dalrymple  
N. Y. Mgr., Pub. Rel. .... Hy Hollinger  
Dir., Franchise Opera. .... Phil Isaacs

### Branch Office

2000 Stoner Ave., Los Angeles 25, Calif.  
Phone: GR 8-7751

Vice President ..... William C. Rubinstein

**PRODUCTS:** Telemeter system of Pay-as-You-See TV.

## Internat'l Telephone & Telegraph Corp.

(ITT Laboratories)

320 Park Ave., New York 22, N. Y.  
Phone: PLaza 2-6000

Pres. .... Harold S. Green  
Sr. Vice Pres. .... William T. Marx  
Vice Pres., Tech. Dir. .... Henri C. Busignies  
Vice Pres., Mfg., Fac. .... Neil E. Firestone

Vice Pres., Pub. .... Edward J. Gerrity  
V.P., U. S. Comm'l. Grp. .... John J. Graham  
V.P., U. S. Defense Grp. .... Charles M. Mooney  
Vice Pres., Mktg. .... Eugene F. Peterson

### Components Div.

100 Kingsland Rd., Clifton, N. J.  
Phone: North 1-1100

Pres. .... Joseph J. Bokan

### Federal Labs

500 Washington Ave., Nutley 10, N. J.  
Phone: North 1-1100

Pres. .... William M. Duke

### Industrial Labs

3700 E. Pontiac St., Ft. Wayne, Ind.  
Phones: Eastbrook 7571; Kenmore 5436

Pres. .... Robert S. Alexander

### Industrial Products Div.

15191 Bledsoe St., San Fernando, Calif.  
Phone: Empire 7-6161

Pres. .... Frederick H. Guterman

### Jennings Radio Mfg. Corp.

970 McLaughlin Ave., San Jose 8, Calif.  
Phone: Cypress 2-4025

Chmn. of Board ..... Calvin K. Townsend

### National Transistor

500 Broadway, Lawrence, Mass.  
Phone: 688-1881

Pres. .... Allen J. Dusault

**PRODUCTS:** Point-to-point, marine and mobile radio; microwave radio and multiplex equipment; transmitting, receiving, coaxial cable systems; test and measuring instruments; closed-circuit TV; power rectifiers, transistors, diodes, semiconductor materials, tubes, electrical equipment.

## Jackson Electrical Instrument Co.

124 McDonough St., Dayton 2, O.  
Phone: 224-0367

Pres. .... H. M. Hassman

Sales Mgr. .... John Thorn

Purch. Agent ..... Lowell Scott

**PRODUCTS:** Radio-TV electronic test equipment.

## Jampro Antenna Co.

7500-14th Ave., Bldg. 9, Sacramento 20, Calif.  
Phone: GL 1-4375

Pres., General Mgr. .... Peter K. Omnigian

Production Mgr. .... Taro Yodogawa

Ch. Engr. .... Floyd Overhauser

### Branch Offices

13 E. 40th St., New York 16, N. Y.  
Phone: MU 9-0200

Manager ..... Thomas O'Hara  
2442 Trenton Ave., Montreal, Que., Can.

Phone: RE 8-9441

Manager ..... Peter Clapp

**PRODUCTS:** Transmitting antennas for FM & TV stations, special designs, emergency antennas.

## Jenfred, Inc.

(See Commercial Producers)

## Jerrold Electronics Corp.

15th & Lehigh Ave., Philadelphia, Pa.  
Phone: Baldwin 6-3456

President ..... Sidney Harman

General Manager .... Robert H. Beisswenger



# RADIO & TV EQUIPMENT MANUFACTURERS

## Branch Office

7 Hugh J. Grant Circle, New York, N. Y.  
Phone: SYcamore 2-3700

PRODUCTS: TV, FM, UHF reception aids; TV, FM amplifiers, preamplifiers, couplers; UHF converters, preamplifiers; closed-circuit, TV distribution, microwave, communication systems; test instruments.

## Johns-Manville

22 E. 40th St., New York 16, N. Y.  
270 Madison Ave., New York, 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, etc.

## Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.  
Phone: DAVenport 6-5050  
New York Phone: 516-LY 9-4875

General Manager.....Norman Helwig  
Sales Manager.....F. Genocchio  
Chief Engineer.....Ben K. Wright  
Production Manager.....Arthur Osborne  
PRODUCTS: Conelrad monitor, UHF 2 way radio, citizen's band radio equipment, portable 2 way radio equipment.

## Kahn Research Laboratories, Inc.

81 So. Bergen Pl., Freeport, N.Y.  
Phone: FReepoort 9-8800

President.....Leonard R. Kahn  
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; 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.....Elmo E. Crump  
Sales Manager.....Irving Silberg  
PRODUCTS: Sweeping oscillators, pulse and pulsed carrier generators, wide-hand hifreq. voltmeter, noise figure test set, oscillators & frequency marking generators, noise generators, attenuators, TV sound-picture generators.

## Kierulff Sound Corp.

1015 S. Figueroa St., Los Angeles 15, Calif.  
Phone: RIchmond 7-0271

President.....C. T. Kierulff  
Vice President.....S. G. Klier  
Gen. Mgr.....Cecil Roper  
PRODUCTS: Distributor of electronic equipment.

## Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)  
405 Madison Ave., Toledo 1, Ohio  
Phone: CHerry 2-6543

President.....W. J. Stewart

### Industrial & Electronic Prod. Div.:

V.P., Gen. Mgr.....J. P. Kearney  
V.P., Product Mgr.....G. P. Molloy  
Sales Mgrs...J. H. Chandler, R. W. M. Ritter  
Dir. Prod. Stand. &  
Field Engr. ....Frank Carter  
Chief Devel. Eng.....R. W. Mayhew  
General Mgr., Internatl. Div...A. M. Turner  
V.P., Dir. Sales.....E. B. Dennis, Jr.  
V.P., Technical Dir.....F. D. Pinotti  
Sales Promotion Mgr.....W. D. Plummer

PRODUCTS: Glass envelopes for TV picture tubes, special-purpose cathode-ray, display, power, transmitting, x-ray & other electronic tube applications; special electronic glasses.

## 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 cables.

## Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.  
Phone: AL 4-0301

President.....B. H. Kline  
Sales Manager.....J. R. Trotter  
Chief Tower Eng.....F. L. Anderson, Jr.  
PRODUCTS: TV Towers (self-supporting and guyed).

## Kriss Electronics Corp.

191 Oraton St., Newark, N. J.  
Phone: HU 4-3137

President.....Charles J. Kriss  
Prod. Mgr.....Emanuel Jasnik  
PRODUCTS: TV picture tubes, cathode ray tubes.

## 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.

## Ward Leonard Electric Co.

115 MacQuesten Parkway S., Mount Vernon, N. Y.  
Phone: MOUNT Vernon 4-1000  
Branch Offices

1605 E. Olympic Blvd., Los Angeles 21, Calif.  
Phone: MA 7-3093

Manager.....H. S. Eales  
3100 N. Cicero Ave., Chicago, Ill.  
Phone: MU 5-6450

Manager.....W. C. Schofield  
PRODUCTS: Lighting controls for TV studios.

# RADIO & TV EQUIPMENT MANUFACTURERS

## John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.

Phone: WOODLAWN 4-0487

PRODUCTS: Antenna supporting poles & transmitting antennas.

## MaCarta, Inc.

4021 Fleur Drive, Des Moines 15, Iowa

Phone: 283-1709

President.....G. D. Andrews  
Chief Engineer.....P. H. Vernon

PRODUCTS: Automatic audio programming equipment using continuous loop tape cartridges.

## Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.

Phone: FLORESIDE 8-7511

Pres.....Jos. W. Skehan  
Vice Pres., Mktg.....R. E. Nelson  
Mgr., Large Power Tubes.....C. Kirka  
Sales Mgr., Large Power Tubes, E. H. Gilbert  
Mgr., Photosensitive Devs.....S. T. Yanagisawa  
Sales Mgr., Photosens. Devs.....A. F. Wegener

### Branch Offices

510 N. Dearborn St., Chicago 10, Ill.

Phone: MICHIGAN 2-5316

Manager.....D. S. Frankel  
636 Potrero Ave., San Francisco 10, Calif.

Phone: MICHIGAN 8-2355

Manager.....K. G. Morrison  
PRODUCTS: Broadcast transmitting tubes (AM, FM, TV); photosensitive devices, including specialized vidicon.

## MacKenzie Electronics, Inc.

1025 N. McCadden Place, Hollywood 38, Cal.

Phone: OR 8-9335

President.....Louis G. MacKenzie  
General Manager.....Norman J. Ostby

PRODUCTS: Multi-channel program repeaters, single channel recorder-playback units, telephone answering sets, magnetic tape magazines.

## Magnasync Corporation

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: Portable mixers, studio mixing console, microphone boom, program equalizers, magnetic tape erasers, magnetic recording & reproducing equipment, etc.

## The Magnavox Company

2131 Bueter Rd., Ft. Wayne 4, Ind.

Phone: EASTBROOK 9721

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  
V.P. Mktg., Govt. Div.....David W. Martin  
V.P., Mfg., Cons. Prod. Div.....Ellis Friedman  
V.P., Purch.....Warren W. Frebel  
Mktg. Mgr., Cons. Prod.

Div.....James J. Shallow

Adv. Mgr.....J. Schulke  
Merch. Mgr., Organ.....J. McCoy  
Merch. Mgr., Radio.....W. Boedeker  
Gen. Compt.....J. W. Schrey  
Asst. Treas.....Albert G. Nelson  
Indust. Rel. Dir.....George D. McClaren  
Nat. Serv. Mgr.....Ray Yeranko  
Asst. Secy's.....Catherine M. Kelly, Stanley S. Sondles, Jas. M. Barrett, Jr., M. W. Dobrzensky

### Branch Offices

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

Phone: YUKON 6-0055

MAGNAVOX CO. OF TENN.

Box 718, Greenville, Tenn.

Phone: MELROSE 8-4191

Pres.....George L. Leinenweber  
PRODUCTS: Radio, stereo phonographs and combinations (Jefferson City Cabinet Co., subsidiary); 19", 21", 24", 27" and color TV; UHF, VHF, two-way combinations; three-way combinations (Tenn.).

## Marconi Instruments Ltd.

111 Cedar Lane, Englewood, N. J.

Phone: LOWELL 7-0607

Manager.....William A. Buck  
Asst. Sales Mgrs.....Keith Elkins, Wallace Oliver

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.

2966 Jerome Ave., Bronx 68, 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 & 35mm.

## McMartin Industries, Inc.

605 N. 13th St., Omaha 2, Neb.

Phone: 342-2753

Pres.....Ray B. McMartin  
Mktg. Mgr.....Ray M. Unrath  
Plant Sup.....Roy Chase  
Chief Eng.....Leonard E. Hedlund  
Asst. Chief Eng.....R. J. Cleary

### Branch Offices

Box 486, Great Neck, L. I., N. Y.

Phone: HU 7-9395

Manager.....Joel Joseph  
336 S. LaBrea Ave., Los Angeles 36, Calif.

Phone: WE 6-8201

Manager.....Jack Carter



# RADIO & TV EQUIPMENT MANUFACTURERS

## The Mectron Co.

501 E. First Ave., Roselle, N. J.

Phone: CH 5-1068

Sales Manager.....J. F. Cosgrove  
Production Mgr.....Saul Esocoff

PRODUCTS: Seal-O-Flange Coaxial transmission lines, Auto-Dryaire Automatic dehydrators; Flare-Seal & Tapergrip connectors for Styroflex and Foamflex cables.

## Mesa Microwave, Inc.

11 N. Lee, Oklahoma City, Okla.

Phone: CEntral 2-8881

PRODUCTS: Common carrier services for commercial broadcast stations, educational broadcast stations, community antenna systems, educational closed-circuit systems, industrial communications.

## 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 Shelvin

PRODUCTS: Studio lighting control.

## Metropolitan Telecommunications Corp.

946 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.

## Midwestern Instruments, Inc.

Box 7509, Tulsa 18, Okla.

Phone: NA 7-1111

President.....G. R. Morrow

General Manager.....W. F. Wells

Sales Manager.....Paul Bunker

PRODUCTS: Magnecord tape recorder/reproducers.

## Miles Reproducer Co., Inc.

598 Broadway, New York 12, N. Y.

Phone: WAlker 5-6985

President.....J. M. Kuhlik

Adv. Mgr., Treas.....B. Burns

Chief Engineer.....I. W. Kay

PRODUCTS: Recorders (field, on-the-spot, miniature, conference-lecture-telephone, man-back, continuous, lightweight, permanent).

## Milo Electronics Corp.

530 Canal St., New York 13, N. Y.

Phone: BEekman 3-2980

Sales Mgr.....Robert A. Smith

PRODUCTS: Batteries, capacitors, chemicals, coils, connectors, diodes, filters, fuses, hardware, lamps, metal chassis and racks, meters, microphones, P.A. systems, sound equipment plugs, potentiometers, attenuators, switches, resistors, relays, speakers, tape, test equipment tools, transformers, transistors, tubes, vibrators, wire and cable.

## Minnesota Mining and Mfg. Co.

2501 Hudson Rd., St. Paul 19, Minn.

Phone: 733-1110

Div. V.P., Magnetic Prod...Dr. W. W. Wetzel  
Gen. Sales Mgr., Magnetic Prod.

Dan Denham

Sls. Mgr., Aud. Range, Vid.

Prods.....W. H. Madden

Sales Mgr., Instrumentation Tapes.

C. F. Koefod

### Branch Offices

6850 S. Harlem Ave., Bedford Park, Ill.

Phone: GL 8-2200

Sales Manager.....P. B. Van Deventer  
6023 S. Garfield Ave., Los Angeles 22, Calif.

Phone: RA 3-6641

Sales Manager.....A. J. Blower  
700 Grand Ave., Ridgefield, N. J.

Phone: WH 3-6700

Sls. Mgr.....W. F. Enright  
2121 Santa Anna Ave., Dallas 28, Tex.

Phone: DA 7-7311

Sls. Mgr.....R. A. Henderson  
935 Bush Ave., St. Paul 1, Minn.

Phone PR: 6-8511

Manager.....J. G. Bondus  
320 Shaw Rd., S. San Francisco, Calif.

Sales Mgr.....D. T. Windahl  
5698 Rising Sun Ave., Philadelphia 20, Pa.

Phone: PI 2-0200

12200 Brookpark Road, Cleveland 30, Ohio

Phone: CL 2-4300

411 Piquette, Detroit 2, Mich.

Phone: TR 5-7111

4835 Para Dr., Cincinnati, Ohio

10725 Baur Blvd., St. Louis 14, Mo.

3663 1st Ave., S., Seattle 4, Wash.

PRODUCTS: Magnetic and video tape and magnetic film & accessories.

## Miratel, Inc.

1st St., S.E. & Richardson,

New Brighton 12, Minn.

Phone: MELrose 3-1742

President.....William S. Sadler

General Manager.....N. C. Ritter

Sales Mgr.....H. E. Kurzweg

PRODUCTS: Television video monitors, video distribution amplifiers, regulated power supplies, conelrad equipment, voice operated relay, aperture correctors.

## Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.

Phone: CHapman 5-1085

President.....Mrs. Eva Fox

Vice Pres., Gen. Mgr.....B. G. Tubbs

Mktg. Mgr.....Charles Austin

Eng. Dir.....E. C. Manderfeld

### Branch Office

521 5th Ave., New York 17, N. Y.

Phone: OXford 7-0227

PRODUCTS: Film cameras and accessories.

# RADIO & TV EQUIPMENT MANUFACTURERS

## **Mole-Richardson Co.**

937 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: OLdfield 4-3660

President ..... 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

Pres. .... Jerome Taishoff  
Vice President.....Sol Taishoff  
V.P., Operations.....A. S. Backus

### *Branch Office*

30 Rockefeller Plaza, New York, N. Y.  
Phone: COLUMbus 5-5989

PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica commutation switches.

## **Narda Microwave Corp.**

Commercial St., Plainview, L. I., 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-Hydrolly, Hydrolly, 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. fluid Pan and tilthead tripod. Hydrofluid tripods.

## **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.

## **Neumade Products Corp.**

250 W. 57th St., New York 19, N. Y.  
Phone: JUDson 6-5810

Exec., V.P.....Lee E. Jones

PRODUCTS: Projection-room film-editing equipment; power and hand rewinds; Griswold splicers; light tables; show timers and film-measuring machines; 100-foot spot, feature-film and video-tape-reel storage; individually indexed storage for two-by-two-inch slide commercials.

## **North American Philips Co., Inc.**

(High Fidelity Products Div.)

230 Duffy Ave., Hicksville, L. I., N. Y.  
Phone: WElls 1-6200

Product Manager.....W. Semmelink  
Sales Manager.....J. Gerrity

PRODUCTS: Continental 100, 200, 300 and 400 tape recorders; commercial sound systems & components.

## **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.

## **Pacific Mercury Electronics**

(Sub. Thomas Organ Co.; div., Telemetering Corp.)

8345 Hayvenhurst Ave., Sepulveda, Calif.  
Phone: EMPire 2-3131

Pres. ....J. Benaron  
Exec. Vice Pres.....Art Chapman

Vice Pres., Eng.....Stanley Cutler  
Comm. Sales Mgr.....J. Weller

Purch. Dir.....Ken Melling  
Indust. Rel. Dir.....George Brudney

Compt. ....John Diegelmann  
Promo., Pub. Dir.....Howard E. Rieder

Organ Sales Mgr.....A. Edward Gross  
Nat. Serv. Mgr.....Donald A. John

Organ E. Reg. Sales Mgr...Murray Fiebert  
Organ S. Reg. Sales Mgr...Frank Sampieri

Qual. Cont. Mgr.....William Morris  
Chief TV Eng.....Les Kushner

Chief Organ. Eng.....John Brand

### *Branch Office*

2024 Branford Pl., Newark, N. J.  
Phone: MA 3-0251

Manager .....Murray Fiebert

PRODUCTS: Silvertone TV, Hi-Fi sound systems, transistor organs; Thomas transistor organs; Telemetering equipment for aircraft and missiles.

## **Page Communications Engineers, Inc.**

(Subsidiary of Northrop Corp.)

2001 Wisconsin Ave., N.W., Washington, D.C.  
Phone: FEderal 7-7600

President.....J. A. Waldschmitt  
Sr. V.P., Asst. to Pres.....A. J. Pote

Sr. V.P., Marketing.....F. W. Donkin  
Sr. V.P., Operations.....B. M. Wootton

Sr. V.P., Eng., R&D.....Ross Bateman  
V.P., Dir. Telecomm Sys...Charles A. Parry

V.P., Dir. Eng.....Francis M. Ryan  
V.P., Dir. R&D.....C. Boggs

V.P., Dir. Techn. Svcs.....C. L. III

PRODUCTS: Design, construction, testing, maintenance and operation of ionospheric & tropospheric scatter propagation & other advanced radio communications systems.

# RADIO & TV EQUIPMENT MANUFACTURERS

## Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)  
620 Depot St., Parkersburg, W. Va.  
Phone: HUDson 5-4521

President.....B. P. McDonough  
V.P., Sales Mgr.....J. W. Robbins  
Secy., Treas.....H. N. Wilson

### Branch Office

539 Second Ave., New York, N. Y.  
Phone: YUkon 6-5166

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.....L. M. Wutke  
PRODUCTS: "Pemarco" and "Telinc" projectors, and accessories.

## Pentron Sales Co., Inc.

(Sub. of Pentron Electronics Corp.)  
777 South Tripp Ave., Chicago 24, Ill.  
Phone: SAcramento 2-3201

President.....Irving Rossman  
Chief Engineer.....Irving Brenholdt

PRODUCTS: Stereo recorders, stereo playmonaural 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.

(Div. of Ford Motor Co.)  
Tioga and "C" Sts., Philadelphia 34, Pa.  
Phone: 443-2000

Chrmn. of Board.....Irving A. Duffy  
Pres.....C. E. Beck  
Vice Pres., Fin.....R. G. McCormick  
Vice Pres., Indust. Rel.....R. M. Jones  
Vice Pres., Gen. Counsel.....H. R. Nolte, Jr.  
Pub. Dir.....Marc J. Parsons  
Vice Pres., Eng., Res.....D. B. Smith  
Vice Pres., Purch.....M. W. Newell  
Vice Pres., Govt. Rel.....R. F. Herr  
*Consumer Products Div.*

Vice Pres., Gen. Mgr.....L. H. Hyde  
Prod. Plan. Mgr.....A. E. Allen  
Prod. Eng. Dir.....E. S. Brotzman  
Gen. Mfg. Mgr.....F. J. Meredith  
Gen. Sales, Mktg. Mgr.....C. Hakimian  
Controller.....J. P. Pfann

### Lansdale Div.

Church Road, Lansdale, Pa.  
Phone: ULysses 5-4681

N. Y. Phone: STilwell 6-8400  
Gen. Mgr.....W. H. Oelkers

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Stereophonic Hi-Fidelity phonographs; transistors, cathode ray tubes.

## 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.....I. Volpe  
Treasurer.....Murray Granat  
Sec'y.-Sls. Mgr.....Jerry Granat  
Office Mgr.....Milton Greenker

### Branch Offices

330 S. Franklin St., Chicago, Ill.  
Vice President.....Gary Granat  
1757 Garfield Ave., S. Pasadena, Calif.  
Manager.....R. E. Osborne

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 transreceiver units, citizen band equipment, ham and amateur equipment, stereo multiplex adaptors, UHF-TV converters.

## Pilot Radio Corp.

3706 36th St., Long Island City 1, N. Y.  
Phone: STillwell 4-5454

Pres.....Sidney Harman  
Vice Pres., Gen. Mgr.....Roland J. Kalb  
Sec.-Treas.....I. W. Wyckoff  
Cont.....Harry Christian  
Mktg. Mgr.....Howard W. Hibshman  
Gen. Sales Mgr.....Don Ross  
Adv. Mgr.....Arnold Singer  
Purch. Agt.....Paul Lefko  
Works Mgr.....Frank Hajek  
Chief Eng.....Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components.

## Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.  
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe  
Exec. V.P.....P. H. Odessey  
Mgr. of Marketing.....J. P. Schindler  
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: TW 4-4290

Pres.....Sol S. Sparer  
Gen. Sales Mgr.....Sidney S. Fleischman  
Sales Mgr.....Sidney Solomon



# RADIO & TV EQUIPMENT MANUFACTURERS

Eng. Dir. .... Victor Robinson  
**PRODUCTS:** Test equipment of all kinds; stereo signal generators; Hi-Fi audio amplifiers; kits and wired equipment; contract and specialty items.

## Pro-Tex Reel Band Co.

200 Film Bldg., Cleveland 14, Ohio

Phone: TOWER 1-2624

Owner ..... T. Kulka

**PRODUCTS:** Sealed reel bands for tape reels; non-magnetic clips for tape reels and 8mm film reels; vinylband for film reels.

## Prodelin Inc.

307 Bergen Ave., Kearny, N. J.

Phone: WYMAN 1-8600

Pres. .... L. A. Bondon

**PRODUCTS:** Coaxial transmission line and connectors, antennas, telemetering buoys.

## Radex Corporation

2076 Elston Ave., Chicago 14, Ill.

Phone: ARMITAGE 6-6900

President ..... R. Cook

**PRODUCTS:** Radio test eqpt., electrostatic air cleaners, negative ionizers.

## Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza

New York 20, N. Y.

Phone: CO 5-5900

Ch. of the Board ..... David Sarnoff

President ..... Elmer W. Engstrom

Ch. Exec. Comm. of Bd. .... Frank M. Folsom

Vice Pres. .... A. L. Malcarney, C. M. Odorizzi

*Electronic Data Processing*

Cherry Hill, N. J.

Phone: 382-1000

Group Exec. Vice Pres. .... A. L. Malcarney

Div. Vice Pres., Gen. Mgr. .... A. K. Weber

Div. Vice Pres., Plans & Prog. .... E. D. Foster

Div. V.P., Marketing .... E. S. McCollister

Div. V.P., Sales .... G. E. Dastliell

*RCA Communications, Inc.*

66 Broad St., New York, N. Y.

Phone: 363-2121

President ..... T. H. Mitchell

*RCA Broadcast Communications Prods. Div.*

Camden, N. J.

Phone: WOODLAWN 3-1000

Div. V.P., Gen. Mgr. .... C. H. Colledge

*RCA Electron Tube Division*

415 S. 5th St., Harrison, N. J.

Phone: HUMBOLDT 5-3900

Group Exec. V.P. .... W. W. Watts

V.P., Gen. Mgr. .... Douglas Y. Smith

Mgr., Planning .... L. R. Day

Controller ..... J. Koppelman

Div. V.P., Enter. Tube Prod. .... J. B. Farese

Purch. Agt. .... D. D. Corvey

Mgr., Personnel .... L. A. Kameen

Div. V.P., Gen. Sales .... L. S. Thees

Mgr., Dist. Products Dept. .... H. F. Bersche

Div. V.P., Ind. Tube Prod. .... C. E. Burnett

*RCA Semiconductor and Materials Division*

Somerville, N. J.

Phone: RANDOLPH 2-3200

Group Exec. V.P. .... W. W. Watts

V.P., Gen. Mgr. .... Dr. A. M. Glover

Div. V.P., Opera. Plan. .... W. H. Painter

Mgr., Mktg. Dept. .... T. R. Hays

Mgr., Consumer, Semicond. Prod. .... N. H. Green

Mgr., Computer Prod. &

Material Dept. .... K. M. McLaughlin

Mgr., Personnel .... C. E. Sharp

Controller .... F. R. Buchanan

Mgr., Ind. Semicond. Prod. .... C. H. Lane

Mgr., Memory Prods. Oper. .... F. E. Vinal

*RCA Sales Corporation*

Indianapolis 1, Indiana

Ch. & President ..... W. W. Watts

Operating V.P. .... D. L. Mills

Treas. Controller .... O. G. Delk

Vice Presidents .... J. L. Albers, B. S. Durnat

R. W. Saxon, J. M. Williams

*RCA Victor Home Instruments Div.*

Indianapolis, Ind.

Group Exec. V.P. .... W. W. Watts

Vice Pres., Gen. Mgr. .... D. L. Mills

Mgr., Home Inst. Mfg. .... W. F. Albright

Controller .... O. G. Delk

Mgr., Personnel .... P. R. Slaninka

*RCA Victor Distributing Corp.*

Chicago, Ill.

Chmn. of Board ..... W. W. Watts

President ..... John F. O'Brien

Vice Pres., Treas. .... H. M. Miller

V.P., Special Projects .... J. A. Curl

V.P. Los Angeles Branch .... C. A. Malin

V.P. Detroit Branch .... N. A. Corbett

V.P. Chicago Branch .... A. W. Sayers

V.P. Buffalo Branch .... L. A. Baumgartner

V.P. Kansas City Branch .... W. J. Walsh

V.P. Wichita Branch .... M. E. Kramer

V.P. Atlanta Branch .... A. C. Nerness

**PRODUCTS:** Television receivers table

and console black and white and color

models; Stereo-Orthophonic High Fidelity

"Victrola" Phonographs; radio receivers

AM, AM-FM, table models; AM clock radios;

electronic data processing equipment; AM,

FM and TV transmitting equipment; broad-

cast station studio equipment; mobile radio

communications equipment; industrial televi-

sion equipment; microphones; microwave

equipment; test and measuring equipment;

Antenaplex antenna systems; communica-

tions equipment; electron tubes: receiving,

power, cathoderay and special types; TV

studio camera equipment; film, disc and tape

recording equipment; sixteen millimeter pro-

jectors; electron microscopes; theatre televi-

sion equipment; marine radio equipment;

aviation, communication, radar and other

special apparatus for the Armed Forces.

# RADIO & TV EQUIPMENT MANUFACTURERS

## Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.  
Phone: STillwell 6-2100

Board Chairman.....C. R. Runyon, Jr.  
President.....F. A. Gunther  
V.P. Engineering.....J. R. Day  
Vice President, Finance.....Joseph Behr  
Chief Engineer.....R. E. Hull  
Treasurer.....James A. Cronin  
Sec. & Ind. Rel. Mgr.....C. R. Runyon, III.  
Personnel Mgr. ....James J. Kelly  
Purchasing Agent.....J. W. Brangan

PRODUCTS: Tropospheric scatter radio systems, point-to-point radio relay equipment, specialty transformers, RF & AF filters, mobile remote broadcast links, FM & TV transmitters.

## Radio Receptor Co., Inc.

(Subsid. of Gen. Instrument Corp.)

100 Andrews Rd., Hicksville, L. I., N. Y.  
Phone: OVerbrook 1-4300

Pres. ....J. G. Mayer  
Vice Pres., Gen. Mgr.....Julius Pascuzzo  
Vice Pres., Sales.....J. L. Herre  
Vice Pres., Oper.....W. D. Paxson  
Vice Pres., Res.....A. L. Rosoff  
Chief Eng.....N. L. Cohen

### Branch Office

433 Wyatt Bldg., Washington 12, D. C.  
Phone: ME 8-3712

Manager .....V. Terminello

PRODUCTS: VHF-UHF (AM, FM, CW, MCW) custom-designed receivers for land, air, sea and space; communications systems; scan-conversion and radar bright display systems; multiple closed-circuit display systems (radar TV displays converted for simultaneous multiple-viewing stations under normal lighting).

## Rangertone

73 Winthrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

Pres., Treas.....George P. Zazzali

PRODUCTS: (AM-FM) Magnetic tape recorders, video-tape-editing machinery, synchronizing apparatus.

## 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 .....Thomas Yanelli

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.

## Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.  
Phone: Twin Brook 3-5860

Manager.....Joseph J. Sedik

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

## Reeves Soundcraft Corp.

Great Pasture Rd., Danbury, Conn.  
Phone: 743-7601

President .....Hazard Reeves  
Vice Pres.....John S. Kane  
Vice Pres.....Wm. H. Deacy  
Sales Mgr.....George P. Petetin  
Promo. Dir., Adv. Mgr...Thomas J. Dempsey

### Branch Offices

10 E. 52nd St., New York, N. Y.  
Phone: PLaza 9-2644

Manager.....George P. Bassett  
10 E. Jackson Blvd., Chicago, Ill.  
Phone: WA 5-5853

Manager .....Art Hoffman  
342 N. LaBrea Ave., Los Angeles, Calif.  
Phone: WE 1-1181

Manager.....Bruce L. MacPherson

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  
V.P., Commerce, Sales.....Hal Dennis  
Sales Manager.....Avery Yudin  
Advertising Mgr. ....Ben Zale

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Imperial disc recorder; Stereo turntables series and Recitalists system & Stereo Tone arms.

## Rheem Califone Corp.

5922 Bowercroft St., Los Angeles 16, Calif.  
Phone: UP 0-9631

V.P. & Gen. Mgr.....O. X. Pitney  
Ch. Engineer .....B. W. Farber  
Sales Mgr.....J. S. Brown  
Advertising Mgr. ....G. Langsner

PRODUCTS: Portable transcription players, hi fi magnetic tape recorders.

## 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 .....Don Chase  
PRODUCTS: Tubes, vidicons, audio tape & discs, maintenance supplies. Electro-voice microphones, tape recorders, image orthicons.

# RADIO & TV EQUIPMENT MANUFACTURERS

## Roberts Electronics, Inc.

5978 Boweroft St., Los Angeles 16, Calif.

Phone: UP 0-9426

President.....Robert G. Metzner  
Exec. V.P., Gen. Mgr.....Edward O. Praeger  
Vice-Pres.....Robert Craig  
Asst. Gen. Mgr., Cont.....Jerome Dreesen  
Adv. Mgr.....George Royster  
Sales Mgr.....Al Barsimanto  
Prod. Mgr.....George Schoek  
Qual. Cont. Mgr.....Louis Weiss  
Purch. Agt.....Anthony Prizzi  
Serv. Mgr.....John Dragone  
Chief Eng.....Rex Backus

### Branch Office

220 W. Merrick Rd., Valley Stream, L. I., N. Y.

Phone: 516-LO 4-2950

PRODUCTS: AM-FM stereo tuners, monoaural & stereo preamplifiers-amplifiers, professional & semi-professional tape recorders, speaker-amplifier combinations in portable cases, dual track tape recorders, negative ion generators.

## Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.

Phone: WAJnut 2-6800

Owner.....W. Robinson  
PRODUCTS: Precision 3-speed turntables.

## Rohn Manufacturing Company

6718 West Plank Rd., Peoria, Ill.

Phone: 637-8416

President.....Dwight Rohn  
Asst. Treas.....Donald Rohn  
Sales Manager.....R. A. Kleine  
Traffic Mgr.....William Hall  
Microwave Sales Dir.....Grady Rooker  
Distrib. Sales Dir.....A. Repsumer  
PRODUCTS: Radio, TV, microwave, & communication towers and accessories.

## Schafer Electronics

(Div. of Textron Electronics, Inc.)

235 S. Third St., Burbank, Calif.

Phone: 945-3561

President.....Paul C. Schafer  
Vice Pres.....James W. Harford  
Nat. Sales Serv. Mgr.....Dallas Barnard  
Chief Eng.....Robert Levinson  
PRODUCTS: Automation equipment; remote control equipment; automatic logging equipment.

## Self Winding Clock Co., Inc.

41 East 11th St., New York, N. Y.

Phone: AL 4-3110

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: MEIrose 3-3131

President.....B. T. Setchell  
V.P. & Off. Mgr.....A. P. Chermak  
Sales Admin.....W. C. McKnight

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unitized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors; TV-AM-FM multiplex radios.

## Shields Studio

5537 Suburban Tracks, St. Louis, Mo.

Phone: FOrrest 7-2535

Owner.....Tom Shields  
PRODUCTS: St. Louis "Stageette" TV drops, multiple drop hanger, TV green ropp drapes, draperies, tracks, rigging, "profile cut outs." TV settings.

## Skiatron Electronics & TV Corp.

Milburn Ave., Baldwin, L. I., N. Y.

Phone: HA 3-9725

President.....Arthur Levey  
Secretary-Treas.....Frank V. Quigley  
Asst 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: ARkuitage 6-6900

Sales Manager.....R. R. Cook  
PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

## S.O.S. Photo-Cine-Optics, Inc.

602 W. 52nd St., New York, N. Y.

Phone: 467-0440

President, Gen. Mgr.....J. A. Tanney  
Vice President.....William E. Allen  
Treas., Sales Mgr.....Dominick Capano

### Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 7-2124

PRODUCTS: Animation, film titling, processing, lighting & sound equipment; cameras, editing, film handling equipment, rear projection systems, screens, etc. Design & engineering of custom built equipment, manufacture & distribution; rentals, sales & leasing.

## Sonotone Corp.

Elmsford, N. Y.

Phone: LYric 2-9600

Pres., Gen. Mgr.....Irving I. Schachtel  
Sls. Mgr., Electron. Appl.....Richard J. Mahler  
PRODUCTS: Sales & design of broadcast cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

## Sony Corp. of America

514 Broadway, New York, N. Y.

Phone: WOrth 6-0800

V.P., Merchandising.....Milton D. Thalberg  
General Manager.....S. Inagaki  
PRODUCTS: Transistor radios and transistorized TV.



# RADIO & TV EQUIPMENT MANUFACTURERS

## Space Communications Corp.

1841 Broadway, New York 23, N. Y.

Phone: JUDson 2-6530

President ..... Sol Cornberg  
PRODUCTS: Sales & design of broadcast and intercom TV systems & equipment.

## Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.

Phone: ALgonquin 4-5400

Chairman.....George W. W. Brewster  
Pres. ....Donald Spencer  
Vice Pres., Sales.....W. K. Headley  
Vice Pres., Prod.....Albert Clark  
Chief Eng.....Pierre L. deBourknecht  
PRODUCTS: Signal-reception equipment for TV off-air pick-ups; distribution equipment for closed-circuit RF cable transmission systems.

## Stainless, Inc.

Third St. & Montgomery Ave.,

North Wales, Pa.

Phone: OXhow 9-4871

President.....Walter L. Guzewicz  
Vice-President.....Henry J. Guzewicz  
Sales.....John F. Guzewicz, John S. Fisher,  
Walter O. Walther

PRODUCTS: Self-supporting & guyed steel towers for AM-TV-Scatter-Microwave communications.

## Stancil-Hoffman Corporation

845 N. Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7461

President.....William V. Stancil  
PRODUCTS: Magnetic recorder/reproducer for tape and for 16mm, 17.5mm & 35mm film. Self contained battery operated for standard recording, stereo or synchronized with film, M r/r up to 32 tracks, all transistor, for communications recording & language labs.

## Standard Electronics

(Div. of Radio Engineering Labs., Inc.)

Lakewood Road, Farmingdale, N. J.

Phone: WEBster 8-6671

Gen. Mgr.....W. J. LaHiff  
Sales Mgr.....J. M. Noll  
Chief Eng.....H. E. Douth  
TV, Film Eng.....J. Ewansky  
Plant Eng.....E. J. Biondo

### Branch Offices

356 W. 40th St., New York, N. Y.

Phone: PE 6-5840

167 Social Hall Ave., Salt Lake City, Utah

Phone: EL 9-7691

Manager.....Lyle O. Keys

10 W. 25th St., Minneapolis, Minn.

Phone: FE 5-3126

413 Lathrop St., Redwood City, Calif.

Phone: 369-4675

2209 N. Henderson St., Dallas, Texas

Phone: TA 1-1222

Manager.....Chester F. Faison  
PRODUCTS: Transmitters, transformers, dummy loads & filters for AM, FM, & TV; FM antennas; TV color equipment; amplifiers.

## Stephens Trusonic Inc.

8538 Warner Dr., Culver City, Calif.

Phone: UPTon 0-6671

President, Gen. Mgr.....Emile J. Petre  
V.P. & Sales Mgr.....Richard Rose  
Secretary .....R. Applin  
PRODUCTS: Wireless and condenser microphones, environmental test equipment.

## Strong Electric Corp.

87 City Park Ave., Toledo, O.

Phone: CHerry 8-3741

President.....Arthur J. Hatch  
Vice Pres. ....Leo A. Altenbach  
Treasurer .....Lee T. Nelson  
PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector.

## Studio Television Products

### Sales Corporation

356 W. 40th St., New York 18, N.Y.

Phone: PENnsylvania 6-5849

Sales Manager.....James B. Tharpe  
Export Mgr.....Hendrik J. Antonisse  
PRODUCTS: Pneumatic-balance camera dollies (color, black-and-white).

## Surface Conduction, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LO 5-5535

President .....Theodore Hafner  
PRODUCTS: Single wire transmission lines for closed circuit TV, community TV, low and high power antenna feeders.

## Swager Tower Company

R. R. No. 2, Fremont, Indiana

Phone: 495-4625

Pres.....W. E. Swager  
PRODUCTS: Radio & TV and microwave broadcast towers.

## Sylvania Electric Products, Inc.

(Sub. General Tel. & Electronics Corp.)

730 3rd Ave., New York, N. Y.

Phone: 551-1000

Pres.....Gene K. Beare  
Sr. Vice Pres., Admin.....Leon C. Guest, Jr.  
Indust. Rel. Dir.....David G. Christie  
Pub. Dir.....Herbert Johnson, Jr.  
Sr. Vice Pres., Mktg.....Alfred C. Viebranz  
V.P., Elec. Tube Sales.....Robert G. Lynch  
PRODUCTS: Tubes, radio & TV.

## T.C.A. Tower Co.

2615 Bankhead Highway, N.W.,

Atlanta 18, Ga.

Phone: 700-1203

PRODUCTS: Towers.

## Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.

Phone: 7251

President .....Sarkes Tarzian  
Manager .....Biagio Presti  
PRODUCTS: TV transmitters, I.O. cameras, Vidicon cameras, complete studio TV equipment.

# RADIO & TV EQUIPMENT MANUFACTURERS

## 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

President ..... H. H. Brown  
Exec. V.P. .... T. Lundahl  
Chief Engineer..... Robert T. Leitner  
Sales Engineer ..... Carroll Blackman  
Dist. Sales, East. Div..... Gerard White  
Dist. Sales, West. Div..... Carl Cox  
Sales Prom. Mgr..... S. K. McNeil  
PRODUCTS: Receiving antennas and allied products for TV & FM reception.

## 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.

## Tele-Tone Company of America

1668 Webster Ave., Bronx 57, N. Y.  
Phone: CY 9-1900

President ..... Isidore Rothman  
Vice President..... M. Perlmutter  
Chief Eng. .... B. Berger  
PRODUCTS: AM-FM radios, AM-FM clock radios, radio/phonograph combinations.

## Telechrome Mfg. Corp.

185 Dixon Ave., Amityville, N. Y.  
Phone: LINcoln 1-3600

President..... J. R. Popkin-Clurman  
Exec. V.P. .... Joseph McPhee  
Vice-Pres., Sales..... H. C. Riker  
V.P., Engineering ..... Sol Hudes  
V.P., Manufacturing ..... Jack Horowitz  
V.P., Purchasing..... B. Tromboli  
*Branch Offices*

13635 Victory Blvd., Van Nuys, Calif.  
Phone: ST 2-7479

Director ..... S. Krinsky  
670 N. Elizabeth St., Lombard, Ill.  
Phone: MAyfair 9-1232

Director..... D. Chapman  
1028 Connecticut Ave., Washington, D. C.  
Phone: ME 8-5857

Director ..... R. Adams  
PRODUCTS: Color and monochrome test equipment; video test signal generators & receivers; special effect generators.

## Telecontrol Corp.

1418 W. 166th St., Gardena, Calif.  
Phone: FAculy 1-5701

President..... John W. Doering  
Ch. Devel. Eng. .... L. Jorgenson  
Sales Engineer ..... Duane E. Heft  
Dir. Manuf. .... Robert Fitzgerald  
PRODUCTS: Audio-video distribution

switchers & exchanges, studio switching centers, master control switching systems, mobile video switchers, house monitoring systems, audio-video automation switchers, video & pulse amplifiers.

## Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.  
Phone: YELLOWstone 2-8600

President..... H. Sussman  
General Manager ..... Edward Waldman  
Secretary ..... Stanley Rosenberg  
Chief Engineer ..... George Brown  
P.A. .... Maxwell Ross  
Engineer, Radio ..... Abe Zeder  
Engineer, TV ..... Frank Oster  
PRODUCTS: Transistorized receivers & recorders, special desigas, etc.; closed circuit TV system to transmit over telephone lines.

## TelePrompTer Corporation

50 West 44th St., New York 36, N. Y.  
Phone: JUDson 2-3800

Chairman, Pres..... Irving B. Kahn  
Vice President..... Monroe M. Rifkin  
V.P. Engineering..... Hubert J. Schlafly, Jr.  
V.P., Mktg..... Gerald G. Griffin  
V.P., Communication Syst..... N. C. Myers, Jr.  
Public Rel. Dir..... John Barrington  
Best. Sales Mgr..... George Andros  
Adv. Mgr..... Howard J. Klein  
Prog., Prod. Mgr..... Jay Merkle

PRODUCTS: TelePrompTer reading unit and accessories, cueing equipment for film, TV, public speaking; TelePro rear screen projection; TeleMation for automatic cueing; lights; audio systems; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen closed-circuit TV, production services.

## Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.  
Phone: SUsquehanna 7-8111

President ..... Peter Jackson  
V.P. Sales ..... Curtis R. Howard  
Mgr., Service..... Trygve W. Lund  
Mgr., Tech. Facilities..... Charles R. Krum  
*Branch Office*

832 N. La Brea, Los Angeles, Calif.  
Phone: HO 9-7287

Manager ..... "Scrappy" Lambert  
PRODUCTS: TV studio prompting eqpt., rear screen projector, video tape editor (electronic), portable stages.

## Television Utilities Corp.

135 Fulton Ave., Garden City Park, N. Y.  
Phone: PI 6-4304

President ..... Eugene Kron  
V.P., Ch. Engr..... C. H. Odom  
Vice President..... David Sigler  
Vice President..... David A. Harris  
Production Engineer..... Ken Worthington  
PRODUCTS: Closed circuit TV equipment including cameras, flying spot scanners, line and distribution amplifiers, off-the-air tuners, video monitors, regulated power supplies.

# RADIO & TV EQUIPMENT MANUFACTURERS

## Television Zoomar Co. Zoomar Television

500 Fifth Ave., New York, N. Y.  
Phone: BRyant 9-5835

President.....Jack A. Pegler  
Design, Research & Dev....Dr. Frank G. Back  
Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal  
Zoomar & Super Studio Zoomar, for 3 & 4½" image orthicon cameras.

## Theatre Network Television, Inc.

575 Madison Ave., New York 22, N. Y.  
Phone: PL 5-6300

President.....Nathan L. Halpern  
Dir. of Prod.....Robert F. White  
Dir. of Oper.....Edward F. Admiss  
Dir. of Sales Develop.....Bart Swift  
Sales Eng. Mgr.....Robert G. Thompson  
Dir. of Engineering.....Eugene D. Warren  
Chief Engineer.....John J. Leay

### Branch Offices

62-10 34th Ave., Woodside 77, N. Y.

Phone: PL 5-6300

Eng. Dir.....Eugene D. Warren  
1137 N. Cole Ave., Los Angeles 38, Cal.

Phone: HOLlywood 2-2480

Pacific Coast Div. Mgr.....Douglas George  
PRODUCTS: Closed-circuit TV for business, industry and special events; large-screen TV displays for broadcasting, industry and government.

## Tower Communications Co.

2700 Hawkeye Drive, Sioux City, Iowa  
Phone: 2-3631

President, Treas.....M. M. Lasensky  
Exec. Vice Pres.....C. A. Collins  
Vice Pres.....I. Lasensky  
Secretary.....G. S. Chesen  
Sales Mgr.....W. H. Miller  
Eng. Dir.....Wayne Popham

### Branch Office

105 Howden Rd., Scarborough, Ont.

Phone: 757-1101

Manager.....G. A. Collins  
PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections. Radio towers, AM, FM.

## Trans-Lux Corp.

625 Madison Ave., New York 22, N. Y.  
Phone: PL 1-3110

Spec. Effects Dir.....Bert Roth  
PRODUCTS: Background scenes by Trans-Lux: rear view slide projectors; translucent screens; & aluminum screen frames.

## Tray-Ler Industries, Inc.

571 W. Jackson Blvd., Chicago, Ill.  
Phone: HARRison 7-9151

President.....Joe Friedman  
V.P., Gen. Sales Mgr....Curtis R. Hammond  
Sec. ....L. Sloan  
Vice Pres.....I. Edelstein, Huhert Larson  
V.P., Mfg.; Ind. Rel. Dir....D. E. Cameron  
Purch. Dir.....R. E. Strand  
Eng. Dir.....W. Brown

Chief Radio Eng.....R. J. O'Brien  
Chief TV Eng.....Gene Harralo  
Service Eng.....H. Feldman

PRODUCTS: Table, transistor AM-FM Multiplex, auto & clock radios, hi fi portable & stereo & console phonographs, hi fi & stereo tape recorders. Portable, table & console TV & combination sets.

## John D. Trilsch, Inc.

Box 14201, Houston 21, Texas  
Phone: REpublic 4-2545

President & Treas.....John D. Trilsch  
Vice President.....E. E. Armstrong  
Secretary .....Chilton Bryan

PRODUCTS: Radio, microwave and radar towers, design, fabrication & erection.

## Tung-Sol Electric Inc.

One Summer Ave., Newark 4, N.J.  
Phone: HUmboldt 4-8500

New York Phone: CO 7-0620

Chairman .....Louis Rieben  
President .....Milton Schulte  
V.P., Marketing.....G. W. Keown  
V.P., Oper. & Eng.....Dr. A. K. Wright  
V.P.....Donald A. Harper  
Sec.-Treas. ....Paul Hemschoot  
Comptroller .....George Hallett  
V.P., Engineering.....R. B. Power  
V.P., Elec. Tube Div...Paul Scharninghausen  
Mgr., Mkt. Svcs.....Harold F. Cook

PRODUCTS: Electron tubes, transistors, silicon rectifiers, miniature lamps, cathode ray tubes, subminiature incandescent lamps, electro switch devices, Chatham Electronics equipment.

## 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.

## Utility Tower Company

Box 7022, 3140 N.W. 38th St.,  
Oklahoma City, Okla.

Phone: WIndsor 6-5551

Owner.....C. E. Nelson  
Manager.....V. G. Duvall  
Asst. Manager.....J. D. Nelson  
West Div. Mgr.....D. D. (Dutch) Ciroux

### Branch Office

Box 163, Mayfield, Ky.

Phon : CH 7-3642

East Div. Mgr.....M. N. (Nate) Sholar  
PRODUCTS: Towers for radio FM base insulators and TV micro wave.

## Vacuum Tube Products Co., Inc.

(Div. of Hughes Aircraft)

2020 Short St., Oceanside, Calif.

Phone: SARatoga 2-2101

Div. Manager.....James J. Snterland  
Marketing Mgr.....R. W. Curry

PRODUCTS: Storage tubes, vacuum gauge tubes and controls, welding equipment, memoscope-oscilloscope.

# RADIO & TV EQUIPMENT MANUFACTURERS

## 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.

## Vega Electronics Corp.

Box 145, Cupertino, Calif.  
Phone: ALPine 2-8704

Bd. Chmn., President....Russell J. Tinkham  
V.P., Ch. Engr.....Walter C. Hironimus  
Marketing Mgr.....C. Arthur Foy  
Secretary.....Marvin J. Colangelo  
PRODUCTS: Vega-Mike wireless microphone system.

## 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  
Mgr., Closed Cir. Oper.....M. A. Mayers  
Sales Eng. Mgr.....Leo Darrige  
Sales Manager.....George H. Wagner  
Automation Sys. Mgr.....Charles E. Spicer  
Export Sales Mgr.....Hendrik J. Antonisse

### Branch Offices

1617 El Centro Ave., Los Angeles 28, Calif.  
Phone: HQ 6-6417  
Western Reg. Mgr.....Alfred M. Kallman  
4007 Bellaire St., Houston, Tex.  
Phone: MA 3-4896  
Southern Reg. Mgr.....Wayne Marcy  
1310 Greenview Dr., Miamishurg, O.  
Phone: UN 6-5272  
Central Reg. Mgr.....Felix D. Bonvouloir  
2310 Wesley Ave., Ocean City, N. J.  
Phone: EX 9-3132  
Eastern Reg. Mgr.....A. R. Hopkins  
PRODUCTS: All AM-FM-TV best. tech. eqpt. & supplies; nat'l & foreign distribution. Manufacturers of Visual 6000 TV Automation Systems. Visual custom video switching systems.

## Vitro Electronics

(Div. of Vitro Corp. of America)

919 Jesup-Blair Dr., Silver Spring, Md.  
Phone: JUNiper 5-1000

Pres.....Dr. D. M. Allison, Jr.  
Vice Pres., Sales Eng.....G. C. Schutz  
Vice Pres., Op r.....V. M. Setterholm  
Prod. Sales Mgr.....K. B. Redding  
Sales Eng.....K. B. Boothe

### Branch Offices

261 Madison Ave., New York, N. Y.  
Phone: MURray Hill 2-5700  
2301 Pontius Ave., Los Angeles, Calif.  
Phone: GR 7-6717  
Manager.....R. F. Enright  
6001 Gulf Freeway, Houston, Tex.  
Phone: WA 3-9184  
Manager.....W. H. Kimbell  
PRODUCTS: Rebroadcast receivers, field strength meters, phase meters, multicouplers, RE test sets, jack panels, video patch cords and looping plugs.

## Westinghouse Electric Corp.

(Television-Radio Div.)

Route 27 & Vineyard Rd., Metuchen, N.J.  
Phone: LIBerty 8-5000

Vice-Pres.....Chris Witting  
Gen. Mgr.....O. H. Yoxsimer  
Asst. to Gen. Mgr.....W. H. Eutzy  
Mgr. Mfg.....M. N. Cinelli  
TV-HiFi Prod. Mgr.....J. J. Fagan  
Radio-Phono Prod. Mgr.....J. S. Farnell  
Service Mgr.....K. H. Brown  
Adv. Mgr.....R. W. Johnson  
Oper. Mgr.....J. H. Fooks  
Eng. Mgr.....D. Sillman  
Purchasing Agent.....L. W. Tomlinson  
PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

## 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

Chrm. of Bd.....Hugh Robertson  
Pres.....Joseph S. Wright  
Exec. Vice Pres., Treas.....S. Kaplan  
Exec. V.P., Mktg.....Leonard C. Truesdell  
V-P in Chg. of Eng.....J. E. Brown  
V-P in Chg. of Prod.....Donald MacGregor  
V.P., Purch.....J. E. Anderson  
V.P. in Chg. Indust. Rel.....J. M. Ferren  
V.P., Res arch Dir.....Dr. Robert Adler  
V-P Hearing Aid.....Eugene M. Kinney  
V.P., Spec. Sci. Prg.....Dr. Alexander Ellett  
V-P, Patents.....Francis W. Crotty  
Secty. and Asst. V-P.....Karl E. Haasel  
V.P., Contr.....Ralph M. Spang  
Asst. Treas and Asst. Control...A. L. Franczak  
Asst. Treas and Asst. Secty.....J. Kuhajek  
Asst. Secs...H. M. Chesser, E. M. Schroeder  
V.P., Chief Eng.....Nathan W. Aram  
V.P., Works Mgr.....Frederick L. Hedblom  
Zenith Sales Corp.

Pres.....Leonard C. Truesdell  
Exec. Vice Pres.....S. Kaplan  
Vice Pres., Oper.....Clifford J. Hunt  
Vice Pres., Adv.....Erik Isgrig  
Vice Pres., Export.....John A. Miguel, Jr.  
Vice Pres., Distrib.....Walter C. Fisher  
Vice Pres., Field Sales.....Philip J. Wood  
Pub. Rel. Dir.....Ted Leitzell

### Branch Office

666 Fifth Ave., New York, N. Y.  
Phone: CIRCle 5-1400

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-stereophonic high-fidelity combinations; Portables: Transistor battery only battery AC-DC.

TELEVISION: Portable, table, & console. radio-TV-stereo phono combinations; hearing aids.



# Radio and Television Service Firms

## — Also See Equipment Manufacturers —

### Background Processes

#### LOS ANGELES, CALIF.

**Aeme Film Laboratories, Inc.**  
1161 N. Highland Ave. (38) .HOLLYWOOD 4-7471

**Anderson, Howard A., Co.**  
751 N. Fairfax. . . . .OLive 3-4880  
780 Gower St. . . . .HOLLYWOOD 4-2529

**Bodde Screens and Projectors**  
11541Bradley St., San Fernando, Calif.  
EMpire 5-2551

**Cinema Research**  
716 N. LaBrea, Los Angeles. . .WEBster 3-9301

**Consolidated Film Industries, Inc.**  
959 N. Seward St. . . . .HOLLYWOOD 9-1441

**Mercer, Ray, & Co.**  
4241 Normal Ave. . . . .NOrmandy 3-9331

**Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd. . . . .HOLLYWOOD 9-5981

**Technicolor Corporation**  
6311 Romaine St. . . . .HOLLYWOOD 7-1101

### Carpets

**Bigelow Rugs & Carpets**  
140 Madison Ave., N. Y. C. . . . .ORegon 9-3000

**Hardwick & Magee Co.**  
Seventh St. & Lehigh Ave., Philadelphia  
33, Pa. . . . .BALDwin 3-2000

**Karagheusan, A. & M., Inc.**  
295 Fifth Ave., N. Y. C. . . . .ORegon 9-1220

**Masland, C. H., & Sons**  
1211 Chesnut St., Philadelphia, Pa.  
LOcust 3-3482

**Smith, Alexander, Inc.**  
295 Fifth Ave., N. Y. C. . . . .Murray Hill 9-1300

### Cartoon Producers

#### LOS ANGELES, CALIF.

**Animation, Inc.**  
736 N. Seward St. . . . .HOLLYWOOD 4-1117

**Avery, Tex, Cartoons**  
10681 Santa Monica Blvd., W. Los Angeles  
GRanite 4-5619

**Cain, Mary, I & P Service**  
7107 DeLongpre (46) . . . . .HOLLYWOOD 4-5186

**Cascade Pictures of California, Inc.**  
6601 Romaine St. (38) . . . . .HOLLYWOOD 2-6481

**Churchill Films**  
6671 Sunset Blvd. (28) . . . . .HOLLYWOOD 6-6251

**Cinema Research Corp.**  
716 N. LaBrea. . . . .WEBster 3-9301

**Disney, Walt, Productions**  
500 S. Buena Vista, Burbank. . .VICTORIA 9-3411

**Fennell, Paul J. Co.**  
404 N. LaCienega. . . . .OLympia 2-2612

**Format Films**  
4741 Laurel Canyon, N. Hollywood  
POplar 9-3610

**Glenar, Sid, Productions**  
6618 Sunset Blvd. (38) . . . . .HOLLYWOOD 4-0406

**Hanna-Barbera Productions**  
3501 Cahuenga Blvd. W. . . . .HOLLYWOOD 6-1371

**Lantz, Walter, Productions, Inc.**  
861 Seward St. . . . .HOLLYWOOD 9-2907

**Mercer, Ray, & Co.**  
4241 Normal Ave. . . . .NOrmandy 3-9331

**Miles, Celine, I & P Service**  
801 N. Cahuenga. . . . .HOLLYWOOD 9-3009, 9-4611

**Munk, Hedy, I & P Service**  
1040 N. Las Palmas (38) . . . . .HOLLYWOOD 4-5496

**Patin, Ray, Productions, Inc.**  
3425 Cahuenga Blvd. (28) . . . . .HOLLYWOOD 2-1147

**Playhouse Pictures**  
1401 N. La Brea (28) . . . . .HOLLYWOOD 5-2193

**Quartet Films, Inc.**  
5631 Hollywood Blvd. (28) . . . . .HOLLYWOOD 4-9225

**Sutherland Productions, Inc.**  
201 N. Occidental Blvd. (26) . . . . .DUnkirk 8-5121

**Technique Productions, Inc.**  
260 S. Beverly Dr., Beverly Hills. . .BR 2-1612

**Television Personalities, Inc.**  
4440 Lakeside Dr., Burbank. . . . .VICTORIA 9-6666

**Thompson, Auril, I & P Service**  
11635 Riverside Dr., N. Hollywood  
POplar 9-6646

**UPA Pictures, Inc.**  
4440 Lakeside Dr., Burbank. . .VICTORIA 9-3221;  
THornwall 8-6621 (loc.)

**Ward, Jay, Productions, Inc.**  
8218 Sunset Blvd. . . . .OLdfield 4-3050

**Warner Bros. Cartoons, Inc.**  
461 S. Calif. St., Burbank. . . . .HOLLYWOOD 9-1251

**Wexler, Sy, Film Productions**  
801 Seward. . . . .HOLLYWOOD 2-6671

**Wright, Norman, Productions Inc.**  
1836 Hyperion Ave. . . . .NOrmandy 5-1191

## GUFFANTI

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- Highly-trained Technicians
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## GUFFANTI

*Film Laboratories, Inc.*  
630 Ninth Ave., New York  
Columbus 5-5530

# RADIO & TV SERVICE FIRMS

## NEW YORK, N. Y.

Adventure Cartoons for Television, Inc.  
136 W. 39th St. . . . . CHelsea 4-2882  
Disney, Walt, Productions  
477 Madison Ave. . . . . PLaza 9-3880

Harvey Cartoon Studios, Inc.  
1860 Broadway (23) . . . . . JUdson 2-2244

King Features TV Production  
235 E. 45th St. . . . . MUrray Hill 2-5600  
Paramount Pictures Corp.—Cartoon Studio  
35 W. 45th St. . . . . JUdson 2-4500  
Radio & TV Packagers, Inc.  
11 E. 40th St. (16) . . . . . LExington 2-1717  
Seeger, Hal, Productions  
48 W. 48th St. . . . . CIrcle 6-4939  
Sterling Television Co., Inc.  
6 E. 39th St. . . . . MUrray Hill 2-6300

## NEW ROCHELLE, N. Y.

Terrytoons  
38 Centre Ave. . . . . NEw Rochelle 2-3160

## Color Processes

Acme Film Laboratories  
1161 N. Highland Ave., Hollywood 38, Calif.  
HOLlywood 4-7471  
Anseo Color (General Aniline & Film Corp.)  
2299 Vaux Hall Rd., Union, N. J.  
CO 7-2241 (N.Y.C.)  
405 Lexington Ave., N.Y.C. . . . . OXford 7-6161  
1001 N. La Brea Ave., Los Angeles, Calif.  
OLdfield 4-6550

Cinema Research Corp.  
716 N. La Brea Ave., Los Angeles, Calif.  
WEbster 3-9301

Color Reproduction Corp.  
7936 Santa Monica Blvd., Hollywood 46, Calif.  
OLdfield 4-8010

Consolidated Film Industries  
959 N. Seward St., Hollywood, Calif.  
HOLlywood 9-1441

De Luxe Laboratories, Inc.  
850 Tenth Ave., N. Y. C. . . . . CIrcle 7-3220  
1418 N. Western Ave., Hollywood, Calif.  
HOLlywood 9-3141

Eastman Kodak Co.  
343 State St., Rochester 3, N. Y.  
LOcust 2-6300

1017 N. Las Palmas, Hollywood,  
Calif. . . . . HOLlywood 5-7157

Film Effects of Hollywood, Inc.  
1153 N. Highland Ave., Hollywood 38, Calif.  
HOLlywood 9-5808

Flora Color Laboratory  
1715 N. Marijosa, Hollywood, Calif.  
NOrmandy 3-2291

Mercer, Ray, & Co.  
4241 Normal Ave., Hollywood, Calif.  
NOrmandy 3-9331

Movielab, Inc.  
619 W. 54th St., N. Y. C. 19 . . . . . JUdson 6-0360

Pathe Laboratories, Inc.  
6823 Santa Monica Blvd., Hollywood, Calif.  
HOLlywood 9-5981

Polaroid Process (Polaroid Corp.)  
Cambridge 39, Mass.

Technicolor Corp.  
6311 Romaine St., Hollywood 38, Calif.  
HOLlywood 7-1101  
30 Rockefeller Plaza, N. Y. C. . . . . CIrcle 7-7934

## Commercials Monitoring

Guardian Monitor Service  
3101 Euclid Ave., Cleveland, O. . . . . UT 1-8005  
Radio-TV Reports, Inc.  
15 W. 47th St., N. Y. C. . . . . CO 5-7050

## Costumes

### NEW YORK, N. Y.

Bally-Hoo Theatrical Costume Co.  
160 W. 48th St. . . . . CIrcle 5-5634  
Bertie, Mme.  
1639 Broadway . . . . . PLaza 7-4170  
Brooks Costume Co., Inc.  
3 W. 61st St. . . . . PLaza 7-5800  
Eaves Costume Co., Inc.  
151 W. 46th St. . . . . PLaza 7-3730  
Lillian Costume Co.  
247 W. 46th St. . . . . CIrcle 5-5199

## Insurance

### NEW YORK, N. Y.

Employers Reinsurance Corp.  
107 William St. . . . . WH 3-6995  
Rice, Herbert Leroy, Agency, Inc.  
RCA Bldg., 30 Rockefeller Plaza . . . . . CI 7-1456

## International TV Shippers

### NEW YORK, N. Y.

Barnett International Forwarders, Inc.  
543 W. 43rd St., New York, N. Y.  
BRyant 9-1616

## Laboratories

### ATLANTA, GA.

Beeland, Charles D., Co., Motion Pictures  
70 4th St., N.W. . . . . TR 5-9088  
Paramount News  
135 Can St., N.W. . . . . JAckson 9-1636

### BALTIMORE, MD.

Alpha Film Laboratories  
6000 Pimlico Rd. . . . . LIberty 6216

### BOSTON, MASS.

Master Motion Picture Co.  
50 Piedmont St. . . . . HAncock 6-3592

### CHICAGO, ILL.

Atlas Film Corp.  
1111 S. Boulevard, Oak Pk. . . . . AUstin 7-8620  
Bell and Howell Co.  
7100 McCormick, Lincolnwood. . . . . AM 2-1600  
Chicago Film Laboratory, Inc.  
1322 W. Belmont Ave. . . . . BLittersweet 8-6780  
720 N. Michigan Ave. . . . . WH 4-6971  
Colburn, Geo. W., Laboratory  
164 N. Wacker Dr. . . . . 332-6286  
Crescent Film Laboratories  
7610 N. Ashland. . . . . AMbassador 2-5000  
Eskay Color Print, Inc.  
1325 S. Wabash. . . . . WABash 2-8583  
Filmack Studios  
1927 S. Wabash Ave. . . . . HArrison 7-4855, 7-3395  
Wilding, Inc.  
1345 W. Argyle St. . . . . BR 5-1200

### CLEVELAND, O.

Escar Motion Picture Service, Inc.  
7315 Carnegie Ave. . . . . ENdcott 1-2707

### COLORADO

Alexander Film Co.  
Colorado Springs . . . . . MAin 4200



## RADIO & TV SERVICE FIRMS

**Johnson Tele-Visuals**  
Wheatridge, Colo. . . . . **ELmont 3-6231**  
**Western Cine Service**  
114 East Eighth Ave., Denver. . . **AMherst 6-3061**

### DALLAS, TEX.

**Jamleson Film Co.**  
3825 Bryan . . . . . **Taylor 3-8158**  
**Southwest Film Laboratory, Inc.**  
3024 Forth Worth Ave. . . . . **FE 1-8347**

### DAYTON, O.

**Film Assoc., Inc.**  
4600 S. Dixie Ave. . . . . **ZEnith 1-2104**

### DES MOINES, IA.

**Parrot Film Service**  
2123 Forest Ave. . . . . **ATlantic 2-4211**

### DETROIT, MICH.

**General Film Laboratory, Inc.**  
66 Sibley . . . . . **WWoodward 1-7818, 1-9629**  
**Jam Handy Organization**  
2821 E. Grand Blvd. . . . . **TRinity 5-2450**

### GARY, IND.

**Lakeside Laboratory**  
5929 E. Dunes Hwy. . . . . **GARy 8-1114**

### INDIANAPOLIS, IND.

**Young, Robert, Studio**  
1050 S. Holt Rd. . . . . **CHapel 4-9526**

### KANSAS CITY, MO.

**Calvin Co., The**  
1105 E. Truman Rd. . . . . **HARRison 1-1230**  
**Eso-S Pictures**  
1121 W. 47th St. . . . . **VAentine 1-8779**  
**Studna, Louis, Films**  
3214 Gilham Rd. . . . . **LOgan 1-6300**

### LOS ANGELES, CALIF.

**Aeme Film Laboratories, Inc.**  
1161 N. Highland Ave. (38). . . **HOLlywood 4-7471**  
**Anseo Processing Lab. (General Anline & Film)**  
1001 N. LaBrea (38) . . . . . **OLdfield 4-0550**  
**Art Craft Screen Service**  
4019 W. 60th. . . . . **AXminister 4-5423**  
**BRM Film Co.**  
5235 1/2 W. Third St. . . . . **653-0198**  
**Cine-Craft Film Laboratory**  
8764 Beverly (48) . . . . . **OLympia 2-7357**  
**Cinema Research Corp.**  
716 N. LaBrea. . . . . **WEbster 3-9301**  
**Color Reproduction Co.**  
7936 Santa Monica Blvd. (46). **OLdfield 4-8010**  
**Consolidated Film Industries**  
959 N. Seward St. . . . . **HOLlywood 9-1441**  
**DeLuxe Labs.**  
1418 N. Western. . . . . **HOLlywood 9-3141**  
**Dunn, Linwood G.**  
2000 N. Berendo. . . . . **NOrmandy 5-5944**

**Eastman Kodak Research Laboratory**  
1017 N. Las Palmas Ave.  
**HOLlywood 5-7151**

**Film Effects of Hollywood**  
1163 N. Highland (38) . . . . **HOLlywood 9-5808**  
**Film Processing Corp.**  
3602 Crenshaw . . . . . **REpublic 1-2348**  
**Film Service Laboratories**  
6327 Santa Monica Blvd. . . . **HOLlywood 4-5141**  
**Flora Color Laboratory**  
1715 N. Mariposa St. (27) . . **NOrmandy 3-2291**  
**General Film Laboratories**  
1546 Argyle Ave. . . . . **HOLlywood 2-6171**  
**Hollywood Film Enterprises, Inc.**  
6060 Sunset Blvd. (28) . . . . **HOLlywood 4-2181**

**Hollywood 16 MM Industries, Inc.**  
7708 Santa Monica Blvd. . . . . **OLdfield 6-6736**  
**Hollywood-Valley Films Labs**  
2704 W. Olive St., Burbank. . . . **846-7262**  
**Holmes, Frank, Laboratories, Inc.**  
1947 First St., San Fernando. . . **EMpire 5-4501**  
**Houston Color Film Labs., Inc., of California**  
(Houston-Fearless Corp.)  
230 W. Olive Ave., Burbank. . . **VIctoria 9-4627**  
**Mercer, Ray, & Co.**  
4241 Normal Ave. (29) . . . . **NOrmandy 3-9331**  
**Modern Movies, Inc.**  
832 Cole St. . . . . **HOLlywood 4-7293**  
**National Screen Service**  
7026 Santa Monica Blvd. . . . **HOLlywood 6-5111**  
**Pacific Colorfilm Inc.**  
8248 Santa Monica Blvd. . . . . **OLdfield 4-0747**  
**Pacific Title & Art Studio**  
6350 Santa Monica Blvd. . . . **HOLlywood 3-5611**  
**Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd. . . . **HOLlywood 9-5981**  
**Peerless Film Processing Corp.**  
959 Seward St. . . . . **HOLlywood 4-7156, 7-9223**  
**Permafilm of California, Inc.**  
7264 Melrose (46) . . . . . **WEbster 3-8245**  
**Producers Photographic Laboratory, Inc.**  
6556 Santa Monica Blvd. . . . **HOLlywood 2-1334**  
**Stafford, Dee D., 16 MM Color Lab**  
2117 N. Glenoaks, Burbank. . . **VIctoria 9-5452**  
**Technicolor Motion Picture Corp.**  
6311 Romaine St. . . . . **HOLlywood 7-1101**  
**Telefilm, Inc.**  
6039 Hollywood Blvd. . . . . **HOLlywood 9-7205**  
**United Film Labs, Inc.**  
6314 Santa Monica Blvd. . . . **HOLlywood 6-5201**  
**Westheimer Co.**  
6585 Santa Monica Blvd. . . . **HOLlywood 6-7771**

### NEW ORLEANS, LA.

**Motion Picture Advertising Service Co. Inc.**  
1032 Carondelet St. . . . . **JA 5-2253**

### NEW YORK, N. Y.

**Color Service Co.**  
115 W. 45th St. . . . . **JUdson 6-0853**  
**Consolidated Film Industries (Republic Pictures)**  
420 Lexington Ave. . . . . **LE 2-6522**  
**Criterion Film Labs, Inc.**  
33 W. 60th St. . . . . **COlumbus 5-2180**  
**Custom Film Lab.**  
1780 Broadway . . . . . **CIrcle 5-4830**  
**DeLuxe Laboratories, Inc. (20th Century-Fox)**  
850 Teuth Ave. . . . . **CIrcle 7-3220**  
**Du-Art Film Laboratories, Inc.**  
245 W 55th St. . . . . **PLaza 7-4580**  
**FilmLab, Inc.**  
126 W. 46th 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 6-6150**  
**Mecca Film Laboratories Corp.**  
630 Ninth Ave. . . . . **COlumbus 5-7878**  
**MovieLab, Inc.**  
619 W. 54th St. . . . . **JUdson 6-0360**  
**National Screen Service Corp.**  
1600 Broadway . . . . . **CIrcle 6-5700**  
**Pathe Laboratories, Inc.**  
105 E. 106th St. . . . . **TRafalgar 8-1120**  
**Peerless Film Processing Corp.**  
421 W. 54th St. . . . . **JU 2-0052**  
**Permafilm, Inc.**  
723 Seventh Ave. . . . . **CI 6-0130-31-64**  
**Precision Film Laboratories Inc.**  
21 W. 46th St. . . . . **JUdson 2-3970**

# RADIO & TV SERVICE FIRMS

Quality Film Laboratories Co.  
450 W. 56th St. . . . . JUDson 6-4912  
Rapid Film Technique, Inc.  
37-02 27th St., L. I. C. . . . . Stillwell 6-4600  
Swift Mulsion Picture Laboratories, Inc.  
1183 University Ave. . . . . CY 3-2400  
Titca Film Laboratories, Inc.  
1600 Broadway . . . . . PLaza 7-6681  
Tri Art Color Corp.  
245 W. 56th St. . . . . PLaza 7-4580  
Video Film Laboratories  
350 W. 50th St. . . . . JUDson 6-7106

## PHILADELPHIA, PA.

News Reel Laboratory  
1729 Sanson St. . . . . LOenst 3-3892  
Welsh Studios  
1209 E. Chelton Ave. . . . . LLivingstone 8-4611

## ST. PAUL, MINN.

Ray, Reid H., Film Industries  
2209 Ford Parkway . . . . . Midway 9-1393

## SAN FRANCISCO, CALIF.

Monroe Laboratories  
950 Columbus Ave. . . . . ORdway 3-0511  
Motion Picture Service Co.  
125 Hyde St. . . . . ORdway 3-9162  
Multichrome Laboratories  
760 Gough St. . . . . KL 2-0835; HE 1-6567  
Sola Photo & Sound  
33 29th St. . . . . ATwater 2-6004

## WASHINGTON, D. C.

Byron Motion Pictures, Inc.  
1226 Wisconsin Ave., N.W. . . . . FEderal 3-4000  
Capital Film Laboratories, Inc.  
470 E St., S.W. . . . . 347 1517  
Koster Film Facilities, Inc.  
1017 N. J. Ave., S.E. . . . . LincolN 4-4410  
National Cine Laboratories  
2006 Powhatan Rd., Hyattsville, Md. . . . . HA 2-4333

## CANADA

### MONTREAL, QUE.

Associated Screen Industries, Ltd.  
2000 Northville Ave. . . . . 484-1186  
Bier, David, Studios & Film Labs  
265 Vitre St. W. . . . . UN 1-3469  
Mont Royal Film Corp. Laboratory  
1240 St. Antoine . . . . . UN 6-0781  
Trans-World Film Labs Ltd.  
4824 Cote des Neiges Rd. . . . . RE 3-7181

### OTTAWA, ONT.

Ceawley Films, Ltd.  
19 Fairmont Ave. . . . . PA 8-3513  
Graphic Films  
19 Fairmont Ave. . . . . PA 8-3513  
National Film Board of Canada  
159 Kent St.

### TORONTO, ONT.

Best Film Laboratory  
344 Jarvis St. . . . . WA 1-2137  
The Caldwell Laboratory  
447 Jarvis St. . . . . WA 2-2103  
Canadian Film Industries Co. Ltd.  
310 Lakeshore Rd. . . . . CL 5-2351  
CineSound Ltd.  
559 Rogers Rd. . . . . RO 2-7338  
Northern Motion Picture Labs  
10 Dell Park Ave. . . . . RU 1-6003  
Pathe-DeLuxe of Canada Ltd.  
9 Brockhouse Rd. . . . . CL 9-7811

Peerless Labs of Canada  
135 Peter St. . . . . EM 2-2501  
Shelly, Leon, & Company  
160 Bay St. . . . . 364 0456  
Smith, Christopher, H., Films Labs  
30 Wellington St. . . . . EM 3-1314

## VANCOUVER, B. C.

Trans-Canada Films, Ltd.  
916 Davie St. . . . . MU 2-4646

## Large Screens

Bodde Screen & Projector Co.  
11541 Bradley, San Francisco, Calif. . . . . EM 5-2551  
General Precision Laboratory, Inc.  
63 Bedford Rd., Pleasantville, N. Y. . . . . RO 9-5000  
Radio Corporation of America  
Camden, N. J. . . . . WORTH 3-8000  
S.O.S. Photo-Cine-Optics, Inc.  
602 W. 52nd St., N. Y. C. . . . . PLaza 7-0410

## Lenses

Bausch & Lomb Optical Co.  
635 St. Paul St., Rochester 2, N. Y. . . . . LOenst 2-3000  
Camera Equipment Co.  
315 W. 43rd St., N. Y. C. . . . . JUDson 6-1420  
Century Projector Corp.  
729 Seventh Ave., N. Y. C. . . . . CItyle 5-7048  
National Theatre Supply Co.  
50 Prospect Ave., Tarrytown, N. Y. . . . . ME 1-6200  
Projection Optics Co., Inc.  
271 Eleventh Ave., E. Orange, N. J. . . . . OR 6-6509  
S.O.S. Photo-Cine-Optics, Inc.  
602 W. 52nd St., N. Y. C. . . . . PLaza 7-0410

## Prizes, Premiums, Etc.

Certified Projects, Inc.  
408 W. 57th St., N.Y. 19. . . . . PL 7-8150  
Community Club Awards, Inc.  
20 E. 46th St. . . . . MUrray Hill 7-4466  
1802 E. State St., Westport, Conn.  
Capital 7-0854  
Coupon Jamhorec, Inc.  
Statler Office Bldg., Boston, Mass. . . . . 542-1223  
Donnelly, Reuben H., Corp., The  
466 Lexington Ave., N. Y. C. . . . . OREGon 9-4000  
Dunham & Jeffrey, Inc.  
730 Fifth Ave., N. Y. C. . . . . PL 7-9500  
Ethos  
565 Fifth Ave. . . . . OX 7-9170  
International Community Club Awards,  
Inc.  
20 E. 46th St. . . . . MUrray Hill 7-4466  
1802 E. State St., Westport, Conn.  
Capital 7-0854  
Logo Ad Company  
1296 Broadway, N. Y. C. . . . . BR 9-4725  
Kerradio  
41 W. 53rd St., N. Y. C. . . . . PL 7-1422  
Lee-Jeffreys, Inc.  
870 Seventh Ave. . . . . CI 6-0694  
Mars Broadcasting, Inc.  
575 Hope St., Stamford, Conn. 327-2700  
Promotional Services, Inc.  
211 E. 52nd St. . . . . PL 2-9550  
Reiner, S. Jay, Co., Inc., The  
155 Mineola Blvd., Mineola . . . . . PI 7-5300  
Robbins, Richard S., Co., Ltd.  
163 Bleeker St., N. Y. C. . . . . SPring 7-2668  
Storecast Corporation of America  
11 W. 42nd St., N. Y. C. . . . . LO 5-7715  
Video Enterprises, Inc.  
667 Madison Ave., N. Y. C. . . . . PL 3-9327

## RADIO & TV SERVICE FIRMS

National Theatre Supply Co., Inc.  
50 Prospect Ave., Tarrytown, N. Y. ME 1-6200  
**Radiant Lamp Corp.**  
300 Jelliff Ave., Newark 8, N. J. BI 3-6850  
**Radio Corporation of America**  
**Camden, N. J. Worth 3-8000**  
**S.O.S. Photo-Cine-Optics, Inc.**  
602 W. 52nd St., N. Y. C. PLaza 7-0440  
**Sylvania Electric Products Co.**  
1740 Broadway, N. Y. C. JUdson 6-2424  
**Wenzel Projector Co.**  
2509 S. State St., Chicago 16, Ill. CO 5-6285  
**Westinghouse Electric Corp.**  
Washington Blvd., Laurel, Md. 792-7600

## Projectors

**Ballantyne Instruments & Electronics, Inc.**  
1712 Jackson St., Omaha 2, Nebr. 342-4444  
**Bodde Screen & Projector Co.**  
11541 Bradley, San Fernando, Calif. EM 5-2551  
**Camera Equipment Co.**  
315 W. 43rd St., N. Y. C. JUdson 6-1420  
**Century Projector Corp.**  
729 Seventh Ave., N. Y. C. CIrcle 5-7048

## Radio-TV Studio & Building Designers

### NEW YORK, N. Y.

**Cornberg, Sol, Assoc., Inc.**  
1841 Broadway JUdson 2-6530

## Raw Stock

**Anso (General Aniline & Film Corp.)**  
 Binghamton, N. Y. RA 9-6555  
 405 Lexington Ave., N. Y. C. 19. OX 7-6161  
 1001 N. La Brea, Los Angeles, Calif. OL 4-5550  
**Du Pont (E. I. du Pont de Nemours & Co., Inc.)**  
 Photo Products Div.: 380 Allwood Rd., Clifton,  
 N. J. WA 4-3100 (N. Y. C.)  
 7051 Santa Monica Blvd., Hollywood 38, Calif.  
 HOLLYWOOD 9-6375

**Eastman**  
**See W. J. German, Inc.**  
 Factories: 343 State St., Rochester 3,  
 N. Y. LOcust 2-6300  
**German, W. J., Inc.**  
 Distributor of Eastman motion-picture  
 film)  
 Jane St., Ft. Lee, N. J.  
 LO 5-5978 (N.Y.C.)  
 6677 Santa Monica Blvd., Hollywood,  
 38, Calif. HOLLYWOOD 4-6131

## Screening Rooms

### NEW YORK, N. Y.

**Bonded's Film Center Theater**  
630 Ninth Ave. JUdson 6-1030  
**Johnny Victor Theater**  
40 W. 49th St. MU 9-7200  
**Movielab, Inc.**  
619 W. 54th St. JUdson 6-0360  
**Preview Theater**  
1600 Broadway CIrcle 6-0865

## Spot and Flood Lamps

**Adams Lighting, Inc.**  
10 First St., Pelham, N. Y. PELham 8-4003  
**Capital Stage Lighting Co., Inc.**  
527 W. 45th St., N. Y. C. CIrcle 6-7770  
**Evans Supply, Inc.**  
122 Social Hall Ave., Salt Lake City,  
 Utah EM 4-3557  
**General Electric Co.**  
Lamp Div.: Nela Park, Noble Rd., Cleveland, O.  
 451-8600  
**Kliegl Bros. Universal Electronic Stage Lighting**  
**Co., Inc.**  
321 W. 50th St., N. Y. C. COlumbus 5-0131  
**Mitchell Camera Corp.**  
666 W. Harvard St., Glendale 4, Calif.  
 CHapman 5-1085  
**Motigraph, Inc.**  
4926 W. Grand St., Chicago, Ill. 637-0111

## Stock Shot Libraries

### LOS ANGELES, CALIF.

**Bailey Lem, Productions, Color Stock Library**  
7934 Santa Monica, Hollywood, Calif;  
 OLdfield 4-8197  
**Douglas, D. R., Productions**  
527 N. LaCienega Blvd. (46) OL 7-0840  
**Dyer, Elmer**  
711 N. La Jolla Ave. (46) WEbster 9-8308  
**Grinberg, Sherman, Film Libraries**  
1438 N. Gower. HOLLYWOOD 4-7491  
**Mercer, Ray, & Co.**  
4241 Normal Ave. (27) NOrmandy 3-9331  
**Sandler, Allan, Film Libraries, Inc.**  
6926 Melrose (38) WE 1-0309

### NEW YORK, N. Y.

**Stock Shots To Order, Inc.**  
650 Fifth Ave. CIrcle 6-0690  
**Zouary, Maurice H., TV-Film Production**  
33 W. 52nd St. (19) JUdson 2-6185

## Storage Vaults

### LOS ANGELES, CALIF.

**Bekins Van & Storage Co.**  
1025 N. Highland Ave. HO 9-8181  
**Bonded TV Film Service, Inc.**  
8290 Santa Monica Blvd. OL 4-7575  
**Consolidated Film Industries**  
959 N. Seward St. HO 9-1441  
**Hollywood Film Co.**  
956 Seward St. HOLLYWOOD 2-3284  
 5446 Carlton Way. HOLLYWOOD 9-8628  
**Lyon Van & Storage Co.**  
6372 Santa Monica Blvd. HO 9-1401  
**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 (Republic Pictures)**  
420 Lexington Ave. LE 2-6522  
**Movielab, Inc.**  
619 W. 54th St. JUdson 6-0360

## Timing Devices

### NEW YORK, N. Y.

**M. Ducommun Co.**  
580 Fifth Ave., New York, N. Y.  
 PLaza 7-2540

## Travel Bureaus

### NEW YORK, N. Y.

**Synnot's Travel Bureau**  
415 Lexington Ave., N. Y. MU 7-3783, 7-4704

# Toll Television Firms

## — Organizations and Manufacturers —

### ENTRON, INC.

2141 Industrial Pkwy., Silver Spring, Md.  
622-2000

James L. Lahey.....President  
Henry M. Kannee.....Secretary-Treasurer  
*Branch Offices*

100 N. E. Holladay, Portland, Ore.  
235-8127

M. K. Johnson.....N. W. Regional Mgr.  
6455 Dannyboyar, Canoga Park, Calif.  
346-1769

Wm. Lasky.....S. W. Regional Mgr.  
Box 3345 MSS, Tallahassee, Fla.

John Sims.....S. E. Regional Manager

### HOME ENTERTAINMENT CO. OF AMERICA

Time & Life Bldg., New York 20, N. Y.  
LT 1-8997

Oliver A. Unger.....President  
William Sargent.....Vice President

### HOME ENTERTAINMENT CO., INC. OF LOS ANGELES

19th & Broadway, Santa Monica, Calif.  
393-9383

Oliver A. Unger.....Board Chairman  
Wendell Corey.....President

### INTERNATIONAL TELEMETER CO.

(Division of Paramount Pictures Corp.)  
1501 Broadway, New York 36, N. Y.  
BRyant 9-8700

Howard Minsky.....President  
Leslie Winik.....Exec. Vice President

### JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.  
BA'dwin 6-3456

Sidney Harman.....President  
Robert H. Beisswenger, Vice Pres., Gen. Mgr.  
(See listing under Equipment Manufacturers  
for Branch Office and Products)

### JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York  
JU'dson 6-8100

Phil Harling.....Chairman

### RKO GENERAL PHONEVISION INC.

555 Asylum Ave., Hartford, Conn.  
JA 5-2611

Thomas F. O'Neil.....President  
John B. Poor.....Vice President

### SKIATRON ELECTRONICS & TELEVISION CORP.

Milburn Ave., Baldwin, L. I., N. Y.  
MA 3-9725

Arthur Levey.....President  
Frank V. Quigley.....Secy.-Treas.  
Thomas F. O'Brien.....Asst. Secretary

### SPENCER-KENNEDY LABORATORIES INC.

1320 Soldiers Field Rd., Boston 35, Mass.  
ALgonquin 4-5400

George W. W. Brewster.....Chairman  
Donald Spencer.....President  
W. K. Headly (Sls.), A. Clark (Prod.)  
Vice Pres.

### TELEGLOBE PAY-TV SYSTEM INC.

400 Madison Ave., New York, N. Y.  
ELdorado 5-0010

Solomon Sagall.....President  
Ira Kamen.....Exec. Vice Pres.  
J. R. Poppele.....Vice Pres., Treas.

### TELEPROMPTER CORP.

(See listing under Equipment Manufacturers)

### THEATRE NETWORK TELEVISION, INC.

575 Madison Ave., New York 22, N. Y.  
PL 5-6300

President.....Nathan L. Halpern  
Dir. of Prod.....Robert F. White  
Dir. of Operations.....Edward F. Admiss  
Dir. of Sales Development.....Bart Swift  
Sales Eng. Mgr.....Robert G. Thompson  
(See listing under Equipment Manufacturers  
for Branch Offices and Products)

### TOLVISION OF AMERICA

445 Park Ave., New York, N. Y.  
PLaza 3-6530

Matthew Fox.....President

### ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.  
BERkshire 7-7500

Hugh Robertson.....Chairman  
Joseph S. Wright.....President

# Radio & Television Station Brokers

## **Associated Media Brokers**

Suite 328, Bayview Bldg., Ft. Lauderdale,  
Fla.

Phone: LOfan 6-7843

Vice President.....Myles H. Johns

Vice President.....Robert J. Flynn

## **Blackburn & Company, Inc.**

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Washington 6, D. C.

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## Motion Picture Theatres With Television Equipment

| State         | City            | Seating Capacity | Theatre         |
|---------------|-----------------|------------------|-----------------|
| CALIFORNIA    | Fresno          | 2,169            | Fresno          |
|               | Huntington Park | 1,468            | Huntington Park |
|               | Los Angeles     | 1,757            | Downtown        |
|               |                 | 2,213            | Orpheum         |
|               |                 | 1,363            | Ritz            |
|               | San Francisco   | 2,646            | Paramount       |
|               | 399             | Telenews         |                 |
| COLORADO      | Denver          | 2,096            | Paramount       |
| DIST. OF COL. | Washington      | 3,452            | Capitol         |
|               |                 | 1,838            | Keith's         |
| FLORIDA       | Miami           | 2,000            | Carib           |
|               |                 | 1,234            | Capitol         |
| ILLINOIS      | Chicago         | 1,299            | Crown           |
|               |                 | 3,931            | Marbro          |
|               |                 | 2,649            | State Lake      |
|               |                 | 606              | Loop            |
|               |                 | 3,414            | Tivoli          |
|               |                 | 4,320            | Uptown          |

## THEATRES WITH TELEVISION EQUIPMENT

| <i>State</i>       | <i>City</i>       | <i>Seating<br/>Capacity</i> | <i>Theatre</i> |
|--------------------|-------------------|-----------------------------|----------------|
| INDIANA            | Indianapolis      | 3,313                       | Indiana        |
| LOUISIANA          | New Orleans       | 3,400                       | Saenger        |
| MARYLAND           | Baltimore         | 2,048                       | Century        |
|                    |                   | 1,320                       | Metropolitan   |
|                    |                   | 2,843                       | Stanley        |
|                    |                   | 1,860                       | State          |
| MASS.              | Boston            | 1,500                       | Pilgrim        |
|                    |                   | 3,583                       | State          |
| MICHIGAN           | Detroit           | 2,500                       | Eastown        |
| 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.—Flushing | 2,146                       | Prospect       |
| N. Y. C.—Manhattan | 450               | Guild Newsreel              |                |
|                    |                   | 2,282                       | Victoria       |
| NO. CAROLINA       | Charlotte         | 1,405                       | Carolina       |
| OHIO               | Cincinnati        | 3,037                       | Albee          |
|                    |                   | 3,009                       | Allen          |
|                    |                   | 3,465                       | Hippodrome     |
|                    |                   | 3,446                       | State          |
|                    | Dayton            | 2,665                       | Keith's        |
|                    | Toledo            | 2,455                       | Rivoli         |
| PENNSYLVANIA       | Chester           | 2,272                       | Stanley        |
|                    | Erie              | 2,584                       | Warner         |
|                    | Philadelphia      | 2,947                       | Stanley        |
|                    | Pittsburgh        | 2,016                       | J. P. Harris   |
|                    |                   | 3,486                       | Penn           |
|                    | 3,719             | Stanley                     |                |
| UTAH               | Salt Lake City    | 1,759                       | Utah           |
| VIRGINIA           | Richmond          | 1,396                       | Byrd           |
|                    |                   | 1,393                       | National       |
| WASHINGTON         | Seattle           | 2,559                       | Orpheum        |
| WISCONSIN          | Milwaukee         | 2,436                       | Riverside      |
|                    |                   | 2,431                       | Warner         |

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McGranaghan, Jerome P.  
1771 N St., NW, Wash. 6, D. C., DE 2-9300

McInnis, Charles B.  
1012 14th St., NW, Wash. 5, D. C., NA 8-0031

McKay, Lawrence J.  
63 Wall St., N. Y. 5, N. Y., WH 4-7400

McKenna, James A., Jr.  
1735 DeSales St. NW, Wash. 6, D. C., NA 8-2931

Meehan, C. M.  
Munsey Bldg., Wash. 4, D. C., ST 3-1000

Middle, John H.  
Munsey Bldg., Wash. 4, D. C., ME 8-6066

Miller, Justin  
15320 Earlham St., Pacific Pal., Calif.

Miller, Neville  
Munsey Bldg., Wash. 4, D. C., ME 8-2183

Miller, Reed  
1229 19th St., NW, Wash. 6, D. C., FE 8-3700

Miller, Samuel  
Washington Bldg., Wash. 5, D. C., ST 3-6811

Monderer, Howard  
4001 Neb. Ave., NW, Wash. 10, D. C., EM 2-4900

Morgan, Edward P.  
710 14th St., NW, Wash. 5, D. C., ST 3-0541

Moser, John B.  
360 N. Michigan Ave., Chicago 1, Ill., RA 6-8168

Mott, Harold E.  
710 14th St. NW, Wash. 5, D. C., EX 3-4600

Mouton, Horace P.  
195 Broadway, N. Y. 7, N. Y., EX 3-9800

Mullin, Eugene F., Jr.  
Suite 300, Southern Bldg., Wash. D. C., ST 3-2455

Myse, Daryl A.  
1411 Penn. Ave. NW, Wash. 4, D. C., RE 7-7046

— N —

Naftalin, Alan Y.  
1000 Vermont Ave. NW, Wash. 5, D. C., RE 7-5566

Nail, Edwin S.  
1240 19th St. NW, Wash. 6, D. C., FE 8-4344

Neustadt, Stanley  
Cafritz Bldg., Wash. 6, D. C., ST 3-5880

Nicholas, M. J.  
93 E. 42nd St., N. Y. 17, N. Y., MU 3-9553

North, Ernest D.  
32 Ave. of the Americas, N. Y. 13, N. Y., EX 3-6245

— O —

O'Bryan, Paul A.  
Munsey Bldg., Wash. 4, D. C., ST 3-1000

Ockershausen, Harry J.  
Bowen Bldg., Wash. 5, D. C., RE 7-6363

O'Connell, Quinn  
1225 19th St., NW, Wash. 6, D. C., FE 8-4280

O'Hara, Joseph P.  
1411 K St., NW, Wash. D. C., EX 3-3333

O'Hare, Richard C.  
Investment Bldg., Wash. 5, D. C., RE 7-3525

Olverson, John B.  
1721 DeSales St., NW, Wash. 6, D. C., NA 8-3902

Oppenheimer, Monroe  
Woodward Bldg., Wash. 5, D. C., RE 7-3028

— P —

Panzer, Irving R. M.  
1735 DeSales St. NW, Wash. 6, D. C., ST 3-3660

Paradise, Richard R.  
1012 14th St., NW, Wash. 5, D. C., NA 8-0032

Parkinson, Kenneth Wells  
Tower Bldg., Wash. 5, D. C., DI 7-2141

Patriek, Duke M.  
Colorado Bldg., Wash. 5, D. C., ST 3-1900

Pepper, Vincent A.  
1111 E St., NW, Wash. 4, D. C., EX 3-7030

Pierson, W. Theodore  
Ring Bldg., Wash. 6, D. C., RE 7-2566

Plotkin, Harry M.  
1815 H St., NW, Wash. 6, D. C., DI 7-8500

Pogue, L. Welch  
1001 Conn. Ave., NW, Wash. 6, D. C., EX 3-5333

Pollak, Stephen J.  
Union Trust Bldg., Wash. 5, D. C., RE 7-5900

Porter, Paul A.  
1229 19th St., NW, Wash. 6, D. C., FE 8-3700

Porter, William A.  
Tower Bldg., Wash. 5, D. C., DI 7-2141

Potts, William J., Jr.  
1735 DeSales St. NW, Wash. 6, D. C., DI 7-2724

Prather, Alfred  
Union Trust Bldg., Wash. 5, D. C., RE 7-5900

Prince, D. F.  
Bowen Bldg., Wash. 5, D. C., RE 7-8154

Puttrese, Keith E.  
1111 E St., NW, Wash. 4, D. C., EX 3-7030

— Q —

Quisenberry, John T.  
195 Broadway, N. Y. 7, N. Y., EX 3-3556

— R —

Rafter, John A.  
Munsey Bldg., Wash. 4, D. C., ST 3-1000

Raish, Leonard R.  
901 Waterford Rd., Alexandria, Va., SO 5-3991

Randolph, John P.  
Cafritz Bldg., Wash. D. C., NA 8-6244

Raub, Benjamin D.  
30 Rockefeller Plaza, N. Y., N. Y., CI 7-8300

Rauh, Joseph L., Jr.  
1625 K St., NW, Wash. 6, D. C., RE 7-7795

Rea, Bryce, Jr.  
Munsey Bldg., Wash. 4, D. C., DI 7-3551

Resnick, Leo  
Occidental Bldg., Wash. 4, D. C., NA 8-9320

Rhync, Bruce W.  
400 Hill Bldg., Wash. 6, D. C., EX 7-1380

Rhync, Charles S.  
400 Hill Bldg., Wash. 6, D. C., DI 7-1380

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Wyatt Bldg., Wash. 5, D. C. . . . . ME 8-3662

**Robb, Roger**  
Tower Bldg., Wash. 5, D. C. . . . . DI 7-2141

**Robbins, Charles E.**  
National Press Bldg., Wash. 4, D. C. . . . DI 7-1200

**Roberson, Frank**  
Munsey Bldg., Wash. 4, D. C. . . . . ME 8-0023

**Roberts, William A.**  
Continental Bldg., Wash. 5, D. C. . . . . NA 8-0032

**Rollo, Reed T.**  
World Center Bldg., Wash. 6, D. C. . . . . ST 3-3200

**Rorer, Dwight E.**  
Washington Bldg., Wash. 5, D. C. . . . . RE 7-0727

**Rosen, Leo**  
285 Madison Ave., N. Y. 17, N. Y. . . . . MU 5-1582

**Rosenfield, Harry N.**  
1735 DeSales St., NW, Wash. 6, D. C. . . . EX 3-0250

**Rosenman, Samuel I.**  
575 Madison Ave., N. Y. 22, N. Y. . . . . MU 8-7800

**Rowell, Russell**  
Munsey Bldg., Wash. 4, D. C. . . . . ME 8-0023

**Russell, Percy H.**  
World Center Bldg., Wash. 6, D. C. . . . . ST 3-3200

— S —

**Scharfeld, Arthur W.**  
1710 H St., NW, Wash. 6, D. S. . . . . 298-6030

**Scheiner, Arthur**  
1343 H St., NW, Wash. 5, D. C. . . . . ME 8-6900

**Schellenberg, Howard J., Jr.**  
1025 Conn. Ave., Wash. 6, D. C. . . . . RE 7-1522

**Schneider, Edwin K., Jr.**  
1820 Jefferson Pl., NW, Wash. 5, D. C. . . . FE 8-3464

**Schroeder, Arthur H.**  
Munsey Bldg., Wash. 4, D. C. . . . . ME 8-2193

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**Seaks, Robert G.**  
Southern Bldg., Wash. 5, D. C. . . . . DI 7-7117

**Segal, Paul M.**  
4000 Mass. Ave., NW, Wash. 16, D. C. . . . WO 6-2750

**Sells, Harry G.**  
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**Sharkey, James**  
Perpetual Bldg., Wash. 4, D. C. . . . . ME 8-6632

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Natl. Press Bldg., Wash. 4, D. C. . . . . ST 3-1648

**Sinnons, Roy**  
Warner Bldg., Wash. 4, D. C. . . . . ME 8-1748

**Sims, William F., Jr.**  
Munsey Bldg., Wash. 4, D. C. . . . . ST 3-1000

**Slaughter, Harrison T.**  
Ring Bldg., Wash. 6, D. C. . . . . RE 7-2566

**Smith, Bernard B.**  
460 Park Ave., New York 22, N. Y. . . . . PL 1-2660

**Smith, Donald K.**  
Munsey Bldg., Wash. 4, D. C. . . . . ME 8-6006

**Smith, E. Stratford**  
1111 E. St., NW, Wash. 4, D. C. . . . . EX 3-7030

**Smith, George S.**  
1240 19th St. NW, Wash. 6, D. C. . . . . FE 8-4344

**Smith, Quayle B.**  
Ring Bldg., Wash. 6, D. C. . . . . FE 8-2566

**Sonnett, John F.**  
80 Pine St., N. Y. 5, N. Y. . . . . WH 4-7400

**Southmayd, John P.**  
Perpetual Bldg., Wash. 4, D. C. . . . . RE 7-1450

**Spearman, Paul**  
Munsey Bldg., Wash. 4, D. C. . . . . ME 8-0023

**Spillane, Lester W.**  
Central Tower, San Francisco 3, Cal., YU 6-1366

**Stambler, Arthur**  
1710 H St., NW, Wash. 6, D. C. . . . . 298-6030

**Stanley, Earl R.**  
Munsey Bldg., Wash. 4, D. C. . . . . ST 3-1000

**Stegmann, Edward J.**  
710 14th St. NW, Wash. 5, D. C. . . . . ST 3-0511

**Stein, A. L.**  
Warner Bldg., Wash. 4, D. C. . . . . RE 7-7944

**Stevens, David S.**  
1735 DeSales St. NW, Wash. 6, D. C. . . . NA 8-2931

**Stirling, E. Tillman**  
710 14th St. NW, Wash. 5, D. C. . . . . ST 3-0511

**Stollenwerk, Frank**  
National Press Bldg., Wash. 4, D. C. . . . NA 8-7846

**Stout, Clair L.**  
Munsey Bldg., Wash. 4, D. C. . . . . ST 3-1000

**Stuart, Harold C.**  
910 17th St., NW, Wash. 6, D. C. . . . ME 8-2477

**Sutton, George O.**  
National Press Bldg., Wash. 4, D. C. . . . NA 8-7949

— T —

**Taylor, James R.**  
1616 H St., NW, Wash. 6, D. C. . . . . NA 8-4400

**Thomson, William**  
National Press Bldg., Wash. 4, D. C. . . . NA 8-0055

**Timberg, Sigmund**  
815 15th St. NW, Wash. 5, D. C. . . . . EX 3-1074

**Tumulty, Joseph P., Jr.**  
1317 F St., NW, Wash., D. C. . . . . NA 8-2121

**Tyler, Lyon L., Jr.**  
Investment Bldg., Wash. 5, D. C. . . . . RE 7-3836

**Tyson, William S.**  
821 15th St., NW, Wash. 5, D. C. . . . . NA 8-1403

— V —

**Vieth, Duane**  
1229 19th St. NW, Wash. 6, D. C. . . . . FE 8-3700

— W —

**Wagner, W. Dean**  
400 Hill Bldg., Wash. 6, D. C. . . . . DI 7-1380

**Walker, Paul A.**  
1513 Franklin Dr., Norman, Okla. . . . . JE 4-4824

**Wall, Thomas H.**  
Munsey Bldg., Wash. 4, D. C. . . . . ST 3-1000

**Walton, Frederick H., Jr.**  
Bowen Bldg., Wash. 5, D. C. . . . . RE 7-6363

**Wayland, Charles V.**  
Perpetual Bldg., Wash. 4, D. C. . . . . RE 7-1450

**Weaver, Henry B., Jr.**  
1225 19th St. NW, Wash. 6, D. C. . . . . FE 8-4280

**Welch, Vincent B.**  
710 14th St. NW, Wash. 5, D. C. . . . . ST 3-0511

**Werner, Jack**  
Wyatt Bldg., Wash. 5, D. C. . . . . RE 7-5102

**Werner, Robert L.**  
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**Wheeler, Burton K.**  
Southern Bldg., Wash. 5, D. C. . . . . DI 7-7117

**Wheeler, Edward K.**  
Southern Bldg., Wash. 5, D. C. . . . . DI 7-7117

**Wilkinson, Ernest L.**  
1616 H St., NW, Wash. 6, D. C. . . . . NA 8-4400

**Wilkinson, Glen A.**  
1616 H St., NW, Wash. 6, D. C. . . . . NA 8-4400

**Wilkinson, Vernon L.**  
1735 DeSales St. NW, Wash. 6, D. C. . . . NA 8-2931

**Willis, John W.**  
1735 DeSales St. NW, Wash. 6, D. C. . . . ST 3-3660

**Wilner, Morton H.**  
1343 H St., NW, Wash. 5, D. C. . . . . ME 8-6900

**Wilson, Thomas W.**  
Munsey Bldg., Wash. 4, D. C. . . . . ST 3-1000

**Wollenberg, J. Roger**  
Transportation Bldg., Wash. 6, D. C. . . . 737-7474

**Woods, Robert A.**  
2011 Eye St., NW, Wash. 6, D. C. . . . . 337-6313

**Woods, Warren**  
Perpetual Bldg., Wash. 4, D. C. . . . . NA 8-2530

**Wozencraft, Frank W.**  
Southern Bldg., Wash. 5, D. C. . . . . EX 3-5363

— Z —

**Zias, Joseph F.**  
5507 Cornish Rd., Bethesda, Md. . . . . OL 2-3540

**Zorbaugh, Geraldine B.**  
485 Madison Ave., N. Y. 22, N. Y. . . . . PL 1-2345

**Zwieky, Warren C.**  
1735 DeSales St., NW, Wash. 6, D. C. . . . ME 8-6550

# Industry Organizations

## —Associations-Guilds-Radio & TV Groups-Unions—

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276 W. 47 St., New York 36, N. Y.  
Phone: PLaza 7-7660

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230 Jones St., San Francisco 2, Calif.  
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203 N. Wabash Ave., Chicago 1, Ill. Phone: RAndolph 6-1753. L. S. Schwartz, Mid-West Representative.  
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#### FUNCTIONS

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

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#### FUNCTIONS

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Phone: 329-9114

#### FUNCTIONS

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- To foster, strengthen and improve the advertising agency business
- To advance the cause of advertising as a whole.
- To give service to members.

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Phone: COrtlandt 7-1374

### OFFICERS

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Phone: LO 4-1251. Mort Barrow, President, Local 1.

### FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

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815 - 16th St., N.W., Washington 6, D. C.  
Phone: NATIONAL 8-3870

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Labor organization.

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425 Park Ave., New York 22, N. Y.  
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Vice-Pres..... William J. Harris  
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220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
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## AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

742 Fifth Ave., New York 19, N. Y.  
Phone: COlumbus 5-3267

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wood 4-5125. Claude L. McCue, Western Regional Di-  
rector.

102 E. Hubbard St., Chicago 11, Ill. Phone: White-  
hall 3-1344. Raymond A. Jones, Central Regional Direc-  
tor.

### FUNCTIONS

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for collective bargaining purposes.

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### BRANCH OFFICE

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Sammy Cahn, Chairman, West Coast Comm.

### 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 Associ-  
ation, 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

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3rd Vice-President..... Frank D'Elia  
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2-2334. Lee Harris, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310.  
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1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677.  
Sanford Waiff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA  
0438, George Peckham, Rep.

436 O'Farrell St., San Francisco 2, Cal.  
Phone: PRespect 5-3070. Mrs. Diane Fievey, Rep.

621 La Barre Rd., New Orleans, La. Phone: VErnon  
3-2248, Earl Von Hoven, Rep.

519 Jarvis St., Toronto 5, Ont., Canada. Phone:  
WA 4-6532. Larry H. McCance, Rep.

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## 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)

551 Fifth Ave., New York 17, N. Y.  
Phone: TN 7-5600

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| Recording Secy        | Sally Winthrop |
| Notl. Admin. Secy.    | Bobby Foye     |
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Western Regional Director: Irvin Mozzei

### 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: 236-8306

### OFFICERS

|                      |                                                                                                                  |
|----------------------|------------------------------------------------------------------------------------------------------------------|
| President            | Donald R. Longman                                                                                                |
| Vice-Presidents      | Schuyler F. Ottelson,<br>Edward C. Bursk, Dilmon M. K. Smith, Gerald A. Koetting, Richard E. Smoker, S. V. Reiss |
| Secretary, Treasurer | Margaret L. Reid                                                                                                 |
| Exec. Dir.           | Vance E. Lockhart                                                                                                |

### BRANCH OFFICES

57 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 GUILD (AFL-CIO-CLC)

1126 16th St., N.W., Washington 6, D. C.  
Phone: STerling 3-1250

### OFFICERS

|                  |                        |
|------------------|------------------------|
| President        | Arthur Rosenstock      |
| Exec. Vice-Pres. | William J. Farson      |
| Secretary-Treas. | Charles A. Perlik, Jr. |

### FUNCTIONS

Labor union.

## AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.  
Phone: YUkon 6-8200

### OFFICERS

|                 |                   |
|-----------------|-------------------|
| President       | Irwin Majer       |
| Vice-President  | Gene Robb         |
| Secretary       | St. Clair Balfour |
| Treasurer       | J. Hale Steinman  |
| General Manager | Stanford Smith    |

## BRANCH OFFICE

435 No. Michigan Ave., Chicago 1, Ill. 467-1778.  
Miles P. Patrone, Chairman.

### FUNCTIONS

To foster and protect the best interests of the daily-newspaper publishing business.

## 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  | Rudolph Tauert |
| Vice-President  | Jimmy McHugh   |
| Secretary       | Deems Taylor   |
| Asst. Secretary | Ned Washington |
| Treasurer       | J. J. Bregman  |
| Asst. Treasurer | Adolph Vogel   |

### BOARD OF DIRECTORS

Stanley Adams, J. J. Bregman, Leon J. Brettler, Irving Caesar, Frank H. Connor, Paul Creston, Howard Dietz, Max Dreyfus, L. Wolfe Gilbert, Bernard Goodwin, Morton Gould, Jimmy McHugh, Jack Mills, Edwin H. Morris, Richard Rodgers, Arthur Schwartz, Maurice Scopp, Herman Starr, Rudolph Tauert, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen.

### BRANCH OFFICES

In all principal cities throughout the United States.

### FUNCTIONS

ASCAP is a performing right society through which 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: ELdorado 5-7281

### OFFICERS

|                     |                                                                                                                                                                      |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| President           | Mortha Crane                                                                                                                                                         |
| President-elect     | Margaret Mary Kearney                                                                                                                                                |
| Vice-Presidents     | Saidie Adwon (S. W. Area),<br>Harriet Blue (W. Area), Mary Jane Chinn (W. C. Area), Jean Clark (S. Area), Marion Corwell (E. C. Area), Julie Chase Fuller (E. Area). |
| Secretary-Treasurer | Peggy Wore                                                                                                                                                           |
| Executive Secretary | Margo Anderson                                                                                                                                                       |

### DIRECTORS-AT-LARGE

Don Cosse, Dorothy Reynolds, Irene Runnels, Frances Troesch, Theodora Zavin.

### FUNCTIONS

AWRT is a professional organization of women working as broadcasters, executives, administrators and in a creative capacity in broadcasting and broadcast advertising. It functions as a year-round medium of exchange, with individual chapter meetings held regularly; area conferences in the fall and national four-day convention in the spring serving members as "refresher course" in all segments of the industry.

## ANIMATION PRODUCERS ASSOCIATION, INC.

60 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-8477

### OFFICERS

|                |              |
|----------------|--------------|
| President      | Lew Gifford  |
| Vice-President | Irving Hecht |
| Treasurer      | Bcn Magnes   |
| Secretary      | Jac Dunford  |

### DIRECTORS

Joe Dunford, Lew Gifford, Fred Hankinson, Irving Hecht, Sam Magnes, Arthur J. Zonder.



## INDUSTRY ORGANIZATIONS

### FUNCTIONS

To further the use of animation, and to promote harmonious relations among producers, adv. agencies, distributors, and employee organizations.

### ART DIRECTORS CLUB OF NEW YORK

642 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-7410

#### OFFICERS

President.....Bert W. Littman  
1st Vice-President.....William Duffy  
2nd Vice-President.....John A. Skidmore  
Secretary.....Joseph J. Cavallo  
Treasurer.....Mahlon A. Cline

#### 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  
V.P.'s.....Hattie Althoff,  
David Baumgarten, Bert Block, Jack Green, Jack  
Russell  
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

Willard Alexander, Hattie Althoff, David Baumgarten, Bert Block, Eddie Elkort, Howard L. Hausman, Miles Ingalls, Ben Kuchuk, Gilbert V. Nelson, Jack Russell, Joseph Singer, Jack Whittemore, Norman Weiss.

#### 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.....Dwight W. Martin  
(WDSU, New Orleans)  
Vice-President.....Paul Adanti  
(WHEN-TV, Syracuse)  
Vice-President.....F. O. Carver  
WSJS, Winston-Salem, N. C.)  
Vice-President.....Jim Bermann  
(WCCO, Minneapolis)  
Vice-President.....William W. Grant  
(KOA, Denver)

#### 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.

### ASSN. CANADIENNE DE LA RADIO ET DE LA TELEVISION DE LANGUE FRANCAISE

c/o Henri Audet, Pres., CKTM-TV, Trois-Rivieres, P.Q.

#### OFFICERS

President.....Henri Audet,  
CKTM-TV, Trois-Rivieres, P.Q.  
Vice-Pres....Aurele Pelletier, CHRC, Quebec City, P.Q.  
Sec.-Treas...Marcel Leboeuf, CKCV, Quebec City, P.Q.

#### DIRECTORS

Andre Lecomte, CJBR, Rimouski, P.Q.; Paul L'Anglais, CFTM-TV, Montreal, P.Q.; Dumont Legue, CFRG, Gravelbourg, Sask.; Conrad Lavigne, CFCL, Timmins, Ont.; Raymond Crepeau, CJMS, Montreal, P.Q.

#### FUNCTIONS

An organization which represents and looks after the interests of Canadian Radio and Television broadcasting in French.

### ASSOCIATION FOR COMPETITIVE TELEVISION, INC.

DeSales Bldg., 1741 DeSales St., N. W., Washington,  
D. C.  
Phone: ME 8-0210

#### OFFICERS

President, Chairman.....William L. Putnam  
Vice-Pres., Exec. Dir.....Thad H. Brown, Jr.  
Vice-Chairman of Board.....Fred C. Mueller  
Secretary-Treasurer.....John W. English

#### FUNCTIONS

Trade association for the television industry.

### ASSOCIATION FOR PROFES- SIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.  
Phone: DE 2-9300

#### OFFICERS

President.....Harold Niven (U. of Wash., Seattle)  
Vice-President.....W. C. Swartley (WBZ, Boston)  
Secy.-Treas...W. Earl Dougherty (KXEO, Mexico, Mo.)

#### BOARD OF DIRECTORS

Harold Niven; W. C. Swartley; W. Earl Dougherty; Richard Brown, KPOJ, Portland; Kenneth Harwood, USC, Los Angeles; Bruce A. Linton, U. of Kansas, Lawrence; Douglas L. Manship, WJBO-AM, WBRZ-TV, Baton Rouge; Leo A. Martin, Michigan St. U., E. Lansing; Ray E. Morgan, WLIK, Wilkes-Barre, Pa.; Robert E. Summers, U. of Texas, Austin.

#### FUNCTIONS

The purpose of the Association is to secure mutual advantages that will flow from a continuing relationship between the nation's broadcasters and institutions of higher education which offer a high standard of training and guidance for those planning to enter the broadcasting profession.

### ASSOCIATION OF CANADIAN ADVERTISERS, INC.

Toronto 1, Ontario.  
Phone: EMpire 3-8046

#### OFFICERS

President.....P. J. McGinnis  
Exec. Vice-President.....R. E. Oliver  
Vice-President, Treasurer.....J. W. Cook  
Vice-Presidents.....J. F. Glasier,  
W. T. McFarlane, George A. Meen, Robert M. Sab-  
laff  
General Mgr., Secretary.....B. Ernest Legate

#### DIRECTORS

W. H. Allen, Miss Militza Anich, R. P. Beadon, A. F. M. Biggs, Peter F. Craske, K. J. Farthing, John Gibbon, A. G. Mackie, D. S. MacKay, J. H. C. Penlison, Allan E. Ross.

# INDUSTRY ORGANIZATIONS

## FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

## ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.  
Phone: District 7-5412

### OFFICERS

President ..... Jack Harris  
1st Vice-Pres. .... Charles H. Crutchfield  
2nd Vice-Pres. .... Lawrence H. Rogers II  
Secy.-Treas. .... Harold Essex  
Ass't. Secy.-Treas., Exec. Dir. .... Lester W. Lindow

### TECHNICAL COMMITTEE

Clyde M. Hunt, chairman; John H. DeWitt, Jr.; Joseph B. Epperson; Thomas E. Howard; Phillip B. Loesser; Carl G. Nopper; Henry E. Rho; Orrin W. Tower.

### BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, James M. Moroney, Jr., Harold C. Stuart, John S. Hayes, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Jack Harris, Harold Grams, C. Wrede Petersmeyer, Charles H. Crutchfield, Edgar B. Stern, Jr., Harold Essex, Lester W. Lindow, David C. Moore, D. L. Provost, W. W. Warren.

### 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.

## ASSOCIATION OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.  
Phone: Oxford 7-5950.

### OFFICERS

Chairman ..... John Veckly  
Vice-Chairman ..... Max Banzhaf  
President ..... Peter W. Allport  
Treasurer ..... Roger Bolin  
V.P.'s ..... Cy Norton,  
Lowell McElroy, J. M. Allen, William D. Kistler, William F. Heimlich.  
General Counsel ..... Gilbert H. Weil

### DIRECTORS

Kenneth Baumbusch, Richard Borden, John Burgard, Victor Elting, Jr., J. S. Fish, Albert H. Halverstadt, T. M. Hunt, John B. Hunter, Jr., Thomas B. McCabe, Jr., Michael P. Ryan, K. L. Skillin, Gail Smith, John Veckly, Gene Wedereit, George H. West, Ernest P. Zobian.

### 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 ..... Morgan Beatty (NBC)  
V.P.'s ..... Ned Calmer (CBS), William Costello  
Secretary-Treasurer ..... William Ryan (NBC)

### EXECUTIVE COMMITTEE:

Allan Jackson (CBS), H. V. Kaltenborn, Dallas Townsend (CBS), William Winter (ABC).

### 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  
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 ..... Rex Stout  
Treasurer ..... Arthur Schwartz  
Secretary ..... Ann Petry  
Executive Secretary ..... Mills Ten Eyck, Jr.

### FUNCTIONS

The national business organization of authors and dramatists.

## BETTER BROADCAST BUREAU, INC.

24 Sunny Brae Pl., Bronxville, N. Y.  
Phone: SW 3-3395

### OFFICERS

President ..... Clifford J. Barborka, Jr.  
Vice-President ..... Esther Rauch

### FUNCTIONS

National radio sales and counseling, specializing in new and creative uses of radio for advertisers, agencies, representatives, stations and groups. Related functions include programming, production, promotion, marketing and research.

## BRAND NAMES FOUNDATION, INC.

292 Madison Ave., New York 17, N. Y.  
Phone: Murray Hill 5-0888

### OFFICERS

Chairman of Board ..... Frank R. Armour, Jr.  
Vice-Chairman ..... John D. Gray, Clay Buckhout  
Chmn. Exec. Committee ..... Carlton M. Fishel  
Vice-Chairman, Exec. Comm. .... Wesley R. Parker  
President ..... Henry E. Abt  
Treasurer ..... John B. Poor  
General Counsel ..... William Coagan

### 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. Conducts programs related to retail distribution, including annual "Brand Names Week" spring merchandising event. Non-profit membership corporation.

## THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.  
Phone: LT 1-7100

### OFFICERS

U. S. Representative ..... Dennis Scuse  
Production Assistant (TV) ..... John Fearon  
Program Assistant (Radio) ..... Lillian Lang  
Program Assistant (TV) ..... Sue Goldman  
Information Services Dir. .... Marion Moss  
Chief Engineer ..... David Williams

### BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. Phone: EL 5-4244. A. H. Wigan, U. N. Correspondent.

# INDUSTRY ORGANIZATIONS

907 Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Douglas Stuart, Erik de Mauny, 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

845 Third Ave., New York 22, N. Y.  
Phone: PLaza 2-8400

### OFFICER

Director, News Division..... Alan J. Waple

### BRANCH OFFICES

British Embassy, 3100 Massachusetts Ave., Washington, D. C. Phone: HObart 2-1340. David de Boinville, Information Officer.

British Consulate, 814 Atlanta Merchandise Mart, Atlanta 3, Ga. Phone: 524-2692. Alec Robertson, Information Officer.

British Consulate, Commerce Trust Bldg., 922 Walnut St., Kansas City, Mo. Phone: GRand 1-1644. Michael Newton, Information Officer.

British Consulate General, 200 S. Michigan Ave., Chicago 4, Ill. Phone: WEbster 9-1566. David Newman, Information Officer.

British Consulate General, 343 Sansome St., San Francisco 4, Calif. Phone: YUkon 1-3030. Donald Stokes, Information Officer.

British Consulate General, 1005 World Trade Center, 1520 Texas Ave., Houston 2, Tex. Phone: FAirfax 3-0154. E. M. Gamble, Information Officer.

British Consulate General, 3324 Wilshire Bldy., Los Angeles 5, Calif. Phone: DUnkirk 5-7381. Basil Bleck, Information Officer.

### FUNCTIONS

Produces and distributes British Calendar TV film series, radio and TV news.

## BROADCAST CLEARING HOUSE, INC.

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 5-3370

### OFFICERS

President..... Lee P. Mehlig  
General Sales Manager..... Donald A. Norman  
Eastern Sales Manager..... Harold F. Walker  
Administrative Manager..... Jack Flournoy

### BRANCH OFFICES

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: 236-1574  
Midwest Manager..... James D. Bowden  
1777 N. Vine St., Los Angeles 28, Calif.  
Phone: 466-8207  
Western Manager..... Frank Crane

### FUNCTIONS

Provides uniform centralized billing procedures for spot radio and spot TV for stations, representatives and agencies.

## 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. (B.M.I.)

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 Domestic Performing Rights Administration & Secy..... Robert J. Burton

Vice-Pres. in charge Writer Relations... Robert B. Sour  
Ass't. VP in charge Publisher Relations... Theodora Zavin  
Ass't. VP in charge Publisher & Writer Relations, Pacific Coast..... Richard Kirk  
Comptroller..... Edward J. Molinelli  
Treasurer, Ass't. Secretary..... Robert J. Higgins

### BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover 3-5394.

190 N. Canon Dr., Beverly Hills, Calif. Phone: BRAdshaw 2-6060.

225 W. Beverly Blvd., Los Angeles, Calif. Phone: DUnkirk 8-9491.

Life & Casualty Towers, Nashville, Tenn. Phone: CHOpel 2-6533.

16 Gould St., Toronto, Canada. Phone: EMpress 4-0371.

15 St. Catherine, W., Montreal, Canada. Phone: WEIlington 5-0641.

### BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Alfred R. Beckman, John Elmer, Carl Haverlin, Dwight Martin, Merrill Lindsay, Leonard Kapner, Paul W. Morency, John F. Patt, William Regan, J. Leonard Reinsch, Robert O. Reynolds, G. Richard Shafto, E. R. Vadeboncoeur.

### STATION RELATIONS

Director, Justin Bradshaw; Field Staff: Paul Bernard, Turner Cooke, Richard Crans, Graeme Fletcher, Bob Fuller, Wayland Fullington, Charles Halteman, Al Marlin, Dorsey Owings, Lin Pattee, Ken Sparnon.

### FUNCTIONS

The function of BMI is to license to music users public performance rights in the music of a group of affiliated publishers, writers and organizations.

## BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.  
Phone: PLaza 9-1500

### NATIONAL OFFICERS

President..... Ernest Lee Jahnce  
Vice-President..... Robert J. Burton  
Vice-President..... Ben Grauer  
Secretary..... Raymond F. Guy  
Treasurer..... Robert J. Higgins  
Exec. Sec'y..... M. H. Shapiro

### NEW YORK CHAPTER OFFICERS

President..... Robert Coe  
Vice-Presidents..... Charles Godwin,  
William McDaniel  
Secretary..... Regina Schuebel  
Treasurer..... Robert Higgins  
Exec. Board Chmn..... Arthur Simon

### 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 broadcasting industry and shall record in form to be determined facts and data about the history of the broadcasting 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' FOUNDATION, INC.

(Sponsored by the Broadcast Pioneers)  
119 West 57th St., New York 19, N. Y.  
Phone: JUdson 2-7016

### OFFICERS

President..... Arthur Simon  
Vice-President..... Charles W. Godwin  
Vice-President..... Peggy Stone



# INDUSTRY ORGANIZATIONS

Treasurer ..... Jeff Sparks  
 Secretary ..... Lillian Okun  
 Publicity ..... Mort Matz

## DIRECTORS

Moy Singhi Breen, Gordon Gray, Raymond Guy,  
 Robert Higgins, Ward Quaal, Joseph H. Ream, Arthur  
 Simon, Jeff Sparks, Peggy Stone.

## FUNCTIONS

To foster and promote the welfare of persons in  
 need of assistance who have been employed or en-  
 gaged in the field of Radio broadcasting for twenty  
 years or more, or in television broadcasting for ten  
 years or more, and to assist them in times of illness,  
 emergency or financial need.

## BROADCASTERS' PROMOTION ASS'N., INC.

215 East 49th St., New York 17, N. Y.  
 Phone: PLaza 2-4255

## OFFICERS

President ..... Dan Bellus  
 (Transcontinent Corp., New York)  
 1st Vice-President ..... Clark Grant  
 (WOOD/WOOD-TV, Grand Rapids, Mich.)  
 2nd Vice-President ..... Caley Augustine  
 (WIIIC, Pittsburgh)  
 Secretary-Treasurer ..... Harold S. Meden  
 (Franznick-Meden, Inc., New York)

## BOARD OF DIRECTORS

Judd Choler, KMOX-TV, St. Louis; Stan Cohen,  
 WDSU-TV, New Orleans; Casey Cohlma, WFAA/  
 WFAA-TV, Dallas; Doug Duperrault, WFLA/WFLA-TV,  
 Tampa; Clayton Koufman, WCCO, Minneapolis; John  
 J. Kelly, Storer Bcstg. Corp., Miami, Fla.;  
 J. Also, Paul Lindsay, WIND, Chicago; J. P. Riopel,  
 CFCM-TV, Quebec; George Rodnan, KGO-TV, San  
 Francisco; H. Taylor Vaden, WFIL-TV, Philadelphia;  
 Paul Woodland, WGAL-TV, Lancaster, Pa.

## FUNCTIONS

The Association was formed for the betterment of  
 broadcasting activity by furthering the recognition,  
 organization and extension of promotional activity as  
 an essential function in the broadcasting-telecasting  
 business; by increasing the effectiveness of broad-  
 casters' promotion personnel through contacts with  
 one another, and with representatives of related  
 business, through the exchange of information and  
 ideas, and through consequent improvement of promo-  
 tion methods, research principles and techniques; and  
 by assisting broadcasters to secure competent per-  
 sonnel for promotion work.

## BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

475 Riverside Dr., New York 27, N. Y.  
 Phone: RI 9-2200

## OFFICERS

Exec. Dir. .... S. Franklin Mock  
 Assoc. Dir. .... Wesley B. Goodman  
 Bus. Mgr. .... Arthur W. Rhinow  
 Dir., Program Oper. .... Robert C. Currie, Jr.  
 Dir., of Films .... Alexander B. Ferguson  
 Dir., Program Prom. .... Carl Cannon  
 Dir., of Special Proj. .... Arthur Austin  
 Dir., Film Dist. .... J. Margaret Carter

## BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 4-7464. George Heimrich, Director.

## FUNCTIONS

To develop policies and radio and television pro-  
 grams that will make the churches' use of these media  
 effective.

## THE BUREAU OF BROADCAST MEASUREMENT

75 Eglinton Ave. East, Toronto 12, Ontario  
 Phone: HUDSON 5-9464

## OFFICERS

President ..... Jack F. Glosier  
 Vice-President ..... Douglas C. Trowell

Vice-President ..... Griffin B. Thompson  
 Research & Development Director ..... Wilfred L. Hudson  
 Secretary & Treasurer ..... Charles J. Follett  
 Honorary President ..... Charles R. Vint  
 Chmn. Advisory Comm. .... Horace N. Stovin

## FUNCTIONS

A co-operative organization for the standardization  
 and analysis of facts about radio and television.

## CANADIAN ASSOCIATION OF BROADCASTERS

Blackburn Bldg., Ottawa 4, Canada  
 Phone: CE 3-4035

## OFFICERS

President ..... Don Jamieson  
 Executive Vice-President ..... T. J. Allard  
 Vice-President Radio ..... Allan Waters  
 Vice-President Television ..... J. A. Pouliot  
 Immediate Past Pres. .... Murray T. Brown

## FUNCTIONS

The Canadian Association of Broadcasters is a volun-  
 tary trade organization of 166 privately owned (indep-  
 endent) radio broadcasting stations and 49 television  
 stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Piccadilly, 227 W. 45th St., New York 36, N.Y.  
 Phone: Circle 6-5566

## OFFICERS

President ..... Horace McMahon  
 Vice-Presidents ..... Ed Begley, Pat O'Brien  
 Chmn. Exec. Bd. .... Walter Klavun  
 Recording Sec. .... Lee Sullivan  
 Historian ..... Kay MacDonald  
 Exec. Secy. .... Dolores Pugliese  
 Chaplain ..... Rt. Rev. Msgr. Vincent J. Brosnan  
 Treasurer ..... Very Rev. Msgr. Francis M. Costello

## FUNCTIONS

Social and charitable organization which strives  
 to care for the spiritual and physical needs of mem-  
 bers 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 Canadian Assn. of Broadcasters, 200 St. Claire  
 Ave., W., Suite 406, Toronto, Ont., Canada.  
 Phone: WA 1-3169

## OFFICERS

Immediate Past Pres. R. E. Miesener, CFCF AM-TV,  
 Montreal, Que.  
 President ..... John Moore, CHLO, St. Thomas, Ont.  
 First V.P. .... Wm. McGregor, CKCO-TV, Kitchener,  
 Ont.

Second V.P. .... Gordon Keeble, CHIC, Brampton, Ont.  
 Secretary ..... Dennis Whitaker, CHML, Hamilton  
 Treasurer ..... Gordon Garrison, CKLB, Oshawa, Ont.  
 Directors ..... E. A. Bostall, CKCY, Sault Ste.  
 Marie, Ont.; Stuart Griffiths, CJOH-TV, Ottawa.

CAB Bd. of Directors: T. F. French, CKCL, Kingston,  
 Ont.; Howard Coine, CHWO, Oakville, Ont.; S. C.  
 Ritchie, CKLW-AM-TV, Windsor, Ralph Snelgrove,  
 CKVR-TV, Barrie, Ont.; Allon Waters, CHUM, Toron-  
 to, Ont.

## CENTRAL MEDIA BUREAU, INC.

1180 Avenue of the Americas, New York 36, N. Y.  
 Phone: TN 7-0373

## OFFICERS

President ..... Kenneth C. Schonberg  
 Exec. Vice-Pres. .... William J. Sloboda  
 Vice-President ..... Lois R. Hirst

## FUNCTIONS

Provides data processing services for radio-TV spot  
 advertising.

# INDUSTRY ORGANIZATIONS

## COMPOSERS AND LYRICISTS GUILD OF AMERICA

8782 Sunset Blvd., Los Angeles 69, Calif.  
Phone: OL 2-8830  
292 Madison Ave., No. 1204, New York 17, N. Y.  
Phone: MU 3-0966

### OFFICERS

President ..... David Raksin  
1st Vice-President ..... Lehman Engel  
2nd Vice-President ..... Jeff Alexander  
3rd Vice-President ..... Henry Sylvern  
Secretary-Treasurer ..... Jerry Livingston  
Asst. Secretary-Treasurer ..... Winston Sharples  
Special Asst. to President ..... Johnny Green  
Executive Director ..... Georgia Hanni

### 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: Circle 6-7242

### OFFICERS

Founder & Director ..... Charles Bernard  
President ..... Kurt A. Meer (KCUL)  
Exec. V.P. .... Cal Young (WENO)  
Sr. Vice-President ..... Herb Henson (KUZZ)  
1st Vice-President ..... Olin Tice (WKTC)  
2nd Vice-President ..... Leroy Gloger (KIKK)  
3rd Vice-President ..... Albert S. Tedesco (WKTR)  
Asst. to President ..... Henry Hilton (KSOP)  
Secretary ..... George Crump (WCMS)  
Treasurer ..... Bud Messner (WCBG)  
Delegate-at-Large ..... Ray Odom (KHAT)  
Director, Research ..... Ernie Holder (WEXL)  
Director, Public Relations ..... Bob Stockdale (WSEN)  
Director, Legal Affairs ..... Everett Dillard (WDON)  
Director, Social Affairs ..... Jerry Glaser (WYAM)  
Director, Northern U. S. .... Ed Slusarczyk (WREAM)  
Director, Eastern U. S. .... Carl Brenner (WBMD)  
Director, Southern U. S. .... William Hill (WTJH)  
Director, Western U. S. .... W. R. White (KPEG)  
Director, Central U. S. .... Glen M. George (KCKN)

### 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.

7950 Sunset Blvd., Hollywood 46, Calif.  
Phone: OLdfield 6-1220

### OFFICERS

President ..... George Sidney  
Vice Presidents ..... George Schaefer,  
Willis Goldbeck, Lamar Caselli, Robert Vreeland, E.  
Shields Dierkes  
Secretaries ..... George Marshall, Franklin Schoffner  
Treasurers ..... Lesley Selander, H. C. Potter

### BRANCH OFFICE

59 East 54th St., New York 22, N. Y. Phone: PLaza  
9-2542.

### NATIONAL BOARD MEMBERS

Delmer Daves, George Stevens, Frank Capra, John Rich, Delbert Mann, Arthur Jacobson, Francisco Day, George Paris, Jerry Fritz; Nat. Exec. Secretary, Joseph C. Youngerman, Hollywood; Eastern Exec. Secretary, Ernest D. Ricca, New York.

### FUNCTIONS

A national organization to advance, foster, promote, and benefit the interests of directors, assistant directors, associate directors and stage managers of TV, radio programs, and theatrical releases, and to protect and secure their rights in their professional activities.

## DISC JOCKEY ASSOCIATION, INC.

c/o Jim Hawthorne, KFVB, Los Angeles, Calif.

### OFFICERS

President ..... Jim Hawthorne (KFVB, L. A.)  
1st Vice-President ..... Scott Muni (WMCA, N. Y.)  
2nd Vice-President ..... Bob Larsen (WRIT, Milw.)  
3rd Vice-President ..... Fred Hohl (WAME, Miami)  
4th Vice-President ..... Grahame Richards (Storz)  
Secretary ..... Gene Kaye (WAEB, Allentown)  
Treasurer ..... Bill Gavin

### FUNCTIONS

Non-profit corporation dedicated to high ideals of broadcasting.

## 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 ..... Alan Jay Lerner  
Vice-President ..... Howard Lindsay  
Secretary ..... Sidney Kingsley

### COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Paddy Chayefsky, Betty Comden, Marc Connelly, Russel Crouse, Dorothy Fields, Joseph Fields, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Richard Levine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Dore Schary, Arthur Schwartz, Samuel Taylor, Maurice Valency, Gore Vidal; Mills Ten Eyck, Jr., Executive Secretary; Irwin Karp, Counsel.

### FUNCTIONS

The national business organization of dramatists.

## ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., W., Toronto 7, Ont.  
Phone: WAInut 1-2898

### OFFICERS

President, Chairman of Board ..... W. F. Wansbrough  
1st V.P.; Chrmn. Electronics Div. .... W. S. Kendall  
Vice-Chairman, Electronics Div. .... G. P. Adamson  
Vice-Pres.; Chrmn., Receiver Div. .... D. C. Marrs  
Vice-Chairman, Receiver Div. .... W. H. Main  
Vice-Pres.; Chrmn., Components Div. .... A. J. Bauer  
Vice-Chairman, Components Div. .... G. F. Kempf  
Director of Engineering ..... R. A. Hackbush  
General Manager, Secretary ..... C. Harris

### 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 ... Mast Rev. Arthur C. Lichtenberger,  
Rt. Rev. Horace W. B. Donegan  
President ..... Vinton Freedley  
Vice-Presidents ..... Rev. Randolph Ray, Rev. Orin A.  
Griesmyer, Peggy Wood, Robert Fryer, Leo G. Carroll



# INDUSTRY ORGANIZATIONS

Rec. Secy..... Dorothy Blackburn  
 Treasurer..... John Knight  
 Exec. Secy..... Lorraine Sherwood  
 General Counsel..... Philip W. Lowry  
 Publicity Director..... Frances Preston

## COUNCIL

Walter Abel, William Adams, John Alexander, Curtis Baker, Sidney Blackmer, Helen Bonhls, Nat Burns, Lawrence Carr, G. B. Clarke, Elizabeth Council, Margaret Dale, Jean Dixon, John Effrat, Mrs. Leonard C. Feathers, Peter Harris, James Jolley, Tessa Kosta, Raymond Massey, Margery Maude, Catherine Proctor, Basil Rathbone, Eugenia Rawls, Mrs. Chas. M. Richter, Anne Seymour, Cornelia Otis Skinner, Rowan Tudor.

## 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).

## FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6362 Hollywood Blvd., Hollywood 28, Calif  
 Phone: HOllwood 6-9877

### OFFICERS

President..... Jack Kiefer  
 Vice-President..... Alex Stein  
 Secretary..... B. Hainrick  
 Treasurer..... Jeannette Banoczy

## FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.  
 Phone: EXecutive 3-6800

### OFFICERS

Chairman..... Poul Rond Dixon  
 Commissioner..... Philip Elman  
 Commissioner..... Sigurd Anderson  
 Commissioner..... William C. Kern  
 Commissioner..... A. Everette MacIntyre  
 Secretary..... Joseph W. Shea  
 Executive Director..... John N. Wheelock  
 Program Review Officer..... Frank C. Hale  
 General Counsel..... James M. Henderson  
 Director of Public Information..... S. F. Stowe  
 Director of Hearing Examiners..... Earl J. Kolb

### BUREAU DIRECTORS

Dir., Bur. of Deceptive Practices..... Daniel J. Murphy  
 Dir., Bur. of Economics..... Willard F. Mueller  
 Dir., Bur. of Field Operations..... Samuel L. Williams  
 Dir., Bur. of Industry Guidance..... Bryan H. Jacques  
 Dir., Bur. of Restraint of Trade..... Joseph E. Sheehy  
 Dir., Bur. of Textiles and Furs..... Henry D. Stringer

### BRANCH OFFICES

14th Floor, 30 Church St., 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 1001, 131 State St., Boston 9, Mass. John F. McCarty, Acting Attorney-in-Charge.  
 Room 1000, Masonic Temple Bldg., New Orleans, La William B. Lott, Atty. in Chg.  
 Room 1128, Standard Bldg., Cleveland, Ohio. Joseph G. Smeraldi, Acting Attorney-in-Charge  
 2806 Fed. Off. Bldg., Kansas City, Mo. Floyd M. Brown, Atty. in Chg.  
 915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Ragsdale, Atty. in Chg.  
 958 N. Monroe St., Arlington, Va. Herbert L. Propst, Attorney-in-Charge.

### 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, INC.

165 W. 46th St., New York 36, N. Y.  
 Phone: Circle 5-2545

### OFFICERS

President..... Robert Gross  
 Vice-President..... Irving Hecht  
 Secretary..... Walter Lowendahl  
 Treasurer..... Peter J. Maoney  
 Legal Counsel..... Herbert Burstein  
 Executive Director..... Harold Klein

### BOARD MEMBERS

Robert Bergmann, Lee Blair, Herman Edel, Sanford Greenberg, Jack Haber, Jack Henderson, Konstantin Kaiser, Robert Lawrence, Eugene Levy, Sam Levy, Chet Stewart, Henry Strauss, William Unger, William Van Praag

### 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.

## 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..... Jacques Sallebert  
 Ass't. Director..... Alice Lewitin  
 Administrator..... Suzanne Weltman  
 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.

## INDEPENDENT TELEVISION ORGANIZATION

321 Mutual St., Toronto, Ontario

### OFFICERS

President..... Ralph Misner  
 Vice-President..... Bill Jones  
 Sec., Treas..... E. L. Bushnell  
 Manager..... Emerson Coatsworth

### FUNCTIONS

Sets up machinery for program exchange; works with sponsors and negotiates package film deals.

## INSTITUTE OF BROADCAST FINANCIAL MANAGEMENT

Box 4955, Washington 8, D. C.

### OFFICERS

Chairman of Board..... Henry W. Dornseif  
 President..... Thomas E. Carrall  
 Vice-President..... Richard S. Stakes  
 Secretary-Treasurer..... Charles A. Hort

### FUNCTIONS

An organization of financial personnel to resolve common problems in the financial area of broadcasting by collective effort. Provides associate memberships to outside but related interests, such as national representatives, schools of business and journalism, management consultants, legal counsel and station brokers.

# INDUSTRY ORGANIZATIONS

## THE INSTITUTE OF ELECTRICAL & ELECTRONIC ENGINEERS

1 East 79th St., New York 21, N. Y.  
Phone: LEhigh 5-5100

### OFFICERS

President.....Patrick E. Haggerty  
Vice-Presidents.....A. M. Angot,  
T. A. Hunter, Ernst Weber  
Editor.....T. F. Jones, Jr.

### 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.

## INTER-AMERICAN ASSN. OF BROADCASTERS

Avenida Uruguay 1031, Montevideo, Uruguay

President.....Raul Fontaina  
1st Vice-President.....Jose Luis Fernandez  
2nd Vice-President.....Fernando Eleta  
Secretary.....Raul Travaino

### DIRECTORS

Raul Fontaina, Mercedes 973, Montevideo, Uruguay;  
Jose Luis Fernandez, Avda. Chapultepec No. 18, Mexico, D. F., Mexico; Fernando Eleta, Apartado 1795, Panama, Panama; Raul Travaino, 5a. Calle Poniente 9, San Salvador, El Salvador; Ramiro Garcia, Cordoba 1114, Buenos Aires, Argentina; Malcolm Neill, CFNB Station, Fredericton, N. Brunswick, Canada; Fernando Londono Henao, Calle 19 No. 8—48, Bogota, Columbia; Goar Mestre, Circuito CMO, La Habana, Cuba; Enrique Sanchez Matte, Casilla 3591, Santiago, Chile; Herbert E. Evans, 246 North High St., Columbus 16, Ohio; Carlos Bock Milla, Apartado 981, Guatemala, Guatemala; Avelino Aramuburu, Jiron Ocona 476, Lima, Peru; Manuel Caballero Ferreira, Dr. Jose Scoseria 2885, Montevideo, Uruguay; Jose Ramon Quinones, Box 4563, San Juan 23, Puerto Rico; Felix Cardona Moreno, Apartado 3955, Caracas, Venezuela; Manuel Caballero Ferreira, Avda. Uruguay 1031, Montevideo, Uruguay (treasurer and Gen. Mgr.).

## INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL-CIO)

1200 15th St., N.W., Washington 5, D. C.  
Phone: COlumbia 5-8040

### OFFICERS

Intl. President.....Gordon M. Freeman  
Intl. Sec.....Joseph D. Keenan  
Dir., Radio-TV Recording Div.....Albert O. Hardy

### FUNCTIONS

Labor organization: radio, TV and recording.

## INTERNATIONAL RADIO & TELEVISION SOCIETY

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 8-2450

President.....Sam Cook Digges (VP, CBS Films)  
1st Vice-Pres.....Thomas J. McDermott (VP, Ayer)  
Vice-Presidents.....Richard P. Jones (VP, JWT),  
C. Wrede Petersmeyer (Pres., Corinthian)  
Secretary.....William N. Davidson VP, (AT Sales)  
Treasurer.....Edward P. Shurick (VP, H-R)

### FUNCTIONS

To promote and increase a sense of responsibility among all who are engaged in communications that they may be worthy of the challenge of our times;

To provide an assembly for persons engaged in communication through radio and television, and for their professional advancement through the development of their arts, science and commerce;

To foster a lasting fraternity of persons professionally engaged in radio and television directly or

indirectly and to provide an international forum for the interchange of ideas, information and discussions affecting their common interest and welfare;

To promote the continued development of radio and television communication in harmony with democratic concepts of freedom of expression;

To enhance the cultural, spiritual and material enjoyment of life through encouragement and appropriate recognition of the creative arts.

## JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.  
Phone: PLaza 7-5237

### OFFICERS

Chairman, Bd. of Directors.....Harry E. Gould  
President Emeritus.....Eddie Cantor  
President.....Milton Berle  
1st Vice-Pres.....George Jessel  
Vice-Presidents.....Jack Benny, Emil Friedlander,  
Wm. Morris, Jr., Ted Lewis, Robert K. Shapiro, Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis A. Lotito, Harry Brandt, Arthur H. Schwartz, Robert K. Shapiro, Jonas T. Silverstone, Sophie Tucker, Max E. Youngstein.

Vice-Pres. & Treas.....Abe Lastfogel

Vice-Pres. & Asst. Treas.....Nat Lefkowitz

Legal Committee.....Henry M. Katz

Chaplain.....Rabbi Abraham Burstein

Executive Secretary.....Leonard B. Sang

### BOARD OF DIRECTORS

Harry Brandt, Leo Jaffe, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Robert K. Shapiro, Arthur H. Schwartz, Jonas T. Silverstone, Max E. Youngstein.

### FUNCTION

Non-sectarian theatrical assistance agency.

## JOINT COUNCIL ON EDUCATIONAL BROADCASTING

1619 Massachusetts Ave., N.W., Washington 6, D. C.  
Phone: HUDson 3-6367

### OFFICERS

Chairman.....Robert C. Anderson  
Vice-Chairman.....Edgar Fuller  
Secretary.....David C. Stewart

### FUNCTIONS

The primary role of the JCEB is to maintain leadership in the formation and enunciation of important educational policy decisions having a bearing upon educational radio and television broadcasting. The JCEB will provide the chief forum for discussion and policy formation on national issues affecting all aspects of educational broadcasting.

## THE LAMBS

130 W. 44th St., New York 36, N. Y.  
Phone: JUdson 2-1515

### OFFICERS

Shepherd.....Frank M. Thomas  
Boy.....Martin Begley  
Corresponding Secretary.....Ed Roland  
Recording Secretary.....Luis Van Rooten  
Treasurer.....Thomas Kilpatrick  
Librarian.....Bernard Sobel

### DIRECTORS

Ed Begley, Nelson Buhler, Harry Delmar, Eddie Dowling, Denis Du-For, Edward H. Ford, Emil Friedlander, Henry Gladstone, Harry Hershfield, John W. Hundley, Henry Leslie, John Lotas, Conrad Nagel, Russell Patterson, Herman Phillips, David Seidman, Jack Waldron, Irving M. Wall.

LIFE DIRECTORS, EX-SHEPHERDS: Fred Waring, Walter N. Greaza, William Gaxton.

### FUNCTIONS

The objects of this Club shall be the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship

# INDUSTRY ORGANIZATIONS

and allied and fine arts who shall be in need of financial aid or assistance to be disbursed at the discretion of the Council; the instruction and education of members and other persons professionally engaged and the implementation of same through the production of plays, the collection and preservation of objects of interest thereto, and the promotion of professional and social intercourse amongst adult male performers.

## LEAGUE OF ADVERTISING AGENCIES, INC.

570 Seventh Ave., New York 18, N. Y.  
Phone: WI 7-8330

### OFFICERS

|                          |       |                                                |
|--------------------------|-------|------------------------------------------------|
| President                | ..... | Nat Kameny                                     |
| Vice-Presidents          | ..... | Wm. G. Seidenbaum, Mel Rubin,<br>Leonard Stein |
| Executive Secy.          | ..... | James A. Cerbone                               |
| Secretary                | ..... | Leonard E. Janklow                             |
| Treasurer                | ..... | Aaron Holtzman                                 |
| Legal Counsel            | ..... | Louis N. Field, Morton J. Simon                |
| Fiscal Advisor           | ..... | David Joseph                                   |
| Public Relations Counsel | ..... | Zochary, Liss & Front                          |

### FUNCTIONS

The League of Advertising Agencies consists of a group of medium sized agencies that meet in order to discuss the manner and methods for better understanding and operation in the agency field. The League is also a common ground for the exchange of ideas, and a vehicle of communication among agency members.

## MOTION PICTURE EXPORT ASSOCIATION OF AMERICA, INC.

522 Fifth Ave., New York 36, N. Y.  
Phone: TN 7-1200  
1600 Eye St., N. W., Washington 6, D. C.  
Phone: EXecutive 3-5110

### OFFICERS

|                        |       |                                                                                                       |
|------------------------|-------|-------------------------------------------------------------------------------------------------------|
| President              | ..... | Eric Johnston                                                                                         |
| Exec. Vice-President   | ..... | Ralph Hetzel                                                                                          |
| Vice-Presidents        | ..... | Kenneth Clark,<br>Rob't J. Corkery, William H. Fineshribor, Jr., Irving<br>A. Maas, George C. Vieheer |
| Secretary              | ..... | Sidney Schreiber                                                                                      |
| Treasurer              | ..... | Stanley R. Weber                                                                                      |
| Asst. Sec.-Asst. Treas | ..... | Herbert J. Erlanger                                                                                   |
| Asst. Treasurer        | ..... | T. J. McNomara                                                                                        |

## MOTION PICTURE INDUSTRY CREDIT GROUP

(Of the National Association of Credit Management)  
50 Lewis St., Hartford 3, Conn.  
Phone: 525-4421

### OFFICERS

|              |       |                                        |
|--------------|-------|----------------------------------------|
| Chairman     | ..... | Irving Schwartz (Camera Equipment Co.) |
| Vice-Chair   | ..... | Sheldon Kaplan (Hollywood Film Co.)    |
| Committeeman | ..... | Herbert Pilzer (Motion Picture Ents.)  |
| Committeeman | ..... | William Bowen (Color Service, Inc.)    |
| Secretary    | ..... | William W. McAdam                      |

### FUNCTIONS

Membership is open to any organization supplying services, facilities, equipment or supplies to motion picture and TV-film producers and distributors, networks and stations, sponsors, agencies and film libraries, subject to approval of the Executive Committee.

## MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

1270 Sixth Avenue, New York 20, N. Y.  
Phone: CO 5-7363

### OFFICERS

|                     |       |                |
|---------------------|-------|----------------|
| President           | ..... | Leo Diston     |
| Vice-President      | ..... | Bernie Pollack |
| Secretary-Treasurer | ..... | Irving Tanz    |

### MEMBERS OF EXECUTIVE COUNCIL

Max Kendrick, Frank LaMarr, Jerry Lewin, Jack McCoy, Sam Taylor.

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,  
Regional Dir.; 7634 Hampton Ave., Los Angeles 46,  
Calif., Al Solomon, Reg. Dir.; 36 E. 5th St., Cincinnati,  
Ohio, Danny Engel, Reg. Director.

### FUNCTIONS

Labor Union.

## MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.  
Phone: PLaza 1-1930

### OFFICERS

|                       |       |                    |
|-----------------------|-------|--------------------|
| Chairman of the Board | ..... | Walter G. Douglas  |
| President             | ..... | Louis Bernstein    |
| Vice-President        | ..... | Jack Mills         |
| Secretary             | ..... | Arthur Israel, Jr. |
| Treasurer             | ..... | Salvatore Chiontra |
| Agent and Trustee     | ..... | Harry Fox          |

## MUSICAL COMMERCIAL PRODUCERS ASSOCIATION, INC.

520 Fifth Ave., New York 36, N. Y.  
Phone: MURroy Hill 2-5844

### OFFICERS

|                    |       |                 |
|--------------------|-------|-----------------|
| President          | ..... | Phil Davis      |
| 1st Vice-President | ..... | Morris Mamorsky |
| 2nd Vice-President | ..... | Hank Sylvern    |
| Secretary          | ..... | Victor Sack     |
| Treasurer          | ..... | Gene Forrell    |

### FUNCTIONS

A national association of leading creators, writers and producers of musical commercials and original scores for the radio and TV media.

Its goals are:

To provide high standards of professionalism to insure services of quality and integrity to the advertising and commercial-film industries;

To foster, strengthen and improve knowledge of the function of independent musical producers;

To foster greater understanding of the role played by advertising in general and musical advertising in particular.

## THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

7188 Sunset Blvd., Los Angeles 46, Cal  
Phone: HOllywood 7-5115  
54 W. 40th St., New York 18, N. Y.  
Phone: LAckawanna 4-9666

### OFFICERS

|                               |       |                  |
|-------------------------------|-------|------------------|
| President                     | ..... | Robert F. Lewine |
| Exec. Vice-President          | ..... | Ted Cott         |
| V.P., Chicago                 | ..... | James W. Beach   |
| V.P., Columbus, O.            | ..... | Merv Durea       |
| V.P., Hollywood               | ..... | Seymour Berns    |
| V.P., Phoenix                 | ..... | Dan Tuckwood     |
| V.P., St. Louis               | ..... | Mark Russell     |
| V.P., San Francisco           | ..... | Ken Langley      |
| V.P., Seattle                 | ..... | Lee Schulman     |
| V.P., Washington, D. C.       | ..... | Robert Adams     |
| Secretary                     | ..... | Laren L. Ryder   |
| Treasurer                     | ..... | Mort Werner      |
| Administrative Asst. to Pres. | ..... | Peter Cott       |

### BRANCH OFFICES

203 N. Wabash Ave., Chicago 1, Ill.  
Phone: FInancial 6-8320  
c/o WLW-C, 3165 Olentangy Riv. Rd., Columbus 2, O.  
Phone: AMherst 3-5441  
7188 Sunset Blvd., Hollywood 46, Calif.  
Phone: 467-5115  
3033 N. Central Ave., Phoenix, Ariz.  
Phone: 264-3013  
6996 Milbrook Blvd., St. Louis 30, Mo.  
Phone: VO 3-0995

# INDUSTRY ORGANIZATIONS

311 California St., San Francisco 4, Calif.  
Phone: EX 2-8002  
c/o KIRO-TV, 1530 Queen Anne Ave., Seattle, Wash.  
Phone: MUtual 2-3555  
c/o Broadcast House, 40th & Brandywine Sts., N. W.,  
Washington, D. C.  
Phone: EMerson 2-9300

## 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 ASSOCIATION FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.  
Phone: WEBster 4-7830

### OFFICERS

President.....Mrs. Clara S. Logan  
1st Vice-President.....James V. Bennett  
2nd Vice-President.....E. G. Krauss  
Secretary.....Mrs. Irvin Malok  
Treasurer.....Mrs. Victor Roberts

### 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.....Eugene Klumpp  
International Sec'y-Treasurer.....Arthur Hjarth  
Int'l Asst. Sec'y-Treasurer.....Jiacoimo Papa

### BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 433 Jarvis St., Toronto, Ont.; 120 Delaware Ave., Buffalo 2, N. Y.; 1410 Stanley, Montreal, P. Q.

### FUNCTIONS

NABET has contracts for its 5,862 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 & GUILDS (NABUG)

920 West End Ave., New York 25, N. Y.  
Phone: MOument 3-7284

### OFFICERS

National Chairman.....Oliver W. Nicoll

### 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

1346 Connecticut Ave. N.W., Wash., D. C.  
Phone: NOOrth 7-6000

### OFFICERS

President.....William G. Harley  
Vice-President.....Harold E. Hill

### DIRECTORS

TV Board: Region I, Hartford N. Gunn, Jr.; Region II, Gerard Appy; Regional III, Richard Hull; Region IV, Dr. John C. Schwarzwald; Region V, John W. Dunn; Region VI, James Morris.

Radio Board: Region I, Albert Fredette; Region II, O. L. Press; Region III, James S. Miles; Region IV, Burt Paul; Region V, Edwin Browne; Region VI, Ken Kager.

Other Members: Directors-at-Large, Bart Griffith, Arthur Weid; Individual Member Director, Harry J. Skornia.

### BRANCH OFFICE

119 Gregory Hall, Urbana, Ill.  
Phone: 333-0580

### 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

1023 Munsey Bldg., Washington 4, D. C.

### OFFICERS

President.....T. Mitchell Hastings (WBCN, Boston)  
Vice-Pres.....Arthur K. Crawford (KCBH, Beverly Hills)  
Secretary.....W. C. Baird, Jr. (WFMB, Nashville)  
Treasurer.....Abe Voron (WQAL, Philadelphia)

### DIRECTORS

Jack R. Kennedy, CFRB-FM, Toronto; David H. Palinger, WTFM, New York; Stan Hamilton, WMAL-FM, Washington, D. C.; Hugh E. Trotter, WSEV-FM, Sevierville, Tenn.; Fred L. Beard, WJDX-FM, Jackson, Miss.; Paul F. Braden, WPFB-FM, Middletown, O.; Ted Leitzell, WEFM, Chicago; Lynn Christian, KODA-FM, Houston, Tex.; Gary Gielow, KPEN, San Francisco.

### 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 ASSOCIATION OF PERFORMING ARTISTS

640 Fifth Ave., New York 19, N. Y.  
Phone: CIrcle 5-0200

### OFFICERS

President.....Fred Waring  
General Counsel.....Alfred Rice

### FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

## NATIONAL BETTER BUSINESS BUREAU, INC.

230 Park Ave., New York 17, N. Y.  
Phone: MU 4-7377

# INDUSTRY ORGANIZATIONS

## OFFICERS

Chairman of Board . . . . . Wallace E. Campbell  
 President . . . . . Kenneth B. Willson  
 Executive Vice-President . . . . . Allan E. Bachman

## DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, A. R. Bone, Wallace E. Campbell, 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, John R. Miller, Earl N. Felio, C. C. Uhling, John A. Spooner, William G. Weisbrod, Lloyd E. Yoder.

## 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.

535 Transportation Bldg., Washington 6, D. C.  
 Phone: District 7-3440

## OFFICERS

National Chairman . . . . . Glenn H. Flinn  
 Vice-Chairman . . . . . Fred G. Goddard  
 President . . . . . William Dalton  
 Secretary . . . . . Benjamin J. Conroy, Jr.  
 Treasurer . . . . . William Adler  
 Special Assistant . . . . . Frank H. Nowaczek  
 Counsel . . . . . Robert L'Heurcux  
 Director of Information . . . . . Dan Andersson

## DIRECTORS

Jack R. Crosby, Dean M. DeVoe, Virgil G. Evans, F. Gordon Fuqua, Irving B. Kahn, Martin F. Malarky, Leon Papernow, Jack E. Pryor, Sondford F. Rondolph, Robert M. Regan, Albert J. Ricci, Gene W. Schneider, Fred J. Stevenson, R. L. Stoner, Robert J. Tarlton, Archer Taylor, Frank P. Thompson, John Walsanovich, Ralph L. Weir, Jr., Carl Williams, Sidney E. Young.

## STATE & REGIONAL ASSNS

Arizona TV Assoc.  
 California CTV Assoc.  
 Kentucky CTV Assoc.  
 Mid-Atlantic CATV Assoc.  
 Mississippi CATV Assoc.  
 Montana CATV Assoc.  
 New England CTV Assoc.  
 New Mexico CATV Assoc.  
 New York State CTV Assoc.  
 OK-CATV Assoc., Inc.  
 Ozark CATV Assoc.  
 N. Central CATV Assoc.  
 Pacific Northwest CATV Assoc.  
 Pennsylvania CATV Assoc.  
 South-Central CATV Assoc.  
 Texas CATV Assoc.  
 West Virginia CTV Assoc.  
 Wisconsin-Michigan TV Systems Assoc.  
 Wyoming CATV Assoc.

## FUNCTIONS

A national non-profit trade association to assist the growth and development of community antenna television systems.

## NATIONAL EDUCATIONAL TV AND RADIO CENTER

10 Columbus Circle, New York 19, N. Y.  
 Phone: JUdson 6-0055

## OFFICERS

President . . . . . John F. White  
 Exec. Asst., V.P., Legal, Bus. Affairs . . . . . A. M. Griffin  
 Vice President for Programming . . . . . R. B. Hudson  
 Vice Pres. for Development . . . . . W. A. Kraetzer  
 Vice Pres. for Network Affairs . . . . . James Robertson  
 Exec. Asst., Network Affairs . . . . . Patrick Callihan  
 General Counsel . . . . . Eugene A. Aleinikoff  
 Comptroller . . . . . Diedrich Tietjen  
 Director of Utilization . . . . . Henry Alter  
 Director of Public Information . . . . . N. Cherkezian

Director of Programming . . . . . D. F. Feddersen  
 Director International Div. . . . . Basil Thornton  
 Director of Radio Services . . . . . Donald Quayle  
 Dir. of Distrib., Oper. (Ann Arbor) . . . . . John T. Caldwell  
 Director, Washington Office . . . . . David Stewart  
 Technical Director (Ann Arbor) . . . . . Howard W. Town  
 Engineering Consultant (Wash.) . . . . . Cyril M. Broum

## BRANCH OFFICES

2715 Pockard Rd., Ann Arbor, Mich.  
 Phone: NOrmandy 3-2476  
 1619 Massachusetts Ave., NW, Washington, D. C.  
 Phone: HUdson 3-6367

## FUNCTIONS

To provide its coast-to-coast network of 70 affiliated ETV stations with challenging and imaginative television programming for adults in the areas of the humanities, social and natural sciences, and public affairs, as well as special programs for children. To distribute, through the Broadcasting Foundation of America, its International Division, radio programs of outstanding interest in music and news analysis. To provide assistance to communities interested in establishing ETV stations. To maintain a film library to make its programs available to community, civic or educational groups on a non-commercial basis.

N.E.T.R.C. also includes the Educational Radio Network's eight interconnected non-commercial radio stations.

## NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION

Suite 1414, 343 South Dearborn St., Chicago 4, Ill.  
 Phone: HARRison 7-5526

## OFFICERS

Chairman of Board . . . . . Byron C. Deadman  
 President . . . . . V. N. Zachariah  
 Executive Vice-Pres. . . . . Gail S. Carter  
 Vice-President . . . . . Alex Brodsky  
 Vice-Pres., Service Dealer Div. . . . . Michael Ebinger  
 Vice-Pres., Industrial Div. . . . . William E. Harrison  
 Secretary-Treasurer . . . . . John H. Brown

## NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.  
 Phone: COlumbus 5-0956

## OFFICERS

President . . . . . Louis Handin  
 Vice-President . . . . . Frank O'Connell  
 Secretary-Treasurer . . . . . Harry Freeman

## DIRECTORS

Bessie Clifford, Leo Mayer, Lillian McNeill, Lou Wills

## NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
 Phone: CIrcle 5-4343

## OFFICERS

President . . . . . Frederick O'Neal  
 1st Vice-President . . . . . Irvin C. Miller  
 2nd Vice-President . . . . . Percy Verwayne  
 Executive Secretary . . . . . Virginia Girvin  
 Treasurer . . . . . A. Edward Walters  
 Financial Secretary . . . . . Leroy Butler  
 Admin. Secy. . . . . Thomas W. Moselcy  
 Chaplain . . . . . Rev. John H. Johnson  
 Counsel . . . . . Percy Sutton, Samuel 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: CIrcle 5-3838

President . . . . . Harry Singer  
 1st Vice-President . . . . . Robert Mindlin  
 2nd Vice-President . . . . . Doug Hearn



# INDUSTRY ORGANIZATIONS

Secretary ..... Thomas Collins  
 Corresponding Secretary ..... Dorothy Phillips  
 Treasurer ..... Joseph Schaefer  
 Financial Secretary ..... Al Law  
 Sergeant-at-Arms ..... William Travers

## NIPPON HOSO KYOKAI (NHK) JAPAN BROADCASTING CORP.

Room 3214, 220 East 42nd St., New York 17, N. Y.  
 Phone: MU 2-6280  
 Bureau Chief—Makoto Yamazaki  
 BRANCH OFFICE

Room 900, National Press Bldg., Washington, D. C.  
 Phone: EX 3-1076

### FUNCTIONS

A public broadcasting corporation financed by subscription fees collected from the radio and television audience of Japan. NHK maintains nation-wide radio and TV networks; two radio networks consisting of 273 stations and two TV networks of 210 stations.

## PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
 Phone: COlumbus 5-7362-3

### OFFICERS

President ..... Leo Diston  
 Vice-President ..... Jack Schiffman  
 Secy.-Treasurer ..... Irving Tanz

### BOARD OF DIRECTORS

Frank Abramson, Nat Freeling, Gus Gabriel, Jack Perrin, Bernie Pollack, Hy Ross.

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
 Regional Director ..... Morton Schaefer  
 36 E. 5th St., Cincinnati, O.  
 Regional Director ..... Danny Engel  
 7634 Hampton Ave., Los Angeles 46, Calif.  
 Regional Director ..... Al Salomon

### FUNCTIONS

Charitable and Benevolent Organization in the music industry; publishes annual journal, sponsors raffles and outings.

## PUBLICISTS LOCAL NO. 872 I.A.T.S.E.

100 Central Park, S., New York 19, N. Y.  
 Phone: JUdson 6-6385

### OFFICERS

President ..... Harry Rice  
 1st Vice-President ..... Alvin Adams  
 2nd Vice-President ..... P. Dale Soriano  
 3rd Vice-President ..... Harry E. Rice  
 Secretary-Treasurer ..... Thomas Kirby  
 Business Agent ..... David Cassidy

### FUNCTIONS

Labor organization with jurisdiction over television, radio, motion pictures, and advertising agency publicists.

## RAI CORPORATION ITALIAN RADIO TV SYSTEM N. AMERICAN OFFICE OF RAI RADIOTELEVISIONE ITALIANA

717 Fifth Ave., New York 22, N. Y.  
 Phone: PLaza 8-2350

### OFFICERS

President ..... Marcello Rodino  
 Exec. V.P., Dir. .... Giorgio E. Padovano  
 Secretary ..... George Funaro  
 Treasurer ..... Antonio Dore  
 Asst. Director ..... Vera Giannini  
 U. S. Correspondent ..... Ruggero Orlando

### FUNCTIONS

The RAI Corporation aims to promote the exchange of radio and TV programs, ideas, talent, technical

facilities and information between the U. S and Italy. English language programs distributed to U. S. stations feature Italian life and culture.

## RADIO ADVERTISING BUREAU, INC.

116 East 55th St., New York 22, N. Y.  
 Phone: MUrray Hill 8-4020

### OFFICERS

Chairman of Board ..... Victor C. Diehm  
 President ..... Edmund C. Bunker  
 Admin. Vice-President ..... Miles David  
 Vice-Pres.; Dir., Member Development ..... Harry Averill  
 Vice-Pres., National Sales ..... Robert Alter  
 Secretary ..... John F. Box  
 Treasurer ..... George Comte

### 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

One English Garden, Munich, Ger.

### OFFICERS

Director ..... C. Rodney Smith  
 Dir., Public Information, F. E. Comm. .... Alton Kastner  
 Pres., Free Europe Comm. .... John Richardson, Jr.

### BRANCH OFFICE

Two Park Ave., New York 10, N. Y. Phone: LEhigh 2-8900. Charles B. Kaufman, Director.

### FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to the RFE Fund, 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. RFE is a division of Free Europe Committee.

## RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOC., INC.

527 Lexington Ave., New York 17, N. Y.  
 Phone: PLaza 1-2720

### OFFICERS

President ..... Tom Costigan (CBS)  
 1st Vice-Pres. .... Max Klein (News of Day; TeleneWS)  
 2nd Vice-Pres. .... Charles M. Campbell (Free-lance)  
 Secretary ..... Irving Heitzner (News of Day; TeleneWS)  
 Asst. Secretary ..... Robert McGavin (CBS)  
 Treasurer ..... Richard Milbauer (Newsfilm, USA)  
 Sergeant-at-Arms ..... George Jordan (NBC)  
 Executive Secretary ..... Deborah B. Beach  
 Counsel ..... Edward J. Gunnigle

### BOARD OF GOVERNORS

Chairman, Ed Silverman, ABC; Nich Archer, News of Day, TeleneWS; David Klein, NBC; Tom O'Brien, ABC; Gabe Pressman, NBC; Lawrence Racies, CBS; John Tillman, WPIX.

### SPONSORING MEMBERS

Charles Collingwood, John Daly, Douglas Swardes, Allan Jackson, Larry LeSueur, John Cameron Swayze, Bob Trout, Walter Winchell, John Wingate.

### FUNCTIONS

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

# INDUSTRY ORGANIZATIONS

## RADIO-TV CORRESPONDENTS' ASSN.

U. S. Capitol, Washington, D. C.  
Phone: Capitol 4-3121, Ext. 6421

### OFFICERS

President ..... Robert H. Fleming (ABC)  
Vice-President ..... Bill Monroe (NBC)  
Secretary ..... Wells Church (CBS)  
Treasurer ..... Stephen J. McCormick (MBS)  
Members-at-Large ..... John W. Roberts (Time-Life);  
Arthur F. Borriault (NBC); Leslie W. Higbie (McCa-  
frey Reports); Lewis W. Shollenberger (ABC), Mem-  
ber-ex-officio.

Senate Radio-TV Gallery Super..... Robert C. Hough  
House Radio-TV Gallery Super..... Robert M. Menaugh

### FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

## RADIO AND TELEVISION COMMISSION, SOUTHERN BAPTIST CONVENTION

6248 Camp Bowie Blvd., Fort Worth 16, Texas  
Phone: PE 8-2188

### OFFICERS

Executive Director ..... Paul M. Stevens  
Business Manager ..... Corlyle B. Hayes  
Radio Production ..... Theodore Lott  
Television Production ..... Truett Myers  
Dir. of Promotion ..... Clarence Duncan  
Station Relations ..... James T. Johns  
Tape and Film Dist. .... Charles Roden

### FUNCTIONS

Producers and distributors of radio and television public service programs.

## THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

WKAR, East Lansing, Mich.  
Phone: 355-5115

### OFFICERS

President ..... Bill Garry  
WBBM-TV, Chicago  
1st Vice-President ..... Ed Ryan  
WTOP, Washington, D. C.  
Vice-President, TV ..... Sheldon Peterson  
WTCN-TV, Minneapolis  
Vice-President, Radio ..... Bob Gamble  
WFBM/WFBM-TV, Indianapolis  
Treasurer ..... Lee White  
KROS, Clinton, La.  
Executive Secretary ..... Rob Downey  
WKAR, Mich. St. U., E. Lansing  
Bulletin Editor ..... Prof. Ernest Andrews  
St. U. of Ia., Iowa City  
President, R.T.N.D.A. Canada ..... William M. Hutton  
CFRB, Toronto

### DIRECTORS

Jim Bennett, KLZ-TV, Denver; Bert Cannings, CFCF/CFCF-TV, Montreal; William Hutton, CFRB, Toronto; Corroll McGaughey, WSOC-TV, Charlotte, N. C.; Harry McKenna, WEAN, WPJB-FM, Providence; Ray Moore, WSB-TV, Atlanta; Jack Morris, KTUL-TV, Tulsa; Don Mozley, KCBS, San Francisco; Jaha H. Thompson, NBC, Los Angeles.

### REGIONAL VICE-PRESIDENTS

East ..... Ed Fouhy (WBZ, Boston)  
Midwest ..... Bruce Dennis (WGN, Chicago)  
South ..... Joseph T. Laughlin (WTVT, Tampa)  
Southwest ..... Carl I. Siskind (WIBW, Topea)  
West ..... Pat Higgins (KFSD, San Diego)  
Northwest ..... Norman Heffron (KOTA/KOTA-TV, Rapid City, S. D.)  
Canada ..... William Hutton (CFRB, Toronto)

### FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism in-

struction and wire services. Monthly news bulletin. Annual convention and awards. Spot news, editorializing and community problem coverage. Placement service.

## RECORD INDUSTRY ASSOCIATION OF AMERICA, INC.

1 E. 57th St., New York 22, N. Y.  
Phone: MU 8-3778

### OFFICERS

President ..... Glenn Wallichs  
1st Vice-President ..... David Kopp  
Vice-Presidents ..... Samuel Clark,  
Jac Holzman, James Johnson, Ira Moss  
Treasurer ..... John Stevenson  
Exec. Secretary ..... Henry Brief

### FUNCTIONS

A non-profit organization for the better development of recorded music and literature.

## RECORDING INDUSTRIES MUSIC PERFORMANCE TRUST FUNDS

816 Pennsylvania Bldg., 225 West 34th St.,  
New York 1, N. Y.  
Phone: LO 5-5693

Trustee ..... Samuel R. Rosenbaum

### FUNCTIONS

Engages musicians in single engagements to play free for the public, in schools, hospitals, playgrounds, and on public service occasions such as parades, local and national patriotic observances and celebrations.

## SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.  
Phone: HOLLYWOOD 9-7311

### OFFICERS

President ..... George Chondler  
1st Vice-President ..... Dano Andrews  
2nd Vice President ..... Chorlton Heston  
3rd Vice-President ..... Jack Lemmon  
Recording Secretary ..... Ann Doran  
Treasurer ..... Frank Faylan  
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:  
Whitehall 3-1344. Roymond A. Jones, Executive Sec-  
retary.  
11 Beacon Street, Room 624, Boston 8, Mass. Phone:  
Richmond 2-0208. Mr. Robert M. Segal, Executive  
Secretary.  
436 O'Farrell St., 4th Flr., San Francisco 2, Calif.  
Phone: PProspect 5-3070. Diane Poyer, Executive Sec-  
retary.  
2340 First National Bank Bldg., Detroit, Mich. Phone:  
Woodward 3-6063. Irving Kroll, Executive Secretary.  
2145 N.E. 185th St., N. Miami Beach, Fla. Phone:  
945-7971. Melvin Kori, Executive Secretary.

### FUNCTIONS

Union affiliated with AFL-CIO, representing all ac-  
tors in television and 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

# INDUSTRY ORGANIZATIONS

## 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.  
Phone: JUDson 2-5470

### OFFICERS

President ..... Don Hershey  
1st Vice-President ..... Jack Glenn  
2nd Vice-President ..... Joseph Lerner  
Secretary ..... Howard T. Mogwood  
Treasurer ..... Robert J. Kingsley  
Executive Secretary ..... George L. George  
Business Representative ..... Robert Edmonds  
General Counsel ..... Erwin Feldman

### EXECUTIVE BOARD

Robert Braverman, Shirley Clarke, Charles S. Dubin, Herman J. Engel, Leo Hurwitz, Lewis Jacobs, George Jacobson, Robert K. Sharpe, Willard Van Dyke, Albert Wasserman, Nicholas Webster.

### BRANCH OFFICE

318 West Adams St., Suite 1611, Chicago 6, Ill.  
Phone: FRanklin 2-2287

### ALTERNATES

Robert Anderson, William Buckley, Peter H. Cooper, Leslie Goldman, Charles H. Green.

### AREA REPRESENTATIVES

22000 Malden St., Canoga Park, Calif. Don Livingston.  
2241 N.E. 170th St., N. Miami Beach, Fla. Lazarus Larry Wolk.  
208 Florida Theatre Bldg., Sarasota, Fla. Charles W. Broun, Jr.  
70 Fourth St., N.W., Atlanta 8, Ga. Charles D. Beeland.  
9516 Marian Ave., Morton Grove, Ill. Andrew M. Costikyan.  
2905 Fairfield Ave., Ft. Wayne, Ind. Richard Galbreath.  
R.F.D. 2, Lincoln Rd., Sudbury, Mass. James G. Schaadt.  
4820 Yorkshire St., Detroit 24, Mich. James F. Kefgen.  
1521 Fawn Valley Dr., St. Louis 31, Mo. Robert Johnson.  
3601 Oak Grove, Dallas 4, Tex. Marshall R. (Marty) Young, Keitz & Herndon, Inc.  
Potomac Films, Inc., 1536 Connecticut Ave., N.W., Washington 6, D. C. Nicholas C. Read.

### INTERNATIONAL REPRESENTATIVES

Box 6100, Montreal 3, Can. Morten Parker, National Film Board of Canada.  
Skyridge, Mountain Rd., R. R. 2, Aymer East, Quebec, Can. Robert Anderson.  
5 Balmuto St., Toronto 5, Can. Don Haldane, Westminster Films Ltd.  
C/o First National City Bank of New York, 17 Bruton St., London, W. 1, Eng. William A. Harper.  
Piazza Farnese 51, Rome, Italy. Miles Morgan.

### FUNCTION

Labor organization.

## SESAC INC.

10 Columbus Circle, New York 19, N. Y.  
Phone: JUDson 6-3450

### OFFICERS

President ..... Paul Heinecke  
Secretary-Treasurer ..... R. C. Heinecke

### FUNCTIONS

Licenses the performance, mechanical or synchronization rights in a repertory of distinction to the entire entertainment industry; produces the SESAC Recordings LP Program Service and the "Drummers," plus low-cost program packages for special programming needs.

## SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.  
Phone: LOngacre 5-0172

### OFFICERS

President ..... Reid H. Ray  
Executive Vice-President ..... Ethan M. Stiffo  
Engineering Vice-President ..... Deane R. White  
Editorial Vice-President ..... Herbert E. Farmer  
Financial Vice-President ..... Joseph T. Dougherty  
Convention Vice-President ..... George W. Colburn  
Sections Vice-President ..... Garland C. Misener  
Secretary ..... Robert G. Hufford  
Treasurer ..... Wilton R. Holm  
Chairman, Atlanta Sec. .... Edward E. Burreis  
Chairman, Boston Sec. .... Charles W. Wyckoff  
Chairman, Canadian Sec. .... Michael W. Barlow  
Chairman, Chicago Sec. .... Harold Kinzle  
Chairman, Dallas-Ft. Worth Sec. .... Robert G. Redd  
Chairman, Detroit Sec. .... James W. Bastwick  
Chairman, Hollywood Sec. .... John P. Kiel  
Chairman, Huntsville Sec. .... Donald J. Southard  
Chairman, Nashville Sec. .... William M. O'Rork  
Chairman, New York Sec. .... Arthur J. Miller  
Chairman, Rochester Sec. .... Forrest A. Richey  
Chairman, San Francisco Sec. .... R. A. Isberg  
Chairman, Washington, D. C. Sec. .... Arthur Rescher  
Executive Secretary ..... Charles S. Stodter

### FUNCTIONS

Objectives of the Society within the fields of motion pictures, television and allied arts and sciences are: The fostering and advancement of engineering technology; the preparation and dissemination of scientific information; the sponsorship of lectures, exhibitions and conferences designed to advance the theory and practice of engineering; the promotion and furtherance of the interests of the general public.

## SOUTHERN CALIFORNIA BROADCASTERS ASS'N

6047 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-7254

### OFFICERS

President ..... Robert M. Light  
Afrer President ..... R. M. Light  
Chairman of Board ..... Charles Hamilton (KFI)  
Vice-Chairman ..... Robert Sutton (KNX)  
Secretary ..... Fred Custer (KPOL)  
Treasurer ..... Cliff Gill (KEZY)

### FUNCTIONS

Promotes radio as a prime advertising medium in Southern California for 45 stations and ABC, CBS and NBC; additional services include activities in the public interest.

## SOUTHERN NEVADA BROADCASTERS ASS'N

P. O. Box 550, Las Vegas, Nev.

President ..... Ted Oberfelder  
Vice-Pres. .... Joe McMurray  
Secretary ..... Alex Victor  
Treasurer ..... Ed Tabor

## STATION REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.  
Phone: YUKon 6-9390

### OFFICERS

President ..... Edward Codel  
Vice-President ..... Adam Young  
Secretary ..... Robert Dore  
Treasurer ..... Daren F. McGavren  
Managing Dir. .... Lawrence Webb

# INDUSTRY ORGANIZATIONS

## DIRECTORS

John P. Blair, Lloyd Griffin, Frank M. Hoodley,  
Thomas A. White.

## FUNCTIONS

Trade Association serving radio and TV Representa-  
tive firms.

## TV STATIONS, INC.

215 East 51st St., New York 22, N. Y.

Phone: PLaza 1-0123

President .....Herb Jacobs

## FUNCTIONS

A station-owned film-program consultant and buying  
organization serving more than one hundred television  
stations in the U. S. and possessions.

## TVB OF CANADA

500 University Ave., Toronto 2, Ont.

Phone: 363-3133

## OFFICERS

Exec. Vice-President ..... George G. Huntington  
President ..... J. A. Pouliot  
Chairman ..... Gordon Gray (WKTV, Utical, N. Y.)  
Vice-Pres. Member Services ..... William B. Cavin  
Vice-Pres., Dir., Spot TV ..... William B. MacRae  
Dir., Public Relations ..... Jack B. Weiner  
Dir., National Sales ..... James C. Hirsch  
Dir., Research ..... Harvey Spiegel  
Secretary ..... Jack Tipton  
Treasurer ..... C. George Henderson  
Vice-President ..... Jack O'Mara  
Vice-President ..... Jacob A. Evans

## EXECUTIVE COMMITTEE

W. D. Byles, S. Griffiths, W. D. McGregor, J.  
Pouliot, Orville Shugg, Ralph Snelgrove.

## BRANCH OFFICES

1500 St. Catherine St., W., Montreal

Phone: UN 1-0534

1 Rockefeller Plaza, New York 20, N. Y.

Phone: PL 7-9420

## FUNCTIONS

An association of Canadian television stations, net-  
works and reps to promote television as an advertising  
medium.

## TELEVISION AFFILIATES CORP.

### (TAC)

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

Phone: PLaza 1-3110

## OFFICERS

President .....Richard Brandt  
Exec. Vice-Pres. ....Richard Carlton  
Vice-President .....Robert Weisberg

## BRANCH OFFICES

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 2-6903

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

Phone: SU 7-3995

## FUNCTIONS

A broadcasters' cooperative serving as the clearing  
house for the best of locally produced informational,  
cultural and educational programs.

## TELEVISION BUREAU OF ADVERTISING, INC.

One Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-9420.

## OFFICERS

Chairman of Board. .... Gordon Gray (WKTV,  
Utica, N. Y.)  
President ..... Norman E. Cash  
Exec. Vice-President ..... George G. Huntington  
Secretary ..... Jack Tipton (KLZ, Denver)  
Treasurer ..... C. George Henderson (WSOC, Charlotte)  
Vice-Pres. in Chg., Nat. Sales ..... John R. Sheehan  
Vice-Pres., Nat. Sales ..... James C. Hirsch  
V.P. Local Sales ..... Howard Abrahams  
V.P. in Chg. Research ..... Dr. Leon Arons  
Vice-Pres., Research ..... Harvey Spiegel  
V.P., Member Service ..... William Calvin  
Dir. Spot TV Co-ord. .... William B. MacRae  
Dir. Member Sales Pres. .... Walter Vetter

## BRANCH OFFICES

3440 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 7-8109.

Vice-President ..... Jack O'Mara

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

Phone: 644-1215.

Dir., Central Div. .... Jacob Evans

## FUNCTIONS

The TV industry's league to improve and expand the  
use of television as an advertising medium. It is  
supported by the nation's leading television stations,  
networks and station representatives.

## TELEVISION FILM ASSOCIATION

1025 N. Highland Ave., Los Angeles 38, Calif.

Phone: HOLlywood 9-8181

## OFFICERS

President ..... John Ballinger  
Vice President ..... Jack M. Goetz  
Sec.-Treas. .... Nicholas Muskey  
Directors ..... Warren Strang, Harvey Gausman

## FUNCTIONS

To maintain a liaison between the producers and  
distributors of television film, the TV stations, and the  
companies providing material and services to the TV  
industry. To establish better operational practices and  
to standardize these practices.

## TELEVISION INFORMATION

### OFFICE

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

Phone: PLaza 7-4600

Director ..... Roy Danish  
Executive Director ..... Larry Crshkoff  
General Manager ..... Carl Burkland  
Manager, Station Services ..... Ben Wickham  
Librarian ..... Catherine Heinz

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Cawdon, CBS-TV, N. Y.; Michael J. Foster, ABC, N. Y.;  
C. Wrede Petersmeyer, Corinthian Bestg. Corp., N. Y.;  
Joseph S. Sinclair, WJAR-TV, Providence, R. I.; Willard  
E. Walbridge, KTRK-TV, Houston, Tex.; Robert F.  
Wright, WTOK, Meridian, Miss.

## FUNCTIONS

The Television Information Office is an industry  
supported organization. Its function is to create an  
enduring two-way informational bridge between the  
industry and those from whom it seeks more under-  
standing.

## INDUSTRY ORGANIZATIONS

### TELEVISION PROGRAM EXPORT ASSOCIATION, INC.

375 Park Ave., Suite 3800, New York 22, N. Y.  
Phone: PLaza 3-7172

#### OFFICERS

President.....John G. McCarthy  
Vice-President.....George Elber  
Vice-President.....George A. Graham, Jr.  
Treasurer.....Harold Klein  
General Counsel.....George Muchnic

#### 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 affecting foreign markets for American television programs.

### UNITED NATIONS—RADIO & VISUAL SERVICES DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.  
Phone: PLaza 4-1234

#### OFFICERS

Under Sec. for Pub. Info.....Hernane-Tavares de Sa  
Dir., Radio & Visual Services Div.....Jean d'Arcy  
Dep. Dir., Radio & Visual Services Div....David Ritchie  
Chief, United Nations TV.....Michael Hayward

### U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: DUdley 3-2211

330 Independence Ave., S.W., Washington 25, D. C.  
Phone: WO 3-1110

#### OFFICERS

Director.....Edward R. Murrow  
Dir., Bcstg. Service.....Henry Loomis  
Dir., TV Service.....Charles N. Hill

#### New York Office

250 West 57th St., N. Y. C.  
Phone: JU 6-2000  
Asst. Dir. TV Service.....Howard Maier  
VOA N. Y. Programming Center  
250 West 57th St., N. Y. C.  
Phone: JU 6-2000  
Chief Officer.....E. O. Kern

### WORKING PRESS FOUNDATION

Hotel Manhattan, 45th St. & 8th Ave.,  
New York 36, N. Y.  
Phone: Circle 5-3838

Chairman of Board.....Julian Anthony  
President.....James Antone  
Secretary.....Dan Fox  
Treasurer.....Gabe Pressman

#### FUNCTIONS

The Working Press is engaged in receiving and distributing funds for charitable, welfare and educational purposes for the benefit of worthy individuals and recognized groups in the field of communications for the benefit of the community at large.

### WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.  
Phone: PLaza 7-3317

#### OFFICERS

President.....Ernest Kinoy  
1st Vice-Pres.....Fitzgerald Smith  
2nd Vice-Pres.....Emerson Stone  
Secretary.....Manya Starr  
Treasurer.....Richard Graf  
Exec. Dir.....Evelyn F. Burkey

#### FUNCTIONS

A labor organization representing writers in the fields of radio, television and motion pictures.

### WRITERS GUILD OF AMERICA, WEST, INC.

8955 Beverly Blvd., Los Angeles 48, Cal.  
Phone: CRestview 4-8601

#### OFFICERS

National Chairman.....David Davidson  
President.....James B. Webb  
1st Vice-Pres.....Nate Monaster  
2nd Vice-Pres.....Allen Rivkin  
Secretary.....Christopher Knopf  
Treasurer.....John Lee Mahin  
Executive Director.....Michael H. Franklin

#### SCREEN BRANCH

President.....Allen Rivkin  
Vice-Pres.....John Lee Mahin  
Vice-Pres.....Allen Rivkin  
Secretary-Treasurer.....Devery Freeman

#### TELEVISION-RADIO BRANCH

President.....Nate Monaster  
Vice-Pres.....Christopher Knopf  
Secretary-Treasurer.....Louis Pelletier

#### FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.



# 1962 Commercial Network Radio Programs

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, 1962. 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. All programs are 13 weeks or longer.

## — A —

### **Army Hour, The (MBS)**

Advertiser and Product:  
Participating

### **At Your Leisure (CBS)**

Advertiser and Product:  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby, Inc.  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline, Inc.  
Liggett & Myers Tobacco  
Ad Agency—J. Walter Thompson  
P. Lorillard  
Ad Agency—Lennen & Newell  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## — B —

### **Back to God Hour (NBC)**

Advertiser and Product:  
The Christian Reformed Church  
Ad Agency—Griswold-Eshleman

### **Better Living (CBS)**

Advertiser and Product:  
Accent International (Div. of Int. Minerals & Chem. Corp.)  
Ad Agency—Needham, Louis & Brorby  
Celotex Corp.  
Ad Agency—MacFarland Aveyard  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt. Co.

### **Bible Study Hour, The (NBC)**

Advertiser and Product:  
Evangelical Foundation  
Ad Agency—Wermen & Schorr

### **Big Lie, The (MBS)**

Advertiser and Product:  
Participating

### **Breakfast Club (ABC)**

Advertiser and Product:  
American Sheep Producers  
Ad Agency—Potts, Woodbury  
Belter Homes & Gardens  
Ad Agency—W. D. Lyon  
E. J. Brach & Sons  
Ad Agency—J. W. Shaw Advt.  
Brazil Nut Association  
Ad Agency—Chas. W. Hoyt  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
E. L. Bruce Co.  
Ad Agency—Christiansen Advertising Agency  
California Packing  
Ad Agency—Mc-Cann-Erickson  
California Prune Advisory Board  
Ad Agency—Botsford, Constantine & Gardner  
Campbell Soup (V-8)  
Ad Agency—Needham, Louis & Brorby  
Continental Casualty  
Ad Agency—George H. Hartman  
Wm. Conper & Nephews  
Ad Agency—Geyer, Morey, Madden & Ballard  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
E. I. Dupont  
Ad Agency—N. W. Ayer  
Ex-lax  
Ad Agency—Warwick & Legler  
Field Enterprises Educational Ass'n (World Book Encyclopedia)  
Ad Agency—Keyes, Madden & Jones  
Frank Tea & Spice  
Ad Agency—Stockton, West, Burkhart  
General Foods  
Ad Agency—Young & Rubicam  
Knox Gelatine  
Ad Agency—Chas. W. Hoyt

## COMMERCIAL NETWORK RADIO PROGRAMS

Ludens, Inc.

Ad Agency—J. M. Mathes

Magla Products

Ad Agency—Creative Associates

McCall Corp.

Ad Agency—Donahue & Coe

Nat. Institute of Rug Cleaning

Ad Agency—Richmond Advt. Agency

Perkins-SOS

Ad Agency—Foote, Cone & Belding

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Sperti Products

Ad Agency—John L. Magro

A. E. Staley Mfg.

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Standard Packaging

Ad Agency—Smith, Henderson & Berey

Terminex Div. (E. L. Bruce Co.)

Ad Agency—Greenshaw & Rush

William Underwood

Ad Agency—Kenyon & Eckhardt

United Wallpaper

Ad Agency—Buchen Advt.

West Virginia Dept. of Commerce

Ad Agency—J. M. Mathes

Wheel Horse Prod.

Ad Agency—The Biddle Co.

J. B. Williams Co.

Ad Agency—Parkson Advt. Agency

Wm. Wrigley

Ad Agency—Arthur Meyerhoff Assoc.

### **Burnett, Carol-Richard Hayes Show (CBS)**

**Advertiser and Product:**

Lever Borthers

Ad Agency—Foote, Cone & Belding

Mentholatum Company

Ad Agency—J. Walter Thompson

Philip Morris

Ad Agency—Benton & Bowles

Rexall Drug

Ad Agency—Batten, Barton, Durstine & Osborn

Time, Inc.

Ad Agency—Young & Rubicam

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

— C —

### **Capital Assignment (MBS)**

**Advertiser and Product:**

Participating

### **Changing Times (NBC)**

**Advertiser and Product:**

Kiplinger Washington Editors, Inc.

Ad Agency—Albert Frank-Guenther Law

### **Coleman on Sports (CBS)**

**Advertiser and Product:**

Liggett & Myers

Ad Agency—J. Walter Thompson

Mennen Company

Ad Agency—Warwick & Legler

### **Crosby, Bing- Rosemary Clooney (CBS)**

**Advertiser and Product:**

Cat's Paw Rubber Co.

Ad Agency—S. A. Levine

E. I. Dupont De Nemours

Ad Agency—N. W. Ayer

Grove Lab. (Sub. of Bristol-Myers)

Ad Agency—Donahue & Coe

Hearst Corporation

Ad Agency—J. M. Hickerson

Kayser-Roth Hosiery

Ad Agency—Daniel & Charles

Kitchens of Sara Lee (Sub. of Consol. Foods Corp.)

Ad Agency—Hill, Rogers, Mason & Scott

Kiwi Polish

Ad Agency—Donahue & Coe

J. Nelson Prewitt

Ad Agency—Hanford & Greenfield (Div. of Hutchins Advt.)

Ralston Purina

Ad Agency—Guild, Bascom & Bonfigli

Standard Packaging

Ad Agency—Smith, Henderson & Berey

United States Steel

Ad Agency—Batten, Barton, Durstine & Osborn

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

— D —

### **Dateline (CBS)**

**Advertiser and Product:**

Philip Morris

Ad Agency—Benton & Bowles

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

### **Dear Abby (CBS)**

**Advertiser and Product:**

Campbell Soup

Ad Agency—Batten, Barton, Durstine & Osborn

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

# COMMERCIAL NETWORK RADIO PROGRAMS

## **Dreier, Alex, News (ABC)**

### Advertiser and Product:

S. C. Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Miller Brewing  
Ad Agency—Mathisson & Assocs.  
Outboard Marine  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

### — E —

## **Emphasis (NBC)**

### Advertiser and Product:

Campbell Soup (V-8)  
Ad Agency—Needham, Louis & Brorby  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
Dr. Pepper  
Ad Agency—Grant Advertising  
Ex-Lax  
Ad Agency—Warwick & Legler  
Foster-Milburn  
Ad Agency—Street & Finney  
General Motors (Delco Div.)  
Ad Agency—Campbell-Ewald  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gulf American Land  
Ad Agency—Needham, Louis & Brorby  
Mack Trucks  
Ad Agency—Doyle, Kitchen & McCormick  
Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—E. H. Weiss  
Quaker Oats  
Ad Agency—Compton Advertising  
Ralston-Purina  
Ad Agency—Gardner Advertising Co.  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Sealright Co.  
Ad Agency—Emil J. DeDonato  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sylvania Electric (Photo-Lamp)  
Ad Agency—Kudner Agency  
Wagner Electric  
Ad Agency—Arthur R. Mogge  
Waters Conley Co. Inc.  
Ad Agency—Rosenbloom-Elias & Associates  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff Associates  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **European Diary (CBS)**

### Advertiser and Product:

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
General Motors (Guardian Maint.)  
Ad Agency—D. P. Brother  
Goodyear Tire  
Ad Agency—Kudner Agency  
P. Lorrillard  
Ad Agency—Lennen & Newell  
MacFadden-Bartell  
Ad Agency—Bartell Broadcasting  
Mentholatum  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### — F —

## **Family Theatre (MBS)**

### Advertiser and Product:

Participating

## **Farm News (MBS)**

### Advertiser and Product:

Participating

## **Farm World (MBS)**

### Advertiser and Product:

Participating

## **Flair (ABC)**

### Advertiser and Product:

Campbell Soups  
Ad Agency—Batten, Barton, Durstine & Osborn  
Campbell Soup (V8)  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
D-Con (Ant-Pruff)  
Ad Agency—Direct  
Ex-Lax  
Ad Agency—Warwick & Legler

## COMMERCIAL NETWORK RADIO PROGRAMS

General Foods  
Ad Agency—Foote, Cone & Belding  
Hormel, George A.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Int. Minerals & Chem. Corp. (Accent)  
Ad Agency—Needham, Louis & Brorby  
McCall Corp.  
Ad Agency—Lawrence C. Gumbinner  
National Labour Management Found.  
Ad Agency—Bertram J. Hauser  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Thos. D. Richardson  
Ad Agency—The Buckley Organization  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff Assocs.

### **Follow-up (CBS)**

#### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **Foreign Correspondents Report (MBS)**

#### **Advertiser and Product:**

Participating

— G —

### **Godfrey, Arthur, Time (CBS)**

#### **Advertiser and Product:**

Amana Refrigeration  
Ad Agency—Maury, Lee & Marshall  
MacFarland, Aveyard & Company  
Baldwin Piano  
Ad Agency—Hill, Rogers, Mason & Scott  
Beltone Hearing Aid  
Ad Agency—Ollian & Bronner  
Best Foods (Div. of Corn Products)  
Ad Agency—Guild, Bascom & Bonfigli  
Lennen & Newell  
Cooper-Hewitt Electric Co. (Div. of Sperti-  
Faraday, Inc.)  
Ad Agency—John L. Magro  
Emery Industries  
Ad Agency—John L. Magro

General Foods  
Ad Agency—Foote, Cone & Belding  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grolrier, Inc.  
Ad Agency—De Garmo, Inc.  
Kayser-Roth Hosiery  
Ad Agency—Daniel & Charles  
Kerr Glass  
Ad Agency—Whitney Advertising Agency  
Kitchen Art Foods  
Ad Agency—Peitscher, Janda Associates  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Knox Gelatine  
Ad Agency—Charles W. Hoyt  
Mattel, Inc.  
Ad Agency—Carson Roberts  
Menthohatam Company  
Ad Agency—J. Walter Thompson Co.  
John Morrell & Co.  
Ad Agency—John W. Shaw Advertising  
Onamia Mfg.  
Ad Agency—Strandberg & Associates  
J. Nelson Prewitt  
Ad Agency—Hanford & Greenfield (Div. of  
Hutchins Advert. Co., Inc.)  
Standard Knitting Mills  
Ad Agency—Edward H. Weiss & Company  
Sylvania Home Electronics  
Ad Agency—Kudner Agency  
Tetley Tea  
Ad Agency—Ogilvy, Benson & Mather  
Warner Lambert Pharmaceutical  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lambert & Feasley; J. Walter Thompson

### **Good News with Alex Dreier (ABC)**

#### **Advertiser and Product:**

Miller Brewing  
Ad Agency—Mathisson & Assocs.

— H —

### **Harmon, Tom, Sports (ABC)**

#### **Advertiser and Product:**

General Motors (United Mtr. Div.)  
Ad Agency—Campbell-Ewald  
Mennen Co.  
Ad Agency—Warwick & Legler

### **Harvey, Paul, News (ABC)**

#### **Advertiser and Product:**

Bankers Life & Casualty  
Ad Agency—Phillips & Cherbo  
Hastings Mfg.  
Ad Agency—Bozell & Jacobs

# COMMERCIAL NETWORK RADIO PROGRAMS

Mennen Co.  
Ad Agency—Warwick & Legler  
Wade-Wenger & Assocs.  
Ad Agency—Biddle Company

## **Hawaii Calls (MBS)**

Advertiser and Product:  
Participating

## **Headliner, The (CBS)**

Advertiser and Product:  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
MacFadden-Bartell  
Ad Agency—Bartell Broadcasting  
Philip Morris  
Ad Agency—Benton & Bowles  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn

## **Herald of Truth (ABC)**

Advertiser and Product:  
Highland Church of Christ  
Ad Agency—Fidelity Advt.

## **Hour of Decision (ABC)**

Advertiser and Product:  
Billy Graham Evangelistic Ass'n  
Ad Agency—Walter F. Bennett

## **Hour of Decision (NBC)**

Advertiser and Product:  
Billy Graham Evangelistic Ass'n  
Ad Agency—Walter F. Bennett

## **Houseparty (CBS)**

Advertiser and Product:  
Becton, Dickinson  
Ad Agency—L. W. Frolich & Co.  
Belltone Hearing Aid  
Ad Agency—Olian & Bronner  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Burlington Industries  
Ad Agency—Donahue & Coe  
California Packing  
Ad Agency—McCann-Erickson  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

Continental Casualty Co.  
Ad Agency—George H. Hartman Company  
Faribault Woolen Mills  
Ad Agency—Johnson-Livingston Adv.  
Gansco Products  
Ad Agency—McKim Advertising Limited  
Reiter-Ross  
General Foods  
Ad Agency—Foote, Cone & Belding  
Grove Lab. (Sub. of Bristol-Myers Co.)  
Ad Agency—Donahue & Coe  
Hearst Corporation  
Ad Agency—J. M. Hickerson  
Incabloc Corporation  
Ad Agency—Sidam Advertising  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Mentholum Company  
Ad Agency—J. Walter Thompson  
Meredith Publishing  
Ad Agency—W. D. Lyon  
Mogen David Wine  
Ad Agency—Edward H. Weiss & Company  
J. Nelson Prewitt  
Ad Agency—Hanford & Greenfield (Div. of  
Hutchins Advt. Co.)  
Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli  
Scholi Mfg.  
Ad Agency—Donahue & Coe  
A. E. Staley Mfg. Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Standard Brands  
Ad Agency—J. Walter Thompson  
Standard Packaging  
Ad Agency—Smith, Henderson & Berey  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Associates

## **Huntley, Chet (NBC)**

Advertiser and Product:  
Aetna Casualty & Surety  
Ad Agency—Remington Advl.  
South Penn Oil  
Ad Agency—Fuller, Smith & Ross

— I —

## **Information Central (CBS)**

Advertiser and Product:  
MacFadden Publications  
Ad Agency—Bartell Broadcasting

## **In Hollywood (CBS)**

Advertiser and Product:  
Accent International (Div. of Intern. Minerals  
& Chem. Corp.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby



# COMMERCIAL NETWORK RADIO PROGRAMS

Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick-Legler  
Goodyear Tire  
Ad Agency—Kudner Agency  
Hearst Corporation  
Ad Agency—J. M. Hickerson  
Incabloc Corporation  
Ad Agency—Sidam Corp.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting Corp.  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advertising  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **In Latin America (CBS)**

**Advertiser and Product:**  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brother  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson

## **In New York (CBS)**

**Advertiser and Product:**  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Ford  
Ad Agency—J. Walter Thompson  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **It's New (CBS)**

**Advertiser and Product:**  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Ford  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## — J —

## **Jackson, Allan, & the News (CBS)**

**Advertiser and Product:**  
General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

## — L —

## **Labor News Conference (MBS)**

**Advertiser and Product:**  
Participating

## **Lombardo-Land, U. S. A. (MBS)**

**Advertiser and Product:**  
Participating

## **Lutheran Hour, The (NBC)**

**Advertiser and Product:**  
Lutheran Layman's League  
Ad Agency—Gotham-Vladimir Advt.

## — M —

## **Mediterranean Notebook (CBS)**

**Advertiser and Product:**  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Philip Morris  
Ad Agency—Benton & Bowles

## **Minutes of Spanish (MBS)**

**Advertiser and Product:**  
Participating

# COMMERCIAL NETWORK RADIO PROGRAMS

## Monitor (NBC)

### Advertiser and Product:

Aetna Casualty & Surety  
Ad Agency—Remington Advertising  
American Chain & Cable  
Ad Agency—Reincke Myer & Finn  
American Motors  
Ad Agency—Geyer Morey Madden & Ballard  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
American Thermos Products  
Ad Agency—Charles W. Hoyt Co.  
Anderson Company  
Ad Agency—Reincke Meyer & Finn  
Campana Corp.  
Ad Agency—Post & Morr Inc.  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Celotex Corp.  
Ad Agency—MacFarland Aveyard & Co.  
Champion Spark Plug  
Ad Agency—J. Walter Thompson  
Chap Stick Company  
Ad Agency—Lawrence C. Gumbinner Adv. Agency  
Continental Casualty  
Ad Agency—George H. Hartman Co.  
Dr. Pepper  
Ad Agency—Grant Advertising  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Ford Motor  
Ad Agency—J. Walter Thompson  
Formica Corp.  
Ad Agency—Perry-Brown  
Freeman Shoe Corp.  
Ad Agency—J. Walter Thompson  
General Motors (Buick)  
Ad Agency—McCann-Erickson  
General Motors (Guard. Maint. Plan)  
Ad Agency—D. P. Brother & Co.  
General Motors (Delco)  
Ad Agency—Campbell-Ewald  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Hardware Mutuals Insurance Co.  
Ad Agency—Roche, Rickerd & Cleary  
P. Lorillard  
Ad Agency—Lennen & Newell  
Mack Trucks  
Ad Agency—Doyle, Kitchen & McCormick  
Mennen Company  
Ad Agency—Warwick & Legler  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Metropolitan Life Insurance  
Ad Agency—Young & Rubicam  
Mogen David Wine  
Ad Agency—E. H. Weiss  
National Association of Insurance Agents  
Ad Agency—Doremus & Co.  
Nelson Doubleday Inc.  
Ad Agency—Schwab, Beatty & Porter

Owens-Corning Fiberglas Corp.  
Ad Agency—M-E Prods. (Div. of McCann-Erickson)  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philip Morris  
Ad Agency—Benton & Bowles  
A. H. Pond  
Ad Agency—Conklin Labs & Bebee  
Quaker Oats  
Ad Agency—Compton Advertising  
Ralston Purina  
Ad Agency—Gardner Advertising  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Sealright Company  
Ad Agency—Emil J. DeDonato  
Shulton Inc.  
Ad Agency—Wesley Associates  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Sylvania Electric (Photo-Lamp Div.)  
Ad Agency—Kudner Agency  
Time, Inc.  
Ad Agency—Young & Rubicam  
Tyrex Inc.  
Ad Agency—M-E Prod. (Div. McCann-Erickson)  
United States Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Upjohn Company  
Ad Agency—McCann-Marschalk  
Wagner Electric  
Ad Agency—Arthur R. Mogge  
Willard Sales (Automotive Div.)  
Ad Agency—Meldrum & Fewsmith  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff Associates  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## Moore, Garry (CBS)

### Advertiser and Product:

Cream of Wheat Corp.  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Foods  
Ad Agency—Young & Rubicam  
Nestle  
Ad Agency—McCann-Erickson  
A. E. Staley Mfg.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## Morgan, Edward P. (ABC)

### Advertiser and Product:

AFL-CIO  
Ad Agency—Furman & Feiner

# COMMERCIAL NETWORK RADIO PROGRAMS

## **Moscow Scene (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Intern. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Philip Morris  
Ad Agency—Benton & Bowles

## **Music on Deck (MBS)**

### **Advertiser and Product:**

Participating

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## **News—9:00 A.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

## **News—10:00 A.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Intern. (Div. of Intern. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazine  
Ad Agency—McCann-Erickson  
Curtis Publishing  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Foster-Milburn  
Ad Agency—Street & Finney  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Donahue & Coe  
Doherty, Clifford, Steers & Shenfield  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby

Lever Bros.

Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Scholl Mfg.  
Ad Agency—Donahue & Coe  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—11:00 A.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Intern. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Curtis Publishing  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Foster-Milburn  
Ad Agency—Street & Finney  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Donahue & Coe  
Doherty, Clifford, Steers & Shenfield  
Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson

# COMMERCIAL NETWORK RADIO PROGRAMS

## **News—1:00 P.M. Monday-Friday (CBS)**

### Advertiser and Product:

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Donahue & Coe  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc Corporation  
Ad Agency—Sidam Advt.  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—2:00 P.M. Monday-Friday (CBS)**

### Advertiser and Product:

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazine  
Ad Agency—McCann-Erickson  
Goodyear Tire  
Ad Agency—Kudner Agency  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby

MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—3:00 P.M. Monday-Friday (CBS)**

### Advertiser and Product:

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick & Legler  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—4:00 P.M. Monday-Friday (CBS)**

### Advertiser and Product:

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby

## COMMERCIAL NETWORK RADIO PROGRAMS

Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick & Legler  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc Corp.  
Ad Agency—Sidam Advt.  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **News—5:00 P.M. Monday-Friday (CBS)**

#### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc  
Ad Agency—Sidam Advt.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding

MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Phillip Morris  
Ad Agency—Benton & Bowles  
Nationwide Insurance  
Ad Agency—Ben Sackheim  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam

### **News—7:00 P.M. Monday-Friday (CBS)**

#### **Advertiser and Product:**

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Chap Stick (Div. of Morton Mfg.)  
Ad Agency—Lawrence C. Gumbinner  
Chrysler  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Advt.  
Gulf American Land Corp.  
Ad Agency—Paul Venze Assocs.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
Lewis Howe Company  
Ad Agency—McCann-Erickson  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Miller Brewing  
Ad Agency—Mathisson & Assoc.  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam



# COMMERCIAL NETWORK RADIO PROGRAMS

## **News Analysis—7:30 P.M. Monday-Friday (CBS)**

### Advertiser and Product:

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Ex-Lax  
Ad Agency—Warwick & Legler  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam

## **News—10 A.M., 11 A.M., 12 N., 2 P.M., 7 P.M. Saturday (CBS)**

### Advertiser and Product:

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

## **News—1:00 P.M. Saturday (CBS)**

### Advertiser and Product:

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Celotex  
Ad Agency—MacFarland, Aveyard & Co.  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Gulf American Land  
Ad Agency—Paul Venze Assocs.

Kiwi Polish  
Ad Agency—Donahue & Coe  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—6:00 P.M. Saturday (CBS)**

### Advertiser and Product:

Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
Foster-Milburn  
Ad Agency—Street & Finney  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brother  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Gulf American Land  
Ad Agency—Paul Venze Assocs.  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
P. Lorillard  
Ad Agency—Lennen & Newell  
MacFadden-Bartell  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Leo Burnett  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—9:00 A.M. Sunday (CBS)**

### Advertiser and Product:

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Ex-Lax  
Ad Agency—Warwick & Legler

## COMMERCIAL NETWORK RADIO PROGRAMS

Lever Brothers

Ad Agency—Foote, Cone & Belding

MacFadden Publications

Ad Agency—Bartell Broadcasting

P. Lorillard

Ad Agency—Lennen & Newell

Mentholatum Company

Ad Agency—J. Walter Thompson

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

**News—10 A.M., 11 A.M.,  
12 N., 1 P.M., 2 P.M., 6 P.M.,  
7 P.M.  
Sunday  
(CBS)**

Advertiser and Product:

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

**News Analysis—7:30 P.M.  
Sunday  
(CBS)**

Advertiser and Product:

American Telephone & Telegraph

Ad Agency—N. W. Ayer

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

E. I. Dupont

Ad Agency—Batten, Barton, Durstine & Osborn

P. Lorillard

Ad Agency—Lennen & Newell

Mentholatum Company

Ad Agency—J. Walter Thompson

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

**News—8:00 P.M.  
Sunday  
(CBS)**

Advertiser and Product:

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

**News—9:00 P.M.  
Sunday  
(CBS)**

Advertiser and Product:

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

P. Lorillard

Ad Agency—Lennen & Newell

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Philip Morris

Ad Agency—Benton & Bowles

Standard Brands

Ad Agency—J. Walter Thompson

**News Around the World  
(ABC)**

Advertiser and Product:

Foster-Milburn

Ad Agency—Street & Finney

Liggett & Myers

Ad Agency—J. Walter Thompson

Mennen Company

Ad Agency—Warwick & Legler

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

R. J. Reynolds Tobacco

Ad Agency—William Esty

**News of the World  
(NBC)**

Advertiser and Product:

Campbell Soup (V-8)

Ad Agency—Needham, Louis & Brorby

Ex-Lax

Ad Agency—Warwick & Legler

Formica Corp.

Ad Agency—Perry-Brown

General Motors (Buick)

Ad Agency—McCann-Erickson

General Motors (Delco)

Ad Agency—Campbell-Ewald

Gulf American Land

Ad Agency—Paul Venze Associates

International Min. & Chem. Corp. (Accent Int.)

Ad Agency—Needham, Louis & Brorby

Mack Trucks

Ad Agency—Doyle, Kitchen & McCormick

Mennen Company

Ad Agency—Warwick & Legler

Mentholatum Company

Ad Agency—J. Walter Thompson

Miller Brewing

Ad Agency—Mathisson & Associates

Mogen David Wine

Ad Agency—E. H. Weiss

Philip Morris

Ad Agency—Benton & Bowles

National Assn. of Insurance Agents

Ad Agency—Doremus & Co.

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Quaker Oats

Ad Agency—Compton Advertising

Ralston Purina

Ad Agency—Gardner Advertising

Reader's Digest

Ad Agency—J. Walter Thompson

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

Sylvania Electric (Photo-Lamp Div.)

Ad Agency—Kudner Agency

Wagner Electric

Ad Agency—Arthur R. Mogge

Wynn Oil

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

# COMMERCIAL NETWORK RADIO PROGRAMS

## **News-on-the-Hour (NBC)**

Advertiser and Product:  
California Packing  
Ad Agency—McCann-Erickson  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors (Chev. Div. & United Motors  
Serv. Div.)  
Ad Agency—Campbell-Ewald  
International Minerals & Chem. Corp.  
Ad Agency—Needham, Louis & Brorby  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
Longines-Wittnauer Watch  
Ad Agency—Kenilworth Advert. & Broadcast  
Productions  
Metropolitan Life Insurance  
Ad Agency—Young & Rubicam  
Midas, Inc.  
Ad Agency—Edward H. Weiss  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Sylvania Electric (Photo-Lamp Div.)  
Ad Agency—Kudner Agency  
Wagner Electric  
Ad Agency—Arthur R. Mogge  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **Northwestern Reviewing Stand (MBS)**

Advertiser and Product:  
Participating

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## **Observations U. S. A. (CBS)**

Advertiser and Product:  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Incabloc Corp.  
Ad Agency—Sidam Corp.  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mogen David Wine  
Ad Agency—Edward H. Weiss

Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Time, Inc.  
Ad Agency—Young & Rubicam  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff

## **Oklahoma Symphony Orchestra (MBS)**

Advertiser and Product:  
Participating

## **Old-Fashioned Revival Hour (ABC)**

Advertiser and Product:  
Gospel Broadcasting Ass'n  
Ad Agency—R. H. Alber Co.

## **One Woman's Washington (CBS)**

Advertiser and Product:  
Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn,  
Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Goodyear Tire  
Ad Agency—Kudner Agency  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **On the Line with Considine (ABC)**

Advertiser and Product:  
Mutual of Omaha  
Ad Agency—Bozell & Jacobs

# COMMERCIAL NETWORK RADIO PROGRAMS

## **On the Line with Considine (NBC)**

Advertiser and Product:  
Mutual of Omaha  
Ad Agency—Bozell & Jacobs

— P —

## **Patrick, Van, Sports Show (MBS)**

Advertiser and Product:  
Participating

## **Personal Story (CBS)**

Advertiser and Product:  
Kiwi Polish  
Ad Agency—Donahue & Coe  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **Pierce, Dr. Bob (ABC)**

Advertiser and Product:  
World Vision, Inc.  
Ad Agency—Walter F. Bennett

— Q —

## **Quotes of the Week (CBS)**

Advertiser and Product:  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brothier

— R —

## **Radio Bible Class (ABC)**

Advertiser and Product:  
Radio Bible Class, Inc.  
Ad Agency—J. M. Camp & Co.

## **Report from Wall Street (MBS)**

Advertiser and Product:  
Participating

## **Reporter's Round-Up (MBS)**

Advertiser and Product:  
Participating

## **Revival Time (ABC)**

Advertiser and Product:  
Assemblies of God  
Ad Agency—Walter F. Bennett

— S —

## **Schoenbrun, David, Reports (CBS)**

Advertiser and Product:  
Mennen Company  
Ad Agency—Warwick & Legler  
R. J. Reynolds Tobacco  
Ad Agency—William Esty

## **Science Beat (CBS)**

Advertiser and Product:  
Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Columbia Research  
Ad Agency—Joseph Gans  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Laboratories (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
P. Lorillard  
Ad Agency—Lennen & Newell  
Philip Morris  
Ad Agency—Benton & Bowles  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson

## **Sidelights (CBS)**

Advertiser and Product:  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Canada Dry  
Ad Agency—J. M. Mathes  
Chemical Compound, Inc.  
Ad Agency—Standart & O'Hern  
Chrysler  
Ad Agency—N. W. Ayer  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Hearst Corp.  
Ad Agency—J. M. Hickerson

# COMMERCIAL NETWORK RADIO PROGRAMS

MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Phillip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **Sound Story (CBS)**

**Advertiser and Product:**  
Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **Speaking of Sports (ABC)**

**Advertiser and Product:**  
American Legion Magazine  
Ad Agency—Direct  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Celotex  
Ad Agency—MacFarland, Aveyard & Co.  
Champion Sparkplug  
Ad Agency—J. Walter Thompson  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fawcett Publications  
Ad Agency—Direct  
General Motors (Buick Div.)  
Ad Agency—McCann—Erickson  
General Motors (GM Div.)  
Ad Agency—J. P. Brother  
Jaymer-Ruby  
Ad Agency—Fladell, Harris & Breitner  
Thos. Leeming  
Ad Agency—William Esty  
P. Lorillard  
Ad Agency—Lennen & Newell  
Mennen Co.  
Ad Agency—Warwick & Legler  
Phillip Morris  
Ad Agency—Benton & Bowles  
Popular Science, Inc.  
Ad Agency—Schwab, Beatty & Porter

## **Special from London (CBS)**

**Advertiser and Product:**  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Philip Morris  
Ad Agency—Benton & Bowles  
Standard Brands  
Ad Agency—J. Walter Thompson

## **Sports Reel, Van Patrick (MBS)**

**Advertiser and Product:**  
Participating

## **Sports-o-Rama (CBS)**

**Advertiser and Product:**  
Gabriel Company  
Ad Agency—Gray & Rogers

## **Sports Time (Weekday) (CBS)**

**Advertiser and Product:**  
Hastings Mfg.  
Ad Agency—Bozell & Jacobs  
Mennen Company  
Ad Agency—Warwick & Legler  
Reynolds Tobacco  
Ad Agency—William Esty

## **Sports Time (Week-end) (CBS)**

**Advertiser and Product:**  
Hastings Mfg.  
Ad Agency—Bozell & Jacobs  
Mennen Company  
Ad Agency—Warwick & Legler  
Reynolds Tobacco  
Ad Agency—William Esty

## **Stern, Bill, Sports (MBS)**

**Advertiser and Product:**  
Participating

## **Suspense (CBS)**

**Advertiser and Product:**  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Ford  
Ad Agency—J. Walter Thompson



# COMMERCIAL NETWORK RADIO PROGRAMS

Philip Morris  
Ad Agency—Benton & Bowles  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## — T —

### **This Week in Business (CBS)**

#### **Advertiser and Product:**

Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Celotex Corp.  
Ad Agency—MacFarland, Aveyard  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Mentholatum  
Ad Agency—J. Walter Thompson  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **This Week in Space (CBS)**

#### **Advertiser and Product:**

Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Celotex  
Ad Agency—MacFarland, Aveyard & Co.  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Ex-Lax  
Ad Agency—Warwick & Legler  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Philip Morris  
Ad Agency—Benton & Bowles  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Thomas, Lowell (CBS)**

**Advertiser and Product:**  
General Motors (Oldsmobile)  
Ad Agency—D. P. Brother

### **Three-Star Extra (NBC)**

**Advertiser and Product:**  
Sun Oil  
Ad Agency—William Esty

### **Time to Travel (CBS)**

**Advertiser and Product:**  
Philip Morris  
Ad Agency—Benton & Bowles  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

### **Trout, Robert, & the News (CBS)**

**Advertiser and Product:**  
General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

## — U —

### **United Nations Today (MBS)**

**Advertiser and Product:**  
Participating

## — V —

### **Voice of Prophecy (ABC)**

**Advertiser and Product:**  
Voice of Prophecy, Inc.  
Ad Agency—Milton Carlson

### **Voice of Prophecy (NBC)**

**Advertiser and Product:**  
Voice of Prophecy, Inc.  
Ad Agency—Milton Carlson

## — W —

### **Wall Street Prices (MBS)**

**Advertiser and Product:**  
Participating

# COMMERCIAL NETWORK RADIO PROGRAMS

## Weekday News (ABC)

### Advertiser and Product:

American Legion Magazine  
Ad Agency—Direct  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Campbell Soup (V-8)  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Church & Dwight  
Ad Agency—Dunnen & Jeffrey  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Motors (Buick)  
Ad Agency—McCann-Erickson  
General Motors (GM Div.)  
Ad Agency—D. P. Brother & Co.  
Gulf American Land  
Ad Agency—Paul Venze Associates  
George A. Hormel  
Ad Agency—Batten, Barton, Durstine & Osborn  
Int. Mins. & Chem. Corp. (Accent International)  
Ad Agency—Needham, Louis & Brorby  
S. C. Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Thos. Leeming & Co.  
Ad Agency—William Esty  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
Maremont Corp.  
Ad Agency—Bozell & Jacobs  
McCall Corp.  
Ad Agency—L. C. Gumbinner Advt. Agency  
Mennen Co.  
Ad Agency—Warwick & Legler  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmaco Co.  
Ad Agency—N. W. Ayer & Son  
Popular Science  
Ad Agency—Schwab, Beatty & Porter  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## Week-end News (ABC)

### Advertiser and Product:

American Legion Magazine  
Ad Agency—Direct

### American Motors

Ad Agency—Geyer, Morey & Ballard  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Champion Sparkplug  
Ad Agency—J. Walter Thompson  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fawcett Publications  
Ad Agency—Direct  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
P. Lorillard  
Ad Agency—Lennen & Newell  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Popular Science  
Ad Agency—Schwab, Beatty & Porter  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## What's the Issue? (MBS)

### Advertiser and Product:

Participating

## White House Correspondent (CBS)

### Advertiser and Product:

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brother  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
P. Lorillard  
Ad Agency—Lennen & Newell  
Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## Woman's World I (CBS)

### Advertiser and Product:

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

## COMMERCIAL NETWORK RADIO PROGRAMS

Cowles Magazines  
Ad Agency—McCann—Erickson  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc  
Ad Agency—Sidam Advertising  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publishing  
Ad Agency—Bartell Broadcasting  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

### **Woman's World II (CBS)**

#### **Advertiser and Product:**

Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc  
Ad Agency—Sidam Advt.  
MacFadden Publishing  
Ad Agency—Bartell Broadcasting  
Mattel, Inc.  
Ad Agency—Carson Roberts  
Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **Woman's World III (CBS)**

#### **Advertiser and Product:**

Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc  
Ad Agency—Sidam Advt.  
MacFadden Publishing  
Ad Agency—Bartell Broadcasting

Mogen David Wine  
Ad Agency—Edward H. Weiss  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **World of John David Griffin (MBS)**

**Advertiser and Product:**  
Participating

### **World Today, The (MBS)**

**Advertiser and Product:**  
Participating

### **World Wide Sports (CBS)**

**Advertiser and Product:**

Chrysler  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam

— Y —

### **Your Man in Paris (CBS)**

**Advertiser and Product:**

MacFadden Publications  
Ad Agency—Bartell Broadcasting

### **Yours Truly, Johnny Dollar (CBS)**

**Advertiser and Product:**

E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
P. Lorillard  
Ad Agency—Lennen & Newell  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard

# 1962 Commercial Network TV Programs

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1962. The programs listed are for the 12-month period ending Dec. 31, 1962. 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 and NBC. All programs are 13 weeks or longer.

— A —

## ABC Evening Report (ABC-TV)

### Advertiser and Product:

American Tobacco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Best Foods  
Ad Agency—Lennen & Newell  
Kemper Insurance  
Ad Agency—Clinton E. Frank Schick  
Ad Agency—Compton  
Squibb  
Ad Agency—Donahue & Coe  
U. S. Plywood  
Ad Agency—Kenyon & Eckhardt  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden

## ABC News Final (ABC-TV)

### Advertiser and Product:

Beecham  
Ad Agency—Kenyon & Eckhardt  
du Pont  
Ad Agency—N. W. Ayer  
General Insurance  
Ad Agency—Lennen & Newell  
Sunoco  
Ad Agency—William Esty

## ABC's Wide World of Sports (ABC-TV)

### Advertiser and Product:

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Motors (UMS Div.)  
Ad Agency—Campbell-Ewald  
Gillette  
Ad Agency—Maxon  
Liberty Mutual  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lorillard  
Ad Agency—Grey  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Sheaffer Pens  
Ad Agency—Batten, Barton, Durstine & Osborn

## Accent of American Summer (CBS-TV)

### Advertiser and Product:

Polaroid  
Ad Agency—Doyle Dane Bernbach

## Accent on 1962 (CBS-TV)

### Advertiser and Product:

General Foods  
Ad Agency—Young & Rubicam

## Adams, Edie, Show (ABC-TV)

### Advertiser and Product:

Consolidated Cigar  
Ad Agency—Lennen & Newell

## Adventures in Paradise (ABC-TV)

### Advertiser and Product:

American Tobacco  
Ad Agency—Gumbinner  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Grey  
Brillo  
Ad Agency—J. Walter Thompson  
Calgon  
Ad Agency—Ketchum, MacLeod & Grove  
Chesebrough-Pond's  
Ad Agency—William Esty  
Ed Dalton  
Ad Agency—Kenyon & Eckhardt  
General Cigar  
Ad Agency—Young & Rubicam  
General Foods  
Ad Agency—Benton & Bowles  
Gillette  
Ad Agency—Maxon  
Lestoil  
Ad Agency—Sackel-Jackson  
Miles Labs  
Ad Agency—Wade  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Supreme Bakers  
Ad Agency—George H. Hartman

## COMMERCIAL NETWORK TV PROGRAMS

### **Adventures of Sir Francis Drake (NBC-TV)**

**Advertiser and Product:**

Procter & Gamble  
Ad Agency—Leo Burnett

### **Alcoa Premiere, Presented by Fred Astaire (ABC-TV)**

**Advertiser and Product:**

Aluminum Co. of America  
Ad Agency—Fuller, Smith & Ross  
Armour  
Ad Agency—Foote, Cone & Belding  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mobil  
Ad Agency—Ted Bates  
North American Philips  
Ad Agency—C. J. LaRoche  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Reynolds Tobacco  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Perrin Assocs.  
Wander  
Ad Agency—Tatham Laird

### **Allakazam, Magic Land of (ABC-TV)**

**Advertiser and Product:**

Louis Marx & Co.  
Ad Agency—Ted Bates  
Lakeside Toys  
Ad Agency—Kerker, Patterson

### **Allakazam (CBS-TV)**

**Advertiser and Product:**

Kellogg  
Ad Agency—Leo Burnett

### **Alvin Show (CBS-TV)**

**Advertiser and Product:**

American Doll & Toy  
Ad Agency—Madison Square Advt.  
Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Benton & Bowles  
Ideal Toy  
Ad Agency—Grey  
National Grape Ass'n  
Ad Agency—R. K. Manoff  
Nestle  
Ad Agency—McCann-Erickson

### **American Bandstand (ABC-TV)**

**Advertiser and Product:**

Adams

Ad Agency—Z. R. Daniels  
American Chicle  
Ad Agency—Ted Bates  
Canterbury Knitters  
Ad Agency—Fladell, Harris & Breitner  
Carter Products  
Ad Agency—Ted Bates  
Dr. Pepper  
Ad Agency—Grant  
Gillette  
Ad Agency—North  
Plough, Inc.  
Ad Agency—Lake-Spiro-Shurman  
Sheaffer Pens  
Ad Agency—Batten, Barton, Durstine & Osborn  
Vick's  
Ad Agency—Morse Int.  
Whitehall  
Ad Agency—L. C. Gumbinner

### **American Football League (ABC-TV)**

**Advertiser and Product:**

DX Sunray  
Ad Agency—Gardner  
Ford (Lincoln & Mercury)  
Ad Agency—Kenyon & Eckhardt  
Gillette  
Ad Agency—Maxon  
Lorillard  
Ad Agency—Grey

### **American News-stand (ABC-TV)**

**Advertiser and Product:**

Lehn & Fink  
Ad Agency—Fuller, Smith & Ross

### **Armstrong Circle Theatre (CBS-TV)**

**Advertiser and Product:**

Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn

### **As the World Turns (CBS-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Corn Products  
Ad Agency—Lennen & Newell  
Lever Bros.  
Ad Agency—Young & Rubicam  
National Biscuit  
Ad Agency—McCann-Erickson  
Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett



# COMMERCIAL NETWORK TV PROGRAMS

Procter & Gamble  
Ad Agency—Young & Rubicam  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

## **At the Threshold (NBC-TV)**

Advertiser and Product:  
Bell Telephone  
Ad Agency—N. W. Ayer

— B —

## **Bachelor Father (ABC-TV)**

Advertiser and Product:  
American Tobacco  
Ad Agency—L. C. Gumbinner  
Armour  
Ad Agency—Foote, Cone & Belding  
Sunbeam  
Ad Agency—Foote, Cone & Belding

## **Ball, Lucille, Show, New (CBS-TV)**

Advertiser and Product:  
General Foods  
Ad Agency—Young & Rubicam  
Lever Bros.  
Ad Agency—J. Walter Thompson

## **Baseball Game of the Week (CBS-TV)**

Advertiser and Product:  
Adolph's  
Ad Agency—McCann-Erickson  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Falstaff Brewing  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Knox Reeves  
Philip Morris  
Ad Agency—Leo Burnett  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Studebaker-Packard  
Ad Agency—Standart & O'Hern  
Texaco  
Ad Agency—Benton & Bowles  
J. B. Williams  
Ad Agency—Parkson

## **Bell Science Series (NBC-TV)**

Advertiser and Product:  
Bell Telephone  
Ad Agency—N. W. Ayer

## **Bell Telephone Hour (NBC-TV)**

Advertiser and Product:  
Bell Telephone  
Ad Agency—N. W. Ayer

## **Sam Benedict (NBC-TV)**

Advertiser and Product:  
Block Drug  
Ad Agency—Grey  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Dow Chemical  
Ad Agency—McManus, John & Adams  
Jergens  
Ad Agency—Cunningham & Walsh  
M M M  
Ad Agency—McManus, John & Adams  
Mennen  
Ad Agency—Warwick & Legler  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Sperry Rand  
Ad Agency—Young & Rubicam  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
U. S. Plywood  
Ad Agency—Kenyon & Eckhardt  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Benny, Jack, Show (CBS-TV)**

Advertiser and Product:  
General Foods  
Ad Agency—Young & Rubicam  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
State Farm Mutual Insurance  
Ad Agency—Needham, Louis & Brorby

## **Berg, Gertrude, Show (CBS-TV)**

Advertiser and Product:  
General Foods  
Ad Agency—Young & Rubicam

# COMMERCIAL NETWORK TV PROGRAMS

## **Berle, Milton, Show (NBC-TV)**

Advertiser and Product:  
Chrysler  
Ad Agency—Leo Burnett

## **Bernstein, Leonard, & the N. Y. Philharmonic (CBS-TV)**

Advertiser and Product:  
Ford  
Ad Agency—Kenyon & Eckhardt  
Shell Oil  
Ad Agency—Kenyon & Eckhardt

## **Beverly Hillbillies (CBS-TV)**

Advertiser and Product:  
Kellogg  
Ad Agency—Leo Burnett  
Reynolds Tobacco  
Ad Agency—William Esty

## **Bonanza (NBC-TV)**

Advertiser and Product:  
General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

## **Brasselle's, Keefe, Variety Gardens (CBS-TV)**

Advertiser and Product:  
S. C. Johnson  
Ad Agency—Needham, Louis & Brorby  
Reynolds Tobacco  
Ad Agency—William Esty

## **Brenner (CBS-TV)**

Advertiser and Product:  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Block Drug  
Ad Agency—Grey  
Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
du Pont  
Ad Agency—N. W. Ayer  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—J. Walter Thompson  
Mennen Co.  
Ad Agency—Grey  
Sperry Rand  
Ad Agency—Young & Rubicam

## **Bridges, Lloyd, Show (CBS-TV)**

Advertiser and Product:  
Kaiser  
Ad Agency—Young & Rubicam

## **Brighter Day (CBS-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate-Palmolive  
Ad Agency—Street & Finney  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—J. Walter Thompson  
Nestle  
Ad Agency—McCann-Erickson  
Quaker Oats  
Ad Agency—J. Walter Thompson

## **Brinkley's, David, Journal (NBC-TV)**

Advertiser and Product:  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Douglas Fir Plywood Ass'n  
Ad Agency—Cole & Weber  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Schlitz  
Ad Agency—Leo Burnett  
Singer  
Ad Agency—Young & Rubicam

## **Bugs Bunny (ABC-TV)**

Advertiser and Product:  
Blumenthal Bros.  
Ad Agency—Wermen & Schorr

# COMMERCIAL NETWORK TV PROGRAMS

General Foods  
Ad Agency—Benton & Bowles  
Luden's  
Ad Agency—J. M. Mathes  
Mars  
Ad Agency—Needham, Louis & Brorby  
Perkins (SOS Div.)  
Ad Agency—Foote, Cone & Belding  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Pillsbury  
Ad Agency—Campbell Mithun

## **Bullwinkle Show (NBC-TV)**

**Advertiser and Product:**  
Audion Emenee Corp.  
Ad Agency—Abco Advt.  
Beech-Nut  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Johnson & Son  
Ad Agency—Benton & Bowles  
Old London Foods  
Ad Agency—Richard K. Manoff  
Welch Grape  
Ad Agency—Richard K. Manoff

## **Bus Stop (ABC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brillo  
Ad Agency—J. Walter Thompson  
Brown & Williamson  
Ad Agency—Ted Bates  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Singer Sewing  
Ad Agency—Young & Rubicam

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## **CBS Evening News (CBS-TV)**

**Advertiser and Product:**  
American Home Products  
Ad Agency—Ted Bates  
Carter Products  
Ad Agency—Ted Bates  
Goodyear  
Ad Agency—Young & Rubicam  
Philip Morris  
Ad Agency—Benton & Bowles

## **CBS Late Sunday News (CBS-TV)**

**Advertiser and Product:**  
American Home Products  
Ad Agency—Ted Bates  
Carter Products  
Ad Agency—Ted Bates

## **CBS News (CBS-TV)**

**Advertiser and Products:**  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather; Foote  
Cone & Belding  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North Advt.  
S. C. Johnson  
Ad Agency—Needham, Louis & Brorby; Benton  
& Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Warner-Lambert  
Ad Agency—Ted Bates

## **CBS News Special— Money Talks (CBS-TV)**

**Advertiser and Product:**  
Liggett & Myers  
Ad Agency—McCann-Erickson  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt

## **CBS Reports, at the Source (CBS-TV)**

**Advertiser and Product:**  
American Home Prod.  
Ad Agency—Ted Bates  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## COMMERCIAL NETWORK TV PROGRAMS

Chemway  
Ad Agency—J. Walter Thompson  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Corning Glass  
Ad Agency—N. W. Ayer  
Canada Dry  
Ad Agency—J. M. Mathes  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
Getty Oil  
Ad Agency—Foote, Cone & Belding  
Gillette  
Ad Agency—North  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Monsanto Chem  
Ad Agency—Doyle Dane Bernbach  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
Union Carbide  
Ad Agency—William Esty  
Xerox  
Ad Agency—Papert, Koenig, Lois

### **Caesar, Sid, Show (ABC-TV)**

#### **Advertiser and Product:**

Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois

### **Cain's Hundred (NBC-TV)**

#### **Advertiser and Product:**

American Cyanamid  
Ad Agency—Cunningham & Walsh  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
du Pont  
Ad Agency—N. W. Ayer  
International Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard

Lorillard  
Ad Agency—Lennen & Newell  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Calendar (CBS-TV)**

#### **Advertiser and Product:**

Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Calvin & the Colonel (ABC-TV)**

#### **Advertiser and Product:**

Gillette  
Ad Agency—Maxon  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—J. Walter Thompson

### **Candid Camera (CBS-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young & Rubicam  
Lever Bros.  
Ad Agency—J. Walter Thompson

### **Captain Gallant (NBC-TV)**

#### **Advertiser and Product:**

General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Medal Candy  
Ad Agency—Mogul, Williams & Saylor  
Lionel  
Ad Agency—Grey  
Schaper Mfg.  
Ad Agency—Knox-Reeves  
Shwayder Bros.  
Ad Agency—Grey

### **Captain Kangaroo (CBS-TV)**

#### **Advertiser and Product:**

American Doll & Toy  
Ad Agency—Madison Square Advt.

# COMMERCIAL NETWORK TV PROGRAMS

Arnold Schwinn  
Ad Agency—George Bond  
Binney & Smith  
Ad Agency—Chirug & Cairns  
Borden  
Ad Agency—Young & Rubicam  
Canada Dry  
Ad Agency—J. M. Mathes  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Colorforms, Inc.  
Ad Agency—Kudner  
Continental Baking  
Ad Agency—Ted Bates  
Deluxe Reading  
Ad Agency—Zlowe  
Easy Day Mfg.  
Ad Agency—Leonard M. Sive  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
Gerber  
Ad Agency—D'Arcy  
Hedstron Union  
Ad Agency—J. O'Leary  
Hollywood Brands  
Ad Agency—Grubb & Peterson  
Kellogg  
Ad Agency—Leo Burnett  
Louis Marx & Co.  
Ad Agency—Ted Bates  
Luden's  
Ad Agency—J. M. Mathes  
Miles Labs  
Ad Agency—Wade  
National Grape Co-op Ass'n  
Ad Agency—Chirug & Cairns  
North Woods Coffee  
Ad Agency—Clinton B. Frank  
Ohio Art Mfg.  
Ad Agency—Anne Stahl  
Plough, Inc.  
Ad Agency—Lake, Spiro, Shurman  
Prewitt J. Nelson  
Ad Agency—Hanford & Greenfield  
Rainbow Crafts  
Ad Agency—McVicker  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Spalding  
Ad Agency—George Bond  
Sweets Co. of America  
Ad Agency—Direct.  
James O. Welch  
Ad Agency—Chirug & Cairns  
Westinghouse  
Ad Agency—McCann-Erickson  
Wham-O  
Ad Agency—Marlin

## **Car 54, Where Are You? (NBC-TV)**

Advertiser and Product:  
Procter & Gamble  
Ad Agency—Leo Burnett

## **Ben Casey (ABC-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Brown & Williamson  
Ad Agency—Ted Bates  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Sunbeam  
Ad Agency—Foote, Cone & Belding

## **Checkmate (CBS-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Grey  
Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Canada Dry  
Ad Agency—J. M. Mathes  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—O'Arcy  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
Corn Products  
Ad Agency—Lennen & Newell  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
du Pont  
Ad Agency—N. W. Ayer  
Factor, Max  
Ad Agency—Carlson Roberts  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample

## COMMERCIAL NETWORK TV PROGRAMS

Gillette

Ad Agency—North

Lehn & Fink

Ad Agency—Fuller, Smith & Ross

Lever Bros.

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Liggett & Myers

Ad Agency—Dancer-Fitzgerald-Sample

Mead Johnson

Ad Agency—Kenyon & Eckhardt

National Grape Co-op Ass'n

Ad Agency—R. K. Manoff

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Polaroid

Ad Agency—Doyle Dane Bernbach

Quaker Oats

Ad Agency—J. Walter Thompson

Scott Paper

Ad Agency—J. Walter Thompson

Scripto

Ad Agency—McCann-Marschalk

Smith, Kline & French

Ad Agency—Foote, Cone & Belding

Standard Brands

Ad Agency—Ted Bates

Texaco

Ad Agency—Benton & Bowles

Union Carbide

Ad Agency—William Esty

### **Cheyenne (ABC-TV)**

#### **Advertiser and Product:**

American Tobacco

Ad Agency—Batten, Barton, Durstine & Osborn

Best Foods

Ad Agency—Lennen & Newell

Block Drug

Ad Agency—Grey

Ford (Mercury & Lincoln)

Ad Agency—Kenyon & Eckhardt

General Foods

Ad Agency—Benton & Bowles

H. C. Moores

Ad Agency—Benton & Bowles

Norwich

Ad Agency—Benton & Bowles

Procter & Gamble

Ad Agency—Compton

Schick

Ad Agency—Norman, Craig & Kummel

Union Carbide

Ad Agency—William Esty

Warner-Lambert

Ad Agency—Ted Bates

### **Close-up!, Bell & Howell (ABC-TV)**

#### **Advertiser and Product:**

Bell & Howell

Ad Agency—M-E Productions

### **College Football Kickoff (CBS-TV)**

#### **Advertiser and Product:**

Pfizer

Ad Agency—William Esty

Union Carbide

Ad Agency—William Esty

### **College Football Scoreboard (CBS-TV)**

#### **Advertiser and Product:**

Bristol-Myers

Ad Agency—Doherty, Clifford, Steers & Shenfield

General Mills

Ad Agency—Knox Reeves

### **Combat (ABC-TV)**

#### **Advertiser and Product:**

Alberto-Culver

Ad Agency—Compton

Armour

Ad Agency—Foote, Cone & Belding

Block Drug

Ad Agency—Grey

Consolidated Cigar

Ad Agency—Papert, Koenig, Lois

Edward Dalton

Ad Agency—Kenyon & Eckhardt

Moores, H. C.

Ad Agency—Benton & Bowles

North American Philips

Ad Agency—C. J. La Roche

Norwich

Ad Agency—Benton & Bowles

Pharmacraft

Ad Agency—Papert, Koenig, Lois

Polaroid

Ad Agency—Doyle Dane Bernbach

U. S. Rubber

Ad Agency—Fletcher, Richards, Calkins & Holden

### **Comedy Spot (CBS-TV)**

#### **Advertiser and Product:**

Corn Products

Ad Agency—Lennen & Newell

S. C. Johnson

Ad Agency—Foote, Cone & Belding

### **Como's, Perry, Kraft Music Hall (NBC-TV)**

#### **Advertiser and Product:**

Kraft

Ad Agency—J. Walter Thompson



# COMMERCIAL NETWORK TV PROGRAMS

## **Concentration (NBC-TV)**

### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Borden  
Ad Agency—Young & Rubicam  
Frigidaire  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Jergens  
Ad Agency—Cunningham & Walsh  
Knomark  
Ad Agency—Grey  
Leeming  
Ad Agency—William Esty  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Lipton  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Miles Labs  
Ad Agency—Wade  
National Biscuit  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Campbell-Mithun  
Proctor-Silex  
Ad Agency—Weiss & Geller  
Speidel  
Ad Agency—McCann-Marschalk  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Upjohn  
Ad Agency—McCann-Erickson

## **Cummings, Bob, Show (CBS-TV)**

### Advertiser and Product:

Brown & Williamson  
Ad Agency—Ted Bates  
Richardson Merrell  
Ad Agency—Morse Int.

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## **Dr. Kildare (NBC-TV)**

### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
Colgate-Palmolive  
Ad Agency—Lennen & Newell  
L & M  
Ad Agency—J. Walter Thompson

Lestoil  
Ad Agency—Sackel-Jackson  
Maybelline

Ad Agency—Post & Morr  
Singer Sewing  
Ad Agency—Young & Rubicam  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Defenders (CBS-TV)**

### Advertiser and Product:

Brown & Williamson  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather  
Sears Roebuck  
Ad Agency—Leo Burnett  
Speidel  
Ad Agency—McCann-Marschalk

## **Dennis the Menace (CBS-TV)**

### Advertiser and Product:

Corn Products  
Ad Agency—Lennen & Newell  
Kellogg  
Ad Agency—Leo Burnett

## **Discovery (ABC-TV)**

### Advertiser and Product:

Sawyer  
Ad Agency—Richard Montgomery  
Transogram  
Ad Agency—Mogul, Williams & Saylor  
Weich  
Ad Agency—Chirug & Cairns

## **Disney's, Walt, Wonderful World of Color (NBC-TV)**

### Advertiser and Product:

Eastman Kodak  
Ad Agency—J. Walter Thompson  
R C A  
Ad Agency—J. Walter Thompson

## **Don't Call Me Charlie! (NBC-TV)**

### Advertiser and Product:

Brown & Williamson  
Ad Agency—Ted Bates  
Scott Paper  
Ad Agency—J. Walter Thompson

# COMMERCIAL NETWORK TV PROGRAMS

## **Du Pont Show of the Week (NBC-TV)**

### **Advertiser and Product:**

du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn

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## **Edge of Night (CBS-TV)**

### **Advertiser and Product:**

Alberto Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Corn Products  
Ad Agency—McCann-Erickson  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Bowles  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Richardson Merrell  
Ad Agency—Morse Int.  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

## **87th Precinct (NBC-TV)**

### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Helene Curtis  
Ad Agency—E. H. Weiss  
Walt Disney  
Ad Agency—Direct.

Ford (Lincoln-Mercury)  
Ad Agency—Kenyon & Eckhardt  
International Latex  
Ad Agency—Reach, McClinton  
L & M  
Ad Agency—J. Walter Thompson  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Singer Sewing  
Ad Agency—Young & Rubicam  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Weco Products  
Ad Agency—J. Walter Thompson

## **Eleventh Hour (NBC-TV)**

### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey & Ballard  
Bristol-Myers (Clairol)  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—N. W. Ayer  
Walt Disney  
Ad Agency—Direct.  
General Motors  
Ad Agency—N. W. Ayer  
Jergens  
Ad Agency—Cunningham & Walsh  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Menley & James Labs  
Ad Agency—Foote, Cone & Belding  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
U. S. Time  
Ad Agency—Warwick & Legler  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Empire (NBC-TV)**

### **Advertiser and Product:**

American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chrysler  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample

## COMMERCIAL NETWORK TV PROGRAMS

### **Ensign O'Toole (NBC-TV)**

**Advertiser and Product:**

Ford  
Ad Agency—J. Walter Thompson  
L & M  
Ad Agency—J. Walter Thompson

### **Expedition (ABC-TV)**

**Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bontigli

### **Exploring (NBC-TV)**

**Advertiser and Product:**

Kraft  
Ad Agency—Foote, Cone & Belding

### **Eyewitness (CBS-TV)**

**Advertiser and Product:**

American Cyanamid  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
American Home Products  
Ad Agency—Ted Bates  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chanel, Inc.  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
du Pont  
Ad Agency—N. W. Ayer  
Factor, Max  
Ad Agency—Carson Roberts  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
S. C. Johnson  
Ad Agency—Benton & Bowles  
L & M  
Ad Agency—Dancer-Fitzgerald-Sample  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey

National Grape Ass'n  
Ad Agency—R. K. Manoff  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Revlon  
Ad Agency—Grey  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty

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### **Fair Exchange (CBS-TV)**

**Advertiser and Product:**

Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chrysler  
Ad Agency—N. W. Ayer  
Coty  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Knowles  
L & M  
Ad Agency—J. Walter Thompson  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Pillsbury  
Ad Agency—Burnett  
Richardson Merrell  
Ad Agency—Morse Int.  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Shulton  
Ad Agency—Wesley

### **Father Knows Best (ABC-TV)**

**Advertiser and Product:**

Chrysler (Dodge Div.)  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Goodyear  
Ad Agency—Young & Rubicam  
Luden's  
Ad Agency—J. M. Mathes  
Pillsbury  
Ad Agency—Campbell-Mithun

## COMMERCIAL NETWORK TV PROGRAMS

### **Father Knows Best (CBS-TV)**

#### **Advertiser and Product:**

Brown & Williamson  
Ad Agency—Ted Bates  
Gillette  
Ad Agency—North  
Mutual of Omaha  
Ad Agency—Guild, Bascom & Bonfigli  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson

### **Father of the Bride (CBS-TV)**

#### **Advertiser and Product:**

Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Mills  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Fight of the Week (ABC-TV)**

#### **Advertiser and Product:**

General Cigar  
Ad Agency—Young & Rubicam  
Gillette  
Ad Agency—Maxon

### **Flintstones (ABC-TV)**

#### **Advertiser and Product:**

Best Foods  
Ad Agency—Lennen & Newell  
North American Philips  
Ad Agency—C. J. La Roche  
Welch Grape Juice  
Ad Agency—R. K. Manoff

### **Follow the Sun (ABC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Corn Products  
Ad Agency—Lennen & Newell  
Ed Dalton  
Ad Agency—Kenyon & Eckhardt  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Foods  
Ad Agency—Benton & Bowles  
Gillette  
Ad Agency—Maxon  
Green Giant  
Ad Agency—Leo Burnett

S. C. Johnson

Ad Agency—Benton & Bowles  
Kaiser  
Ad Agency—Young & Rubicam  
P. Lorillard  
Ad Agency—Lennen & Newell  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Grey Advt.  
Star-Kist Foods  
Ad Agency—Leo Burnett  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Whitehall  
Ad Agency—Ted Bates

### **Fonda, Henry, and the Family (CBS-TV)**

#### **Advertiser and Product:**

Procter & Gamble  
Ad Agency—Benton & Bowles

### **From These Roots (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Colgate-Palmolive  
Ad Agency—Ted Bates  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Green Giant  
Ad Agency—Leo Burnett  
Leeming  
Ad Agency—William Esty  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
National Biscuit  
Ad Agency—McCann-Erickson  
Porex  
Ad Agency—E. H. Weiss

### **Frontier Circus (CBS-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bissell  
Ad Agency—N. W. Ayer

# COMMERCIAL NETWORK TV PROGRAMS



## — G —

Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Canada Dry  
Ad Agency—J. M. Mathes  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Corn Products  
Ad Agency—Lennen & Newell  
Corning Glass  
Ad Agency—N. W. Ayer  
du Pont  
Ad Agency—N. W. Ayer  
Factor, Max  
Ad Agency—Carson Roberts  
General Electric  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Bowles  
P. Lorillard  
Ad Agency—Batten, Barton, Durstine & Osborn  
National Grape Ass'n  
Ad Agency—R. K. Manoff  
Pepsi-Cola  
Ad Agency—Young & Rubicam  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles

### **Fury (NBC-TV)**

**Advertiser and Product:**  
General Foods  
Ad Agency—Foote, Cone & Belding  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Goodrich  
Ad Agency—Foote, Cone & Belding  
Hassenfeld  
Ad Agency—Burns  
Kenner Products  
Ad Agency—Leonard Sive & Assocs.  
Kraft  
Ad Agency—Foote, Cone & Belding  
Miles Labs  
Ad Agency—Wade  
Perkins Products  
Ad Agency—Foote, Cone & Belding  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Sweets Co. of America  
Ad Agency—Henry Eisen  
Wham-O Mfg.  
Ad Agency—Marlin

### **Gallant Men (ABC-TV)**

**Advertiser and Product:**  
P. Ballantine & Son  
Ad Agency—William Esty  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Sunbeam  
Ad Agency—Foote, Cone & Belding; Perrin & Assocs.  
U. S. Rubber  
Ad Agency—Fletcher, Richards, Calkins & Holden  
Warner-Lambert  
Ad Agency—Ted Bates

### **General Electric College Bowl (CBS-TV)**

**Advertiser and Product:**  
General Electric  
Ad Agency—Maxon

### **General Electric Theatre (CBS-TV)**

**Advertiser and Product:**  
General Electric  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Dobie Gillis (CBS-TV)**

**Advertiser and Product:**  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—Norman, Craig & Kummel  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Philip Morris  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Richardson Merrell  
Ad Agency—Morse Int  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather

## COMMERCIAL NETWORK TV PROGRAMS

### **Gleason, Jackie, Show American Scene Magazine (CBS-TV)**

**Advertiser and Product:**

Chanel  
Ad Agency—Norman, Craig & Kummel  
Colgate  
Ad Agency—Ted Bates  
Drackett  
Ad Agency—Young & Rubicam  
Hertz  
Ad Agency—Norman, Craig & Kummel  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt.

### **Going My Way (ABC-TV)**

**Advertiser and Product:**

American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Breck  
Ad Agency—N. W. Ayer  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Metrecal  
Ad Agency—Kenyon & Eckhardt  
Miles Labs  
Ad Agency—Wade

### **Golden Showcase (CBS-TV)**

**Advertiser and Product:**

Breck  
Ad Agency—Reach, McClinwton

### **Zane Grey Theatre (CBS-TV)**

**Advertiser and Product:**

General Foods  
Ad Agency—Young & Rubicam

### **Griffin, Merv, Show (NBC-TV)**

**Advertiser and Product:**

Adolph's  
Ad Agency—McCann-Erickson  
Alberto-Culver  
Ad Agency—Compton  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Bristol-Myers  
Ad Agency—Gardner  
Brown & Williamson  
Ad Agency—Ted Bates  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Dumas Milner  
Ad Agency—Post, Morr, Gardner

Ex-Lax

Ad Agency—Warwick & Legler

Frito

Ad Agency—Dancer-Fitzgerald-Sample

Green Giant

Ad Agency—Leo Burnett

Hartz Mtn. Products

Ad Agency—George Hartman

Heublein

Ad Agency—Fletcher Richards, Calkins & Holden

Jergens

Ad Agency—Cunningham & Walsh

Johnson & Son

Ad Agency—Foote, Cone & Belding

Lestoil

Ad Agency—Sackel-Jackson

National Biscuit

Ad Agency—McCann-Erickson

Pharmaco

Ad Agency—N. W. Ayer

Procter-Silex

Ad Agency—Weiss & Geller

Purex

Ad Agency—E. H. Weiss

Scholl Mfg.

Ad Agency—Donahue & Coe

Scott Paper

Ad Agency—J. Walter Thompson

Staley, A. E.

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

U. S. Borax

Ad Agency—McCann-Erickson

Wander

Ad Agency—Tatham Laird

### **Griffith, Andy, Show (CBS-TV)**

**Advertiser and Product:**

General Foods  
Ad Agency—Benton & Bowles

### **Guiding Light (CBS-TV)**

**Advertiser and Product:**

Procter & Gamble  
Ad Agency—Compton

### **Gunsmoke (CBS-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
General Foods  
Ad Agency—Benton & Bowles; Young  
& Rubicam  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
L & M  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Sperry Rand  
Ad Agency—Young & Rubicam



# COMMERCIAL NETWORK TV PROGRAMS

## — H —

### **Hathaways, The (ABC-TV)**

#### Advertiser and Product:

Best Foods  
Ad Agency—Lennen & Newell  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Coca-Cola  
Ad Agency—M-E Productions  
Gillette  
Ad Agency—Maxon  
Green Giant  
Ad Agency—Leo Burnett  
Mars  
Ad Agency—Needham, Louis & Brorby  
Peter Paul  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Ralston Purina  
Ad Agency—Guild, Bascom & Bontigli  
Sunbeam  
Ad Agency—Foote, Cone & Belding

### **Have Gun—Will Travel (CBS-TV)**

#### Advertiser and Product:

American Home Products  
Ad Agency—Ted Bates  
Lever Bros.  
Ad Agency—J. Walter Thompson  
American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

### **Hawaiian Eye (ABC-TV)**

#### Advertiser and Product:

Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Colgate  
Ad Agency—Ted Bates  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty  
Warner-Lambert  
Ad Agency—Ted Bates

### **Hazel (NBC-TV)**

#### Advertiser and Product:

Ford  
Ad Agency—J. Walter Thompson

### **Hennesey (CBS-TV)**

#### Advertiser and Product:

Ad Agency—Young & Rubicam  
General Foods  
Ad Agency—Young & Rubicam  
P. Lorillard  
Ad Agency—Lennen & Newell

### **Here and Now (NBC-TV)**

#### Advertiser and Product:

Gulf Oil  
Ad Agency—Young & Rubicam

### **Here's Hollywood (NBC-TV)**

#### Advertiser and Product:

American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Campbell Soups  
Ad Agency—Needham, Louis & Brorby  
Colgate  
Ad Agency—Ted Bates  
Fels & Co.  
Ad Agency—Richard Manoff  
Heinz  
Ad Agency—Maxon  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Knemark  
Ad Agency—Grey  
Lestoil  
Ad Agency—Sackel-Jackson  
Lever (Lipton)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Martin-Marietta  
Ad Agency—Turner  
Norwich  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—Lynn Baker Advt.  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **Highways of Melody (NBC-TV)**

#### Advertiser and Product:

Cities Service  
Ad Agency—Lennen & Newell

## COMMERCIAL NETWORK TV PROGRAMS

### **Hitchcock, Alfred, Hour (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding; Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Canada Dry  
Ad Agency—J. M. Mathes  
Corning Glass  
Ad Agency—N. W. Ayer  
Chrysler  
Ad Agency—N. W. Ayer  
Coty  
Ad Agency—Dancer-Fitzgerald-Sample  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Maybelline  
Ad Agency—Post, Morr & Gardner  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philip Morris  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Richardson Merrell  
Ad Agency—Morse Int.  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Union Carbide  
Ad Agency—William Esty

### **Hitchcock, Alfred, Presents (CBS-TV)**

#### **Advertiser and Product:**

American Tobacco  
Ad Agency—Gumbinner  
Chemstrand  
Ad Agency—Doyle Dane Bernbach  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Hollywood Special (ABC-TV)**

#### **Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam

Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
General Foods  
Ad Agency—Benton & Bowles  
Haggar Co.  
Ad Agency—Tracy Locke  
Insurance Co. of America  
Ad Agency—N. W. Ayer  
Leeming  
Ad Agency—William Esty  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Menley & James  
Ad Agency—Foote, Cone & Belding  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Quaker Oats  
Ad Agency—J. Walter Thompson  
R. J. Reynolds  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty

### **Hope, Bob, Show (NBC-TV)**

#### **Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Chemstrand  
Ad Agency—Doyle Dane Bernbach  
Kitchens of Sara Lee  
Ad Agency—Hill, Rogers, Mason & Scott  
Scripto  
Ad Agency—McCann-Marschalk  
U. S. Time  
Ad Agency—Warwick & Legler

### **Huntley-Brinkley Report (NBC-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
R. J. Reynolds  
Ad Agency—William Esty  
Texaco  
Ad Agency—Benton & Bowles

### **Huntley, Chet, Reporting (NBC-TV)**

#### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Eastman Kodak  
Ad Agency—J. Walter Thompson

# COMMERCIAL NETWORK TV PROGRAMS

Lehn & Fink  
 Ad Agency—Geyer, Morey, Madden & Ballard  
 Mead Johnson  
 Ad Agency—Kenyon & Eckhardt  
 Mennen  
 Ad Agency—Grey  
 Mentholatum  
 Ad Agency—J. Walter Thompson  
 Mutual of Omaha  
 Ad Agency—Bozell & Jacobs  
 Pillsbury  
 Ad Agency—Campbell-Mithun  
 Procter & Gamble  
 Ad Agency—Benton & Bowles  
 Quaker Oats  
 Ad Agency—J. Walter Thompson  
 Schlitz  
 Ad Agency—Leo Burnett  
 U. S. Rubber  
 Ad Agency—Fletcher Richards, Calkins & Holden  
 Warner-Lambert  
 Ad Agency—Lambert & Feasley  
 Xerox  
 Ad Agency—Papert, Koenig, Lois

— I —

## **Ichabod and Me (CBS-TV)**

**Advertiser and Product:**  
 American Home Products  
 Ad Agency—Ted Bates  
 Block Drug  
 Ad Agency—Grey  
 Bristol-Myers  
 Ad Agency—Young & Rubicam  
 Brown & Williamson  
 Ad Agency—Ted Bates  
 Campbell Soup  
 Ad Agency—Ogilvy, Benson & Mather  
 General Mills  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Gillette  
 Ad Agency—North  
 Lehn & Fink  
 Ad Agency—Fuller, Smith & Ross  
 Lorillard  
 Ad Agency—Lennen & Newell  
 National Grape Co-op Ass'n  
 Ad Agency—R. K. Manoff  
 Polaroid  
 Ad Agency—Doyle Dane Bernbach  
 Quaker Oats  
 Ad Agency—J. Walter Thompson  
 Revlon  
 Ad Agency—Grey  
 Scott Paper  
 Ad Agency—J. Walter Thompson  
 Standard Brands  
 Ad Agency—Ted Bates  
 Texaco  
 Ad Agency—Benton & Bowles  
 Union Carbide  
 Ad Agency—William Esty

## **I'm Dickens . . . He's Fenster (ABC-TV)**

**Advertiser and Product:**  
 Consolidated Cigar  
 Ad Agency—Compton  
 Procter & Gamble  
 Ad Agency—Compton

## **International Showtime (NBC-TV)**

**Advertiser and Product:**  
 American Cyanamid  
 Ad Agency—Cunningham & Walsh  
 American Motors  
 Ad Agency—Geyer, Morey, Madden & Ballard  
 Babbitt  
 Ad Agency—Geyer, Morey, Madden & Ballard  
 Beech-Nut  
 Ad Agency—Young & Rubicam  
 Block Drug  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Bristol-Myers  
 Ad Agency—Ynung & Rubilcam  
 Bulova  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Chesebrough-Pond's  
 Ad Agency—William Esty  
 Colgate  
 Ad Agency—Lennen & Newell  
 Derby Foods  
 Ad Agency—McCann-Erickson  
 Eastman Kodak  
 Ad Agency—J. Walter Thompson  
 Jergens  
 Ad Agency—Cunningham & Walsh  
 Lehn & Fink  
 Ad Agency—Geyer, Morey, Madden & Ballard  
 Lorillard  
 Ad Agency—Lennen & Newell  
 Maybelline  
 Ad Agency—Post & Murr  
 Mennen  
 Ad Agency—Grey  
 Mentholatum  
 Ad Agency—J. Walter Thompson  
 Miles Labs  
 Ad Agency—Wade  
 Pillsbury  
 Ad Agency—Campbell-Mithun  
 Pittsburgh Plate Glass  
 Ad Agency—Maxon  
 Procter & Gamble  
 Ad Agency—Benton & Bowles  
 Quaker Oats  
 Ad Agency—J. Walter Thompson  
 St. Regis Paper  
 Ad Agency—Cunningham & Walsh  
 Seven Up  
 Ad Agency—J. Walter Thompson  
 Smith-Corona  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Sperry Rand  
 Ad Agency—Young & Rubicam  
 Texaco  
 Ad Agency—Richards, Calkins & Holden

## COMMERCIAL NETWORK TV PROGRAMS

U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
U. S. Time  
Ad Agency—Warwick & Legler  
Vick Chemical  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Walt Disney  
Ad Agency—Direct.  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Weco Products  
Ad Agency—J. Walter Thompson

### **It Could Be You (NBC-TV)**

#### **Advertiser and Product:**

Heinz  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample

### **It's a Man's World (NBC-TV)**

#### **Advertiser and Product:**

Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—N. W. Ayer  
Leeming  
Ad Agency—William Esty  
L & M  
Ad Agency—J. Walter Thompson  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample  
Shulton  
Ad Agency—Wesley Assoc.  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **I've Got a Secret (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bissell  
Ad Agency—N. W. Ayer  
Breck  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—William Esty  
Corning Glass  
Ad Agency—N. W. Ayer  
General Foods  
Ad Agency—Young & Rubicam

Gillette  
Ad Agency—North  
Hertz  
Ad Agency—Norman, Craig & Kummel  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborne  
Pfizer  
Ad Agency—William Esty  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding

### — J —

### **Jetsons, The (ABC-TV)**

#### **Advertiser and Product:**

Colgate  
Ad Agency—Ted Bates  
Dow Chemical  
Ad Agency—McManus, John & Adams  
MMM  
Ad Agency—McManus, John & Adams  
Whitehall  
Ad Agency—Ted Bates

### — K —

### **Kickoff 1962 (CBS-TV)**

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Foods  
Ad Agency—Ogilvy, Benson & Mather

### **King Leonardo (NBC-TV)**

#### **Advertiser and Product:**

Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Foote, Cone & Belding  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Goodrich  
Ad Agency—Foote, Cone & Belding  
Kraft  
Ad Agency—Foote, Cone & Belding  
Perkins  
Ad Agency—Foote, Cone & Belding  
Sawyer  
Ad Agency—Richard Montgomery  
Sweets Co. of America  
Ad Agency—Henry Eisen Advt.

# COMMERCIAL NETWORK TV PROGRAMS

## **Kraft American Landscape (NBC-TV)**

Advertiser and Product:  
Kraft  
Ad Agency—J. Walter Thompson

## **Kraft Music Goes West (NBC-TV)**

Advertiser and Product:  
Kraft  
Ad Agency—J. Walter Thompson

## **Kraft Mystery Theatre (NBC-TV)**

Advertiser and Product:  
Kraft  
Ad Agency—J. Walter Thompson

## **Kukla and Ollie (NBC-TV)**

Advertiser and Product:  
Miles Labs  
Ad Agency—Wade

### — L —

## **Land, The (NBC-TV)**

Advertiser and Product:  
Westinghouse  
Ad Agency—McCann-Erickson

## **Laramie (NBC-TV)**

Advertiser and Product:  
AC Spark Plug  
Ad Agency—D. P. Brother  
American Gas Ass'n  
Ad Agency—Lennen & Newell  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Canada Dry  
Ad Agency—J. M. Mathes  
Chesebrough-Pond's  
Ad Agency—William Esty  
Colgate  
Ad Agency—Ted Bates  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn

Jergens  
Ad Agency—Cunningham & Walsh  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Lestoil  
Ad Agency—Sackel-Jackson  
Lorillard  
Ad Agency—Lennen & Newell  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Mentholatum  
Ad Agency—J. Walter Thompson  
Miles Labs  
Ad Agency—Wade  
Norwich  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Schick  
Ad Agency—Compton  
Schlitz  
Ad Agency—Leo Burnett  
Singer Sewing  
Ad Agency—Young & Rubicam  
Smith-Corona  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Vick Chem  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Weco  
Ad Agency—J. Walter Thompson  
Welch Grape Juice  
Ad Agency—R. K. Manoff

## **Lassie (CBS-TV)**

Advertiser and Product:  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Deluxe Reading  
Ad Agency—Zlowe  
Lever Bros.  
Ad Agency—Foote, Cone & Belding

# COMMERCIAL NETWORK TV PROGRAMS

## **Law and Mr. Jones, The (ABC-TV)**

**Advertiser and Product:**  
Procter & Gamble  
Ad Agency—Compton

## **Lawman (ABC-TV)**

**Advertiser and Product:**  
American Chicle  
Ad Agency—Ted Bates  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Coca-Cola  
Ad Agency—M-E Productions  
General Foods  
Ad Agency—Benton & Bowles  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—Maxon  
International Latex  
Ad Agency—Reach, McClinton  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Mennen  
Ad Agency—Grey  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Grey  
R. J. Reynolds  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Welch Grape  
Ad Agency—R. K. Manoff  
Whitehall  
Ad Agency—Ted Bates

## **Leave It to Beaver (ABC-TV)**

**Advertiser and Product:**  
Derby  
Ad Agency—McCann-Erickson  
H. C. Moores  
Ad Agency—Benton & Bowles  
North American Philips  
Ad Agency—C. J. La Roche  
Ovaltine

Ad Agency—Tatham-Laird  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach

## **Lewis, Shari, Show (NBC-TV)**

**Advertiser and Product:**  
American Doll  
Ad Agency—Webb Assoc.  
Colgate  
Ad Agency—Ted Bates  
Cracker Jack  
Ad Agency—Leo Burnett  
Deluxe Reading  
Ad Agency—Madison Square Advt.  
J. Nelson Prewitt  
Ad Agency—Hutchins Advt.  
Lever Bros.  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Remco  
Ad Agency—Webb Assoc.  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Linkletter's, Art, House Party (CBS-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Calif. Packing  
Ad Agency—McCann-Erickson  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—William Esty  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
Gold Seal  
Ad Agency—Campbell-Mithun  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly Clark  
Ad Agency—Foote, Cone & Belding



# COMMERCIAL NETWORK TV PROGRAMS

Lever Bros.  
Ad Agency—J. Walter Thompson  
Mentholatum  
Ad Agency—J. Walter Thompson  
Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Upjohn  
Ad Agency—McCann-Marschalk  
Van Camp Seafood  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
J. B. Williams  
Ad Agency—Parkson

## **Lively Ones (NBC-TV)**

Advertiser and Product:  
Ford  
Ad Agency—J. Walter Thompson

## **Love of Life (CBS-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Young & Rubicam;  
Foote, Cone & Belding  
Calif. Packing  
Ad Agency—McCann-Erickson  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Corn Products  
Ad Agency—Lennen & Newell  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal  
Ad Agency—Campbell-Mithun  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson

Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
A. E. Staley  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Upjohn  
Ad Agency—McCann-Marschalk

## **Lucy-Desi Comedy Hour (CBS-TV)**

Advertiser and Product:  
General Foods  
Ad Agency—Benton & Bowles

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## **McHale's Navy (ABC-TV)**

Advertiser and Product:  
R. J. Reynolds  
Ad Agency—William Esty

## **McKeever and the Colonel (NBC-TV)**

Advertiser and Product:  
Milton Bradley  
Ad Agency—Noyes & Co.  
Texaco  
Ad Agency—Benton & Bowles

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## **Mack, Ted, and the Original Amateur Hour (CBS-TV)**

Advertiser and Product:  
J. B. Williams  
Ad Agency—Parkson

## **Magic Land of Allakazam (ABC-TV)**

Advertiser and Product:  
Lakeside Toys  
Ad Agency—Kerker Peterson  
Louis Marx  
Ad Agency—Ted Bates

## **Magic Midway (NBC-TV)**

Advertiser and Product:  
Louis Marx  
Ad Agency—Ted Bates

**Make a Face  
(ABC-TV)**

**Advertiser and Product:**

Milton Bradley  
Ad Agency—Noyes & Co.  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Welch Candy  
Ad Agency—R. K. Manoff

**Make Room for Daddy  
(NBC-TV)**

**Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Hartz Mt. Products  
Ad Agency—George Hartman  
Hassenfeld Bros.  
Ad Agency—Burns Advt.  
Heinz  
Ad Agency—Maxon  
Horsman Dolls  
Ad Agency—Manchester Assocs.  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Knomark  
Ad Agency—Grey  
Lever Bros.  
Ad Agency—Reach, McClinton  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sweets Co. of America  
Ad Agency—Henry Eisen  
Sunsweet Growers  
Ad Agency—Long Advt.

**Margie  
(ABC-TV)**

**Advertiser and Product:**

American Chicle  
Ad Agency—Bates  
Gillette  
Ad Agency—Maxon  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

**Perry Mason  
(CBS-TV)**

**Advertiser and Product:**

Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Ted Bates  
Drackett  
Ad Agency—Young & Rubicam  
Philip Morris  
Ad Agency—Benton & Bowles  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

**Matty's Funnies  
with Beany & Cecil  
(ABC-TV)**

**Advertiser and Product:**

Mattel Toy  
Ad Agency—Carson, Roberts, Los Angeles

**Maverick  
(ABC-TV)**

**Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Grey  
Brillo  
Ad Agency—J. Walter Thompson  
Calgon  
Ad Agency—Ketchum, MacLeod & Grove  
Consolidated Cigar  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Endicott Johnson  
Ad Agency—Hicks & Griest  
Ex-Lax  
Ad Agency—Warwick & Legler  
Gillette  
Ad Agency—Maxon  
Green Giant  
Ad Agency—Leo Burnett  
Ideal Toy  
Ad Agency—Grey  
Jergens  
Ad Agency—Cunningham & Walsh  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Kaiser  
Ad Agency—Young & Rubicam  
Keystone  
Ad Agency—Bresnick  
Luden's  
Ad Agency—J. M. Mathes  
Maytag  
Ad Agency—Leo Burnett  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Star-Kist  
Ad Agency—Leo Burnett  
Sunbeam  
Ad Agency—Foote, Cone & Belding

# COMMERCIAL NETWORK TV PROGRAMS

Supreme  
Ad Agency—George H. Hartman  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Welch  
Ad Agency—R. K. Manoff

## Meet the Press

Advertiser and Product:  
Wheeling Steel  
Ad Agency—Cunningham & Walsh

## Mighty Mouse Playhouse (CBS-TV)

Advertiser and Product:  
American Home Products  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Foote, Cone & Belding  
Ideal Toy  
Ad Agency—Grey  
Nestle  
Ad Agency—McCann-Erickson

## Millionaire (CBS-TV)

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—McCann-Erickson  
Calif. Packing  
Ad Agency—McCann-Erickson  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Corn Products  
Ad Agency—McCann-Erickson; Lennen & Newell  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
Gerber  
Ad Agency—D'Arcy  
Gillette  
Ad Agency—Wade  
Gold Seal  
Ad Agency—Campbell-Mithun  
Hartz Mtn. Products  
Ad Agency—George Hartman  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn

National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
Staley, A. E.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Upjohn  
Ad Agency—McCann-Erickson

## Mister Ed (CBS-TV)

Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Corn'ng Glass  
Ad Agency—N. W. Ayer  
Frito-Lay  
Ad Agency—Dancer-Fitzgerald-Sample  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Mennen  
Ad Agency—Grey  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Ogilvy, Benson & Mather  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Scripto  
Ad Agency—McCann-Marschalk  
Shell Oil  
Ad Agency—N. W. Ayer  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

Standard Brands  
Ad Agency—Bates  
Studebaker-Packard  
Ad Agency—D'Arcy  
Union Carbide  
Ad Agency—Esty

### **Mister Smith Goes to Washington (ABC-TV)**

#### **Advertiser and Product:**

Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
R. J. Reynolds  
Ad Agency—William Esty  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden

### **Moore, Garry, Show (CBS-TV)**

#### **Advertiser and Product:**

General Motors  
Ad Agency—D. P. Brother  
S. C. Johnson  
Ad Agency—Needham, Louis & Borby  
R. J. Reynolds  
Ad Agency—William Esty

### **Morning Minute Plan (CBS-TV)**

#### **Advertiser and Product:**

Adolph's  
Ad Agency—McCann-Erickson  
Alberto-Culver  
Ad Agency—Compton  
Aluminum Co. of America  
Ad Agency—Ketchum, MacLeod & Grove  
A M F  
Ad Agency—Cunningham & Walsh  
American Home Products  
Ad Agency—Ted Bates  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bourjois, Inc.  
Ad Agency—Gumbinner  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Calif. Packing  
Ad Agency—McCann-Erickson  
Campbell Soup  
Ad Agency—Needham, Louis & Borby  
Canada Dry  
Ad Agency—J. M. Mathes  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—William Esty  
Church & Dwight  
Ad Agency—Ross Roy

Coats & Clark  
Ad Agency—McCann-Erickson  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Continental Baking  
Ad Agency—Ted Bates  
Corn Products  
Ad Agency—McCann-Erickson  
Corning Glass  
Ad Agency—N. W. Ayer  
Curtis Pub.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Dr. Pepper  
Ad Agency—Grant  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Factor, Max  
Ad Agency—Carson, Roberts  
Fr. John's Medicine  
Ad Agency—Herman W. Stevens  
Florida Citrus Comm.  
Ad Agency—Benton & Bowles  
French, R. T.  
Ad Agency—Kenyon & Eckhardt  
General Electric  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Knox Reeves  
Gillette  
Ad Agency—North  
Gold Seal  
Ad Agency—Campbell-Mithun  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Heublein  
Ad Agency—Fletcher Richards, Calkins & Holden  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Lever Bros.  
Ad Agency—Reach, McClintone  
Mennen  
Ad Agency—Grey  
Mentholatum  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Pfizer  
Ad Agency—William Esty  
Reddi Wip  
Ad Agency—McCann-Erickson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Richardson Merrell  
Ad Agency—Morse Int.  
Rubber Maid  
Ad Agency—Ketchum, MacLeod & Grove

# COMMERCIAL NETWORK TV PROGRAMS

Samdura  
Ad Agency—Hicks & Greist  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Siris, A. J.  
Ad Agency—Maxwell, Sackheimer, Franklin & Bruck  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Spring Mills  
Ad Agency—Maxwell, Sackheimer, Franklin & Bruck  
Staley, A. E.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Stanley Warner  
Ad Agency—Reach McClinton  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sucrest  
Ad Agency—Kastor, Hilton, Chesley & Clifford  
U. S. Borax  
Ad Agency—McCann-Erickson  
Union Underwear  
Ad Agency—Grey  
Upjohn  
Ad Agency—McCann-Marschalk  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Murray, Jan. Show (NBC-TV)**

### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Gumbinner  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—Ted Bates;  
Norman, Craig & Kummel  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fels  
Ad Agency—Richard Manoff  
Jergens  
Ad Agency—Cunningham & Walsh  
Knemark  
Ad Agency—Grey  
Lestoil  
Ad Agency—Sackel-Jackson  
Lever Bros.  
Ad Agency—E. H. Weiss  
Lipton  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Lorillard  
Ad Agency—Grey

Martin-Marietta  
Ad Agency—Turner  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
Procter-Silex  
Ad Agency—Weiss & Geller  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sunsweet  
Ad Agency—Long  
Upjohn  
Ad Agency—McCann-Erickson  
U. S. Borax  
Ad Agency—McCann-Erickson  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **My Friend Flicka (ABC-TV)**

### **Advertiser and Product:**

General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Kenner Toys  
Ad Agency—Leonard M. Sive  
Miles Labs  
Ad Agency—Wade

## **My Friend Flicka (CBS-TV)**

### **Advertiser and Product:**

General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Sweets Company of America  
Ad Agency—Direct

## **My Three Sons (ABC-TV)**

### **Advertiser and Product:**

General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

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## **NBA Pro Basketball (NBC-TV)**

### **Advertiser and Product:**

Anheuser-Busch  
Ad Agency—Gardner  
General Mills  
Ad Agency—Knox Reeves  
Mennen  
Ad Agency—Grey  
Narragansett Brewing  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Schick  
Ad Agency—Norman, Craig & Kummel

## COMMERCIAL NETWORK TV PROGRAMS

Schlitz  
Ad Agency—Leo Burnett  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Wiedeman  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Wilson Sporting Goods  
Ad Agency—Campbell-Mithun

### **NBC Afternoon News (NBC-TV)**

Advertiser and Product:  
Bristol-Myers  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Knox Reeves;  
Needham, Louis & Brorby

### **NBC Daytime News (NBC-TV)**

Advertiser and Product:  
General Mills  
Ad Agency—Knox Reeves

### **NBC Early Afternoon News (NBC-TV)**

Advertiser and Product:  
Colgate  
Ad Agency—Norman, Craig & Kummel  
Corn Products  
Ad Agency—Lennen & Newell

### **NBC Major League Baseball (NBC-TV)**

Advertiser and Product:  
Anheuser-Busch  
Ad Agency—Gardner  
DX Sunray Oil  
Ad Agency—Gardner  
Schlitz  
Ad Agency—Post & Morr

### **NBC Mid-Afternoon News (NBC-TV)**

Advertiser and Product:  
Corn Product  
Ad Agency—Lennen & Newell

### **NBC Morning News (NBC-TV)**

Advertiser and Product:  
Bristol-Myers  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Needham, Louis & Brorby

### **NBC News Specials (NBC-TV)**

Advertiser and Product:  
Canada Dry  
Ad Agency—J. M. Mathes  
Eastman Kodak  
Ad Agency—J. Walter Thompson

Lehn & Fink  
Ad Agency—Geyer, Moray, Madden & Ballard  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Singer Sewing  
Ad Agency—Young & Rubicam

### **NBC White Paper (NBC-TV)**

Advertiser and Product:  
Bristol-Myers  
Ad Agency—Young & Rubicam  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Gulf American Land  
Ad Agency—Paul Venze Assoc.  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt

### **NCAA Football (CBS-TV)**

American Home Products  
Ad Agency—Ted Bates  
American Oil  
Ad Agency—D'Arcy  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Chanel  
Ad Agency—Norman, Craig & Kummel  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Ford  
Ad Agency—J. Walter Thompson  
General Cigar  
Ad Agency—Young & Rubicam  
Humble Oil  
Ad Agency—McCann-Erickson  
Sun Oil  
Ad Agency—William Esty  
United Calif. Bank  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

### **NCAA Football Scoreboard (CBS-TV)**

Advertiser and Product:  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Mills  
Ad Agency—Knox Reeves

### **NFL Football (CBS-TV)**

Advertiser and Product:  
American Oil  
Ad Agency—D'Arcy  
Ballantine  
Ad Agency—Compton  
Carling Brewing  
Ad Agency—Lang, Fischer, Stashower  
Falstaff Brewing  
Ad Agency—Dancer-Fitzgerald-Sample  
Ford  
Ad Agency—J. Walter Thompson  
Hamm Brewing  
Ad Agency—Campbell-Mithun



# COMMERCIAL NETWORK TV PROGRAMS

Philip Morris  
Ad Agency—Leo Burnett  
National Brewing  
Ad Agency—W. B. Doner  
Sun Oil  
Ad Agency—William Esty  
Speedway Oil  
Ad Agency—W. B. Doner  
Standard Oil of Calif.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Oil of Ohio  
Ad Agency—McCann-Marschalk

## **NFL Football Kickoff (CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample

## **NFL Pro Football Highlights (NBC-TV)**

**Advertiser and Product:**  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Mennen  
Ad Agency—Warwick & Legler  
Reynolds, R. J.  
Ad Agency—William Esty  
Skil Corp.  
Ad Agency—Fuller, Smith & Ross

## **Naked City (ABC-TV)**

**Advertiser and Product:**  
Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Menley & James  
Ad Agency—Foote, Cone & Belding  
Mobil Oil  
Ad Agency—Ted Bates  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Wander  
Ad Agency—Tatham-Laird  
Warner-Lambert  
Ad Agency—Lainbert & Feasley

## **National Velvet (NBC-TV)**

**Advertiser and Product:**  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Canada Dry  
Ad Agency—J. M. Mathes  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
General Mills  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Mennen  
Ad Agency—Grey  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
St. Regis Paper  
Ad Agency—Cunningham & Walsh  
Singer Sewing  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Walt Disney  
Ad Agency—Direct  
Weeco Products  
Ad Agency—J. Walter Thompson

## **New Breed, The (ABC-TV)**

**Advertiser and Product:**  
Armour  
Ad Agency—Foote, Cone & Belding  
Brown & Williamson  
Ad Agency—Ted Bates  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Norwich  
Ad Agency—Benton & Bowles  
Miles Labs  
Ad Agency—Wade  
Scott Paper  
Ad Agency—J. Walter Thompson

## **Newhart, Bob, Show (NBC-TV)**

**Advertiser and Product:**  
Allstate Insurance  
Ad Agency—Leo Burnett  
Beech-Nut  
Ad Agency—Young & Rubicam  
Sealtest  
Ad Agency—N. W. Ayer

# COMMERCIAL NETWORK TV PROGRAMS

## **Bishop, Joey, Show, New (NBC-TV)**

### **Advertiser and Product:**

Lorillard  
Ad Agency—Lennen & Newell  
Procter & Gamble  
Ad Agency—Benton & Bowles

## **Nurses, The (CBS-TV)**

### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
Brown & Williamson  
Ad Agency—Ted Bates  
Johnson & Johnson  
Ad Agency—Young & Rubicam

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## **1, 2, 3 — Go (NBC-TV)**

### **Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Quaker Oats  
Ad Agency—J. Walter Thompson

## **Operation Daybreak (ABC-TV)**

### **Advertiser and Product:**

Aluminum Co. of America  
Ad Agency—Ketchum, MacLeod & Grove  
American Thermos  
Ad Agency—Charles W. Hoyt  
Armour  
Ad Agency—Foote, Cone & Belding  
Bon Ami  
Ad Agency—Dunn & Jeffrey  
M. Bradley  
Ad Agency—Noyes & Co.  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Calgon  
Ad Agency—Ketchum, MacLeod & Grove  
Carter  
Ad Agency—Ted Bates  
Chun King  
Ad Agency—Batten, Barton, Durstine & Osborn  
Clairol  
Ad Agency—Foote, Cone & Belding  
Coats & Clark  
Ad Agency—Fuller, Smith & Ross  
Corn Products  
Ad Agency—McCann-Erickson  
Devoe & Reynolds  
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
Dow Chemical  
Ad Agency—MacManus, John & Adams  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler

Fels Naptha  
Ad Agency—R. K. Manoff  
Florida Citrus  
Ad Agency—Benton & Bowles  
Fonda  
Ad Agency—Smith, Henderson & Berey  
French, R. T.  
Ad Agency—J. Walter Thompson  
Fritos  
Ad Agency—Dancer-Fitzgerald-Sample  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Knomark  
Ad Agency—Grey  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross;  
Geyer, Morey, Madden & Ballard  
Lever Bros.  
Ad Agency—Foote, Cone & Belding;  
Edward H. Weiss  
Lorillard  
Ad Agency—Grey  
M M M  
Ad Agency—MacManus, John & Adams;  
Batten, Barton, Durstine & Osborn  
Mennen  
Ad Agency—Grey  
Musselman  
Ad Agency—Grey & Rodgers  
Norcliff  
Ad Agency—Kastor, Hilton, Chesley, Clifford  
& Atherton  
Pharmaco  
Ad Agency—N. W. Ayer  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polk-Miller  
Ad Agency—N. W. Ayer  
Realemon-Puritan  
Ad Agency—Lilienfeld  
Siris, A. J.  
Ad Agency—Maxwell, Sackheim, Franklyn, Bruck  
Springmaid Sheets  
Ad Agency—Maxwell, Sackheim, Franklyn, Bruck  
Star-Kist  
Ad Agency—Leo Burnett  
Sunshine Biscuits  
Ad Agency—Cunningham & Walsh  
Union Underwear  
Ad Agency—Grey  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Whitehall  
Ad Agency—Ted Bates  
Williams, J. B.  
Ad Agency—Parkson Advt.

## **Our Five Daughters (NBC-TV)**

### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates

# COMMERCIAL NETWORK TV PROGRAMS

Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Gumbinner  
Colgate  
Ad Agency—Ted Bates  
Corn Products  
Ad Agency—McCann-Erickson  
Dumas-Milner  
Ad Agency—Post, Morr, Gardner  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Knomark  
Ad Agency—Grey  
Kraft  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackel-Jackson  
Lorillard  
Ad Agency—Grey  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
Pillsbury  
Ad Agency—Campbell-Mithun  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
U. S. Borax  
Ad Agency—McCann-Erickson

## **Our Man Higgins (ABC-TV)**

**Advertiser and Product:**  
American Tobacco  
Ad Agency—L. C. Gumbinner  
General Motors (Pontiac)  
Ad Agency—McManus, John & Adams

## **Outlaws (NBC-TV)**

**Advertiser and Product:**  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Tobacco  
Ad Agency—Gumbinner  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Canada Dry  
Ad Agency—J. M. Mathes

Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Ford (Lincoln & Merc)  
Ad Agency—Kenyon & Eckhardt  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn  
Int. Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Luden's  
Ad Agency—J. M. Mathes  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Paper-Mate  
Ad Agency—Foote, Cone & Belding  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
St. Regis Paper  
Ad Agency—Cunningham & Walsh  
Schick  
Ad Agency—Norman, Craig & Kummel  
Smith-Corona  
Ad Agency—Batten, Barton, Durstine & Osborn  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Walt Disney  
Ad Agency—Direct.  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Ozzie and Harriet (ABC-TV)**

**Advertiser and Product:**  
American Dairy Association  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Chrysler  
Ad Agency—N. W. Ayer  
North American Philips  
Ad Agency—C. J. La Roche  
Warner-Lambert  
Ad Agency—Lambert & Feasley; Ted Bates.

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## **Paar, Jack, Show (NBC-TV)**

**Advertiser and Product:**  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Gulton Indust.  
Ad Agency—Compton  
Helene Curtis  
Ad Agency—E. H. Weiss  
Hertz  
Ad Agency—Norman, Craig & Kummel  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding

## COMMERCIAL NETWORK TV PROGRAMS

P. Lorillard  
Ad Agency—Lennen & Newell  
Menley & James  
Ad Agency—Foote, Cone & Belding  
Mentholatum  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—E. H. Weiss  
Ronson  
Ad Agency—Papert, Koenig, Lois  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty

### **Pantomime Quiz (CBS-TV)**

#### **Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

### **Password (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Biesel, Inc.  
Ad Agency—N. W. Ayer  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brown & Williamson  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding;  
Young & Rubicam  
Calif. Packing  
Ad Agency—McCann-Erickson  
Canada Dry  
Ad Agency—J. M. Mathes  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chanel  
Ad Agency—Norman, Craig & Kummel  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Ted Bates  
Coin Products  
Ad Agency—Lennen & Newell  
Coty  
Ad Agency—Dancer-Fitzgerald-Sample  
Drackett  
Ad Agency—Young & Rubicam  
General Electric  
Ad Agency—Young & Rubicam  
General Foods  
Ad Agency—Ogilvy, Benson & Mather

Gillette  
Ad Agency—Wade  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Mentholatum  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—McCann-Erickson  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Nestle  
Ad Agency—McCann-Erickson  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Pfizer  
Ad Agency—William Esty  
Pillsbury  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Scott Paper  
Ad Agency—J. Walter Thompson  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
Standard Brands  
Ad Agency—Ted Bates  
Williams, J. B.  
Ad Agency—Parkson

### **Pete and Gladys (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Carter  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Kellogg  
Ad Agency—Leo Burnett  
Pfizer  
Ad Agency—William Esty  
Sperry-Rand  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

### **Pip the Piper (NBC-TV)**

#### Advertiser and Product:

Beech-Nut  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Horsman Dolls  
Ad Agency—Manchester Assocs.  
Sweets Company of America  
Ad Agency—Henry Eisen

### **Play Your Hunch (NBC-TV)**

#### Advertiser and Product:

Borden  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Lennen & Newell  
Dumas Milner  
Ad Agency—Post & Murr  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Heinz  
Ad Agency—Maxon  
Heubren  
Ad Agency—Fletcher Richards, Calkins & Holden;  
Wilson, Haight & Welch.  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackett-Jackson  
Lorillard  
Ad Agency—Lennen & Newell  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Miles Labs  
Ad Agency—Wade  
Mennen  
Ad Agency—Grey  
Norwich  
Ad Agency—Benton & Bowles  
Procter-Silex  
Ad Agency—Weiss & Geller  
Quaker Oats  
Ad Agency—Lynn Baker, Inc.  
Scholl  
Ad Agency—Donahue & Coe  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sealtest  
Ad Agency—N. W. Ayer  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sterling  
Ad Agency—Cunningham & Walsh  
Sunsweet Growers  
Ad Agency—Long  
Sweets Company of America  
Ad Agency—Henry Eisen

### **Powell, Dick, Show (NBC-TV)**

#### Advertiser and Product:

American Home Products  
Ad Agency—Ted Bates  
American Gas  
Ad Agency—Lennen & Newell  
American Tobacco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Beech-Nut  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Ted Bates  
Helene Curtis  
Ad Agency—E. H. Weiss  
Hertz  
Ad Agency—Norman, Craig & Kummel  
Johnson & Son  
Ad Agency—Benton & Bowles  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Reynolds  
Ad Agency—Lennen & Newell  
Shulton  
Ad Agency—Wesley  
Singer Sewing  
Ad Agency—Young & Rubicam

### **Price Is Right (NBC-TV)**

#### Advertiser and Product:

Alberto-Culver  
American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Lennen & Newell  
Dumas Milner  
Ad Agency—Post, Murr & Gardner  
Frigidaire  
Ad Agency—Dancer-Fitzgerald-Sample  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Jergens  
Ad Agency—Cunningham & Walsh

## COMMERCIAL NETWORK TV PROGRAMS

Knemark

Ad Agency—Grey

Leeming

Ad Agency—William Esty

Lestoil

Ad Agency—Sackel-Jackson

Lever Bros.

Ad Agency—Batten, Barton, Durstine & Osborn

Lipton

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Lorillard

Ad Agency—Lennen & Newell

Miles Labs

Ad Agency—Wade

Scott Paper

Ad Agency—J. Walter Thompson

Speidel

Ad Agency—McCann-Marschalk

Sterling Drug

Ad Agency—Dancer-Fitzgerald-Sample

Sunshine Biscuits

Ad Agency—Cunningham & Walsh

Sunsweet Growers

Ad Agency—Long

Toni

Ad Agency—North

Whitehall Labs

Ad Agency—Ted Bates

### **Purex Specials for Women (NBC-TV)**

Advertiser and Product:

Purex

Ad Agency—E. H. Weiss

### **Purex Summer Specials (NBC-TV)**

Advertiser and Product:

Purex

Ad Agency—E. H. Weiss

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### **Rawhide (CBS-TV)**

Advertiser and Product:

Bristol-Myers

Ad Agency—Young & Rubicam

Coca-Cola

Ad Agency—McCann-Erickson

Colgate

Ad Agency—Lennen & Newell

Drackett

Ad Agency—Young & Rubicam

National Biscuit

Ad Agency—McCann-Erickson

Philip Morris

Ad Agency—Leo Burnett

### **Real McCoys, The (ABC-TV)**

Advertiser and Product:

Procter & Gamble

Ad Agency—Leo Burnett

### **Real McCoys, The (CBS-TV)**

Advertiser and Product:

American Tobacco

Ad Agency—Batten, Barton, Durstine & Osborn

Rafston Purina

Ad Agency—Gardner

### **Real West, The (NBC-TV)**

Advertiser and Product:

Purex

Ad Agency—E. H. Weiss

### **Rebel (NBC-TV)**

Advertiser and Product:

American Tobacco

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Procter & Gamble

Ad Agency—Benton & Bowles

### **Rifleman (ABC-TV)**

Advertiser and Product:

Procter & Gamble

Ad Agency—Benton & Bowles

### **Rin Tin Tin (CBS-TV)**

Advertiser and Product:

General Foods

Ad Agency—Foote, Cone & Belding

Ideal Toy

Ad Agency—Grey

Louis Marx

Ad Agency—Ted Bates

Ohio Art

Ad Agency—Ann Stahl

### **Rogers, Roy, & Dale Evans Show (ABC-TV)**

Advertiser and Product:

Bristol-Myers

Ad Agency—Young & Rubicam

Bulova

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Chrysler

Ad Agency—N. W. Ayer

U. S. Rubber

Ad Agency—Fletcher Richards, Calkins & Holden

### **Rogers, Roy, Show (CBS-TV)**

Advertiser and Product:

American Home Products

Ad Agency—Norman, Craig & Kummel

Ideal Toy

Ad Agency—Grey

Louis Marx

Ad Agency—Ted Bates

Nestle

Ad Agency—McCann-Erickson



# COMMERCIAL NETWORK TV PROGRAMS

## Room for One More (ABC-TV)

### Advertiser and Product:

American Chiclé  
Ad Agency—Ted Bates  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Coca-Cola  
Ad Agency—M-E Productions  
Ed Dalton  
Ad Agency—Kenyon & Eckhardt  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Foods  
Ad Agency—Benton & Bowles  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—Maxon  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn  
Green Giant  
Ad Agency—Leo Burnett  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois

## Route 66 (CBS-TV)

### Advertiser and Product:

General Motors  
Ad Agency—Campbell-Ewald  
Philip Morris  
Ad Agency—Leo Burnett  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

## Ruff and Reddy (NBC-TV)

### Advertiser and Product:

American Home Products  
Ad Agency—Norman, Craig & Kummel  
Horsman Dolls  
Ad Agency—Manchester Assocs.  
Marx Toys  
Ad Agency—Ted Bates  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Selchow & Righter Games  
Ad Agency—Doner-Harrison  
Sweets Company of America  
Ad Agency—Henry Eisen

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## Saints and Sinners (NBC-TV)

### Advertiser and Product:

Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—N. W. Ayer  
Jergens  
Ad Agency—Cunningham & Walsh  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Miles Labs  
Ad Agency—Wade  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Shulton  
Ad Agency—Wesley  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## Saturday Night at the Movies (NBC-TV)

### Advertiser and Product:

Beech-Nut  
Ad Agency—Young & Rubicam  
Bisseil  
Ad Agency—N. W. Ayer  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
Chrysler  
Ad Agency—N. W. Ayer  
Clairol  
Ad Agency—Foote, Cone & Belding  
Colgate  
Ad Agency—Lennen & Newell  
Corning Glass  
Ad Agency—N. W. Ayer  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Green Giant  
Ad Agency—Leo Burnett  
Helene Curtis  
Ad Agency—E. H. Weiss  
Insurance of North America  
Ad Agency—N. W. Ayer  
Int. Latex  
Ad Agency—Reach, McClinton  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Johnson  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lanolin Plus  
Ad Agency—Daniel & Charles  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Leeming  
Ad Agency—William Esty  
L & M  
Ad Agency—J. Walter Thompson  
Maybelline  
Ad Agency—Post & Morr  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Miles Labs  
Ad Agency—Wade  
North American Philips  
Ad Agency—C. J. La Roche  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Ewald  
Plymouth-Chrysler  
Ad Agency—N. W. Ayer  
Polk-Milner  
Ad Agency—N. W. Ayer  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
R. J. Reynolds  
Ad Agency—William Esty  
Remington-Rand  
Ad Agency—Young & Rubicam  
Schick  
Ad Agency—Norman, Craig & Kummel  
Schlitz  
Ad Agency—Leo Burnett  
Scripto  
Ad Agency—McCann-Marschalk  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Upjohn  
Ad Agency—McCann-Marschalk  
Van Camp Seafood  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Vick Chem  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Say When (NBC-TV)**

**Advertiser and Product:**  
American Home Products

Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Gumbinner  
Borden  
Ad Agency—Young & Rubicam  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Colgate  
Ad Agency—Street & Finney  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fels  
Ad Agency—R. K. Manoff  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Green Giant  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Kraft  
Ad Agency—Foote, Cone & Belding  
Lestoil  
Ad Agency—Sackel-Jackson  
Lever Bros. (Lipton)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Lorillard  
Ad Agency—Grey  
Martin-Marietta  
Ad Agency—Turner  
Upjohn  
Ad Agency—McCann-Erickson  
U. S. Borax  
Ad Agency—McCann-Erickson  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Secret Storm (CBS-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Young & Rubicam;  
Cone & Belding  
Chesebrough-Ponds  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather

# COMMERCIAL NETWORK TV PROGRAMS

Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
Upjohn  
Ad Agency—McCann-Marschalk

## **77 Sunset Strip (ABC-TV)**

### Advertiser and Product:

Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Ford  
Ad Agency—Kenyon & Eckhardt  
North American Phillips  
Ad Agency—C. J. La Roche  
Norwich  
Ad Agency—Benton & Bowles  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ovaltine  
Ad Agency—Tatham-Laird  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds  
Ad Agency—William Esty  
Schick  
Ad Agency—Norman, Craig & Kummel  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Whitehall  
Ad Agency—Ted Bates

## **Shore, Dinah, Show (NBC-TV)**

### Advertiser and Product:

American Dairy Ass'n  
Ad Agency—Compton  
Sperry & Hutchinson  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## **Sing Along with Mitch (NBC-TV)**

### Advertiser and Product:

Ballantine  
Ad Agency—William Esty

Colgate  
Ad Agency—D'Arcy  
Fairmont Foods  
Ad Agency—Allen & Reynolds  
Falstaff Brewing  
Ad Agency—Dancer-Fitzgerald-Sample  
Filbert, J. H.  
Ad Agency—Young & Rubicam  
Hamm Brewing  
Ad Agency—Campbell-Mithun  
Kroger  
Ad Agency—Campbell-Mithun  
Libby's  
Ad Agency—J. Walter Thompson  
Reynolds  
Ad Agency—William Esty

## **Skelton, Red, Show (CBS-TV)**

### Advertiser and Product:

Corn Products  
Ad Agency—Lennen & Newell  
Johnson, S. C.  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Philip Morris  
Ad Agency—Benton & Bowles

## **Sky King (CBC-TV)**

### Advertiser and Product:

Mattel Toy  
Ad Agency—Carson Roberts, Los Angeles  
National Biscuit  
Leo Burnett; McCann-Erickson

## **Stoney Burke (ABC-TV)**

### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Consolidated Cigar  
Ad Agency—Lennen & Newell  
Ford (Merc & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
North American Phillips  
Ad Agency—C. J. La Roche  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmcraft  
Ad Agency—Papert, Koenig, Lois  
Schick  
Ad Agency—Norman, Craig & Kummel

## **Straightaway (ABC-TV)**

### Advertiser and Product:

Autolite  
Ad Agency—Batten, Barton, Durstine & Osborn

**Stump the Stars  
(CBS-TV)**

**Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

**Sullivan, Ed, Show  
(CBS-TV)**

**Advertiser and Product:**

Colgate  
Ad Agency—Ted Bates  
Lorillard  
Ad Agency—Lennen & Newell  
Pillsbury  
Ad Agency—Leo Burnett  
Revlon  
Ad Agency—Grey

**Sunday Sports Spectacular  
(CBS-TV)**

**Advertiser and Product:**

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Brown & Williamson  
Ad Agency—Ted Bates  
Carter  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ford  
Ad Agency—J. Walter Thompson  
Schlitz  
Ad Agency—Leo Burnett

**Surfside Six  
(ABC-TV)**

**Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Brown & Williamson  
Ad Agency—Ted Bates  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Ted Bates  
Gillette  
Ad Agency—Maxon  
Hazel Bishop  
Ad Agency—Daniel & Charles;  
Kenyon & Eckhardt.  
Int. Latex  
Ad Agency—Reach, McClinton  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Norwich  
Ad Agency—Benton & Bowles  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Pontiac  
Ad Agency—MacManus, John & Adams  
Welch Grape  
Ad Agency—R. K. Manoff

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**Talent Scouts  
(CBS-TV)**

**Advertiser and Product:**

Johnson, S. C.  
Ad Agency—Needham, Louis & Brorby  
Procter & Gamble  
Ad Agency—Benton & Bowles  
R. J. Reynolds  
Ad Agency—William Esty

**Tales of Wells Fargo  
(NBC-TV)**

**Advertiser and Product:**

American Cyanamid  
Ad Agency—Cunningham & Walsh  
American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Ford (Lincoln & Merc)  
Ad Agency—Kenyon & Eckhardt  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Luden's  
Ad Agency—J. M. Mathes  
Mennen  
Ad Agency—Grey  
Pillsbury  
Ad Agency—Campbell-Mithun  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Smith-Corona  
Ad Agency—Batten, Barton, Durstine & Osborn  
Texaco  
Ad Agency—Benton & Bowles  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

**Tall Man  
(NBC-TV)**

**Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

Int. Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Pillsbury  
Ad Agency—Campbell-Ewald  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Reynolds Tobacco  
Ad Agency—William Esty  
Schick  
Ad Agency—Compton  
Texaco  
Ad Agency—Benton & Bowles  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Walt Disney  
Ad Agency—Direct

### **Target: The Corruptors (ABC-TV)**

#### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
Block Drug  
Ad Agency—Grey  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn  
Hazel Bishop  
Ad Agency—Daniel & Charles,  
Kenyon & Eckhardt.  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lorillard  
Ad Agency—Lennen & Newell  
Mennen  
Ad Agency—Grey  
Mobil  
Ad Agency—Ted Bates  
Moore, H. C.  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polk-Miller  
Ad Agency—N. W. Ayer  
S S S Company  
Ad Agency—McCann-Marschalk  
Union Carbide  
Ad Agency—William Esty  
Welch Grape  
Ad Agency—R. K. Manoff

### **Taylor's, Robert, Detectives (NBC-TV)**

#### Advertiser and Product:

American Cyanamid  
Ad Agency—Cunningham & Walsh  
American Motors

Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Colgate  
Ad Agency—Ted Bates  
Corn Products  
Ad Agency—Lennen & Newell  
Ex-Lax  
Ad Agency—Warwick & Legler  
Int. Latex  
Ad Agency—Reach, McClinton  
Jergens  
Ad Agency—Cunningham & Walsh  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Tell It to Groucho (CBS-TV)**

#### Advertiser and Product:

Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brown & Williamson  
Ad Agency—Ted Bates  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
du Pont  
Ad Agency—N. W. Ayer  
General Electric  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
Max Factor  
Ad Agency—Carson Roberts  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sperry-Rand  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

### **This Is NBC News (NBC-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Buova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Continental Casualty  
Ad Agency—George Hartman  
Texaco  
Ad Agency—Benton & Bowles

### **Thomas, Danny, Show (CBS-TV)**

#### **Advertiser and Product:**

General Foods  
Ad Agency—Benton & Bowles

### **Thriller (NBC-TV)**

#### **Advertiser and Product:**

American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Ted Bates  
Int. Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Pillsbury  
Ad Agency—Campbell-Mithun  
Singer Sewing  
Ad Agency—Young & Rubicam  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **To Tell the Truth (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson

Colgate-Palmolive  
Ad Agency—Street & Finney  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Johnson, S. C.  
Ad Agency—Betnon & Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather  
National Biscuit  
Ad Agency—McCann-Erickson  
Nestle  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
R. J. Reynolds  
Ad Agency—William Esty  
Richardson Merrell  
Ad Agency—Morse Int.  
Williams, J. B.  
Ad Agency—Parkson

### **Today Show (NBC-TV)**

#### **Advertiser and Product:**

Aetner Casualty & Surety  
Ad Agency—Remington Advt.  
Beatrice Foods  
Ad Agency—Zed R. Daniels  
Beltone Hearing  
Ad Agency—Ofan & Bronner  
Betervision Institute  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Champ Hats  
Ad Agency—Fladell, Harris & Breitner  
Continental Casualty  
Ad Agency—George Hartman  
Curtis Pub.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Dominion Electric  
Ad Agency—Howard Swink  
Eureka Williams  
Ad Agency—Ludgin, Earle & Co.  
Ferry-Morse Seed  
Ad Agency—Roy, Ross B. S. F. & D.  
Fruit of the Loom  
Ad Agency—Kenyon & Eckhardt  
General Electric  
Ad Agency—Gardner  
General Time Corp.  
Ad Agency—Hicks & Greist  
Grove  
Ad Agency—Donahue & Coe  
Gulf American Land  
Ad Agency—Paul Venze  
Int. Latex  
Ad Agency—Reach, McClinton



## COMMERCIAL NETWORK TV PROGRAMS

Jaymar-Ruby  
 Ad Agency—Fladell, Harris & Breitner  
 Ford (Merc & Lincoln)  
 Ad Agency—Kenyon & Eckhardt  
 Marsh Wall Products  
 Ad Agency—Howard Swink  
 Nelson Doubleday  
 Ad Agency—Schwab, Beatty & Porter  
 Norge Sales  
 Ad Agency—Clinton E. Frank  
 Ocean Spray Cranberries  
 Ad Agency—McCann-Erickson  
 Pacific Hawaiian  
 Ad Agency—Atherton-Privett  
 Polaroid  
 Ad Agency—Doyle, Dane, Bernbach  
 Reader's Digest  
 Ad Agency—J. Walter Thompson  
 Revere Copper  
 Ad Agency—Adams & Keyes  
 Springs Cotton Mills  
 Ad Agency—Sackheim, Maxwell, Bruck, Franklin  
 Sterns Nurseries  
 Ad Agency—Fairfax  
 Sylvania  
 Ad Agency—Kudner  
 Technical Tape  
 Ad Agency—Procut Services  
 Upjohn  
 Ad Agency—McCann-Marschalk  
 U. S. Rubber  
 Ad Agency—Fletcher Richards, Calkin & Holden  
 Wasn. State Potato Comm.  
 Ad Agency—Ben Sackheim  
 Wurlitzer  
 Ad Agency—Clinton E. Frank

### **Tonight Show (NBC-TV)**

#### **Advertiser and Product:**

Adolph's  
 Ad Agency—McCann-Erickson  
 Airequipt Mfg.  
 Ad Agency—Sudler & Hennessey  
 American Cyanamid  
 Ad Agency—Perry-Brown  
 Armstrong Cork  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Baldwin Piano  
 Ad Agency—Hill, Rogers, Mason & Scott  
 Beech-Nut  
 Ad Agency—Young & Rubicam  
 Bernz, Otto  
 Ad Agency—Rumrill  
 Block Drug  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Bristol-Myers  
 Ad Agency—Young & Rubicam  
 Continental Casualty  
 Ad Agency—George Hartman  
 Cracker Jack  
 Ad Agency—Doyle, Dane, Bernbach  
 Chrysler (Dodge)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Dominion Electric  
 Ad Agency—Howard Swink

Elect Storage Battery  
 Ad Agency—Meldrum & Fewsmith  
 Englander  
 Ad Agency—North  
 Eureka-Williams  
 Ad Agency—Ludgin, Earle  
 F & F Labs  
 Ad Agency—Lilienfeld  
 Gold Seal  
 Ad Agency—Campbell-Mithun  
 Golden Grain  
 Ad Agency—McCann-Erickson  
 Gulf American Land  
 Ad Agency—Paul Venze  
 Gulton Ind  
 Ad Agency—Compton  
 Int. Latex  
 Ad Agency—Reach, McClinton  
 Int. Shoe  
 Ad Agency—Krupnick & Assocs.  
 Kayser-Roth  
 Ad Agency—Daniel & Charles  
 Kitchens of Sara Lee  
 Ad Agency—Hill, Rogers, Mason & Scott  
 Lanvin  
 Ad Agency—North  
 L & M  
 Ad Agency—J. Walter Thompson  
 Lober, M. & Assocs.  
 Ad Agency—Fairfax  
 Lorillard  
 Ad Agency—Lennen & Newell  
 Lowenstein, M.  
 Ad Agency—Mogul, Williams & Saylor  
 Masonite  
 Ad Agency—Buchen  
 M G M  
 Ad Agency—Donahue & Coe  
 Minn Woolen  
 Ad Agency—Landy, Cye Advt.  
 Mirro Aluminum  
 Ad Agency—Cramer-Krasselt  
 Mogen David Wine  
 Ad Agency—E. H. Weiss  
 Norge Sales  
 Ad Agency—Clinton E. Frank  
 Ocean Spray Cranberries  
 Ad Agency—McCann-Erickson  
 Pacific Mills Domestic  
 Ad Agency—Mogul, Williams & Saylor  
 Prestige Mfg.  
 Ad Agency—R. K. Manoff  
 Reader's Digest  
 Ad Agency—J. Walter Thompson  
 Realemon Puritan  
 Ad Agency—Lilienfeld  
 Revere Camera  
 Ad Agency—Keyes, Madden, Jones  
 Sheaffer Pen  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Star-Kist  
 Ad Agency—Leo Burnett  
 Sunbeam  
 Ad Agency—Foote, Cone & Belding

## COMMERCIAL NETWORK TV PROGRAMS

Sylvania  
Ad Agency—Kudner  
Technical Tape  
Ad Agency—Product Services  
Texaco  
Ad Agency—Benton & Bowles  
Trylon Prod.  
Ad Agency—Lilenfeld  
Tublar Textile  
Ad Agency—Mogul-Williams & Saylor  
Vick Chem  
Ad Agency—Morse Int.  
Williams, J. B.  
Ad Agency—Parkson

### **Top Cat (ABC-TV)**

#### **Advertiser and Product:**

Best Foods  
Ad Agency—Lennen & Newell  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Kellogg  
Ad Agency—Leo Burnett  
Procter & Gamble  
Ad Agency—Leo Burnett  
Transogram  
Ad Agency—Mogul, Williams & Saylor

### **Trailblazers (ABC-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Ford (Lincoln & Merc)  
Ad Agency—Kenyon & Eckhardt  
Nabisco  
Ad Agency—McCann-Erickson

### **Truth or Consequences (NBC-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Helene Curtis  
Ad Agency—J. Walter Thompson

Knomark  
Ad Agency—Grey  
Kraft  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackel-Jackson  
Lipton  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Miles Labs  
Ad Agency—Wade  
Procter & Gamble  
Ad Agency—Compton  
Quaker Oats  
Ad Agency—Lynn Baker  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Sunshine Biscuits  
Ad Agency—Cunningham & Walsh  
Sunsweet Growers  
Ad Agency—Long

### **Twentieth Century (CBS-TV)**

#### **Advertiser and Product:**

Prudential Ins. of America  
Ad Agency—Reach, McClinton

### **Twilight Zone (CBS-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
L & M  
Ad Agency—McCann-Erickson

## COMMERCIAL NETWORK TV PROGRAMS

Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Standard Brands  
Ad Agency—Ted Bates

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### **U. S. Bowl (NBC-TV)**

Advertiser and Product:  
American Home Products  
Ad Agency—Tatham-Laird

### **U. S. Steel Hour (CBS-TV)**

Advertiser and Product:  
U. S. Steel  
Ad Agency—Direct

### **Untouchables (ABC-TV)**

Advertiser and Product:  
Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Chrysler  
Ad Agency—N. W. Ayer  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Mobil  
Ad Agency—Ted Bates  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sunbeam  
Ad Agency—Foote, Cone & Belding;  
Perrin Assocs.  
Whitehall  
Ad Agency—Ted Bates

### **Update (NBC-TV)**

Advertiser and Product:  
Helene Rubinstein  
Ad Agency—Frohlick, L. W.  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **Ups & Downs of Wall Street (CBS-TV)**

Advertiser and Product:  
American Home Products  
Ad Agency—Ted Bates

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### **Valiant Years (ABC-TV)**

Advertiser and Product:  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Menley & James  
Ad Agency—Foote, Cone & Belding  
N A Philips  
Ad Agency—C. J. LaRoche  
Ovaltine  
Ad Agency—Tatham-Laird  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden

### **Van Dyke, Dick, Show (CBS-TV)**

Advertiser and Product:  
Lorillard  
Ad Agency—Lennen & Newell  
Procter & Gamble  
Ad Agency—Benton & Bowles

### **Vanocur, Sander, Saturday Report (NBC-TV)**

Advertiser and Product:  
Bristol-Myers  
Ad Agency—Young & Rubicam

### **Verdict Is Yours (CBS-TV)**

Advertiser and Product:  
American Home Products  
Ad Agency—Ted Bates

## COMMERCIAL NETWORK TV PROGRAMS

Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Chesebrough-Ponds  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Gold Seal  
Ad Agency—Campbell-Mithun  
Johnson, S. C.  
Ad Agency—Foote, Cone & Belding  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather  
Mentholatum  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—Ted Bates  
Nestle  
Ad Agency—McCann-Erickson  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Williams, J. B.  
Ad Agency—Parkson

### **Video Village (CBS-TV)**

#### **Advertiser and Product:**

Nestle  
Ad Agency—McCann-Erickson  
Remco  
Ad Agency—Webb

### **Virginian, The (NBC-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young & Rubicam  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chanel  
Ad Agency—Norman, Craig & Kummel  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Ford  
Ad Agency—J. Walter Thompson

Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Green Giant  
Ad Agency—Leo Burnett  
Helene Curtis  
Ad Agency—E. H. Weiss  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
L & M  
Ad Agency—J. Walter Thompson  
Mentholatum  
Ad Agency—J. Walter Thompson  
Nabisco  
Ad Agency—McCann-Erickson  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Procter & Gamble  
Ad Agency—Compton  
Schick  
Ad Agency—Norman, Craig & Kummel  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Voice of Firestone (ABC-TV)**

#### **Advertiser and Product:**

Firestone  
Ad Agency—Direct

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### **Wagon Train (ABC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt

## COMMERCIAL NETWORK TV PROGRAMS

Ford (Lincoln & Mercury)  
Ad Agency—Kenyon & Eckhardt  
Gillette  
Ad Agency—Maxon  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Compton  
R. J. Reynolds  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Perrin & Assocs.  
Union Carbide  
Ad Agency—William Esty

### **Wagon Train (NBC-TV)**

#### Advertiser and Product:

Ford  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—McCann-Erickson  
R. J. Reynolds  
Ad Agency—William Esty

### **Welk, Lawrence (ABC-TV)**

#### Advertiser and Product:

Block Drug  
Ad Agency—Grey  
Whitehall  
Ad Agency—Ted Bates  
Williams, J. B.  
Ad Agency—Parkson

### **Westinghouse Presents (CBS-TV)**

#### Advertiser and Product:

Westinghouse  
Ad Agency—McCann-Erickson

### **What's My Line? (CBS-TV)**

#### Advertiser and Product:

Block Drug  
Ad Agency—Grey  
Kellogg  
Ad Agency—Leo Burnett  
Sears-Roebuck  
Ad Agency—Leo Burnett  
Speidel

Ad Agency—McCann-Erickson  
Williams, J. B.  
Ad Agency—Parkson

### **Who in the World? (CBS-TV)**

#### Advertiser and Product:

Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
State Farm Mutual Insur.  
Ad Agency—Needham, Louis & Brorby

### **Wide Country (NBC-TV)**

#### Advertiser and Product:

American Motors  
Ad Agency—Geyer, Morey & Ballard  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Canada Dry  
Ad Agency—J. M. Mathes  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Frito  
Ad Agency—Dancer-Fitzgerald-Dancer  
Jergens  
Ad Agency—Cunningham & Walsh  
L & M  
Ad Agency—J. Walter Thompson  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Mennen  
Ad Agency—Warwick & Legler  
Mentholatum  
Ad Agency—J. Walter Thompson  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Norman, Craig & Kummel  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Walt Disney  
Ad Agency—Direct.

### **Williams, Andy, Show (NBC-TV)**

#### Advertiser and Product:

American Home Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## COMMERCIAL NETWORK TV PROGRAMS

Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
L & M  
Ad Agency—J. Walter Thompson  
Miles Labs  
Ad Agency—Wade  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Polaroid  
Ad Agency—Doyle, Dane, Barnbach  
Remington-Rand  
Ad Agency—Young & Rubicam

### **Window on Main Street (CBS-TV)**

#### **Advertiser and Product:**

Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bissell  
Ad Agency—N. W. Ayer  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Breck  
Ad Agency—Reach, McClinton  
Brown & Williamson  
Ad Agency—Ted Bates  
Corning Glass  
Ad Agency—N. W. Ayer  
du Pont  
Ad Agency—N. W. Ayer  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Polaroid  
Ad Agency—Doyle Dane Barnbach  
Scott Paper  
Ad Agency—J. W. Thompson  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Texaco  
Ad Agency—Benton & Bowles

### **Wizard of Oz (CBS-TV)**

**Advertiser and Product:**  
Procter & Gamble  
Ad Agency—Benton & Bowles

### **Wonderful World of Golf (CBS-TV)**

**Advertiser and Product:**  
Shell Oil  
Ad Agency—Lennen & Newell

### **World Of . . . (NBC-TV)**

**Advertiser and Product:**  
Purex  
Ad Agency—E. H. Weiss

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### **Young Dr. Malone (NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Chicopee Mills  
Ad Agency—Doyle, Dane, Bernbach  
Corn Products  
Ad Agency—McCann-Erickson  
Dumas Milner  
Ad Agency—Post, Morr, Gardner  
Fels  
Ad Agency—R. K. Manoff  
Frigidaire  
Ad Agency—Dancer-Fitzgerald-Sample  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Green Giant  
Ad Agency—Leo Burnett  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Kraft  
Ad Agency—Foote, Cone & Belding  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackel-Jackson



## COMMERCIAL NETWORK TV PROGRAMS

Lever Brothers  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lorillard  
Ad Agency—Grey  
Miles Labs  
Ad Agency—Wade  
National Biscuit  
Ad Agency—McCann-Erickson  
Norwich  
Ad Agency—Benton & Bowles  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter-Silex  
Ad Agency—Weiss & Geller  
Purex  
Ad Agency—E. H. Weiss  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
U. S. Borax  
Ad Agency—McCann-Erickson

### **Young, Loretta, Show (CBS-TV)**

#### Advertiser and Product:

Gillette  
Ad Agency—North  
Lever Bros.  
Ad Agency—Foote, Cone & Belding

### **Young, Loretta, Theatre (NBC-TV)**

#### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
General Mills  
Ad Agency—Needham, Louis & Brorby  
Green Giant  
Ad Agency—Leo Burnett  
Heinz  
Ad Agency—Maxon  
Helene Curtis  
Ad Agency—J. Walter Thompson  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Johnson  
Ad Agency—Foote, Cone & Belding  
Kraft  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty

Miles Labs  
Ad Agency—Wade  
National Biscuit  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Purex  
Ad Agency—E. H. Weiss  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sweets Company of America  
Ad Agency—Henry Eisen  
Upjohn  
Ad Agency—McCann-Erickson  
U. S. Borax  
Ad Agency—McCann-Erickson

### **Your Doctor Reports (NBC-TV)**

#### Advertiser and Product:

American Medical Association  
Ad Agency—Klau-Van Pietersom-Dunlap

### **Your First Impression (NBC-TV)**

#### Advertiser and Product:

American Home  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Norman, Craig & Kummel  
Dumas Milner  
Ad Agency—Post, Morr, Gardner  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Miles Labs  
Ad Agency—Wade  
Procter & Gamble  
Ad Agency—Compton  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Staley  
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
Sunsweet Growers  
Ad Agency—Long  
Wander  
Ad Agency—Tatham-Laird



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