

BROADCASTING TELECASTING YEARBOOK

1951

MORNINGSIDGE COLLEGE
LIBRARY
SIOUX CITY 20, IOWA

NUMBER

WOR
SELLS MORE
FOR MORE PEOPLE
TO MORE PEOPLE
THAN ANY OTHER
STATION IN THE
UNITED STATES!

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Let's Look at the Record...



In the face of constant stories that AM radio is losing audience, WLS listener mail for the first six months of 1950 was the largest of any like period in the station's history! For the full year, well over a million letters were received by WLS—making 22 million in the past 21 years!



A new WLS tradition had its beginning in 1950 with the WLS sponsorship of the First Annual International Square Dance Festival. WLS instigated, organized and promoted this Festival. 11,000 people jammed the Chicago Stadium to watch dancers from 20 states and Canada whirl in one of the most spectacular exhibitions ever seen in the Chicago Midwest.



The WLS National Barn Dance played before its two millionth *paid* visitor late in 1950. Yes, 2,000,000 people have paid to see WLS stars broadcast the nationally famous National Barn Dance—further indication of the amazing acceptance of this one WLS program.



In other personal appearances in 1950, WLS talent entertained before another million people . . . who jammed county fairs, theatres, churches and stores to see their favorite WLS artists in person. 1950 was one of our top years in demand for talent personal appearances.



WLS participation in Midwest State Fairs was again a major attraction. At the Illinois State Fair alone, 12,000 people *paid* to see the five-hour WLS National Barn Dance presented as the opening feature of the Fair. The story was the same at Indiana and Wisconsin—larger, more enthusiastic crowds anxious to see and talk to the folks from their favorite station . . . WLS.



IN THE concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever increasing in size and importance, proves once again the power of radio—to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY

JOHN BLAIR & COMPANY

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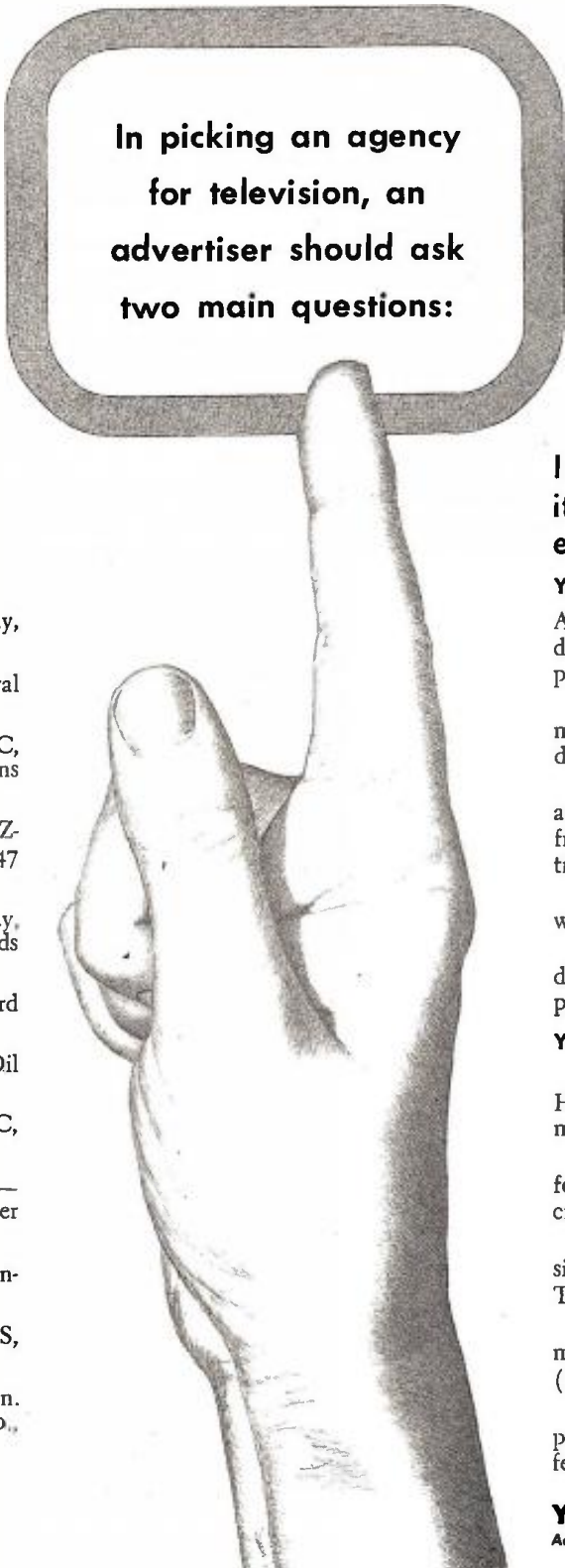
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How to pick an agency for Television



In picking an agency for television, an advertiser should ask two main questions:

1.

Is the agency outstanding for its television shows?

YOUNG & RUBICAM'S Network Television Shows—1951

"Arthur Godfrey's Talent Scouts"—Monday, CBS—Thomas J. Lipton, Inc.

"Goldbergs"—Monday, CBS — General Foods Corporation (Sanka coffee)

"Kate Smith Hour"—Monday-Friday, NBC, Hunt Foods (partic.); Tuesday—Simmons (partic.)

"Success Story"—Tuesday & Thursday, WJZ-TV, International Silver Company (1847 Rogers Bros.)

"Bert Parks Show"—Wednesday & Friday, NBC, General Foods Corp. (Jell-O, Birds Eye Orange Juice)

"Holiday Hotel"—Thursday, ABC, Packard Motor Car Co.

"We, the People"—Friday, NBC, Gulf Oil Corporation

"Pulitzer Prize Playhouse"—Friday, ABC, Jos. Schlitz Brewing Company

"The Goodyear-Paul Whiteman Show"—Sunday, ABC, Goodyear Tire & Rubber Company

"The Aldrich Family"—Sunday, NBC, General Foods Corp. (Jell-O)

"The Fred Waring Show"—Sunday, CBS, General Electric Company

"Bigelow Theatre"—Various times (Sun. N. Y.) CBS, Bigelow Sanford Carpet Co., Inc.

2.

Is the agency outstanding for its television organization and experience?

Young & Rubicam's television organization:

A department of 94 people, capable of handling every phase of building, buying and producing television programs.

Production staff comparable to that of the major television networks (22 producers and directors).

Motion picture unit whose members have a total of 75 years' experience in film making, from script writing to producing major motion pictures.

Commercial staff of 21 supervisors and writers.

Casting directors, scene designers, costume designers, speedwriters, art directors and property men.

Young & Rubicam's television experience (some highlights):

Has conceived, developed and produced the majority of its own network shows.

Served as production and program counsel for telecast of the Republican and Democratic National Conventions.

First agency to produce a regular program simultaneously on television and radio (WE, THE PEOPLE).

First agency to present an all-film documentary made expressly for television (CRUSADE IN EUROPE).

In the past two and a half years, Y&R has produced over 750 television spots for 33 different products.

YOUNG & RUBICAM,

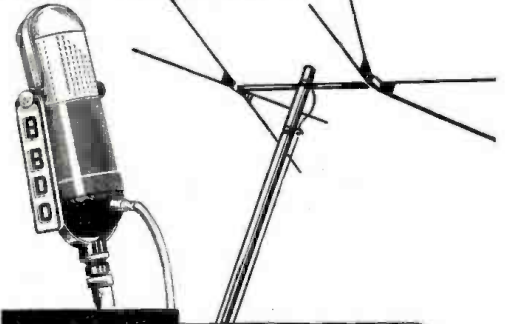
Advertising • New York Chicago Detroit
Hollywood Montreal Toronto Mexico City

★ RADIO ★
BBDO
 TELEVISION

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising

NEW YORK · BOSTON · BUFFALO · CHICAGO · CLEVELAND · PITTSBURGH
 MINNEAPOLIS · SAN FRANCISCO · HOLLYWOOD · LOS ANGELES · DETROIT

National Network Programs



TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
 "Robert Montgomery Presents—
 Your Lucky Strike Theatre"
 "The Jack Benny Television Show"
 "This Is Show Business"
 "Your Hit Parade"

RADIO

CREAM OF WHEAT CORPORATION
Cream of Wheat
 "Let's Pretend"

RADIO

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
 "The Jack Benny Program"
 "Your Hit Parade"

RADIO

**E. I. DU PONT
 DE NEMOURS & CO. (INC.)**
 "Cavalcade of America"

TELEVISION

MINNESOTA MINING & MFG. CO.
"Scotch" Brand Cellophane Tape
 "Your Show of Shows"
 (participating)

TELEVISION

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
 "Armstrong's Circle Theatre"

RADIO

EMERSON DRUG COMPANY
Bromo-Seltzer
 "Hollywood Star Playhouse"

RADIO

REXALL DRUG COMPANY
Drug Products
 "Amos 'n' Andy"

RADIO

ARMSTRONG CORK COMPANY
Quaker Rugs
 "Theatre of Today"

TELEVISION

GENERAL MILLS, INC.
 "Betty Crocker Program"

RADIO

U. S. STEEL CORPORATION
 "Theatre Guild on the Air"

TELEVISION

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

TELEVISION

THE B. F. GOODRICH COMPANY
Silvertown Tires
 "B. F. Goodrich Celebrity Time"

TELEVISION

WILDROOT COMPANY, INC.
*Wildroot Cream-Oil Hair Tonic and
 Wildroot Liquid Cream Shampoo*
 "Charlie Wild, Private Detective"
 "The Jack Carter Show"
 (participating)

RADIO

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

RADIO

GEO. A. HORMEL & COMPANY
Canned Meat Products
 "Music With the Girls"

RADIO

WILDROOT COMPANY, INC.
*Wildroot Cream-Oil Hair Tonic and
 Wildroot Liquid Cream Shampoo*
 "Charlie Wild, Private Detective"

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Editor and Publisher

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For kindling EMOTION

For carrying CONVICTION

For creating ACTION

*there is no more powerful
medium of communication than the*

HUMAN VOICE

*That's why we believe in selling by telling—through RADIO
... and in selling by telling and demonstrating—through TV*

FOOTE, CONE & BELDING

• LOS ANGELES • HOLLYWOOD • SAN FRANCISCO • HOUSTON

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|----------------|--|
| Y | |
| Yankee Network | |
| Clifford Yerm | |
| Yukon T | |
| John | |

ABBREVIATIONS IN 1951 YEARBOOK

| | | |
|--------------------------------|-------------------|-----|
| EXECUTIVE PERSONNEL | Promotion Manager | pmm |
| Administrative Assistant | adm. asst. | |
| Assistant Chief Engineer | asst. ce | |
| Assistant Commercial Manager | asst. cm | |
| Assistant General Manager | asst. gm | |
| Assistant Program Director | asst. pd | |
| Assistant to President | asst. to p | |
| Business Manager | bus. m | |
| Chairman of the Board | chmn. of bd. | |
| Chief Bookkeeper | chief bkpr. | |
| Chief Engineer | ce | |
| Co-Engineer | co-engr. | |
| Co-Owner | co-o | |
| Commercial Manager | cm | |
| Commercial Production Manager | coml. pdm | |
| Director | d | |
| Director of Engineering | d of engrg. | |
| Director of Operations | d of ops. | |
| Executive Officer | exec. officer | |
| Executive Owner | exec. o | |
| Executive Producer | exec. prod. | |
| Executive Vice President | evp | |
| Facility Director | facility d | |
| Farm Director | fd | |
| Film Director | film d | |
| General Manager | gm | |
| General Sales Manager | gen. slm | |
| Local Sales Manager | loc. slm | |
| Manager | m | |
| Manager of TV Operations | m of TV ops. | |
| Managing Director | mgng. d | |
| National Commercial Manager | natl. cm | |
| News Director | nd | |
| Office Manager | office m | |
| Owner | o | |
| Partner | ptrnr. | |
| Partners | ptrns. | |
| President | p | |
| Production Coordinator | prod. coordinator | |
| Production Director | prod. d | |
| Production Manager | pdm | |
| Program Director | pd | |
| Program Manager | prog. m | |
| Program Supervisor | prog. sup. | |
| Promotion Director | prom. d | |
| Public Affairs Director | pub. affairs d | |
| Public Relations Director | pub. rel. d | |
| Publicity Director | publ. d | |
| Regional Manager | reg. m | |
| Resident Manager | res. m | |
| Sales Director | sis. d | |
| Sales Manager | slm | |
| Secretary-Treasurer | secy.-treas. | |
| Special Events Director | sp. events d | |
| Sports Director | sd | |
| Station Director | sta. d | |
| Station engineer | sta. engr. | |
| Station Manager | sm | |
| Station Supervisor | sta. sup. | |
| Studio Supervisor | studio sup. | |
| Supervising Engineer | sup. engr. | |
| Technical Director | tech. d | |
| Traffic Manager | traffic m | |
| Transmitter Supervisor | trans. sup. | |
| Vice President | vp | |
| Women's Director | wf | |
| TRANSCRIPTION LIBRARIES | | |
| Associated | Assoc. | |
| Capitol | Cap. | |
| Cole | Cole | |
| Lang-Worth | L-W | |
| MacGregor | Mac. | |
| SESAC | SESAC | |
| Standard | St. | |
| Thesaurus | Thes. | |
| World | Wld. | |
| TRANSMITTER MAKES | | |
| Collins | Col. | |
| Crosley | Cros. | |
| DuMont | DuM. | |
| Federal | Fed. | |
| Gates | G | |
| General Electric | GE | |
| Marconi | Marc. | |
| Northern Electric | NE | |
| RCA | RCA | |
| REL | REL | |
| Raytheon | Ray. | |
| Tempco | Temp. | |
| Western Electric | WE | |
| Westinghouse | W | |



ADVERTISING



WELL DIRECTED

What's *love* got to do with Advertising? Plenty! Our business is promoting *sales*. Ever stop to think how many things are bought and sold because somebody *loves* somebody else? Well, it's astronomical. Take all those nourishing foods and warm clothes Mom and Pop buy for a couple of kids they love so much. And, of course, there's young love . . . romantic love! Now, you're really getting into big business. Wedding rings, trousseaus, honeymoons, furnished flats, pop-up toasters! Yes, things really start perking when Love comes along.

Maybe it's because Campbell-Ewald Company has long recognized the importance of the *heart department* that

we have always tried to make our clients' advertising messages a little warmer and friendlier and closer to the target of Dan Cupid's arrow. We found out a long time ago that Dan is a very handy little fellow to have around in any kind of media. And in *television* (one of our specialties), he's terrific! You can't beat a good love story on the video. That's why Campbell-Ewald TV programs, such as TRIPLE FEATURE THEATRE, sponsored by Chevrolet Dealers on Los Angeles Station KECA-TV, have always been so popular. People *love* them, and we love producing them.

Love may laugh at locksmiths . . . but don't you laugh at *love*. It's *your* best salesman.

CAMPBELL-EWALD COMPANY

H. T. EWALD, *President*

DETROIT • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA



FREE & PETERS INC.



Pioneer **RADIO** Station Representatives

EAST, SOUTHEAST

| | | | |
|----------|--------------------|------|--------|
| WBZ-WBZA | Boston-Springfield | NBC | 50,000 |
| WGR | Buffalo | CBS | 5,000 |
| WMCA | New York | IND. | 5,000 |
| KYW | Philadelphia | NBC | 50,000 |
| KDKA | Pittsburgh | NBC | 50,000 |
| WFBL | Syracuse | CBS | 5,000 |
| | | | |
| WCSC | Charleston, S. C. | CBS | 5,000 |
| WIS | Columbia, S. C. | NBC | 5,000 |
| WGHI | Norfolk | ABC | 5,000 |
| WPTF | Raleigh | NBC | 50,000 |
| WDBJ | Roanoke | CBS | 5,000 |

MIDWEST, SOUTHWEST

| | | | |
|-----------|----------------------|---------|--------|
| WHO | Des Moines | NBC | 50,000 |
| WOC | Davenport | NBC | 5,000 |
| WDSM | Duluth-Superior | ABC | 5,000 |
| WDAY | Fargo | NBC | 5,000 |
| WOWO | Fort Wayne | NBC | 10,000 |
| WISH | Indianapolis | ABC | 5,000 |
| KMBC-KFRM | Kansas City | CBS | 5,000 |
| WAVE | Louisville | NBC | 5,000 |
| WTCN | Minneapolis-St. Paul | ABC | 5,000 |
| KFAB | Omaha | CBS | 50,000 |
| WMBD | Peoria | CBS | 5,000 |
| KSD | St. Louis | NBC | 5,000 |
| | | | |
| KFDM | Beaumont | ABC | 5,000 |
| KRIS | Corpus Christi | NBC | 1,000 |
| WBAP | Ft. Worth-Dallas | NBC-ABC | 50,000 |
| KXYZ | Houston | ABC | 5,000 |
| KTSA | San Antonio | CBS | 5,000 |

MOUNTAIN AND WEST

| | | | |
|-----------|----------------|-----|--------|
| KOB | Albuquerque | NBC | 50,000 |
| KDSH | Boise | CBS | 5,000 |
| KVOD | Denver | ABC | 5,000 |
| KGMB-KHBC | Honolulu-Hilo | CBS | 5,000 |
| KEX | Portland, Ore. | ABC | 50,000 |
| KIRO | Seattle | CBS | 50,000 |

Pioneer
TELEVISION
Station Representatives

| | |
|--|----------|
| DAVENPORT (Central Broadcasting Co.—WHO-WOC) | WOC-TV* |
| FORT WORTH-DALLAS (STAR-TELEGRAM) | WBAP-TV* |
| LOUISVILLE (WAVE, Inc.) | WAVE-TV* |
| MIAMI (Wometco Theatres) | WTVJ |
| MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS) | WTCN-TV |
| NEW YORK (THE NEWS) | WPIX |
| ST. LOUIS (POST-DISPATCH) | KSD-TV* |
| SAN FRANCISCO (THE CHRONICLE) | KRON-TV* |

*Primary NBC Affiliates

FOR LATEST INFORMATION, CALL

| | | | | |
|---|---|--|---|--|
| NEW YORK 144 Madison Ave. Plaza 9-6022 | CHICAGO 230 N. Michigan Ave. Franklin 2-6373 | DETROIT Penobscot Bldg. Woodward 1-4255 | ATLANTA Palmer Bldg. Main 5667 | FT. WORTH 406 W. Seventh St. Fortune 3349 |
|---|---|--|---|--|

82!

During 1950...

advertisers placed 82 different

Radio-TV advertising campaigns

through McCann-Erickson, Inc.

**New York
Boston
Cleveland
Detroit
Chicago
San Francisco
Los Angeles
Hollywood
Portland...
and offices
throughout
the world.**

BROADCASTING

TELECASTING

1951 Yearbook Number

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WASHINGTON, D. C., JANUARY 15, 1951

\$7.00 Per Year, Yearbook Number Included

Analysis of 1950 Radio-TV Advertising

WITH A RESURGENCE of radio time sales and a tripling of television advertising revenues, net receipts from the sale of radio and television time in 1950 surpassed the \$500 million mark—and substantially so—for the first time.

Total net time sales for the two media reached an estimated \$537.3 million plus—an 18.6% gain over their combined total of approximately \$452,887,000 in 1949.

Although a substantial portion of the 1950 increase came through the spectacular expansion of television advertising, radio time sales contributed significantly with a 6.6% gain which brought their total to an estimated \$453.6 million.

The 6.6% increase should be compared with a gain of 2% plus in 1949.

Television's net time sales were estimated at almost \$83.8 million, compared with \$27.5 million in 1949.

These advances by both radio and television came in a year heavily marked by war jitters and the unsettling economic effects of rearmament and general movement toward a semi-wartime footing.

Net time sales, representing gross billings less frequency and promotional discounts, constitute gross receipts from the sale of time in all categories. They include commissions paid to agencies, representatives, etc., which broadcasters count as an expense of sale.

In dollars, the year's increase totaled more than \$28 million for radio and over \$56 million for television.

Radio's gain should be attributed to an \$8.6 million increase in advertising time, and, since it comes from a base of \$383.8 million in 1949, the gain is of comparable magnitude with

Editor's note: Statistical material in the BROADCASTING • TELECASTING Business Index is derived from data gathered in an extensive, nationwide sample of all classes of stations. Methods employed are those developed and applied by BROADCASTING • TELECASTING with marked accuracy for the past 16 years and were founded upon the formula originally developed by Dr. Herman S. Hettinger, nationally-known economist specializing in the radio field. Statistical data was audited by the firm of Sinrod & Tash, Washington certified public accountants, which turned over to BROADCASTING • TELECASTING only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.

TABLE I
RADIO NET TIME SALES 1949-1950

| Class of Business | 1949 | % Total | 1950 (Estimated) | % Total |
|-----------------------------------|----------------------|--------------|----------------------|--------------|
| National Network | \$128,903,467 | 30.3 | \$121,687,446 | 26.8 |
| Regional & Miscellaneous Network* | 5,994,858 | 1.4 | 6,120,750 | 1.4 |
| National & Regional Non-Network | 108,314,507 | 25.5 | 120,185,348 | 26.5 |
| Local | 182,144,301 | 42.8 | 205,612,178 | 45.3 |
| TOTAL | \$425,357,133 | 100.0 | \$453,605,722 | 100.0 |

* Includes miscellaneous network and stations.

was making deep cuts into aural radio's revenues.

Concededly, the increase in TV usage was spectacular. But thus far the visual medium appears basically to be attracting new money. Surveys have shown that as yet very few advertisers have dipped into their radio appropriations to finance TV expenditures. To what extent they may do so at some future date is, of course, unpredictable. But aside from the separate appeals of radio and television, there are practical factors which would seem to mitigate against such a course at an early time.

For example, FCC's freeze on the licensing of new television stations appears likely to remain in effect at least until mid-1951. Additionally, military production orders cast a big question-mark over the prospects of equipment being available for widespread TV construction even when FCC's freeze is lifted. So it would appear that continuing wide usage of radio is, for the foreseeable future, a prospect of comparable magnitude with

the likelihood that TV use will continue to expand.

Radio-TV's 1950 revenues were not limited to the \$537.3 million figure, of course. To this must be added income from the sale of talent and from other sources, which are difficult to estimate on a sample basis but which in 1949, according to official FCC figures, amounted to more than \$38.7 million in radio and \$10.8 million in television. On this basis, plus an estimated \$95

million spent by radio and TV advertisers for talent and programs on their own account, total 1950 expenditures for radio and television advertising amounted to more than \$681.8 million.

Trends Within Radio (Tables I and III)

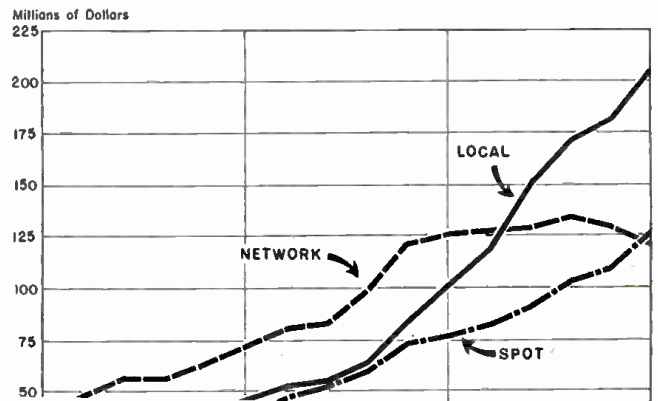
Even more than in 1949, local advertising formed the backbone of radio time sales revenues, accounting for 45.3% of the total, while national and regional non-network (spot) business drew almost squarely abreast of national network time sales as a revenue source.

Local advertising registered the greatest gain over its 1949 total, both percentagewise and dollar-wise, with an increase of \$23.5 million, or about 12.9% more than the 1949 total of \$182.1 million. Spot business, continuing its steady advance, gained \$11.9 million or about 10.9% above the previous year's \$108.3 million total.

These increases appear even more spectacular when viewed against the respective gains in 1949. For instance, local advertising's \$23.5 million upsurge in 1950 is more than twice the \$11.2

(Continued on page 12)

Radio Advertising 1935-'50



ANALYSIS

(Continued from page 11)

million advance registered in 1949. And spot advertising's 1950 increase of \$11.9 million should be measured against its 1949 gain of \$3.5 million.

National network advertising, on the other hand, dropped again after experiencing its first decline in 1949. Though not subject to spectacular fluctuations, network time sales had risen steadily to a total of \$138.7 million in 1948, then fell off about 3.6% in 1949 and dropped further—approximately 5.6%, to an estimated total of a little less than \$121.7 million—in 1950.

Regional and miscellaneous network business, which was shown in final figures to have declined by about \$1.3 million in 1949, rallied in 1950 with a gain of about 2.1%. This brought the total to an estimated \$6.1 million, compared with 1949 figures of almost \$6 million. These totals include revenues from some of the various baseball and football networks and, while representing a gain over 1949 receipts, still are short of the peak years of 1945 and 1946, when net time sales exceeded the \$8 million mark.

(All 1949 figures employed in this analysis represent revisions of the earlier estimates wherever indicated by supplementary and later information.)

FM found no panacea for its financial troubles in 1950. There were no auditable figures, however, due primarily to the difficulty of distinguishing between finances where AM and FM stations are operated in conjunction with each other, and, in many AM-FM operations, the use of FM as a bonus with AM. Despite the lack of definite figures, authorities felt FM had experienced some improvement during 1950. In many instances this was attributed to a great extent to transit FM operations and related services, such as storecasting.

TABLE V

ESTIMATED RADIO GROSS BILLINGS
1927-1950
(000's omitted)

| Year | National network | Others | Total |
|------|------------------|---------|---------|
| 1927 | \$3,833 | \$987 | \$4,820 |
| 1928 | 10,227 | 3,873 | 14,100 |
| 1929 | 19,196 | 7,604 | 26,800 |
| 1930 | 27,694 | 12,806 | 40,500 |
| 1931 | 37,502 | 18,498 | 56,000 |
| 1932 | 39,107 | 22,793 | 61,900 |
| 1933 | 31,516 | 25,494 | 57,000 |
| 1934 | 42,659 | 30,228 | 72,887 |
| 1935 | 49,315 | 38,209 | 87,524 |
| 1936 | 59,671 | 47,880 | 107,551 |
| 1937 | 68,828 | 75,314 | 144,142 |
| 1938 | 71,728 | 78,390 | 150,118 |
| 1939 | 83,114 | 88,000 | 171,114 |
| 1940 | 96,456 | 123,344 | 219,800 |
| 1941 | 106,900 | 154,274 | 261,174 |
| 1942 | 118,200 | 167,280 | 285,480 |
| 1943 | 151,791 | 200,499 | 352,290 |
| 1944 | 190,677 | 256,033 | 446,710 |

TABLE III
RADIO NET TIME SALES—1935-1950
Class of Business

| Year | Increase over previous year | | Increase over previous year | | Increase over previous year | | Increase over previous year | | Increase over previous year | |
|-------|-----------------------------|-------|-----------------------------|-------|-----------------------------|-------|-----------------------------|--------|-----------------------------|-------|
| | National Network | % | Regional Network | % | National Non-Network | % | Local | % | Total | % |
| 1935 | \$39,737,867 | | | | \$13,805,200 | | \$26,074,476 | | \$79,617,543 | |
| 1936 | 56,192,396 | 41.4 | 2,854,047 | | 23,117,136 | 67.4 | 35,745,394 | 37.1 | 117,908,973 | 48.1 |
| 1937 | 56,612,925 | 0.7 | | | 28,109,185 | 21.6 | 32,657,349 | (-8.7) | 117,379,459 | 0.6 |
| 1938 | 62,621,689 | 10.6 | | | 30,030,563 | 6.8 | 37,315,774 | 14.2 | 129,968,026 | 10.7 |
| 1939 | 71,919,428 | 13.1 | 1,869,583 | | 37,140,444 | 23.8 | 44,756,792 | 20.0 | 155,686,247 | 20.5 |
| 1940* | 79,621,534 | 10.7 | 2,752,073 | 47.2 | 45,681,959 | 23.0 | 51,697,651 | 15.5 | 179,753,217 | 15.4 |
| 1941 | 81,744,396 | 2.7 | 3,444,581 | 25.2 | 51,059,159 | 11.8 | 53,898,916 | 4.2 | 190,147,052 | 5.8 |
| 1942 | 99,389,177 | 21.6 | 6,256,508 | 81.6 | 59,352,170 | 16.2 | 64,104,309 | 18.9 | 228,102,164 | 20.0 |
| 1943 | 121,757,135 | 22.5 | 7,612,366 | 21.7 | 73,312,899 | 23.5 | 84,960,347 | 29.3 | 287,642,747 | 26.1 |
| 1944 | 125,671,834 | 3.2 | 8,301,702 | 9.1 | 76,696,468 | 4.6 | 99,814,042 | 17.5 | 310,484,046 | 7.9 |
| 1945 | 126,737,727 | 0.8 | 8,043,381 | -3.1 | 82,917,505 | 8.1 | 116,580,301 | 16.6 | 334,078,914 | 7.6 |
| 1946 | 127,713,942 | 0.8 | 7,012,689 | -12.8 | 91,581,241 | 10.4 | 147,776,814 | 27.0 | 374,086,686 | 12.0 |
| 1947 | 133,723,098 | 4.5 | 7,329,255 | 4.3 | 104,759,781 | 14.4 | 170,908,165 | 15.6 | 416,720,279 | 11.4 |
| 1948 | 128,903,467 | -3.6 | 5,994,858 | -18.2 | 108,314,507 | 3.4 | 182,144,301 | 6.5 | 425,357,133 | 2.1 |
| 1949 | 121,687,446 | -5.6 | 6,120,750 | 2.1 | 120,185,348 | 10.9 | 205,612,178 | 12.9 | 453,605,722 | 6.6 |
| 1950† | | | | | | | | | | |

* Figures prior to this date not comparable in all categories.
† 1950 figures estimated.

Trends Within Television
(Table II)

The expansion of television advertising in 1950, bringing an increase in net time sales from \$27.5 million in 1949 to a new peak approaching \$83.8 million, makes it possible to evaluate the TV revenue picture on a more representative basis than ever before.

The extent to which trends discernible today will continue or be altered as television attains national distribution is, of course, difficult to foretell. Thus far, network business has provided the principal source of revenue—a departure from the aural broadcasting structure, where local advertising is the chief source of time sale revenues.

The 1950 figures show a slight shift intensifying network advertising's position as the mainstay of TV finances. Where this source represented 39.2% of all time sale revenues in 1949, it accounted for 42.9% during the past year. Local advertising also improved itself somewhat in this respect, going from 34.4% of the total in 1949 to 35.5% in 1950. Spot business, which represented 26.4% of the 1949 total, dropped to 21.6%.

On a dollar volume basis, all three types of business made significant advances. Revenues from network time sales climbed more than \$25 million; local advertising gained more than \$20 million, and spot business increased by almost \$11 million.

It is much too early to hazard a guess as to television's ultimate potentialities as a revenue producer. The international situation, on top of the FCC freeze, appeared in late 1950 to impose a limit on the physical development of television in the immediate future.

Even so, it seemed reasonable to assume that barring unforeseeable developments resulting from the international crisis, time sales would continue upward; and that, after the physical limitations are removed, the "peak" revenues re-

toward longer program days. In this respect television was following the pattern of AM radio development, starting on a strictly limited-time basis and progressing more and more toward full day-

ited value as a basis for comparison with other media, however, since gross billings represent advertising volume at the one-time rate and discount structures vary widely among media.

TABLE IV
ESTIMATED RADIO
GROSS BILLINGS—1950

| Class of Business | Estimated Gross Billings |
|----------------------------------|--------------------------|
| National Network | \$182,250,000 |
| Regional & Miscellaneous Network | 9,107,000 |
| National Non-Network | 178,846,000 |
| Local | 305,970,000 |
| Total | \$676,173,000 |

and-evening operations. As the trend continues, increases in total time sales may naturally be expected—irrespective of the freeze on station construction.

Radio Gross Billings
(Tables IV and V)

Gross billings for radio advertising time reached an estimated \$676,173,000 in 1950, as compared with approximately \$629,000,000 in 1949. These figures have a lim-

ited value as a basis for comparison with other media, however, since gross billings represent advertising volume at the one-time rate and discount structures vary widely among media.

Estimated gross billings for 1950 are broken down in Table IV, and a recapitulation from 1927 through 1950 is provided in Table V, distinguishing between national network and other classes of business.

Comparison With Other Media

Eleven-month figures provided by Media Records Inc. in a 52-city summary of newspaper advertising lineage show that newspaper advertising in 1950 increased 6.1% over the same period of the preceding year. This compares with a 1949 gain of 1.7%.

Among the various classes of newspaper advertising, the figures show, automotive advertising again registered the largest gain—14.3%—while financial advertising placed second with an 11.7% advance. Other categories showed smaller increases, and none experienced a loss compared to the same 11-

(Continued on page 14)

TABLE VI
RADIO NETWORK GROSS EXPENDITURES BY PRODUCT GROUPS

| Product Groups | 1949 | | 1950 | |
|---|----------------|---------|---------------------|---------|
| | Gross Billings | % Total | Est. Gross Billings | % Total |
| 1. Agriculture & Farming | \$1,160,172 | .6 | \$1,008,400 | .6 |
| 2. Apparel, Footwear & Access. | 1,292,367 | .7 | 1,008,400 | .8 |
| 3. Automotive, Automotive Equip. & Access. | 6,718,766 | 3.6 | 5,106,500 | 2.8 |
| 4. Aviation, Aviation Equip. & Access. | | | | |
| 5. Beer, Wine & Liquor | 1,344,746 | .7 | 2,598,200 | 1.4 |
| 6. Building Material, Equipment & Fixtures | 1,281,775 | .7 | 1,322,900 | .7 |
| 7. Confectionery & Soft Drinks | 6,253,333 | 3.3 | 6,435,600 | 3.5 |
| 8. Consumer Service | 1,938,031 | 1.0 | 1,896,100 | 1.0 |
| 9. Drugs & Remedies | 21,054,785 | 11.2 | 24,318,100 | 13.3 |
| 10. Entertainment & Amusements | 9,246 | | 6,700 | |
| 11. Food & Food Products | 45,312,432 | 24.1 | 44,503,800 | 24.4 |
| 12. Gasoline, Lubricants & Other Fuels | 5,641,227 | 3.0 | 5,280,400 | |
| 13. Horticulture | 97,642 | | 126,000 | |
| 14. Household Equip. & Supplies | 6,118,005 | 3.3 | | |
| 15. Household Furnishings | 903,648 | .5 | | |
| 16. Industrial Materials | 2,174,673 | 1.9 | | |
| 17. Insurance | 3,737,682 | | | |
| 18. Jewelry, Optical Goods & Cameras | 2,789 | | | |
| 19. Office Equipment, Writing Supplies & Stationery | | | | |
| 20. Political | | | | |
| 21. Publishing & Media | | | | |
| 22. Radios, TV Sets, Instruments & Instruments | | | | |
| 23. Retail Stores | | | | |
| 24. Smoking | | | | |
| 25. Soaps, Cle | | | | |
| 26. Sporting | | | | |

RUTHRAUFF & RYAN, Inc.

TELECASTING and BROADCASTING

(Network)

- "ACROBAT RANCH"—General Shoe
- "BIG TOWN"—Lever Brothers, Rinso and Spry
- "COLLEGE BOWL"—American Safety Razor and Pharma-Craft
- "4 STAR REVUE"—Motorola
- "GENE AUTRY"—Wrigley's Gum
- "THE ARTHUR MURRAY SHOW"—Arthur Murray
- "SHOWTIME . . . U. S. A."—Dodge Dealers
- "ZOO PARADE"—Quaker Oats, Ken-L-Ration

(Participation in)

- "ARTHUR GODFREY'S TALENT SCOUTS"
—Thomas J. Lipton, Frostee
- "CAVALCADE OF BANDS"—Pharma-Craft
- "CAVALCADE OF STARS"—Pharma-Craft

(Sectional)

- "AMATEUR HOUR"—Morris B. Sachs
- "BALTIMORE COLTS FOOTBALL"—Gunther Beer
- "BALTIMORE BULLETS BASKETBALL"—Gunther Beer
- "BALTIMORE ORIOLES BASEBALL"—Gunther Beer
- "BROADWAY OPEN HOUSE"—Gunther Beer, Red Top Beer
- "TALENT SEARCH" starring Skitch Henderson—Vim and Motorola
- "WRESTLING"—Red Top Beer

(Network)

- "ARTHUR GODFREY DIGEST"—Reddi-Whip
- "ARTHUR GODFREY TIME"—Lever Brothers, Rinso and Spry
- "AUNT JENNY"—Lever Brothers, Spry
- "GENE AUTRY"—Wrigley's Gum

(Participation in)

- "ARTHUR GODFREY'S TALENT SCOUTS"
—Thomas J. Lipton, Frostee

(Sectional)

- "AMATEUR HOUR"—Morris B. Sachs
- "BALTIMORE BULLETS BASKETBALL"—Gunther Beer
- "BALTIMORE COLTS FOOTBALL"—Gunther Beer
- "BALTIMORE ORIOLES BASEBALL"—Gunther Beer
- "NEW YORK GIANTS BASEBALL"—Gunther Beer
- "SPORTS SPECIAL"—Gunther Beer

SPOT BROADCASTING

AMERICAN AIRLINES

AMERICAN SAFETY RAZOR
—Silver Star, Blue Star, Treet

**AMERICAN TELEVISION DEALERS
AND MANUFACTURERS**

CHRYSLER CORPORATION—Dodge

D. L. & W. COAL COMPANY—'blue coal'

GARRETT & COMPANY—Virginia Dare

ARTHUR MURRAY

LEVER BROTHERS (CANADA)
—Pepsodent, Lifebuoy, Rinso, Sunlight

LEVER BROTHERS (U. S.)—Rinso, Spry

MOTOROLA—AM and TV Sets

THOMAS J. LIPTON—Frostee

RUTHRAUFF & RYAN, Inc. . . . Advertising

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(Continued from page 12)

month period in 1949. "General" newspaper advertising gained 9.6% and classified advertising, 5.3%.

Publishers Information Bureau figures on revenues from advertising in general magazines, farm magazines and Sunday supplements for the first 11 months of 1950 show an overall advance of approximately 4.5% over the comparable period of 1949.

General magazine advertising revenues increased about 4.1%, farm magazines moved up approximately 5.7%, and Sunday supplements added about 6.2%, according to the PIB figures.

Radio Network Advertising By Class of Product (Table VI)

Food and food products continued far in the forefront of network radio-advertised products in 1950 with expenditures again totaling almost one-fourth of network gross billings, while toiletries, drugs and remedies, smoking materials, and soaps, cleansers and polishers once more rounded out the Top Five.

The only major change among the five leaders saw the drugs and remedies group, fourth in 1949, move into third place by virtue of over \$3.2 million increase in expenditures. Toiletries accounted for about 14% of the total; drugs and remedies, 13.3%; smoking materials, 12.5%, and soaps, etc., 11.2%.

These figures and the other 1950 totals shown in Table VI are 12-month estimates made on the basis of a PIB report for the first 10

| Product Groups | 1949 | | 1950 | |
|---|---------------------|---------|----------------------|---------|
| | Gross Billings | % Total | Est. Gross Billings† | % Total |
| 1. Agriculture & Farming | 4,275 | — | — | — |
| 2. Apparel, Footwear & Access. | 284,801 | 2.3 | 766,500 | 2.3 |
| 3. Automotive, Automotive Equip. & Access. | 1,546,287 | 12.6 | 4,534,900 | 13.8 |
| 4. Aviation, Aviation Access. & Equip. | — | — | — | — |
| 5. Beer, Wine & Liquor | 326,189 | 2.7 | 1,256,900 | 3.8 |
| 6. Building Material, Equipment & Fixtures | — | — | 85,100 | .3 |
| 7. Confectionery & Soft Drinks | 188,309 | 1.5 | 1,451,400 | 4.4 |
| 8. Consumer Service | 66,890 | .5 | 256,400 | .8 |
| 9. Drugs & Remedies | 242,718 | 2.0 | 289,700 | .9 |
| 10. Entertainment & Amusements | — | — | — | — |
| 11. Food & Food Products | 1,295,925 | 10.5 | 5,021,600 | 15.3 |
| 12. Gasoline, Lubricants & Other Fuels | 719,609 | 5.9 | 1,262,700 | 3.9 |
| 13. Horticulture | — | — | 1,400 | — |
| 14. Household Equip. & Supplies | 457,218 | 3.7 | 2,007,100 | 6.1 |
| 15. Household Furnishings | 819,698 | 6.7 | 1,849,300 | 5.6 |
| 16. Industrial Materials | 11,643 | .1 | 836,500 | 2.5 |
| 17. Insurance | — | — | 49,900 | .2 |
| 18. Jewelry, Optical Goods & Cameras | 105,057 | .9 | 223,100 | .7 |
| 19. Office Equipment, Writing Supplies & Stationery | 21,760 | .2 | 33,900 | .1 |
| 20. Political | — | — | 2,200 | — |
| 21. Publishing & Media | 131,063 | 1.1 | 182,900 | .6 |
| 22. Radios, TV Sets, Phonographs, Musical Instruments & Access. | 2,392,107 | 19.4 | 2,905,600 | 8.9 |
| 23. Retail Stores & Shops | 19,575 | .2 | 50,200 | .2 |
| 24. Smoking Materials | 2,396,728 | 19.4 | 5,543,800 | 16.9 |
| 25. Soaps, Cleansers & Polishers | 107,310 | .9 | 528,700 | 1.6 |
| 26. Sporting Goods & Toys | 85,535 | .7 | 55,600 | .2 |
| 27. Toiletries | 1,026,380 | 8.3 | 3,282,300 | 10.0 |
| 28. Transportation, Travel & Resorts | — | — | — | — |
| 29. Miscellaneous | 45,436 | .4 | 249,100 | .8 |
| TOTAL | \$12,294,513 | | \$32,726,800 | |

* % will not necessarily add to 100 because of rounding.
† 1950 figures do not include business of DuMont Television Network which did not report during the year. DuMont estimated its gross for the year would total \$4.5 million.

months. The 1949 figures are 12-month totals supplied by PIB. The overall decline in network gross billings, which dropped from \$187.8 million in 1949 to less than \$182.3 million in 1950, found three

of the top five product groups following suit.

Food and food products advertising (\$44.5 million) was off approximately \$808,600, though its percentage of the total increased from 24.1 to 24.4%. Toiletries advertising (\$25.5 million) had the biggest drop in dollar volume—almost \$3.9 million—which brought its percent of the total down from 15.6 to 14%. Expenditures for smoking materials advertising (\$22.7 million) decreased slightly less than \$1 million with no material change in percentage of total (12.5%).

The \$3.2 million-plus increase in expenditures for drugs and remedies advertising, which brought this group to an estimated \$24.3 million and raised its percentage from 11.2 to 13.3%, was the largest recorded. Soaps and cleansers increased by almost \$1.2 million, raising this percentage figure from 10.3 to 11.2%.

Beer and wine advertising, though representing only 1.4% of the total, showed an increase of over \$1.2 million, while expenditures for household equipment and supplies dropped \$2.9 million with a resulting drop from 3.3 to 1.8% of total billings.

TV Network Advertising By Class of Product (Table VII)

The 1949-50 product breakdown of TV network gross billings (Table VII) is more useful as a guide to general trends than as a basis for exact comparisons, since the 1950 figures represent the activities of only three of the four TV networks (DuMont Television (Continued on page 19)

Sherman & Marquette

ADVERTISING



CHICAGO • NEW YORK • HOLLYWOOD

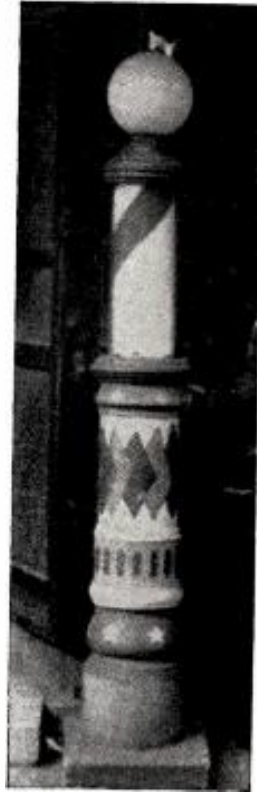
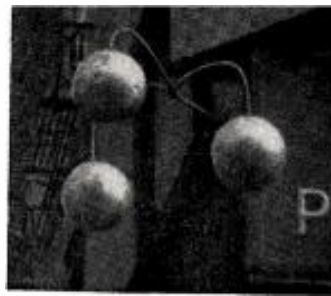
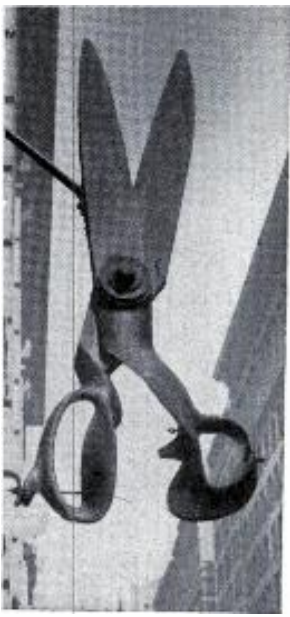
North Blvd
Cert Ford
Gene Raymond ... Dee Lenz
Bobby Sherwood
George Brooks
Jerry Marshall
Bert Wayne
Tommy Starr
Bill Jordan
John Dale
Henry Walden
Al "Goggo" Collins

... AND WHAT CAN WE ^{sell} ~~DO~~ FOR YOU?

New York's Favorite Station.
For Music And News

WNEW

1130 | ON YOUR DIAL



Of all the
to tell people
the most effective



devices men have used
what they have to sell,
is the microphone...

And this one reaches them today
at lower cost than any other advertising medium,
or any other microphone.





DON McNEILL'S BREAKFAST CLUB

Coast to Coast Monday through Friday

8 to 9 A.M. C.S.T. A B C

Sponsored by SWIFT & CO. . .

PHILCO • GENERAL MILLS

DON McNEILL'S TV CLUB

Coast to Coast Wednesday

8 to 9 P.M. C.S.T. A B C

Sponsored by PHILCO

Gross Billings for 1950

American Broadcasting Co. AM Gross Billings by Months

| Month | 1950 | 1949 |
|--------------|----------------------|---------------------|
| January | \$3,454,221 | \$4,087,907 |
| February | 3,147,208 | 3,845,610 |
| March | 3,454,338 | 4,238,780 |
| April | 3,115,897 | 3,893,736 |
| May | 3,242,000 | 4,030,915 |
| June | 2,880,220 | 3,387,939 |
| July | 2,255,647 | 2,788,103 |
| August | 2,249,885 | 2,544,141 |
| September | 2,416,631 | 3,076,900 |
| October | 3,009,205 | 3,404,713 |
| November | 2,973,103 | 3,406,989 |
| December | *2,926,270 | 3,636,492 |
| TOTAL | *\$35,124,625 | \$42,342,225 |

* Estimated

By Advertisers

| | 1950 |
|--------------------|-------------|
| General Mills Inc. | \$4,910,766 |
| Swift & Co. | 2,696,534 |

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(Continued from page 14)

Network did not report). The fact that facilities available during much of 1949 were not comparable with those in 1950 must also be taken into account. As in the case of the radio study, the 1949 figures are 12-month totals from PIB. The 1950 figures are projections from PIB 10-month reports covering NBC-TV, CBS-TV, and ABC-TV.

The table indicates that principal expenditures for network time during both 1949 and 1950 were on behalf of smoking materials, food

| | |
|--|-----------|
| Sterling Drug Inc. | 2,312,512 |
| Phillip Morris & Co. Ltd. Inc. | 2,153,357 |
| P. Lorillard Co. | 1,942,958 |
| Philco Corp. | 1,618,996 |
| Gillette Safety Razor Co. | 1,412,661 |
| Serutan Co. | 1,073,382 |
| The Quaker Oats Co. | 955,010 |
| H. J. Heinz Co. | 943,678 |
| Pepsi Cola Co. | 925,610 |
| Equitable Life Assurance Society of the U.S. | 924,581 |
| The Norwich Pharmacal Co. | 843,782 |
| Gospel Broadcasting Assn. | 802,229 |
| The Andrew Jergens Co. | 685,320 |
| General Motors Corp. | 613,884 |
| William R. Warner & Co. Inc. | 607,566 |
| George A. Hormel & Co. | 541,755 |
| Seaman Brothers Inc. | 536,339 |
| Pacific Coast Borax Co. | 480,563 |
| Adam Hat Stores Inc. | 439,443 |
| Lutheran Laymen's League | 436,652 |
| The Frank H. Lee Co. | 387,796 |
| Bruner-Ritter Inc. | 346,931 |
| Spidel Co. | 316,324 |
| Miles Laboratories Inc. | 310,960 |
| Pan American Coffee Bureau | 310,512 |
| The Texas Co. | 304,930 |
| Libby, McNeil & Libby | 282,275 |
| Trimount Clothing Co., Inc. | 265,514 |

products, and toiletries—all leaders in radio network advertising—and automotive products and radio and television sets, phonographs, etc.

Although the 1950 estimates lack the figures for one network which was included in the 1949 totals, the table shows increased expenditures—in most cases substantial ones—on behalf of virtually all product groups. Of all the product groups on the 1949 list, only one (agriculture) is missing from the 1950 table, which meanwhile has added four others. Expenditures for only one group (sporting goods, toys) appear to have been reduced.

| | |
|---|---------|
| Champion Spark Plug Co. | 264,177 |
| Miller Brewing Co. | 260,469 |
| Voice of Prophecy Inc. | 250,329 |
| The Goodyear Tire & Rubber Co. Inc. | 247,800 |
| Longines-Wittnauer Watch Co. | 222,338 |
| R. J. Reynolds Tobacco Co. | 222,054 |
| American Oil Co. | 196,657 |
| Mars Inc. | 184,567 |
| Block Drug Co. Inc. | 182,556 |
| Dawn Bible Students Assn. | 181,743 |
| Petri Wine Co. | 155,963 |
| The Christian Science Monitor | 150,547 |
| Richfield Oil Corp. | 149,608 |
| American Bakeries Co. | 149,074 |
| Carter Products Co. | 133,924 |
| Club Aluminum Products Co. | 118,715 |
| Westinghouse Electric & Mfg. Co. | 116,269 |
| Smith Brothers | 111,620 |
| Sylvania Products Co. | 110,658 |
| Political | 108,443 |
| Green Spot Inc. | 103,022 |
| The Southern Baptist Convention | 96,861 |
| Dolcin Corp. | 85,092 |
| Botany Mills Inc. | 72,910 |
| Dr. Billy Graham | 65,016 |
| Wm. H. Wise & Co. Inc. | 64,497 |
| Peter Paul Inc. | 63,785 |
| Ford Motor Co. | 63,029 |
| Ronson Art Metal Works Inc. | 58,364 |
| Revere Camera Co. | 50,130 |
| Phillips Petroleum Co. | 45,781 |
| Western Stove Co. Inc. | 37,846 |
| Burton Dixie Co. | 37,000 |
| Dennison Foods Co. | 31,828 |
| Pictsweet Foods Inc. | 31,388 |
| Stanley Home Products Inc. | 30,966 |
| Douleday & Co. Inc. | 30,543 |
| Institute of Religious Science | 26,907 |
| Fruhaufer Trailer Co. | 24,499 |
| Langendorf United Bakeries Inc. | 23,617 |
| National Assn. of Mfrs. | 17,850 |
| Save By Mail | 16,000 |
| Dr. Hiss Shoe Stores | 15,930 |
| U. S. Army | 15,518 |
| Scudder Food Products Co. | 15,115 |
| United Electrical, Radio & Machine Workers of America | 13,651 |
| Gifts by Mail | 11,196 |
| Labor League of Political Education | 13,644 |
| American Medical Assn. | 9,294 |
| Waltham Watch Co. | 8,875 |
| Communication Workers of America | 7,454 |
| Wilson Sporting Goods Co. | 6,814 |
| Pacific Greyhound Lines | 6,528 |
| Reynolds Metal Co. | 4,544 |

| | |
|--|-------|
| Fisher Body Division of General Motors Corp. | 4,278 |
| Regal Amber Brewing Co. | 4,134 |
| Omnibook Inc. | 3,937 |
| Lucky Lager Brewing Co. | 3,168 |
| F. J. Ritter Co. | 2,285 |
| McColl Frontenac Oil Co. | 1,500 |

TOTAL **\$35,124,625**

By Agencies

| | 1950 |
|---|-------------|
| Dancer-Fitzgerald-Sample Inc. | \$5,381,248 |
| J. Walter Thompson Co. | 2,662,632 |
| Cecil & Presbrey Inc. | 2,632,439 |
| Maxon Inc. | 1,667,408 |
| Lennen & Mitchell Inc. | 1,648,283 |
| Hutchins Advertising Co. Inc. | 1,618,996 |
| William H. Weintraub & Co. Inc. | 1,241,295 |
| Kudner Agency Inc. | 1,170,891 |
| Tatham-Laird Inc. | 1,075,950 |
| Roy S. Durstine Inc. | 1,073,382 |
| The Blow Co. Inc. | 949,227 |
| Warwick & Legler Inc. | 924,581 |
| Benton & Bowles Inc. | 861,632 |
| R. H. Alber Co. | 802,229 |
| Knox Reeves Advertising Inc. | 766,080 |
| Foot, Cone & Belding | 752,716 |
| Kenyon & Eckhardt Inc. | 718,425 |
| Robert W. Orr & Assoc. Inc. | 685,319 |
| McCann-Erickson Inc. | 599,999 |
| Batten, Barton, Durstine & Osborn Inc. | 541,755 |
| C. J. LaRoche & Co. Inc. | 479,375 |
| Sherman & Marquette | 475,635 |
| Grey Advertising Agency Inc. | 446,169 |
| Gotham Advertising Co. Inc. | 436,652 |
| Needham, Louis & Brorby Inc. | 379,206 |
| Raymond Spector Co. Inc. | 346,931 |
| Wade Advertising Agency | 310,960 |
| Federal Advertising Agency | 310,512 |
| Leo Burnett Co. Inc. | 303,282 |
| Geyer, Newell & Ganger Inc. | 293,773 |
| MacManus, John & Adams Inc. | 264,177 |
| Mathison Assoc. | 260,469 |
| Western Advertising Agency Inc. | 250,329 |
| Sullivan, Stauffer, Colwell & Bayles Inc. | 245,544 |
| Victor A. Bennett & Co. Inc. | 222,338 |
| William Esty Co. | 222,054 |
| The Joseph Katz Co. | 196,657 |
| W. L. Gleason & Co. | 181,743 |
| Young & Rubicam Inc. | 155,963 |

(Continued on page 20)



SERVING THE GOLDEN COAST AREA
SURROUNDING BEAUMONT, ORANGE, PORT ARTHUR

FACTS

| | | |
|---|---------------|---------|
| | DT | NT |
| RADIO FAMILIES | 177,537 | 129,119 |
| POPULATION | 932,000 | |
| COVERS 15 COUNTIES IN TEXAS AND 12 PARISHES IN LOUISIANA | | |
| RETAIL SALES | \$554,000,000 | |
| NET EFFECTIVE BUYING INCOME | \$807,000,000 | |

A B C 5000 WATTS 560
L S C DAY AND NIGHT K. C.
STUDIOS: BEAUMONT, TEXAS

NATIONAL REPRESENTATIVE: FREE & PETERS, INC.

GROSS BILLINGS

(Continued from page 19)

| | |
|---|---------------------|
| H. B. Humphrey Co. | 150,546 |
| Hixon & Jorgensen Inc. | 149,607 |
| Tucker Wayne & Co. | 149,074 |
| Politticals | 108,443 |
| Philip J. Meaney Co. | 103,915 |
| Liller, Neal, & Battie Agency | 96,861 |
| Victor van der Linde Co. | 85,092 |
| Alfred J. Silberstein - Bert Goldsmith Inc. | 72,910 |
| Walter F. Bennett & Co. Inc. | 65,016 |
| Thwing & Altman Inc. | 64,497 |
| Brisacher, Wheeler & Staff | 63,217 |
| Huber Hoge & Sons | 61,677 |
| Roche, Williams & Cleary Inc. | 50,130 |
| Lambert & Feasley Inc. | 45,781 |
| Brooks Advertising Agency | 37,847 |
| Turner Advertising Agency | 37,000 |
| Charles W. Hoyt Co. Inc. | 30,966 |
| Raymond R. Morgan Co. | 26,907 |
| Zimmer-Keller Inc. | 24,499 |
| Hal Stebbins Inc. | 15,930 |
| Grant Advertising Inc. | 15,519 |
| Davis & Co. | 15,116 |
| Weinstein & Co. | 13,850 |
| Furman, Feiner Co. Inc. | 13,645 |
| Campaigns Inc. | 9,295 |
| Hirshon-Garfied Inc. | 8,875 |
| Leon Loeb & Co. | 7,455 |
| Ewell & Thurber Assoc. | 6,815 |
| Beaumont & Hohman Inc. | 6,528 |
| Buchanan & Co. Inc. | 4,545 |
| Abbott Kimball Co. Inc. of Calif. | 4,135 |
| The Clements Co. Inc. | 2,285 |
| Erwin, Wasey Co. of Canada | 1,500 |
| TOTAL | \$35,124,625 |

By Product Classifications

| | |
|--|--------------|
| | 1950 |
| Food & Food Products | \$10,893,839 |
| Drugs & Toilet Goods | 7,099,430 |
| Cigars, Cigarettes & Tobacco | 4,317,668 |
| Religion | 1,859,737 |
| Radios, Refrigerators, Phonographs & Electrical Appliances | 1,846,124 |
| Beverages | 1,452,359 |
| Automobiles, Trucks & Accessories | 1,217,667 |
| Clothing & Dry Goods | 1,165,662 |

| | |
|---------------------------------------|---------|
| Jewelry & Accessories | 952,833 |
| Insurance and Personal Loans | 924,582 |
| Household Furnishings and Accessories | 760,866 |
| Lubricants, Petroleum Products & Fuel | 698,476 |
| Hardware | 659,945 |
| Laundry Soaps and Cleansers | 480,563 |
| Publications | 248,524 |
| Confections | 248,352 |
| Miscellaneous | 125,082 |
| Politicals | 108,443 |
| Photographic Equipment | 50,130 |
| Sporting Goods | 6,815 |
| Transportation & Travel | 6,528 |

TOTAL \$35,124,625

TV Gross Billings by Months

| | | |
|--------------|---------------------|--------------------|
| | 1950 | 1949 |
| January | \$225,865 | \$6,273 |
| February | 189,968 | 18,674 |
| March | 341,002 | 26,352 |
| April | 362,119 | 47,359 |
| May | 357,508 | 132,146 |
| June | 388,266 | 119,835 |
| July | 213,522 | 119,674 |
| August | 249,846 | 115,002 |
| September | 476,996 | 155,480 |
| October | 1,181,199 | 217,199 |
| November | 1,268,088 | 214,660 |
| December | *1,216,131 | 219,337 |
| TOTAL | *\$6,470,510 | \$1,391,991 |

* Estimated

TV Advertisers

| | |
|--------------------------------------|-----------|
| General Mills Inc. | \$476,374 |
| P. Lorillard Co. | 457,675 |
| Admiral Corp. | 359,429 |
| The Goodyear Tire & Rubber Co. Inc. | 350,608 |
| Canada Dry Ginger Ale Inc. | 315,216 |
| Chrysler Corp. | 302,010 |
| Packard Motors Inc. | 279,992 |
| Schlitz Brewing Co. | 227,733 |
| Philco Corp. | 222,077 |
| Blatz Brewing Co. | 197,727 |
| Young Peoples Church of the Air | 188,302 |
| Sun Oil Co. | 180,549 |
| Bendix Home Appliances Inc. | 171,131 |
| Hudson Motor Car Co. | 149,670 |
| Pontiac Div. of General Motors Corp. | 130,080 |
| Kellogg Co. | 127,901 |
| Gruen Watch Co. | 115,170 |
| Best Foods Inc. | 111,070 |

| | |
|-------------------------------|--------------------|
| Peter Paul Inc. | 107,950 |
| Ronson Art Metal Works Inc. | 105,378 |
| Peters Shoe Co. | 102,145 |
| Campana Sales Co. | 100,650 |
| American Safety Razor Co. | 98,475 |
| Kno Mark Mfg. Co. Inc. | 96,282 |
| Wine Corp. of America | 93,600 |
| M & M. Ltd. | 93,150 |
| Wander Co. | 91,700 |
| Green Giant Co. | 85,320 |
| General Shoe Corp. | 84,506 |
| Seeman Bros. | 81,510 |
| Procter & Gamble Co. | 80,925 |
| American Dairy Assn. | 72,420 |
| Griffin Mfg. Co. Inc. | 74,175 |
| Gospel Broadcasting Assn. | 70,748 |
| Libby, McNeill & Libby | 68,847 |
| Chesebrough Mfg. Co. | 63,927 |
| Ironrite Ironers Corp. | 63,180 |
| The B. F. Goodrich Rubber Co. | 62,163 |
| Arthur Murray Inc. | 53,366 |
| Arnold Bakers Inc. | 51,480 |
| American Bakeries Co. | 42,942 |
| American Tobacco Co. | 37,084 |
| Gillette Safety Razor Co. | 33,110 |
| Mason Au Magenheimer Co. | 25,280 |
| Floresheim Shoe Co. | 25,160 |
| Exquisite Form Brassiere Inc. | 19,920 |
| Lutheran Laymen's League | 15,600 |
| The Texas Co. | 15,500 |
| George S. May Co. | 12,390 |
| Ford Dealers Assn. | 10,808 |
| Pabst Sales Co. | 10,280 |
| Ranger Joe Corp. | 10,000 |
| Allegheny Ludlum Steel Co. | 7,359 |
| Homecrafts | 7,272 |
| Doubleday & Co. | 5,340 |
| Radio Offers Co. | 5,071 |
| Cigar Enjoyment Inc. | 4,727 |
| Political | 4,720 |
| C. & W. Enterprises Inc. | 4,120 |
| Gotham Hosiery Co. | 3,100 |
| Hotpoint Inc. | 2,900 |
| Bell & Howell Inc. | 2,696 |
| Jackson & Perkins Co. | 520 |
| TOTAL | \$6,470,510 |

TV Agencies

| | |
|---------------------------------------|-----------|
| Young & Rubicam Inc. | \$858,334 |
| Dancer-Fitzgerald-Sample Inc. | 590,409 |
| Lennen & Mitchell Inc. | 457,675 |
| Ruthrauf & Ryan Inc. | 396,347 |
| Kudner Agency Inc. | 374,929 |
| J. M. Mathes Inc. | 315,216 |
| Hutchins Advertising Co. Inc. | 222,077 |
| Brooke, Smith, French & Dorrance Inc. | 212,850 |
| McCann-Erickson Inc. | 208,633 |

| | |
|--|--------------------|
| Kastor, Farrell, Chesley & Clifford Inc. | 197,728 |
| J. M. Camp Co. | 188,301 |
| Hewitt, Ogilvey, Benson & Mather Inc. | 180,549 |
| Tatham, Laird Inc. | 171,131 |
| MacManus, John & Adams Inc. | 130,080 |
| Kenyon & Eckhardt Inc. | 127,901 |
| Stockton, West & Burkhardt Inc. | 115,170 |
| Earle Ludgen & Co. | 111,070 |
| Maxon Inc. | 110,851 |
| Grey Advertising Agency Inc. | 105,378 |
| Henri, Hurst & McDonald Inc. | 102,146 |
| H. W. Kastor & Sons Advertising Co. Inc. | 100,650 |
| Batten, Barton, Durstine & Osborn Inc. | 99,247 |
| Ernie Mogul Co. Inc. | 96,282 |
| Weiss & Geller Inc. | 93,600 |
| William Esty Co. Inc. | 93,150 |
| Grant Advertising Inc. | 91,700 |
| Leo Burnett Co. Inc. | 85,320 |
| William H. Weintraub Co. Inc. | 81,510 |
| J. Walter Thompson Co. | 79,654 |
| Birmingham, Castleman & Peirce Inc. | 74,175 |
| Campbell-Mithun Inc. | 72,420 |
| R. H. Alber Co. | 70,748 |
| Benton & Bowles Inc. | 51,480 |
| Tucker Wayne & Co. | 42,942 |
| Turner Leach & Co. Inc. | 25,280 |
| Gordon Best Co. | 25,160 |
| Brandford Advertising Inc. | 19,920 |
| Huber, Hoge & Sons | 18,203 |
| Gotham Advertising Co. Inc. | 15,600 |
| M. M. Fisher Assoc. | 12,390 |
| Warwick & Legler Inc. | 10,280 |
| Lamb & Keen Inc. | 10,000 |
| Walter Downing Agency | 7,359 |
| The Wesley Assoc. | 4,726 |
| Politicals | 4,720 |
| The Mail Order Network | 4,120 |
| Sterling Advertising Agency Inc. | 3,099 |
| TOTAL | \$6,470,510 |

TV Product Classifications

| | |
|---|-------------|
| Automobiles, Trucks & Accessories | \$1,285,332 |
| Food & Food Products | 1,138,053 |
| Beverages | 844,557 |
| Radios, Refrigerators, Phonographs, & Electrical Appliances | 818,177 |

(Continued on page 54)

CLIFF JOHNSON FAMILY

America's only real-life program



Happy Family

Happy Sponsors

KRAFT FOODS COMPANY
SPECIAL FOODS COMPANY ("Jays" Potato Chips)

BEECH-NUT PACKING COMPANY
ILLINOIS MEAT COMPANY

WGN and WGN-TV
CHICAGO

| TYPE | TITLE | MINUTES | DAYS |
|--------------------------------|---------------------------------|---------|--|
| BASIC NEWS | World News Roundup | 15 | Weekdays, 7 times Sunday, 6 times |
| | The World in Brief | 5 | Weekdays, 11 times Sunday, 11 times |
| | The World in a Nutshell | 1 | Weekdays, 7 times Sunday, 6 times |
| SPORTS | Speaking of Sports | 5 | Mon. through Saturday |
| | The Sports Lineup | 5 | Every day |
| | Great Moments in Sports | 5 | Mon. through Saturday |
| | Sizing Up Sports | 5 | Sunday |
| FOR WOMEN | In the Woman's World | 5 | Mon. through Saturday |
| | Women in the News | 5 | Mon. through Saturday |
| | Mainly for Women | 5 | Mon. through Friday |
| | Your Home | 15 | Sunday |
| HUMAN INTEREST | Names in the News | 5 | Mon. through Saturday |
| | Time Out | 5 | Mon. through Saturday |
| | In Your Neighborhood | 5 | Every day |
| | In Movieland | 5 | Mon. through Saturday |
| | Do Tell | 5 | Sunday |
| | In Their Own Words | 5 | Sunday |
| FARMING | On the Farm Front | 5 | Every day |
| | Daily Farm Market Survey | 5 | Mon. through Saturday |
| | Rural Roundup | 5 | Tues. through Saturday |
| COMMENTARY & REVIEW | Today's United Press Commentary | 5 | Every day |
| | Under the Capitol Dome | 5 | Mon. through Saturday Sunday |
| | Highlights of the Week's News | 15 | Sunday |
| | United Press Reporting | 5 | Sunday |
| BUSINESS & SCIENCE | Weekly Business Review | 5 | Saturday |
| | Tomorrow's Business | 5 | Friday or thereafter |
| | Today in Science | 5 | Monday through Friday |

United
Press
news
programs
for
radio

U.P.

1250 radio stations from coast to coast receive from United Press an average of 40 news programs and news features every day — in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

RADIO AND TV HIGHLIGHTS OF 1950

As Reported In BROADCASTING • TELECASTING

- Jan. 2—Gross revenues from time sales rose 4.5% to \$435 million for 1949, according to annual study made by Dr. Kenneth H. Baker, NAB research director.
- Jan. 8—Free speech victory seen as U.S. Supreme Court refuses to review Maryland Court of Appeals decision against Baltimore "gag rule."
- Jan. 11—NBC commences regular operation of new UHF experimental TV station at Bridgeport, Conn.
- Jan. 12—In move against "trafficking," FCC proposes to ban sales of stations before they start program tests.
- Jan. 12—First public showing of CBS color television is held in Washington.
- Jan. 12—FCC calls for hearing on proposals for theatre TV service.
- Jan. 13—Thomas S. Lee, 45, owner of Don Lee Broadcasting System, dies in fall from Los Angeles office building.
- Jan. 16—Four major networks' 1949 total billings estimated at \$187,830,799, for 5.6% drop below 1948's.
- Jan. 20—Radio Mfrs. Assn. creates National Television System Committee, headed by Dr. W. R. G. Baker, General Electric Co.
- Jan. 23—Radio time sales \$429 million in 1949, television \$24.7 million, according to BROADCASTING • TELECASTING YEARBOOK estimates.
- Jan. 23—RMA reports 1949 radio and TV set production totaled 9,880,773 units.
- Jan. 24—Rep. George Sadowski (D-Mich.) introduces bill to create "super FCC," provide new regulatory sanctions.
- Jan. 30—Dollar volume of radio manufacturing industry gained 13% in 1949, reached all-time peak of \$850 million, according to RMA President Raymond C. Cosgrove.
- Feb. 1—Forney A. Rankin, NAB director of government relations, resigns to accept State Dept. post.
- Feb. 2—U.S.-Cuban conferences on NARBA proposals opens at Havana.
- Feb. 8—Video economics in spotlight as Television Broadcasters Assn. holds annual Television Clinic in New York. J. R. Poppele, WOR-AM-TV New York, reelected TBA president.
- Feb. 8-10—NAB board gives President Justin Miller far-reaching powers, authorized appointment of general manager, gives go-ahead for new million-dollar Audience Measurement Corp.
- Feb. 9—FCC approves Zenith Radio Corp.'s request for public Phonevision tests in Chicago.
- Feb. 10—Two Washington attorneys ask FCC to outlaw transit radio.
- Feb. 15—Bill to require licensing of networks introduced by Rep. Harry R. Sheppard (D-Calif.).
- Feb. 16—FCC says NBC-TV's arrangements for 2½-hour Saturday night show violate Network Rules.
- Feb. 17—President Truman appoints temporary communications policy board, headed by Dr. Irvin Stewart, West Virginia U. president and former FCC member.
- Feb. 20—Advertisers to spend over \$20 million in sponsorship of 1950 baseball games, according to BROADCASTING • TELECASTING survey.
- Feb. 23—Side-by-side demonstration of color TV systems of CBS, RCA and Color Television Inc. is held as FCC enters last leg of color hearings.
- Feb. 27—BROADCASTING • TELECASTING analysis shows four major networks' business volume continuing upward trend.
- Feb. 27—Almost 40% of Army-Air Force recruiting program's advertising budget earmarked for radio and TV.
- Feb. 27—Civil defense planners brushing up plans for radio-TV in event of national emergency.
- Feb. 28—A. C. Nielsen Co. acquires national rating services of C. E. Hooper Inc. for reported \$500,000, the Hooper organization to continue operations at local level.
- Mar. 2—Ralph W. Hardy, director of former NAB Radio Division, named director of Govt. Relations Dept.
- Mar. 6—Procter & Gamble Co. remained top network advertiser in 1949 with gross time expenditures of \$17,315,092, according to PIB.
- Mar. 6—Four TV networks' gross time sales totaled \$12,294,513 in 1949, according to PIB.
- Mar. 6-8—TV operating problems appraised by more than 225 video executives at Chicago Television Council's second annual National Television Conference.
- Mar. 6-9—IRE convention in New York, with more than 16,000 engineers.
- Mar. 9—Industry film, "Lightning That Talks," opens in New York and, in same week, in several other cities. Reaction: mixed.
- Mar. 10—FCC launches staff-wide reorganization with creation of Common Carrier Bureau. Curtis B. Plummer, chief of Engineering Bureau's Television Division, is named chief engineer.
- Mar. 11—WNOX Knoxville, WWJ Detroit, and NBC Commentator Morgan Beatty win duPont Awards. ABC-TV and WPIX (TV) New York get special citations in duPont committee's first recognition of television.
- Mar. 13—Movement on Capitol Hill looking toward assessment of license fees on commercial stations.
- Mar. 13—Eleven advertising agencies in New York registered at least \$1 million in TV network billings during 1949, according to BROADCASTING • TELECASTING survey.
- Mar. 15—Formation of Broadcast Audience Measurement Inc., to succeed Broadcast Measurement Bureau, is commenced.
- Mar. 15—Changes in ASCAP licensing methods covering TV stations, as well as organizational reforms, are provided in anti-trust consent agreements.
- Mar. 23—RCA's tri-color TV picture tube demonstrated for FCC in first showing outside of laboratories.
- Mar. 24—U.S.-Cuban NARBA negotiations abandoned upon renewal of demands by Cuba after agreement "in principle" had been reached.
- Mar. 27—Joint study by NAB and RMA shows 88,964,000 radio and TV sets in use as of Jan. 1, 1950.
- Apr. 2—WTMJ-FM Milwaukee, first FM station west of the Alleghenies, ceases operations for want of sufficient FM sets in area.
- Apr. 2—"Bisignal," transmission of two FM signals on the same frequency, reported developed by Raymond M. Willmote, Washington radio engineering consultant.
- Apr. 3—Results of second Broadcast Measurement Bureau study were found better than average by over 75% of subscribing broadcasters, according to BROADCASTING • TELECASTING Trends survey.
- Apr. 5—Bill to ban broadcasting or telecasting of "gambling information" on sports events introduced at Justice Dept.'s request by Sen. Ed C. Johnson (D-Col.), though he disapproved its far-reaching scope.
- Apr. 10—General Mills buys 65 half-hour periods on NBC for whirlwind summer campaign, with cost estimated at \$700,000 for time and production.
- Apr. 11—Television has a larger audience than major magazines, says Sylvester L. (Pat) Weaver, NBC vice president in charge of TV.
- Apr. 12-15—Latest technical developments in radio and TV unveiled at NAB's Fourth Annual Engineering Conference, in Chicago.
- Apr. 14—AT&T officials foresee network TV facilities from coast to coast by 1951.
- Apr. 15-16—Big Ten Conference bans live telecasts of its member-college football games for "at least one year" as Intercollegiate Conference holds TV "adverse" to attendance.
- Apr. 17-19—NAB convention in Chicago, with William B. Ryan, KFI Los Angeles, named NAB general manager starting May 1.
- Apr. 20—Death of Frank R. McNinch, 77, who was 1937-39 chairman of FCC.
- Apr. 20-21—Radio Mfrs. Assn. decides to name fulltime paid president.
- Apr. 24—FCC opposes Justice Dept. bill against broadcasting gambling information on sports events, offers more limited substitute as Senate hearings enter homestretch.
- Apr. 24—Radio attorneys oppose adoption by FCC of "uniform policy" toward applicants who have violated anti-trust and other non-radio laws.
- Apr. 24—Brig. Gen. David Sarnoff, RCA chairman, sees TV as \$3.5 billion per year industry within five years.
- Apr. 24-26—AP, UP, and INS all report increased service to broadcasters as American Newspaper Publishers Assn. convenes in New York.
- May 1—NAB plans appointment of all-industry committee to study advisability of drafting code of practices for TV.
- May 4—Peabody Awards winners announced.
- May 15—Jerry N. Jordan survey offers documented proof that sports attendance does not suffer from TV after novelty of set ownership wears off.
- May 15—BROADCASTING Trends survey indicates further expansion of radio billings is in offing, especially on national spot and local levels.
- May 17—CBS resigns from NAB. ABC follows two weeks later.
- May 17—Senate kills President Truman's plan to "reorganize" FCC along lines proposed by Hoover Commission.
- May 22—NAB announces formation of committee of top business and industry figures to cooperate with broadcasters in mapping economic trends and planning for future.
- May 24—Broadcast Music Inc. is attacked in complaints filed with FCC and Federal Trade Commission by Kenneth H. Davis, attorney, who says he proposes to dissolve BMI.
- May 25—Trend toward rising station operating costs is starting to level off for first time in several years, according to NAB Employee-Employer Relations Director Richard P. Doherty.
- May 26—FCC completes nine-month-old color TV proceeding.
- May 26—Senate Commerce Committee approves compromise gambling bill banning radio-TV broadcast of odds and similar data before horse races but permitting them during and afterward.
- May 27—In first round of return bout in talent war, NBC outbids CBS for Groucho Marx, follows up by signing Bob Hope to five-year contract two weeks later, at same time selling his Tuesday night radio show to Chesterfield for reported \$30,000 weekly talent price.
- June 1—U.S. District Court for District of Columbia dismisses three suits against transit radio, holds transit service is not "inconsistent with the public convenience, comfort, and safety."
- June 5—Television Broadcasters Assn. announces membership drive, expansion program.
- June 5-8—Radio Mfrs. Assn. reorganizes at annual convention, changes name to Radio-Television Mfrs. Assn., names R. C. Sprague, Sprague Electric Co., as board chairman and also president pending selection of fulltime paid president.
- June 8—KFI Los Angeles asks em- ployes to sign anti-Communist oath in what is believed to be first instance of its kind.
- June 11—Death of John Shepard 3d, founder of Yankee Network.
- June 14—FCC's hearing on news policies of G. A. Richards (KMPC Los Angeles, WJR Detroit, WGAR Cleveland) opens in Los Angeles while Capitol Hill hears demands that FCC account for its action.
- June 19—ABC signs Don McNeill, Breakfast Club m.c., to 20-year contract, reportedly longest single agreement ever signed with a radio personality.
- June 19—Networks' talent-buying spree continues: ABC signs Screen Guild Players, NBC signs Kate Smith and Comedian Ransom Sherman to five-year TV contracts, while Philip Morris & Co. buys Truth or Consequences for radio and TV on CBS.
- June 20—Senate unanimously confirms FCC Comr. George E. Sterling for new seven-year term.
- June 20-22—NAB Board adopts media committee system (AM, FM, TV), cuts budget from \$798,000 to \$706,000.
- June 22—FCC drops investigation of NBC-TV's 2½-hour Saturday night program, saying network has eliminated details which conflicted with FCC network rules.
- June 23—AT&T microwave relays to complete transcontinental TV network by Jan. 1, 1952, are authorized by FCC.
- June 25—Hostilities break out in Korea; radio begins to gird itself for emergency operations.
- June 27—Paul H. Willis, Carnation Co. general advertising manager, credits radio with an "unparalleled, all-time record of economic mass selling."
- July 3—Stanley G. Breyer, KJBS San Francisco, touches off industry-wide debate with advertisements in BROADCASTING • TELECASTING calling for survey to test Pulse and Hooper rating methods.
- July 6—Congressional leaders call for expanded use of radio and TV by U.S. overseas, and Brig. Gen. David Sarnoff, RCA board chairman, advocates \$200 million world network.
- July 11—"Condon Committee" submits its color TV report to Senate Interstate and Foreign Commerce Committee.
- July 14—RTMA officials say war needs may cut radio-TV civilian production 10-20%.
- July 14—Maurice B. Mitchell resigns as director of Broadcast Advertising Bureau to join NBC executive sales staff.
- July 17—President Truman asks Congress for additional \$89 million to expand Voice of America.
- July 18—Death of John J. Gillin Jr., 45, president and general manager of WOW-AM-TV Omaha and one of radio's pioneers.
- July 21—With White House approval, NAB plans to set up Broadcasters Defense Council to unify radio participation in nation's defense effort.
- July 21—FCC says network representation of affiliates in sale of advertising does not violate FCC rules—but that it hasn't decided whether rules should be changed.
- July 24—Assn. of National Advertisers campaign for radio rate cuts receives setback as three of four major networks refuse conference invitation.
- July 27—Proposals to levy license fees for government services, including those of FCC, referred to various Senate committees for study.
- July 31—Navy Secretary Francis P. Matthews named president of WOW-AM-TV Omaha succeeding the late John J. Gillin Jr.
- July 31—RCA tells FCC it has made substantial progress in development of its tri-color picture tube.

(Continued on page 30)



Now in its sixth season, the **U.S. Steel Hour**—radio's most honored show—is bringing to America's radio audience another great year of **THEATRE GUILD ON THE AIR**. Coming up this season are such outstanding productions as *The 3rd Man*; *Come Back, Little Sheba*; and a special hour-and-a-half adaptation of *Hamlet*. These programs of superb drama—with stars of stage, screen and radio—are heard Sunday evenings at 8:30 p.m. (EST) on the NBC network.

1950 RADIO-TV AUDIENCE ANALYSES

By A. C. NIELSEN, Pres.
A. C. Nielsen Co.

TELEVISION is a fast growing youth; radio remains a healthy adult. Each continues to hold its unique place in the advertising picture. Neither is a substitute for the other.

These are the fundamental conclusions to be drawn from an analysis of radio and television over the past year. Let us look at the facts.

Radio and TV Families

Despite the tremendously high percent of all homes that have radio, each year finds the number growing and 1950 was no exception. As of September there were 1 1/4 million more radio families than in September 1949 (Chart 1). This was due partly to the increase in total U.S. families, as evidenced by the U.S. Census of last spring. That TV families should have tripled in the same period is no surprise. TV ownership seems to outstrip even the most optimistic estimates.

In 1950 the average radio family listened to the radio four minutes less per day in the daytime and 15

FOR LISTING of firms offering radio and television research see page 547.

minutes less per day at night than in the previous year (Chart 2), while TV families increased their viewing three minutes per day in the daytime and 15 minutes per day at night (Chart 3). These data are based on an average of March, June and September for each year. Part of the reduction in listening is due to television, but by no means all. Even the non-TV radio families reduced their radio listening six minutes per day in the daytime and four minutes per night (Chart 4). The influence of television, however, is also apparent from this chart, which shows that the average TV family reduced its daytime listening by almost an hour a day in the daytime and almost an hour and three quarters at night.

The chart indicates that the aggregate number of hours devoted to daytime listening and viewing is about the same as the hours devoted to listening alone prior to the installation of a TV set in the home. This would suggest that the average family (meaning essentially the housewife in the daytime) has just so many daytime hours to spend on radio and/or TV. But at night total radio-TV activity increases from two hours to three and a half hours when a TV set is installed.

More Radio Families

The reduced listening per family is partially counteracted by the increased number of radio families, already referred to. As a result, total family-hours of radio listening per day, while lower in 1950 than in 1949, is above the figure for any year prior to 1948 (Chart 5). It should be borne in mind, however, that for the present the effect of television is limited to the areas within 50 miles of the 63 TV cities. And although over 60% of all radio families live in these areas there is a vast radio public which is still unaffected by television, particularly in the smaller towns and rural areas, which are so easily, completely and economically reached by radio.

Family-hours per day of TV viewing in 1950 was three times the figure for the previous year. It is interesting to notice that although there are only 18% as many TV as radio families, family-hours per day of viewing is 20% as high as listening.

Homes Using Radio & TV

During the average daytime or nighttime minute a larger percent of TV sets than of radio sets are in use (Charts 6 & 7). But numerically, families using radio far outstrip those using TV. It is important, therefore, in comparing radio and television use, not to be deceived by percent figures alone. A daytime comparison of radio sets in use in March, June and September 1950 with the same months of 1949 (Chart 6) shows

(Continued on page 26)

AVERAGE HOURS LISTENED PER DAY

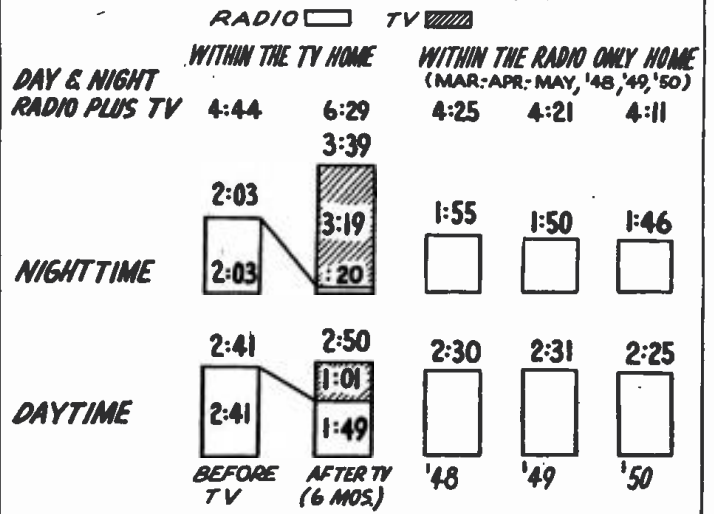


Chart 4: LISTENING-VIEWING COMPARISONS

MARCH-JUNE-SEPTEMBER AVERAGE

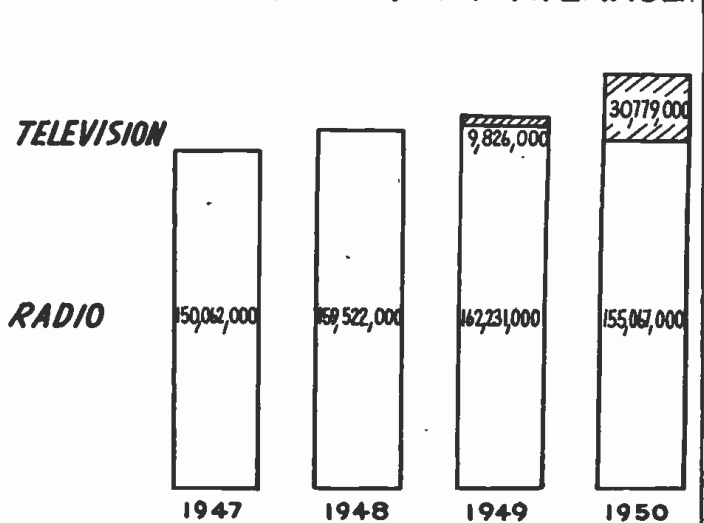


Chart 5: FAMILY HOURS PER DAY OF RADIO AND TV USE.

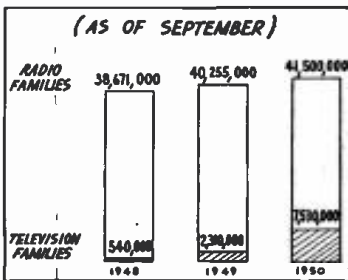


Chart 1: GROWTH OF RADIO AND TELEVISION FAMILIES

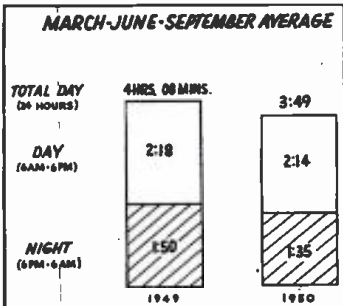


Chart 2: DAILY USE OF RADIO PER RADIO FAMILY

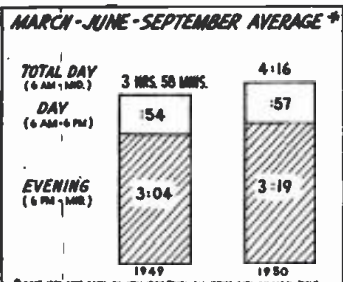


Chart 3: DAILY USE OF TV PER TV FAMILY

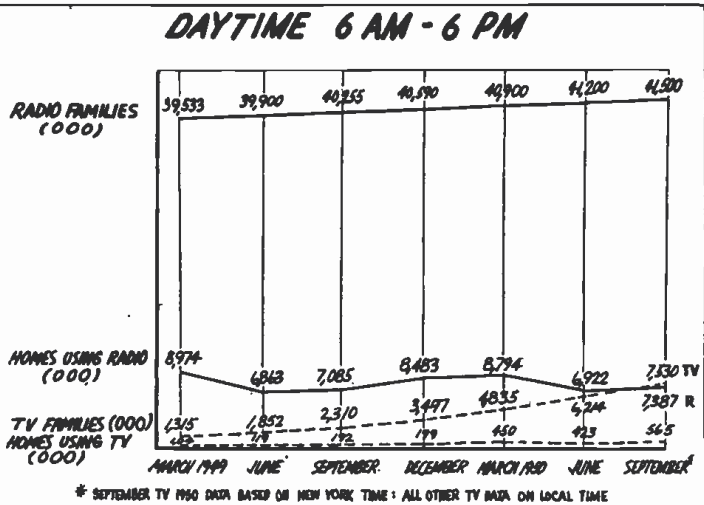
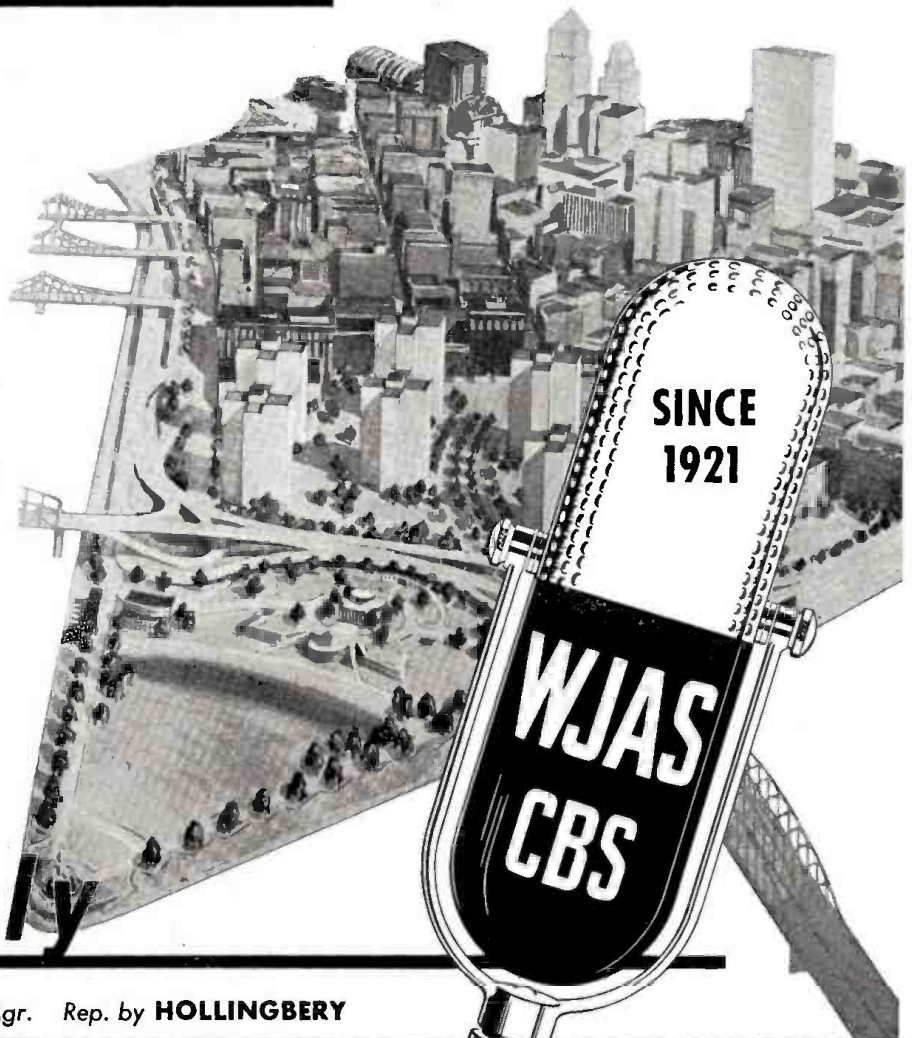


Chart 6: RADIO, TV FAMILIES AND SETS IN USE



in Pittsburgh U.S.A.

**it's
WJAS**



obviously

H. K. BRENNEN, Pres. and Gen. Mgr. Rep. by HOLLINGBERY

NIGHTTIME 6 PM - MIDNIGHT

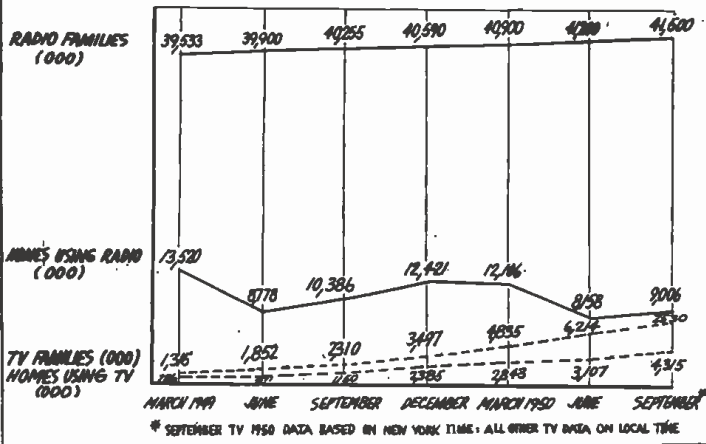


Chart No. 7: RADIO & TV FAMILIES COMPARED WITH SETS IN USE—NIGHTTIME.

MARCH VS. OCTOBER 1950

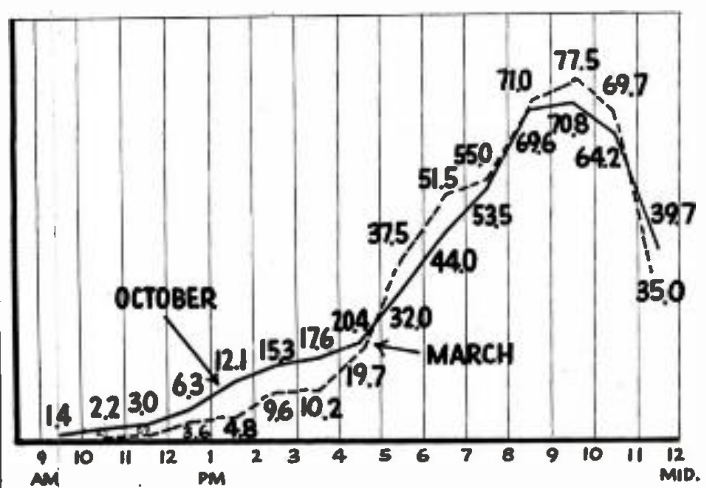


Chart No. 8: MONDAY-FRIDAY USE OF TV BY HOURS OF THE DAY.

AMONG HOMES OWNING TV PRIOR TO 1950

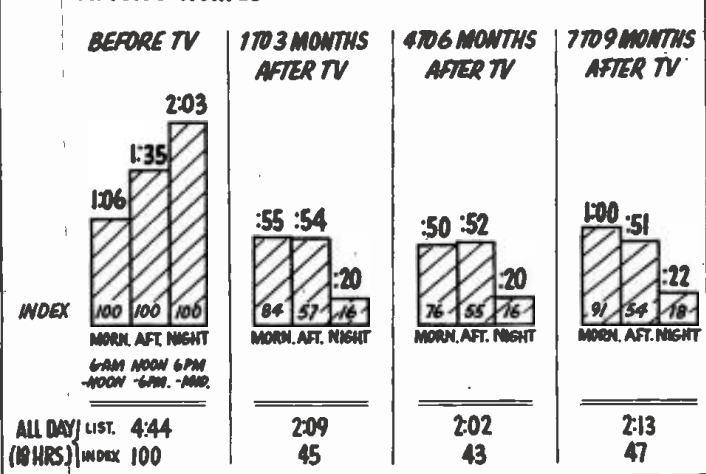


Chart No. 9: RADIO LISTENING BEFORE AND AFTER TV ENTERS THE HOME.

Radio-TV Audience

(Continued from page 24)

that whereas March 1950 was slightly below the previous March, 1950 showed slight advances over '49 with respect to June and September. At night, however, (Chart 7) 1950 falls perceptibly below 1949 in all three months.

The daytime television use curve reflects the fact that daytime TV was just getting started at the beginning of 1949. Numerically, TV sets in use during the average daytime minute rose to 565,000 in September 1950, a marked increase over the 192,000 of a year before. Increased daytime TV programming combined with a greater number of TV families to make possible these tremendous strides.

And at night homes using TV during the average minute rose at least in proportion to the increase in number of TV families.

An hour-by-hour comparison of March and October 1950 (Chart 8) shows a substantial increase in daytime viewing, particularly between noon and 4 p.m. But from 5 p.m. to 11 p.m. October viewing falls under March.

Age of TV Set Affects Listening and Viewing

When a substantial percent of all families own TV sets the length of time they have been TV families will have become of minor importance, for a large part of all TV families will have owned a set long enough to have developed settled listening and viewing habits. But the present low percent of ownership combined with the high rate at which new TV families are coming into existence makes length of TV ownership a pertinent factor in the development of changing listening and viewing habits.

Viewing declines slightly both daytime and evening over the first 12 months of TV ownership. The introduction of TV into the home is accompanied by a certain amount of curiosity use and shopping around among the program offerings. However, improvements in TV programming are counterbalancing this slight decline and are tending to increase TV use per family.

It should not be thought, however, that radio listening rises after the TV set has been in the home some months. Chart 9 indicates not only a drastic downward revision of listening habits in the first three months after a family joins the TV ranks, particularly at night, but also that afternoon and nighttime listening fail to show any marked recovery.

So much for the over-all listening and viewing situation. Now let us look at the program picture.

Changing Program Preferences

The ten top-rated daytime radio programs of the week of October 15, 1950 include only four that made the top ten list of the corresponding week of '49 (Chart 10). Of the four, three advanced in rank, the fourth lost ground. Rating-wise one gained, two lost audience, and the fourth retained its previous year's rating. The 1949 top ten averaged an 8.6 rating, compared with 7.7 for 1950's top ten.

In the evening seven of the '49

top ten were to be found in the charmed circle a year later (Chart 11). Three retained the same rank, three more moved only one position and the seventh moved two places, indicating a rather static condition with respect to the relative popularity of the leading nighttime radio programs. But in terms of audience size all seven lost a total of 33.2 rating points. The 1950 newcomers entered near the bottom, in 7th, 8th and 9th position. And as in the case of the daytime top ten, the 1950 evening group averaged a lower rating than the leaders of the year before: 12.2 to 16.5.

In March 1950 only six daytime network TV programs were sponsored. But of the six only three are to be found in the top ten as of October (Chart 12). And all three

(Continued on page 28)

OCTOBER-3RD WEEK

| PROGRAM | RANK | | RATING* | |
|------------------------------|------|------|---------|------|
| | 1950 | 1949 | 1950 | 1949 |
| GRAND CENTRAL STATION | 1. | 10. | 8.6 | 7.8 |
| ARMISTICE THEATER | 2. | 1. | 8.6 | |
| CAROL ADAMS (S&J) | 3. | 3. | 8.3 | 7.9 |
| STARS OVER HOLLYWOOD | 4. | 8. | 7.9 | 7.9 |
| KNOWLEDGE OF YOUR THING | 5. | 6. | 7.6 | 8.1 |
| OUR GAL SUNDAY | 6. | 7. | 7.5 | |
| WHISKEY A GAIL MARRIAGE | 7. | 12. | 7.2 | |
| ARTISTE BUNCH LIFE | 8. | 1. | 7.1 | |
| ASH AFRICANS | 9. | 7. | 7.1 | |
| INFINITY MADNESS | 10. | 2. | 7.1 | 7.9 |
| THE MYSTIC MYSTERIES | 1. | 1. | 10.1 | |
| THE SHADOW | 2. | 1. | 9.8 | |
| ARTISTE BUNCH (LIVE AT HOME) | 3. | 3. | 9.0 | |
| MARTIN SCHEE | 4. | 4. | 8.8 | |
| ARTHUR GODFREY (HAMSICO) | 5. | 5. | 8.4 | |
| GRANT TERRY | 6. | 2. | 7.8 | |

* RATING SCALE ABOVE CHART

Chart No. 10: RADIO—TEN TOP RATED DAYTIME PROGRAMS.

OCTOBER-3RD WEEK

| PROGRAM | RANK | | RATING* | |
|-----------------------|------|------|---------|------|
| | 1950 | 1949 | 1950 | 1949 |
| LUX RADIO THEATER | 1. | 1. | 15.9 | 21.6 |
| JACK BENNY | 2. | 2. | 14.5 | 19.2 |
| MY FRIEND TRAMA | 3. | 3. | 13.5 | 17.7 |
| CHARLIE MCCARTHY | 4. | 5. | 11.0 | 16.8 |
| BONNIE'S TALENT SHOWS | 5. | 4. | 11.4 | 17.2 |
| AMOS 'N' ANDY | 6. | 7. | 11.3 | 15.1 |
| CRIME PHOTOGRAPHER | 7. | 11. | 11.3 | |
| YOU MET YOUR LIME | 8. | 11. | 11.1 | |
| LIFE WITH LINDA | 9. | 9. | 11.1 | |
| MYSTERY THEATER | 10. | 8. | 11.0 | 14.5 |
| FIBBER FOPPE & MOLLY | | 6. | 15.2 | |
| WALTER WINCHELL | | 9. | 14.1 | |
| ZANIER SANCTUM | | 10. | 13.9 | |

* RATING SCALE ABOVE CHART

Chart No. 11: RADIO—TEN TOP RATED NIGHTTIME PROGRAMS.

MARCH VS. OCTOBER 1950

| PROGRAM | RANK | | RATING* | |
|---------------------------|---------|-------|---------|-------|
| | OCTOBER | MARCH | OCTOBER | MARCH |
| HONEY MOON (HOLMES) | 1. | 1. | 34.4 | 45.5 |
| SUPER CHEESE (L&S-A) | 2. | 1. | 32.2 | |
| HONEY MOON (CARBO) | 3. | 3. | 31.9 | |
| HONEY MOON (S&S) | 4. | 4. | 31.8 | |
| HONEY MOON (CROSBY) | 5. | 2. | 30.0 | 37.7 |
| HONEY MOON (L&S-B) | 6. | 5. | 27.6 | |
| SUPER CHEESE (L&S-B) | 7. | 3. | 24.0 | 29.8 |
| THE SWEETS (MAYNARD) | 8. | 9. | 18.0 | |
| JIM CROSBY | 9. | 15. | 15.8 | |
| BABY HAYES (SUNNY) | 10. | 4. | 15.8 | 8.1 |
| ROSEMARY'S TALENT SHOWS | | 3. | 15.2 | |
| BOB HOPE | | 5. | 12.2 | |
| WORTHY PAIR (M&M-NEE-NEE) | | 6. | 9.4 | |

* RATING SCALE ABOVE CHART

Chart No. 12: TV—TEN TOP RATED DAYTIME PROGRAMS.

MARCH VS. OCTOBER 1950

| PROGRAM | RANK | | RATING* | |
|----------------------------|---------|-------|---------|-------|
| | OCTOBER | MARCH | OCTOBER | MARCH |
| TEXACO STAR THEATER | 1. | 1. | 63.6 | 71.8 |
| FRIDAY THEATER | 2. | 2. | 47.6 | |
| COLLATE CONCERT HOUR | 3. | 3. | 44.5 | |
| LIGHTS OUT | 4. | 4. | 42.3 | |
| ROSEMARY'S TALENT SHOWS | 5. | 4. | 41.3 | |
| LUCY STONE THEATER | 6. | 4. | 41.1 | |
| YOUR SIDE OF SHOWS (P&H) | 7. | 7. | 41.0 | |
| AMAS | 8. | 9. | 40.9 | |
| LIVE ANSER (GAIL MILLS) | 9. | 8. | 40.8 | 49.1 |
| AMAS (MAYNARD) | 10. | 10. | 40.1 | |
| BONNIE'S TALENT SHOWS | | 2. | 44.3 | 52.2 |
| TOAST OF THE TOWN | | 4. | 41.1 | 55.1 |
| STOP THE MUSIC (HARRIS) | | 5. | 41.0 | 51.9 |
| GALLETTE CONCERT | | 6. | 41.0 | 51.1 |
| STOP THE MUSIC (LORILLARD) | | 7. | 41.0 | 51.5 |
| THE GOLDENBOYS | | 8. | 40.9 | 49.8 |
| ONE STUDY | | 10. | 40.4 | |

* RATING SCALE ABOVE CHART

Chart No. 13: TV—TEN TOP RATED NIGHTTIME PROGRAMS.

To a radio advertiser

who can't afford Godfrey



In case you're beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an ookelele, but who eats ookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What's more, WMT has more sponsors than Godfrey!

WMT's 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa's WMT budgets at \$27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes.

Please ask the Katz man for additional data.

5000 WATTS



Day & Night

600 KC

BASIC COLUMBIA NETWORK

RADIO-TV AUDIENCE

(Continued from page 26)

had a lower rating in October than in March. Howdy Doody led the parade with five of its segments included in the first six positions.

Changing television tastes are even more pronounced at night. Of the March 1950 top ten, only two are in the October list (Chart 13). The increasing number of TV stations and the greater program competition is evidenced by the fact that although the March top ten had an average rating of 55.6, the October top ten averaged only 44.3. Every program in the October list had a lower rating than its counterpart in the March list.

Cost per Thousand Audience

Great interest is being shown in cost-per-thousand comparisons between radio and television. Such comparisons are possible and, as Chart 14 shows, the average top ten radio program reaches about 70% more homes than the average top ten TV program and at less than half the cost per thousand homes. However, in making such comparisons one must recognize the greater advertising impact of TV, which is not precisely measurable.

Program Type Preferences

Program type preferences are measurable in two dimensions: The average rating for each type and the number of hours devoted to

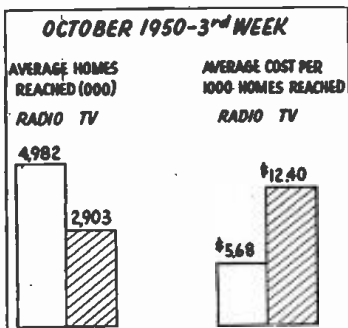


Chart 14: COST PER THOUSAND — RADIO & TV TOP TEN

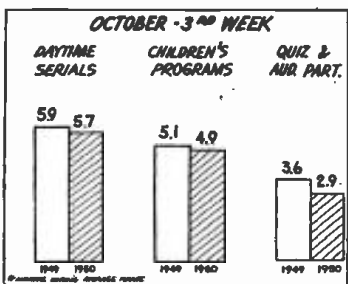


Chart 15: RADIO — DAYTIME RATINGS BY PROGRAM TYPES

that type of program. One program type may enjoy a higher rating but more hours may be devoted to the second type. One type has the larger audience per program; more family-hours are spent listening to or viewing the second type. Both characteristics must be examined for a fair appraisal.

In daytime radio Serials lead the rating parade (Chart 15) and are also in front in terms of hours. But all three of the major classifications show a rating decline from '49 to '50.

In nighttime radio Variety-Comedy leads in rating (Chart 16) but represents only 5.5% of nighttime radio hours (Chart 18). Mystery-Drama ranks second in average rating and first in broadcast time with 23.4% of all evening time devoted to this type. As in the case of daytime radio, every nighttime type of program averaged a lower rating in October 1950 than in the same month of 1949.

Drama and Variety Favorites

Drama and Variety remained the favorite nighttime TV fare in October as in March 1950 (Chart 17). Sports showed a considerable decline in popularity. Musicals and evening children's programs retained about the same average rating but other categories showed substantial rating losses.

A comparison of nighttime radio and TV program types insofar as program type classifications make such comparisons possible (the greater number of radio programs permits of sub-classifications) shows, for example, that Variety does not hold the margin of preference in TV that it does in radio.

Time Devoted to Program Types

Comparing the time devoted to various types of nighttime radio programs in October 1949 and 1950 (Chart 18), we find General Drama and Quiz-& Audience-Participation shows consumed less time in '50 than in '49. Of particular interest to educators and others who sometimes have a tendency to assert that radio does not offer enough cultural programs is the fact that Concert Music rose more than 100%—from 4.7% of the evening hours in 1949 to 10.4% the following year.

A similar comparison with respect to TV programs as between March and October 1950 (Chart 19) shows a marked increase in sports (due in part to the World Series and football) and a decline in children's programs.

What Does It All Mean?

The trends which we have pointed out indicate that we are in a period of transition. TV, while

(Continued on page 30)

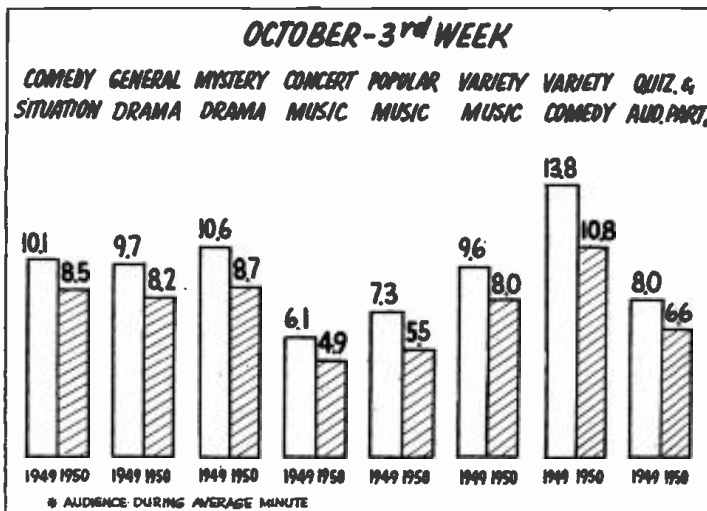


Chart 16: RADIO—NIGHTTIME RATINGS BY PROGRAM TYPES

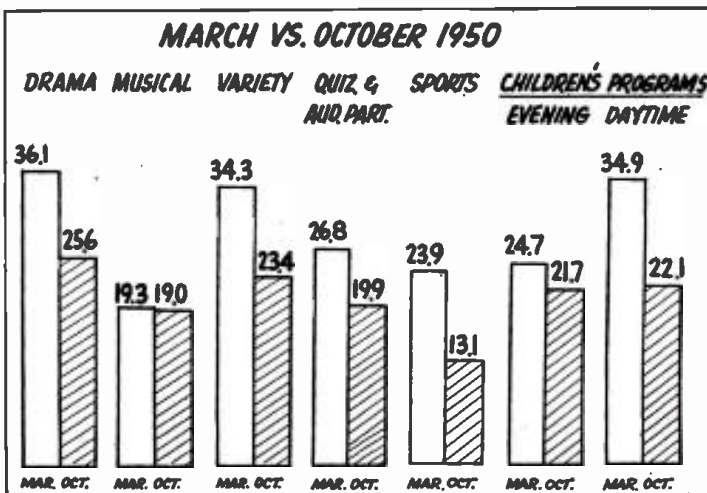


Chart 17: TV—RATINGS BY PROGRAM TYPES

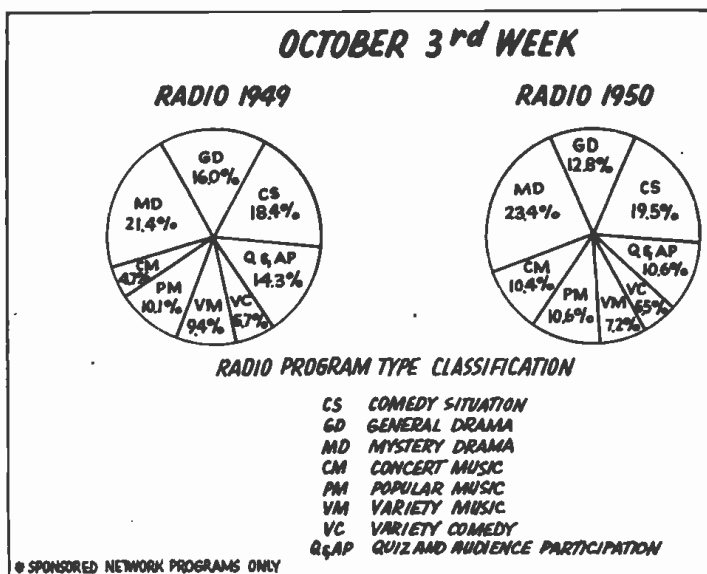


Chart 18: RADIO—% OF NIGHTTIME HOURS DEVOTED TO EACH PROGRAM TYPE



Burr Tillstrom with Kukla, Ollie and Fran Allison

“KUKLA, FRAN and OLLIE”

Musical Director

JACK FASCINATO

Producer

BEULAH ZACHARY

Director

LEWIS GOMAVITZ

N.B.C. Television Network

RADIO-TV AUDIENCE

(Continued from page 28)

growing rapidly, still is no substitute for radio as a means for reaching that great mass of America that is represented by a 95% radio ownership. TV might better be likened to magazines—reaching a mass audience, to be sure, but not one which is synonymous with totality. And because television is essentially a visual medium advertisers might perhaps regard it as part of their visual advertising rather than as a part of their broadcast advertising. In short, it should be categorized according to its impression on the viewer rather than according to its mode of transmission.

Radio and TV are both healthy advertising media. But greater competition, due to the increasing number of radio stations and more diversified TV programming, is breaking down the tight clusters of audience which were prevalent in the past.

Perhaps this can be interpreted as meaning that more advertisers,

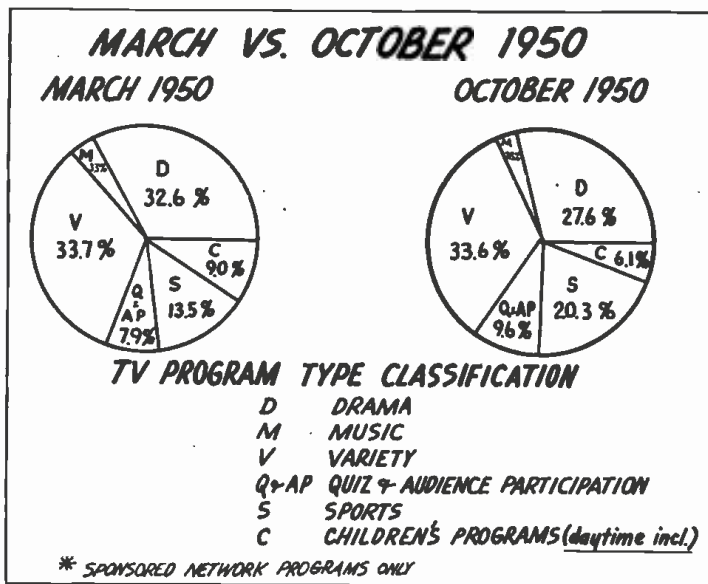


Chart 19: TV—% OF NIGHTTIME HOURS DEVOTED TO EACH PROGRAM TYPE

particularly more medium size advertisers, will be attracted to these

media. Let us hope 1951 will witness such a development:

HIGHLIGHTS

(Continued from page 22)

Aug. 3—Radio and TV broadcasting classified as "essential industry" by Commerce Dept.

Aug. 7—Korean outbreak's influence on listening seen as eight major advertisers turn to network or regional news programs to exploit their products.

Aug. 7—TV's formal entry into higher education is planned in project developed jointly by WWJ-TV Detroit and U. of Michigan.

Aug. 7—Committee of five FM broadcasters formed to fight FM's battles.

Aug. 7-8—NAB board drafts plans for radio-TV service in national emergency; also decides to set up "Super-BAB" (Broadcast Advertising Bureau) supported by .million-dollar budget.

Aug. 8—National Electronics Mobilization Committee, to cooperate with government officials on mobilization problems, formed jointly by RTMA and National Security Industrial Assn.

Aug. 9, 11, 14—House committee holds hearings on McFarland Bill (S 1973) to reorganize FCC procedures, which Senate had reactivated by passing it a second time.

Aug. 14—Broadcast revenues increased in 1949 but gains in operating costs

left lowest margin of profit in industry's history, according to Richard P. Doherty, NAB employe-employer relations director.

Aug. 19—Gillette Safety Razor Co. pays \$806,000 for TV rights to World Series—four times the 1949 cost—plus \$175,000 for radio rights.

Aug. 21—BROADCASTING • TELECASTING's Fall Business Roundup indicates autumn radio advertising volume will equal and probably exceed 1949's.

Aug. 21—Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, is appointed interim director of BAB.

Aug. 23—National radio-TV advertising in 1949 at least equalled the totals of newspapers and magazines and probably will lead other media in 1950, according to National Assn. of Radio Station Representatives compilations.

Aug. 29—U.S. district court in Cleveland holds Lorain (Ohio) Journal violated anti-trust laws in competitive practices toward WEOL Elyria-Lorain.

Sept. 1—FCC issues color TV report, favoring CBS system but proposing to delay decision pending study of new developments if manufacturers will build "bracket sets" in meantime.

Sept. 6—Second session of conference to work out new North American Re-

gional Broadcasting Agreement opens in Washington.

Sept. 11—Muzak Corp. revives its subscription radio proposal under name of "narrowcasting," says it can provide nationwide FM service.

Sept. 25—President Truman sends civil defense plan to Congress, designating communications as the "nerve system."

Oct. 2—Liberty Broadcasting System, nation's fifth network, commences full-time service.

Oct. 6—In move to equalize competition among TV networks, FCC proposes to govern amount of time TV stations in one-, two-, and three-station markets may take from any one network.

Oct. 6—FCC abandons proposal to "forfeit" construction permits of stations which are sold before program tests commence.

Oct. 11—Extending congratulations to BROADCASTING • TELECASTING as it prepares to enter 20th year Oct. 16, President Truman reaffirmed faith in radio and TV, which he called "audible journalism."

Oct. 11—FCC approves CBS color TV system, effective Nov. 20, after set manufacturers report they are unable to comply with FCC's "bracket standards" proposal.

Oct. 16—Second major phase of FCC's rates girding for battle.

television proceedings—general allocation questions—gets under way.

Oct. 19—Protests by DuMont Labs and ABC lead FCC to order investigation of AT&T's allocation of time on its intercity TV facilities.

Oct. 20—General Tire & Rubber Co., owner of Yankee Network, bids \$12,320,000 for Don Lee Broadcasting System and associated properties from Thomas S. Lee Estate, with KTSI (TV) Los Angeles to be re-sold to CBS. Bid was accepted subject to FCC approval, which was given Dec. 27.

Oct. 26—National Production Authority warns manufacturers to expect limitations—up to 20 or 30%—on consumption of vital raw materials.

Nov. 15—New North American Regional Broadcasting Agreement is signed by delegates of five nations, Mexico having withdrawn from conference. Clear Channel Broadcasting Service announces it will fight ratification.

Nov. 15-17—NAB Board charts federating process by which AM-FM and television services will be split to give TV greatly increased autonomy.

Nov. 20—Analysis of 1950 baseball attendance shows major league broadcasts cut into minor league gate receipts, but that neither major nor minor leagues are seriously hurt by TV, according to Jerry N. Jordan.

Nov. 20—Henry P. Johnston, general manager of WSGN Birmingham, is elected president of new Broadcast Audience Measurement Inc.

Nov. 24—FCC, which with Defense Dept. is "studying the use of radio in event of war," puts stations on notice that national defense-emergency authorizations will be made "from time to time" which may affect them but cannot be made public for security reasons.

Nov. 26—Progressive Broadcasting System commences operation.

Nov. 27-29—President's Temporary Communications Policy Board studies proposed recommendation for setting up top-level "National Telecommunications Policy Board."

Dec. 5—RCA begins series of Washington demonstrations of its color TV system, wins acclaim for improved performance.

Dec. 6—Acting on one of its oldest and most controversial cases FCC proposes to renew license of Hearst Radio's WBAL Baltimore and deny Commentator-Columbists Drew Pearson and Robert S. Allen's application for WBAL's 50 kw facilities.

Dec. 8—Television Broadcasters Assn. holds annual Television Clinic in New York, re-elects J. R. Poppele president for seventh term, plans conferences with NAB to discuss merger of TBA into projected NAB-TV.

Dec. 14—Broadcast Advisory Council is assured by President Truman that radio and TV stations are not to be seized under the government's emergency powers.

Dec. 18—NBC plan to force radio affiliates in TV markets to cut evening time rates appears stalled, with affiliates girding for battle.

PRIVATE-CONFIDENTIAL MANAGEMENT COUNSEL

THIS is our sixth year of pioneering in the field of broadcast management counsel, and the twenty-sixth year of professional service in the industry. The experience gained over a quarter-

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(Continued on page 32)

HIGHLIGHTS

(Continued from page 30)

Dec. 18—FCC's scheduled investigation of AT&T cable allocations appears averted as TV networks agree on new formula to resolve their conflicting time requirements.

Dec. 19—Defense Dept. asks Congress to enact bill giving President far-reaching powers to "control" radio signals in times of war, emergency, or "strained international relationships."

Dec. 21—FCC's hearing on news policies of Station Owner G. A. (Dick) Richards ends after 114 days, 275 witnesses, 18,000 pages of testimony and 1,200 exhibits.

Dec. 22—Chicago federal court dismisses suit brought by RCA against FCC's color TV decision, but continues temporary restraining order (issued Nov. 16) against commercial use of CBS system pending appeal to U.S. Supreme Court.

Dec. 25—BROADCASTING • TELECASTING Yearend Roundup indicates new business records for radio and TV in 1951, despite war clouds.

Dec. 26—Gillette Safety Razor Co. buys TV rights to World Series and baseball's annual All Star games for next six years at \$1 million a year, highest price ever paid.

Dec. 28—Zenith Radio Corp. prepares to begin its test of Phonevision, thrice delayed, in Chicago on Jan. 1, 1951.



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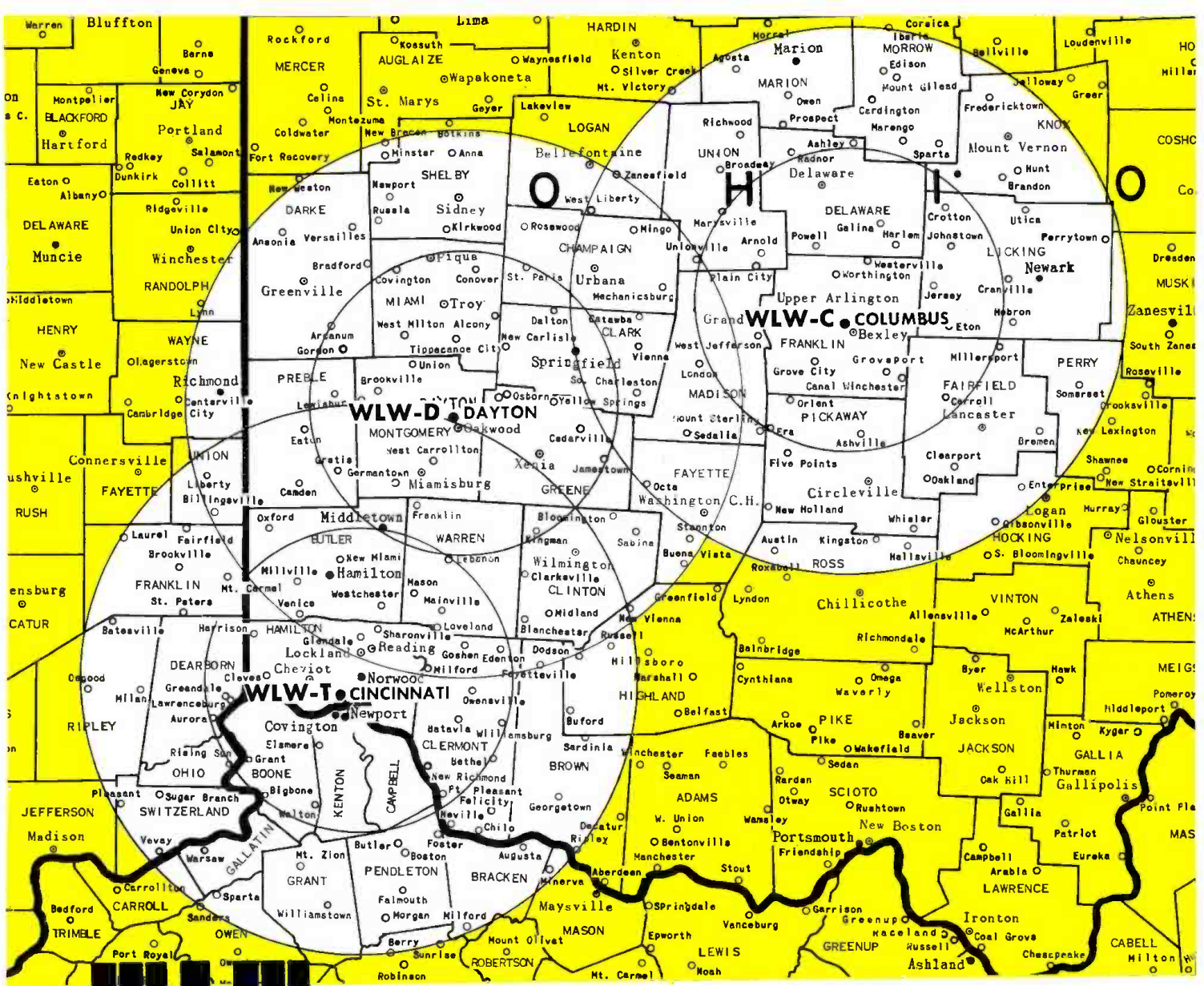
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Wailes, WWVA Wheeling, W. Va. Alternates — S. C. Fantle, Jr., KELO Sioux Falls, S. D.; W. H. Summerville, WWL New Orleans; B. J. Rowan, WGY Schenectady, N. Y.; William E. Ware, KSTL St. Louis; Ben A. Laird, WDUZ Green Bay, Wis.

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lard, WASH Washington; Josh L. Horne, WFMA Rocky Mount, N. C.; H. W. Slavick, WMCF Memphis. Alternates — Edward A. Wheeler, WEAW Evanston, Ill.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Matthew H. Bonebrake, KOCY-FM Oklahoma City, Okla.

TELEVISION COMMITTEE — Robert D. Swezey, WDSU-TV New Orleans, chairman; Roger W.

Clipp, WFIL-TV Philadelphia; Ted Cott, WNBT New York; George J. Higgins*, WISH Indianapolis; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Victor A. Sholis, WHAS-TV Louisville; Eugene S. Thomas, WOR-TV New York. Alternates—George M. Burbach, KSD-TV St. Louis; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; F. Van Konyneburg, WTCN-TV Minneapolis.

NAB STANDARDS OF PRACTICE FOR AMERICAN BROADCASTERS

(Effective July 1, 1948)

THE BROADCASTERS' CREED

We Believe:

That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

- ¶ Observe the proprieties and customs of civilized society;
- ¶ Respect the rights and sensitivities of all people;
- ¶ Honor the sanctity of marriage and the home;
- ¶ Protect and uphold the dignity and brotherhood of all mankind;
- ¶ Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;
- ¶ Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;
- ¶ Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Therefore:

As a guide for the achievement of our purposes, we subscribe to the following Standards of Practice*:

*Standards for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcasts**

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any ele-

ment of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

¶ Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climatic incidents likely to terrify or excite unduly.

¶ Episodes involving the kidnapping of children.

¶ Sound effects calculated to mislead, shock or unduly alarm the listener.

¶ Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

¶ Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

(Continued on page 40)



20 Years of Service
TO BROADCASTERS

SESAC INC.,
475 FIFTH AVENUE, N. Y. 17, N. Y.

NAB STANDARDS OF PRACTICE

(Continued from page 38)

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided. Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

| Between 6:00 p.m. and 11:00 p.m. | |
|----------------------------------|------|
| 5 minute programs | 1:00 |
| 10 minute programs | 2:00 |
| 15 minute programs | 2:30 |
| 25 minute programs | 2:50 |
| 30 minute programs | 3:00 |
| 45 minute programs | 4:30 |
| 60 minute programs | 6:00 |

All Other Hours

| | |
|--------------------|------|
| 5 minute programs | 1:15 |
| 10 minute programs | 2:10 |
| 15 minute programs | 3:00 |
| 25 minute programs | 4:00 |
| 30 minute programs | 4:15 |
| 45 minute programs | 5:45 |
| 60 minute programs | 7:00 |

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products

may be advertised by a single sponsor within the specified time standards advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" announcements and the program should be signed off after the use of what have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance. All contest details including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

Television Broadcasters Assn. Inc.

500 Fifth Ave., New York 18 Tel.: LACKAWANA 4-4788

Officers

J. R. Poppele, President
Will Baldwin, Secretary-Treasurer
Paul Raibourn, Asst. Secretary-Treasurer

Directors

Dr. Allen B. DuMont
Frank M. Russell
Paul Raibourn
Curtis W. Mason
J. R. Poppele
Robert E. Kintner
Robert Coe
Ernest B. Loveman
Lawrence W. Lowman

Membership

ACTIVE

Fort Industry Co.
General Electric Co.
Philco Radio and Television Corp.
National Broadcasting Co. (New York, Chicago and Washington television stations)
Farnsworth Television & Radio Corp.
RCA Victor Div. Radio Corp. of America
Allen B. DuMont Laboratories Inc.
Bamberger Broadcasting Service
WBSN-TV
Earle C. Anthony Inc.
Crosley Corp.
Television Productions Inc.
Balaban & Katz Corp.
Detroit News
ABC
CBS
Associated Broadcasters, Inc.
WDSU

News Syndicate Co.
Baltimore Sun
Milwaukee Journal Co.
Pulitzer Publishing Co.
Dallas Morning News
Hearst Radio Inc.
Jefferson Standard Broadcasting Co.
WKAL
Kansas City Star Co.
The Houston Post Co.
Twentieth Century Fox

AFFILIATE

Buchanan & Company Inc.
Cecl B. DeMille Productions
William Morris Agency
Weed & Co.
North American Phillips Co. Inc.
General Electric Co.
E. I. du Pont de Nemours & Co.
American Television Labs. Inc.
Federal Telephone & Radio Corp.
American Telephone & Telegraph Co.
Telicon Corp.
Belmont Electric Co.
Mutual Broadcasting Corp.
McCann-Erickson Inc.
The Katz Agency
Marschalk & Pratt Agency
C. E. Hooper Inc.

EDUCATIONAL

Yale University
Rutgers University
Syracuse University
Western Reserve University
Capitol Radio Engineering Institute
National Radio Institute
New York Technical Institute of N. J.
Television Workshop
Twin City TV Labs.

AM, FM, TV OPERATING STATIONS IN THE U. S.

(From records of FCC)

| Date | No. | Date | No. |
|---------------|-----|--------------|-------|
| Jan. 1, 1922 | 30 | Jan. 1, 1942 | 923 |
| March 1, 1923 | 556 | Jan. 1, 1943 | 917 |
| Oct. 1, 1924 | 530 | Jan. 1, 1944 | 912 |
| June 30, 1925 | 571 | Jan. 1, 1945 | 943 |
| June 30, 1926 | 528 | Jan. 1, 1946 | 1,004 |
| Feb. 23, 1927 | 733 | Jan. 1, 1947 | 1,520 |
| July 1, 1928 | 677 | Jan. 1, 1948 | 1,962 |
| Nov. 9, 1929 | 618 | Jan. 1, 1949 | 2,662 |
| July 1, 1930 | 612 | Jan. 1, 1950 | 2,917 |
| July 1, 1931 | 612 | Jan. 1, 1951 | 3,015 |
| Jan. 1, 1932 | 608 | | |
| Jan. 1, 1933 | 610 | | |
| Jan. 1, 1934 | 591 | | |
| Jan. 1, 1935 | 605 | | |
| Jan. 1, 1936 | 632 | | |
| Jan. 1, 1937 | 685 | | |
| Jan. 1, 1939 | 764 | | |
| Jan. 1, 1940 | 814 | | |
| Jan. 1, 1941 | 882 | | |

NOTE: As of January 1, 1951, stations affiliated with major networks as follows: ABC—297 AM, 64 TV; CBS—196 AM, 61 TV; DuMont—62 TV; MBS—543 AM; NBC—180 AM, 63 TV. As of January 1, 1951, there were 676 FM stations and 107 television stations on the air.

**41% GAIN in SALES
over 1949**

**50% INCREASE in
Mail Response***

**200 NEW Local and
Regional Advertisers**

**BONUS Coverage of Indiana's
FIRST MARKET**

Success Stories Galore

Super-Markets, Drug Chains, Meat Packers, Lumber Dealers, Furniture Dealers! Honest down-to-earth, documented success stories, PROVING WCBC SELLING POWER! Details on request.

Anderson is Indiana's FIFTH Market.

*2000 letters weekly in peak 1950 months.

WCBC, with 1000 EFFECTIVE watts, is in the CENTER of Indiana's HEAVIEST CONCENTRATION of population. Mail TELLS the story: Indianapolis, only 22 air miles distant, accounts for 17.5% of WCBC mail. Muncie, only 11 air miles distant, accounts for nearly 20% of WCBC mail. Obviously, WCBC provides EFFECTIVE SUPPLEMENTAL COVERAGE of "Metropolitan Central Indiana."

WCBC

***That SUCCESSFUL Independent
ANDERSON, INDIANA***

**Wm. TRAVIS
Gen. Manager**

**An L. B. Gallimore
Radio Enterprise**

**Represented by
Hal Holman**

REGIONAL NETWORKS of the UNITED STATES

ABE LINCOLN NETWORK—Comprising WCIL Carbondale; WHOW Clinton; WLBB-AM-FM Mattoon; WMIX-AM-FM Mt. Vernon; WROY Carmi; WLVN Olney. All Illinois. J. R. Livesay, WLBB, chairman.

AIRLINE NETWORK—Comprising WSGN Birmingham, WHBS Huntsville. Headquarters: P. O. Box 2553, Julian A. Flint, sales manager.

ALASKA BROADCASTING CO.—Comprising KFQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KIFW Sitka. Headquarters: 1830 Securities Bldg., Seattle. Tel.: Seneca 6333. Wm., J. Wagner, owner and general manager; Kenneth Laughlin, commercial manager.

THE ALOHA NETWORK—Comprising KIPA Hilo; KTOH Lihue; KHON Honolulu and KMVI Wailuku. Headquarters: P. O. Box 1380, Honolulu 42. Tel.: 9-5295. R. M. Fitkin, general manager. Represented by The Walker Co.

ARIZONA BROADCASTING SYSTEM—Comprising KTAR Phoenix; KVOA Tucson; KYUM Yuma; KGLU Safford; KWJB Globe; KYCA Prescott; KAWT Douglas. Executive officers: Dick Lewis, KTAR, manager; Bill Harvey, KTAR, commercial manager; J. Howard Pyle, KTAR, program manager; Fred Gerletti, KVOA, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC Tucson; KSUN Bisbee and KYMA Yuma. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN; John L. Hogg, KOY, commercial manager.

ARKANSAS GROUP—Comprising KVRC Arkadelphia; KDMS El Dorado; KGRH Fayetteville; KXJK Forrest City; KFPW Fort Smith; WGVW Greenville, Miss.; KHOO Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KXRJ Russellville; KWAK Stuttgart; KTFS Texarkana; KBTM Jonesboro; KNEY Newport; KDMS Paragould; KCLA Pine Bluff; KWEM West Memphis; KAMD Camden.

ARKANSAS NETWORK—Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge.

ARROWHEAD NETWORK—Comprising WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLD Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Rice Lake, Wis.; WISC Madison, Wis. Available as a hookup. Represented nationally by Ratel. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager.

BROADCASTING CORP. OF AMERICA'S WESTERN NETWORK—Comprising KPRO Riverside and San Bernardino; KROP Brawley and El Centro; KREO Indio; KYOR Blythe; KPOR(FM) San Bernardino and Riverside. Supplements: KICO Calexico; KPAS Banning; KVOE Santa Ana; KFVD Los Angeles; KPMO Pomona; KSFE Needles; KSDO San Diego. Office: 3401 Russell St., Riverside. W. L. Gleason, president and general manager.

PAUL BUNYAN NETWORK—Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: WTCM, Les Biederam, president and general manager.

CALIFORNIA NORTHERN GROUP—KSYX Yreka; KBLB Red Bluff; KSUE Susanville. Jack Wagner, KSYX, manager.

COLUMBIA PACIFIC NETWORK—Comprising KNX Los Angeles; KCBS San Francisco; KCBE San Diego; KFRE Fresno; KGDM Stockton; KROY Sacramento; KCMJ Palm Springs; KOIN Portland; KIRO Seattle; KXLY Spokane. Headquarters: Columbia Square, Los Angeles. Wayne R. Steffner, manager.

COLUMBINE NETWORK—Comprising KMYR Denver; KCOL Fort Collins; KBOL Boulder; KEKO Grand Junction; KCSJ Pueblo; KYOU Greeley; KRDO Colorado Springs; KEFTM Fort Morgan. All in Colorado. Headquarters: Security Life Bldg., Denver. Albert G. Meyer, general manager; Gene Amole, program director; Edwin E. Koepke, commercial manager.

CONNECTICUT STATE NETWORK—Regional network comprising WSTC Stamford; WNAB Bridgeport; WHTT Hartford; WNHC New Haven; WNLC New London; WATR Waterbury; WTOR Torrington. Headquarters: WHTT, C. Glover DeLaney, president.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO Des Moines; WOC Davenport, and KMA Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Paul A. Loyet, WHO, resident manager; Harold W. Fulton, WHO, sales manager. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN Minneapolis-St. Paul; KATE Albert Lea; KWLM Willmar; Radio City, 50 South 8th St., Minneapolis 2. mar, and KWNO Winona. All in Minnesota. Headquarters: Lincoln 0552.

DIXIE NETWORK—Comprising KATL Houston; KREL Baytown; KRIC Beaumont. All in Texas. Headquarters: State National Bldg., Houston 2. Robert Mathern, president; H. C. Davis, vice president; King H. Robinson, secretary-treasurer.

DON LEE BROADCASTING SYSTEM—Southern California; KHJ Los Angeles; KGB San Diego; KDB Santa Barbara; KFYM San Bernardino; KAFY Bakersfield; KCOK Tulare-Visalia; KVOE Santa Ana; KXO El Centro; KVEC San Luis Obispo; KPRL Paso Robles, Northern California; KFRC San Francisco; KMYC Marysville; KSBW Salinas-Monterey; KIEM Eureka; KHSL Chico; KVCV Redding; KYNO Fresno; KYOS Merced; KXOA Sacramento; KXOB Stockton, Northwest (Oregon); KPOJ Portland; KRNR Roseburg; KFJI Klamath Falls; KORE Eugene; KOOS Coos Bay; KAST Astoria; KUIN Grants Pass; KWIL Albany; KBND Bend; KSLM Salem, Northwest (Washington); KVI Seattle-Tacoma; KYAK Yakima; KXRO Aberdeen KPUG Bellingham; KGY Olympia; KELE Centralia; KRKO Everett; KWLK Longview; KNEW Spokane; KUJ Walla Walla; KWNW Wenatchee; KWAL Wallace, Ida.; KRLC Lewiston, Ida.; KVIN Coeur d'Alene, Ida.; KATO Reno, Nev. Represented nationally by John Blair & Co. Headquarters: KHJ Los Angeles. Executive officers: Willet H. Brown, president; Ward D. Ingram, vice president in charge of sales; Patrick Campbell, vice president station relations.

FOREIGN LANGUAGE QUALITY NETWORK—Comprising stations broadcasting to major Italian, Polish, and other foreign language markets in the United States. Headquarters: 70 E. 45th St., New York 17. Tel.: Murray Hill 6-0238. Claude Barrere, general manager.

THE GARDEN STATE NETWORK—Comprising WNRJ Newark; WCTC New Brunswick; WTTM Trenton; WKDN Camden; WILK Asbury Park; WFGP Atlantic City; WSNJ Bridgeton. All in New Jersey. Headquarters: WFGP Atlantic City. Telephone: 5-2188. Fred Weber, chairman.

GEM STATE NETWORK—Comprising KGEM Boise; KBIO Burley; KIFI Idaho Falls; KEIO Pocatello and KLLX Twin Falls. All in Idaho.

GEORGIA ASSN. OF LOCAL STATIONS—29 station regional network with WGLS Atlanta-Deatur as originating station. WDEC Americus; WGAU Athens; WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGGC Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKBU Griffin; WFOM Marietta; WFRP Savannah; WVNS Statesboro; WWGS Tifton; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WMVG Milledgeville; WMGA Moultrie; WROM Rome; WDWD Dawson; WBHB Fitzgerald; WDUV Gainesville; WSFT Thomas; WKTG Thomasville; WIBB Macon. Headquarters: WGLS Atlanta. Tom Carr, Sales director.

GEORGIA MAJOR MARKET TRIO—Comprising WAGA Atlanta; WTOC Savannah; WMAZ Macon. Available individually and in group. National Representatives: The Katz Agency Inc.

GOLDEN PHEASANT NETWORK—Comprising KIHQ Sioux Falls; KORN Mitchell; KIJV Huron; KSDN Aberdeen. All South Dakota and MBS affiliates.

GRANITE STATE NETWORK—Comprising WOTW Nashua; WKBR Manchester; WWHN Rochester; WTSV Claremont; all in New Hampshire. Also WTSA Brattleboro, Vt. Headquarters: 155 Front St., Manchester. Arthur A. Newcomb, WOTW, president; Ralph Gottlieb, WKBR, manager; William Rust Jr., WKBR, treasurer; Al Malin, WWHN, secretary.

GREAT LAKES NETWORK—Comprising WSAM-AM-FM Saginaw; WLEW Bad Axe; WFYC Alma; WOAP-AM-FM Owosso. All in Michigan. Headquarters: Radio Bldg., Saginaw, Mich. Jack D. Parker, manager; Meredith Koerner.

GREAT NORTHERN BCSTG. SYSTEM—Comprising KVOX Moorhead, Minn.; KWLM Wilmar, Minn.; KMHL Marshall, Minn.; KGDE Fergus Falls, Minn.; KLPM Minot, N.D.; KGCU Mandan, N.D.; KOVC Valley City, N.D.; KDRL Devils Lake, N.D.; KGXC Sidney, Mont.; KNOX Grand Forks, N.D. Headquarters: 107 1st Ave., N.W., Mandan, N. D. M. J. Reichert, secretary.

GREAT WEST NETWORK—Comprising KVER Albuquerque; KSVP Artesia, New Mexico. Headquarters: Box 1388, Albuquerque. William T. Kemp, general manager.

THE GREATER ST. LOUIS BROADCASTING SYSTEM—Comprising KXLV, KSTL, WEW, all St. Louis, Mo. Also WTMV E. St. Louis, Ill.

GUY GANNETT BROADCASTING SYSTEM—Comprising WGAN Portland and WGUJ Bangor, Me. Headquarters: Gannett Bldg., Portland, Me.

HOOSIER NETWORK—Comprising WCNE Connersville; WFMJ Crawfordsville; WFTW New Castle; WMRI Marion; WSRK Shelbyville; WFML Washington; WRSW Warsaw. All Indiana. Headquarters: 642 Wrigley Bldg., Chicago. Ed E. Hale, manager.

INTERMOUNTAIN NETWORK—Utah Group: KALL Salt Lake City; KLO Ogden; KOVO Provo; KVNU Logan; KOAL Price; KSCV Richfield; KSUB Cedar City. Idaho Group: KEYY Pocatello; KID Idaho Falls; KVMV Twin Falls; KFSD and KFSD-FM Nampa-Boise. Wyoming Group: KVRB Rock Springs; KSPR Casper; KPOW Powell; KWYO Sheridan; KOWB Laramie; KOVE Lander. Montana Group: KBMY Billings; KRJF Miles City; KMOM Great Falls; KOPR Butte; KXLO Lewiston; KFDW Helena; KIYI Shelby; KAVR Havre; KPRK Livingston. Nevada Group: KRAM Las Vegas. Main office: 146 S. Main St., Salt Lake City. Officers: George C. Hatch, president; Lynn L. Meyer, vice president in charge of sales; Jack Paige, vice president in charge of programs; W. D'Orr Cozzens, director of engineering; Gordon Owen, director homemaker's programs.

IOWA TALL CORN NETWORK—An Iowa network comprising KWCR Cedar Rapids; KROS Clinton; KSWI Council Bluffs; KSIB Creston; KSTT Davenport; KDEC Decorah; KDTH Dubuque; KVFD Fort Dodge; KOKX Keokuk; KFJB Marshalltown; KWPC Muscatine; KCOM Sioux City; KICD Spencer; KRIB Mason City. Operating committee: managers of the member stations: Hugh Norman, W. J. Telch, Art Horning, William Croker, K. S. Gordon, Edward Breen, Paul Millen, George Volger, Dietrich Dirks, Ben Sanders, William P. White, Al Curruet, Robert L. Davis, John Currier. Central area representative: Max Friedman, 501 Garver Bldg., Des Moines. National representative for network: Everett-McKinney, Inc.

LONE STAR CHAIN—Texas regional network comprising WBAP Fort Worth; KTBC Austin; K TSA San Antonio; KXYZ Houston; KROD El Paso; KTXL San Angelo; KWKC Abilene; KOSA Odessa; KFDK Beaumont; KRGV Weslaco; KEYS Corpus Christi; KTRE Lufkin; KTBB Tyler; KGNC Amarillo; KFYO Lubbock; KFDX Wichita Falls. Headquarters: 3012 Douglas St., Dallas 19. Tel.: Lakeside 1041. Harold V. Hough, president; Fred J. Nahas, vice president; O. L. (Ted) Taylor, secretary-treasurer; Howard H. Dunavan, gen. mgr.

LONG TEXAS GROUP—Comprising KIOX Bay City; KVIC Victoria; and KTLW Texas City. All in Texas and available as a package group. J. G. Long, managing director.

MAIL ORDER NETWORK—Specialized group linked largely by transcription and devoted to selling products by mail. Supplies affiliates with programming including commercial announcements, handles negotiations with sponsors, arranges program promotion and acts as clearing house for offers, copy and products. Headquarters: 1440 Broadway, New York 18, N. Y. Tel.: Pennsylvania 6-7444. Harold Kaye, president.

MAINE BROADCASTING SYSTEM—Comprising WCSH Portland; WLBB Bangor; WRDO Augusta. William Rines, WCSH, manager. Represented by Weed & Co. and Bertha Bannan.

McCLATCHY BEELINE—Comprising KFBK, KFBK-FM Sacramento; KMJ and KMJ-FM Fresno; KWG Stockton; KERN and KERN-FM Bakersfield; KOH Reno, Nev. and KBEE (FM) Modesto. Headquarters: 911 Seventh St., Sacramento, Calif. Eleanor McClatchy, president; Leo O. Ricketts, sales director.

METROPOLITAN NETWORK—Comprising WPIK Alexandria; WARL Arlington and WFAX Falls Church in Virginia. WGAY Silver Spring and WBCC Bethesda-Chevy Chase in Maryland. (All Washington, D. C., area.)

MICHIGAN RADIO NETWORK—Comprising WXYZ Detroit (key station); WBCM Bay City; WFDF Flint; WJIM Lansing; WIBM Jackson; WELL Battle Creek; WLAJ Grand Rapids; WSCO Sault Ste. Marie; WKBB Muskegon; WLLA Ludington; WGGG Kalamazoo; WHRV Ann Arbor. Available as a regional network and also sold as a unit of ABC Network. Headquarters: Stroh Bldg., Detroit. Executives: James G. Riddell, president.

THE MID-SOUTH NETWORK—Comprising WCBI Columbus; WELQ Tupelo; WMOX, WMOX-FM Meridian; WROX Clarksville; WNAG Grenada; WROB West Point; WSSO Starkville. All in Mississippi. Headquarters: WCBI Columbus. Bob McRaney, general manager.

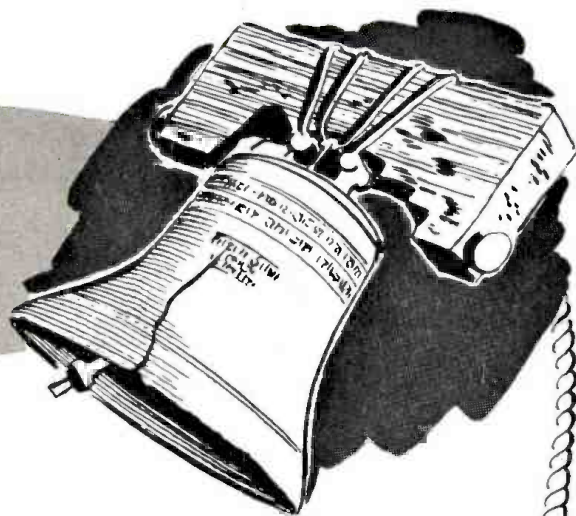
MIDWEST FM NETWORK—Comprising WIKY-FM Evansville, Ind.; WCSI Columbus, Ind.; WXLW-FM Indianapolis; WFTW-FM Fort Wayne; WCTS Cincinnati, Ohio; WFAM Lafayette, Ind.; WSUA-FM Bloomington, Ind.; WEAW Evanston, Ill.

NORTH EASTERN BROADCASTING SYSTEM—Comprising WABI Bangor; WLAM Lewiston-Auburn; WPOR Portland; WTUL Waterville; All in Maine. WFEA Manchester; WKNE Keene; WLNH Laconia; WMOU Berlin. All in New Hampshire. WJOY Burlington; WSKT Montpelier-Barre. All in Vermont. WACE Chicopee-Springfield; WALE Fall River; WEEB Pittsfield; WBSM New Bedford; WEIM Fitchburg; WHAV Haverhill; WKOX Framingham; WNEB Worcester. All in Massachusetts. Also WHIM Providence, R. I., WHTT Hartford, WERY Waterbury, Conn. Headquarters: John Hancock Bldg., Boston 16. Elmer Kettell, sales director.

(Continued on page 44)

LIBERTY

Unites



AMERICA'S TOP INDEPENDENT STATIONS

Liberty is America's newest coast-to-coast voice. It is the voice of these and 247 other dominant independent radio stations that makes Liberty the most talked about network in the nation.



WOL *Washington, D. C.*



WHHM *Memphis, Tenn.*



KMPC *Los Angeles, Calif.*



WTPS *New Orleans, La.*



WDOK *Cleveland, Ohio*



KYA *San Francisco, Calif.*



KMYR *Denver, Colo.*



KLIF *Dallas, Texas*

LIBERTY

*America's
Third Largest
Network*

LIBERTY BROADCASTING SYSTEM

DALLAS, TEXAS

THE STRENGTH OF *Liberty* IS "INDEPENDENTS"

REGIONAL NETWORKS

(Continued from page 42)

NEW ENGLAND MAJOR MARKETS GROUP—Comprising WLAW Lawrence, Mass.; WPRO Providence; WDRC Hartford; WTAG Worcester, Mass.; WGAN Portland, Me.; WGUY Bangor, Me. E. E. Hill, permanent chairman. Represented by Paul H. Raymer Co.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC Hartford; WBZ Boston; WJAR Providence; WCSH Portland; WLBZ Bangor; WRDO Augusta, Me. Directors: Paul W. Morency, WTIC, chairman; Walter Benoit; Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

NORTHWEST NETWORK—Comprising KSTP St. Paul; KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N.D.; KFVR Bismark, N.D.; WBCB Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis. Headquarters and sales office: 3415 University Ave., KSTP Minneapolis-St. Paul. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Miller Robertson, sales manager.

THE NUTMEG NETWORK—Comprising WDRC Hartford; WBRY Waterbury; WELI New Haven; WICC Bridgeport; WICH Norwich. All Connecticut. Headquarters: 750 Main St., Hartford, Conn. Tel.: 7-1188. Address communications to Walter Haase.

OHIO NETWORK—Comprising WKRC-TV Cincinnati; WHIO-TV Dayton; WBNT(TV) Columbus.

OKLAHOMA GROUP BROADCASTERS—Comprising KOCY Oklahoma City; KAKC Tulsa; KCRC Enid; KVSO Ardmore; WEBZ Ponca City; KWON Bartlesville and KMUS Muskogee; KSPJ Stillwater; KSEO Durant; KWCO Chickasha; KGFF Shawnee; KWEO Clinton; KVLH Pauls Valley; KTMK McAllister; KWHW Altus, and KHBG Okmulgee; all in Oklahoma. Headquarters: KOCY Oklahoma City. M. H. Bonebrake, general manager. Represented by The Walker Co.

OKLAHOMA NETWORK—Comprising KTOK Oklahoma City; KCRC Enid; KBXK Muskogee; KGFF Shawnee; KADA Ada; KVSO Ardmore; KTMK McAllister; KSWO Lawton. All stations affiliated with American Network. Available as a regional network. Headquarters: 1800 W. Main St., Oklahoma City. Managing Director: Edgar T. Bell, KTOK. Represented nationally by Taylor-Boroff Inc.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLBK LaGrande. Lee W. Jacobs, general manager.

PACIFIC NORTHWEST REGIONAL NETWORK—Headquarters: KMCM McMinnville, Ore. Glasco Branson, KMCM McMinnville, Ore., president.

PACIFIC REGIONAL NETWORK—Comprising KTOP Portland; CKOK Tulare-Visalia; KNKS Hanford; KSGN Sanger; KYNO Fresno; KTUR Turlock; KMOD Modesto; KSTN Stockton; KROG Sonora; KCVR Lodi; KXOA Sacramento; KUBA Yuba City; KDAN Oroville; KXOC Chico; KBLF Red Bluff; KSUE Susanville; KWSD Mt. Shasta; KSYC Yreka; KHUM Eureka; KDAC Fort Bragg; KRSO Santa Rosa; KVON Napa; KGYW Vallejo; KYA San Francisco; KROW Oakland; KEEN San Jose; KDON Santa Cruz-Salinas, Monterey-Watsonville; KSDO San Diego; KVOE Santa Ana; KPMO Pomona; KFOX Long Beach; KWIK Burbank; KFVB Los Angeles; KFMV Los Angeles; KVEN Ventura; KSPA Santa Paula; KIST Santa Barbara; KSMA Santa Maria; KVEC San Luis Obispo; KPRL Paso Robles; KITO San Bernardino; KPPO Riverside; KREO Indio; KYOR Blythe; KBUC Corona; KROP Brawley; KICO Calixto; KAFY Bakersfield; KTKR Taft. All California. Headquarters: 6540 Sunset Blvd., Hollywood 28. Tel.: Hillside 7406. Officers: Cliff Gill, general manager; Dan Russell, program director; Ted MacMurray, sales manager; Sam Margolin, chief engineer.

PALMETTO BROADCASTING SYSTEM—Comprising WOLS Florence; WSNW Seneca; WBCU Union; WAIM WCAC Anderson; WTND Orangeburg; WESC-AM-FM Greenville; WGCD Chester; WKDK Newberry; WLBG Laurens. All South Carolina. WRFC Athens; WGAC Augusta; WKLY Hartwell. All Georgia. Headquarters: 1 Martin St., Anderson, S. C.

Tel.: 3802. Officers: Wilton E. Hall, president; Glenn P. Warnock, general manager; Ray Barath, production manager; H. B. Greene, chief engineer.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL Philadelphia; WRAW Reading; WSNL Allentown; WEST Easton; WORK York; WAZL Hazelton; WGAL Lancaster; WGBI Scranton; WBRE Wilkes-Barre; WKBO Harrisburg; WKOK Sunbury; WRAK Williamsport; WFEG Altoona; WJAC Johnstown; WLEU Erie; WWSW Pittsburgh; WKST New Castle. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL Philadelphia. General Manager: Roger W. Clipp; Sales Manager: Norman R. Prouty.

RAZORBACK NETWORK—Comprising KLKR Little Rock and all other stations in Arkansas. Headquarters: 217 E. Third St., Little Rock. Tel.: 4-8928. Emil J. Pouzar, general manager.

REBEL NETWORK—Mississippi regional network comprising WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WGCM Gulfport. Frank Gentry, business manager.

ROCKY MT. BCSTG. SYSTEM—Comprised of six owned and operated stations: KUTA Salt Lake City; KGEM Boise; KLDX Twin Falls; KEIO Pocatello; KIFI Idaho Falls; KOPR Butte, Mont.; and nine affiliated stations: KMON Great Falls; KOOK Billings; KPRK Livingston, Mont.; KELK Elko; KENO Las Vegas; KFBC Cheyenne; KRAL Rawlins; KVOC Casper, Wyo.; KBIO Burley, Idaho; and independents: KVOG Ogden and KCSU Provo, Utah. Offices: KUTA Salt Lake City, Utah. Officers: Frank C. Carman, president; S. John Schile, vice president in charge of sales. Represented nationally by George P. Hollingbery Co.

RURAL RADIO NETWORK—Owns and operates FM stations WFNW Wethersfield; WVBV Bristol Center; WVCN DeRuyter; WVCV Cherry Valley. It has as affiliates: WHCU-FM Ithaca; WFLY Troy; WHLD-FM Niagara Falls; WWHG-FM Hornell; WMSA-FM Massena; WWNV-FM Watertown; WRUN-FM Utica-Rome; WHVA Poughkeepsie, all New York; and WQAN-FM Scranton, Pa. Program exchange service with WQXR-FM New York. Headquarters: 118 N. Tioga St., Ithaca, N. Y. Tel.: 3341. Officers: M. R. Hanna, general manager; D. K. de Neuf, asst. general manager; H. S. Brown, sales manager; T. R. Humphrey, chief engineer; M. N. Knapp, supervisor.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC Memphis; KARK Little Rock; KWKH Shreveport; WJDX Jackson, Miss. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHWEST NETWORK—Comprising KROD El Paso; KAVE Carlsbad, N.M.; KSIL Silver City, N.M.; KOSA Odessa, Tex.; KIUN Pecos, Tex.; KVKM Monahans, Tex.; KVLV Alpine, Tex.; KGFL Roswell, N.M.; KWEW Hobbs, N.M. Headquarters 202 Radio Bldg., El Paso, Tex. Dorrance D. Roderick, president; Val Lawrence, vice president and managing director; Bruce M. Barnard, commercial manager.

STEINMAN STATIONS (Mason Dixon Radio Group)—Regional group comprising WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del. Represented nationally by Robert Meeker Assoc. Headquarters: WGAL Lancaster. General Manager: Clair R. McCollough.

TENNESSEE VALLEY ASSOCIATES NETWORK—Comprising WHAL Shelbyville; WLAR Athens; WAGC Chattanooga; WKRM Columbia; WHUB Cookeville; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WCOR Lebanon; WMMT McMinnville; WGNM Murfreesboro; WCDT Winchester.

TEXAS BROADCASTING SYSTEM (TBS)—Regional network comprising KRLD Dallas; KABC San Antonio and KTRH Houston. Headquarters: KRLD Herald Square, Dallas. Clyde W. Rembert, general manager.

TEXAS QUALITY NETWORK—Comprising WFAA Dallas; WOA1 San Antonio; KPRC Houston. Associated stations: KRIS Corpus Christi; KRGV Brownsville, Tex.; KTBS Shreveport, La. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Hugh A. L. Half, WOA1; Jack Harris, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ Fort Worth; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo;

KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KNOW Austin; KFRO Longview; KBWD Brownwood; KMAC San Antonio; KCRS Midland; KGVL Greenville; KTHH Houston; KRIO McAllen. Gene L. Cagle, president. Tel.: Edison 3473. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL Raleigh; WTIK Durham; WFNC Fayetteville; WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WJNC Jacksonville; WGNL Wilmington. Executives: Floyd Fletcher, WTIK, president; Hartwell Campbell, WGTC, vice president; Victor Dawson, WFNC, secretary and treasurer; R. K. Scott, general sales manager and chairman program committee. Headquarters: Box 1988, Raleigh, N. C. Tel.: 8885. Represented nationally by Forjoe & Co.

UNION BROADCASTING SYSTEM—Comprising WKRA Buffalo, N.Y.; WOKO Albany, N.Y.; WCSS Amsterdam, N.Y.; WWSC Glen Falls, N.Y.; WENT Gloversville, N.Y.; WHUC Hudson, N.Y.; WKNY Kingston, N.Y.; WKIP Poughkeepsie, N.Y.; WDOS Oneonta, N.Y.; WKOP Binghamton, N.Y.; WELM Elmira, N.Y.; WGAT Utica, N.Y.; WNDR Syracuse, N.Y.; WICY Malone, N.Y.; WEAV Plattsburgh, N.Y.; WNBZ Saranac Lake, N.Y.; WBEBC Pittsfield, Mass.; WACE Chicopee, Mass.; WALE Fall River, Mass.; WVOM Boston, Mass.; WSYB Rutland, Vt.; WJOY Burlington, Vt.; WWCO Waterbury, Conn.; WTOR Torrington, Conn.; WFAU Augusta, Me.; WKNE Keene, N.H. Headquarters: WOKO Albany, N.Y. Jim Healey, general manager.

THE VIKING NETWORK—Comprising KPFM Portland, KWIJ Portland, KMCM McMinnville, KRUL Corvallis, KASH Eugene, KRCO Prineville, KTLT Tillamook, KOCO Salem, KNPT Newport, KELS Kelso. All Oregon. Headquarters: 4700 S.W. 19th Ave., Beaverton, Ore. Mailing address: P. O. Box 296, Beaverton, Ore. Tel.: Broadway 7471. Officers: Tom Hotchkiss, manager; Alvin C. Yantiss, program director; Evelyn Hotchkiss, business manager; Stanley M. Goard, technical director.

WESTERN RADIO NETWORK—Comprising KNKS Hanford, Calif., and 14 other stations. Headquarters: 418 S. Robertson, Los Angeles.

WEST TEXAS PACKAGED STATIONS—Comprising KRBC Abilene; KBST Big Spring; KGKL San Angelo; KTRN Wichita Falls; KCBF Lubbock; KCRS Midland.

WEST VIRGINIA GROUP—Comprising WKOY Bluefield; WCAW Charleston; WVVW Fairmont; WHTN Huntington and WOAY Oak Hill. Harold B. Shaw, WOAY Oak Hill, traffic manager. Represented by The Friedenbergs Agency.

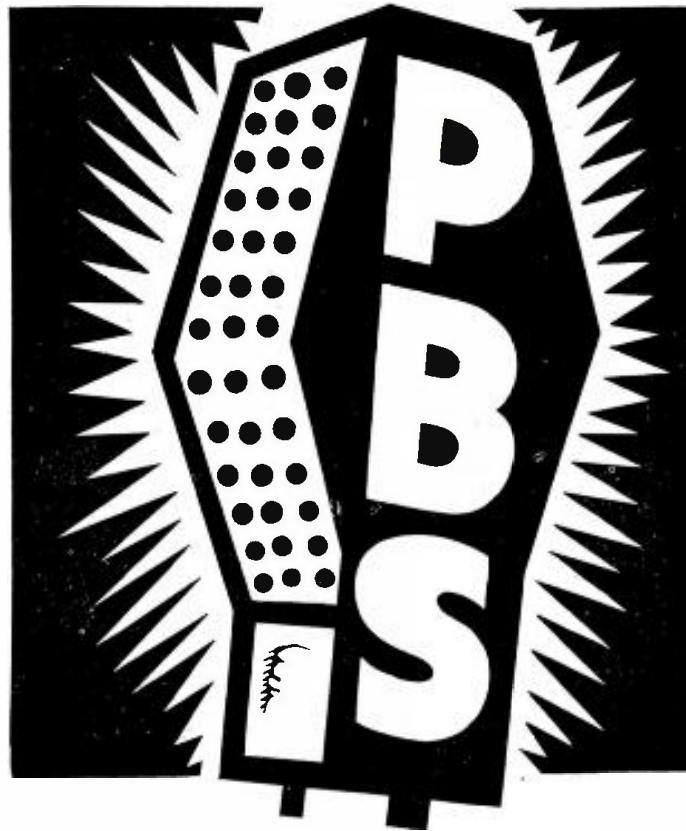
WISCONSIN NETWORK—Network comprising WHBY Appleton; KFIZ Fond du Lac; WCLO Janesville; WIBU Poynette-Madison; WWCFF Baraboo; WRJN Racine; WHBL Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit. Supplementary Stations: WMAW Marinette; WEAU Eau Claire; WJMS Ironwood, Mich.; WATW Ashland; WIBC Superior; WISN Milwaukee; WKBH La Crosse; WOSH Oshkosh; WJMC Rice Lake; WOBT Rhinelander; WATK Antigo; WRCO Richland Center. Main office: Nash Block, Wisconsin Rapids. George T. Frechette, WFHR, managing director and secretary-treasurer.

YANKEE NETWORK—Comprising WNAC Boston; WONS Hartford, Conn.; WEAN Providence, R.I.; WWCO Waterbury, Conn.; WHYN Holyoke-Springfield, Mass.; WAAB Worcester, Mass.; WICC Bridgeport, Conn.; WMTW Portland, Me.; WLIH Lowell-Lawrence, Mass.; WALE Fall River, Mass.; WKBR Manchester, N.H.; WBRK Pittsfield, Mass.; WNLC New London, Conn.; WLNH Laconia, N.H.; WFAU Augusta, Me.; WCOU Lewiston, Me.; WHAI Greenfield, Mass.; WEIM Fitchburg, Mass.; WSYB Rutland, Vt.; WTSA Brattleboro, Vt.; WHEB Portsmouth, N.H.; WDEV Waterbury, Vt.; WKXL Concord, N.H.; WTSV Claremont, N.H.; WTSL Hanover, N.H.; WIDE Biddeford, Me.; WWON Woonsocket, R.I.; WNBH New Bedford, Mass.; WOCB Hyannis, Mass. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: William O'Neil, president and treasurer; Linus Travers, executive vice president; George W. Steffy, vice president; Tom O'Neil, vice president; Robert F. Ide, assistant treasurer; Frank Knowlton, secretary.

Z-BAR-NET—Comprising KXLF Butte, Mont.; KKLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLK Great Falls, Mont.; KXLL Missoula, Mont.; Available as a hookup. Managing Director: Ed Craney, KXLF.

MAKING PROGRESS FROM COAST TO COAST...

Twelve hours of radio's greatest programming . . . 7 a. m. to 7 p. m.



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MEL TORME • ANN DVORAK • LEILA LOUISE • L. RON HUBBARD • TOM HANLON • MAURICE HART • HAL SAWYER
DANN MORTON • CHARLOTTE ROGERS • JIMMY SCRIBNER • RODDY McDOWELL • HARRY VON ZELL • BOB McLAUGHLIN
HUGH HERBERT • ALAN MOWBRAY • CAPTAIN HIX • STAN KENTON • PAGE CAVANAUGH • LOU NOVA • RAYMOND
BERQUIST • CONNIE HAINES • ANDY DEVINE • LOU CROSBY

NEW YORK
HOTEL PARK SHERATON
JUDSON 6-5526

CHICAGO
666 LAKE SHORE DRIVE
SUPERIOR 7-6613

HOLLYWOOD
8983 SUNSET BOULEVARD
BRADSHAW 2-5841

Directory of RADIO AND TELEVISION STATION REPRESENTATIVES

With Lists of Stations Represented

List of stations supplied by each firm; dagger (†) indicates firm is also newspaper representative

ABC SPOT SALES

(American Broadcasting Co.)

New York—7 W. 66th St. Tel. Trafalgar 3-7000. Natl. AM Sales Mgr.: Earl B. Salmon; Natl. TV Sales Mgr.: Ralph E. Dennis.
Chicago—20 N. Wacker Drive. Tel.: Andover 3-7800. Mgr.: Roy McLaughlin.
Hollywood—6383 Sunset Blvd. Tel.: Hudson 2-3141. AM Sales Mgr.: Amos Baron; TV Sales Mgr.: Richard Moore.
Detroit—Stroh Bldg. Tel.: Woodward 3-8321. Mgr.: Harold Christian.
San Francisco—155 Montgomery St. Tel.: Lombard 4-1770. AM-TV Sales Mgr.: Vincent Francis.

Represents Radio

| | | |
|-----------------|-------------------|------------------|
| WMAL Washington | KGO San Francisco | KECA Los Angeles |
| WJZ New York | WENR Chicago | WXYZ Detroit |

Represents TV

| | | |
|--------------------|----------------------|---------------------|
| WMAL-TV Washington | KGO-TV San Francisco | KECA-TV Los Angeles |
| WJZ-TV New York | WENR-TV Chicago | WXYZ-TV Detroit |

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kapps.
(Stations represented not reported)

ALASKA RADIO SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0813. Network Sales Mgr.: Charles E. Soden; Spot Sales Mgr.: Roy V. Smith.

Represents

| | | |
|----------------|-------------|----------------|
| KFQD Anchorage | KIBH Seward | KTKN Ketchikan |
| KFRB Fairbanks | KINY Juneau | KIFW Sitka |

AMERICAN SALES & SERVICING AGENCY

New York 10—175 Fifth Ave. Tel.: Algonquin 4-7881. Pres.: Guy Bolam.

Represents

Radio Luxembourg

AVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandberg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2435. Mgr.: Richard I. Hasbrook.
Atlanta 3—41 Marietta St., N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.

Represents Radio

| | | |
|--------------------------|-------------------------|-------------------------|
| KGGM Albuquerque, N. M. | WFBC Greenville, S. C. | WHBF Rock Island, Ill. |
| WGAC Augusta, Ga. | KULA Honolulu | WRUN Rome, N. Y. |
| KERO Bakersfield, Calif. | KTHT Houston | KROY Sacramento, Calif. |
| WKBW Buffalo | WMBR Jacksonville, Fla. | KALL Salt Lake City |
| WAYS Charlotte, N. C. | WKZO Kalamazoo, Mich. | KVSF Sante Fe, N. M. |
| WJJD Chicago | WROL Knoxville, Tenn. | KJR Seattle |
| WSAI Cincinnati | WLOK Lima, Ohio | KMA Shenandoah, Ia. |
| WMSC Columbus, S. C. | WIBA Madison, Wis. | KSOO Sioux Falls, S. D. |
| KDAL Duluth, Minn. | WDGY Minneapolis | KTUL Tulsa, Okla. |
| KFRE Fresno, Calif. | KOMA Oklahoma City | WBRY Waterbury, Conn. |
| KILO Grand Forks, N. D. | WIRL Peoria, Ill. | KXEL Waterloo, Ia. |
| WJEF Grand Rapids, Mich. | KOIN Portland, Ore. | KFBI Wichita, Kan. |
| WCOG Greensboro, N. C. | WFPI Providence, R. I. | WILK Wilkes Barre, Pa. |

The Intermountain Network

Represents TV

| | | |
|----------------------------|--------------------------|---------------------------|
| WMBR-TV Jacksonville, Fla. | WKZO-TV Kalamazoo, Mich. | WHBF-TV Rock Island, Ill. |
|----------------------------|--------------------------|---------------------------|

† WILLIAM A. AYRES CO.

San Francisco 4—544 Russ Bldg. Tel.: Yukon 6-2396. Owner-Mgr.: William A. Ayres.

Represents

| | | |
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| Pacific Regional Network | Ra-Tel Representatives | Donald Cooke Inc. |
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B & G ADVERTISING

Nashville—57 Arcade. Tel.: 5-5078. Gen. Mgr.: Leo A. Tremblay.
Represents in Nashville Area

| | | |
|-------------------|----------------|-------------------|
| WEKR Fayetteville | WCOR Lebanon | WGNS Murfreesboro |
| WFUN Huntsville | WNAH Nashville | WDBL Springfield |
| WHOS Decatur | WKSJ Pulaski | |
| WJMW Athens | WHIN Gallatin | |

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Bertha Bannan.
New England Radio Representation

| | | |
|------------------------|-------------------------|------------------------|
| WMGM New York | WSPR Springfield, Mass. | WELI New Haven, Conn. |
| WJAR Providence | WHEB Portsmouth, N. H. | WAGM Presque Isle, Me. |
| WLBZ Bangor, Me. | WBER Pittsfield, Mass. | WBET Brockton, Mass. |
| WHAJ Greenfield, Mass. | WNBH New Bedford, Mass. | WCRB Waltham, Mass. |
| WCBS Portland, Me. | WOCB Cape Cod, Mass. | WCCM Lawrence, Mass. |
| WEYN Holyoke, Mass. | WKXL Concord, N. H. | WLYN Lynn, Mass. |
| WEBX Utica, N. Y. | WSVH Rutland, Vt. | WNAB Bridgeport, Conn. |
| WRDO Augusta, Me. | WDEV Waterbury, Vt. | WOY Burlington, Vt. |
| WATR Waterbury, Conn. | WWSR St. Albans, Vt. | WERI Westerly, R. I. |

Maine Broadcasting System

Granite State Network

Represents TV

WJAR-TV Providence, R. I.

HIL F. BEST

Detroit 26—131 W. Lafayette Blvd. Tel.: Woodward 2-7298.
Chicago 1—360 N. Michigan Ave. Tel.: State 2-4471.
New York 17—101 Park Ave. Tel.: Lexington 2-3783.
Los Angeles 48—521 N. La Cienega Blvd. Tel.: Crestview 5-2022.
San Francisco 4—544 Russ Bldg. Tel.: Douglas 2-4586.

Represents

| | | |
|----------------------|----------------------|-------------------------|
| Texas stations: | KVKM Monahans | WIRA Fort Pierce |
| KVLF Alpine | KIMP Mt. Pleasant | WIVY Jacksonville |
| KNEL Brady | KRIG Odessa | WJVB Jacksonville Beach |
| KSTB Breckenridge | KOGT Orange | WDSR Lake City |
| KBOR Brownsville | KIUN Pecos | WLBE Leesburg |
| KDET Center | KCNY San Marcos | WMMB Melbourne |
| KCTX Childress | KWED Seguin | WVMI Miami |
| KCLE Cleburne | KTAN Sherman | WWPF Palatka |
| KSTA Coleman | KSNY Snyder | WPLA Plant City |
| WTAW College Station | KSST Sulphur Springs | WCNH Quincy |
| KCFH Cuero | KXOX Sweetwater | WTRR Sanford |
| KXIT Dalhart | KTAE Taylor | WKXY Sarasota |
| KDNT Denton | KNAL Victoria | WJCM Sebring |
| KDDD Dumas | Michigan stations: | New Mexico stations: |
| KELT Electra | WKNK Muskegon | KOBE Las Cruces |
| KNAF Fredericksburg | WFUR Grand Rapids | KFUN Las Vegas |
| KSLJ Gladewater | WMPR Flint | KRTN Raton |
| KGRI Henderson | WSDC Marine City | Oklahoma stations: |
| KPAN Hereford | WJW Wyandotte | KWHW Altus |
| KEVT Kerrville | WEXL Royal Oak | KWOE Clinton |
| KOCA Kilgore | Florida stations: | KASA Elk City |
| KINE Kingsville | WSWN Belle Glade | KTAT Frederick |
| KHIT Lampasas | WDHL Bradenton | Kansas station: |
| KLVT Levelland | WROD Daytona Beach | WROD Leavenworth |
| KLTI Longview | WCNU Crestview | |
| KORC Mineral Wells | WGGG Gainesville | |

WALTER BIDDICK CO.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 6184. Mgr.: Guy M. Biddick.

Represents on Pacific Coast

| | | |
|-------------------------|--------------------------|----------------------------------|
| WIBW Topeka, Kan. | KRDU Dinuba, Calif. | KTIL Tillamook, Ore. |
| WIBX Utica, N. Y. | KCVR Lodi, Calif. | KDAN Oroville, Calif. |
| KCKN Kansas City, Kan. | KBRO Bremerton, Wash. | KJAN Atlantic, Iowa |
| KWRC Pendleton, Ore. | KWBB Walla Walla, Wash. | KIBE Palo Alto, Calif. |
| KWER Oakland, Calif. | KWNW Wenatchee, Wash. | KXGN Glendive, Mont. |
| KRPL Moscow, Ida. | KONP Port Angeles, Wash. | KCFH Cuero, Tex. |
| KJSK Columbus, Neb. | KBRC Mount Vernon, Wash. | KXIT Dalhart, Tex. |
| KREI Farmington, Mo.** | KOMW Omak, Wash. | KCOH Houston, Tex. |
| WCFM Washington, D. C. | KXRN Renton, Wash. | KNEM Nevada, Mo.** |
| KSUB Cedar City, Utah | KBRK Baker, Ore.* | KCHI Chillicothe, Mo.** |
| KCSU Provo, Utah | KLBM La Grande, Ore.* | KODL The Dalles, Ore. |
| KVOG Ogden, Utah | KSRV Ontario, Ore.* | KLXK Colfax, Wash. |
| KCID Caldwell, Ida. | KNPT Newport, Ore. | KPKW Pasco, Wash. |
| KWAL Wallace, Ida. | * Oregon Trail Network | WIBW Transit Radio, Topeka, Kan. |
| KTIM San Rafael, Calif. | ** Missouri Network | |

JOHN BLAIR & CO.

Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. Mgr.: John Blair.
New York—100 Park Ave. Tel.: Murray Hill 6-6263. Mgr.: Richard D. Buckley.
St. Louis—1148 Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton Coveny.
San Francisco—608 Russ Bldg. Tel.: Douglas 2-3188. Mgr.: Lindsey H. Spight.
Detroit—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Paul Ray.
Dallas—Rio Grande Nat'l. Bldg. Tel.: Randolph 7955. Mgr.: Clarke R. Brown.

Represents

Don Lee Broadcasting System
The Arizona Radio Network

| | | |
|-----------------------------|--------------------------|----------------------------|
| KOY Phoenix, Ariz. | KLYN Amarillo, Tex. | KXOK St. Louis |
| KHJ Los Angeles | KING Seattle | KODY North Platte, Neb. |
| KFKM San Bernardino, Calif. | KWFT Wichita Falls, Tex. | KPOJ Portland, Ore. |
| KGB San Diego, Calif. | KEPO El Paso, Tex. | WDSU New Orleans |
| KFRC San Francisco | WLS Chicago | WL0L Minneapolis |
| KDB Santa Barbara, Calif. | WFBR Baltimore | WHDH Boston |
| KGDM Stockton, Calif. | WOW Omaha | WHB Kansas City |
| KFEL Denver | WNEW New York | KABC San Antonio |
| WJAX Jacksonville, Fla. | KFYR Bismarck, N. D. | KTUC Tucson, Ariz. |
| WQAM Miami, Fla. | WBNS Columbus, Ohio | WRR-KFJZ Fort Worth-Dallas |
| WFLA Tampa, Fla. | WGBI Scranton, Pa. | WSPA Spartanburg, S. C. |
| KIDO Boise, Idaho | KTRH Houston | WKLO Louisville, Ky. |
| WTAL Tallahassee, Fla. | KDYL Salt Lake City | WGST Atlanta, Ga. |
| KRMG Tulsa, Okla. | WMBG Richmond, Va. | WWSW Pittsburgh |
| | WDBO Orlando, Fla. | |
| | WIBC Indianapolis | |

BLAIR-TV INC.

New York—100 Park Ave. Tel.: Murray Hill 6-6263. Mgr.: William H. Weidon.
Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. Mgr.: Jack Davis.
Detroit—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Albert S. Goustin.
St. Louis—1148 Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
San Francisco—608 Russ Bldg. Tel.: Douglas 2-3188. Mgr.: Lindsey H. Spight.
Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton Coveny.
Dallas—Rio Grande Nat'l. Bldg. Tel.: Randolph 7955. Mgr.: Clarke R. Brown.

Represents

| | | |
|------------------------|------------------------|--------------------|
| KTTV Los Angeles | WDSU-TV New Orleans | WOW-TV Omaha, Neb. |
| WTVR Richmond, Va. | WBNS-TV Columbus, Ohio | KING-TV Seattle |
| KDYL-TV Salt Lake City | | KEYL San Antonio |

(Continued on page 48)



Sales through the air with the greatest of ease!

SELLING SUCCESSFULLY ON RADIO AND TV, HOWEVER, IS A SCIENCE . . . that requires the services of specialists. And that's exactly what each Hollingbery man actually is—a successful specialist in radio-TV sales. Operating in all the major time-buying centers, Hollingbery men are always handy—ready to help you with your marketing and merchandising problems, and show you how to do a more effective, more profitable, radio-TV selling job. Remember—a Hollingbery man is always handy . . . and ready to serve you. We cordially invite you to contact the nearest Hollingbery Company office.



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Offices in

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 SAN FRANCISCO, 400 Montgomery Street
 ATLANTA, Whitehead Bldg., 223 Peachtree Street



Dan Schmidt



Knox Larue



Carlos Mc Abee



Frank Fitzpatrick



Harry Wise



Ed Clark



Dick Hunter



Frank Mc Carthy



Paul Senft



Ken Fleming



Fred Hague



Ed Spencer



Warren Nelson

STATION REPRESENTATIVES

(Continued from page 46)

HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloomberg.

Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.

Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.

Represents

WLLH-AM-FM Lowell, Mass.

THE BOLLING COMPANY INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 1—360 N. Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: Robert H. Bolling.
Hollywood 28—6912 Hollywood Blvd. Tel.: Granite 2248. Mgr.: Norman E. Noyes.
San Francisco—1 Nob Hill Circle. Tel.: Yukon 6-2187. Mgr.: B. Newlin.

Represents Radio

WHOT South Bend, Ind.
WCFL Chicago
WHP Harrisburg
WNEF Binghamton, N. Y.
WANE Fort Wayne, Ind.

WELL Battle Creek
WMAW Milwaukee
WTHI Terra Haute, Ind.
WROW Albany, N. Y.
WILM Wilmington, Del.
WNEB Worcester
Granite State Network

WBIR Knoxville, Tenn.
KFGO Fargo, N. D.
WVET Rochester, N. Y.
WQAN Scranton, Pa.

Represents TV

WNEF-TV Binghamton, N. Y.

LOUIS J. BORGATTI INC.

Boston 16—535 Statler Bldg. Tel.: Hancock 6-8182. Pres.-Treas.: Louis J. Borgatti;
V.P.-Asst. Treas.: Joseph J. Borgatti.

Represents

Main Mutual Network
WMTW Portland
WCOU-AM-FM Lewiston
WFAU Augusta

WIDE Biddeford
Granite State Broadcast-
ing Co.
WKBZ-AM-FM Man-
chester

WTSV-AM-FM Claremont
WUSA Brattleboro
WTSL Hanover-Lebanon

†THE BRANHAM COMPANY

Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Haverly Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Dallas—First National Bank Bldg. Tel.: Riverside 4894. Mgr.: George Harding.
Detroit—General Motors Bldg. Tel.: Trinity 1-6440. Mgr.: Fred Weber.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: B. C. Finch.
San Francisco—5 Third St. Tel.: Garfield 1-6740. Mgr.: G. D. Close.
Los Angeles—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: James Thacker.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents Radio

WABB Mobile, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGFA Columbus, Ga.
WNEK Macon, Ga.
WTPS New Orleans
KWKH Shreveport, La.
WRBC Jackson, Miss.

WCPO Cincinnati
WDEF Chattanooga, Tenn.
WTVS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis
KFDA Amarillo, Tex.
KRIC Beaumont, Tex.
KWBU Corpus Christi,
Tex.

KAND Corsicana, Tex.
KRLL Dallas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg,
W. Va.

Represents TV

KFMB-TV San Diego,
Calif.

WCPO-TV Cincinnati
WEWS Cleveland

WMCT Memphis
KRLL-TV Dallas

HOWARD C. BROWN CO.

Hollywood 38—6059 Melrose Ave. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

3XY Melbourne, Australia

BULMER AND JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.
(Stations represented not reported)

BURN-SMITH CO. INC.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Clark Barnes.

Represents

WBCK Battle Creek, Mich.
WMBF Lewistown, Pa.
WALB Albany, Ga.
WRUF Gainesville, Fla.
WISW Altoona, Pa.
WEPM Martinsburg, W. Va.
KWJJ Portland, Ore.
WBAX Wilkes-Barre, Pa.
WTRC Elkhart, Ind.
WSSV Petersburg, Va.
WCMA Corinth, Miss.
WOPF Bristol, Tenn.
WOMT Owensboro, Ky.
WLEJ Bowling Green, Ky.
WHLN Harlan, Ky.
WIBU Madison, Wis.

WCNC Elizabeth City,
N. C.
WGBG Greensboro, N. C.
WMFR High Point, N. C.
WFIC Kinston, N. C.
WSTP Salisbury, N. C.
WMFD Wilmington, N. C.
WCMW Canton, Ohio
KFOX Long Beach, Calif.
WBOC Salisbury, Md.
WJVA South Bend, Ind.
WBGE Atlanta
WKYW Louisville
WROY Roanoke, Va.
WKOP Binghamton, N. Y.
WAIM Anderson, S. C.
WENK Union City, Tenn.

WKBZ Muskegon, Mich.
WKLA Lexington, Mich.
WDXX Jackson, Tenn.
WCAV Norfolk, Va.
KLVX Oakland, Calif.
WVXL Peoria, Ill.
KCRG Cedar Rapids, Ia.
WVLL Lexington, Ky.
WFLB Fayetteville, N. C.
WVPA Williamsport, Pa.
WHAN Charleston, S. C.
WATO Oak Ridge, Tenn.
WDVA Danville, Va.
WCNB Connorsville, Ind.
KRIZ Phoenix, Ariz.
KSBW Salinas, Calif.

†CAPPER PUBLICATIONS

New York—420 Lexington Ave. Tel.: Lexington 2-1250 Mgrs.: Philip Zach, K. H. Constant, W. L. McKee.

Chicago—333 N. Michigan Ave. Tel.: Central 6-5977. Mgrs.: Frank Gaughen, Terry Hughes

Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.

San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

Represents

CCKN Kansas City, Kan. WIBW Topeka, Kan.

THOMAS F. CLARK INC.

New York 17—205 E. 42d St. Tel.: Murray Hill 4-6317. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel.: Central 6-1112. Mgr.: Paul Elsberry.

Represents

WKLF Clanton, Ala.
KGIW Alamosa, Col.
KIUP Durango, Col.
KOKO La Junta, Col.
KVRH Salida, Col.
WTNT Tallahassee, Fla.
WFRP Savannah, Ga.
WMJM Cordele, Ga.

WMGA Moultrie, Ga.
WLET Toocoo, Ga.
WKTG Thomasville, Ga.
WKIC Hazard, Ky.
WIHL Hammond, La.
WSNJ Bridgeton, N.J.
WMBO Auburn, N.Y.
WNBZ Saranac Lake, N.Y.
WWRL Woodside, N.Y.

WPAQ Mt. Airy, N.C.
WENC Whiteville, N. C.
WLTC Gastonia, N.C.
WTND Orangeburg, S.C.
KDSJ Deadwood, S.D.
KWVC Vernon, Tex.
WFLO Farmville, Va.
WLDY Ladysmith, Wis.

CLARK-WANDLESS-MANN INC.

New York 17—205 E. 42d St.; Tel.: Oregon 9-1575. Pres.: H. J. Wandless; V. P.: S. A. Mann

Represents

WAPA San Juan, P. R.

(Also represents stations in Argentina, Cuba, Panama, Colombia, Ecuador, Costa Rica, Honduras, Guatemala, Nicaragua, El Salvador, Uruguay)

LIONEL COLTON

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-5341.

Represents

WIBX Utica, N. Y.*
WCCM Lawrence, Mass.
WBET Brockton, Mass.

WERI Westerly, R. I.
WFKY Frankfort, Ky.

WETB Johnson City,
Tenn.
WSFC Somerset, Ky.

* New York area only.

CONTINENTAL RADIO SALES

Philadelphia—Drexel Bldg. 111 S. 5th St. Tel.: Lombard 3-0882. Mgr.: Roberta Butche.

New York—285 Madison Ave. Tel.: Lexington 2-2450. Mgr.: Miss Stephanie Matyas.
Chicago—228 N. LaSalle St. Tel.: Franklin 2-2095. Mgr.: Mrs. Ruth Olsen.

Represents

WGYV Greenville, Ala.
KELD Eldorado, Ark.
KKJK Forrest City, Ark.
KFFA Helena, Ark.
KICO Calixto, Calif.
KWSM Mt. Shasta, Calif.
KSEF Needles, Calif.
KPRO Riverside, Calif.
KVRH Salida, Col.
KCRT Trinidad, Col.
WCFM Washington
WDEC Americus, Ga.
WBLJ Dalton, Ga.
WMLT Dublin, Ga.
WSGC Elberton, Ga.
WDUN Gainsville, Ga.
WILA Woodstock, Ill.
KASI Ames, Iowa
KOEL Oelwein, Iowa

KPRS Olathe, Kan.
WNTE Vanclave, Ky.
WJMB Brookhaven, Miss.
WRJW Picayune, Miss.
KDMO Warthage, Mo.
KWRE Warrenton, Mo.
KJDK Columbia, Neb.
KCHS Hot Springs, N. M.
WIFM Elkin, N. C.
WFGV Fuquay Springs,
N. C.
WGNC Gastonia, N. C.
WBUY Lexington, N. C.
WTSB Lumberton, N. C.
WMAP Monroe, N. C.
WNNC Newton, N. C.
WFRC Reidsville, N. C.
WSIC Statesville, N. C.
WHEE Washington, N. C.
WFOB Fostoria, Ohio

KWCO Chickasha, Okla.
KMUS Muskogee, Okla.
KSIW Woodward, Okla.
WKPA New Kensington,
Pa.
WKOK Sunbury, Pa.
WPRM Mayaguez, P.R.
WTYC Rock Hill, S. C.
KGFX Pierre, S. D.
WHUB Cookeville, Tenn.
WHBT Harriman, Tenn.
WJJM Lewisburg, Tenn.
WJIG Tullahoma, Tenn.
KTFY Tullahoma, Tenn.
KRBA Lufkin, Tex.
KVOU Uvalde, Tex.
KBUH Brigham City,
Utah
WIGM Medford, Wis.

THE CONWELL CO.

Kansas City 6—1002 Walnut. Tel.: Victor 1120, 1121, 6666. Owner: John O. Conwell.

Represents

KCHI Chillicothe, Mo.
KMMO Marshall, Mo.

KNCM Moberly, Mo.
KNEM Nevada, Mo.

KREI Farmington, Mo.
KLWT Lebanon, Mo.

DONALD COOKE INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. La Salle St. Tel.: State 2-5096. Mgr.: Fred R. Jones.
Los Angeles 36—521 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.

Cleveland—402 Swetland Bldg. Tel.: Prospect 1-6100. Mgr.: Howard McClenahan.
Detroit—1323 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles J. Sheppard.
San Francisco—544 Russ Bldg. Tel.: Douglas 2-4586. Mgr.: Bill Ayres.

Represents Radio

KTPP Porterville, Calif.
KBOW Butte, Mont.
WKAL Rome-Utica, N. Y.
WIBK Knoxville, Tenn.
WOSH Oshkosh, Wis.
KASH Eugene, Ore.
WCMB Harrisburg, Pa.
WUSN Charleston, S. C.
KFRO Longview, Tex.
KFAS Banning, Calif.
KWTC Barstow, Calif.

KRNO San Bernardino,
Calif.
KDZA Pueblo, Col.
WINK Fort Myers, Fla.
WVWP Miami
KSEK Pittsburg, Kan.
WIBR Baton Rouge, La.
WTAC Cambridge, Mass.
KROX Crookston, Minn.
KLAS Las Vegas, Nev.
WGVA Geneva, N. Y.
WHJB Greensburg, Pa.
WKPT Kingsport, Tenn.

KCTI Gonzales, Tex.
WAYB Waynesboro, Va.
KRUX Phoenix, Ariz.
WEAM Arlington, Va.
WVTL Springfield, Mass.
WSSB Durham, N. C.
WVWV Fairmont, W. Va.
Zis Network
KOAT Albuquerque, N. M.
KRSN Los Alamos, N. M.
KTRC Santa Fe, N. M.

DONALD COOKE INC.—(Continued)

Represents TV
 WKTV Utica, N. Y.
Canadian Stations
 Quebec French Radio Group

- | | | |
|-------------------------|--------------------------|-------------------------|
| CKMO Vancouver | CJCH Halifax, N. S. | CFCH North Bay, Ont. |
| CJIB Vernon, B. C. | CKOY Ottawa, Ont. | CHEK Peterborough, Ont. |
| CKOK Penticton, B. C. | CKFI Fort Frances, Ont. | CHOK Sarnia, Ont. |
| CHUB Nanaimo, B. C. | CJOY Guelph, Ont. | CHLO St. Thomas, Ont. |
| CKX Brandon, Man. | CJRL Kenora, Ont. | CKGB Timmins, Ont. |
| CKOB Winnipeg | CKWS Kingston, Ont. | CKEY Toronto |
| CKBW Bridgewater, N. S. | CJKL Kirkland Lake, Ont. | CKVL Montreal |

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Southeastern Representative

- | | | |
|-------------------------|------------------------|-------------------|
| WJAX Jacksonville, Fla. | WTAL Tallahassee, Fla. | WQAM Miami, Fla. |
| WDIG Dothan, Ala. | WROL Knoxville, Tenn. | WHIO Dayton, Ohio |
| WSPA Spartanburg, S. C. | WDBO Orlando, Fla. | WFLA Tampa, Fla. |

DEVNEY & CO.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-5365. Pres.: E. J. Devney.

Represents

- | | | |
|---------------------------|-------------------------|--------------------------|
| KROF Abbeville, La. | WRJM Newport, R.I. | WCRB Waltham, Mass. |
| WABZ Albemarle, N.C. | KNOR Norman, Okla. | WCNX Middletown, Conn. |
| WVMI Bloxi, Miss. | WSIP Paintsville, Ky. | WLCR Torrington, Conn. |
| WKOY Bluefield, W. V. | WEOK Poughkeepsie, N.Y. | WIDE Biddeford, Me. |
| WINA Charlottesville, Va. | WRAD Radford, Va. | KTFS Texarkana, Tex. |
| WKEY Covington, Va. | WNAE Warren, Pa. | KDMS El Dorado, Ark. |
| WONW Defiance, O. | WTTN Watertown, Wis. | WGVM Greenville, Miss. |
| WFGM Fitchburg, Mass. | WHYU Newport News, Va. | WMTR Morristown, N.J. |
| WEWO Laurinburg, N.C. | WNNT Warsaw, Va. | WSVA Harrisonburg, Va. |
| WKAI Macomb, Ill. | KAYL Storm Lake, Iowa | WLAY Muscle Shoals, Ala. |
| WNAM Neenah, Wis. | | |

DORA DODSON AGENCY

Atlanta, Ga.—414 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Operated by: Mrs. Dora Dodson Cosse' and Clayton J. Cosse'.

Represents in South

- | | | |
|-----------------------|---------------------------|------------------------------|
| WKAB Mobile, Ala. | WDMG Douglas, Ga. | WCEC Rocky Mount, N. C. |
| WJOI Florence, Ala. | WBGR Jesup, Ga. | WVOT Wilson, N. C. |
| WGOV Valdosta, Ga. | WALB Albany, Ga. | WABZ Albemarle, N. C. |
| WGGG Gainesville, Ga. | WTNT Tallahassee, Fla. | WRCS Ahsokie, N. C. |
| WAIM Anderson, S. C. | KVLC Little Rock, Ark. | WFNS Burlington, N. C. |
| WKPT Kingsport, Tenn. | KTLN Denver | WMGY Montgomery, Ala. |
| WSAT Salisbury, N. C. | WPAL Charleston, S. C. | WDVA Danville, Va. |
| WHKY Hickory, N. C. | WACA Camden, S. C. | KFMJ Tulsa, Okla. |
| WULA Eufala, Ala. | WAAA Winston-Salem, N. C. | WBSR Pensacola, Fla. |
| WROM Rome, Ga. | WDSC Dillon, S. C. | WTND Orangeburg, S. C. |
| WKTG Thomasville, Ga. | | Forjoe & Co. southern office |

DuMONT TV SPOT SALES

New York 22—515 Madison Ave. Tel.: Murray Hill 8-2600. Mgr.: Lynn Cleary.

EVERETT-MCKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747.
 Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9886.
 San Francisco 5—544 Russ Bldg. Tel.: Douglas 2-4586.
 Los Angeles—521 N. LaCienega Blvd. Tel.: Crestview 5-2022.

(Continued on page 50)

**THE
 BRANHAM
 COMPANY**

representing

- CHICAGO
- NEW YORK
- DETROIT
- DALLAS
- ATLANTA
- CHARLOTTE
- ST. LOUIS
- MEMPHIS
- SAN FRANCISCO
- LOS ANGELES

- RADIO**
- WABB Mobile, Ala.
 - KTHS Hot Springs, Ark.
 - KFMB San Diego, Calif.
 - WGBA Columbus, Ga.
 - WNEX Macon, Ga.
 - WTPS New Orleans, La.
 - KWKH Shreveport, La.
 - WRBC Jackson, Miss.
 - WCPO Cincinnati, Ohio
 - WDEF Chattanooga, Tenn.
 - WTJS Jackson, Tenn.
 - WNOX Knoxville, Tenn.
 - WMC Memphis, Tenn.
 - KFDA Amarillo, Texas
 - KRIC Beaumont, Texas
 - KWBU Corpus Christi, Texas
 - KAND Corsicana, Texas
 - KRLD Dallas, Texas
 - WCHS Charleston, W. Va.
 - WBLK Clarksburg, W. Va.
 - WSAZ Huntington, W. Va.
 - WPAR Parkersburg, W. Va.
- TELEVISION**
- KFMB-TV San Diego, Calif.
 - WCPO-TV Cincinnati, Ohio
 - WEWS Cleveland, Ohio
 - WMCT Memphis, Tenn.
 - KRLD-TV Dallas, Texas

STATION REPRESENTATIVES

(Continued from page 49)

EVERETT-McKINNEY INC.—(Continued)

Represents
WTHC Hartford, Conn.
WSTC Stamford, Conn.
WDAN Danville, Ill.
Iowa Tall Corn Network & individually:
KWCR Cedar Rapids
KROS Clinton
KSWI Council Bluffs
KSIB Creston
KSTT Davenport
KDEC Decorah
KDTH Dubuque
KVFD Ft. Dodge

FORJOE & CO. INC.

New York 18—19 W. 44th St. Tel.: Murray Hill 7-5343. Pres.: Joseph Bloom; Gen. Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard. Helen Wood.
 Chicago 1—228 N. La Salle St. Tel.: Andover 3-3364. Sales Mgr.: William Wyatt. Frances Riskey.
 Los Angeles 14—127 Wilshire Blvd. Tel.: Madison 6-8329. Mgr. Lawrence Krasner.
 San Francisco 5—607 Market St. Tel.: Sutter 1-7569. Mgr.: Harold Hoffman.
 Philadelphia 7—1311 Widener Bldg. Tel.: Rittenhouse 8-4720. Mgr.: Helen Wood.
 Atlanta 3—319 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Mrs. Dora C. Dodson Cosse.

(Stations represented not reported)

FREE & PETERS INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-6022. Mgr.: H. Preston Peters; TV Sales Mgr.: I. E. Showerman.
 Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: Lloyd Griffin.
 Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. Mgr. W. W. Bryan.
 Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349 Mgr.: Joseph W. Evans.
 Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. Mgr.: Hal W. Hoag.
 San Francisco 4—58 Sutter St. Tel.: Sutter 1-4353. Mgr.: A. Leo Bowman.

Represents Radio

| | | |
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| WGR Buffalo, N. Y. | WDBJ Roanoke, Va. | WBAP Fort Worth-Dallas |
| WOC Davenport, Ia. | WAVE Louisville | KGMB-KHBC Honolulu-Hilo |
| WHO Des Moines | KOB Albuquerque, N. M. | WGH Norfolk |
| WDAY Fargo, N. D. | KIRO Seattle | WBZ-WBZA Boston-Springfield |
| KMBC-KFRM Kansas City | KRIS Corpus Christi, Tex. | WOWO Ft. Wayne |
| WISH Indianapolis | KDGH Boise, Idaho | KYW Philadelphia |
| WTGN Minneapolis-St. Paul | KPDM Beaumont, Tex. | KDKA Pittsburgh |
| KSD St. Louis | KVOD Denver | WDZ Decatur, Ill. |
| WFBL Syracuse | WDSM Duluth-Superior | WMBD Peoria, Ill. |
| WCSC Charleston, S. C. | WMCA New York | KTSA San Antonio |
| WIS Columbia, S. C. | KFAB Omaha | KVAL Brownsville, Tex. |
| WPTV Raleigh, N. C. | KEX Portland, Ore. | |

Represents TV

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| WOC-TV Davenport | WTWJ Miami, Fla. | WPIX New York |
| WBAP-TV Ft. Worth-Dallas | WTGN-TV Minneapolis-St. Paul | KSD-TV St. Louis |
| WAVE-TV Louisville | | KRON-TV San Francisco |

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037. Owner: Paul Girard.

Represents

| | | |
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| KOMA Oklahoma City | KCTV Childress | KBUD Athens |
| KTUL Tulsa, Okla. | KWBC Ft. Worth | KSTP Breckenridge |
| KLGL Miami, Okla. | KTFB Texarkana | KSM Brownsville |
| WGVN Greenville, Miss. | KGKB Tyler | KFRO Longview |
| KWFC Hot Springs, Ark. | KVET Austin | KSEL Lubbock |
| KWHN Ft. Smith, Ark. | KTWL Texas City | KRIO McAllen |
| Texas stations: | KIOX Bay City | KIMP Mt. Pleasant |
| KPDN Pampa | KTRM Beaumont | KPLT Paris |
| KHUZ Borger | KSFA Nacogdoches | WACO Waco |
| | KAMQ Amarillo | |

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
 San Francisco 4—429 Russ Bldg. Tel.: Yukon 8-0621.

(Stations represented not reported)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
 Los Angeles—8736 Sunset Blvd. Tel.: Crestview 6-3400. Mgr.: V. E. Atkinson Jr.
 New York—33 W. 42d St. Tel.: Bryant 9-1374. Mgr.: Jack Davis.
 Chicago—111 W. Washington St. Tel.: Dearborn 2-7869. Mgr.: Frank Back.

Represents

| | | |
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| KPMC Bakersfield, Calif. | KSRO Santa Rosa, Calif. | KWLK Longview, Wash. |
| KHSL Chico, Calif. | KVVC Ventura, Calif. | KGY Olympia, Wash. |
| KMYC Marysville, Calif. | WPTM Maysville, Ky. | KUJ Walla Walla, Wash. |
| KYOS Merced, Calif. | KFJF Klamath Falls, Ore. | KYAK Yakima, Wash. |
| KTRB Modesto, Calif. | KYJC Medford, Ore. | KDON Monterey, Calif. |
| KPRL Paso Robles, Calif. | WNAR Norristown, Pa. | KRLC Lewistown, Pa. |
| KEEN San Jose, Calif. | KJAM Vernal, Utah | KCOK Tulare, Calif. |
| KCRA Sacramento, Calif. | WSKI Montpelier, Vt. | WKOX Framingham, Mass. |
| KVCV Redding, Calif. | KXRO Aberdeen, Wash. | WOHI East Liverpool, Ohio |
| WPTV Piqua, Ohio | WMNB North Adams, Mass. | WMOH Hamilton, Ohio |
| WBEX Chillicothe, Ohio | WHTC Holland, Mich. | WJLJ Niagara Falls, N. Y. |
| KYVC San Luis Obispo | KENB Las Vegas, Nev. | WIRY Plattsburg, N. Y. |
| KEND Bend, Ore. | WMOA Marietta, Ohio | KALE Richland, Wash. |
| KUGN Eugene, Ore. | KELA Centralia-Chehalis, Wash. | |
| KUIN Grants Pass, Ore. | | |
| KSMO San Mateo, Calif. | | |

IRENE GRIFFITH

Hollywood 28—7079½ Hollywood Blvd. Tel.: Hudson 2-7391.
 San Francisco 4—681 Market St. Tel.: Douglas 4475.

(Stations represented not reported)

MELCHOR GUZMAN CO. INC.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Mgr.: A. M. Martinez.
 (Represents stations in Cuba, Mexico, Puerto Rico, Central and South America)

H-R REPRESENTATIVES INC.

New York 17—405 Lexington Ave. Tel.: Murray Hill 9-7463. Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrin; V.P.: Paul R. Weeks; V.P. Carlin S. French; Allan W. Kerr.
 Chicago 3—79 W. Monroe St. Tel.: Randolph 6-0113. Dwight S. Reed, Carlin S. French, Vincent R. Bliss Jr.
 San Francisco—814 California St. Tel.: Exbrook 2-3407. James M. Alspaugh.

Represents Radio

| | | |
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| KMPC Los Angeles | WJW Cleveland | KXXX Colby, Kan. |
| WROK Rockford, Ill. | WGFG Kalamazoo, Mich. | WMAV Springfield, Ill. |
| WFBG Altoona, Pa. | WONS Hartford, Conn. | Transit Radio stations |
| WJIM Lansing, Mich. | WSOC Charlotte, N. C. | WIKK Erie, Pa. |
| | WWNC Asheville, N. C. | |

Represents TV

WJIM-TV Lansing, Mich.

ARTHUR H. HAGG ASSOCIATES INC.

Chicago 1—360 N. Michigan Ave. Tel.: Central 8-7553. Mgr.: Arthur H. Hagg.
 New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents

KGNO Dodge City, Kan.

HARRINGTON, RIGHTER & PARSONS INC.

New York 17—347 Madison Ave. Tel.: Lexington 2-1741. Pres.: John E. Harrington Jr.; V. P.-Treas.: Volney Wright, V. P.-Sec.: James O. Parsons Jr.
 Chicago—Tribune Tower. Tel.: Whitehall 4-0074.
 San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323.
 Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 2-8458.
 Portland 4, Ore.—333 S.W. Oak St. Tel.: Broadway 3210.

Represents TV

| | | |
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| WFMY-TV Greensboro, N. C. | WDAF-TV Kansas City | WTMJ-TV Milwaukee |
| WAAM Baltimore | WBEN-TV Buffalo, N. Y. | WTG Washington |

HEADLEY-REED CO.

New York—420 Lexington Ave. Tel.: Murray Hill 3-5467. Pres.: Frank W. Miller Sr. Sec.-Treas.: Frank W. Miller Jr.; V. P.: W. B. Faber; V. P.-Mgr. N. Y. Office: Sterling B. Beeson.

Chicago—230 N. Michigan Ave. Tel.: Franklin 2-4686. V. P.-Mgr.: John H. Wrath. Detroit—2019 Penobscot Bldg. Tel.: Woodward 2-7371. Mgr.: Harold V. Barrett. Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr. San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell. Hollywood—Taft Bldg. Tel.: Hillside 7138. Mgr.: Harold Lindley. New Orleans—International Trade Mart Bldg. Tel.: Tulane 6440. Mgr.: Milton De Reyna Jr. Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Represents Radio

| | | |
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| WGSN Birmingham, Ala. | WSJS Winston-Salem, N. C. | WEMP Milwaukee |
| WALA Mobile, Ala. | WKOW Madison, Wis. | WEEU Reading, Pa. |
| WSPA Montgomery, Ala. | WPMY Youngstown, Ohio | KOL Seattle |
| KJES San Francisco | WSAN Allentown, Pa. | WTOD Toledo, Ohio |
| WELI New Haven | WJAC Johnstown, Pa. | WFAS White Plains, N. Y. |
| WDAK Columbus, Ga. | WAPC Chattanooga | WRDW Augusta, Ga. |
| WGL Ft. Wayne, Ind. | WSYR Syracuse, N. Y. | WKMH Dearborn, Mich. |
| WTHB Baltimore | WTRY Troy, N. Y. | WLEW Bad Axe, Mich. |
| WSAR Fall River, Mass. | WHBS Huntsville, Ala. | WTKO Meridian, Miss. |
| WSAM Saginaw, Mich. | WONE Dayton, Ohio | KOTA Rapid City, S. D. |
| KFEQ St. Joseph, Mo. | WLAN Lancaster, Pa. | KSPQ Spokane, Wash. |
| WBAB Atlantic City | WEEK Peoria, Ill. | WHIM Providence, R. I. |
| WHLI Niagara Falls | | |

Represents TV

WICU Erie, Pa. **WTVN** Columbus, O.
WJAC-TV Johnstown, Pa. **WSYR-TV** Syracuse, N. Y.

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.

New York 18—500 Fifth Ave. Tel.: Bryant 9-3960. Mgr.: F. E. Spencer Jr.
 Atlanta 3—223 Peachtree St. Tel.: Cypress 1468. Mgr.: Richard N. Hunter.
 San Francisco 4—400 Montgomery St. Tel.: Douglas 2-1792. Mgr.: Knox LaRue.
 Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise Jr.

Represents Radio

| | | |
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| WADC Akron, Ohio | WARM Scranton, Pa. | KNEW Spokane, Wash. |
| WJBO Baton Rouge, La. | KSCJ Sioux City, Ia. | KSJB Jamestown, N. D. |
| WBGM Bay City, Mich. | WSPR Springfield, Mass. | KGHI Little Rock, Ark. |
| WTMA Charleston, S. C. | KGEX Springfield, Mo. | WLVA Lynchburg, Va. |
| WREB Columbus, Ga. | WBTM Danville, Va. | WWEZ New Orleans |
| WHIO Dayton | KOOL Phoenix, Ariz. | KCBQ San Diego |
| WWJ Detroit | WJAS Pittsburgh | WAEB Allentown, Pa. |
| KTSM El Paso, Tex. | KITO San Bernardino, Calif. | WHUM Reading, Pa. |
| WBG Greensboro, N. C. | | KPOA Honolulu |
| WJDX Jackson, Miss. | WINR Birmingham, N. Y. | KUTA Salt Lake City |
| WIOD Miami, Fla. | KOPR Butte, Mont. | KYA San Francisco |
| WHAM Rochester, N. Y. | KOLO Reno, Nev. | KVI Seattle |
| WSAV Savannah, Ga. | KIST Santa Barbara, Calif. | WORD Spartanburg, S. C. |

Represents TV

Rocky Mountain Network
WWJ-TV Detroit
WHAM-TV Rochester, N. Y.
WHIO-TV Dayton, Ohio

HAL HOLMAN CO.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016. Mgr.: Hal Holman.
 New York—55 W. 42d St. Tel.: Longacre 3-6741.
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.

Represents

| | | |
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| WTCM Traverse City, Mich. | WPAG Ann Arbor, Mich. | *KOWL Santa Monica, Calif. |
| WATT Cadillac, Mich. | WKNX Sarnaw, Mich. | WATC Gaylor, Mich. |
| WATB Alpena, Mich. | WSVY Plain, Ill. | WABJ Adrian, Mich. |
| WMBN Petoskey, Mich. | WTWT Stevens Point, Wis. | KFIZ Fond du Lac, Wis. |
| *WTBM Jackson, Mich. | WCBC Anderson, Ind. | WBAT Marion, Ind. |
| WMUS Muskegon, Mich. | WHIR Danville, Ky. | WKAM Warsaw, Ind. |
| WHLB Port Huron, Mich. | KNEB Scottsbluff, Neb. | WWCA Gary, Ind. |
| WCAZ Carthage, Ill. | WHFB Benton Harbor, Mich. | KFKA Greeley, Col. |
| WKAN Kankakee, Ill. | WHOW Clinton, Ill. | KGLN Glenwood Springs, Colo. |
| WIBV Belleville, Ill. | WLBB Mattoon, Ill. | WKAX Birmingham, Ala. |
| *WLEB Muncie, Ind. | WLSB Jacksonville, Ill. | WBN Clearwater City, Fla. |
| WAYX Waycross, Ga. | WCRK Morristown, Tenn. | KGAR Garden City, Kan. |
| WGNB Murfreesboro, Tenn. | WTPR Paris, Tenn. | KWAL Wallace, Idaho |
| KFKJ Grand Junction, Colo. | WKCT Bowling Green, Ky. | |
| | WMIK Middlesboro, Ky. | |

Paul Bunyan Network
 (WCTM WATT WATZ WMBN WATC)

* Represented in Midwest only.

DON HOWARD & CO.

Del Rio, Tex.—Foster Bldg. Tel.: 1017. Owner: Don Howard; Acct. Exec.; Don Howard Jr.; Aud.: Bill D. Guse.
(Stations represented not reported)

INDEPENDENT METROPOLITAN SALES

New York 18—55 W. 42d St. Tel.: Longacre 3-6741. Pres.: Jack Koste.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-006.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812. Mgr.: Gene Grant.
San Francisco—681 Market St. Tel.: Yukon 6-0821. Mgr.: Don Pickets.

Represents

KATL Houston WIKY Evansville, Ind. KOWH Omaha, Neb.
KITE San Antonio WWSO Springfield, Ohio KFMJ Tulsa, Okla.
KNAK Salt Lake City WXLW Indianapolis WTEL Philadelphia
KTBI Tacoma, Wash. WKAB Mobile, Ala. WKJG Richmond, Va.
WACE Springfield, Mass. WPIN St. Petersburg, Fla. WHTN Huntington, W. Va.
WARL Arlington, Va. WJXN Jackson, Miss.
WHHM Memphis KLMS Lincoln, Neb.

Metropolitan Network, Washington, D. C.

(WARL Arlington, Va.: WBCC Bethesda-Chevy Chase; WFAX Falls Church, Va.;
WGAY Silver Spring, Md; WFIK Alexandria, Va.)

INTER-AMERICAN PUBLICATIONS Inc.

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Treas.: Jose Oviedo; Sec.: Frank Navarro.

Represents

WKAQ San Juan, P. R. WKJB Mayaguez, P. R. WPAB Ponce, P. R.

INTERSTATE UNITED NEWSPAPERS

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Chicago—25 E. Jackson Blvd. Tel.: Webster 9-7260. Mgr.: L. J. Pollard.
Detroit—2146 St. Antoine St. Tel.: Cadillac 4497.
Los Angeles—4822 S. Avalon Blvd. Mgr.: Ted Washington.

Represents

WLIB New York WERD Atlanta, Ga. WIVY Jacksonville, Fla.
WHAT Philadelphia WJLD Birmingham, Ala. KOWL Los Angeles
WHOD Pittsburgh

J. FRANK JOHNS

Minneapolis 11—2647 Bryant Ave., N. Tel.: Hyland 8639.

Represents in Minneapolis-St. Paul

KFGO Fargo, N. D. KYSM Mankato, Minn.
KOTA Rapid City, S. D. WQUA Moline, Ill.

FRED R. JONES

Chicago—228 N. La Salle St. Tel.: State 2-5096.

(Stations represented not reported)

†THE KATZ AGENCY

New York 22—488 Madison Ave. Tel.: Plaza 9-4460. Sales Mgr.: George Brett.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4006. Mgr.: Gerald H. Gunst.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.
Atlanta 2—22 Marietta St. Tel.: Alpine 1837. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Central 7936. Mgr.: Frank Brimm.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr.: Donald C. Staley.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents Radio

KLZ Denver WMAX Sloux City- WREC Memphis
WGBS Miami, Fla. Yankton WSDK Nashville
WDAE Tampa WWL New Orleans KHQ Spokane, Wash.
*WAGA Atlanta WCOP Boston WMDN Fairmont, W. Va.
*WMAZ Macon, Ga. KGHL Billings, Mont. WISN Milwaukee
*WTOC Savannah WKKW Albany, N. Y. WJBK Detroit
KGU Honolulu WABC Rochester, N. Y. WFDF Flint, Mich.
WIND Chicago WKRC Cincinnati WOOD Grand Rapids,
WPDQ Jacksonville, Fla. WSPD Toledo, Ohio Mich.
WEOA Evansville, Ind. WKY Oklahoma City KWK St. Louis
WFBM Indianapolis WKST New Castle, Pa. WEBR Buffalo, N. Y.
WMT Cedar Rapids WFIL Philadelphia WHIS Bluefield, W. Va.
KRNT Des Moines WCAE Pittsburgh KCMO Kansas City, Mo.

Represents TV

KLAC-TV Los Angeles WMAR-TV Baltimore WKY-TV Oklahoma City
WNHC-TV New Haven, Conn. WJBK-TV Detroit WFIL-TV Philadelphia
WAGA-TV Atlanta, Ga. WHEN Syracuse KPDX San Francisco
WFBM-TV Indianapolis WKRC-TV Cincinnati KMTV Omaha, Neb.
WXEL Cleveland WSAZ-TV Huntington, W. Va.

WSPD-TV Toledo, Ohio

*The Georgia Trio

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: Don P. Motter.
Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: James A. McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations

KVAS Astoria, Ore. KFXD Boise-Nampa, KVO5 Bellingham, Wash.
KRNR Roseburg, Ore. Idaho KPQ Wenatchee, Wash.
KFJI Klamath Falls, Ore. KTFI Twin Falls, Idaho KUJ Walla Walla, Wash.
KSLM Salem, Ore. KBIO Burley, Idaho KRSC Seattle, Wash.
KOOS Coos Bay, Ore. KSRV Ontario, Ore. KGA Spokane, Wash.
KBND Bend, Ore. KIT Yakima, Wash. KIEM Eureka, Calif.
KBKR Baker, Ore. KWRC Pendleton, Ore. KONP Port Angeles, Wash.
KORE Eugene, Ore. KODL The Dalles, Ore. KVAN Vancouver, Wash.
KMED Medford, Ore. KWIL Albany, Ore. KPOJ Portland, Ore.
KUN Grants Pass, Ore. KRLC Lewiston, Idaho KPKW Pasco, Wash.
KLBM LaGrande, Ore. KWLK Longview, Wash. KBRC Mt. Vernon, Wash.
KWIN Ashland, Ore. KELA Centralia, Wash. KMO Tacoma, Wash.
KTIL Tillamook, Ore. KGY Olympia, Wash. KNPT Newport, Ore.
KXRO Aberdeen, Wash.

KEENAN & EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8458. Mgr.: George G. Dietrich.
Portland 4, Ore.—333 S. W. Oak St. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.

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WOR-AM-TV New York The O. L. Taylor Co.
WGN-AM-TV Chicago Harrington, Righter & Parsons

KETTELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettell, Marjorie Carter.

Represents in New England and New York State

Radio

WOR New York * WACE Chicopee, Mass. WBSM New Bedford, Mass.
WHCU Ithaca, N. Y. * WEIM Fitchburg, Mass. WBEC Pittsfield, Mass.
WHIM Providence, R. I. WKOX Framington, Mass. WFOR Portland, Me.
WSKI Montpelier, Vt. WHAV Haverhill, Mass. WBRV Waterbury, Conn.
WALE Fall River, Mass. WKNE Keene, N. H. WTVL Waterville, Me.
WSYR Syracuse, N. Y. * WLNH Laconia, N. H. WNEB Worcester, Mass.
WABI Bangor, Me. WLAM Lewiston, Me.
WMOU Berlin, N. H. WFEA Manchester, N. H.

Pine Tree Group
New Hampshire Group
North Eastern Broadcasting System
Bay State Group of Stations

Television

WOR-TV New York * WSYR-TV Syracuse, N. Y. *

* New England only.

A. LEWIS KING

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-8276.

Represents

WBNX New York

ORVILLE LAWSON & ASSOC.

Minneapolis 2—1285 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville F. Lawson. Office Mgr.: Mrs. Edna H. Brautigam. Acct. Executive: A. M. Oleston Jr.
(Stations represented not reported)

JOSEPH HERSHEY MCGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph Hershey McGillvra; V.P.: Helen Gill.
Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. Mgr.: Howard M. Keefe.
Los Angeles 5—684 S. Lafayette Park Pl. Tel.: Dunkirk 7-4388. Mgr.: Robert W. Walker
San Francisco 4—68 Post St. Tel.: Sutter 1-5568. Mgr.: Rogers P. Parratt.
Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 6390. Mgr.: Laurence A. Weaver Jr.
Baltimore 18—2104 N. Charles St. Tel.: Saratoga 2100. Mgr.: John D. A'Herns.
(Stations represented not available)

FRANK J. McHUGH JR.

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Represents for Oregon and Washington

KFLW Klamath Falls, Ore. KWWB Walla Walla, Wash. KECA Los Angeles
KUGN Eugene, Ore. KYJC Medford, Ore. KAST Astoria, Ore.
KGO San Francisco
ABC Pacific Network

MEDIA REPRESENTATIVES INC.

New York 17—270 Park Ave. Tel.: Murray Hill 8-4777. U. S. Mgr.: William J. Chase; Manila Mgr.: Albert C. Capotosto; Asst. Mgr.: Helen M. L. Leary.

Represents

Manila Broadcasting Co., Manila

DZMB Manila DZRH Manila DYBC Cebu
DZPI Manila DYBU Cebu

ROBERT MEEKER ASSOC. INC.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker; Eastern Mgr.: Louis J. F. Moore. Edgar B. Fillon, Robert L. Dreher.
Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Donald L. Pontius. Lois Thompson.
San Francisco—79 Post St. Tel.: Yukon 8-4112. Mgr.: Jack Q. Hall.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

Represents Radio

WBMS Uniontown, Pa. WEST Easton, Pa. KVOL Lafayette, La.
WMGY Montgomery, Ala. WAZL Hazleton, Pa. WKNY Kingston, N. Y.
WGAL Lancaster, Pa. WJNO West Palm Beach, Fla. WCAT Utica, N. Y.
WDEL Wilmington, Del. WRAW Reading, Pa. WTTT Bloomington, Ind.
WKBO Harrisburg, Pa. WHOL Allentown, Pa. KMED Medford, Ore.
WDWS Champaign, Ill. WKBV Richmond, Ind. WHKK Akron, O.
WRTA Altoona, Pa. WCUM Cumberland, Md. WCLT Newark, O.
WMAM Marinette, Wis. WKTV Charleston, W. Va. WSAU Wausau, Wis.
WORK York, Pa. KCRA Sacramento, Calif. KUGN Eugene, Ore.

Represents TV

WDEL-TV Wilmington, Del. WGLA-TV Lancaster, Pa.
WTTV Bloomington, Ind.

CLYDE B. MELVILLE CO.

Dallas—402 Melba Bldg. Tel.: Sterling 1558. Owner: Clyde B. Melville.
(Stations represented not reported)

(Continued on page 52)

ORVILLE LAWSON AND ASSOCIATES

**UPPER MIDWEST
BROADCASTING SYSTEM**

935 Northwestern Bank Bldg. Minneapolis, Minn.

GENEVA 9631

STATION REPRESENTATIVES

(Continued from page 51)

TRACY MOORE & ASSOC.

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408.
San Francisco 4—79 Post St. Tel.: Exbrook 2-8033.
(Stations represented not available)

NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: James V. McConnell; East'n. Radio Sales Mgr.: Richard H. Close; East'n. TV Sales Mgr.: Charles Phillips; Sales Dev., Adv.-Prom. Mgr.: Jacob A. Evans; Research Supv.: Alan Ewald; Sales Service Mgr.: Caroline Herbert Maxwell.
Chicago—Merchandise Mart. Tel.: Superior 7-8300. AM Sales Mgr.: Oliver Morton; TV Sales Mgr.: Robert Ewing.
Cleveland—815 Superior Ave. N.E. Tel.: Cherry 0942. Sales Rep.: John C. Treacy.
Denver—1625 California St. Tel.: Main 6211. Duncan McColl.
Hollywood—Sunset & Vine. Tel.: Hollywood 9-6161. Mgr.: Robert Howard.
San Francisco—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: Carl Nielsen.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mahlon Glascock.

Represents Radio

| | | |
|----------------|--------------------|-----------------|
| WNBC New York | KNBC San Francisco | WGY Schenectady |
| WMAQ Chicago | WRC Washington | KOA Denver |
| WTAM Cleveland | | |

Represents TV

| | | |
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| WNBT New York | WNBK Cleveland | WBZ-TV Boston |
| WNBQ Chicago | WPTZ Philadelphia | WRGB Schenectady |
| KNBH Hollywood | WNBW Washington | |

NATIONAL TIME SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0810. Sales Mgr.: Arthur Gordon; Asst. Sales Mgr.: Robert J. Klizer.
Los Angeles 15—1151 S. Broadway. Tel.: Richmond 6184. Guy Biddick.

Represents

| | |
|--------------------|-------------------------|
| KCOH Houston, Tex. | WGAY Silver Spring, Md. |
| WPWA Chester, Pa. | KNOX Grand Forks, N. D. |
| | WVMI Biloxi, Miss. |

HARLAN G. OAKES & ASSOC.

Los Angeles 5—872 S. Lafayette Park Pl. Tel.: Dunkirk 2-3200. Harlan Oakes, Doris Johnston.
San Francisco 4—429 Russ Bldg. Tel.: Yukon 6-0621. Don Pickens.

Represents on Pacific Coast Only

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|-----------------------|---------------------------|------------------------|
| WAIT Chicago | KEXO Grand Junction, Col. | CFQC Saskatoon, Sask. |
| WCIL Carbondale, Ill. | | CKPR Ft. William, Ont. |
| | CFRN Edmonton, Alta. | |

LEE F. O'CONNELL CO.

Beverly Hills, Calif.—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Pres.-Mgr.: Lee F. O'Connell.
San Francisco 4—544 Russ Bldg. Tel.: Yukon 6-2396. Mgr.: William A. Ayres.
(Stations represented not reported)

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New York 17—347 Madison Ave. Tel.: Murray Hill 2-7986.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771.
Kansas City—15 W. 10th St. Tel.: Victory 0021.
Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 5408.
San Francisco 4—79 Post St. Tel.: Exbrook 8038.
Spokane 8—Television Center. Tel.: Main 1218.
(Stations represented not listed)

PAN AMERICAN BROADCASTING CO.

New York—17 E. 42d St. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.
Chicago—228 N. LaSalle St. Tel.: State 2-5096. Mgr.: Fred Jones.
Los Angeles—2978 Wilshire Blvd. Mgr.: B. Dillenbeck.
San Francisco—Mills Bldg. Mgr.: Duncan A. Scott.

Represents Stations in

| | | |
|----------------|-----------------------|-------------------------|
| AFRICA: | SOUTH AMERICA: | CENTRAL AMERICA: |
| South Africa | Bolivia | Costa Rica |
| North Africa | Chile | El Salvador |
| Belgian Congo | Colombia | Honduras |
| Mozambique | Dutch Guiana | Nicaragua |
| Angola | Ecuador | Panama |
| ASIA: | Paraguay | Guatemala |
| China | Peru | Mexico |
| Formosa | Venezuela | Dominican Republic |
| India | EUROPE: | Haiti |
| Pakistan | France | Puerto Rico |
| | Portugal | Jamaica |
| | Spain | Barbados |
| | England | Trinidad |
| | | ICELAND |
| | | FIJI ISLANDS |

JOHN E. PEARSON CO.

New York 17—250 Park Ave. Tel.: Plaza 8-2255. Pres.: John E. Pearson; Mgr.: Russell Walker Jr.
Chicago 1—333 N. Michigan Ave. Tel.: Franklin 2-2359. Mgr.: George Clark.
Los Angeles—684 S. Lafayette Park Pl. Tel.: Drexel 4388. Mgr.: R. W. Walker.
San Francisco—68 Post St. Tel.: Sutter 5568. Mgr.: Roger Parratt.

Represents Radio

| | | |
|--------------------------|---------------------------|------------------------------|
| KOAM Pittsburg, Kan. | WLAJ Grand Rapids, Mich. | KFAM St. Cloud, Minn. |
| KELO Sioux Falls, S. D. | WGOV Valdosta, Ga. | WTKF Durham, N. C. |
| KVGB Great Bend, Kan. | KCBD Lubbock, Tex. | WEAT Palm Beach, Fla. |
| KRRV Sherman, Tex. | WTSP St. Petersburg, Fla. | WHIT New Bern, N. C. |
| WHIZ Zanesville, O. | California Valley Group | WVOV New York |
| WAOV Vincennes, Ind. | WLAK Lakeland, Fla. | WSTV Steubenville, O. |
| WJPF Herrin, Ill. | WCMI Ashland, Ky. | KWWL Waterloo, Iowa |
| WIRE Indianapolis | KGKL San Angelo, Tex. | KPAC Port Arthur, Tex. |
| KHMO Hannibal, Mo. | KBST Big Spring, Tex. | KBON Omaha, Neb. |
| KMAC San Antonio | KCRS Midland, Tex. | WBC Bloomington, Ill. |
| WDLA Memphis | KTRN Wichita Falls, Tex. | WRAL Raleigh, N. C. |
| KGKB Tyler, Tex. | KYSM Mankato, Minn. | WSGW Saginaw-Bay City, Mich. |
| KWTO Springfield, Mo. | KWLM Willmar, Minn. | WGTC Greenville, N. C. |
| KLCN Blytheville, Ark. | KATE Albert Lea, Minn. | WJNC Jacksonville, N. C. |
| WCAR Pontiac, Mich. | WSPB Sarasota, Fla. | WFPG Atlantic City, N. J. |
| KSAL Salina, Kan. | WLAP Lexington, Ky. | WAAF Chicago |
| KXOL Fort Worth, Tex. | KNOW Austin, Tex. | KLER Rochester, Minn. |
| Oscar Hirsch Stations | WEAS Atlanta, Ga. | KLFF Dallas |
| WJHL Johnson City, Tenn. | KREB Abilene, Tex. | KOLN Lincoln, Neb. |
| WMTX Mt. Vernon, Ill. | KEPL Paris, Tex. | WIL St. Louis |
| KWOC Poplar Bluff, Mo. | KWNO Winona, Minn. | WPEO Peoria, Ill. |
| | KMHL Marshall, Minn. | |

Represents TV

WLAJ-TV Grand Rapids, Mich.

†JOHN H. PERRY ASSOC.

New York 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Gen. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan St. Tel.: Harrison 7-8085. Mgr.: F. W. Thurnau.
Detroit 2—855 Atkinson Ave. Tel.: Trinity 1-5793. Mgr.: John F. Cole.
Atlanta 3—72 11th St. N.E. Tel.: Emerson 2956. Mgr.: Mrs. Alice S. Grant.

Represents

| | | |
|-------------------------|--------------------------|------------------------|
| WCOA Pensacola, Fla. | WWPG Palm Beach | WTMC Ocala, Fla. |
| WHPJ Jacksonville, Fla. | WINZ Miami Beach | WDLF Panama City, Fla. |
| WALT Tampa | WNDB Daytona Beach, Fla. | WKWF Key West, Fla. |

EDWARD PETRY & CO. INC.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Henry E. Ringgold.
Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Voynow.
Detroit 2—General Motors Bldg. Tel.: Trinity 5-1035. Mgr.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Garfield 1-4082. Mgr.: Earle H. Smith.
Los Angeles 14—523 W. Sixth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis 3—Shell Bldg. Tel.: Chestnut 7181. Mgr.: George Kercher.
Dallas 2—M & W Tower, 311 S. Akard. Tel.: Prospect 7-3593. Mgr.: Buell Herman.

Represents Radio

| | | |
|-----------------------|------------------------|-------------------------|
| Yankee Network | KGA Spokane | KGW Portland, Ore. |
| WSE Atlanta | WEAL Baltimore | Texas Quality Network |
| WVAC Boston | KARK Little Rock, Ark. | WEAN Providence |
| WICC Bridgeport | KFI Los Angeles | WRNL Richmond |
| WREN Buffalo | WHAS Louisville | WOAI San Antonio |
| WGAR Cleveland | WTMJ Milwaukee | KOMO Seattle |
| WFAA Dallas-Ft. Worth | KSTP St. Paul | WMAS Springfield, Mass. |
| WJR Detroit | WSM Nashville | KVOO Tulsa, Okla. |
| KPRC Houston | WSMB New Orleans | KFH Wichita, Kan. |
| WDFC Kansas City | WTAR Norfolk | KTBS Shreveport, La. |
| WAGE Syracuse, N. Y. | KOIL Omaha | WIP Philadelphia |
| KARM Fresno, Calif. | WWVA Wheeling | KPHO Phoenix |
| KFOR Lincoln, Neb. | | KSO Des Moines |

Represents TV

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr. TV Sales: Tom Dawson.

| | | |
|---------------------|------------------------------|---------------------|
| WBAL-TV Baltimore | WTAR-TV Norfolk | KFI-TV Los Angeles |
| WVAC-TV Boston | KSTP-TV Minneapolis-St. Paul | WOAI-TV San Antonio |
| WSE-TV Atlanta | KPHO-TV Phoenix | WHAS-TV Louisville |
| WDAF-TV Kansas City | WFAA-TV Dallas | WSM-TV Nashville |
| | | KPRC-TV Houston |

RADIO REPRESENTATIVES INC.

New York—480 Lexington Ave. Tel.: Murray Hill 8-4342. Pres.: Harry S. Goodman; V. P. Chg. New York: Peggy Stone.
Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982. V. P. Chg. Chicago: John North.
(Stations represented not listed)

RADIO SALES

(Radio and Television Stations Representative—a division of CBS)

New York—485 Madison Ave. Tel.: Plaza 5-2000. Gen. Sales Mgr.: Carl Burkland; AM Sales Mgr.: William Shaw; TV Sales Mgr.: George Dunham.
Chicago—410 N. Michigan Ave. Tel.: Whitehall 4-6000. AM Sales Mgr.: Gordon Hayes; TV Sales Mgr.: Sam C. Digges.
Los Angeles—Columbia Sq. Tel.: Hollywood 9-1212. Mgr.: Richard C. Elpers.
San Francisco—Palace Hotel. Tel.: Yukon 2-7000. AM Sales Mgr.: Hugh Stump; TV Sales Mgr.: L. L. Thompson.
Memphis—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
Detroit—802 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Ralph H. Patt Jr.

Represents Radio

| | | |
|--------------------------|-----------------------------|-----------------------|
| KMOX St. Louis | WBBM Chicago | WCCO Minneapolis |
| KNX Los Angeles | WBT Charlotte | WEEL Boston |
| KSL Salt Lake City | WCBS New York | WRVA Richmond |
| WAPI Birmingham | WCAU Philadelphia | WTOP Washington |
| Columbia Pacific Network | Columbia California Network | KCBS San Francisco |
| | | |
| WCBS-TV New York | WBT Charlotte, N. C. | KSL-TV Salt Lake City |
| KTSL Los Angeles | WTOP-TV Washington | WAFM-TV Birmingham |
| WCAU-TV Philadelphia | | |

(Stations represented not reported)

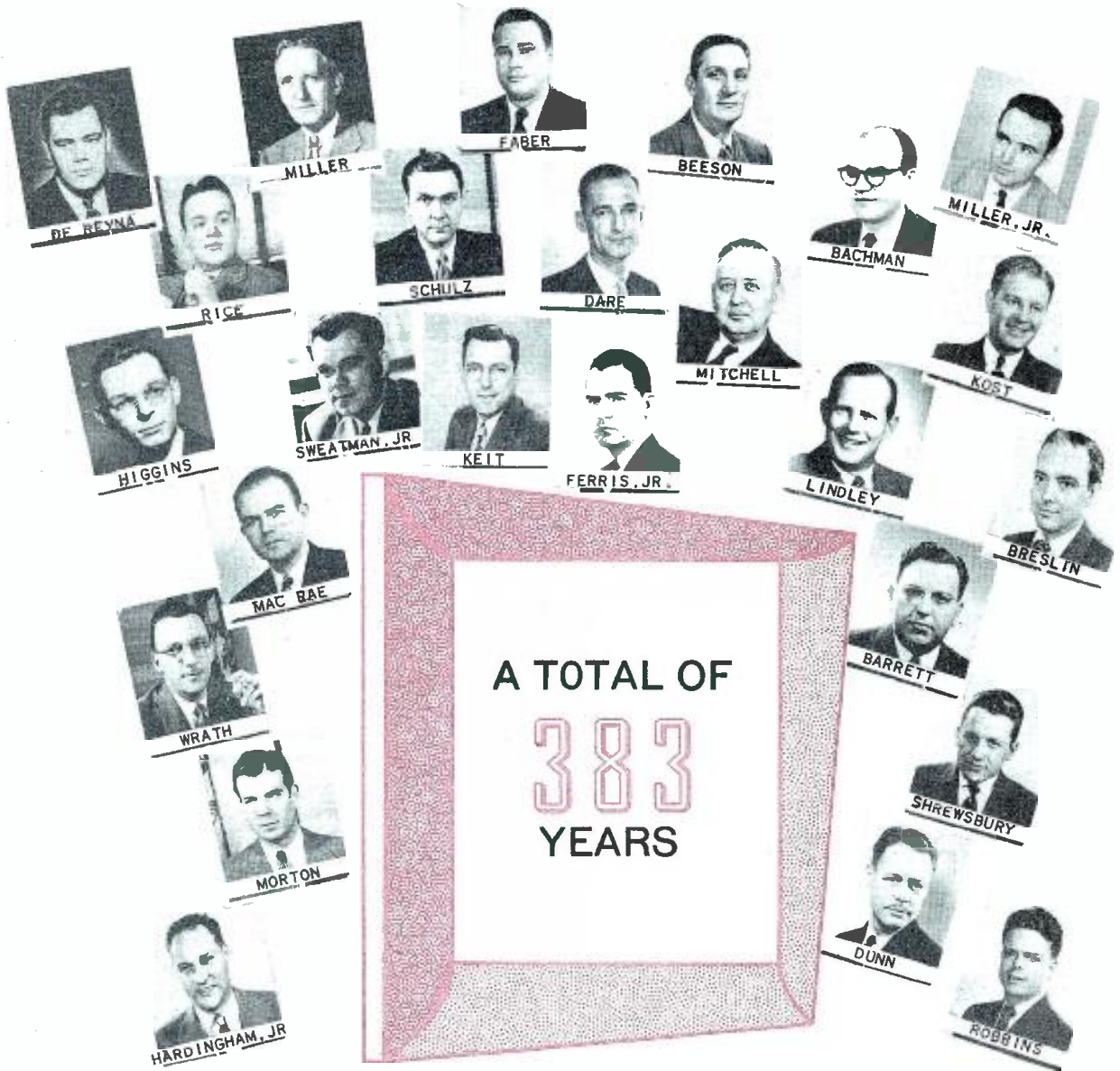
THE RICHARD RAILTON CO.

San Francisco 5—681 Market St. Tel.: Garfield 1-5428. Mgr.: Richard S. Railton.

Represents TV

| | | |
|---------------|-----------------|-----------------|
| WABD New York | WDTV Pittsburgh | WTTG Washington |
|---------------|-----------------|-----------------|

(Continued on page 53)



A total of 383 years of Radio Advertising Experience. An average of 15 years per man. Every man is thoroughly versed in selling the national and sectional markets. Men to whom selling is a profession and not just a current occupation.



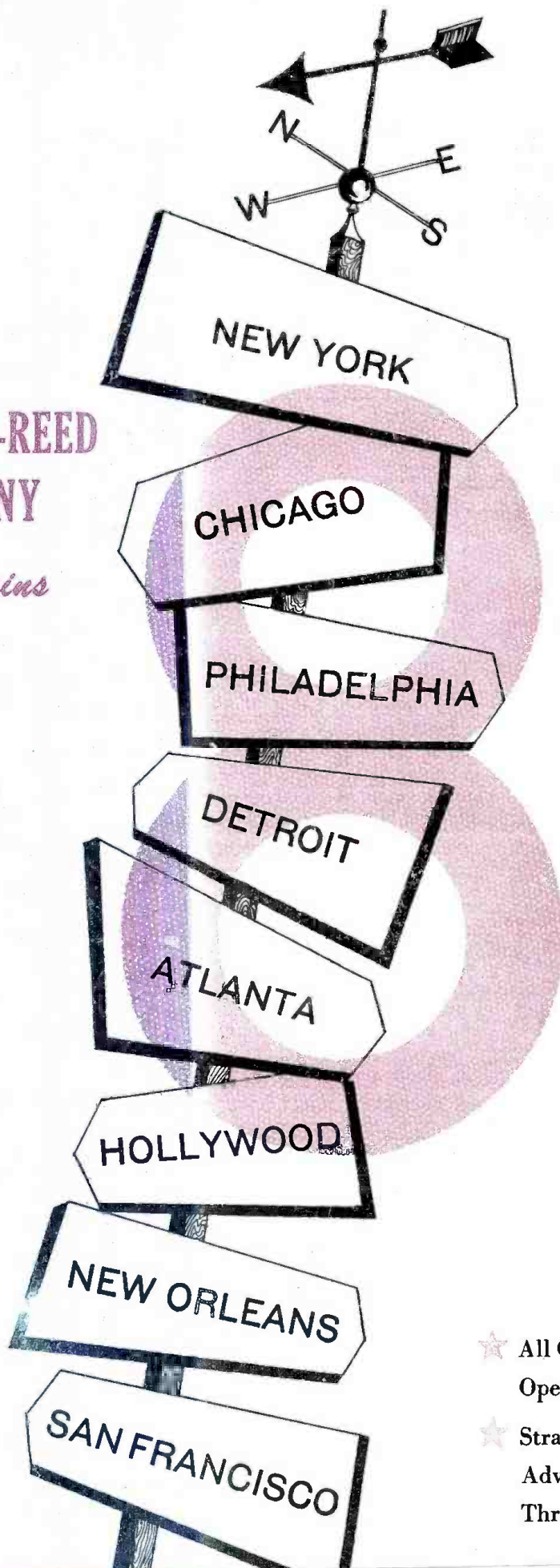
HEADLEY-REED COMPANY
Radio and Television Station Representatives



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**HEADLEY-REED
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Maintains



Separate Offices

- ★ All Offices Company Owned and Operated
- ★ Strategically Located to Cover Advertisers and the Agencies Throughout the United States

STATION REPRESENTATIVES

(Continued from page 52)

WILLIAM G. RAMBEAU CO.

Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: Robert L. Brockman.
New York 17—Chanin Bldg. Tel.: Murray Hill 6-5940. Mgr.: William M. Wilson.
Los Angeles 5—1746 N. Las Palmas Ave. Tel.: Hillside 0388. Mgr.: Jack Porter.

Represents

| | | |
|------------------------|------------------------|-----------------------------|
| CFWB Los Angeles | WGEZ Beloit, Wis. | WBMS Boston |
| VNAB Bridgeport, Conn. | WLEB Lebanon, Pa. | WHLI Hempstead, N. Y. |
| CMYR Denver | WPEN Philadelphia | WKRA Buffalo-Kenmore, N. Y. |
| WATR Waterbury, Conn. | WLS Lansing, Mich. | WWSKY Asheville, N. C. |
| WJTN Jamestown, N. Y. | WTOR Torrington, Conn. | WNRD Syracuse, N. Y. |
| WVJS Owenboro, Ky. | KSFO San Francisco | WLIQ East Liverpool, O. |
| WAGC Chattanooga | WDOV Dover, Del. | WNJR Newark, N. J. |
| KSWM Joplin, Mo. | WMBM Miami Beach, Fla. | WLEO Cleveland, O. |
| WHOB Gardner, Mass. | WGIL Galesburg, Ill. | KGWA Enid, Okla. |
| WLOJ Janesville, Wis. | KXIC Iowa City, Iowa | WMCK McKeesport, Pa. |
| WJBW New Orleans | KARE Atchison, Kan. | KSEL Lubbock, Tex. |
| KLUF Galveston, Tex. | WLCS Baton Rouge, La. | KXA Seattle |
| KWBC Fort Worth, Tex. | KEYD Minneapolis | WLIN Merrill, Wis. |
| WJOY Burlington, Vt. | WLOX Biloxi, Miss. | |

RA-TEL REPRESENTATIVES INC.

New York 17—420 Lexington Ave. Tel.: Murray Hill 4-2549. Mgr.: James W. LeBaron.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-3719. Mgr.: Martin McGeehan.
Dallas 1—306 Empire State Bank Bldg. Tel.: Prospect 7-5280. Mgr.: Frederick Folks.
Los Angeles 28—521 N. La Cienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.

Atlanta 3—Rhodes Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. A. S. Grant.
Oklahoma City 1—First National Bldg. Tel.: 7-7417. Mgr.: C. M. Lintecum.
San Francisco 4—544 Russ Bldg. Tel.: Douglas 2-4586. Mgr.: William Ayres.

Represents

| | | |
|----------------------|------------------------------|-----------------------|
| WKYB Paducah, Ky. | WSAP Portsmouth-Norfolk, Va. | WEAU Eau Claire, Wis. |
| WFOK Milwaukee | WNOE New Orleans | WISC Madison, Wis. |
| WHBW Anderson, Ind. | WHHH Youngstown, O. | KROC Rochester, Minn. |
| WHOO Orlando, Fla. | KTOP Topeka, Kan. | KROW Oakland, Calif. |
| KNOE Monroe, La. | WAAB Worcester, Mass. | WASK Lafayette, Ind. |
| KGBS Harlingen, Tex. | WEBC Duluth, Minn. | Arrowhead Network |
| KSYL Alexandria, La. | | |

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer. Sales Mgr. Chg. N. Y. Office: Ralph E. McKinnie; Dir. Sales Research & Prom.: Arthur C. Schofield.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. Partner: Fred C. Brokaw.
Boston 16—Stalier Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Robert C. Foster.
Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
Hollywood 28—1680 Vine St. Tel.: Hudson 2-2376. Mgr.: Jack Gale.

Represents Radio

McClatchy Beeline, Arizona Broadcasting System

New England Major Market Group

| | | |
|----------------------------|---------------------------|-----------------------------|
| WPRO Providence* | KERN Bakersfield, Calif.* | WHK Cleveland* |
| WLAC Nashville | KMJ Fresno, Calif.* | WTAG Worcester, Mass.* |
| WDRG Hartford* | KWG Stockton, Calif. | KXO El Centro, Calif. |
| KTAR Phoenix | WCAO Baltimore* | WHKC Columbus, Ohio* |
| KVOA Tucson | WBRC Birmingham* | WKJF Fort Wayne, Ind.* |
| KTMS Santa Barbara, Calif. | WDOD Chattanooga* | WLAW Lawrence, Mass.* |
| KCOY Santa Maria, Calif. | WTAC Flint, Mich. | KIHO Sioux Falls, S. D. |
| WKBN Youngstown, Ohio* | WTOL Toledo* | KIOA Des Moines |
| WLOF Orlando, Fla. | KOH Reno | WARC Rochester, N. Y. |
| WDNC Durham, N. C.* | KSPD San Diego* | KVOR Colorado Springs, Col. |
| WQXR New York | WSEF South Bend, Ind. | |
| KFBK Sacramento, Calif.* | WGAN Portland, Me. | |
| | WGUY Bangor, Me.* | |

* FM also.

Represents TV

WBRC-TV Birmingham KTLA Hollywood

O. J. REISS

New Orleans 12—804 Maritime Bldg. Tel.: Magnolia 2917. Pres.: O. J. Reiss.

Represents

| | | |
|----------------------|------------------------|-----------------------|
| KROF Abbeville, La. | KWCJ Natchitoches, La. | WAPF McComb, Miss. |
| KVOB Alexandria, La. | KRUS Ruston, La. | WQBC Vicksburg, Miss. |
| KTRY Bastrop, La. | WJMB Brookhaven, Miss | WNAT Natchez, Miss. |
| KCLL Houma, La. | WVMI Biloxi, Miss. | KDMS Eldorado, Ark. |
| KLFY Lafayette, La. | WGVN Greenville, Miss. | KTFS Texarkana, Tex. |

SCHEERER & CO.

Chicago 1—35 E. Wacker Dr. Tel.: State 2-7942.
Detroit 2—3049 E. Grand Blvd. Tel.: Trinity 2-3914.
New York 17—441 Lexington Ave. Tel.: Murray Hill 2-2423.

Represents

WCTW (FM) New Castle, Ind. WSRK (FM) Shelbyville, Ind.

THE SCHEPP-REINER CO.

New York—16 E. 43d St. Tel.: Murray Hill 2-8540. Arthur Schepp, S. J. Reiner.

(Stations represented not announced)

DUNCAN A. SCOTT AND CO.

Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-4151. Mgr.: A. O. Dillenbeck Jr.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

Represents

KMO Tacoma, Wash.
Alaska Broadcasting System
Adam J. Young Jr. Inc. Adam Young Television (for L.A. only)
Pan American Broadcasting Co.

SEARS & AYER INC.

Chicago—812 N. Michigan Ave. Tel.: Superior 7-8177-78.
New York—205 Madison Ave. Tel.: Murray Hill 9-2586-87-88.
Kansas City—15 W. Tenth St. Tel.: Victor 0021.
San Francisco—681 Market St. Tel.: Yukon 6-0621.
Los Angeles—5225 Wilshire Blvd. Tel.: York 8812.
St. Louis—316 N. 8th St. Tel.: Central 2391.

BROADCASTING • Telecasting

Represents

| | | |
|--------------------------|----------------------------|-------------------------------------|
| WHMA Anniston, Ala. | WMBH Joplin, Mo. | WRGY Carmi, Ill. |
| WCOF Dothan, Ala. | KTTS Springfield, Mo. | WHFC Cicero, Ill. |
| WJOY Florence, Ala. | WPIV Pulaski, Va. | WTMV East St. Louis, Ill. |
| WJBY Gadsden, Ala. | KSPR Casper, Wyo. | WGGH Marion, Ill. |
| WFUN Huntsville, Ala. | KSDO San Diego, Calif. | WFTL Ft. Lauderdale, Fla. |
| WHBB Selma, Ala. | WBYS Canton, Ill. | WSON Henderson, Ky. |
| WTBC Tuscaloosa, Ala. | WFRL Freeport, Ill. | WHOP Hopkinsville, Ky. |
| KWFC Hot Springs, Ark. | KSLO Opelousas, La. | WLOU Louisville, Ky. |
| WLCR Torrington, Conn. | WGRO Bay City, Mich. | WPBC Minneapolis |
| WCNT Centralia, Ill. | KIRX Kirksville, Mo. | KSGM Ste. Genevieve, Mo. |
| WCYS Springfield, Ill. | WVHG Hornell, N. Y. | WFNS Burlington, N. C. |
| WCIF Madisonville, Ky. | WGAT Elizabeth City, N. C. | WCWV Canton, O. |
| WKTM Mayfield, Ky. | KPDN Pampa, Tex. | WLPM Suffolk, Va. |
| WPAD Paducah, Ky. | WFRS Alexander City, Ala. | The Arkansas Group |
| WCGM Gulfport, Miss. | KNEA Jonesboro, Ark. | San Francisco Bay Area Broadcasters |
| WPRP Greenville, Miss. | KVSM San Mateo, Calif. | |
| WQBC Jefferson City, Mo. | | |
| KWOS Vicksburg, Miss. | | |

TALLCORN NETWORK

Des Moines—501 Gardner Bldg. Tel.: 3-6502. Chg. Office: Max M. Friedman.
(Stations represented not reported)

THE O. L. TAYLOR CO.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-1088. Pres.: O. L. (Ted) Taylor; V.P.: Lloyd George Venard; Secy.-Treas.: Irvin Gross.
Chicago 1—360 N. Michigan Ave. Tel.: State 2-5260. Mgr.: Tom Peterson.
Dallas 1—M & W Tower. Tel.: Riverside 5663.
Los Angeles 13—2978 Wilshire Blvd. Tel.: Michigan 7571. Mgr.: George Dietrick.
Portland—4th & Oak Sts. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.
San Francisco—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: Hubbard Keenan.

Represents

| | | |
|---------------------------|-----------------------|---------------------------|
| KANS Wichita, Kan. | KTRE Lukin, Tex. | WTOB Winston-Salem, N. C. |
| KBUR Burlington, Iowa | KTVI Sioux City, Iowa | Lone Star Chain |
| KCMC Texarkana, Tex. | KWKC Abilene, Tex. | Oklahoma Network |
| KCSI Pueblo, Col. | WBML Macon, Ga. | Southwest Network |
| KEYS Corpus Christi, Tex. | WCOS Columbia, S. C. | WGWD Gadsden, Ala. |
| KFDX Wichita Falls, Tex. | WCOV Montgomery, Ala. | WGWG Selma, Ala. |
| KFSA Fort Smith, Ark. | WDUZ Green Bay, Wisc. | WRFD Worthington, Ohio |
| KGNC Amarillo, Texas | WHBC Canton, Ohio | KFYO Lubbock, Tex. |
| KLRA Little Rock, Ark. | WIKK Erie, Pa. | WHBL Sheboygan, Wis. |
| KMLB Monroe, La. | WINN Louisville, Ky. | KRVN Lexington, Neb. |
| KRGV Weslaco, Texas | WKBH La Crosse, Wisc. | KTBB Tyler, Tex. |
| KRMD Sheppard, La. | WLAN Asheville, N. C. | KTKL San Angelo, Tex. |
| KROD El Paso, Texas | WPAY Portsmouth, Ohio | WOL Washington |
| KTBC Austin, Tex. | WTNB Birmingham, Ala. | |
| KTOK Oklahoma City | WJBF Augusta, Ga. | |

WILLIAM TEMPLE

Kansas City, Mo.—15 W. 10th St. Tel.: Victor 0021.
(See The Walker Co. and Sears & Ayers lists)

TRANSCAST CORP.

Boston 9—10 Post Office Sq. Tel.: Liberty 2-0411.

Represents

WHAU-FM Haverhill, Mass. WLYN-FM Lynn, Mass

TRANSIT RADIO INC.

Cincinnati 2—1109 Union Trust Bldg. Tel.: Dunbar 7775. Board Chairman: Hulbert Taft Jr.; Pres.: Richard C. Crysler.
New York—405 Lexington Ave. V. P. Charge Sales: Frank E. Pellegrin.
Chicago 1—35 E. Wacker Drive. Sales Mgr.: Carlin S. French.
San Francisco—814 California St. F. M. Alspaugh.

Represents

| | | |
|---------------------------------|----------------------------|------------------------------|
| KCBC-FM Des Moines | WGTR (FM) Worcester, Mass. | WHAU-FM Haverhill, Mass. |
| KCMO-FM Kansas City, Mo. | WMLL (FM) Evansville, Ind. | WAJL (FM) Flint, Mich. |
| KPRC-FM Houston | WKJF (FM) Pittsburgh | WJHP-FM Jacksonville, Fla. |
| KTNT (FM) Tacoma, Wash. | WPLH-FM Huntington, W. Va. | WMIN-FM Minneapolis-St. Paul |
| KXOK-FM St. Louis | WWDC-FM Washington | KBON-FM Omaha, Neb. |
| WBUZ (FM) Bradbury Heights, Md. | WLYN-FM Lynn, Mass. | WTOA (FM) Trenton, N. J. |
| WKRK-FM Cincinnati | | |

THE WALKER CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830. Mgrs.: Wythe Walker, C. Otis Rawalt, Frederic E. Lake.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771. Mgrs. Wythe Walker, A. Wm. Lee.
Kansas City 6—15 W. 10th St. Tel.: Victory 992. Mgr.: William Temple.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Mgr.: Harlan Oakes.
San Francisco 4—681 Market St. Tel.: Douglas 2-4475. Mgr.: Don Pickens.
Boston—Little Bldg. Tel.: Hubbard 4419. Mgr.: Bertha Bannan.
Atlanta—333 Candler Bldg. Tel.: Lamar 7050. Mgrs.: Royal E. Penny, Frederic E. Lake.

Represents

| | | |
|-------------------------|--------------------------------|---------------------------|
| WOLF Syracuse, N. Y. | KAKC Tulsa, Okla. | KING Seattle |
| WELM Elmira, N. Y. | KSEI Pocatello, Idaho | KKL Portland, Ore. |
| WSAY Rochester, N. Y. | KFTW Ft. Smith, Ark. | KKLF Butte, Mont. |
| WBRK Pittsfield, Mass. | WJMS Ironwood, Mich. | WSPC Anniston, Ala. |
| WHYN Holyoke, Mass. | WKKB Iron Mountain, Mich. | WBBQ Augusta, Ga. |
| WNBH New Bedford, Mass. | WDDB Escanaba, Mich. | WGEM Quincy, Ill. |
| WLBC Muncie, Ind. | WHDF Calumet, Mich. | WAFB Baton Rouge, La. |
| WJAG Norfolk, Neb. | WWOD Lynchburg, Va. | WJPS Evansville, Ind. |
| KLPM Minot, N. D. | KENT Shreveport, La. | KWBW Hutchinson, Kan. |
| WRJN Racine, Wis. | KLOU Lake Charles, La. | WAFB Baton Rouge, La. |
| WATW Ashland, Wis. | WTRF Bellaire-Wheeling, W. Va. | WEJH Hagerstown, Md. |
| WGRG Louisville, Ky. | WAPX Montgomery, Ala. | WAJR Winston-Salem, N. C. |
| WPKX Lexington, Ky. | WJRD Tuscaloosa, Ala. | WJNK Florence, S. C. |
| WDEW Waterbury, Vt. | KBWD Brownwood, Tex. | WNOR Norfolk, Va. |
| WSCR Scranton, Pa. | KWRN Reno, Nev. | WFNC Fayetteville, N. C. |
| WOTW Nashua, N. H. | KXLY Spokane, Wash. | WPLH Huntington, W. Va. |
| KOCY Oklahoma City | | |

Pacific Northwest Broadcasters
Z-Bar Network, Montana
Oklahoma Group Broadcasters
The Aloha Network Hawaii

(Continued on page 54)

STATION REPRESENTATIVES

(Continued from page 53)

WEED & CO.

New York—350 Madison Ave. Tel.: Murray Hill 7-7772. Mgr. Joseph J. Weed.
Chicago—203 N. Wabash Ave. Tel.: Randolph 6-7730. Mgr. C. C. Weed.
Detroit—Book Bldg. Tel.: Woodward 1-2685. Mgr.: Bernard Pearce.
San Francisco—68 Post St. Tel.: Yukon 6-1898. Mgr.: Dana Baird.
Boston—Statler Bldg. Tel.: Hubbard 2-5677. Mgr.: Lincoln Simonds.
Hollywood—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln Simonds.
Atlanta—Palmer Bldg. Tel.: Cypress 4081. Mgr.: George Sweringen.

Represents Radio

| | | |
|---------------------------|------------------------------|------------------------|
| WARD Johnstown, Pa. | KFBE Great Falls, Mont. | WJMJ Montgomery, Ala. |
| KIMA Yakima, Wash. | WMUR Manchester, N. H. | WIOU Kokomo, Ind. |
| WTAD Quincy, Ill. | WMSA Massena, N. Y. | WPLC Lake Charles, La. |
| WKNA Charleston, W. Va. | WVNY Watertown, N. Y. | WGTM Wilson, N. C. |
| WDEZ Orlando, Fla. | WAKR Akron, O. | WIMA Lima, O. |
| WVIC Hartford, Conn. | WING Dayton, O. | WAM Altoona, Pa. |
| WSEW St. Petersburg, Fla. | WIZE Springfield, O. | KSDN Aberdeen, S. D. |
| KTFI Twin Falls, Ida. | WERC Erie, Pa. | KRIO McAllen, Tex. |
| WBOY Decatur, Ill. | WHGB Harrisburg, Pa. | WJLS Beckley, W. Va. |
| WTAX Springfield, Ill. | KQV Pittsburgh | WKTY La Crosse, Wis. |
| WGFB Evansville, Ind. | WJAR Providence, R. I. | WREN Topeka, Kan. |
| WIDOW Terre Haute, Ind. | WACO Waco, Tex. | WAAT Newark, N. J. |
| KGLO Mason City, Iowa | WCAK Burlington, Vt. | WMAK Nashville |
| KGGF Coffeyville, Kan. | WKWK Wheeling, W. Va. | WHBQ Memphis |
| KALB Alexandria, La. | WBAY Green Bay, Wis. | WTR Albany, N. Y. |
| WRDO Augusta, Me. | New England Regional Network | WOKY Milwaukee |
| WLBE Bangor, Me. | Texas State Network | Marjorie Mills Hour |
| WCSH Portland, Me. | WKAT Miami Beach | WMRC Greenville, S. C. |
| WOCR Worcester, Mass. | WCBM Baltimore, Md. | WNAO Raleigh, N. C. |
| WSLI Jackson, Miss. | WLSL Roanoke, Va. | WTTH Port Huron, Mich. |

Represents TV

WBKB Chicago
WATV Newark, N. J.
WJAR-TV Providence, R. I.

Canadian Stations

| | | |
|---------------------------|---------------------------|--------------------------|
| CFAC Calgary, Alta. | CJCB Sydney, N. S. | CFCY Charlottetown, |
| CJCA Edmonton, Alta. | CKRC Winnipeg, Man. | P. E. I. |
| CFGP Grand Prairie, Alta. | CKSO Sudbury, Ont. | CHAT Medicine Hat, Alta. |
| CJOC Lethbridge, Alta. | CKOC Hamilton, Ont. | CFPL London, Ont. |
| CJAT Trail, B. C. | CKBI Prince Albert, Sask. | CFRA Ottawa, Ont. |
| CKWX Vancouver, B. C. | CHAB Moose Jaw, Sask. | CKCV Quebec City |
| CJVI Victoria, B. C. | CKCK Regina, Sask. | CKRM Regina, Sask. |
| CFBC St. John, N. B. | CKNB Campbellton, N. B. | CFK Kamloops, B. C. |
| CFPA Fort Arthur, Ont. | CFNB Fredericton, N. B. | CFV Kelowna, B. C. |
| CHNS Halifax, N. S. | CFCF Montreal, Que. | CJCS Stratford, Ont. |

GILBERT A. WELLINGTON

Seattle 1—5546 White-Henry-Stuart Bldg. Tel.: Seneca 6682. Natl. Adv. Mgr.: Gilbert A. Wellington.

Represents

KFAR Fairbanks
KENI Anchorage

WEST COAST RADIO SALES

San Francisco—1085 Monadnock Bldg. 681 Market St. Tel.: Douglas 24475. Owner: Benton Paschall.

(Stations represented not reported)

WESTERN RADIO SALES

San Francisco—79 Post St. Tel.: Yukon 6-4112. MGR.: Jack Q. Hall.

Represents

| | | |
|---|-------------------|----------------------|
| KATO Reno, Nev., and following Calif. stations: | KXOC Chico | KXRX San Jose |
| KXOA Sacramento | KVON Napa | KHUM Eureka |
| KXOB Stockton | KVOE Santa Ana | KCMJ Palm Springs |
| KYNO Fresno | KWSD Mount Shasta | KLAS Las Vegas, Nev. |
| KSBW Salinas | KVEN Ventura | |

WGN Chicago

New York—220 E. 42d St. Tel.: Murray Hill 2-3033. Mgr.: Ben H. Berentson.

WLW Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 2-0366. Mgr.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Bernard Musnick.

Represents Radio

WLW Cincinnati

Represents TV

WLWT Cincinnati
WLWC Columbus
WLWD Dayton

ADAM J. YOUNG JR. INC.

New York 16—22 E. 40th St. Tel.: Longacre 3-4660. Mgr.: Adam J. Young Jr.
Chicago 2—35 E. Washington St. Tel.: Andover 3-5448. Mgr.: Wm. J. Reilly.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-4151. Mgr.: A. O. Dillenbeck.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

Represents Radio

| | | |
|------------------------|-------------------------|------------------------|
| CKLW Detroit, Mich. | WJMO Cleveland, O. | WPIC Youngstown, O. |
| KLAC Los Angeles | WKNE Keene, N. H. | KLEE Houston |
| WABI Bangor, Me. | WKRK Mobile, Ala. | KSTL St. Louis |
| WBNY Buffalo, N. Y. | KRSC Seattle | WINX Washington |
| WHIM Providence, R. I. | WFEA Manchester, N. H. | WISR Butler, Pa. |
| WIBG Philadelphia | WDAR Savannah, Ga. | WLIZ Bridgeport, Conn. |
| | WSNY Schenectady, N. Y. | |

Represents TV

KEYL San Antonio
KOTV Tulsa, Okla.

Canadian Stations

| | | |
|-------------------------|----------------------------|-------------------------|
| CFAB Windsor, N. S. | CHOV Pembroke, Ont. | CJOR Vancouver, B. C. |
| CFAR Flin Flon, Man. | CHRC Quebec, P. Q. | CKAC Montreal, Que. |
| CFCN Calgary, Alta. | CHSJ Saint John, N. B. | CKLN Nelson, B. C. |
| CFJM Brockville, Ont. | CJAD Montreal, Que. | CKLW Windsor, Ont. |
| CFOS Owen Sound, Ont. | CJBQ Belleville, Ont. | CKPR Fort William, Ont. |
| CFQC Saskatoon, Sask. | CJBR Rimouski, Que. | CKRS Jonquiere, Que. |
| CFRB Toronto, Ont. | CJEM Edmundston, N. B. | CHNO Sudbury, Ont. |
| CFRN Edmonton, Alta. | CJFP Riviere de Loup, Que. | CHLT Sherbrooke, Que. |
| CHLN Three Rivers, Que. | Que. | CKTS Sherbrooke, Que. |
| CHML Hamilton, Ont. | CJFX Antigonish, N. S. | CKRD Red Deer, Alta. |
| CHNC New Carlisle, Que. | CJGX Yorkton, Sask. | CKCR Kitchener, Ont. |

GROSS BILLINGS

(Continued from page 20)

| | |
|---------------------------------------|--------------------|
| Cigars, Cigarettes & Tobacco | 499,485 |
| Religion | 274,649 |
| Laundry Soaps & Cleansers | 251,382 |
| Clothing & Dry Goods | 234,831 |
| Confections | 226,381 |
| Jewelry & accessories | 220,548 |
| Lubricants, Petroleum Products & Fuel | 196,049 |
| Drugs & Toilet Goods | 164,577 |
| Hardware | 131,585 |
| Household Furnishings & Accessories | 85,630 |
| Miscellaneous | 71,347 |
| Publications | 12,612 |
| Steel | 7,359 |
| Politicals | 4,720 |
| Photographic Equipment | 2,696 |
| TOTAL | \$8,470,510 |

MUTUAL BROADCASTING SYSTEM

1950 Gross Billings

| | | |
|--------------|-------------|---------------------|
| | Monthly | Cumulative |
| January | \$1,678,889 | \$1,678,889 |
| February | 1,401,403 | 3,080,292 |
| March | 1,410,682 | 4,490,975 |
| April | 1,441,454 | 5,932,429 |
| May | 1,356,580 | 7,289,009 |
| June | 1,204,638 | 8,493,647 |
| July | 1,060,002 | 9,553,649 |
| August | 1,090,222 | 10,643,871 |
| September | 1,246,463 | 11,890,334 |
| October | 1,534,526 | 13,424,860 |
| November | 1,357,529 | 14,782,389 |
| December | 1,320,406* | 16,102,797 |
| TOTAL | | \$16,102,797 |

* December billings estimated

By Advertisers

| | |
|---|-------------|
| Quaker Oats Co. | \$1,365,937 |
| Miles Laboratories Inc. | 1,350,584 |
| American Federation of Labor | 1,346,774 |
| Johns-Manville Corp. | 1,238,573 |
| Ronson Art Metal Works | 847,563 |
| Ralston Purina Co. | 788,734 |
| U. S. Tobacco Co. | 642,952 |
| Cudahy Packing Co. | 618,488 |
| General Foods Sales Corp. | 607,091 |
| National Biscuit Co. | 566,605 |
| Williamson Candy Co. | 550,484 |
| Rhodes Pharmacal Co. | 533,200 |
| Grove Laboratories Inc. | 443,700 |
| Lutheran Laymen's League | 440,098 |
| Kellogg Co. | 438,359 |
| Gulf Oil Corp. | 402,704 |
| Radio Bible Class | 343,342 |
| Ford Motor Co. | 317,789 |
| Voice of Prophecy Inc. | 313,804 |
| Noxema Chemical Co. | 271,516 |
| Christian Reformed Church | 260,136 |
| Gillette Safety Razor Co. | 238,746 |
| Derby Foods Inc. | 221,924 |
| Anahist Co. Inc. | 212,787 |
| R. B. Semler Inc. | 197,704 |
| Murine Co. Inc. | 137,139 |
| Chamberlain Sales Corp. | 126,763 |
| Mail Pouch Tobacco Co. | 125,181 |
| Burrus Mill & Elevator Co. | 118,875 |
| Politicals | 95,543 |
| E. J. Reynolds Tobacco Co. | 88,702 |
| Belton's Hearing Aid Co. | 86,932 |
| Doubleday & Co. Inc. | 84,785 |
| Benjamin Moore & Co. | 88,243 |
| Dawn Bible Students Assn. | 85,248 |
| Amuro Products Co. | 54,956 |
| First Church of Christ Scientist | 48,912 |
| General Mills Inc. | 48,124 |
| Delaware, Lackawanna & Western Coal Co. | 44,192 |
| Save-by-Mail Inc. | 42,253 |
| Pal Razor Blade Co. | 40,560 |
| Bowey's Inc. | 39,147 |
| William H. Wise & Co. Inc. | 36,170 |
| Shriners East-West Football Conference | 36,120 |
| Wilson Sporting Goods Co. | 29,614 |
| Muntz TV Inc. | 25,586 |
| American Bird Products Inc. | 25,418 |
| Hallcrafters Co. | 20,024 |

| | |
|---|---------------------|
| Perfect Circle Co. | 14,765 |
| Mutual Benefit Health & Accident Assn. of Omaha | 14,040 |
| A. O. Smith Co. | 11,166 |
| National Education Campaign of American Medical Assn. | 7,393 |
| Whitehouse Corp. | 6,079 |
| Shipstad & Johnson | 5,619 |
| Radio Offer Co. | 2,962 |
| National Council Protestant Episcopal Churches | 2,053 |
| Total | \$16,102,797 |

Note: December billings estimated

By Agencies

| | |
|---|-------------|
| J. Walter Thompson Co. | \$1,556,361 |
| Sherman & Marquette | 1,365,937 |
| Furman, Felner & Co. Inc. | 1,356,482 |
| Wade Advertising Agency | 1,350,584 |
| Grey Advertising Agency Inc. | 847,563 |
| Young & Rubicam Inc. | 793,368 |
| Kudner Agency Inc. | 642,052 |
| Grant Advertising Inc. | 618,488 |
| O'Neill, Larson & McMahon Inc. | 585,156 |
| McCann-Erickson Inc. | 566,005 |
| Aubrey, Moore & Wallace Inc. | 550,484 |
| Gardner Advertising Co. | 512,442 |
| Harry B. Cohen Advertising Co. Inc. | 443,700 |
| Gotham Advertising Co. Inc. | 440,098 |
| Kenyon & Eckhardt Inc. | 438,359 |
| Stanley G. Boynton Radio Advertising | 343,342 |
| Western Advertising Agency | 313,804 |
| Batten, Barton, Durstine & Osborn Inc. | 286,452 |
| Brown Radio Productions Inc. | 276,293 |
| Sullivan, Stauffer, Colwell & Bayles Inc. | 271,516 |
| Glenn-Jordan-Stoetzel Inc. | 260,136 |
| Maxon Inc. | 238,746 |
| Nedham, Louis & Brorby Inc. | 221,924 |
| Benton & Bowles Inc. | 216,427 |
| Footo, Cone & Belding Inc. | 212,787 |
| Erwin, Wasey & Co. Inc. | 197,704 |
| Huber Hoge & Sons | 130,000 |

| | |
|-------------------------------|---------------------|
| Charles W. Hoyt Co. Inc. | 125,181 |
| Tracy-Locke Co. Inc. | 118,875 |
| William Esty Co. Inc. | 88,702 |
| Ollan Advertising Co. | 86,932 |
| St. George & Keyes Inc. | 68,243 |
| Sorensen & Co. | 59,171 |
| William Gleeson & Co. | 57,388 |
| Direct | 55,248 |
| H. B. Humphrey Co. | 48,912 |
| Knox-Reeves Inc. | 48,124 |
| Ruthrauff & Ryan | 44,192 |
| Ben Sackheim Inc. | 42,867 |
| Al Paul Lefton Co. | 40,560 |
| Thwing & Altman Inc. | 36,170 |
| Ewell & Thurber Assoc. Inc. | 29,614 |
| Henri, Hurst & McDonald Inc. | 25,931 |
| Michael Shore Advertising Co. | 25,586 |
| Weston-Barnett Inc. | 25,418 |
| Bozell & Jacobs Inc. | 14,040 |
| Campaigns Inc. | 7,392 |
| The Mail Order Network | 6,079 |
| Walter McCreery Inc. | 5,619 |
| Van River & Crowe Inc. | 2,053 |
| Friend & Kreiger Inc. | 1,404 |
| Van Wood Advertising | 250 |
| Total | \$16,102,797 |

Note: December billings estimated

By Product Classifications

| | |
|-------------------------------|---------------------|
| Food & Food Beverages | \$4,194,196 |
| Drugs & Toilet Goods | 3,328,349 |
| Religious | 1,463,680 |
| Labor & Politics | 1,442,317 |
| Building Materials | 1,249,739 |
| Laundry & Household Supplies | 1,021,192 |
| Cigars, Cigarettes & Tobaccos | 855,935 |
| Jewelry & Silverware | 847,563 |
| Confectionery & Soft Drinks | 550,484 |
| Paints & Hardware | 347,549 |
| Miscellaneous | 214,829 |
| Automobiles & Accessories | 332,553 |
| Stationery & Publications | 120,955 |
| Radio & Phonographs | 45,610 |
| Lubricant, Petroleum & Fuel | 44,192 |
| Sporting Goods | 29,614 |
| Finance & Insurance | 14,040 |
| Total | \$16,102,797 |

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Agencies
buy
America's
Foremost
Stations
through*
**NBC
SPOT
SALES**

Representing Radio Stations

WNBC . . . New York
WMAQ . . . Chicago
WTAM . . . Cleveland
WGY . . . Schenectady-Albany-Troy
WRC . . . Washington
KOA . . . Denver
KNBC . . . San Francisco

Representing TV Stations

WNBT . . . New York
WNBQ . . . Chicago
KNBH . . . Hollywood
WPTZ . . . Philadelphia
WBZ-TV . . . Boston
WNBK . . . Cleveland
WNBW . . . Washington
WRGB . . . Schenectady-Albany-Troy



Directory of CANADIAN BROADCASTING STATION REPRESENTATIVES

JAMES L. ALEXANDER

Toronto—100 Adelaide St., W. Tel.: Adelaide 9584. Mgr.: J.L. Alexander.
Montreal—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Edwards.

Represents

| | | |
|--|---|--|
| CKPC Brantford, Ont. CKFI Fort Frances, Ont. CHVC Niagara Falls, Ont. CKLB Oshawa, Ont. CJC Sault Ste. Marie, Ont. | CHUM Toronto CKNX Wingham, Ont. CHLP Montreal CKEN Kentville, N. S. CFAB Windsor, N. S. | CFBC Saint John, N. B. CKXL Calgary, Alta. CFPA Port Arthur, Ont. CJNT Quebec |
|--|---|--|

ALL-CANADA RADIO FACILITIES LTD.

Toronto—Victory Bldg. Tel.: Elgin 2484. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg—Childs Bldg. Tel.: 926-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Taylor, Pearson & Carson Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B.C.—198 W. Hastings St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

| | | |
|--|--|---|
| CJVI Victoria, B. C. CKWX Vancouver, B. C. CHWK Chilliwack, B. C. CKPC Prince George, B. C. CFJC Kamloops, B. C. CKOV Kelowna, B. C. CJAT Trail, B. C. CFGP Grand Prairie, Alta. CJCA Edmonton, Alta. CFAC Calgary, Alta. | CJOC Lethbridge, Alta. CHAT Medicine Hat, Alta. CKBI Prince Albert, Sask. CKCK Regina, Sask. CKRM Regina, Sask. CKRC Winnipeg, Man. CFPL London, Ont. CKSO Sudbury, Ont. CKOC Hamilton, Ont. CFRB Toronto | CJCS Stratford, Ont. CFRA Ottawa CFCE Montreal CKNB Campbellton, N. B. CFNB Fredericton, N. B. CFCY Charlottetown, P. E. I. CJLS Yarmouth, N. S. CHNS Halifax, N. S. CJCB Sydney, N. S. CKLW Windsor, Ont. |
|--|--|---|

ASSOCIATED BROADCASTING CO. LTD.

Toronto—1139 Bay St. Tel.: Princess 1111. Mgr.: M. Raymond.
(General Canadian station representation non-exclusive)

CANADIAN BROADCASTING CORP.

Toronto—354 Jarvis St. Tel.: Midway 5481. Commercial Mgr.: E. A. Weir.
Montreal—Radio Canada Bldg. Tel.: Plateau 5111. Commercial Mgr.—French Network: M. Valiquette.

Represents CBC-owned stations

| | | |
|--|---|---|
| CBN St. John's, Nfld. CBG Gander, Nfld. CBT Grand Falls, Nfld. CBY Corner Brook, Nfld. CBI Sydney, N. S. CBH Halifax, N. S. CBA Sackville, N. B. | CBJ Chicoutimi, Que. CBV Quebec, Que. CBM Montreal, Que. CBF Montreal, Que. CBO Ottawa, Ont. CBL Toronto, Ont. CJBC Toronto, Ont. | CBW Manitoba CBK Watrous, Sask. CBM Alberta CBR Vancouver, B. C. CFP (leased) Prince Rupert, B. C. CBE Windsor |
|--|---|---|

JOS A. HARDY & CO. LTD.

Quebec—39 St. John St. Tel.: 2-8178.
Montreal—1015 Dominion Square Bldg. Tel.: Harbour 2515.
Toronto—Bank of Nova Scotia Bldg. Tel.: Adelaide 8482.

Represents

| | | |
|---|--|--|
| CHRC Quebec CHNC New Carlisle, Que. CHLT Sherbrooke, Que. | CKTS Sherbrooke, Que. CHLN Trois-Rivieres, Que. CKRS Jonquiere, Que. | CKBL Matane, Que. CKLD Thetford Mines, Que. CKVM Ville-Marie, Que. |
|---|--|--|

Trans-Quebec Radio Group

JOHN N. HUNT & ASSOC.

Vancouver, B. C.—505 Dunsmuir St. Tel.: Pacific 2888. Mgr.: John Hunt.

Represents in Vancouver

| | | |
|--|---|--|
| CKFI Fort Frances, Ont. CFPA Port Arthur, Ont. CKY Toronto, Ont. CKWS Kingston, Ont. CJKL Kirkland Lake, Ont. CFCH North Bay, Ont. CHEX Peterborough, Ont. CHOK Sarnia, Ont. CKTB St. Catharines, Ont. | CKGB Timmins, Ont. CJAD Montreal, Que. CHAD Amos, Que. CKRN Rouyn, Que. CKVD Val D'or, Que. CHGB Ste Anne de la Pocatiere CHUB Nanaimo, B. C. CKOY Ottawa, Ont. CKCH Hull, Que. | CHEF Granby, Que. CKCV Quebec City, Que. CJSO Sorel, Que. CFAB Windsor, N. S. CHML Hamilton, Ont. CJCH Halifax, N. S. CKOK Penticton, B. C. CHVC Niagara Falls, Ont. CKSB St. Boniface, Man. CKNX Wingham, Ont. |
|--|---|--|

(Also see Radio Representatives Ltd. list)

PAUL MULVIHILL

Toronto—21 King St. E., Rm. 300. Owner: Paul Mulvihill.

Represents in Toronto

CJCH Halifax, N. S.

NATIONAL BROADCAST SALES

Toronto—2320 Bank of Commerce Bldg. Tel.: Adelaide 8895. Pres.-Mgr.: R. A. Leslie.
Montreal—106 Medical Arts Bldg. Tel.: Fitzroy 2439. V.P.-Mgr.: E. F. Kavanagh.

Represents

| | | |
|--|---|---|
| CFCH North Bay, Ont. CKGB Timmins, Ont. CJKL Kirkland Lake, Ont. CKWS Kingston, Ont. CHEX Peterborough, Ont. CKOY Ottawa, Ont. CKBB Barrie, Ont. | CKEY Toronto (Montreal only) CJAD Montreal CKTB St. Catharines, Ont. CHOK Sarnia, Ont. CKMO Vancouver, B. C. CHUB Nanaimo, B. C. | CJCH Halifax CJFX Antigonish CHML Hamilton (Montreal only) CKXL Calgary, Alta. ZFY Georgetown, Br. Guiana |
|--|---|---|

RADIO REPRESENTATIVES LTD.

Toronto—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
Montreal—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dipple.
Vancouver—505 Dunsmuir St. Tel.: Pacific 2888. Mgr.: John Hunt.
Winnipeg—Lindsay Bldg. Tel.: 9-8374. Mgr.: A. J. Messner.

Toronto, Montreal, Winnipeg and Vancouver Representation

| | | |
|--|---|---|
| CFCN Calgary, Alta. CFRN Edmonton, Alta. CKNW New Westminster, B. C. CFQC Saskatoon, Sask. CJRW Summerside, P.E.I. | CKRD Red Deer, Alta. CKPR Fort William, Ont. CJAV Port Albert, B. C. CJOB Winnipeg, Man. CJDC Dawson Creek, B. C. CJIB Vernon, B. C. | CKX Brandon, Man. CHLO St. Thomas, Ont. CJOY Guelph, Ont. CKBW Bridgewater, N. S. CKDA Victoria, B. C. CKOK Penticton, B. C. |
|--|---|---|

OMER RENAUD & CO. LTD.

Montreal—1411 Stanley St. Tel.: Belair 9541. Mgr.: Omer Renaud.
Toronto—53 Yonge St. Tel.: Plaza 2681. Mgr.: John R. Fox.

Represents

| | | |
|---|--|---|
| CKCH Hull, Que. CJSO Sorel, Que. CHGB Ste. Anne de la Pocatiere, Que. CJFP Riviere du Loup, Que. | CKRN Rouyn, Que. CKVD Val D'Or, Que. CHAD Amos, Que. CKCV Quebec, Que. CKLS La Sarre, Que. | CHEF Granby, Que. CKSB St. Boniface, Man. CHFA Edmonton, Alta. CHRL Roberval, Que. |
|---|--|---|



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AND COMPANY

Radio Station Representatives

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Radio's Payroll and Operating Costs

EMPLOYMENT in the broadcasting industry in 1949, as measured by the week ended Oct. 15, 1949, totaled 43,208 persons (fulltime) who received \$3,344,950 in weekly pay. These figures were compiled by the Dept. of Labor from data compiled by the FCC. They cover four national networks, three regionals and 2,016 stations.

Average broadcast station revenue increased in 1949 as compared to 1948, according to the NAB, but a higher percentage of these income dollars flowed out into operating costs to make the margin of profit (before taxes) the lowest in industry history.

Employment and operating cost analyses appear in the accompanying tables.

The 1949 labor totals compare with 1948 figures showing 39,572 fulltime employees received a total \$3,003,111. In 1949 the 8,816 parttime employees received \$519,158 for the week.

Fulltime employees worked a total of 1,650,822 hours during the week, an average of 40.49, compared to an average of 40.27 hours the year before. These figures do not include working hours of general executive officers and assistants.

Average weekly pay of fulltime employes in 1949 was \$72.52 compared to \$71.22 the year before.

Average weekly pay of the seven networks and their key stations was \$93.33 in 1949 compared to \$92.44 in 1948, according to the Labor Dept. study. At the 2,005 other stations average weekly pay was \$68.05, compared to \$67.02 in 1948.

About half the stations reported 15 or more fulltime employes (including the networks) and had 34,000 employes who received \$2,805,381 during the 1949 week.

Stations (1,045) with fewer than

4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 2,016 BROADCAST STATIONS*: ACTUAL HOURS AND ACTUAL COMPENSATION OF FULL-TIME EMPLOYEES FOR THE WEEK ENDING OCT. 15, 1949 (DEPT. OF LABOR, FCC DATA)

| Classification of employes | Total, 7 Networks and 2,016 Stations | | | 7 Networks and 11 Key Stations | | | 2,005 Other Stations | | | |
|---|--------------------------------------|---------------------------|---------------------------|--------------------------------|---------------------------|---------------------------|---------------------------|--------------------|---------------------------|---------------------------|
| | Number of employes | Total weekly actual hours | Total actual compensation | Number of employes | Total weekly actual hours | Total actual compensation | No. of stations reporting | Number of employes | Total weekly actual hours | Total actual compensation |
| I General officers and assistants | 2,435 | (8) | \$387,937 | 121 | (8) | \$51,223 | 1,580 | 2,314 | (8) | \$336,714 |
| II Staff program employes: | | | | | | | | | | |
| A. Supervisory | 2,142 | 89,018 | 200,793 | 194 | 7,494 | 34,104 | 1,496 | 1,948 | 81,524 | 166,689 |
| B. Non-supervisory | 12,459 | 487,070 | 935,978 | 1,677 | 59,544 | 208,020 | 1,840 | 10,782 | 427,526 | 727,938 |
| III Technical employes:† | | | | | | | | | | |
| A. Supervisory | 2,149 | 91,452 | 202,520 | 147 | 6,003 | 24,650 | 1,646 | 2,002 | 85,649 | 177,870 |
| B. Non-supervisory | 8,747 | 370,249 | 664,970 | 1,202 | 51,132 | 137,377 | 1,895 | 7,545 | 319,117 | 527,593 |
| IV Commercial employes: | | | | | | | | | | |
| A. Supervisory | 1,066 | 44,556 | 125,471 | 71 | 2,751 | 14,337 | 949 | 995 | 41,805 | 111,134 |
| B. Non-supervisory | 3,431 | 140,495 | 290,633 | 219 | 8,364 | 32,120 | 1,461 | 3,212 | 132,131 | 258,513 |
| V Promotion and publicity employes: | | | | | | | | | | |
| A. Supervisory | 292 | 11,689 | 31,840 | 70 | 2,750 | 10,998 | 193 | 222 | 8,939 | 20,842 |
| B. Non-supervisory | 452 | 18,027 | 32,991 | 214 | 8,522 | 19,872 | 142 | 238 | 9,505 | 13,119 |
| VI Clerical employes | 8,059 | 320,573 | 366,618 | 2,643 | 103,959 | 134,125 | 1,719 | 5,396 | 216,614 | 232,493 |
| VII Building service employes.. | 1,568 | 61,191 | 70,855 | 580 | 22,231 | 34,645 | 569 | 988 | 38,960 | 36,210 |
| VIII All other employes | 408 | 16,302 | 34,344 | 184 | 7,344 | 23,657 | 130 | 224 | 8,958 | 10,687 |
| IX Full-time employes (excluding general officers and assistants) | 40,773 | 1,650,822 | \$2,957,013 | 7,221 | 280,094 | \$673,905 | 2,005 | 33,552 | 1,370,728 | \$2,283,108 |
| X Average hours and average compensation | | 40.49 | \$72.52 | | 38.79 | \$93.33 | | | 40.85 | \$68.05 |
| XI Total: Full-time employes (including general officers and assistants) | 43,208 | (†) | \$3,344,950 | 7,342 | (†) | \$725,128 | 2,005 | 35,866 | (†) | \$2,619,822 |

* Includes AM-FM employes in a few instances where licensees report they are unable to make a segregation of personnel for jointly operated stations.
 † No totals of scheduled hours, actual hours and scheduled compensation reported for general officers and assistants.
 ‡ No totals of scheduled hours, actual hours and scheduled compensation possible because of the absence of data for general officers and assistants.
 § Of the 10,896 technical employes reported, 7,737 were reported to hold First Class Radiotelephone Licenses. These were distributed as follows: Networks and Key stations, 563; all other stations, 7,172.

15 employes had 9,208 persons on their payrolls fulltime in 1949. They received a total of \$539,569 in compensation for the week.

Employment figures in the Labor Dept. survey are broken down into classes of employment, size of community, and class and time. Figures include some personnel working on FM stations but many licensees said they were unable to segregate personnel for jointly operated AM-FM stations.

Complete data covering all re-

porting stations and networks (fulltime employes with hours and compensation) are reported in the accompanying table. The figures cover actual hours worked and actual pay received, including overtime payments. On the average the total weekly scheduled hours came within one hour per week of the numbers of hours actually worked. The scheduled pay was \$69.72 compared to actual pay of \$72.52.

Total operating expenses—for those stations which stayed in the

black—absorbed 85.3% of revenue, leaving 14.7% as the gross margin of profit before taxes, according to NAB's figures. The operating expense ratio for 1949 was the highest in the recorded history of the industry. From the FCC industry-wide figures, the highest previous operating ratio was 83% in 1938.

The brighter side of the cost picture was the fact that the long prevailing upward trend in the industry's operating expense ratio

(Continued on page 58)

CANADIAN REPRESENTATIVES

(Continued from page 56)

HORACE N. STOVIN & CO.

Toronto—Victory Bldg. Tel.: Adelaide 9184. Mgr.: H. N. Stovin.
 Montreal—Keefe Bldg. Tel.: Plateau 8749. Mgr.: R. J. Judge.
 Winnipeg—Radio Station CKY. Mgr.: J. A. Whitehouse.
 Vancouver—848 Howe St. Tel.: Marine 6464. Mgr.: J. W. Stovin.

Represents

| | | |
|---------------------------|------------------------|-----------------------------------|
| CKY Winnipeg | CKVL Verdun, Que. | CJBC Toronto |
| CFAR Flin Flon, Man. | CKSF Cornwall, Ont. | CJNB North Battleford, Sask. |
| CHSJ St. John, N. B. | CJBR Rimouski, Que. | CHAB Moose Jaw, Sask. |
| CKCW Moncton, N. B. | CFOR Orillia, Ont. | CKPR Fort William (Winnipeg only) |
| CFOS Owen Sound, Ont. | CJEM Edmundston, N. B. | VOCM St. John's, Nfld. |
| CFPR Prince Rupert, B. C. | CJOR Vancouver, B. C. | TBC Trinidad |
| CJGX Yorkton, Sask. | CJRL Kenora, Ont. | ZBM Bermuda |
| CJBQ Belleville, Ont. | CHOV Pembroke, Ont. | |
| | CFJR Brockville, Ont. | |

WILLIAM WRIGHT

Toronto—Bank of Nova Scotia Bldg. Tel.: Adelaide 8481. Mgr.: William Wright.
 Montreal—300A York Bldg. Tel.: Wellington 6200. Mgr.: Guy Newsam.

Represents

| | | |
|---------------------------------|--------------------------|--------------------------|
| CKCL Truro, N. S. | CKOX Woodstock, Ont. | CKOK Penticon, B. C. |
| CKCR Kitchener, Ont. | (For Toronto & Montreal) | (For Toronto & Montreal) |
| CKAC Montreal (In Toronto only) | CHNO Sudbury, Ont. | CKMR Newcastle, N. B. |
| | (For Toronto & Montreal) | |

BROADCASTING • Telecasting

1950 RADIO AND TELEVISION SET PRODUCTION

Preliminary Estimate by Radio-Television Mfrs. Assn., covering member and non-member companies

| | Television | TV with FM† | Home Radios | Auto Radios | Portable Radios |
|------------------|------------|-------------|-------------|-------------|-----------------|
| Jan. | 424,000 | 43,086 | 581,000 | 329,000 | 69,000 |
| Feb. | 536,000 | 62,701 | 505,000 | 379,000 | 120,000 |
| March | 643,000 | 70,511 | 587,000 | 389,000 | 114,000 |
| April | 432,000 | 38,042 | 526,000 | 273,000 | 143,000 |
| May | 557,000 | 45,273 | 796,000 | 291,000 | 351,000 |
| June | 522,000 | 51,503 | 710,000 | 567,000 | 262,000 |
| July | 330,315 | 59,014 | 391,170 | 234,025 | 97,323 |
| Aug. | 702,287 | 68,368 | 754,232 | 320,960 | 128,255 |
| Sept. | 817,157 | 87,812 | 831,837 | 356,388 | 129,070 |
| Oct. | 813,851 | 90,190 | 942,245 | 385,171 | 86,147 |
| Nov. | 752,005 | 77,629 | 815,635 | 427,753 | 60,706 |
| Dec. (est.) | 720,385 | 74,365 | 562,381 |* |* |
| | 7,250,000 | 748,474† | 8,002,500 | 3,785,297** | 1,560,501** |

* Not available.
 ** Eleven-month figure.
 † These sets are already included in total TV production.
 NOTE—FM-AM statistics for entire radio industry not available but RTMA member-companies reported manufacture of 905,055 receivers with FM in first 10 months of 1950 in addition to the TV sets with FM tuning circuits.

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WHERE DO YOUR BROADCAST DOLLARS GO?

By Class of Station Income, 1949, as Analyzed by NAB

Broadcast Revenue = 100%; major items of operating expense and profit margin (before taxes) shown as percentage of revenue for each class of station income.

| | Below \$50,000 | \$50,000 to \$75,000 | \$75,000 to \$100,000 | \$100,000 to \$125,000 | \$125,000 to \$150,000 | \$150,000 to \$200,000 | \$200,000 to \$350,000 | \$350,000 to \$1,000,000 | Over \$1,000,000 | Total |
|--------------------------|-------------------|----------------------------|-----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|---------------------|--------|
| Total Broadcast Revenue | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |
| Total Operating Expenses | 88.51 | 88.09 | 87.06 | 87.32 | 86.59 | 85.88 | 84.38 | 78.06 | 73.16 | 85.28 |
| Technical Expenses | | | | | | | | | | |
| Salaries | 16.14 | 13.10 | 11.63 | 11.33 | 11.01 | 10.90 | 11.54 | 10.39 | 9.38 | 11.81 |
| Repairs | 1.50 | 1.67 | 1.78 | 1.62 | 1.57 | 1.31 | 1.61 | 1.22 | 1.01 | 1.56 |
| Other | 1.76 | 1.43 | 1.59 | 1.66 | 2.16 | 1.52 | 1.87 | 1.99 | 1.82 | 1.72 |
| Total | 19.80 | 16.20 | 15.00 | 14.61 | 14.74 | 13.73 | 15.02 | 13.60 | 12.21 | 15.09 |
| Program Expenses | | | | | | | | | | |
| Salaries | 15.10 | 15.18 | 15.73 | 14.47 | 14.32 | 14.96 | 14.00 | 11.73 | 8.50 | 14.11 |
| Talent | 1.16 | 1.75 | 1.63 | 2.95 | 2.90 | 3.15 | 3.20 | 6.70 | 14.28 | 3.28 |
| Royalties | 2.98 | 3.25 | 3.14 | 3.06 | 2.95 | 3.16 | 3.30 | 3.02 | 3.06 | 3.13 |
| Transcriptions | 4.79 | 3.74 | 2.32 | 2.15 | 2.11 | 1.99 | 1.59 | 1.16 | .49 | 2.38 |
| Wire Service | 2.45 | 2.96 | 2.22 | 1.95 | 1.60 | 1.48 | 1.11 | .75 | .39 | 1.88 |
| News Service | 1.90 | 1.86 | 1.34 | 1.70 | 1.98 | 1.51 | 1.22 | 1.39 | 1.51 | 1.58 |
| Teletype Service | 1.29 | 1.40 | 1.23 | 1.05 | .55 | .50 | .81 | .35 | - | .92 |
| Other | 3.84 | 2.15 | 2.09 | .72 | 1.29 | 1.13 | 1.90 | 1.78 | 1.65 | 1.89 |
| Total | 33.51 | 32.29 | 29.70 | 28.05 | 27.70 | 27.88 | 27.13 | 26.88 | 29.86 | 29.17 |
| Selling Expenses | | | | | | | | | | |
| Salaries | 6.35 | 8.54 | 8.96 | 9.71 | 9.24 | 9.03 | 7.65 | 6.29 | 3.88 | 8.15 |
| Other | 2.30 | 2.03 | 2.72 | 3.50 | 3.72 | 3.74 | 4.69 | 5.80 | 4.87 | 3.58 |
| Total | 8.65 | 10.57 | 11.68 | 13.21 | 12.96 | 12.77 | 12.34 | 12.09 | 8.75 | 11.73 |
| Gen. Admin. Expenses | | | | | | | | | | |
| Salaries | 9.27 | 11.88 | 11.85 | 12.92 | 11.62 | 12.31 | 11.87 | 9.08 | 6.82 | 11.31 |
| Rent | 1.14 | 1.63 | 1.62 | 1.46 | 1.87 | 1.82 | 1.87 | 2.59 | 2.42 | 1.79 |
| Taxes | 1.59 | 1.86 | 1.84 | 1.93 | 1.93 | 1.62 | 1.60 | 1.71 | 1.60 | 1.76 |
| Losses | 1.09 | 1.00 | 1.49 | .97 | .97 | .93 | .61 | .24 | .09 | .89 |
| Depreciation | 5.75 | 4.93 | 5.25 | 5.57 | 5.21 | 5.62 | 5.04 | 4.23 | 3.13 | 5.09 |
| Other | 7.71 | 7.73 | 8.63 | 8.60 | 9.69 | 9.20 | 8.90 | 7.64 | 8.28 | 8.45 |
| Total | 26.55 | 29.03 | 30.68 | 31.45 | 31.19 | 31.50 | 29.89 | 25.49 | 22.34 | 29.29 |

RADIO'S PAYROLL AND COSTS

(Continued from page 57)

seemed to show signs of flattening out. From 1948 to 1949, the rise was from 84.2% to 85.3%; from 1947 to 1948 it rose from 79% to 84.2%; from 1946 to 1947 it jumped from 74% to 79%; from 1945 to 1946 it went up from 69% to 74% and rose from 64% in 1944 to 69% in 1945. From 1938 to 1944

there were steady decreases in the annual ratio between expenses and income.

One Third Total

On the other hand, submarginal stations continued to aggregate nearly one-third of the total stations on the air during 1949. In 1948 approximately 32% of the

stations in the industry lost money. NAB's 1949 survey indicates an estimate of about 30% of all licensees operated "in the red" during that year.

It is estimated that there are approximately 8,500 persons employed on the staffs of the TV stations and networks now comprising the industry.

The average individual TV station (exclusive of networks) employed 57 persons during the late spring of 1950. This figure was comprised of 39 full-time employees and 18 part-time employees.

This typical, or average, staff of 57 persons was made up of the following:

| | Average Staff per TV Station | Number Full- time Em- ployes | Number Part- time Em- ployes |
|---------------------|------------------------------------|--|--|
| Technical | 18 | | 1 |
| Film | 3 | | 0 |
| Program | 10 | | 10 |
| Administrative | 6 | | 6 |
| Sales | 2 | | 1 |
| Total | 39 | | 18 |

Source: National Assn. of Broadcasters.

DAY
AND
NIGHT

WSRS

DIAL
1490

"The Family Station"

**CLEVELAND'S
LEADING INDEPENDENT**

PROOF: Check the surveys for the best \$ value

ASK FOR JOE & CO.

ERIE VIEW 1-2005

SAM SAGUE, PRESIDENT

GROUP OWNERSHIP

AMERICAN BROADCASTING CO. OWNED AND MANAGED STATIONS—WJZ, WJZ-TV, WJZ-FM, New York; WENR, WENR-TV, WENR-FM, Chicago; KGO, KGO-TV, KGO-FM, San Francisco; KECA, KECA-TV, KECA-FM, Los Angeles; WXYZ, WXYZ-TV, WXYZ-FM, Detroit. All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

H. M. BITNER STATIONS—WDFD Flint and WOOD Grand Rapids, Mich.; WEOA Evansville and WFBM Indianapolis, Ind.

BOOTH STATIONS—WJLB, WJLB-FM Detroit; WBBC Flint; WSGW Saginaw, Mich.

CBS OWNED STATIONS—WCBS, WCBS-FM, WCBS-TV, New York; KCBS, KCBS-FM, San Francisco; KMOX, St. Louis; KNX, KNX-FM, KTSN (TV) Los Angeles; WBBM, WBBM-FM, Chicago; WCCO, Minneapolis; WEEI, WEEI-FM, Boston. All affiliates of CBS network; all represented nationally by Radio Sales.

CLEVELAND PLAIN DEALER STATIONS—WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

THE COVINGTON STATIONS—WCOV, Montgomery; WGWC, Selma and WGWD, Gadsden. All in Alabama. Operated by Capital Broadcasting Co.

THE COWLES STATIONS (Cowles Broadcasting Co.)—Comprising KRNT, Des Moines; WNAX, Sioux City-Yankton, and principal stockholder of WCOP, Boston. Represented nationally by The Katz Agency. Executive Officers: Gardner Cowles, president; John Cowles, chairman of the board and vice president; Luther L. Hill, vice president and general manager; James S. Milloy, vice president; Craig Lawrence, vice president and general manager; WCOP; Robert Dillon, vice president and general manager; KRNT; Robert R. Tincher, vice president and general manager; WNAX; Carl T. Koester, treasurer; Karl R. Haase, asst. treasurer; D. C. Peterson, asst. treasurer; Richard C. Percival, asst. treasurer; Vincent Starzinger, secretary; Arthur T. Gormley, asst. secretary.

JAMES M. COX STATIONS—WSB, WSB-FM, WSB-TV, Atlanta; WIOD, WIOD-FM, Miami; WHIO, WHIO-FM, WHIO-TV, Dayton. Headquarters: WSB, James M. Cox Jr., vice president; J. Leonard Reinsch, managing director of radio and television.

ED CRANEY STATIONS—KXLF, Butte, Mont.; KKL, Portland, Ore.; KXLY, Spokane, Wash.; KKLJ, Helena, Mont.; KKLQ, Bozeman, Mont.; KKLK, Missoula, Mont.

CROSBY BROADCASTING CO.—(Division of Avco Mfg. Co.) WLW, WLWA(FM) and WLWT

(TV) Cincinnati; WINS New York; WLWB(FM) and WLWD(TV) Dayton, Ohio; WLWF(FM) and WLWC(TV) Columbus, Ohio; James D. Shouse, chairman of the board; Robert E. Dunville, president and general manager.

CURTIS RADIOCASTING CORP. STATIONS—WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; WTMV, East St. Louis.

LINCOLN DELLAR STATIONS—KXOA Sacramento, KXOB Stockton, KXOC Chico, and KDB Santa Barbara, Calif.

DON LEE BROADCASTING SYSTEM—Owned by General Tire & Rubber Co. (also see Yankee Network). Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KHJ-FM, Hollywood. Willet H. Brown, president; Ward Ingram, vice president in charge of sales. 1313 N. Vine St., Hollywood 28. (See Don Lee regional listing.)

FORT INDUSTRY CO. STATIONS (George B. Storer, president; J. Harold Ryan, senior vice president) — WSPD, WSPD-FM, WSPD-TV, Toledo; WWVA, WWVA-FM, Wheeling, W. Va.; WMMN, Fairmount, W. Va.; WLOK, WLOK-FM, Lima, O.; WACA, WACA-FM, WAGA-TV, Atlanta; WGBS, WGBS-FM, Miami; WJFK, WJFK-FM, WJFK-TV, Detroit. (Subject to FCC approval, Fort Industry has acquired WSAI-AM-FM Cincinnati and sold WLOK-AM-FM Lima, O.) Headquarters: 199 Pierce St., Birmingham, Mich. Lee B. Waller, vice president in charge of operations; Glen G. Boundy, chief engineer; B. C. Prestler, assistant secretary. New York Office: 488 Madison Ave. Tom Harker, vice president and national sales director.

MARSHALL FIELD STATIONS (Field Enterprises Inc.)—WJJD, Chicago; WSAI, Cincinnati; KOIN, Portland, Ore.; KJR, Seattle. Headquarters: 211 W. Wacker Dr., Chicago. (Subject to FCC approval, WSAI has been sold to Fort Industry Co.) Marshall Field, president; Howard Lane, vice president in charge of radio. Nationally represented by Avery-Knodel Inc.

THE FRIENDLY GROUP—WSTV, Steubenville, O.; WFPG, Atlantic City; WPIT, Pittsburgh; WBMS, Boston, Mass. and their FM affiliates. John J. Laux, managing director.

GANNETT NEWSPAPERS STATIONS — WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y. (minority); WTHI, Hartford; WDNV, Danville, Ill.; WABY, Albany, N. Y. All holdings through newspapers.

WITHERS GAVIN STATIONS — WJQS, Jackson; WACR, Columbus; WMBC, Macon, and WCOG, Meridian, all in Mississippi.

YANKEE NETWORK—Owned by General Tire & Rubber Co. (Also see Don Lee Broadcasting System.) Owned stations: WNAC and WNAC-TV Boston; WGRF (FM) Worcester; WEAN, Providence; WICC, Bridgeport; WONS, Hartford. President:

William F. O'Neill. Executive Vice President: Linus Travers. [See Yankee Network regional listing.]
GLA BCSTG. CO. STATIONS—Comprising KCKY Coolidge, KWJB Globe and KGLU Safford. All in Arizona. Lewis P. Long, president.

GRANITE STATE BROADCASTING CO.—WKBR, WKBR-FM Manchester, N. H.; WTSV, WTSV-FM Claremont, N. H.; WTSL Hanover-Lebanon, N. H.; WTSA Brattleboro, Vt. Headquarters: 155 Front St., Manchester. Also WTSA Brattleboro, Vt.; Headquarters: Putney Rd., Brattleboro. W. J. Barkley, president; H. Scott Kilgore, vice president; W. F. Rust Jr., treasurer.

AGNES JANE REEVES GREER STATIONS—WJER Dover, Ohio; WAJR Morgantown and WDNE Elkins, W. Va.

HEARST RADIO INC.—Licensee of WBAL, WBAL-TV, Baltimore; WISN, WISN-FM, Milwaukee. Headquarters: 959 Eighth Ave., New York 19. Tom A. Brooks, vice president and general manager. Associated with WCAE and WCAE-FM, Pittsburgh, operated by WCAE Inc. Leonard Kapner, president.

OSCAR C. HIRSCH STATIONS—WKRO Cairo, Ill.; KFVS Cape Girardeau, Mo.; KFMO Flat River, Mo. **ROY HOPEZIN STATIONS** — KTHT Houston, KSOX Harlingen, KACE Dallas, all Texas; WCHP New Orleans; WTNB Birmingham (minority interest).

INLAND RADIO INC. STATIONS—KBKR, Baker, KLEB, LaGrande, and KSRV, Ontario, all in Oregon. Principal owner: Olive B. Cornett, 50%; Lee W. Jacobs, president and part owner. Headquarters: KBKR, Baker, Ore.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas. (Long Texas Group, a package unit).

JOHN J. LOUIS STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.; KYCA, Prescott, Ariz. Dick Lewis, general manager.

McCaw-Keating STATIONS—J. Elroy McCaw and John D. Keating own (50% each) KPOA Honolulu and KILA Hilo, Hawaii, and KYA San Francisco. Mr. McCaw also owns KRSC Seattle, half interest in KELA Centralia, Wash., and minority interests in KYAK Yakima and KALE Richland, Wash., and KLZ Denver.

McCLATCHY BROADCASTING CO.—(Owned by McClatchy Newspapers, publisher of the Sacramento Bee, Fresno Bee, and Modesto Bee): KFBK, KFBK-FM, Sacramento; KMLJ, KMLJ-FM, Fresno; KWG, Stockton; KERN, KERN-FM, Bakersfield; KBBE (FM), Modesto; KOH, Reno, Nev. Headquarters: 911 7th St., Sacramento 4. President: Eleanor McClatchy.

McClung Stations of California—KHSL, KVCI (FM), Chico; KYOS, KVME (FM), Merced; KVCV, KVRE (FM), Redding.

(Continued on page 62)

THE LITTLE STATION
WITH THE

BIG WALLOP!



N B C



WMAM

MARINETTE, WISCONSIN

| IMPORTANT WHAM AUDIENCE FACTS | | | | | |
|-------------------------------|------------------|---------|---------|------------------------------|-------------|
| WIS. | Total Population | Urban | Rural | Service Sales | Radio Homes |
| | 246,230 | 106,822 | 139,408 | \$81,130.00 (in millions) | 68,778 |
| MICH. | Total Population | Urban | Rural | Service Sales | Radio Homes |
| | 189,524 | 106,313 | 83,325 | \$51,174.05 (in millions) | 43,812 |
| Totals | 428,868 | 213,135 | 222,733 | \$132,304.05 | 112,590 |

Represented Nationally by Robert Meeker Associates

BROADCASTING • Telecasting

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IT'S ALWAYS FAIR WEATHER WHEN GOOD SELLING FELLOWS GET TOGETHER . . .

HOW'S Business? It's good with us; has been for 20 years. And it's good with the radio and TV enterprises represented by this Honor Roll of advertising agencies. With acumen, and the knowledge derived from facts, these agencies selected **BROADCASTING • Telecasting** in 1950 to carry the messages of their clients to the decision-makers—all valued and regular subscribers to **BROADCASTING • Telecasting**. It's the infallible equation that produces the results: Editorial integrity, plus leadership that brings the paid readership.

- | | | |
|--|--|--|
| Abbott-Kimball & Co. Los Angeles, Calif. | Box, Steven A. Adv. Albuquerque, N. M. | Denhard, Pfeiffer & Wells, Inc. New York City |
| Acme Adv. Agency Dallas, Texas | Bozell & Jacobs, Inc. Indianapolis, Ind. & Chicago. | Denman, William I. Inc. Detroit, Mich. |
| Advertising Associates, Inc. Dallas, Texas | Bridge, Harry P. Co. Philadelphia, Pa. | Deutsch & Shea, Inc. New York City |
| Advertising Engineers Corp. Tulsa, Okla. | Brodsky, Geo., Adv. Chicago, Ill. | Dinerman & Company, Inc. Cincinnati, Ohio |
| Advertising, Inc. Richmond, Va. | Brooks, S. M. Adv. Little Rock, Ark. | Dixie Advertisers, Inc. Jackson, Miss. |
| Advertising, Inc. Charleston, W. Va. | Browne, Burton Adv. Chicago, Ill. | Doe-Anderson Agency Louisville, Ky. |
| Albert Frank-Guenther Law Inc. New York City | Brown, E. H. Adv. Chicago, Ill. | Donahue & Coe New York City |
| Allen & Reynolds, Adv. Omaha, Nebr. | Buchanan & Co. New York City | Doner, W. B., Co. Detroit, Mich. |
| Allied Adv. Agency Los Angeles, Calif. | Bull Adv. Agency Indianapolis, Ind. | Dorrance-Waddell, Inc. New York City |
| Arbingast, Becht & Associates Peoria, Ill. | Burke Dowling Adams, Inc. Montclair, N. J. | Dowd, Redfield & Johnstone New York City |
| Atlantic Advertising Agency Newark, N. J. | Burnett, Leo., Co. Chicago, Ill. | Durstine, Roy S., Inc. New York City |
| Atlas Adv. Agency Sioux City, Iowa | Cabot, Harold & Company, Inc. Boston, Mass. | Ebersold, Fred H., Adv. Chicago, Ill. |
| Axelband & Brown Cleveland, Ohio | Cahn-Miller Inc. Baltimore, Md. | Elliott, Daly & Schnitzer Oakland, Calif. |
| Axelsen Advertising Agency Salt Lake City, Utah | Calkins & Holden Advertising Los Angeles, Cal. | Erwin, Wasey & Co. New York City |
| Ayer, N. W. & Son, Inc. Philadelphia, Pa. | Campbell-Ewald Co. Detroit, Mich. | Esmond, Lawrence Adv. Corp. New York City |
| Aylin Adv. Agency Houston, Texas | Carlock-McClinton & Smith, Inc. Los Angeles, Cal. | Evans, Albert Adv. Ft. Worth, Texas |
| Azaref Adv. Agency Baltimore, Md. | Casler, Hempstead & Hanford, Rochester, N. Y. | Evans, David W. Adv. Agency Salt Lake City, Utah |
| Baker, Jim Associates, Inc. Milwaukee, Wisc. | Cary, R. H. Inc. Des Moines, Iowa | Fitzgerald Adv. Agency New Orleans, La. |
| Baldwin, Bowers & Strachan, Inc., Buffalo, N. Y. | Cesman, Nelson Co. Chattanooga, Tenn. | Flack Adv. Agency Syracuse, N. Y. |
| Barratta Wardell Agency Worcester, Mass. | Clark, Adrian E., Jr. Long Island City, N. Y. | Foote, Cone & Belding Chicago & New York City |
| Barnes-Chase Company San Diego, Cal. | Clarke, Robert E. & Assoc. Miami, Fla. | Ford, Frank Adv. Hollywood 38, Calif. |
| Bartz, Rudolph, Advertising Co Peoria, Ill. | Cline Adv. Agency Boise, Idaho | Ford, Marshall, Adv. Agency Sacramento, Calif. |
| Basford, G. M. Co. New York City | Cohan, Arnold Corp. New York City | Foster & Davies, Inc. Cleveland, Ohio |
| Bass & Company New York City | Cohen, Miller Advertising Washington, D. C. | French & Preston, Inc. New York City |
| Bass, Louis Company, The Los Angeles, Calif. | Cole, L. C., Co. San Francisco, Cal. | Frost, Harry M. Co. Boston, Mass. |
| Batten, Borton, Durstine, Osborn New York City, Minneapolis | Cole, Marsh & Associates, Inc. Omaha, Nebr. | Fuller & Smith & Ross, Inc. Cleveland & New York City |
| Beaumont & Hohman, Inc. Kansas City, Mo. | Collins, Cusick, Schwerte & Wild San Antonio, Tex. | Gerst, Sylvester & Walsh Cleveland, Ohio |
| Benton & Bowles, Inc. New York City | Comstock, Duffes & Company Buffalo, N. Y. | Getschal & Richard, Inc. New York City |
| Benson, Vickers, Ltd. Montreal, Quebec, Canada | Conti Adv. Ridgewood, N. J. | Gibbons Adv. Agency, Inc. Tulsa, Okla. |
| Bennett Adv., Inc. High Point, N. C. | Copp, Wm. C. & Assoc. New York City | Gillham Adv. Agency Salt Lake City, Utah |
| Berger, Alfred Paul, Inc. New York City | Conroy, Thomas F. Inc. San Antonio, Texas | Gold, H. J., Co. New York City |
| Bergman-Jarrett Co. New York City | Cox & Tanz Adv. Philadelphia, Penna. | Goerl, Stephen Associates New York City |
| Bernstein, Bo & Co., Inc. Providence, R. I. | Craig, John Gilbert Adv. Wilmington, Dela. | Goodman, Harry S. Agency New York City |
| Biow, The Co., New York City | Cramer-Krasselt Co. Milwaukee, Wis. | Goodman-Firestone Adv. Minneapolis, Minn. |
| Black, Fred Adv. Agency Reading, Penna. | Critchfield & Co. Chicago, Ill. | Goodwin, The Co. Houston, Texas |
| Blumberg, Frank L. Adv. Baltimore, Md. | Croly Adv. Agency Wilkes-Barre, Penna. | Gordan, Phil, Agency Chicago, Ill. |
| Baone, Robt. W. Adv. Los Angeles, Cal. | Croak Advertising Agency Dallas, Texas | Gotham Adv. Co. New York City |
| Boynnton, Stanley, Agency Detroit, Mich. | D'Arnall & Company Hollywood, Cal. | Gottschaldt, Morris & Slack, Inc. Miami, Fla. |
| Bowman & Block, Inc. Buffalo, N. Y. | Dayton, Johnson & Hacker Adv. Milwaukee, Wis. | Graves & Associates Minneapolis, Minn. |

- Gray & Rogers
Philadelphia, Pa.
- Greene, Finley H., Adv. Agency
Buffalo, N. Y.
- Gregory-House Advertising, Inc.
Cleveland, Ohio
- Greer, Hawkins & Allen, Inc.
Houston, Texas
- Griffith-McCarthy Adv. Agency
Tampa, Fla.
- Gross, Stanley S. & Assoc.
Norfolk, Va.
- Gruber, Art, Advertising
Minneapolis, Minn.
- Gutman Adv. Agency
Wheeling, W. Va.
- Hackett, M. H. Company
New York City
- Hall, Raymond Adv.
Richmond, Va.
- Halpern, Herman
Winston-Salem, N. C.
- Hamburger, Edward Adv. Co.
New York City
- Hamilton Adv. Agcy, Inc.
Chicago, Ill.
- Hansen, Roy, & Associates
Omaha, Nebr.
- Harrington-Richards Agency
Los Angeles, Cal.
- Harrington, Whitney & Hurst
Los Angeles, Calif.
- Harris, R. T. Adv. Agency
Salt Lake City, Utah
- Hart-Conway Co.
Rochester, N. Y.
- Hartman, George H., Ca.
Chicago, Ill.
- Harvey-Massengale Co.
Durham, N. C.
- Hevenor Adv. Agency
Albany, New York
- Hickerson, J. M., Inc.
New York City
- Hicks, Ward Adv.
Albuquerque, N. Mex.
- Hill & Knowlton, Inc.
New York City
- Hoag & Provandie, Inc.
Boston, Mass.
- Houck & Company of Florida
Miami, Fla.
- Hayt, Charles W. Co.
New York City
- Hurley Adv. Co.
Des Moines, Iowa
- Hutchins Adv. Co.
Philadelphia, Pa.
- Irwin Company
Beverly Hills, Cal.
- Jackson & Schapanski
Miami, Fla.
- Jessop Adv. Co.
Akron, Ohio
- Jones Frankel Company Adv.
Chicago, Ill.
- Jones, Ralph H. Co.
Cincinnati, Ohio
- Junger, Mort Advertising
New York City
- Kal, Ehrlich & Merrick, Inc.
Washington, D. C.
- Kaner, Walter Associates
New York City
- Kaplan & Bruck Adv.
New York City
- Kotz, Joseph Co.
Baltimore, Md.
- Kaufman Adv. Agcy.
Washington, D. C.
- Kesslinger, J. M. & Associates
Newark, N. J.
- Ketchum, MacLeod & Grove, Inc.
Pittsburgh, Pa.
- Kircher, Helton & Collett
Dayton, Ohio
- Kirkland, White & Schell
Atlanta, Ga.
- Knopf, R. W. & Co.
Columbus, Ohio
- Knox, George Adv.
Oklahoma City, Okla.
- Kopmeyer, M. R. Co.
Louisville, Ky.
- Kotula Company
New York City
- Kremer, Merrill, Inc.
Memphis, Tenn.
- Kuff & Feldstein
Baltimore, Md.
- Kudner Adv. Agency, Inc.
New York City
- Lago, Paul A. Co.
Wichita, Kansas
- Lamport, Fox, Pröll & Dolk, Inc.
South Bend, Ind.
- Lake-Spiro-Shurman, Inc.
Memphis, Tenn.
- Lavin, Barney, Inc.
 Fargo, N. D.
- Leach Advertising Co.
Cleveland, Ohio
- Lefton, Al Poul Co.
Philadelphia, Penna.
- Lescarbours, Austin C. & Staff
Croton-on-Hudson, N. Y.
- Lewis, Buford & Co.
Nashville, Tenn.
- Liller, Neal & Battle
Atlanta, Ga.
- Lockwood-Schackelford Co.
Los Angeles, Cal.
- Loeb, Leon, & Co.
Washington, D. C.
- Long Advertising
Winston-Salem, N. C.
- Lord, Robt. S. Co.
Eau Claire, Wis.
- Lawe & Hall Advertising
Greenville, S. C.
- Ludgin, Earle & Co.
Chicago, Ill.
- Lustig Adv. Agency
Cleveland, Ohio
- Lynch, Showalter Agency
Portland, Oregon
- Lynn-Fieldhouse Advertising
Wilkes-Barre, Pa.
- Lyon, S. Duane Inc.
New York City
- Mace Adv. Agency
Peoria, Ill.
- MacBride, James Adv. Agency
Fort Worth, Texas
- MacManus, John & Adams, Inc.
Detroit, Mich.
- Madden-Barrett Inc.
Dallas, Texas
- Malcolm-Howard Adv. Agency
Chicago, Ill.
- Manhattan Adv. Agcy.
New York City
- Marks & Neese Advertising, Inc.
Jackson, Miss.
- Marshall, Gordon Inc.
St. Louis, Mo.
- Market Research & Adv. Inc.
Newark, N. J.
- Martin, George Homer Assoc.
Newark, N. J.
- Mason-Relkin Agency
New York City
- Mathes, J. M. Inc.
New York City
- Maxon, Inc.
New York City & Detroit
- Maxfield Advertising
Providence, R. I.
- Maxwell Advertising Co., Inc.
St. Louis, Mo.
- McCann-Erickson Co.
Chicago, Ill. & New York
- McCormick-Armstrong Co.
Wichita, Kansas
- McElroy Adv. Agency
Los Angeles, Cal.
- McGivens, L. E. & Co., Inc.
New York City
- Melamed-Habbs, Inc.
Minneapolis, Minn.
- Meldrum & Fewsmith Agcy.
Cleveland, Ohio
- Mendte, J. Robert Inc.
Philadelphia, Penna.
- Meyerhoff & Co., Arthur
Milwaukee, Wis.
- Michel-Cather, Inc.
New York City
- Mitchell & Knepper
Erie, Pa.
- Mithoff & White, Adv.
El Paso, Tex.
- Mogge-Privetti, Inc.
Los Angeles, Calif.
- Mohawk Adv. Agency
Schenectady, N. Y.
- Moore & Hamm, Inc.
New York City
- Moreland Co., Chester C.
Cincinnati, Ohio
- Mort Duff Agency
Omaha, Nebr.
- Morton Agency
Newark, N. J.
- Morse International, Inc.
New York City
- Morris Timbes Adv.
Mobile, Alabama
- Mass Associates
New York City
- Nelms, Ralph, Inc. Adv.
Springfield, Mo.
- Nelson, George R. Inc.
Schenectady, N. Y.
- Newhoff, Theodore Agency
Baltimore, Md.
- Newman, Lynde & Associates
Jacksonville, Fla.
- Newmark's Advertising Agency
New York City
- Niemann, Hal, Associates
Denver, Colo.
- Noble-Dury & Associates
Nashville, Tenn.
- Nolan, Charles H., Advertising
Pawtucket, R. I.
- O'Brien Adv. Ltd.
Vancouver, B. C.
- Olian Adv. Agency
St. Louis, Mo.
- Orr, W. Wallace, Inc.
Philadelphia, Penna.
- Parker, Luckie & Associates
Birmingham, Ala.
- Penman-Neil Adv. Agency
Seattle, Wash.
- Pfeiffer Adv. Agency
Omaha, Nebr.
- Pitluk Adv. Co.
San Antonio, Texas
- Port, Harry F. Adv.
Chicago, Ill.
- Potts, R. J., Calkins, Holden
Kansas City, Mo.
- Presba, Fellers & Presbo
Chicago, Ill. & Davenport
- Ramsey, L. W. Co.
Chicago, Ill. & Davenport
- Randall Company, The
Hartford, Conn.
- Ratcliffe Adv. Agency
Dallas, Texas
- Reinhardt, Emil Adv.
Oakland, Calif.
- Reis Advertising
New York City
- Reese, James R. Adv. Co.
Kansas City, Mo.
- Remington, Wm. B. Inc.
Springfield, Mass.
- Rex Advertising Agency
Detroit, Mich.
- Richards, Wilbur O., Adv.
Syracuse, N. Y.
- Rickard & Company, Inc.
New York City
- Richardson, Sanders & Sample
Atlanta, Ga.
- Ridgway Co.
St. Louis, Mo.
- Riordon, John H. Co.
Los Angeles, Calif.
- Robertson Advertising
Denver, Colo.
- Robinson-Rapp Agcy.
New York City
- Rockett-Lauritzen Adv.
Los Angeles, Calif.
- Roland-Bodee Advertising
New York City
- Rosenberg, Arthur Co.
New York City
- Rosengarten & Steinke, Inc.
Memphis, Tenn.
- Ross, H. L. Advertising
Indianapolis, Ind.
- Royal & de Guzman
New York City
- Rumrill, Chories L., & Co., Inc.
Rochester, N. Y.
- Runkle, Lowe, Co.
Oklahoma City, Okla.
- Ruthrauff & Ryan, Inc.
Chicago & New York City
- San Diego Adv. Agency
San Diego, Cal.
- Sawdon, Frank B., Inc.
Chicago, Ill.
- Schneider, Joseph P. Inc.
New York City
- Schuyler-Hopper Agency
New York City
- Schwimmer & Scott, Inc.
Chicago, Ill.
- Schoenfeld, Huber & Green
Chicago, Ill.
- Seeds, Russel M. Inc.
Chicago, Ill.
- Sherman & Marquette
Chicago, Ill.
- Simon & Gwynn, Inc.
Memphis, Tenn.
- Simmonds & Simmonds, Inc.
Chicago, Ill.
- Seeman & Peters Inc.
Saginaw, Mich.
- Shafer, E. W. & Co.
San Francisco, Cal.
- Shophe-Wilkes, Inc.
New York City
- Silver, Chas. & Co.
Chicago, Ill.
- Smith, Gordon Advertising
Yakima, Washington
- Smith, Louis Agency
Chicago, Ill.
- Smith, R. C. & Son, Ltd.
Toronto, Canada
- Snead, C. N., Adv. Agency
Roanoke, Va.
- Snow, Walter B. & Staff, Inc.
Boston, Mass.
- Spitz & Webb Advertising
Syracuse, N. Y.
- Stout, C. R. Adv.
Detroit, Mich.
- Southern Adv. Agcy.
Lexington, Ky.
- Southwest Advertising Agency
Waco, Texas
- Spartanburg Adv.
Spartanburg, S. C.
- Spaulding, C. Jerry Inc.
Worcester, Mass.
- Spier, Franklin, Inc.
New York City
- Stein, Lawrence S. Adv.
Chicago, Ill.
- Strauchen & McKim Adv.
Cincinnati, Ohio
- Stuart Bart & Getschal, Inc.
New York City
- Sullivan, Daniel F., Co.,
Boston, Mass.
- Swink, Howard Advertising
Marion, Ohio
- Teplitz, Henry H. Adv.
Chicago, Ill.
- Teters, William G. Adv.
Baton Rouge, La.
- Thompson, J. Walter Co., Ltd.
Toronto, Ontario
- New York City
San Francisco 4, Calif.
- Thurston, Smith & Jenkins Adv.
Flint, Mich.
- Tobias & Company
Charleston, S. C.
- Towell, Arthur Inc.
Madison, Wis.
- Tri-State Advertising
Huntington, W. Va.
- VanDiver & Carlyle, Inc.
New York City
- Virginia Electric News Inc.
Richmond, Va.
- Von Zehle, Wm. & Co. Inc.
New York City
- Wagenseil, Hugo & Associates
Dayton, Ohio
- Walker & Downing
Pittsburgh, Penna.
- Wallace-Lindeman, Inc.
Grand Rapids, Mich.
- Walker-Sausy Advertising
New Orleans, La.
- Wopshare, James A. Co.
Newark, N. J.
- Waterston & Fried, Inc.
New York City
- Watt, W. H., Adv. Agency
Upper Darby, Pa.
- Watts-Payne Agency
Tulsa, Okla.
- Weightman, Inc.
Philadelphia, Pa.
- Weiner, J. J. Advertising
San Francisco, Calif.
- Wellam Adv. Co.
Lansing, Mich.
- Welsh-Hollander Advertising
Los Angeles, Calif.
- Wertheim & Brieg
New York City
- Weston-Barnett, Inc.
Waterloo, Iowa
- Western Agency, Inc.
Seattle, Wash.
- Westmareland, H. E. Inc.
Duluth, Minn.
- Whalen, Frank E. Agency
Kansas City, Mo.
- White, Dan & Associates
El Paso, Texas
- White Advertising Agency
Tulsa, Okla.
- Wiley, Frazee & Davenport
New York City
- Winius-Drescher-Brandon, Inc.
St. Louis, Mo.
- Workman, Ted, Advertising
Dallas, Texas
- Wyatt Adv. Agency
San Antonio, Texas
- Young & Rubicam
New York City
- Yount Agency
Erie, Pa.
- Zimmer-McClaskey-Kintner Adv.
Louisville, Ky.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

GROUP OWNERSHIP

(Continued from page 59)

MID SOUTH NETWORK (Imes Stations)—WCBI, Columbus; WMOX and WMOX-FM, Meridian; WELO, Tupelo, WNAJ, Grenada, WROX Clarksdale, all in Mississippi and owned by Birney Imes Jr. in Mississippi and owned by Birney Imes Jr. **MIDWESTERN BROADCASTING CO. STATIONS**—(Owned by Les Biederman) WTCM Traverse City, WATT Cadillac, WATC Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan. **MORGAN MURPHY-WALTER C. BRIDGES STATIONS**—WEBC, Duluth; WMFG, Hibbing, Minn.; WELB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis. **NBC OWNED AND OPERATED STATIONS**—WNBC-FM, WNBC (TV), New York; WRC, WRC-FM, WNBC (TV), Washington; WMAQ, WMAQ-FM, WNBC (TV), Chicago; WTAM, WTAM-FM, WNEK (TV), Cleveland; KNBC, KNEC-FM, San Francisco; KOA, KOA-FM, Denver; KNBH (TV), Hollywood. All members of NBC networks; all represented nationally by NBC Spot Sales. **THE NUNN STATIONS**—WLAP, Lexington, Ky.; WCMJ, Ashland, Ky.; KPDA, Amarillo, Tex.; WBLR, Knoxville, Tenn. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the board; Gilmore N. Nunn, president and general manager; John G. Ballard, assistant general manager and national sales director; G. Don Bowie, treasurer. Represented nationally by The Branham Co., John E. Pearson Co. and The Bolling Co.

JAMES H. OTTAWAY STATIONS—WENE, WENE-FM, Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WVO Stroudsburg, Pa.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WHP, Jacksonville, Fla.; WPMC, Ocala, Fla.; WDLF, Panama City, Fla., and 40% in WNDG Daytona Beach.

RAHALL STATIONS—WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWRN, Beckley, W. Va.; N. Joe Rahall, president.

GEORGE A. RICHARDS STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Los Angeles. (Stock in WJR publicly held.)

ADELINE B. RINES STATIONS—WRDO Augusta, WLBZ Bangor, and WCSH Portland, all in Maine.

ROUNSAVILLE STATIONS—Comprising WBAC Cleveland and WEEJ Elizabethton-Johnson City, Tenn.; WQXI Atlanta (Buckhead), Ga. Available on package basis. Information from R. W. Rounsa-ville.

SHELDON SACKETT STATIONS—KROW Oakland, Calif.; KVAN Vancouver, Wash.; KOOS Coos Bay, Ore.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCPO, WCPO-TV and WCPO-FM Cincinnati; WNOX, Knoxville, WEWS-TV and WEWS-FM, Cleveland. Memphis Publishing Co. is licensee of WMC, WMCT (TV) and WMCF (FM) Memphis, all of which are operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president; James C. Hanrahan vice president and general manager, WEWS-TV, WEWS-FM; Richard B. Westergaard, vice president and general manager, WNOX; Mortimer C. Watters, vice president and general manager, WCPO, WCPO-FM, WCPO-TV. Henry W. Slavick is general manager of WMC, WMCF, and WMCT.

SPEIDEL NEWSPAPER STATIONS—KDON Santa Cruz and KSNI, Salinas, Calif.; WGNV Newburgh, WKIP and WHEVA (FM) Poughkeepsie, N. Y.; KWRN Reno, Nev.

STAUFFER PUBLICATIONS STATIONS—KSEK Pittsburg and KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.

STEINMAN STATIONS (see listing under Regional Networks, page 44).

O. L. (Ted) TAYLOR STATIONS—KANS Wichita, Kans.; KTOK Oklahoma City, Okla.; KRGV West-laco, Tex.

WM. J. WAGNER STATIONS—KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan, KIFW Sitka, and KIBH, Seward, all in Alaska.

UPPER MICHIGAN-WISCONSIN BCSTG. CO.—WJMS Ironwood, Mich.; WATW Ashland, Wis.; WIKB Iron River, Mich. Wm. L. Johnson, president; Donald R. Hoover, general manager.

WESTINGHOUSE RADIO STATIONS INC.—Operating WBZ, WBZ-FM, WBZ-TV, Boston; WEBA, WBZA-FM, Springfield, Mass.; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM, Philadelphia; WOWO, WOWO-FM, Fort Wayne; KEX, KEX-FM, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Headquarters: 1625 K St., N. W., Washington 6, D. C. Telephone: Sterling 0903. Officers: Walter Evans, president; Walter E. Benoit, vice president; E. R. Borroff, general sales manager; W. B. McGill, advertising manager; Gordon Hawkins, program and educational director; L. R. Rawlins, industrial relations manager; I. C. Ruby, auditor. Ralph N. Harmon, engineering manager; George E. Hagerty, asst. engineering manager; D. A. Myer, technical-field director; John W. Steen, legal representative; F. P. Nelson, Washington representative.

RADIO NEWS SERVICES

ASSOCIATED PRESS (Radio)—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Kent Cooper, executive director; Frank Starzel, general manager; Oliver S. Gramling, asst. to the general manager for radio; Tom O'Neil, news director; Howard L. Kany, Washington representative; Bob Cavagnaro, executive representative, San Francisco. Field Representatives: Tom Cunningham, Boston; H. R. Mason, New Orleans; Gerald Swicher, Columbus, O.; J. Mark Knight, Seattle; Frank Stearns, Wash., D. C.; Al Stine, southwestern div. manager, Kansas City, Mo.; Stanley Smith, New York.

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. Phil R. Curran, managing director; Dennis Landry, executive news editor; N. M. MacLeod, assistant general manager and chief correspondent at Ottawa; Fred A. Darrell, chief accountant; Willard D. Eberhart, bureau manager.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; William B. Goode, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, director, radio dept. (Worldwide news, feature scripts, daily and weekly TV newsreels, Projectall, spot news and feature photos.)

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.:

Plaza 7-1111; Kent Cooper, president; Oliver S. Gramling, vice president; Lloyd Stratton, secretary.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont. Tel.: Elgin 2692. Victor Sifton, president; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

REUTERS LTD. OF LONDON—

Times Building, 229 W. 43rd St., New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

TRANSRADIO PRESS SERVICE Inc.—514 W. 45th St., New York 19. Tel.: Murray Hill 2-4053. Herbert S. Moore, chairman of the board; Robert E. L. Moore, president; Rex R. Goad, vice president; Dixon Stewart, general news manager. Branch Offices: 35 S. Dearborn St., Chicago. Manager: Cyril Kornbluth. National Press Bldg., Washington 4, D. C. Manager: Rex Goad.

UNITED PRESS ASSOCIATIONS—220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Earl J. Johnson, vice president and general news manager; Jack Bisco, vice president and general business manager; Le Roy Keller, general sales manager; Phil Newsom, radio news manager; A. F. Harrison, special representative, Washington, D. C. (News, feature scripts, dramatized feature scripts, sports commentaries, business news, research, suggested programs.)

Television Summary—January 15, 1951, TELECASTING Survey

| City | Outlets On Air | Sets in Area | City | Outlets On Air | Sets in Area |
|--------------|--|--------------|----------------|--|------------------------|
| Albuquerque | KOB-TV | 6,100 | Louisville | WAVE-TV, WHAS-TV | 65,758 |
| Ames | WOI-TV | 33,724 | Memphis | WMCT | 70,144 |
| Atlanta | WAGA-TV, WSB-TV | 67,880 | Miami | WTVJ | 50,900 |
| Baltimore | WJAM, WBAL-TV, WMAR-TV | 252,226 | Milwaukee | WTMJ-TV | 189,500 |
| Binghamton | WNBZ-TV | 31,270 | Minn.-St. Paul | KSTP-TV, WTCN-TV | 188,100 |
| Birmingham | WAFM-TV, WBRC-TV | 35,000 | Nashville | WSM-TV | 16,727 |
| Bloomington | WTTV | 13,000 | New Haven | WNHC-TV | 129,500 |
| Boston | WBZ-TV, WNAC-TV | 609,388 | New Orleans | WDSU-TV | 43,593 |
| Buffalo | WBEA-TV | 171,211 | New York | WABD, WCBZ-TV, WJZ-TV, WNBC, WOR-TV, WPIX | 2,000,000 |
| Charlotte | WBTV | 50,406 | Newark | WATV | Inc. in N. Y. Estimate |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 776,700 | Norfolk | WJAR-TV | 52,457 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 223,000 | Oklahoma City | WKY-TV | 68,002 |
| Cleveland | WEWS, WBNK, WXEL | 396,082 | Omaha | KMTV, WOW-TV | 57,519 |
| Columbus | WBNS-TV, WLWC, WTVN | 122,000 | Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 725,000 |
| Dallas | | | Phoenix | KPHO-TV | 25,100 |
| Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 100,544 | Pittsburgh | WDTV | 212,000 |
| Davenport | WOC-TV | 38,466 | Providence | WJAR-TV | 100,338 |
| Dayton | WHIO-TV, WLWD | 146,000 | Richmond | WTVR | 51,710 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 376,706 | Rochester | WHAM-TV | 70,069 |
| Erie | WICU | 43,470 | Rock Island | WHBF-TV | 38,466 |
| Ft. Worth | | | Quad Cities | Include Davenport, Moline, Rock Is., E. Moline | |
| Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 100,544 | Salt Lake City | KDYL-TV, KSL-TV | 35,900 |
| Grand Rapids | WLAV-TV | 181,126 | San Antonio | KEYL, WOAI-TV | 37,656 |
| Greensboro | WFMY-TV | 41,968 | San Diego | KFMB-TV | 76,000 |
| Houston | KPRC-TV | 58,433 | San Francisco | KGO-TV, KPX, KRON-TV | 127,069 |
| Huntington | | | Schenectady | WRGB | 133,000 |
| Charleston | WSAZ-TV | 32,500 | Albany-Troy | | |
| Indianapolis | WFSM-TV | 112,000 | Seattle | KING-TV | 55,600 |
| Jacksonville | WMBR-TV | 26,000 | St. Louis | KSD-TV | 239,000 |
| Johnstown | WJAC-TV | 54,472 | Syracuse | WHEN, WSYR-TV | 86,116 |
| Kalamazoo | | | Telero | WSPD-TV | 70,000 |
| Grand Rapids | WKZO-TV | 95,860 | Tulsa | KOTV | 57,425 |
| Kansas City | WDAF-TV | 93,170 | Utica-Rome | WKTV | 33,000 |
| Lancaster | WGAL-TV | 71,951 | Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 219,760 |
| Lansing | WJIM-TV | 40,000 | Wilmington | WDEL-TV | 53,466 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTLN, KTTV | 831,232 | | | |

Markets on Air 63 Stations on Air 107
 Editor's Note: Totals for each market represent estimated sets within televising area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Estimated Total Sets in Use 10,190,000

State Broadcasters Associations

Alabama Broadcasters Assn. (Established March, 1946)

Bert Banks, WTBC Tuscaloosa, *president*;
Emmett Brooks, WEBJ Brewton, *vice president*;
Graydon Ausmus, WUOA(FM) Tuscaloosa, *secretary-treasurer*.

Arkansas Broadcasters Assn.

Sam W. Anderson, KFFA Helena, *president*;
Fred Stevenson, KGRH Fayetteville, *vice president*;
Ted Rand, KDRS Paragould, *secretary-treasurer*.

California State Broadcasters Assn. (Established, 1947)

Don Tatum, Don Lee Broadcasting System, *president*;
William Smullin, KIEM Eureka, *vice president*;
Merle Jones, KNX Hollywood, *vice president*;
Paul R. Bartlett, KFRE Fresno, *secretary-treasurer*.

Colorado Broadcasters Assn.

Rex Howell Jr., KGLN Glenwood Springs, *president*;
Robert D. Ellis, KGHF Pueblo, *vice president*;
Al G. Meyer, KMYR Denver, *secretary-treasurer*.

Florida Assn. of Broadcasters

Garland Powell, WRUF Gainesville, *president*;
T. S. Gilchrist, WTMC Ocala, *secretary-treasurer*.

Georgia Assn. of Broadcasters

W. Ray Ringson, WRDW Augusta, *president*;
Ben Williams, WTOC Savannah, *vice president*;
W. F. Scott Jr., WKTG Thomasville, *secretary-treasurer*.

Illinois Broadcasters Assn. (Established April, 1948)

Harold A. Safford, WLS Chicago, *president*;
Leslie C. Johnson, WHBF Rock Island, *vice president*;
J. Ray Livesay, WLBH Mattoon, *secretary-treasurer*.

Indiana Broadcasters Assn.

Daniel C. Park, WIRE Indianapolis, *president*;
Martin Leich, WGBF Evansville, *vice president*;
Ted Vernasco, WFML(FM) Washington, *vice president*;
George Higgins, WISH Indianapolis, *secretary-treasurer*;
Carl Canda-griff, WOWO Fort Wayne, *assistant secretary*;
E. R. Herkner, WIMS Michigan City, *assistant treasurer*.

Kentucky Assn. of Broadcasters

Charles Warren, WCMI Ashland, *president*;
J. W. Betts, WFTM Maysville, *first vice president*;
Joseph Eaton, WKLO Louisville, *second vice president*;
Hugh O. Potter, WOMI Owensboro, *secretary-treasurer*. *Executive Committee*: J. Porter Smith, WGRC Louisville; Edward Paxton Jr., WKYB Paducah; Mike Layman, WSFC Somerset.

Louisiana Assn. of Broadcasters (Established June, 1947)

Tom Gibbens, WAFB Baton Rouge, *president*;
Howard Summerville, WWL New Orleans, *vice president*;
George Martin, KROF Abbeville, *secretary-treasurer*.

Maine Broadcasters Assn. (Established Nov., 1947)

Frank S. Hoy, WLAM Lewiston, *president*;
Harold D. Glidden, WAGM Presque Isle, *vice president*;
Gordon J. Lewis, WIDE Biddeford, *secretary-treasurer*.

Michigan Assn. of Broadcasters (Established Dec., 1948)

Stanley R. Pratt, WSOO Sault Ste. Marie, *president*;
Howard K. Finch, WJIM Lansing, *vice president*;
J. P. Scherer, WHFB Benton Harbor, *secretary-treasurer*. *Board of Directors*: Worth Kramer, WJR Detroit; Edward Baughn, WPAG Ann Arbor; Willis Dunbar, WKZO Kalamazoo and WJEF Grand Rapids; Milton Greenebaum, WSAM Saginaw.

Minnesota Broadcasters Association

Dave Gentling, KROC Rochester, *president*;
Harry Linder, KWLM Wilmer, *vice president*;
Kenneth M. Hance, KSTP St. Paul, *secretary-treasurer*.

Mississippi Broadcasters Assn.

Granville Walters, WAML Laurel, *president*;
P. B. Hinman, WROX Clarksdale, *vice president*;
Bob Evans, WELO Tupelo, *secretary-treasurer*.

Missouri Broadcasters Assn. (Established June, 1948)

Mahlon R. Aldridge, KFRV Columbia, *president*;
Glenn Griswold, KFEQ St. Joseph, Mo., *vice president*;
Pearson Ward, KTTS Springfield, Mo., *secretary-treasurer*.

Montana Broadcasters Assn.

Cedor Aronow, KIYI Shelby, *president*;
Paul McAdam, KPAK Livingston, *vice president*;
Marion E. Dixon, KGVO Missoula, *secretary-treasurer*.

Nebraska Broadcasters Assn.

William J. Newens, KOIL Omaha, *president*;
Paul Fry, KBON Omaha, *secretary-treasurer*.

Nevada State Broadcasters Assn. (Established July, 1948)

H. G. Wells, KOLO Reno, *president*;
Fred Stoye, KLAS Las Vegas, *vice president*;
Larry Shields, KWRN Reno, *secretary-treasurer*.

New Jersey Broadcasters Assn. (Established September, 1947)

Carl Mark, WTTM Trenton, *president*;
Ranulf Compton, WKDN Camden, *vice president*;
Thomas B. Tighe, WJLK Asbury Park, N. J., *secretary-treasurer*.

North Carolina Assn. of Broadcasters

Robert H. Wallace, WOHS Shelby, *president*;
Earl J. Gluck, WSOC Charlotte, *vice president*;
Jack S. Younts, WEEB Southern Pines, *secretary-treasurer*. *Directors*: Harold Essex, WSJS Winston-Salem; Cecil Hoskins, WWNC Asheville.

Ohio Broadcasters Assn.

Carl George, WGAR Cleveland, *president*;
Robert Fehlman, WHBC Canton, *vice president*;
J. Robert Kerns, WLOK Lima, *secretary-treasurer*.

Oklahoma Broadcasters Assn.

J. J. Bernard, KOMA Oklahoma City, *president*;
L. F. Bellatti, KSPI Stillwater, *vice president*;
George Tarter, KCRC Enid, *secretary*;
P. A. Sugg, WKY Oklahoma City, *treasurer*.

Oregon State Broadcasters Assn.

Lee W. Jacobs, KBKR Baker, *president*;
H. J. Chandler, KFLW Klamath Falls, *vice president*;
Joe Schertler, KEX Portland, *secretary-treasurer*.

Pennsylvania Assn. of Broadcasters

Victor C. Diehm, WAZL Hazleton, *president*;
John S. Booth, WHCA Chambersburg, *vice president*;
David J. Bennett Jr., WKBO Harrisburg, *secretary*;
George E. Joy, WRAC Williamsport, *treasurer*;
immediate past president, Frank R. Smith Jr., WBVP Beaver Falls, Pa.

South Carolina Broadcasters Assn. (Established June, 1948)

Dan Crosland, WCRS Greenwood, *president*;
Frank B. Best, WRNO Orangeburg, *vice president*;
Melvin Purvis, WOLS Florence, *secretary-treasurer*.

South Dakota Broadcasters Assn. (Established February, 1948)

Robert J. Dean, KOTA Rapid City, *president*;
James E. Sweet, KIHQ Sioux Falls, *vice president*;
Keith J. Nighbert, KUSD Vermillion, *secretary-treasurer*.

Southern Calif. Broadcasters Assn.

329 Equitable Blvd. 6253 Hollywood Blvd.
A. E. Joscelyn, CBS Hollywood, *president*;
Ernest Spencer, KVOE Santa Ana, *vice president*;
Cliff Gill, KFMV(FM) Hollywood, *secretary-treasurer*. *Board of Directors*: William J. Beaton, KWKW Pasadena; Robert O. Reynolds, KMPC Hollywood; Haan J. Tyler, KFI-TV Los Angeles; Calvin J. Smith, KFAC Los Angeles. *Managing Director*: Robert J. McAndrews.

Tennessee Assn. of Broadcasters (Established December, 1948)

Frank S. Procter, WTJS Procter, *president*;
Hoyt B. Wooten, WREC Memphis, *vice president*;
Frank Armstrong, WDSG Dyersburg, *secretary-treasurer*. A. D. Smith Jr., WCDDT Winchester; F. C. Sowell, WLAC Nashville; Earl W. Winger, WDOD Chattanooga, *directors*.

Virginia State Assn.

John W. Shultz, WMVA Martinsville, *president*;
James Moore, WSLS Roanoke, *vice president*;
Charles Blackley, WTON Staunton, *secretary-treasurer*.

Washington State Assn. of Broadcasters

Fred F. Chitty, KVAN Vancouver, *president*;
Rogan Jones, KVOS Bellingham, *vice president*;
Jerry Geeham, KMO Tacoma, *secretary-treasurer*;
Carl Downing, Olympia, *bureau manager*.

West Texas-New Mexico Broadcasters Assn.

Jack Wallace, KBST Big Spring, *president*;
J. M. McDonald, KCRS Midland, *secretary-treasurer*.

West Virginia Broadcasters Assn.

George H. Clinton, WPAR Parkersburg, *president*;
Joe L. Smith Jr., WJLS Beckley, *vice president*;
Alice Shein, WBTH Williamson, *secretary-treasurer*.

Wisconsin Broadcasters Assn.

Ben Laird, WDUZ Green Bay, *president*;
Joseph D. Mackin, WMAM Marinette, *vice president*;
Kenneth F. Schmitt, WIBA Madison, *secretary*;
Mrs. Jeanne Heal, WTCH Shawano, *treasurer*.

Awards and citations listed herewith were presented during 1950 and were not necessarily for that year.

MAJOR AWARDS AND CITATIONS—1950

duPont Awards*

WNOX Knoxville
 WWJ Detroit
 MORGAN BEATTY, NBC commentator
Special Citations
 ABC-TV
 WPIX (TV)

* Cash award of \$1,000 to each winner accompanied by embossed recognition plaques. Special citations were first recognition of television by the duPont committee. The annual awards are presented under a special irrevocable and perpetual trust fund established in 1942 by the widow of Alfred I. duPont in his memory. Selection committee: Mrs. Alfred I. duPont; Dr. Francis P. Gaines, president of Washington and Lee U.; M. H. Aylesworth, radio consultant and first president of NBC; Mrs. J. L. Blair Buck, president, General Federation of Women's Clubs; and Mark Ethridge, publisher of the Louisville Courier-Journal and Louisville Times (WHAS).

Freedom Awards*

No awards presented in 1950; the year's awards to be given in early 1951.

* Some 200 awards made periodically at Valley Forge, Pa., by Freedom Foundation in recognition of contributions to the American way of life on "Speaking Up for Freedom."

IRE Memorial Awards

IRE Medal of Honor
 PROF. FREDERICK E. TERMAN, dean of Stanford U. School of Engineering, for "distinguished service in the field of radio engineering."
 1950 Morris Liebmann Award
 OTTO H. SCADE, research engineer, RCA Victor Division.

National Association of Radio News Directors*

WOW OMAHA, for "outstanding news coverage by a radio station."
 WHAS-TV LOUISVILLE, for "outstanding news coverage by a television station."

* Awards based on overall excellence in news presentation and for a report on special coverage of one or more major news events along with coverage of community activities.

National Board of Fire Underwriters Award

Gold Medal
 KANS Wichita for "outstanding public service in fire prevention in 1949."

Honorable Mention
 WEBR Buffalo; WJEF Grand Rapids, Mich.; KONO San Antonio; KELO Sioux Falls, S. D.; KSYC Eureka, Calif.

National Conference of Christians and Jews Awards

PROGRAM SERIES
 NBC—Eternal Light.
 SINGLE PROGRAM
 NBC—Punishment Without Crime in Living 1949.
 CBS—Neither Free Nor Equal.
 ABC—Someone You Know.
 INDIVIDUAL STATION AWARDS
 WMAQ Chicago—Destination Freedom.
 WBAL-AM-TV Baltimore—Spot announcements stressing inter-group cooperation.

National Headliners Club Award

MERRILL MUELLER, NBC London Staff, for "consistently outstanding foreign news broadcasts from London during 1949, including seven world news stories."

Information on Awards

Following is partial list of addresses for obtaining information in connection with radio awards:

duPont—Write W. H. Goodman, P. O. Box 720, Jacksonville, Fla. (deadline for entries, Dec. 31; announced in March).

Freedoms Foundation—Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement to be in February).

National Assn. of Radio News Directors—Jack Shelley, WHO Des Moines, Ia.; (deadline for entries, Sept. 1; awards announced at annual NARND convention in November).

NRDGA — Howard P. Abrahams, NRDGA, 100 W. 31st St., N. Y.

National Headliners Club—Mal Dodson, Convention Hall, Atlantic City; (awards announced in May each year at Atlantic City, N. J.).

Ohio State—Keith Tyler, director, Institute for Education by Radio, Ohio State U., Columbus, Ohio.

George Foster Peabody—Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga. (entries taken January or later; annual awards in April).

National Safety Council Awards*

NETWORKS—NBC, Mutual-Don Lee.

RADIO STATIONS—CJBC Toronto; CKWX Vancouver, B. C.; KATE Albert Lea, Minn.; KCMO Kansas City; KCVN Stockton, Calif.; KEBE Jacksonville, Tex.; KFEL Denver; KFHM-AM-FM Wichita, Kan.; KFJI Klamath Falls, Ore.; KFYR Bismarck, N. D.; KIUL Garden City, Kan.; KLBM La Grande, Ore.; KLZ Denver; KNUZ Houston; KOIL Omaha; KOIN Portland, Ore.; KOMA Oklahoma City; KRBC-AM-FM Abilene, Tex.; KRNT Des Moines; KROS Clinton, Iowa; KTJS Hobart, Okla.; KTUL Tulsa; KXKO El Centro, Calif.; KXOK St. Louis.

KWG Stockton, Calif.; KYNO Fresno; WALD Walterboro, S. C.; WBTA Batavia, N. Y.; WCAE Pittsburgh; WCC Hartford; WCCM Lawrence, Mass.; WCCO Minneapolis; WCHS Charleston, W. Va.; WCSS Amsterdam, N. Y.; WDEL Wilmington, Del.; WDSR Lake City, Fla.; WFIL Philadelphia; WFJL (FM) Chicago; WFLA Tampa; WFLO Farmville, Va.; WGKV Charleston, W. Va.; WHO Des Moines; WILS Lansing, Mich.; WIND Chicago.

WING Dayton; WIRE Indianapolis; WIRK West Palm Beach; WISC Madison, Wis.; WISN Milwaukee; WJBW New Orleans; WJDK Jackson, Miss.; WJWJ Wyandotte, Mich.; WJTN Jamestown, N. Y.; WKCU Griffin, Ga.; WKY Oklahoma City; WKXL Concord, N. H.; WLEC Sandusky, Ohio; WMOH Hamilton, Ohio; WMP5 Memphis; WMRN Marion, Ohio; WMTW Portland, Me.; WNYC New York; WOCC-AM-FM West Yarmouth, Mass.

WOOD Grand Rapids; WORK York, Pa.; WOWO Ft. Wayne, Ind.; WPIT Pittsburgh; WPRO Providence; WQAM Miami; WRAC-AM-FM Williamsport, Pa.; WSTC-AM-FM Stamford, Conn.; WSTP-AM-FM Salisbury, N. C.; WTAR Norfolk, Va.; WTIC Hartford; WTRR Sanford, Fla.; WWJ-AM-FM Detroit; WWL New Orleans; WWNR Beckley, W. Va.

TELEVISION STATIONS—KPEX (TV) San Francisco; KTLA (TV) Los Angeles; WFIL-TV Philadelphia; WMAR-TV Baltimore; WTMJ-TV Milwaukee and WWJ-TV Detroit.

* Awarded to networks, radio-TV stations by the National Safety Council for "exceptional service to safety" during 1949.

Judges: Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana, and coordinator of the "Stop Accidents" campaign endorsed by The Advertising Council; Arthur Stringer of NAB and Judith Waller, director of public affairs and education, NBC Chicago.

National Retail Dry Goods Association Awards

GENERAL FAMILY PROGRAMS

| Store | City | Program | Station | Award |
|--|-----------------------|------------------------------------|---------------|-------------------|
| 1. Class "C" (\$15 million and over in volume) | | | | |
| Schuneman's Inc. | St. Paul | Red Rooster Hour | WDGY | Grand First |
| Goldblatt's Dept. Store | Chicago | The Let's Have Fun Show | WGN | First |
| Marshall Field & Co. | Chicago | Masterpieces of Music | WNMP | Second |
| Joske's of Texas | San Antonio | Eight O'Clock News | WOAI | Honor'ble Mention |
| Joske's of Texas | San Antonio | Ten O'Clock News | WOAI | Mention |
| 2. Class "B" (\$5 million to \$15 million) | | | | |
| Schuneman's Inc. | St. Paul | Red Rooster Hour | WDGY | First |
| Zion Co-op. | Salt Lake City | ZCMI Utah Symphony Hour | KSL | Second |
| Mercantile Inst. | Tampa, St. Petersburg | Piano Melodies | WSUN | Third |
| Maas Brothers | Reading | Highlights in Harmony | WHUM | Fourth |
| Pomeroy's Inc. | Reading | McCurdy Little | WHAM | Honor'ble Mention |
| McCurdy & Co. | Rochester | Symphony | WSPR | Honor'ble Mention |
| Forbes & Wallace Inc. | Springfield, Mass. | Coffee with Lee & Lorraine | WMC | Honor'ble Mention |
| The John Gerber Co. | Memphis | Memphis-Mid South Today & Tomorrow | WMC | Honor'ble Mention |
| 3. Class "A" (up to \$5 million) | | | | |
| Sears, Roebuck & Co. | Burlington, Vt. | Sears Man on the Street | WCAX | First |
| The John Bressmer Co. | Springfield, Ill. | Upon Reflection | WCVS | Second |
| Pomeroy's Inc. | Pottsville, Pa. | Tone Portraits | WPAM | Third |
| The John Bressmer Co. | Springfield, Ill. | Repeat Performance | WTAX | Honor'ble Mention |
| Luckey Platt & Co. | Poughkeepsie | Songs of our Times | WKIP, WHVA-FM | Honor'ble Mention |
| The John Bressmer Co. | Springfield, Ill. | Bressmer's Brings You the News | WCVS | Honor'ble Mention |
| The John Bressmer Co. | Springfield, Ill. | The Sangamon Reporter | WCVS | Honor'ble Mention |

WOMEN'S PROGRAMS

| | | | | |
|------------------------|-----------------------|-----------------------------------|------|-------------------|
| 1. Class "C" | | | | |
| Sibley, Lindsay & Curr | Rochester | Tower Clock Time | WHAM | First |
| Polsky's of Akron | Akron | Lynn Lawrence | WAKR | First |
| Alms & Doepke | Cincinnati | Time for Calling | WSAI | Honor'ble Mention |
| Joske's of Texas | San Antonio | Headline News | KITE | Honor'ble Mention |
| 2. Class "B" | | | | |
| Pomeroy's Inc. | Reading | Priscilla Pomeroy | WHUM | First |
| Zion Co-op. | Salt Lake City | ZCMI Homemaker Program | KALL | Second |
| Mercantile Inst. | Tampa, St. Petersburg | Notes to Music | WFLA | Third |
| Maas Brothers | Dallas | Dell Rogers | KIXL | Fourth |
| A. Harris & Co. | Dallas | Recommends | KIXL | Fourth |
| A. Harris & Co. | Dallas | What's New at Harris | KIXL | Fourth |
| 3. Class "A" | | | | |
| George Wyman & Co. | South Bend | The Time, The Place, The Tune | WSBT | First |
| L. L. Stearns & Sons | Williamsport, Pa. | Sally Lilson Show | WWPA | Second |
| Luckey Platt Co. | Poughkeepsie | Luckey's Treasure Time | WBOK | Third |
| J. A. Kirven Co. | Columbus, Ga. | Kitty Kay | WRBL | Honor'ble Mention |
| Betty Lee | Warren, Pa. | Betty Lee Fashion Show of the Air | WHAE | Honor'ble Mention |
| The John Bressmer Co. | Springfield, Ill. | Memorable Music | WTAX | Honor'ble Mention |
| Brody's | Clearfield, Pa. | What's New Today | WCPA | Honor'ble Mention |
| Abrahamson-Bigelow Co. | Jamestown, N. Y. | Bigelow's 4191 Club | WJTN | Honor'ble Mention |

TEEN-AGE PROGRAMS

| | | | | |
|----------------------------|-------------------|-------------------------------|------|-------------------|
| 1. Class "C" | | | | |
| J. L. Brandeis & Sons | Omaha | Brandeis Campus Cavalcade | KFAB | First |
| John Shillito Co. | Cincinnati | Junior Town Meeting | WSAI | Second |
| 2. Class "B" | | | | |
| Zion Co-op. | Salt Lake City | Tossed Solids | KUTA | First |
| Mercantile Inst. | Reading | Be-Teen Jamboree | WHUM | Second |
| 3. Class "A" | | | | |
| Fowler, Dick & Walker Inc. | Binghamton, N. Y. | Hi-School Revue | WKOP | Honor'ble Mention |
| J. A. Kirven Co. | Columbus, Ga. | Hi Times | WRBL | Honor'ble Mention |
| The Gorton Co. | Elmira, N. Y. | Junior Round Table of the Air | WELM | Honor'ble Mention |

CHILDREN'S PROGRAMS

| | | | | |
|-----------------|--------------|----------------------------------|------|-------------|
| 1. Class "C" | | | | |
| Lit Bros. | Philadelphia | Lit Bros. Magic Lady Supper Club | WFIL | Grand First |
| Miller & Rhoads | Richmond | Miller & Rhoads Story Book Lady | WRNL | Second |
| Sage-Allen | Hartford | Kiddie Corner | WCCC | Third |

(Continued on page 582)

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CBS, NBC — 5000 WATTS
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KTRM
1000 WATTS
BEAUMONT, TEXAS

XELO
150,000 WATTS
JUAREZ, MEXICO

KMAC
MBS — 5000 WATTS
SAN ANTONIO, TEXAS

KNEW
MBS — 5000 WATTS
SPOKANE, WASHINGTON

KELP
LBS — 1000 WATTS
EL PASO, TEXAS

KFRB
CBS, NBC — 1000 WATTS
FAIRBANKS, ALASKA

KBST
ABC — 250 WATTS
BIG SPRING, TEXAS

and others

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

ALABAMA

WRFS, WRFS-FM, Alexander City—Licensed to Piedmont Service Corp. Publisher of Alexander City Outlook is minority stockholder.

WHMA, WHMA-FM, Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, owner of Anniston Star, principal stockholder.

WSGN, WSGN-FM, Birmingham—Licensed to the Birmingham News Co., publisher of *The Birmingham News* and *The Birmingham Age Herald*; 82½% of stock owned by estate of Victor H. Hanson, deceased. The Birmingham News Co. also owns all capital stock of *The Huntsville (Ala.) Times*.

WEBJ, Brewton—Licensed to Brewton Broadcasting Co., under same ownership as the *Brewton Standard*.

WKUL, Cullman—Licensed to Cullman Broadcasting Co., under same ownership as *Cullman Banner*.

WGAD, Gadsden—Licensed to General Newspapers Inc.; Carmage Walls, president; Charles E. Marsh, chairman of the board. General Newspapers Inc. owns 100% of General Adv. Service Inc., Atlanta; *Cedar-toun (Ga.) Standard*; *Cochran (Ga.) Journal*; *Gadsden Times*; *Southwest Newspapers Inc.*; all preferred stock of *Martinsville (Va.) Bulletin Inc.*; 80% of *Baytown (Tex.) Sun*; 61% of *Orlando (Fla.) Sentinel-Star*; 86½% of *Macon (Ga.) Publishing Co.*

WHBS, WHBS-FM, Huntsville—Licensed to The Huntsville Times Co., Inc., publisher, *Huntsville Times*.

WRLD, WRLD-FM, Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher or substantial owner of *Lanett Valley Tribune*; *Alexander City Outlook*; *Dadeville Record*; and *Opelika Eagle*. Stockholder William G. Jones owns stock in *Valley Tribune* and *Opelika Eagle*.

WABB, WABB-FM, Mobile—Licensed to The Mobile Press Register Inc., publishers of the *Mobile Press Register*.

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-fourth interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser*.

ARIZONA

KGAN, Kingman—Licensed to J. James Glancy, publisher of *Mohave County Miner*.

KCNA, Tucson—Licensed to Catalina Broadcasting Co.; ownership affiliated with Tucson Newspapers Inc., printers of *Arizona Star* and *Daily Citizen*, Tucson; the State Publishing Co., publishers of the *Star*, and the Citizen Publishing Co., publishers of the *Citizen*.

ARKANSAS

KFSA, KFSA-FM, Fort Smith—Licensed to Southwestern Publishing Co. (*Southwest Times Record* and *Southwest American*), Donald W. Reynolds, owner, also owns *Times Publishing Co.*, Okmulgee, Okla. (*Okmulgee Times Democrat* and *Okmulgee Times Enterprise Publishing Co.*, Bartlesville, Okla. (*Bartlesville Examiner*); *Southwestern Publishing Co.*, Las Vegas, Nev. (*Las Vegas Review Journal*).

KKAR, Hope—Licensed to the Hope Broadcasting Co., Alex. Washburn, publisher *Hope Daily Star*, is a principal owner.

KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with the *Times Publishing Co. Inc.*, publishers of the *Shreveport, La., Times*, same ownership as *Monroe (La.) World and News-Star*.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by *Gazette Publishing Co.*, publishers of *Arkansas Gazette*.

KBRS, Springdale—Licensed to Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

The following tabulation, showing newspaper ownership or affiliation of AM, FM and TV broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

CALIFORNIA

KERN, KERN-FM, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers). Also: KMJ Fresno, KBEE (FM) Modesto, KFBK Sacramento, KWG Stockton; KOH Reno.

KXO, El Centro—Licensed to Valradio Inc., 19% of which is owned by Imperial Valley Publishing Co. (*El Centro Morning Post*, *Imperial Valley Press*, *Bradley Daily News*); 61% is owned by Paul and Edith Jenkins, and 20% by Mr. and Mrs. Harry Hovey.

KIEM, KRED (FM), Eureka—Licensed to Redwood Broadcasting Co. Inc., substantial minority stock interest owned by Eureka Newspapers Inc.

KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KLAC, KLAC-TV, Hollywood—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher *New York Post*.

KNGS, Hanford—Licensed to Samuel M. and Harriett Beaubaire, owners of the *Hanford Sentinel-Journal*.

KTTV (TV) Los Angeles—Licensed to KTTV Inc., controlled by The Times Mirror Co., publisher of *The Los Angeles Times*.

KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Bakersfield).

KVON, Napa—Licensed to Napa Broadcasting Co., owned by Luther E. Gibson (See KHUB Watsonville).

KROW, Oakland—Licensed to KROW Inc. owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Coos Bay, Ore., and publisher and editor of the *Coos Bay Times*.

KDAN, Oroville—Licensed to Mercury Bcstg. Co. Publisher of the *Mercury Register*, Oroville, principal owner.

KSRO, Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Evening Press* and *Press-Democrat*. Operated independently of newspapers.

KLK, KLK-FM, Oakland—Licensed to Tribune Building Co.; affiliated with *Oakland Tribune*.

KOCS, KEDO (FM), Ontario—Licensed to Daily Report Co., same ownership as *Daily Report*, Ontario-Upland, Calif.

KFBK, KFBK-FM, Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KSNI (formerly KDON-FM), Salinas—Licensed to Salinas Newspapers Inc., publisher *Salinas Californian* (Speidel Newspapers). See also WGNV Newburgh, N. Y.; WKIP Poughkeepsie, N. Y.; KWRN Reno, Nev. and KDON Santa Cruz.

KSDO, San Diego—Licensed to San Diego Bcstg. Co., 50% owned by Copley Press, publisher of *Springfield (Ill.) State Journal*, *San Diego Union* and *San Diego Evening Tribune*, Calif.

KRON-FM, KRON-TV, San Francisco—Licensed to Chronicle Publishing Co., publishers *San Francisco Chronicle*.

KTMS, Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 60% of common stock). See KCOY, Santa Maria.

KDON, Santa Cruz—Licensed to Salinas Newspapers Inc. (Speidel Newspapers; see KSNI Salinas).

KSCO, Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel News*, is a partner.

KCOY, Santa Maria—Licensed to News Press Publishing Co. (see KTMS Santa Barbara).

KSJO, KSJO-FM, San Jose—Licensed to Santa Clara Broadcasting Co. President Clara H. Peabody is publisher *Gilroy Dispatch*, *Los Gatos Daily Times*.

KWG, Stockton—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KSMO, San Mateo—Licensed to Amphlett Printing Co., publisher, *San Mateo Times & News Leader*.

KTIM, San Rafael—Licensed to Marin Broadcasting Co., owned by San Rafael Independent-Journal.

KHUB, Watsonville—Licensed to Luther E. Gibson, editor and publisher of *Vallejo Times-Herald*. (See KVON Napa).

COLORADO

KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, ¼ owner, owns *Lamar Daily News*.

CONNECTICUT

WHTT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.

WCNX, Middletown—Licensed to Middlesex Broadcasting Co. Middletown Press Publishing Co. (Middletown Press) owns 50%.

WICH, Norwich—Licensed to Eastern Connecticut Broadcasting Co. Stockholders Harrison C. Noyes and Clifford C. Oat are co-publishers of *Norwich Bulletin and Record*.

WSTC, WSTC-FM, Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of *Stamford Advocate*, is president.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican*, *Sunday Republican* and *Waterbury American*.

DISTRICT OF COLUMBIA

WMAL, WMAL-FM, WMAL-TV, Washington—Licensed to The Evening Star Broadcasting Co., subsidiary of *The Evening Star*.

WTOP, WTOP-FM, WTOP-TV, Washington—Licensed to WTOP Inc. 55% owned by *The Washington Post*.

DELAWARE

WDEL, WDEL-FM, WDEL-TV, Wilmington—Licensed to WDEL Inc. Operated independently. Ownership affiliated with Lancaster (Pa.) Newspapers Inc.

FLORIDA

WNDB, WNDB-FM, Daytona Beach—Licensed to the News-Journal Corp., Publishers of the *Morning Journal*, *Evening News*, and *Sunday News-Journal*.

WFTL, WGOR (FM), Ft. Lauderdale—Licensed to the Gore Pub. Co., publishers of *Ft. Lauderdale Daily News*.

WHP, WHP-FM, Jacksonville—Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal*. (see WCOA, Pensacola.)

WIOD, WIOD-FM, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami Daily News Inc.

WQAM, WQAM-FM, Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *The Miami Herald* (Knight Newspapers).

WGBS, WGBS-FM, Miami—Licensed to Fort Industry Co. George B. Storer, president, is also president of Florida Sun Publishing Co., which publishes the *Florida Sun*, Miami Beach.

WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).

WHOO, WHOO-FM, Orlando—Licensed to Orlando Daily Newspapers, publishers of the *Orlando Morning Sentinel* and *Evening Star*.

WDLF, WDLF-FM (CF), Panama City—Licensed to Panama City Bcstg. Co. and owned by publishers of *Panama City News-Herald*. (See WCOA Pensacola).

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, owner, is publisher of *Pensacola News-Journal*, *Jacksonville Journal*, *Panama City (Fla.) News-Herald*. Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTSP, WTSP-FM, St. Petersburg—Licensed to Pinellas Broadcasting Co., 53% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.

WDAE, WDAE-FM, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Daily Times*.

WFLA, WFLA-FM, Tampa—Licensed to The Tribune Co. J. C. Council, publisher of *The Tampa Tribune*.

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald*.

WDEC, Americus—Licensed to Americus Broadcasting Co. President James R. Blair is publisher of *Times Recorder*.

WGAU, WGAU-FM, Athens—Licensed to J. K. Patrick & Co. Stockholder E. B. Braswell is editor of the *Athens Banner-Herald*.

WAGA, WAGA-FM, WAGA-TV, Atlanta—see WGBS, Miami, Fla.

WSB, WSB-FM, WSB-TV, Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Constitution* (chief owner, J. M. Cox Jr., see also WIOD, Miami and WHIO, Dayton, O.)

WBHF, Cartersville—Licensed to W. R. Frier who is owner of the *Bartow Herald*, Cartersville.

WGBA, WGBA-FM, Columbus—Licensed to Georgia-Alabama Broadcasting Corp. Twenty percent interest each held by A. H. Chapman, president, M. R. Ashworth, publisher of the *Ledger and Enquirer*; Wylne Page Chapman; Annie Laurie Page Ashworth; and W. E. Page, owners of stock in the *Ledger-Enquirer Co.*

WMOC, Covington—Licensed to Covington News Inc., publisher of the *Covington News*, the *Conyers (Ga.) News*, and the *Monroe (Ga.) Walton Times*.

WGLS, Decatur—Licensed to DeKalb Broadcasting Co. Ownership has one-sixth interest in *DeKalb New Era*.

WDUN, WDUN-FM, Gainesville—Licensed to Northeast Georgia Broadcasting Co. Albert S. Hardy, minority stockholder, publishes the *Gainesville News*.

WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Daily Times*, is president and majority stockholder.

WKLY, Hartwell—Licensed to Louie L. Morris, partner in the *Hartwell Sun*.

WLAG, WLAG-FM, La Grange—Licensed to La Grange Broadcasting Co., 33¼% of stock owned by Roy C. Swank, publisher of *La Grange News*.

WNEK, WNEK-FM, Macon—Licensed to Macon Broadcasting Co.; 16% held by the *Telegraph Publishing Co.*, publishers of the *Telegraph*, and the *Telegraph-News*, Macon.

WMVG, Milledgeville—Licensed to Jere N. Moore, editor, *Union Recorder*, a weekly.

WCOH, WCOH-FM Newnan—Licensed to Newnan Broadcasting Co., affiliated with *Newnan Times-Herald*.

WLAQ, Rome—Licensed to the News Publishing Co., publishers of the *Rome News-Tribune*.

WSTT, Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, *Thomaston Times*, own 40% of station.

WAYX, Waycross—Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

(Continued on page 568)

*In Alabama
more people tune daily to*
WSGN
BIRMINGHAM
than any other station

| | <i>Average</i> | <i>Daily</i> | <i>Audience</i> | |
|--------------|---------------------|---------------|---------------------------------|---------------|
| | JEFFERSON COUNTY | %WSGN LEAD | TOTAL AVERAGE DAILY AUDIENCE | %WSGN LEAD |
| WSGN-ABC | 85,920 | | 155,863 | |
| Sta. A (Net) | 80,894 | 6.2% | 148,592 | 4.9% |
| Sta. B (Net) | 82,502 | 4.2 | 155,197 | .4 |
| Sta. C (IND) | 28,764 | 199.7 | 101,716 | 53.2 |

The Coverage of all other Birmingham Stations is lower than Station C.

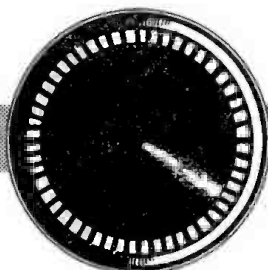
WSGN

BIRMINGHAM, ALA.

5000 D - 1000 N 610kc

ABC

The Voice of Alabama



Represented Nationally By
HEADLEY-REED COMPANY

PHILADELPHIA • SAN FRANCISCO • ATLANTA • HOLLYWOOD • NEW ORLEANS • DETROIT • CHICAGO • NEW YORK •

Directory of AM, FM and TV STATIONS OF THE UNITED STATES

AP—Associated Press.

INS—International News Service.

TP—Transradio Press.

UP—United Press.

ALABAMA

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Trans. Library News Service Transmitter |
|-------------------------------------|--|--|---------------------------|--|---|
| ALBERTVILLE | | | | | |
| WAVU 1948 | 630 500-D | Sand Mountain Bcstg. Service 630 | | Pat M. Courington, p, g & cm Annette Abercrombie, pd & wd Joe Jackson, pmm | Glenn Abercrombie, ce Jesse Culp, fd Wld. AP G |
| WAVU-FM 1949 | Ch. 286 (B) 105.1mc 4.7kw | | | | WE |
| ALEXANDER CITY | | | | | |
| WRFS 1947 | 1050 1,000-D | Piedmont Service Corp. 12 Main St. 1050 | Sears & Ayer | James L. Coley, p Lem Coley, g, c & pmm, fd, sd & wd | Bob McKinnon, pd J. W. Whatley, ce Jim Murphy, nd Thes. UP Ray. |
| WRFS-FM 1949 | Ch. 291 (B) 106.1mc 4.6kw | | | | REL |
| ANDALUSIA | | | | | |
| WCTA 1946 | 1340 250 | Andalusia Bcstg. Co. Inc. Sanford Rd. 844 | MBS | J. Dige Bishop, evp & cm Christine Hardage, pd Wm. E. Bates, ce | Tom Minard, fd John Harmon, sd Wld. UP RCA |
| WCTA-FM 1950 | Ch. 251 (B) 98.1mc 10.5kw | | | | Col. |
| ANNISTON | | | | | |
| WHMA 1938 | 1450 250 | Anniston Bcstg. Co. Radio Bldg. 2380 | ABC Sears & Ayer | Harry M. Ayers, p Malcolm Street, gm Lurline Smollon, cm Robert Sanders, pd Fletcher Walker, pmm | James Hudson, ce Dewitt Carmichael, nd A. S. Mathews, fd Lou Garris, sd Wld. UP Col. |
| WHMA-FM 1947 | Ch. 263 (B) 100.5mc 4.5kw | | | | GE |
| WSPC 1949 | 1380 1,000 DA-1 | Model City Bcstg. Co. Jefferson Davis Hotel 1850 | MBS Walker | Stanton B. Ingram, p W. S. Weatherly, gm Walter Rankin, cm Mary E. Rosenberg, pd | Sara B. Jackson, pmm T. Atkins, ce Lon Garris, sd St. AP Col. |
| ATHENS | | | | | |
| WJMW 1948 | 1010 250-D | Athens Bcstg. Co. Inc. Hine St. 565 | SchepP-Reiner | Homer F. Dunnivant, p, g & cm Robert V. Dunnivant, pd & pmm Wm. G. Mitchell, ce | Bob Dunnivant, nd, fd & sd Virginia Miller, wd Cap. AP G |
| ATMORE | | | | | |
| WATM 1949 | 1580 250-D | Southland Bcstg. Co. Main St. | | John B. McCrary, p Cyril W. Reddoch, gm Herbert R. Weston, pd | UP |
| AUBURN | | | | | |
| WAUD 1947 | 1230 250 | Auburn Bcstg. Co. Box 350 1240 | LBS | Elmer G. Salter, p, g & cm & sd Ted Bellon, ce | Earl Andrews, pd, pmm, nd & fd Lynn Grund, wd Wld. AP G |
| BESSEMER (Birmingham) | | | | | |
| WBCO 1950 | 1450 250 | Bessemer Bcstg. Co. 1720 Third Ave. 4880 | | J. E. Lanier, p & gm W. L. Jarrard, cm Lloyd Williams, pd | Jack Warden, ce L-W INS Ray. |
| WJLD 1942 | 1400 250 | Johnston Bcstg. Co. P. O. Box 147 2300 | | George Johnston Jr., p & gm Clay Coe, cm James E. Connolly, sm & pd Jane Martingale, wd | Maurice McKinney, ce Ganus Scarborough, nd & fd Otis Dodge, sd AP G |
| WJLN(FM) 1948 | Ch. 284 (B) 104.7mc 23kw | 6-6172 (WJLD, AM Affiliate) | | | RCA |
| BIRMINGHAM | | | | | |
| WAPI 1922 | 1070 5,000 DA-N | Voice of Alabama Inc. 701 Protective Life Bldg. 3-8116 | CBS Radio Sales | Ed Norton, chmn. of bd. Thad Holt, p & gm C. P. Persons Jr., cm Lionel Baxter, m of opers. pmm & nd Norman S. Hurley, ce | James L. Evans, ce E. H. Mitchell Jr., bus. m John McCune, fd Wld. UP WE |
| WAFM(FM) 1947 | Ch. 258 (B) 89.5mc 515kw | (WAPI, AM Affiliate) | | | INS RCA |
| WAFM-TV 1949 | Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis. | (WAPI, AM Affiliate) | ABC CBS | | INS RCA |
| WBRC 1925 | 960 5,000 DA-N | Birmingham Bcstg. Co. 1727½ 2nd Ave. N. 4-7741 | NBC Raymer | Eloise S. Hanna, o & p G. F. Hamann, gm & tech. d D. D. Campbell, cm W. H. McCain, pd & nd | J. T. Orr, pmm Don Norman, fd Richard Hawley, sd Mary Badham, wd St. L-W AP INS RCA |
| WBRC-TV 1949 | Ch. 4 68-72mc 7.5kw-aur.; 15kw-vis. | | DuMont | M. D. Smith III, pd | DuM |
| WEDR 1949 | 1220 1,000-D | Magic City Bcstg. Co. 1417 4th Ave. N. 4-0925 | | J. E. Reynolds, p John A. Thompson, secy-treas. & co-m Leah L. Doss, vp (Mrs.) Claudia Jackson, pd | John F. Cram, ce W. E. Daniels Jr., nd J. E. Chambers, sd (Mrs.) R. J. Pope, wd UP Ray. |
| WJLN(FM) | (See Bessemer, Ala. Listing) | | | | |

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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ALABAMA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|------------------------------------|---|--|
| BIRMINGHAM—(Continued) | | | | | |
| WKAX 1946 | 900 1,000-D | Courier Bcstg. Service 216½ N. 21st St. 54-2541 | Holman | Glenn V. Tingley, p. g & cm Jimmy Kirby, pd H. N. Tingley, pmm | Stanley Hawkins, ce Stanley Vainrib, nd Ed Royfield, sd UP G |
| WSGN 1927 | 610 5,000-LS 1,000-N DA | The Birmingham News Co. Radio Park, 4-3434 | ABC Alabama Headley-Reed | Henry P. Johnston, mgng. d J. Harry Callaway, m gen. adv. Craig Lowe, prog. & prod. d | J. V. Sanderson, ce Bill Ward, sd Agnes Parrish, wd AP RCA |
| WSGN-FM 1947 | Ch. 229 (B) 93.7mc 510kw | | | | |
| WTNB 1946 | 1490 250 CP: 5,000 | Pilot Bcstg. Co. WTNB Bldg. 4-4511 | MBS Taylor | Jerry Irwin, m Charles White McGehee, pd | SES., Wld. AP |
| WVOK 1947 | 690 50,000-D | Voice of Dixie Inc. P. O. Box 2468 6-2924 | Radio Reps | Iralee W. Benns, p & gm C. M. Brennan, vp William J. Brennan, c & pmm & ce Ira Leslie, pd | W. E. Benns Jr., secy-treas. Dan Brennan, nd & sd Fred Wamble, fd E. Tully, wd Cap. UP |
| BREWTON | | | | | |
| WEBJ 1947 | 1240 250 | Brewton Bcstg. Co. Brewton 1000 | MBS ABS | W. Emmett Brooks, p & gm Charles E. Land, pd Wm. E. Brooks Jr., vp & sd | R. D. Craig, ce Bolling Brooks, nd Assoc., SES. AP G |
| CLANTON | | | | | |
| WKLF 1947 | 980 1,000-D | Southeastern Bcstg. Co. P. O. Box 546 449 | KBS Clark | Dr. J. Kelley Robinson, p Robert B. Taber, g. c & pmm Paul E. Reid, pd & sd | Lester Carter, ce Al Haack, nd Helen Parrish, wd Wld. AP G |
| CULLMAN | | | | | |
| WFMH 1950 | 1300 1,000-D | The Voice of Cullman | | | |
| WFMH-FM | Ch. 265 (A) 100.9mc 0.43kw | | | | |
| WKUL 1946 | 1340 250 | Cullman Bcstg. Co. P. O. Box 211 863 | KBS, LBS ABS | Hudson C. Millar Jr., p & gm Herb Carnathan, cm Lon Waters, pd, pmm & fd Art Bachmann, ce | Jay Aldredge, nd Bud Pratt, sd Betty Carnathan, wd Wld. AP WE |
| DECATUR | | | | | |
| WHOS 1948 | 800 1,000-D | North Alabama Bcstg. Co. 212 Jackson St. 991 | | Claudia E. Kinney & D. T. Kinney, ptrns. Louis C. Blizzard, g & cm & nd | Jack Gray, pd, fd & sd George Rose, pmm & wd Ed Massey, ce Cap. UP WE |
| WMSL 1938 | 1400 250 | Tennessee Valley Bcstg. Co. Mutual Savings Life Bldg. 802 | MBS KBS | Frank Whisenant, p & gm Cletus Quick, p & pmm J. V. Roser, ce | Bob Gleason, nd Wayne Sims, sd Wld. AP G |
| DEMOPOLIS | | | | | |
| WXAL 1947 | 1400 250 | Demopolis Bcstg. Co. Radio Bldg. 400 | MBS KBS, ABS | W. M. Jordan } T. H. Gaillard } co-o W. P. Thieliens } W. M. Jordan, g & cm Leo Hart, pd | Buddy Bley, pmm John T. Larkin, ce Nan Jordan, traffic clerk Austin Caldwell, sd Wld. AP RCA |
| DOTHAN | | | | | |
| WAGF 1933 | 1320 1,000 DA-N | Dothan Bcstg. Co. 204½ E. Main St. 2-9100 | MBS, ABS McGillvra | Julian C. Smith, gm Fred C. Moseley, cm Arthur Creamer, pd & sd Jess Swicegood, gm | Lamar Trammell, pmm John T. Hubbard, ce James Acree, nd Wld. AP G |
| WDIG 1947 | 1450 250 | Houston Bcstrs. 107 E. Adams St. 2480 | ABC Cummings | | James Acree, nd L-W |
| WOOF 1948 | 560 1,000-D | Dowlander Bcstg. Co. 110½ S. Foster St. 2-5600 | KBS Sears & Ayer | R. A. Dowling, p & gm Johnny LaCarter, cm Willard Wilkes, pmm | Agatha Barnes, office m UP G |
| ENTERPRISE | | | | | |
| WIRB 1948 | 1230 250 | The Wiregrass Bcstg. Co. Dothan Highway 30 | | | |
| EUFULA | | | | | |
| WULA 1948 | 1240 250 | Alabama-Georgia Bcstrs. Radio Bldg. 745 | KBS, MBS Southeastern Dodson | Lee S. Bullis, g, c & pmm, nd & pd | Hugh G. Chastain, ce Wld. UP Col. |
| FAYETTE | | | | | |
| WWWF 1949 | 990 1,000-D | Bankhead Bcstg. Co. Jasper 200 | Tri-W | W. W. Bankhead, p Jack Black, g, c & pmm & pd | Oral Herman, ce UP Col. |
| FLORENCE | | | | | |
| WJOI 1946 | 1340 250 | Florence Bcstg. Co. Inc. 850 South Court St. 2608 | ABC ABS | Joe T. Van Sandt, p & gm Dorothy Lester, cm Paul Shannon, ce | Harry Hearst, pd, pmm, nd & fd Pete Bingham, sd G |
| WMFT 1945 | 1240 250 | Tri-Cities Bcstg. Co. 800 Cypress Mill Rd. 42 | LBS | Milton S. Killen, p James L. Garrett, gm Charles H. Dickson, cm Len Hensel, pd & nd | Theda C. England, pmm Lee B. Malone, ce Tom York, sd Kathryn Robbins, wd AP G |
| FORT PAYNE | | | | | |
| WFPA 1950 | 1400 250 | Killian Bcstg. Co. Stallworth Bldg. 850 | MBS, ABS | J. Louis Killian, p & gm Jim Bell, cm | INS Col. |
| WZOB 1950 | 1250 1,000-D | Ft. Payne on the Air P. O. Box 255 1098 | | Glenn M. Gravitt, g & cm Lester Haston, pd Jess R. Moore, ce, nd & fd | Ted Kirby, sd Olive A. Plunkett, wd Thes. UP WE |

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| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------|---------------------------|---|--------------------------|---|---|--|
| | | | | Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| GADSDEN | | | | | | |
| WETO (CP) 1946 | 930 1,000-D | Gadsden Radio Co. | | | | |
| WGAD 1946 | 1350 5,000-LS 1,000-N DA | General Newspapers Inc. Box 351 5641 | ABC, ABS | Carmage Walls, p Joel Robertson, g & pmm Frances Seale, pd | Halley D. Williams, ce Bob Foster, nd & sd | Wld. UP WE |
| WGWD 1947 | 570 1,000-D | G. W. Covington Jr. Estate P. O. Box 128 6-6301 | KBS Alabama Taylor | Kenneth L. Wood, g, c & pmm Gaston Anderson, ce | Everett Porter Jr., nd & sd Bertha Dodd, wd | Assoc., Cap. UP G |
| WJBY 1928 | 1240 250 | Gadsden Bcstg. Co. Inc. 108 Broad St. 6-3381 | ABS, MBS Sears & Ayer | Bascom H. Hopson, p Beatrice Tate Benton, gm & pd | Sam A. Benton, cm Glen Nichols, ce | AP |
| WJBY-FM 1948 | Ch. 279 (B) 103.7mc 1.5kw | | | | | Fed. |
| GREENVILLE | | | | | | |
| WGYV 1948 | 1400 250 | Greenville Bcstg. Co. P. O. Box 227 585 | Continental | William H. Miller Jr., g & cm Elmo Cronk, ce | Calvin Poole, treas. | Wld. UP G |
| GUNTERSVILLE | | | | | | |
| WGSV 1950 | 1270 1,000-D | Guntersville Bcstg. Co. P. O. Box 32 4131 | | Trent Moore, p Hon. Albert Rains, vp E. L. Roberts, secy.-treas. Edward Z. Carrell, g & cm | Ray McClendon, c, pd & sd (Mrs.) P. R. Galloway, pd & wd Welch Huckaby, ce & fd | Cap. UP Ray. |
| HALEYVILLE | | | | | | |
| WJBB 1949 | 1230 250 | Haleyville Bcstg. Co. Bear Creek Rd. 389 | | Guy Ray, p S. L. Masdon Jr., g, c & pmm & pd | C. A. Christensen, ce | Cap. UP RCA |
| HAMILTON | | | | | | |
| WERH 1950 | 970 1,000-D | Marion County Bcstg. Co. Hamilton 120 | McGillvra | Hugh J. Fite, p, g & pmm & pd Lecil C. Mixon, cm Charles B. Tucker, ce | Don W. Hall, nd, sd & wd Johnnie Lott, fd Eva N. Mobley, secy. | L-W AP Ray. |
| HUNTSVILLE | | | | | | |
| WBHP 1937 | 1230 250 | Wilton H. Pollard 318 W. Clinton St. 313 | MBS KBS | W. H. Pollard, p, g & cm W. G. Harris, pd & ce | Grady M. Reeves, pmm, nd & sd | UP |
| WFUN 1946 | 1450 250 | Huntsville Bcstg. Co. Inc. 410 West Holmes St. 2424 | ABS Sears & Ayer | John Garrison & J. B. Falt Jr., ptnrs. J. B. Falt Jr., gm | John Garrison, sm, pd & ce | AP G |
| WHBS 1946 | 1490 250 | Huntsville Times Co. P. O. Box 986 2345 | ABC Airline Headley-Reed | Henry J. Johnston, p B. W. Randa, gm N. C. Milwee Jr., pd & nd | J. V. Sanderson, ce Ray C. Roberts, asst. ce Lillian A. Woodall, wd | AP WE RCA |
| WHBS-FM 1947 | Ch. 236 (B) 95.1mc 16kw | | | | | |
| JACKSON | | | | | | |
| WPBB 1950 | 1290 1,000-D | W. P. Thielens, W. M. Jordan & T. H. Gaillard Jr. Box 37 2413 | | T. H. Gaillard Jr., gm Phillip G. English Jr., cm & sd Charles Ballas, nd, pd & pmm | Edgar C. Henson, ce Leonard Miller, fd Dora Lee Clay, wd | SES. AP Col. |
| JASPER | | | | | | |
| WWWB 1946 | 1240 250 | Bankhead Bcstg. Co. Bankhead-Long Bldg. 100 | KBS, LBS Tri.-W | W. W. Bankhead, p James E. Reese, g & pmm & sd Wm. C. Edgemon, cm | Bobby Jones, pd & nd Roger A. Wells, ce | AP |

3 WAY COVERAGE OF A \$2 BILLION MARKET

THREE STRATEGICALLY LOCATED STATIONS

Almost all of Alabama is within the good listening area of the Covington stations. It's an area 647,700 radio families wide who spend \$2 billion annually for retail purchases.

You can sell Alabama at 20% off by buying all three Covington stations: WCOV and WGWC, (both CBS) and WGWD, Gadsden's independent on 570. Or, two stations entitle you to 10% discount.

For sales in Alabama, it's the Covington Stations. For the proof... Taylor Company.



WGWC
SELMA
ALABAMA



WGWD
GADSDEN
ALABAMA



WCOV
MONTGOMERY
ALABAMA

WCOV (CBS)
MONTGOMERY

The Covington Stations

WGWD (IND.)
GADSDEN

WGWC (CBS)
SELMA

Represented Nationally by Taylor Company

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ALABAMA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|-----------------------------------|---|---------------------------|--|--|-------------------------------------|
| LANETT | | | | | | |
| WRLD | 1490 250 | (See West Point, Ga.) | | | | |
| MOBILE | | | | | | |
| WABB 1950 | 1480 5,000 DA-N | The Mobile Press Register Inc. 304 Government St. 3-1551 | ABC Branham | R. B. Chandler, p W. J. Hearin Jr., evp Carl G. Haug, pd Dewey H. Long, g & cm | Phillip Forrest, pmm William H. Murphree, ce J. Bitterman, nd & sd Betty Mitchell, wd | SES., Wld. AP WE |
| WABB-FM 1948 | Ch. 267 (B) 102.5mc 51kw | | | | | |
| WALA 1930 | 1410 5,000 DA-N | Pape Bcstg. Co. Inc. 210 Government St. 3-3756 | NBC Headley-Reed | W. O. Pape, p H. K. Martin, gm Al Treadway, cm | Al Holman, pd & nd R. B. Hurley, ce | St. AP RCA |
| WKAB 1947 | 840 1,000-D | Pursley Bcstg. Service 354 St. Francis St. 24561 | LBS IMS | Louise P. Pursley, p & gm R. H. Moore, cm J. T. Jackson, pd | J. H. Johnson, pmm Gene Miller, ce | St. |
| WKRK 1946 | 710 1,000-LS 250-N-DA | Giddens & Rester P. O. Box 1184 2-6789 | CBS Young | F. E. Busby, gm John E. Waller, cm Richard M. Cole, ce | Walter Turner, pd, nd & fd Max Anderson, sd | L-W AP RCA |
| WKRK-FM 1947 | Ch. 260 (B) 99.9 mc 3kw | | | | | WE |
| MONTEVALLO | | | | | | |
| WNDI (CP) | 730 250-D | Shelby County Bcstg. Co. | | | | |
| MONTGOMERY | | | | | | |
| WAPX 1950 | 1600 1,000 DA-N | United Bcstg. Co. 116 Catoma St. 3-7589 | ABC Walker | Thomas E. Martin, p & gm Hoke S. Williford, c & pmm James Reed, pd Owen Lehr, ce | Leland Childs, nd Bob Chisholm, fd Dave Manners, sd | L-W, SES. UP RCA |
| WCOV 1939 | 1240 250 | Capitol Bcstg. Co. Exchange Hotel 5781 | CBS Taylor | Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd | W. D. Weatherly, ce John McCune, nd Dorothy Armand, wd | Assoc. UP Col. GE |
| WCOV-FM 1948 | Ch. 233 (B) 94.5mc; 4.1kw | | | | | GE |
| WJJJ 1948 | 1170 10,000-LS 1,000-N DA-2 | Southern Bcstg. Co. Inc. 115½ Commerce St. 3-4471 | MBS Weed | Joseph G. Mathews, p John C. Hughes, m | E. Caldwell Stewart, pd | Thes. |
| WMGY 1946 | 800 1,000-D | Dixie Bcstg. Co. 4 S. Perry St. 3-8098 | LBS Meeker | Dr. S. D. Suggs, p Thomas W. Sewell, gm & secy-treas. (Mrs.) Thomas W. Sewell, vp Frank Monteleone, pd | E. B. Ingle, cm John D. Lamar, ce Crawford Rocomore, fd Hugh Webb, sd | Wld. G |
| WSFA 1930 | 1440 1,000 DA-N | Montgomery Bcstg. Co. Inc. P. O. Box 1031 8361 | NBC Headley-Reed | Howard E. Pill, p David E. Dunn, gm Wm. W. Hunt, cm Lee Gooch, pd & fd Alice Mayfield, pmm | Cliff Shelkofsky, ce Julia Looney, natl. slm J. A. Wolf, nd Charley Zeanah, sd | St. AP Col. |
| MUSCLE SHOALS | | | | | | |
| WLAY 1933 | 1450 250 | Muscle Shoals Bcstg. Corp. P. O. Box 230 Sheffield, Ala. 1450 | MBS Devney | Frank M. Farris Jr., p & co William A. Reeves Jr., gm & nd Eulus O. Whitehead, cm | James H. Voorhies, pd & sd Melvin G. Hunt, act. ce Grace Vaughn, wd | UP G |
| OPELIKA | | | | | | |
| WJHO 1940 | 1400 250 | Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 856 | MBS KBS | F. M. Hyatt, gm Jim Ownby, cm | | |
| ROANOKE | | | | | | |
| WELR 1949 | 1360 1,000-D | Roanoke Bcstg. Co. 801 Main St. 410 | ABS, KBS Dodson | J. W. Buttram, p, g & cm John Hodges, pd, nd & fd Dick Killebrew, pmm | James McKay, ce Leverne Foster, sd | UP WE |
| RUSSELLVILLE | | | | | | |
| WWWR 1949 | 920 1,000-D | Bankhead Bcstg. Co. Jasper, Ala. Jasper 100 | | Walter W. Bankhead, p Hal Kirby, g & cm & sd James W. Elliott, pd & nd | James E. Reese, m of ops. Charles G. McLellan, ce & fd | UP Col. |
| SCOTTSBORO | | | | | | |
| WCRI 1950 | 1050 250-D | Pat M. Courington Box 394 123 | | Pat M. Courington, p Eaton P. Govan Jr., g & cm | Halene Green, pd & wd R. C. Payne, ce, nd, sd & fd | Wld. AP G |
| CP | 1330 1,000-D | Rose M. Kirby | | | | |
| SELMA | | | | | | |
| WGWC 1946 | 1340 250 | Capitol Bcstg. Co. North Broad St. 2746 | CBS Taylor | John F. Townshend, gm & ce (Mrs.) Marie Luker, pd | | G |
| WHBB 1935 | 1490 250 | Selma Bcstg. Co. Inc. 208 Washington St. 1233 | MBS Sears & Ayer | Bascom H. Hopson, p Julien Smith Jr., g & cm | W. Carroll Ward, pd Thomas F. Kelly Jr., ce | |
| SYLACAUGA | | | | | | |
| WFEB 1945 | 1340 250 | Alabama Bcstg. Co. 527 North Broadway 160 | MBS KBS ABS | George W. Carr, g & cm Billy W. Oaks, pd Leonard Scott, ce | Lee Blaine, sd Conrad Pickren, fd | UP |
| WMLS 1948 | 1290 1,000-D | Marble City Bcstg. Co. P. O. Box 511 1290 | LBS | James S. Stowers Jr., p Curtis O. Liles, gm Henry J. Darden Jr., cm | Robert M. Duck, pd & pmm James A. Fitts, ce | Cap. AP Ray. |

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|-------------------------------------|--|--|---------------------------------------|--|---|
| TALLADEGA | | | | | |
| WHTB 1945 | 1230 250 | Voice of Talladega Inc. Sylacauga Highway 3733 | MBS ABS | Robert A. Davidson, p & gm Myron T. Snoddy, cm | (Mrs.) Lillian S. Davidson, pd John Lester Fisher, ce AP Col. |
| TROY | | | | | |
| WTBF 1947 | 1490 250 | Troy Bcstg. Corp. College Dr. 980 | MBS KBS | J. Roy Crow, p Wm. C. Needham, gm & nd Robert Tolbert, cm & sd | Jesse Jordan, pd & pmm Joe W. Gilchrist, ce Wld. SES. AP WE |
| TUSCALOOSA | | | | | |
| WJRD 1936 | 1150 5,000-LS 1,000-N DA | Estate of James R. Doss Jr. First Nat'l Bank Bldg. 4464 | Walker | (Mrs.) Wilhelmina Doss, co Dick Biddle, asst. m Lehman Mayer, cm Charlie Welsh, pd & nd | Mamie Kimbrell, pmm J. G. Cobble, ce LeRoy Paul, sd Nellie Griffin, wd Wld. UP G |
| WTBC 1946 | 1230 250 | Tuscaloosa Bcstg. Co. City Hall Bldg. 5523 | MBS KBS Sears & Ayer | Bert Bank, gm John C. Cooper Jr., cm Una King, pd & wd | T. H. Todd, ce Gabby Bell, sd Thes. AP RCA |
| ARIZONA | | | | | |
| BISBEE | | | | | |
| KSUN 1933 | 1230 250 | Carleton W. Morris Drawer C 9 | MBS Don Lee Ariz. Net. Blair | Carleton W. Morris, p Jack Murphy, g, c & pmm Ray Helgesen, pd, nd & sd | John Gann, ce Wld. |
| CLIFTON | | | | | |
| KCLF 1950 | 1400 250 | Saguaro Bcstg. Co. 15 Park Ave. 320 | | Chet Darwin, gm Bob Vache, sm | UP |
| COOLIDGE | | | | | |
| KCKY 1948 | 1150 1,000 DA-N | Gila Bcstg. Co. Roosevelt & Main Sts. 4451 | CBS Ariz. Trio | Louis F. Long, p William F. Parady, sm & sd Ken Hooker, cm & nd Jim Murdock, pd | Bob Harbison, pmm Earl Hickman, ce Bea Bryce, wd SES., Assoc. UP WE |
| DOUGLAS | | | | | |
| KAWT 1946 | 1450 250 | Carleton W. Morris Douglas 173 | NBC Ariz. Bcstg. Raymer | Dusty King, m | |
| FLAGSTAFF | | | | | |
| KCLS 1950 | 1340 250 | Charles J. Saunders Box 1677 988-J | | Charles J. Saunders, o, m, g, c & pmm & pd Charles McNeail, ce | Dorothy B. Saunders, office m & wd Irvin Feinberg, nd & fd Baron Von Diegle, sd L-W UP Ray. |
| KGPH 1950 | 1230 250 | Flagstaff Bcstg. Co. Weatherford Hotel 51 | | A. S. Holm, gm E. C. Phillippi, cm & tech d. | Mary Phillippi, pd Alan J. Gardiner, ce Thes. AP |
| GLOBE | | | | | |
| KWJB 1938 | 1240 250 | Gila Bcstg. Co. Globe-Miami Highway 41 | NBC Ariz. Bcstg. Raymer | Louis F. Long, p Willard Shoecraft, gm Eric Manola, cm | Herbert Hanes, ce St. INS |
| KINGMAN | | | | | |
| KGAN 1949 | 1230 250 | J. James Glancy P. O. Box 871 Blue 462 | | J. J. Glancy, p, g & cm Kathlene Covarrubias, pd Don Cummings, ce | SES. UP RCA |
| MESA | | | | | |
| KTYL 1948 | 1310 1,000-LS 500-N-DA | Sun Valley Bcstg. Co. P.O. Box 885 5737 | | Dwight Harkins, p & gm Lorenzo K. Lisonbee, cm Jack Harris, pd & nd | Dick Gilbert, pmm William Harrison, ce Ben Smith, fd St. UP G |
| KTYL-FM 1950 | Ch. 284 (B) 104.7mc 50kw | | | | |
| NOGALES | | | | | |
| KNOG 1948 | 1340 250 | Border Bcstg. Co. Inc. Rancho Grande Hotel 770 | | Robert Marcus, p Sam Marcus, vp & secy. | Wld. UP |
| PHOENIX | | | | | |
| KIFN 1949 | 860 250-D | Western Bcstg. Co. P. O. Box 430 3-6155 | Walker | Frank P. Redfield, p & gm John K. Redfield, cm Joe Alvarado, pd | Edgar B. Pool, ce SES. UP G |
| KOOL 1947 | 960 5,000 DA-N | Maricopa Bcstrs. Inc. Adams Hotel 21748 | CBS Hollingbery | Gene Autry, p Charles H. Garland, gm George Agnew, cm Miles Reed, pd & pmm Miles Shepherd, ce | Low Lowry, pdm & sd Hal McWilliams, nd Warren Chandler, fd Dee Junker, wd St. UP |
| KOY 1922 | 550 5,000-LS 1,000-N | Salt River Valley Bcstg. Co. 836 N. Central Ave. 4-4144 | MBS Don Lee Ariz. Net Blair | John L. Hogg, p & cm Albert D. Johnson, m & pmm John R. Williams, pd Richard J. Smith, ce William J. Lester Jr., pdm | Burton LaDow, slm Paul Gribben, nd Bill Close, sd Ernie Douglas, fd Wld. UP WE |
| KPHO 1940 | 910 5,000 DA-N | Phoenix Bcstg. Co. Inc. KPHO Bldg. 4-7367 | ABC Petry | John C. Mullins, p & gm V. M. Hamilton, m A. M. Rau, pd Lee Kerry, pmm | Cliff Baker, ce Wayne Center, nd Bill Lewis, sd L-W INS WE |
| KPHO-TV 1949 | Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis. | | ABC, CBS, NBC DuMont | Roland C. Oxford, m & pd Gil Lee, cm George L. McClanathan, ce | DuM |
| KRIZ 1950 | 1230 250 | Howard M. Loeb 2345 Buckeye Rd. 4-8436 | LBS Burn-Smith | Howard M. Loeb, o & gm Arnold Gregory, cm Larry Jonas, pd James Murray, pmm & sd | James E. Groll, ce Sheldon Engel, nd John S. Wise, fd Margaret Strickland, wd GE |
| KRUX 1947 | 1340 250 | Radio Arizona Inc. Hotel Westward Ho 2-2371 | Cooke | Renee Cushman, p Richard H. Voorhis, gm Robert Capps, pd | Marvin Edwards, ce Frank James, nd Ed de Forest, sd Assoc. Col. |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ARIZONA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------|--|--|---------------------------------|--|--|------------------------------|
| PHOENIX—(Continued) | | | | | | |
| KTAR 1922 | 820 5,000 DA-N | KTAR Bcstg. Co. 711 Heard Bldg. 4-4161 | NBC Arizona Bcstg. Raymer | John J. Louis, chmn. of bd. Richard O. Lewis, p & gm E. W. Harvey, vp & cm J. Howard Pyle, vp & pd Robert Pollard, pmm | A. C. Anderson, vp & ce B. R. Fulbright, secy-treas. John Snow, nd Rol Laughner, fd | Thes., St., Cap. AP WE |
| PRESCOTT | | | | | | |
| KYCA 1940 | 1490 250 | Southwest Bcstg. Co. E. Gurley St. 244 | NBC Arizona Bcstg. Raymer | Harold F. Ritter, gm | | |
| SAFFORD | | | | | | |
| KGLU 1938 | 1480 1,000 | Gila Bcstg. Co. 1218 Sixth Ave. 15 | NBC Arizona Bcstg. Raymer | Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm Lester McBride, pd & nd | Harl G. Barnett, pmm William E. Scharlach, ce Otis E. Whelan, fd & sd Roberta Kempton, wd | Wld. AP, UP, INS WE |
| TUCSON | | | | | | |
| KCNA 1947 | 1340 250 CP: 580 5,000-LS 500-N DA | Catalina Bcstg. Co. Box 2348 2-4664 | ABC Hollingbery | Erskine Cladwell, p Wayne Sanders, m Harry B. Chambers, cm | Bill Rider Jr., pd Thomas W. Epperson, ce Freda S. Botkin, wd | AP RCA |
| KOPO 1947 | 1450 250 | Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431 | CBS Ariz. Net. Forjoe | H. C. Tovrea, p E. S. Mittendorf, gm S. J. Kossack Jr., cm Matt Lemen, pd & nd Paul Yeazell, pmm | Vernard Cimmiotti, ce Paul Plunkett, sis pmm Cliff Stullinger, sd Virginia Benoit, wd | AP Ray. |
| KTKT 1950 | 1490 250 | Thomas J. Wallace 500 West Elm 3-7549 | LBS | Tom Wallace, o Gail Hummel, g & cm Bill Warren, pd John McShane, pmm & nd | Ken Ferguson, ce Bernie Ferlin, sd Hilde Clark, wd | L-W UP G |
| KTUC 1929 | 1400 250 | Tucson Bcstg. Co. 900 E. Broadway 2-3344 | MBS Ariz. Net. Blair | Lee Little, p & gm John Crowley, bus. m Bud Murphy, pd & pmm Cliff Livingston, ce | Lou Eaton, nd Peter Tufts, sd Mary Herweg, wd | Assoc., Wld. UP WE |
| KVOA 1929 | 1290 1,000 | Arizona Bcstg. Co. 48 E. Broadway 3-2555 | NBC Arizona Bcstg. Raymer | R. B. Williams p & gm Harper M. Phillips, bus. m Jack Underwood, cm Ben L. Slack Jr., pd Fred J. Gerletti, pmm | Ray H. Holsclaw, ce George T. Callison, nd James W. Hays, sd Kathryn Kay, wd | Cap., Thes. AP RCA |
| YUMA | | | | | | |
| KYMA 1950 | 1400 250 | Salt River Valley Bcstg. Co. 699 South Ave. B. | MBS Don Lee Blair | Albert Johnson, vp William L. Lindsey, gm | | UP WE |
| KYUM 1940 | 1240 250 DA-N CP: 560 1,000 | Yuma Bcstg. Co. 1901 First St. 88 | NBC Arizona Bcstg. Raymer | R. N. Campbell, p Ray C. Smucker, gm Roy Jorgensen, cm Paul Dawson, pd Robert Jones, pmm | Leavenworth Wheeler, ce Len Burkland, slm & sd Glen Edwards, nd Maurice Higgins, fd | Thes. AP, UP, INS RCA |

ARKANSAS

| | | | | | | |
|---------------------|---------------------------------|--|---------------------------------|--|---|---------------------|
| ARKADELPHIA | | | | | | |
| KVRC 1947 | 1240 250 | Arkadelphia Bcstg. Co. 511 Main St. 789 | MBS, KBS Razorback | Cecil Cupp, o J. M. Moore, gm Edward Hall Summers, ce | Bill Deaton, pd, pmm, nd, fd, sd & wd | Wld. AP RCA |
| BATESVILLE | | | | | | |
| KBTA 1950 | 1340 250 | White River Valley Bcstg. 307 Main St. 1109 | MBS Razorback Arkansas | J. E. Treuathan, p William R. Smith, g & cm William A. Smith, pd & ce | Andrew Wright, nd Jerry Otwell, sd | AP RCA |
| BLYTHEVILLE | | | | | | |
| KLCN 1922 | 900 1,000-D | Harold L. Sudbury Sudbury Bldg. 2093 | Arkansas Pearson | Harold L. Sudbury, gm J. T. Sudbury, pmm | Ernest Simmons, pd | |
| KLCN-FM 1948 | Ch. 241 (B) 96.1mc 21kw | | | | | |
| CAMDEN | | | | | | |
| KAMD 1946 | 1450 250 | Camden Radio Inc. P. O. Box 5859 6791 | MBS Razorback Arkansas | W. E. Hussman, p David Crockett, gm Donald Cathey, cm Frank O. Myers, directing m | Callis Carter, pd & sd Dorris C. Hunter, ce Martha Butler, wd | Cap. AP RCA |
| CONWAY | | | | | | |
| KCON 1950 | 1230 250 | Conway Bcstg. Co. Ark. State Teachers Campus 189 | | J. E. Clayton, p & gm Jean Ford, pd Herman Stermer, ce | | Thes. UP Col. |
| KOWN(FM) (CP) | Ch. 249 (A) 97.7mc 0.97kw | (KCON, AM affiliate) | | | | |
| CROSSETT | | | | | | |
| KAGH (CP) | 1240 100 | Ashley County Bcstg. Co. | | J. H. Fleet, gm | | |
| EL DORADO | | | | | | |
| KDMS 1950 | 1290 1,000-D | Cotton Belt Bcstg. Co. | | | | |
| KELD 1935 | 1400 250 | Radio Enterprises Inc. Home Finance Bldg. 3-6126 | ABC Razorback Continental | W. N. McKinney, p & pd Leon M. Sipes, vp, g & cm J. R. Duerson, pmm | John Long, ce Ed Hall, nd & sd Ann Theilan, wd | Wld. AP Col. |
| FAYETTEVILLE | | | | | | |
| KGRH 1946 | 1450 250 | Fayetteville Bcstg. Co. Inc. 922 Leverett St. 862 | MBS Razorback Ra-Tel | Hayden McIlroy, p Fred J. Stevenson, gm Edwin G. Gideon, cm Wallie Ingalls, pd & sd | George W. Dotson, ce Richard Evans, nd Mary Ingalls, wd | SES. AP G |

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Bigger BY the DAY

Market-wise, too!

Arizona's Grand Canyon is being widened and deepened at the rate of more than a 1,000,000 tons of silt a day...

The length and breadth of the Arizona market is expanding similarly...

| | |
|---|----------|
| *Population 1940..... | 500,000 |
| 1950..... | 750,000 |
| (Phoenix and Maricopa County 1940.....) | 185,000 |
| 1950..... | 330,000) |

| | |
|-------------------------|----------------|
| *Income 1940..... | \$175,000,000 |
| 1950..... | \$700,000,000 |
| (Agriculture 1940.....) | \$ 53,000,000 |
| 1950..... | \$250,000,000) |

The 7 line connected NBC Stations of the Arizona Broadcasting System are delivering this rich market to hundreds of successful advertisers. There's business here for you, too!

*Research Department—Valley National Bank

KTAR...Phoenix
5000 W-620 KC

KVOA...Tucson
1000 W-1290 KC

KYUM...Yuma
1000 W-560 KC

KGLU...Safford
1000 W-1480 KC

KWJB...Globe
250 W-1240 KC

KYCA...Prescott
250 W-1490 KC

KAWT...Douglas
250 W-1450 KC

29th
YEAR

**K
T
A
R**

Representative
PAUL H. RAYMER CO.

• NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • LOS ANGELES

PHOENIX, ARIZONA

ARKANSAS—(Continued)

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|--------------|--------------------------|----------------------------------|---|----------------------------------|---|---|--|
| FORREST CITY | KXJK 1949 | 950 1,000-D | Forrest City Bcstg. Co. Inc. Nat'l Bank of Eastern Ark. Bldg. 950 | KBS Razorback Continental | William Fogg, p & gm David James, cm Morris Cofer, ce | Charlie Sims, pd, nd & fd Jim Hutchison, sd | L-W AP G |
| FORT SMITH | KFPW 1936 | 1230 250 | Southwestern Hotel Co. 2917 Rogers Ave. 4105 | MBS Razorback Walker | (Mrs.) John A. England, p John R. England, g & cm Dorothy Gibson, pd J. E. Garner, pmm, nd & fd | Willard E. Kunkel, ce Joe Ropollo, sd Florence Floyd, wd | Wld. AP, UP |
| | KFPW-FM 1947 | Ch. 235 (B) 94.9mc 14kw | | | | | |
| | KFSA 1947 | 950 1,000-LS 500-N DA | Southwestern Pub. Co. 820 Rogers Ave. 3126 | ABC Razorback Taylor | Donald W. Reynolds, p Weldon Stamps, g & cm & pd Robert W. Platt, ce | Pat Porta, fd Ken Ray, sd | UP Col. GE St. AP WE |
| | KFSA-FM 1948 | Ch. 296 (A) 107.1mc 0.32kw | | | | | |
| | KWHN 1947 | 1320 5,000 DA-N | KWHN Bcstg. Co. Inc. 421 Garrison Ave. 8967 | LBS | Parkman R. Feezor, sta. d & cm Glenn O'Neal, pd & nd Bill Hinz, pmm Frank Tate, ce | H. S. Nakdimen, secy-treas. Ronald Whitlow, fd Mel Harrison, sd (Mrs.) E. Harvey, wd | St. AP WE |
| HARRISON | KHOZ 1946 | 1240 250 | Harrison Bcstg. Corp. Radio City Addition 1240 | KBS, MBS Razorback | Roy Milum, p Robert S. Wheeler, gm Bruce Washburn, pmm & sd | Pat Goolsby, cm, pd, nd & fd Fred Ward, ce | St., SES. UP G |
| HELENA | KFFA 1941 | 1260 1,000 DA-N | Helena Bcstg. Co. 215 York St. Main 59 | MBS Continental | Sam W. Anderson, p & gm Bill Bigley, cm Hugh Smith, pd & pmm | L. A. Sabo, ce Rick Hanna, nd Murray Schroyer, sd | L-W AP G |
| HOPE | KXAR 1947 | 1490 250 | Hope Bcstg. Co. P. O. Box 131 508 | MBS Razorback | A. H. Washburn, p L. B. Tooley, gm & ce Wesley Ninemire, cm | George Frazier, pd John McLeod, sd Alene Tidwell, wd | AP Col. |
| HOT SPRINGS | KTHS 1924 | 1090 10,000-LS 1,000-N | Radio Bcstg. Inc. 135 Benton St. 1160 | ABC Branham | John D. Ewing, p John J. Wolever, gm Jon P. Karber, pd | Ed C. Appler, loc. slm Cecil L. Suitt, ce | L-W UP |
| | KWFC 1940 | 1340 250 | SPA Bcstg. Co. Inc. 819½ Central Ave. 412 | MBS Razorback Sears & Ayer | Frank A. Browne, gm Robert Choate, cm Arthur Burnham, pd | Tom M. Wilson, ce Walter Ebel, nd | AP WE |

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With the C. B. S. top shows to lead the way - and with new personnel - new programming - new promotional techniques - new technical equipment - there's a new TOPBUY in the Arkansas market that's*

KLRA

"Arkansas's Listening Habit"
1010 KC. -- 10 KW DAY -- 5 KW NIGHT

**CBS FOR ARKANSAS
LITTLE ROCK**

Represented Nationally by The O. L. Taylor Company

*Since July, 1950, 12 national spot and 15 local accounts have switched to KLRA! 21 network shows have switched since February, 1950!

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|-------------------------------|---------------------------|---|---------------------------------|---|---|--|
| JONESBORO | | | | | | |
| KBTM 1930 | 1230 250 | Regional Bcstg. Co. 603 Madison St. 5597 | MBS, KBS Razorback | Jay P. Beard, p. g & cm | | Wld.. SES. AP G |
| KBTM-FM 1948 | Ch. 270 (B) 101.9mc 8.1kw | | | | | |
| KNEA 1950 | 970 1000-D | Radio Jonesboro Inc. Hotel Nobel 8381 | Razorback Sears & Ayer | Dick Crane, vp & gm Harold Gregson, cm & fd Charles Quinton, pmm Neal Bunn, pd | Wesley Bell, ce Phil Moss, nd Bill Comb, sd Murray Funk, wd | Assoc. UP RCA |
| LITTLE ROCK | | | | | | |
| KARK 1928 | 920 5,000 DA-N | Arkansas Radio & Equipment Co. 112-14 East Capitol Ave. LD 99 | NBC Arkansas Southcentral Petry | T. H. Barton, chmn. of bd. T. K. Barton, gm Julian F. Haas, cm Douglas J. Romine, pd A. C. Dowden, pmm | Dan L. Winn, ce Paul King, fd Bob Buice, sd Jim Terrell, sd | St. AP, UP RCA |
| KGHI 1927 | 1250 1,000-LS 500-N DA | KGHI Bcstg. Service 306 W. 3rd St. 9166 | ABC Hollingbery | A. L. Chilton L. H. Chilton S. C. Vinsonhaler } ptnrs. S. C. Vinsonhaler, mgng. ptnr. | Kermit Richardson, cm Virginia Ewing, pd & wd Barbara Hencke, pmm V. O. Van Dusen, ce | Ray. |
| KLRA 1928 | 1010 10,000-LS 5,000-N DA | Arkansas Bcstg. Co. Gazette Bldg. 2-5427 | CBS Taylor | J. N. Heiskell, p W. V. Hutt, gm R. J. Myers, adm. asst. Harris Owen, pd Leonard Coe, gm Robt. Harrison, cm Marshall Hendrix, pd Glenn Robertson, pmm | Oscar Alagood, pmm Kermit Tracy, ce Mark Weaver, nd Deno Nichols, sd William Miller, ce Ernest Howard, nd & fd Bob Lawrence, sd | L-W, St. AP, UP RCA |
| KVLC 1948 | 1050 1,000-D | Southwestern Bcstg. Co. Southern Nat'l Bldg. 5-5321 | LBS Arkansas Radio Rep. | John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm Roy Nichols, pd | Earl Butler, ce Bobbie Forster, nd Bob Fulton, sd | Wld. UP G |
| KVLC-FM 1949 | Ch. 238 (B) 95.5mc 390kw | | | | | |
| KXLR 1946 | 1450 250 | Arkansas Airwaves Co. 217 East 3rd St. 4-8928 | MBS Razorback Pearson | | | St. UP G |
| MAGNOLIA | | | | | | |
| KVMA 1948 | 630 1,000-D | Magnolia Bcstg. Co. 212 N. Jefferson St. 630 | MBS Arkansas Razorback | C. A. Bill Humbert, g & pmm Ray Wells, ce Paul Byram, nd | Tom Cochran, fd Tom Talbot, sd Lois Gene Greer, wd | Wld. AP Ray. |
| MENA | | | | | | |
| KENA 1950 | 1450 250 | R. B. Bell S. Reine St. 878 | | R. B. Bell, p, g, c & pmm Tommy Longfellow, pd & nd Enon W. Clements, ce | | St. UP Col. |
| NEWPORT | | | | | | |
| KNBY 1949 | 1280 1,000-D | Newport Bcstg. Co. Newport 749 | LBS Razorback | Charles W. Craft, p Dick Wiethan, gm, nd, fd & sd | Gene Howe, cm J. C. Clayton, ce | St. UP RCA |

KARK—The BIG PLUS In Little Rock and Arkansas!

No Other Station In Arkansas—Only

KARK

Delivers
At 50-100% Level, Daytime BMB*
42 ARKANSAS COUNTIES
whose 1949
RETAIL SALES
totaled
\$689,663,000
That's MORE than the 1949 combined
total retail sales in
VERMONT and WYOMING!

*BMB, Spring, 1949

T. K. BARTON
Gen'l. Mgr.
JULIAN F. HAAS
Comm'l. Mgr.
National Representative
EDWARD PETRY AND CO., INC.

Furthermore—In These 42 Counties

FOOD STORE SALES

totaled

\$ 1 3 5 , 5 4 0 , 0 0 0 . 0 0

That's MORE than the combined total Food Store Sales in Albany, N. Y.; Salt Lake City, Utah; and Wilmington, Del.!

—AND—

DRUG STORE SALES

totaled

\$ 2 2 , 0 0 9 , 0 0 0 . 0 0

That's MORE than the combined total Drug Store Sales in Trenton, N. J.; Glendale, Calif.; Tacoma, Wash.; Racine, Wis.; and Austin, Texas!

—PLUS—

KARK also delivers a BIG BONUS of 25 Arkansas and 3 Louisiana Counties at 10-49% BMB Level!*

Write Us or Phone Your Nearest Petry Man for Full Details!

TO SELL THE BEST PART OF ARKANSAS... BUY

KARK dial 920
5000 WATTS
Arkansas Preferred Station
LITTLE ROCK, ARKANSAS

ARKANSAS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|---------------------------------------|---------------------------------|--|---------------------------|--|---|
| OSCEOLA KOSE 1949 | 860 1,000-D | Osceola Bcstg. Corp. P. O. Box 311 860 | Arkansas Razorback | H. F. Ohlendorf, p Ted Woods, gm, nd & sd Betty G. Woods, cm | Leon Little, pd Harold M. Jones, ce Ann Edrington, wd St. AP RCA |
| PARAGOULD KDRS 1947 | 1490 250 | Progressive Bcstg. Co. P. O. Box 491 827 | KBS Razorback | Ted Rand, co-o & gm T. M. Self, co-o & bus. m Ray Dexter, pd & sd D. F. Bateman, slm | Walt Lawson, ce & fd Wilma Wheelis, traffic m Rus Schwamb, nd Ruby Houston, wd G |
| PINE BLUFF KCLA 1947 | 1400 250 | Radio Engineering Service P. O. Box 752 1900 | ABC Razorback | Ken Kesterson & Charles Penix, ptrns. Ken Kesterson, gm | Clyde Martin, cm Charles Penix, pd Maxine Prickett, wd L-W AP G |
| KOTN 1934 | 1490 250 | Universal Bcstg. Corp. 505½ Main St. 721 | MBS, KBS | B. J. Parrish, p, gm & ce Joe Wallace, cm | Louis Sloan, pd R. W. Etter, asst. & pmm Thes., Cole AP RCA |
| POCAHONTAS KPOC 1950 | 1420 1,000-D | Pocahontas Radio Inc. P. O. Box 250 500 | | Adrian L. White, p, g & cm Rudy Pylant, pd & pmm | Earl Hodges, ce & fd Bill Nicholson, nd & sd Martha White, wd Thes. UP G |
| RUSSELLVILLE KCRJ 1947 | 1490 250 | Valley Bcstrs. Inc. Box 191 786 | MBS | C. R. Horne, gm Randall McCarrell, cm Leon L. Bryan, pmm & sd | William C. McKenney, pd & ce Ora Mae Lee, traffic m AP Ray. |
| SILOAM SPRINGS KUOA 1923 | 1290 5,000-D | KUOA Inc. Siloam Springs 77 | MBS Razorback | John E. Brown Sr., p Storm Whaley, m Clinton Fowler, asst. m Ralph C. Kennedy, pd | Cecil Smith, ce Charles Hoke, fd Ida Mae Adolphson, wd Wld., SES. UP WE GE |
| KUOA-FM 1947 | Ch. 289 (B) 105.7mc 2.6kw | | | | |
| SPRINGDALE KBRS 1949 | 1340 250 | Southwestern Pub. Co. Highway 71 675 | ABC Taylor | Walcott A. Wyllie, sm | |

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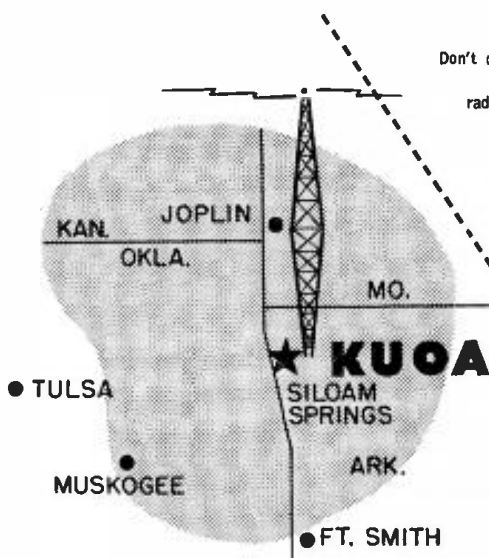
If you want
Quick Response

IN ARKANSAS BUY KVLC, where response is quick. Progressively programmed and powerfully promoted, KVLC gives listeners what they want. Consequently your sales message on KVLC produces dollars and cents results at once. Anyway, that's what our clients say . . . and we'll be glad to prove it to you. Try us. You'll find KVLC gives quick response—at low cost!

National Representatives
Radio Representatives, Inc.
New York • Los Angeles • San Francisco • Chicago



There's more than a **TOWER** to a station's **POWER***



Don't overlook KGER—the 5,000 watt Independent that has pioneered radio in the important, concentrated, Southern California Market!

Our dependable reputation for supplying the programs that our listeners want has built a loyal audience which we can deliver at a lower cost per thousand. KGER — "The Station of the American Home"—influential in the education, home life and buying habits of the \$400,000,000 Long Beach Market since 1926.

AREA OF GOOD COVERAGE (.5 MV.)

| | |
|--------------------------------|--------------------|
| Radio homes (1949)..... | 1,308,700 |
| Retail Sales (Est. 1950).... | \$5,421,700,000.00 |
| Retail Sales Index (1949)... | 365 |
| National Retail Sales Index... | 318 |
| Ratio | 115% |

16.9% MORE SPONSORED PROGRAMS ON KGER IN 1950 THAN IN 1949

"PROOF OF THE PUDDING"

"... We are dumbfounded at the excellent results we have received through inquiries regarding automobiles... and increase in service business... which we trace to our Newscast... Your station has a tendency to bring people in from nearby communities which we have not had... through other media heretofore.

FREEMAN A. MACKENZIE, INC.
Long Beach, California

| WITHIN | KUOA'S | BMB | AREA |
|---|------------------|-----|--------|
| Radio Homes (1949) | | | 52,700 |
| Retail Sales* (Est. '49) | \$124,030,000.00 | | |
| Retail Sales Index* ('49) | | 430 | |
| National Retail Sales Index ('49) | | 318 | |
| KUOA's Rsi (division sign) National RSI | | | 135% |

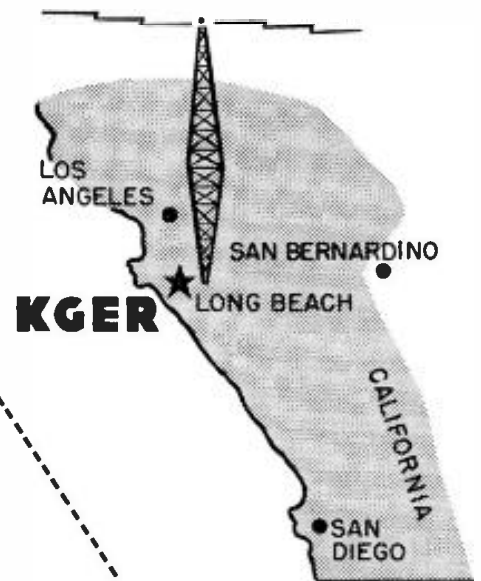
* Consumer Markets 50-51

AREA AUDIENCE DATA* October, 1949

| | Morning | Afternoon |
|-----------|---------|-----------|
| KUOA | 36.3% | 35.1% |
| Station X | 8.8 | 10.9 |
| Station Y | 19.9 | 23.4 |
| Station Z | 6.3 | 7.0 |
| Others | 28.7 | 23.6 |

* Robert S. Conlan Co. Area Survey

The 'Voice of KAMO-LAND' for 28 years, KUOA, is located at the Crossroads of the Southwest in the rich, four-state Ozark region you can't afford to by-pass! KAMO-LAND's many sources of income —poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to a \$200,000,000 annual buying power. Put YOUR sales message on KUOA — the only 5,000 watt station in the entire coverage area. Affiliated with Mutual Broadcasting System.



*Broadcasting **POWER**—Selling **POWER** in Markets with Big Buying **POWER**!

5000 WATTS
MUTUAL **K U O A**

1290
K. C.

5000 WATTS
K G E R 1390
K. C.

OWNED BY THE
JOHN BROWN SCHOOLS

Operated with
**ARKANSAS' FIRST FM
STATION—KUOA-FM**

The Station of
THE AMERICAN HOME

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

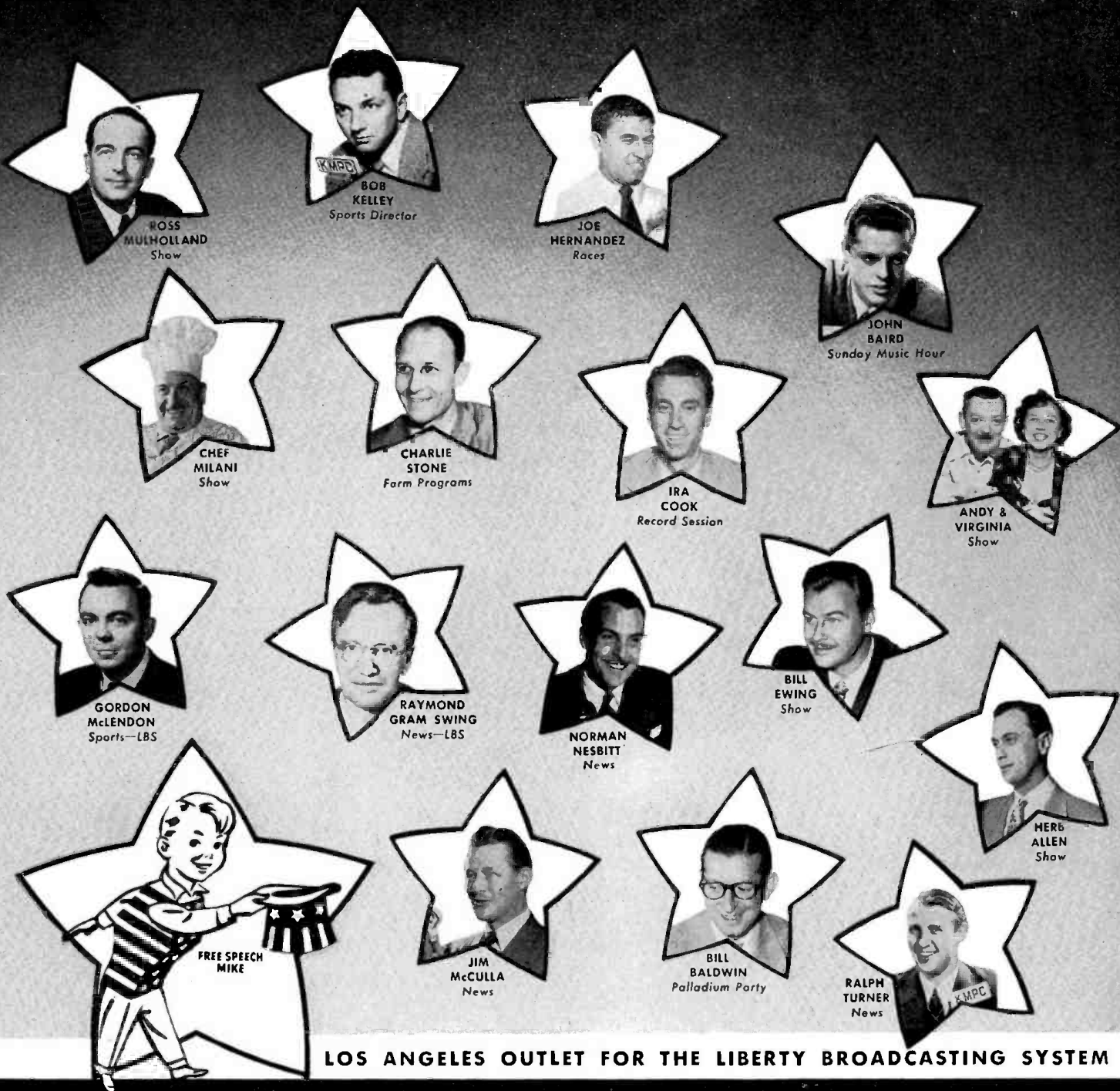
ARKANSAS—(Continued)

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| | | | | Owner o; Pres. p; Exec. op cvp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| STUTTGART KWAK 1948 | 1240 250 | Stuttgart Bcstg. Corp. Box 271 842 | MBS KBS Razorback | Beloit Taylor, p Melvin P. Spann, gm C. C. Lee, cm | June Spann, pd Frank Newbery, ce | St. UP G |
| TEXARKANA KCMC | 1230 250 | (See Texarkana, Tex. listing) | | | | |
| WEST MEMPHIS KWEM 1947 | 340 1,000-D | West Memphis Bcstg. Corp. 229 Broadway 463 | LBS Ra-Tel | Clyde B. Gray Jr., gm & sd Hugh Murphy, sta. d, fd & wd Jerry Smith, cm | Bill Edwards, pd & nd Ed Beck, ce | L-W UP G |

CALIFORNIA

| | | | | | | |
|--|----------------------------------|---|--------------------------------|--|---|--|
| ALHAMBRA KSJW(FM) (CP) | Ch. 296 (A) 107.1mc 0.37kw | Alhambra Bcstrs. Inc. | | | | |
| AUBURN KDLA 1950 | 1490 250 | Charles E. Halstead Diamond H Ranch 1178 | | Charles E. Halstead Jr., p, g & cm, pd, pmm, ce, nd, fd & sd | (Mrs.) Charles Halstead, wd | G |
| BAKERSFIELD KAFY 1946 | 550 1,000 DA-1 | Bakersfield Bcstg. Co. 2013 Chester Ave. 4-6421 | MBS Don Lee Grant | George B. Crome, p Sheldon Anderson, gm Frank Wilbur, sm Glenn Rinker, cm Naum Healy, pd | Martin Smyth, pmm Ted Froming, ce Harl Mannes, nd George Day, fd Bill Elliott, sd | UP Col. |
| KBIS 1950 | 970 1,000-DA-2 | Marmat Radio Co. 957 Oak St. 21465 (KBIS, AM affiliate) | | James L. McDowell, g & pmm James E. Rennie, sta. & cm Guy Marchetti, asst. gm | George Crofford, pd Richard Sampson, ce | Cap. UP Col. |
| KMAR(FM) 1950 | Ch. 223 (B) 92.5mc 4.7kw | | | | | |
| KERN 1932 | 1410 1,000 | McClatchy Bcstg. Co. Elks Bldg. 8-8431 | CBS Raymer | Eleanor McClatchy, p Walter Bazluk, sm Luverne Shatto, tech. chief | Virginia Tracy, traffic m Philip Waterhouse, news editor Herbert Arrasmith, farm editor | Cap., Wild. AP, UP, INS G |
| KERN-FM 1948 | Ch. 231 (B) 94.1mc 9.8kw | | | | | |
| KERO 1946 | 1230 250 | Paul R. Bartlett 1420 Truxtun Ave. 44548 | NBC Avery-Knodel | Paul R. Bartlett, o Gene DeYoung, gm Ed Urner, cm Warren Mead, pd & fd | Robert Gleason, pmm Ken Croes, nd Jon Hackett, sd | St. UP RCA |
| KPMC 1933 | 1560 1,000 | Pioneer Mercantile Co. 1532 20th St 8-8581 | ABC Hollingbery | F. G. R. Schamblin, p L. A. Schamblin, gm L. P. Jarvis, ce | C. C. Sturm, c, pmm & pd P. R. Biermann, nd | Thes. UP RCA |
| BANNING KPAS 1947 | 1490 250 | Pass Bcstg. Co. 4425 W. Ramsey 515 | Cooke | Carlton R. Anderson, m | | Wild. AP |
| BARSTOW KWTC 1947 | 1230 250 | Mojave Valley Bcstg. Co. P. O. Box 1230 4001 | Cooke | W. T. Brown, p Harry White, gm & pd Jim Harvey, cm | Fred Fulwood, ce | Wild. UP WE |
| BERKELEY KPFA (FM) (CP) | Ch. 285 (A) 104.9 mc 1kw | Pacifica Foundation | | | | |
| KRE 1922 | 1400 250 | Central Calif. Bcstrs. Inc. 601 Ashby Ave. 3-7115 | | Arthur Westlund, p & gm Don Hambly, cm | | St. AP WE |
| KRE-FM 1949 | Ch. 275 (B) 102.9mc 7kw | | | | | |
| BEVERLY HILLS KSRT(FM) (CP) | Ch. 292 (A) 106.3mc 1kw | School of Radio Arts | | | | |
| BLYTHE KYOR 1948 | 1450 250 | Bcstg. Corp. of America P. O. Box 668 2231 | LBS Western | W. L. Gleeson, p Herb Booth, sm Dick Wonser, cm | Howard Bokovoy, ce Beverly O. Booth, wd | UP |
| BRAWLEY KROP 1946 | 1300 1,000-LS 500-N | Bcstg. Corp. of America Del Rio Dr. 1300 | LBS Pac. Reg. Wannamaker | W. L. Gleeson, p William Sinor, gm & sd John Chandler, cm Drew Walker, pd | Don Dotson, ce Lynn Thomas, nd Trudy Ruane, wd | UP Col. |
| BURBANK KWIK 1947 | 1490 250 | Burbank Bcstrs. Inc. 20 W. Burbank Blvd. Charleston 02111 | Pac. Reg. | Leslie S. Bowden, trustee Paul T. Sutton, gm Robert S. Marshall, cm Duke Norton, pd & nd | Rolf D. Weglein, ce Lippy Duckat, sd Belle Martell, wd | L-W AP WE |
| CALEXICO KICO 1947 | 1490 250 | Charles Love P. O. Box 786 918 | Continental | | | |
| CHICO KHSL 1935 | 1290 5,000 DA-1 | The Golden Empire Bcstg. Co. Inc. 336 Broadway 237 (KHSL, AM Affiliate) | MBS Grant | Mickey McClung, p M. F. Woodling, gm J. A. Pero, cm Jack Mitchell, pd & fd | Ira Hume, pmm Russell B. Pope, ce Henry Hanna, sd Dottie Locke, wd | L-W UP RCA |
| KVCI (FM) 1947 | Ch. 266 (B) 101.2mc 11kw | | | | | |
| KXOC 1949 | 1150 5,000 DA-N | KXOC Inc. Radio Lane 3200 | CBS Pearson | Lincoln Dellar, p Herb Ferguson, gm Donald J. Quinn, m | Neil McIntyre, pd Ewald W. Berger, ce Dean Mell, nd | St., Assoc. UP Col. |
| COALINGA KBMX 1950 | 1470 500-D | Pleasant Valley Radio Co. Box 868 136 | | Benjamin M. Bowman, ptrn. & p Rea B. Bowman, ptrn., gm & sd Alexandro Medina, cm | Faye M. Bowman, pd & wd Don Daniels, ce, nd & fd | L-W, SES. UP G |

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LOS ANGELES OUTLET FOR THE LIBERTY BROADCASTING SYSTEM

The West's Greatest Independent
K M P C

50,000 WATTS 10,000 NIGHT
LOS ANGELES

GEORGE A. RICHARDS
 Chairman of the Board

ROBERT O. REYNOLDS
 Vice President & Gen. Mgr.

JOHN PATT
 President

H-R REPRESENTATIVES, INC.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

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| CORONA | | | | | | |
| KBUC 1948 | 1370 500 DA-N | American Pacific Radio Bcstg. Co. Box 111 1370 | Pac. Reg. McGillvra | John G. Bucknum, ptrn. Elmer J. Bucknum, ptrn. & gm Mary Bucknum, cm Chap Rollins, sm, sd & pd | Don Kerr, ce Russ Bryant, nd Peg Hendrick, wd | Mac., L-W UP GE |
| CRESCENT CITY | | | | | | |
| KCRE (CP) | 1400 250 | De Norte Bcstg. Co. | | | | |
| DELANO | | | | | | |
| KCHJ (CP) | 1010 1,000-D | Charles Herman Johnes P. O. Box 262 9411 | | Charles H. Johnes, p, gm & ce James Colo, cm & fd | Jean G. Johnes, pd, nd & wd Marshall Colo, pmm & sd | SES. UP |
| KHAD (CP) | 1340 250 | George F. Haddican P. O. Box 367 2631 | | George F. Haddican, o L. W. Brammer, gm Richard M. Clark, pd & sd | | St. AP RCA |
| DINUBA | | | | | | |
| KRDU 1946 | 1240 250 | Radio Dinuba Co. 110 North L. St. 500 | LBS | Egon A. Hofer, p, g & cm Ruby Thiesen, pd Russ Friend, ce | Jim Bailey, nd & fd Jack Leon, sd | L-W AP |
| EL CENTRO | | | | | | |
| KXO 1927 | 1230 250 | Valradio Inc. P. O. Box 140 1100 | MBS Don Lee Raymer | Paul A. Jenkins, p Riley R. Gibson, gm Belle Hovey, cm F. J. Wineriter, pd, nd & fd | Charles Grim, ce Don Long, sd Barbara Maccl, wd | Thes. UP RCA |
| EUREKA | | | | | | |
| KHUM 1947 | 1240 250 | Carroll R. Hauser Vance Hotel 3900 | ABC, LBS Pearson | Carroll R. Hauser, p, g & cm Hal Davis, pd, pmm, nd & fd Dean Elliott, ce | Frank Smith, sd Bob Russell, asst. m | Cap. AP Col. Wld. UP WE |
| KIEM 1933 | 1480 5,000 DA-1 | Redwood Bcstg. Co. Inc. Radio Center 4000 | MBS Don Lee Blair | Wm. B. Smullin, p & gm Don Telford, cm Paul Corbin, pd Bob Stach, pmm John Bauriedel, tech. d | Geo. Thomson, office m Newton Steward, nd Eddie Arnold, fd Will Gamble, sd Mary Lou Stuart, wd | |
| KRED (FM) 1947 | Ch. 242 (B) 96.3mc 4.6kw | (KIEM, AM Affiliate) | | | | |
| FORT BRAGG | | | | | | |
| KDAC 1948 | 1230 250 | Edward Mertle 2100 East Oak St. 5671 | Forjoe | Edward Mertle, p Paul L. Singer, g, c & pmm, pd & sd Dean Kiner, ce | Pat Patterson, nd Gabriel Tumin, fd Eloise Keller, wd | Wld. AP Col. |

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if...

California—the nation's
Second Retail State—
is your market...

and... you recognize
that **SUCCESSFUL**
RADIO ADVERTISING
demands local tie-in
MERCHANDISING...

you...

ABSOLUTELY CANNOT
OVERLOOK the Pacific
Regional Network, your
Best Salesman in
California...

because..

the Pacific Regional
Network, the nation's
most flexible sales and
merchandising radio
station network...

... offers to advertisers
(1) network time pur-
chase of any or all of 49
separate California
AM radio stations;
(2) outstanding program-
ming; and (3) LOCAL
radio sales promotion
in all its ramifications...
at substantial savings in
time, effort and money.

For details write, wire, or phone

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD • PHONE Hillside 7406 • HOLLYWOOD 28, CALIFORNIA

BROADCASTING
The Newsletter of Radio and Television
TELECASTING

SOL TAISHOFF
Editor & Publisher

September 27, 1950

NATIONAL PRESS BLDG
WASHINGTON 4 D C

Mr. Harry Maizlish
President and General Manager
Radio Station KFWE
5833 Fernwood Avenue
Hollywood 28, California

Dear Harry:

We rejoice with your host of friends in congratulating you on the acquisition of KFWE by your new company, just authorized by the Federal Communications Commission. To almost everybody in the radio fraternity -- broadcasters, advertisers and their agencies -- KFWE for almost two decades has been synonymous with Harry Maizlish.

We know we bespeak the sentiments of all in radio in wishing you and your new associates every success. That is because it is recognized that KFWE will continue operations in the same high tradition.

All good wishes.

Sincerely,

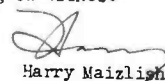
BROADCASTING PUBLICATIONS, INC.



Sol Taishoff

ST:GLH

Thanks, Sol, for all your good wishes.



Harry Maizlish

BROADCASTING
TELECASTING

CALIFORNIA—(Continued)

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|--|----------------------------------|---|--|--|--|---------------------------------|
| FRESNO KARM 1938 | 1430 5,000 DA-1 | KARM, The George Harm Station 1333 Van Ness Ave. 4-2968 | ABC Petry | Hattie Harm, p Clyde F. Coombs, gm Ed Ropolo, pd | Eldora Roth Cooney, pmm Elbert H. Dean, ce Robert Franklin, nd, fd & sd | St. AP, INS RCA |
| KARM-FM 1948 | Ch. 270 (B) 101.9mc 7.4kw | | | | | GE |
| KFRE 1936 | 940 50,000 DA-2 | Calif. Inland Bcstg. Co. T. W. Patterson Bldg. 4-5001 (KFRE, AM Affiliate) | CBS Avery-Knodel | Paul R. Bartlett, p & gm Keith L. Mealey, asst. m & tech. d Ed J. Frech, pd | Noyes Alexander, nd Wally Erickson, fd | Wld. UP GE |
| KRFM (FM) 1947 | Ch. 227 (B) 93.7mc 70kw | | | | | |
| KGST 1949 | 1600 1,000-D | Delle Bcstg. Co. Farmers Market 6-6526 | LBS Forjoe | Sidney A. Mandel } Morris Mindel } Milton Gerloff } co-o | Sidney A. Mandel, gm Morris Mindel, cm Milton Gerloff, ce | UP Col. |
| KMJ 1922 | 580 5,000 | McClatchy Bcstg. Co. 1559 Van Ness Ave. 3-6277 | NBC Raymer | Eleanor McClatchy, p Hal Brown, sm Coyle Chambers, slm Bill Wallace, ce Joseph Tomes, prog. m | Andrew D. Patterson, traffic m Bill Sanford, nd Ed Sturgeon, farm editor Joe Drilling, sp. events m | Cap. AP, UP RCA |
| KMJ-FM 1949 | Ch. 250 (B) 97.9mc 7.3kw | | | | | WH |
| KYNO 1947 | 1300 1,000 DA-N | Schuler, Anderson, Chenault & Williamson Hotel Fresno 2-8141 | MBS Don Lee Pearson Hollingbery | Robert Schuler, p Gene Chenault, gm Joe Hinman, cm Leo Goldman, pd | Wanda Woods, pmm Bert Williamson, ce Bob Clare, nd Ross Franklin, sd | UP Ray. |
| GLENDALE KIEV 1933 | 870 250-D | Cannon System Ltd. 102 N. Glendale Blvd. Citrus 1-1133 | | David H. Cannon, p Cal Cannon, gm | | |
| KUTE (FM) (CP) | Ch. 270 (B) 101.9mc 10kw | Robert P. Adams 1644 Idlewood Rd. Citrus 1-7918 | | Robert P. Adams, p | | Fed. |
| HANFORD KINGS 1948 | 820 1,000 DA-N | Samuel & Harriett Beaubaire P. O. Box 620 620 | O'Connell | Samuel M. Beaubaire, p Don C. Reeves, gm & ce Gene Williams, cm | E. C. Balthis, pd | Wld., Assoc. UP, INS Ray. |
| HOLLYWOOD (See Los Angeles Listing) | | | | | | |
| INDIO KREO 1946 | 1400 250 | Bcstg. Corp. of America P. O. Box 707 73403 | Sears & Ayer | W. L. Gleeson, p & gm Stanley Reynolds, sm | | Assoc., St., Wld. AP |
| INGLEWOOD KEFM (FM) (CP) | Ch. 224 (A) 92.7mc 0.38kw | Centineta Valley Bcstg. | | | | |
| KHOA (FM) (CP) | Ch. 288 (A) 105.5mc 0.75kw | Wm H. Haupt | | | | |
| LAGUNA BEACH KTED 1949 | 1520 1,000-LS DA-2 250-N | Tom E. Danson 424 Glenneyre 1520 | Western Radio Continental | Tom E. Danson, p, g & pmm James Aloyesus Matheny, cm | Donald K. Ross, pd Gaye Stone, ce | Thes. AP Col. |

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KARM

Fresno, California

ABC's Station for Central California

Represented Nationally By

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco

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| LANCASTER | | | | | | |
| KAVL 1950 | 1340 250 | Antelope Bcstg. Co. P. O. Box 1192 1000 | | W. B. Carter, p & gm H. L. Comstock, cm James French, ce | Joe White, sd Wilma Lewis, wd | Wld. UP RCA |
| LODI | | | | | | |
| KCVR 1946 | 1570 1,000-D | Central Valley Radio P. O. Box 600 1700 | KBS, LBS | Herbert W. Brown, & David A. Brown, ptrns. Bill Bauer, ce Ted Ejerke, nd | Harry Tatarian, fd John Ferm, sd Lois Veit, wd | St. UP Ray. |
| LONG BEACH | | | | | | |
| KFOX 1924 | 1280 1,000 | Nichols & Warinner Inc. 220 E. Anaheim 672-81 | Burn-Smith | Hal G. Nichols, p L. W. McDowell, cm | | UP |
| KFOX-FM (CP) | Ch. 272(A) 102.3mc 1kw | | | | | |
| KGER 1926 | 1390 5,000 DA-N | John Brown Schools of Calif. Inc. 3745 Atlantic 407-907 | | John E. Brown, p Galen O. Gilbert, gm William George, pd Luther Crumbaugh, ce | Finis Bell, nd Fred Hessler, sd Irene Cook, wd | AP RCA |
| KNOB (FM) 1949 | Ch. 276 (A) 103.1mc 0.32kw | The Cerritos Bcstg. Co. 1120 Pine Ave. 855-19 | | Jay E. Tapp, gm John W. Doran, cm Raymond B. Torian, pd & ce | Walt Abbott, pdm Gary Floyd, sp events & pub. rel. d | Ray. |
| LOS ANGELES | | | | | | |
| KECA 1929 | 790 5,000 DA-1 | American Bcstg. Co. Inc. ABC Television Center Normandy 33311 | ABC ABC Spot | Robert E. Kintner (ABC), p Frank Samuels, vp & gm Edward B. Hullinger, publ. m Ernest Felix, asst. treas. | Amos T. Baron, slm John I. Edwards, pd Rollo Hunter, asst. pd Phillip G. Caldwell, tech. ops. m | L-W AP, UP, INS RCA |
| KECA-FM 1947 | Ch. 238 (B) 95.5mc 4.75kw | | | | | GE |
| KECA-TV 1949 | Ch. 7 174-180mc 14.7kw aur.; 29.4kw vis. | | | William K. McDaniel, slm E. Carlton Winckler, pdm Richard A. Moore, asst. gm | George K. Boggs, film d | GE |
| KFAC 1931 | 1330 5,000 DA-N | Los Angeles Bcstg. Co. Inc. 645 South Mariposa Ave. Dunkirk 4-1231 | | Calvin J. Smith, p, g & cm Howard Rhines, pd & pmm Ron Oakley, ce | Murray Boggs, nd Lucile Blake, traffic m | Assoc. SES. AP RCA |
| KFAC-FM 1948 | Ch. 238 (B) 104.3mc 8.8kw | | | | | |
| KFI 1922 | 640 50,000 | Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121 | NBC Petry | Earle C. Anthony, p George A. Whitney, gm Kevin Sweeney, gen. sis. & pmm Pat Kelley, pd | H. L. Blatterman, co-engr. Curtis W. Mason, co-engr. Pat Bishop, nd Nelson McIninch, fd | Cap., Wld. AP, UP RCA |
| KFI-FM 1947 | Ch. 290 (B) 105.9mc 16.5kw | | | | | GE |
| KFI-TV 1948 | Ch. 9 186-192mc 15.7kw aur.; 31kw vis. | | | Haan J. Tyler, m John Bradley, cm Kenneth Higgins, pd | | |

LONG HAIR MUSIC IS OUR BUSINESS

And business is a pleasure—because our audience forms an important segment of an important market—served exclusively in the field of better music by KFAC.

PULSE* REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5—12% of the audience—in the nation's third largest market.

Check our cost per listener—one of the country's lowest.

KfAC
5 KW

AM—FM

The Music Station
FOR SOUTHERN CALIFORNIA

1330 KC

LOS ANGELES BROADCASTING CO., INC.
645 MARIPOSA, LOS ANGELES 5

For Information, phone or wire collect

* THE PULSE, INC.
110 Fulton St.,
N. Y. 7, N. Y.

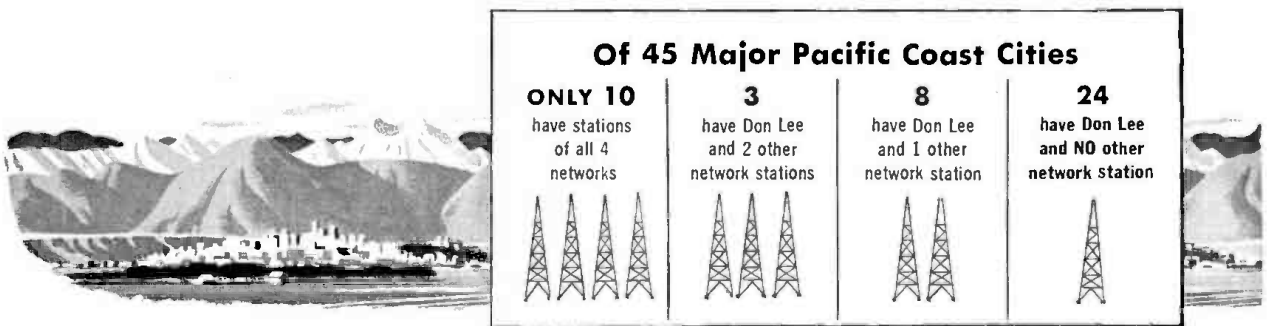


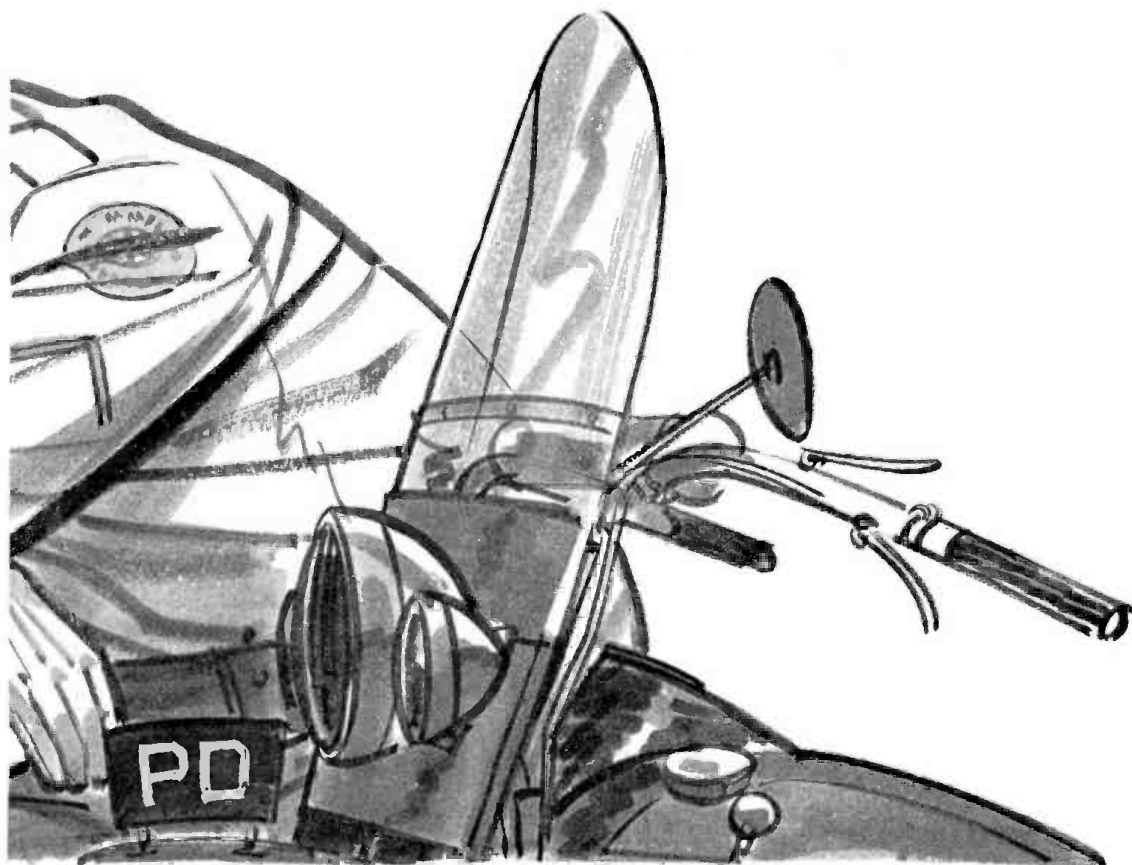
**YOU CAN'T BEAT LOCAL
SELLING IN PACIFIC COAST
NETWORK RADIO, EITHER!**

THE LAWS OF NATURE AND LOGIC are all in favor of local selling on the Pacific Coast. Great distances between markets, mountain ranges (5,000 to 14,495 feet high), and low ground conductivity make it advisable to place network stations within each of the many vital marketing areas. The best, most economical coverage for the Pacific Coast is obtained with these local network radio outlets.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (nearly as many as the other three networks combined). Thus, only Don Lee offers advertisers all the advantages of local selling and local influence. That's important in selling, and it's an exclusive Don Lee

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY





Network selling advantage.

With Don Lee, you write your own ticket to meet your specialized marketing problems. You buy coverage to fit your distribution. No waste. You buy what you need.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families from a local network station broadcasting where they live—where they spend their money. It's the most logical, the most economical—the “sellingest” coverage you can get for the Pacific Coast.

That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

The Nation's Greatest Regional Network



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|--------------------------------|--------------------------|--|---|-------------------------------------|--|--|
| LOS ANGELES—(Continued) | | | | | | |
| | KFMV (FM) | Ch. 234 (B) 94.7mc 58kw | Union Bcstg. Corp. of Calif. 6540 Sunset Blvd. Hillside 7406 | Pac. Reg. Sears & Ayers | Cliff Gill, gm Ted MacMurray, cm Dan Russell, pd | Sam Margolin, ce Assoc. AP RCA |
| | *KFSG | 1150 2,500-LS 1,000-N S-KRKD | Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 1141 | | Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd C. Harvey Haas, ce | GE |
| | KKLA (FM) | Ch. 246 (B) 97.1mc 58kw | (KFSG, AM Affiliate) | | M. D. Buchen, cm | Assoc. Col. |
| | KFVD | 1020 5,000 L-KDKA | Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345 | McGillvra | J. Frank Burke, p & gm Vern Lindblade, cm Toni Reeder, pd | Leonard Reeves, ce George Sanders, sd Violet Schram, wd |
| | KFWB | 980 5,000 | Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hemsted 5151 | Rambeau | Harry Maizlish, p & gm Theola R. Sanders, asst. to p Wm. V. Ray, pd | Harry Myers, ce Albert Gordon, nd Ed Lyon, sd |
| | KGFJ | 1230 250 | Ben S. McGlashan 6314 Sunset Blvd. Hollywood Hillside 0201 | | Ben S. McGlashan, o Thelma Kirchner, gm James Strain, cm | Homer Obuchon, ce Assoc. UP WE |
| | ⁴ KHJ | 930 5,000 DA-1 | Thomas S. Lee Enterprises Inc. 1313 N. Vine St. Hudson 2-2133 | MBS Don Lee Blair | Willet H. Brown, p & gm Donn Tatum, vp & gen counsel Patrick Campbell, vp & sta. rel. d Ward D. Ingram, vp chg. sls Leon Wray, slm | J. Carlton Adair, pd Herbert H. Sonnenburg, pmm Walter Carruthers, vp chg. engrg. A. M. Quinn, secy.-treas. |
| | KHJ-FM | Ch. 216 (B) 101.1mc 2.5kw | | | | |
| | KTSL (TV) | Ch. 2 54-60mc 6.0kw-aur.; 9.3kw-vis. | (KHJ, AM affiliate) | DuMont Blair-TV | Charles Glett, vp chg. TV Robert Hoag, slm Cecil Baker, exec. prod. | Harold Jury, ce Don Hine, prod. d Harry R. Lubeke, d TV research |
| | KLAC | 570 5,000-LS 1,000-N | KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311 | Young | (Mrs.) Dorothy Schiff, o & p Don Fedderson, evp & gm Dave Lundy, gen. slm C. G. Renier, pd | Jim McNamara, nd R. W. Conner, d of engrg. Sam Balter, sd |
| | KLAC-TV | Ch. 13 210-216mc 14.8kw aur.; 28.1kw vis. | | Katz | Fred Henry, pd | Cap. SES. UP, INS RCA |
| | KMAU (FM) (CP) | Ch. 262 (B) 100.3mc 72kw | Marantha Bcstg. Co. | | | |
| | KMGM (FM) | Ch. 254 (B) 98.7mc 49kw | Metro-Goldwyn-Mayer Studios Inc. MGM Studios Culver City Texas 03311 | | Erstrom Lebhar, exec. d Wm. F. MacCrystall, gm Rex R. Morrow, ce | Robert Caldwell, slm Barbara Waters, traffic m |
| | KMPC | 710 50,000-LS 10,000-N-DA CP-50,000 DA-N | The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood Hollywood 9-5341 | H-R Reprs. | G. A. Richards, o John Patt, p Robert O. Reynolds, gm John Baird, prod. sup. | Loyd C. Sigmon, ce Jim McCulla, nd Charles Stone, fd Bob Kelley, sd |
| | KNBH (TV) | Ch. 4 66-72mc 8kw aur.; 15kw vis. | National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161 | NBC | Thomas B. McFadden, gm Donald A. Norman, slm Robert V. Brown, pd Robert W. Clark, ce | Richard R. Eisiminger, adv. & pmm Robert Guggenheim Jr., m film opers. |
| | KNX | 1070 50,000 | Columbia Bcstg. System 6121 Sunset Blvd., Hollywood Hollywood 9-1212 | CBS Columbia Pac. Radio Sales | Merle S. Jones, gm Edwin W. Buckalew, slm George W. Allen, pd Ralph Taylor, pmm Wayne Steffner, cm | Les Bowman, ce Jack Beck, nd Robert Wilson, fd Tom Harmon, sd |
| | KNX-FM | Ch. 226 (B) 93.1mc 60kw | | | | |
| | KPOL (CP) | 1540 5,000-D | Coast Radio Bcstg. Corp. 877 S. Tremaine Ave. Wyoming 8081 | | Hugh R. Murchison, p | WE UP RCA |
| | KRKD | 1150 5,000-LS 1,000-N S-KFSG | Radio Bcstrs. Inc. 312 Spring Arcade Bldg Tucker 7111 | | Ned Connor, g & cm Charles Slifker, pd & sd | Doug Douglas, pmm Willis O. Freitag, ce |
| | KRKD-FM | Ch. 242 (B) 96.3mc 15kw | | | | WE |
| | KTLA (TV) | Ch. 5 76-82mc 15kw aur.; 30kw vis. | Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301 | Raymer | Paul Raibourn, p Klaus Landsberg, vp & gm Harry Y. Maynard, cm Charles Theodore, studio opers. sup. | J. Gordon Wright, prod. coordinator Gordon Minter, sr. d Raymond M. Moore, sr. engr. Robert M. Purcell, pd |
| | KTTV (TV) | Ch. 11 195-204mc 19.6kw aur.; 31.5kw vis. | KTTV Inc. 5746 Sunset Blvd. Hudson 2-7111 | CBS Radio Sales | Norman Chandler, p Harrison M. Dunham, gm Frank G. King, cm | Joseph Conn, ce John Vrba, pmm |
| MARYSVILLE | | | | | | |
| | KMYC | 1450 250 | Marysville-Yuba City Bcstrs. Inc. Box 631 2-2396 | MBS Don Lee Grant | H. E. Thomas, p & nd Joe D. Carroll, g & cm & sd | William R. Cleveland, pd Loyd McQueary, ce |
| | KMYC-FM | Ch. 261 (B) 99.9mc 4.7kw | | | | GE |
| MERCED | | | | | | |
| | KYOS | 1480 5,000 DA-N | Merced Bcstg. Co. P. O. Box 717 1430 | MBS Don Lee Grant | (Mrs.) Hugh McClung, p & gm Charles H. Kinsley Jr., sm A. J. Krisik, cm B. K. Krisik, pd & wd | Rob O'Harra, pmm Malcolm Beavers, ce Clare Coffman, nd, fd & sd |
| | KVME (FM) | Ch. 248 (B) 97.5mc 8.9kw | (KYOS, AM affiliate) | | | UP RCA |
| MODESTO | | | | | | |
| | KBEE (FM) | Ch. 277 (B) 103.3mc 11.5kw | McClatchy Bcstg. Co. 14th & Eye Sts. 2644 | Raymer | Eleanor McClatchy, p William T. Endicott, sm James B. Hancock, chief tech. | Cap. AP, UP RCA |

¹ These stations awaiting FCC approval of transfer.
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FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

CHANNEL
5

KT LA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX

SEPTEMBER-OCTOBER 1950 SHARE OF TELEVISION AUDIENCE

| TIME | TV SETS. IN USE | TV Station "A" | TV Station "B" | TV Station "C" | TV Station "D" | KT LA | TV Station "E" | TV Station "F" | OTHER TV |
|---|-----------------|----------------|----------------|----------------|----------------|-------|----------------|----------------|----------|
| SUNDAY AFTERNOON 12:00 NOON-6:00 P.M. | 26.8 | 7.6 | 17.0 | 20.5 | 15.6 | 36.3 | - | 2.9 | |
| SATURDAY DAYTIME 8:00 A.M.-6:00 P.M. | 15.8 | 2.9 | 6.8 | 8.4 | 1.3 | 56.0 | - | 23.9 | 0.6 |
| EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M. | 46.7 | 17.3 | 5.4 | 9.7 | 13.7 | 35.9 | 8.3 | 9.5 | 0.2 |

850,000 TV Receivers in Los Angeles area, December 1, 1950



KT LA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

CALIFORNIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|---------------------------------|--|---------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| MODESTO—(Continued) | | | | | | |
| KMOD 1950 | 1380 1,000-DA-N | Radio Modesto Inc. P. O. Box 941 3838 | ABC | John H. Schacht, o & gm Ron Sweeney, cm Gene D'Accardo, pd, nd & sd | Robt. Harrell, ce Chas. Packard, fd Sylvia Gamble, wd | Wld. AP GE |
| KTRB 1933 | 860 5,000-LS 1,000 N-DA | KTRB Bcstg. Co. Inc. P. O. Box 593 774 | Grant | Wm. H. Bates Jr., p, gm & ce James Van Parks, cm Milton Hibdon, pd & sd | Chas. McEwen, nd Eldon Barrick, fd Hilda Higbee, wd | St. Cole. L-W UP, INS GE |
| KTRB-FM 1949 | Ch. 281 (B) 104.1mc 4.7kw | | | | | |
| MONTEREY | | | | | | |
| KMBY 1949 | 1240 250 | Monterey Bcstg. Co. Hotel San Carlos 2-4541 | KBS | L. John Miner, gm Emil Trojak, ce Ford Warner, nd | | Wld., Assoc. UP RCA |
| MT. SHASTA | | | | | | |
| KWSD 1947 | 1340 250 | Shasta Cascade Bcstg. Corp. East Akma St. 2124 | Western | David Rees & Arthur Adler, co-o Iola Huntingdon, pd | Donald Keys, ce | St. AP RCA |
| NAPA | | | | | | |
| KVON 1947 | 1440 500 DA-1 | Napa Bcstg. Co. Inc. Foster Rd. 6-2023 | LBS | Luther E. Gibson, p & gm David Bous, cm H. B. Vanderbeek, act. ce | George W. Grayson, pd, pmm, nd & fd Joe Barbour, sd Betty Lee, wd | Assoc., Wld. AP Col. |
| OAKLAND | | | | | | |
| KLX 1922 | 910 1,000 CP: 5,000 DA-1 | Tribune Bldg. Co. Tribune Tower Glencourt 1-0680 | Burn-Smith | J. R. Knowland Jr., p Glenn Shaw, gm J. Milton Seropan, cm Jerry Morton, pd | Roswell S. Smith, ce John K. Chapel, nd Alan Ward, sd Earl Phillips, office m | Wld. AP, UP WE |
| KLX-FM 1948 | Ch. 287 (B) 101.3mc 20kw | | | | | GE |
| KROW 1925 | 960 1,000 CP: 5,000 DA-1 | KROW Inc. 464 19th St. Twinoaks 3-9600 | Ra-Tel | Sheldon F. Sackett, p Alan L. Torbet, gm David M. Sacks, cm Russ C. Coughlan, pd | Paul E. Leake, ce William Winter, nd Vern Loudon, sd | St. UP |
| KWBR 1920 | 1310 1,000 | Warner Brothers 327 21st St. Higate 4-1212 | | Stafford W. Warner, ptrn. & gm Eugene N. Warner, ptrn. F. Wellington Morse, cm | Wanda Ramey, pd Paul Gregg, ce George Oxford, nd | L-W UP RCA |

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BROADCAST • TELEVISION • RECORDING ENGINEERS

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
LOCAL UNION 45

1591 Cross Roads of the World

Hollywood 28, Calif.

Gladstone 8889

To All Advertising Agencies:

WHETHER YOU ARE SELLING IN LOS ANGELES COUNTY OR
SELLING TO THE WORLD, WE HAVE IT

FILMS FOR TV FROM KTTV
CINEMASCOPE RECORDING BY KLAC-TV
KINESCOPE RECORDING BY CBS
FOR THE HOTTEST SELLING TV SHOWS SEE
KTTV — KLAC-TV — KTSL

All Southern California Listens to

KNX—KNX-FM—THE COLUMBIA BROADCASTING SYSTEM
KHJ—KHJ-FM—THE DON LEE BROADCASTING SYSTEM

KMPC—HOLLYWOOD
KFMV—HOLLYWOOD
KFWB—HOLLYWOOD
KFAC—LOS ANGELES
KMGM—LOS ANGELES

KRKD—LOS ANGELES
KGFJ—LOS ANGELES
KFVD—LOS ANGELES
KALI—PASADENA
KXLA—PASADENA
KWKW—PASADENA

KFOX—LONG BEACH
KGER—LONG BEACH
KIEV—GLENDALE
KWIK—BURBANK
KGIL—SAN FERNANDO

UNIVERSAL RECORDERS

6000 SUNSET RADIO-TELEVISION CENTER

Sincerely, ROY TINDALL, Business Manager
Local Union 45 I.B.E.W.

POPULATION

In 10 years
the Pacific Coast has grown
48.7% BIGGER

1940... 9,733,262

1950... 14,846,527

9.7%
of the Nation's
total population

Source: 1940-1950 U. S. Census

RETAIL SALES

In 10 years
the Pacific Coast has grown
253.6% BIGGER

1939... \$ 4,298,759,000

1949... 15,205,643,000

11.9% of the total
National Retail Sales

Source: 1941-1950 Sales Management

EFFECTIVE BUYING INCOME

In 10 years
the Pacific Coast has grown
238.8% BIGGER

1940... \$ 6,243,315,000

1950... 21,154,281,000

11.3% of the Nation's
total buying income

Source: 1940-1950 Sales Management

GROWTH BY FAMILIES

In 10 Years Pacific Coast
Families have increased 48.2%

*Radio Families Have Grown
Even Faster*

53.8% since 1940

1940... 2,836,820

1950... 4,362,050

TODAY—98.0% of all Pacific Coast
Families have radios... a higher
percentage than any other section of
the nation*

*except New England with 98.2%

Source: 1940 U. S. Census
1949 B. M. B.

WASHINGTON

OREGON

CALIFORNIA

THE **BIG**
PACIFIC COAST

MARKET IS

BIGGER

THAN YOU

THINK

**NBC IS THE LEADING NETWORK WITH
THE LARGEST AUDIENCE IN ALL RADIO**

On the Pacific Coast, NBC leads with...

DAYTIME AUDIENCE 3,450,550

79% of Pacific Coast Radio Families

NIGHTTIME AUDIENCE 3,778,700

87% of Pacific Coast Radio Families

Source: 1949 B. M. B. Study No. 2



**THE PACIFIC COAST'S
NUMBER ONE
ADVERTISING MEDIUM**

CALIFORNIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|--------------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| ONTARIO | | | | | | |
| KOCS 1947 | 1510 250-D | The Daily Report Co. 222 E. B St. 627-54 | Pac. Reg. Western | Carlton Appleby, gm Wally Seidler, cm & nd Louisa Miller, pd & wd | Floyd Hall, ce Hal Morelli, sd | Assoc. UP GE Cap. UP |
| <i>KEDO (FM)</i> 1947 | <i>Ch. 228 (A)</i> <i>93.5mc</i> <i>0.31kw</i> | (KOCS, AM affiliate) | | | | |
| OROVILLE | | | | | | |
| KDAN 1948 | 1340 250 | Mercury Bcstg. Co. Box 231 1340 | Biddick | Dan L. Beebe Sr., p Ray L. Partridge, gm & ce | | L-W UP RCA |
| PALM SPRINGS | | | | | | |
| KCMJ 1946 | 1340 250 | Palm Springs Bcstg. Co. P. O. Box KK 2253 | CBS Pearson | Dick Joy, p Roland B. Vaile, gm, pd & sd Harry Davis, cm | Donald C. McBain, ce Paul Grannis Jr., nd | UP |
| PALO ALTO | | | | | | |
| KIBE 1949 | 1220 250-D | J. B. Rhodes Palo Alto Airport Davenport 3-1341 | Scott | James Blaine Rhodes, p Jay B. Rhodes, gm Walter Grau, cm John Egan, pd | Dave Wortman, ce Robert Seaman, nd Ray Hammett, sd | St. AP, UP |
| PASADENA | | | | | | |
| KALI 1950 | 1430 1,000 D-DA | John H. Poole 425 E. Green St. Sycamore 6-5327 | Schepp-Reiner | Aubrey H. Ison, gm | | Cap. UP |
| *KPCC 1924 | 1240 100 SH | Pasadena Presbyterian Church Inc. 585 E. Colorado St. Sycamore 3-2191 | | Dr. Eugene Carson Blake, p Leon Hall, gm & pd Clayton Blake, ce | | Col. |
| KWKW 1942 | 1300 1,000 DA-N | S. California Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744 | Forjoe | Marshall S. Neal, p William J. Beaton, g & cm Bill Garr, pd Claire Hughes, pmm | Paul W. Spargo, ce Bob Knouse, nd Gordon Baker Lloyd, fd Bob Wilson, sd | UP RCA |
| <i>KWKW-FM</i> (CP) | <i>Ch. 252 (A)</i> <i>98.3 mc</i> <i>0.33 kw</i> | | | | | GE |
| KKLA 1942 | 1110 10,000 DA-2 | Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991 | | Loyal K. King, p, g & cm Richard Scofield, pd Jack Reeder, ce Carl Saunders, nd | Dr. LeRoy Smith, fd Alex Cooper, sd Lena Goromi, wd | Wid. AF WE |
| PASO ROBLES | | | | | | |
| KPRL 1946 | 1230 250 | Leslie H. Hacker 32nd & Oak Sts. 204 | MBS KBS Don Lee Grant | Leslie Henry Hacker, o & gm Jack B. Wasson, c & pmm Dale Schwartz, ce | Arthur J. Hapgood, pd, nd, fd, sd & wd | St. RCA |
| PETALUMA | | | | | | |
| KAFP 1950 | 1490 250 | Petaluma Bcstrs. Inc. Box 480 183 | PBS | Harold A. Sparks, p, g & cm Forrest W. Hughes, ce Ted Kenessey, nd & sd | Catherine E. Sparks, pd, pmm & wd Bob Bishop, fd | Thes. UP G |

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KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee: Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|---|---------------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| PITTSBURG KECC 1949 | 990 1,000 DA-N | KECC Inc. 235 Railroad Ave. 2-2964 | West Coast Radio Sales | Mel D. Marshall, gm John C. MacFarland, cm Harry Osborne, pd | Merlin W. Haag, ce Fred Knop, pd Herb Markall, sd | Wld., L-W UP WE |
| POMONA KPMO 1947 | 1600 500 | Dean Wickstrom 1240 E. Holt Ave. Lycoming 2-1293 | Pac. Reg. | Dean H. Wickstrom, p. g & cm Florence Wickstrom, pd Marjorie Negus, pmm & wd Buck Rogers, ce | Jack Morris, fd Bruce Twerrell, sd | Wld. Ray. |
| PORTERVILLE KTIP 1947 | 1450 250 | J. F. Tighe P. O. Box 1312 1450 | Cooke Gene Grant | Ward E. Fritch, gm F. Robinson Brown, pd & sls pmm | | Wld. UP |
| RED BLUFF KBLF 1946 | 1490 250 | Tehama Bcstg. Co. 346 Oak St. 354 | LBS Moore | Arvo Haapanen, p & gm Robert Byrne, pd & sd Howard Parsons, ce | George Flansburg, fd | Wld. UP G |
| REDDING KVCV 1939 | 600 1,000 DA-1 | Golden Empire Bcstg. Co. Redding 1646 | MBS Grant | (Mrs.) Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm Lyle Mathys, pd Robert Hoskins, pmm | Russell Pope, ce Teed Dooley, nd Vincent Lambert, fd Charles Castor, sd Fran Bruce, wd | Wld. UP RCA |
| <i>KVRE (FM) 1948</i> | <i>Ch. 280 (A) 103.9mc, 1kw</i> | <i>(KVCV, AM Affiliate)</i> | | | | |
| REDLANDS KZYZ (CP) | 990 1,000-D | Orange Empire Bcstg. Co. 208½ Orange St. | | | | |
| RIVERSIDE KPRO 1941 | 1440 1,000 | Bcstg. Corp. of America P. O. Box 987 6290 | LBS Pac. Reg. Continental | W. G. Gleeson, p & gm James F. Cox, cm Red Blanchard, pd Paul Melchert, ce Pat Shreeder, office m | Carl Kupfer, nd Jim Russo, sd Tom Lehnion, fd Anna Barnes, wd | Wld. AP, UP Col. |
| <i>KPOR (FM) 1946</i> | <i>Ch. 248 (B) 97.5mc 20kw</i> | <i>(KPRO, AM Affiliate)</i> | | | | GE |
| SACRAMENTO KCRA 1945 | 1320 1000 DA-1 | KCRA Inc. 1010 11th St. Gilbert 2-0758 | NBC Meeker Grant | Ewing C. Kelly, p & gm John Dupell, cm Irma Davis, pd & pmm W. Herbert Hartman, ce | Jack Matranga, nd Dick Wood, fd Steve George, sd Frances Paige, wd | Wld. AP, UP WE GE |
| <i>KCRA-FM 1947</i> | <i>Ch. 241 (B) 96.1mc, 15kw</i> | | | | | |
| KFBK 1922 | 1530 50,000 DA-1 | McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745 | ABC Raymer | Eleanor McClatchy, p Keith B. Collins, sm Perry M. Nelson, slm Richard S. B. Cicc., prog. m | Stan Sronce, ce Howard Evanson, traffic m Victor Blanks, news editor Raymond Rodgers, farm editor | Cap. AP, UP |

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PACIFIC COAST - W. S. GRANT CO.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

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| SACRAMENTO—(Continued) | | | | | | |
| | KFBK-FM 1947 | Ch. 245 (B) 96.9mc, 5.4kw | | | | RCA |
| | KROY 1947 | 1240 250 | Harmco Inc. Sacramento Hotel Gilbert 3-2525 | MBS Avery-Knodel | Clyde F. Coombs, gm William J. Ratcliff, pd & asst. m William Karpisek, ce | Henry Thornley, nd & sd Scotty Mortland, fd UP, INS WE |
| | KXOA 1945 | 1470 1,000 DA-1 | Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576 | MBS Pearson | Lincoln Dellar, p Herb Ferguson, gm I. Earle Russell Jr., pd | Ewald W. Berger, ce Hal Laffoon, nd Assoc. UP Ray. |
| | KXOA-FM 1947 | Ch. 300 (A) 107.9mc, 12.5kw | | | | GE |
| SALINAS | | | | | | |
| | KDON 1935 | 1460 5,000 DA-1 | (See Santa Cruz listing) | | | |
| | KSNI (FM) 1948 | Ch. 233 (B) 94.5mc 3.2kw | Salinas Newspapers Inc. 123 W. Alisal St. 6451 (KDON, AM affiliate) | Calif. FM Grant | Gilbert V. Baymiller, gm Lawrence B. Butler, cm Omer Wright, ce | Wld. GE |
| | KSBW 1947 | 1380 1,000 DA-1 | Salinas Bcstg. Corp. P. O. Box 1651 8071 | MBS Western Burn-Smith | Dr. Harry Morgan, p & gm W. M. Oates, cm Donald Wells, pd & sd James R. Oliver, pmm | Robert K. Cobb, ce Ray Wilson, nd & fd Barbara Weppener, wd St. AP RCA |
| SAN BERNARDINO | | | | | | |
| | KCSB 1947 | 1350 500-DA-N | Essie Binkley West 770 Mill St. 822-45 | Forjoe | Essie Binkley West, p T. F. Whyte, gm Leo Logan, cm | Everett Carson, ce Lyle Kilgore, nd & fd Charles Bennett, sd Thes. AP WE |
| | KFXM 1929 | 590 1,000 DA-2 | Lee Bros. Bcstg. Corp. 512 5th St. 4761 | MBS Don Lee Blair | J. Clifford Lee, p Gene W. Lee, gm Don Cummings, cm Erna Jones, pd | C. Lowell Smith, pmm George W. Ewing, ce Jim O'Leary, nd Howard Balchly, fd Wld. UP RCA |
| | KITO 1947 | 1290 5,000 DA-2 | KITO Inc. 569 4th St. 7807 | ABC Pac. Reg. Hollingbery | J. J. Flanigan, p & gm Charles Foll, cm Arnold Beatum, pd & pmm | Ted Bindner, ce Marjorie Sharpe, wd UP RCA |
| | KRNO 1948 | 1240 250 | Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771 | Cooke Western | Van C. Newkirk, co James W. Gerrard, p & cm Norman H. Rogers, vp & gm | Bob Stone, pd George W. Brock, vp & ce RCA |
| SAN BRUNO | | | | | | |
| | KSBR (FM) 1948 | Ch. 263 (B) 100.5mc 250kw | Radio Diablo Inc. 798 San Mateo Ave. Juno 8-1465 | Calif. FM | Orrin H. Brown, p Franklin Evans, gm Arthur Arrigoni, ce | St. |
| SAN DIEGO | | | | | | |
| | KCBQ 1946 | 1170 5,000-LS DA-1 1,000-N | Charles E. Salik 1405 Fifth Ave. Franklin 1315 | CBS Col. Pac. Hollingbery | Charles S. Salik, p & gm Graham H. Moore, cm Grady Edney, pd William Houser, pmm Charles J. Sherburne, ce | Robert Regan, nd Howard Keddie, fd Dick Boynton, sd Izetta Jewel, wd L-W. St. UP RCA |
| | KFMB 1941 | 550 1,000 DA-1 | Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114 | ABC Branham | Jack Gross, p & gm W. O. Edholm, cm John Bainbridge, pd | Thornton W. Chew, ce Cap. AP GE |
| | KFMB-TV 1949 | Ch. 8 180-186mc 20.2kw-aur.; 20kw-vis. | | ABC CBS NBC | Bill Fox, pdm Al Flanagan, pd | AP, INS |
| | KFSD 1926 | 600 5,000 DA-1 | Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353 | NBC Raymer | Thomas E. Sharp, p John C. Merino, sm & traffic d Fred T. Foster, acct. exec. | Wld. UP RCA |
| | KFSD-FM 1948 | Ch. 231 (B) 94.1mc 33kw | | | | |
| | KGB 1927 | 1360 1,000 | Don Lee Bcstg. System 1017 1st Ave. Franklin 6151 | MBS Don Lee Blair | F. D. Ide, m Hobby Myers, cm | Wld. UP |
| | (See note 1 on page 88) | | | | | |
| | KSDO 1947 | 1130 5,000 LS 1,000-N DA-2 | San Diego Bcstg. Co. 1029 Second Ave. Main 2041 | LBS Sears & Ayer | Jack Heintz, vp & gm Wilson Edwards, pd | Assoc. AP, UP |
| | KSON 1947 | 1240 250 | Studebaker Bcstg. Co. 630 F St. Franklin 5175 | Forjoe | Fred Rabell, vp & gm Gordon Studebaker, treas. & cm | Dorothy Johnson, secy., pd & wd Warren Williamson, ce & sd Assoc. INS RCA |
| | KWFM (FM) 1948 | Ch. 284 (B) 104.7mc 0.96kw | (KSON, AM Affiliate) | | | AP G |
| SAN FERNANDO | | | | | | |
| | KGIL 1947 | 1260 1,000 DA-1 | San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks State 4-6291 | | F. J. Smalley Jr., p & gm Howard P. Gray, cm Allan McKee, pd | Jay Rice, ce UP RCA |
| SAN FRANCISCO | | | | | | |
| | KCBS 1912 | 740 5,000 DA-1 CP: 50,000 DA-2 | Columbia Broadcasting System Inc. Palace Hotel Yukon 2-7000 | CBS Col. Pac. Radio Sales | Frank Stanton (CBS), p Arthur Hull Hays, vp & gm Jules Dundes, c & pmm Fred Ruegg, pd Alan Cormack, ce | William Cullenward, publ. d Grant Holcomb, nd Gordon Roth, fd Carrol Hansen, sd Jane Todd, wd St. AP, UP WE |
| | KCBS-FM 1948 | Ch. 279 (B) 103.7mc 44kw | | | | |
| | KDFC (FM) 1947 | (See Sausalito, Calif. Listing) | | | | |
| | KFRC 1924 | 610 5,000 | Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 6-0500 | MBS Don Lee Blair | William D. Pabst, gm Merwyn L. McCabe, cm Mel Venter, pd Dink Templeton, pmm & sd E. G. Underwood, ce | Enes Canata, sls. traffic m W. D. Nietfeld, nd Bert Buzzini, fd Josephine Martin, wd Wld. AP, INS |
| | (See note 1 on page 88) | | | | | |
| | KGO 1924 | 810 50,000 DA-1 | American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544 | ABC ABC Spot | Robert Kintner (ABC), p Gayle V. Grubb, gm Vincent Francis, cm Bloyce Wright, pd | A. E. Evans, ce Maury Baker, adv., prom. & publ. m Vice Reed, nd Assoc., Cap., St. AP, UP, INS |
| | KGO-FM 1947 | Ch. 291 (B) 106.1mc 50kw | | | | GE |
| | KGO-TV 1949 | Ch. 7 174-180mc 13kw-aur.; 27kw-vis. | | | | GE |

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| SAN FRANCISCO—(Continued) | | | | | | |
| KGSF (FM) 1947 | Ch. 247 (B) 97.3mc 10kw | Warner Bros. (KWBR) 327 21st St. Higate 4-1212 | | Stafford W. Warner, p F. Wellington Morse, sm Wanda Ramey, pd | Paul Gregg, ce | L-W UP GE |
| KJBS 1925 | 1100 1,000 L-WTAM | KJBS Bcstrs. 1470 Pine St. Ordway 3-4148 | Headley-Reed | E. P. Franklin, p & gm Stanley G. Breyer, cm Charles F. Pendleton, pd & pmm | Wayne Berthold, ce George Ensign, nd Ruth Thompson, wd | L-W, St., Assoc., Mac UP, INS WE |
| KJBS-FM 1946 | Ch. 255 (B) 98.9mc 35kw | | | | | |
| KNBC 1922 | 680 50,000 | National Bcstg. Co. 420 Taylor St. Graystone 4-8700 | NBC NBC Spot | Joseph H. McConnell (NBC), p Lloyd E. Yoder, gm Alfred W. Crapsey, cm Paul Speegle, pd Randy Smith, pmm George Greaves, asst. gm | Curtis Peck, ce John Thompson, news & pub. aff., press & sp, events m Henry Schacht, fd Hal Wolf, sd Dorothy Rankin, wd | Assoc., Thes. AP, UP, INS RCA |
| KNBC-FM 1949 | Ch. 259 (B) 99.7mc 45kw | | | | | |
| KPOO (CP) | 1010 1,000-D | Grant R. Wrathall Rt. 2, Box 280 Aptos, Calif. 3352 | | Grant R. Wrathall, p, g & cm, pd, pmm & ce | | RCA |
| KRON (FM) 1947 | Ch. 243 (B) 96.5mc 44kw | The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100 | | George Cameron, p Charles Thieriot, gm Norman Louvau, cm | Lansing Bailey, pd R. A. Isberg, ce | Assoc. AP RCA |
| KRON-TV 1949 | Ch. 4 66-72mc 7.7kw aur.; 14.5kw vis. | | NBC Free & Peters | Patrick Crafton, pd Harold P. See, d of TV | | Telenews |
| KSAN 1922 | 1450 250 | Golden Gate Bcstg. Co. 1355 Market Market 1-8171 | Western | S. H. Patterson, p Lee Mikesell, g & cm Clint Sherwood, pd & pmm | Norwood Patterson, ce Frank Arthur, nd & sd Susan Alex, wd | L-W AP, UP RCA |
| KSFH (FM) 1947 | Ch. 235 (B) 94.9mc 15.8kw | Pacific Bcstg. Co. 690 Market St. Garfield 1-0104 | | C. A. Gibson, p P. N. Gibson, gm W. T. Selsted, ce | | Assoc. RCA |
| KSFO 1925 | 560 5,000-LS 1,000-N | The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567 | Rambeau | Wesley I. Dumm, p Philip G. Lasky, vp & gm John G. Campbell, cm Robert Hansen, pd | Kay Mulvihill, pmm A. E. Towne, d. of engrg. Herb Kennedy, fd Faye Stewart, wd | St. Wld. UP, INS WE |
| KPIX (TV) 1948 | Ch. 5 76-82mc 15.4kw aur.; 29.9kw vis. | KPIX Inc. (KSFO, AM Affiliate) | CBS DuMont Katz | Colin Selph, vp chg. sls. Lou Simon, cm Sanford Spillman, pd | | RCA |
| KYA 1926 | 1260 5,000-LS 1,000-N | Palo Alto Radio Station Inc. Fairmont Hotel Douglas 2-2536 | LBS Hollingbery | J. Elroy McCaw & John Keating, co-o J. G. Paltridge, g & pmm & pd | Paul Beck, ce Art Primm, nd Bob Fouts, sd Katherine Kerry, wd | UP RCA |

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| SANGER | | | | | |
| KSGN 1947 | 900 1,000-D | Radio Sanger Co. P. O. Box 247 490 | Moore | Edward L. Terry, gm Danny Whitney, pd | Cap., Wld. UP |
| SAN JOSE | | | | | |
| KEEN 1947 | 1370 1,000 DA-1 | United Bcstg. Co. Inc. Hotel De Anza Cypress 4-0344 | Grant | George M. Mardikian, p Floyd Farr, gm Bob Blum, cm | George Snell, pd Lee Johnston, ce Trula Hart, wd UP Ray. |
| KLOK 1946 | 1170 5,000-D | Valley Bcstg. Co. 40 W. San Antonio Cypress 3-3445 | Pearson | E. L. Baker, p & gm R. E. Ryan, cm Ruth Poindexter, pd | Billy Cunningham, ce H. McKenzie, fd Jane Towne, wd AP RCA |
| KSJO 1946 | 1590 1,000-LS 500 N-DA | Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030 | LBS Forjoe | Patrick H. Peabody, co & p Charles F. Mallory, gm Richard W. O'Donnell, cm Norman Paul, pd, pmm & nd | Walter Scott, ce Bob Blackburn, sd Sue Parsons, wd Wld. UP WE |
| KSJO-FM 1946 | Ch. 237 (A) 95.3mc 1kw | | | | GE |
| KXRK 1948 | 1500 1,000 DA-1 | San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080 | Western | Joe E. Levitt, p & gm Gordon Graham, cm Margaret Ring, pmm | Frank Glass, ce Frank Kilpatrick, nd & pd Jack Lund, sd UP RCA |
| SAN LUIS OBISPO | | | | | |
| KMNS 1949 | 1340 250 | Pacific Bcstg. Co. P. O. Box 700 3171 | | Marc H. Spinelli, p (Mrs.) Leslie Gurnee, pd Charles W. Kohlenberger, ce | UP |
| KVEC 1937 | 920 1,000-LS 500-N | Valley Electric Co. 851 Higuera St. 1100 | MBS, KBS Don Lee Grant | Christina M. Jacobson, p Les Hacker, gm & nd Joe Shuttleworth, cm Robert S. Wilton, pd Steve Lamkin, pmm | Dale Schwartz, ce Andy Kasperian, fd Ted Davies, sd Grace Adler, wd St. AP RCA |
| SAN MATEO | | | | | |
| KSMO 1947 | 1550 1,000 DA-N | Amphlett Printing Co. 811 So. B St. Diamond 4-2594 | Grant | J. Hart Clinton, p Howard J. Smiley, gm Bill Delmar, pd | H. Neil Black, ce AP, UP Ray. |
| KVSM 1950 | 1050 250-D | Hugh H. Smith 279 Baldwin Ave. Diamond 4-2541 | PBS Sears & Ayer | Hugh H. Smith, p Charles E. Morin, gm Gilbert L. Bond, cm | Merwyn F. Planting, ce UP |
| SAN RAFAEL | | | | | |
| KTIM 1947 | 1510 1,000-D | Marin Bcstg. Co. Inc. 1117 5th Ave. 1510 | Western | Roy A. Brown, p Hugh Turner, gm & ce Clifford Trotter, cm | Peter Miller, pd Kitty Oppenheimer, wd AP Ray. |
| SANTA ANA | | | | | |
| KVOE 1928 | 1480 1,000 DA-1 | The Voice of the Orange Empire Inc. Ltd. 105 East 5th St. Kimberly 3-8321 | MBS Don Lee Cooke | Ernest L. Spencer, p & gm James Buryl Lottridge, cm Deane S. Long, pd & sd Art Spitherd Jr., pmm & nd | Stanley G. Guenther, ce J. Leslie Fox, nat'l slm Donner P. Spencer, loc. slm St., Mac. UP RCA |
| KVOE-FM 1948 | Ch. 244 (A) 96.7mc 1kw | | | | GE |
| SANTA BARBARA | | | | | |
| KDB 1921 | 1490 250 | (See note 1 on page 88) Don Lee Bcstg. System Radio Square 4131 | MBS Don Lee Blair | Willet H. Brown, p Edward K. Kemble, gm James S. Blomfield, cm | Donald C. Roberts, pd & nd Richard Collins, pmm Forrest T. Choate, ce Ken Pascoe, fd Wld. UP WE |
| KIST 1946 | 1340 250 | Radio KIST Inc. Balboa Bldg. 3981 | NBC Hollingbery | Harry C. Butcher, p Mary Ann Casey, pd | Michael J. McKeogh, pmm Stanley S. Saueressig, ce Robert Sevey, sd UP RCA |
| KTMS 1937 | 1250 1,000 DA-2 | News Press Pub. Co. de la Guerra Plaza 3925 | ABC Raymer | T. M. Storke, p C. A. Storke, vp Al Albinger, gm Ed Sprague, pd | Cliff Badger, pmm Albert A. Nicolay, ce Graham Alexander, nd Johnny Willis, sd L-W AP |
| SANTA CRUZ | | | | | |
| KDON 1935 | 1460 5,000 DA-1 | Salinas Newspapers Inc. 123 W. Alisal St. Salinas, Cal. 6451 | LBS Pac. Reg. Grant | Merritt C. Speidel, p Gilbert V. Baymiller, gm Lawrence B. Butler, cm | Orel Phillips, pd Omer Wright, ce Irene Sweet, wd Wld., Cole UP WH |
| KSCO 1947 | 1080 1,000-LS 500-N DA | Radio Santa Cruz P. O. Box 1080 1080 | | C. Vernon Berlin, mgng. ptrn., g & cm & ce Ann Thomas, wd | St., Thes. AP RCA |
| SANTA MARIA | | | | | |
| KCOY 1947 | 1400 250 | News-Press Pub. Co. 114 W. Cook St. 5-2463 | ABC Raymer | T. M. Storke, ptrn. Charles A. Storke, ptrn. Jo. W. Benes, gm | Tony Kent, pd Sam Taylor Jr., sd Bobby Lee Davis, wd L-W AP Ray. |
| KSMA 1945 | 1240 250 | John H. Poole 510 W. Morrison St. 5-2582 | KBS, LBS O'Connell | J. H. Poole, p W. W. Phreaner, sta. & cm Gale Brady, ce | Wld. UP RCA |
| SANTA MONICA | | | | | |
| KOWL 1947 | 1580 5,000-D | Arthur H. Croghan Pico at Ocean Exbrook 46761 | | Arthur H. Croghan, p, g & cm Warren Deem, pd | John Morecroft, ce Assoc. UP WE |
| SANTA PAULA | | | | | |
| KSPA 1948 | 1400 250 | Santa Paula Bcstrs. Inc. 110 North Middle Rd. 940 | | Bob Funnell, sm | Wld. |
| SANTA ROSA | | | | | |
| KSRO 1937 | 1350 1,000 DA-1 | Finley Bcstg. Co. Cor. Finley & Fresno 110 | LBS Grant | (Mrs.) Ruth Finley, p Charles P. Scott, gm & fd Lee Flemming, cm Russ Siner, pd & nd | Verne Hassett, ce Bud Magrini, sd Harriett Barnes, wd St. AP RCA |
| SAUSALITO | | | | | |
| KDFC (FM) 1948 | Ch. 271 (B) 102.1mc 33kw | Sundial Bcstg. Corp. Box 33 1400 | | Wm. R. Crocker, gm Edward Davis, c & pmm Edward G. K. Deverill, pd | Assoc. AP |

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| SONORA | | | | | |
| KROG 1949 | 1450 250 | Mother Lode Bcstg. Co. P. O. Box 996 426 | | Ianthe Densmore, p & gm Neal Edmundson, cm Casper Tressel, pd, ce & nd | Robert A. Hartley, sd Dorothy Hunt, wd St., SES. AP Ray. |
| STOCKTON | | | | | |
| KGDM 1928 | 1140 5,000 DA-N | E. F. Pepper 519 E. Market St. 4-4551 | CBS Blair | E. F. Pepper, p Edith Smith, g & cm V. Swan, pd Bill Hill, pmm & nd | M. Bey Greene, ce Bell Lange, fd Irv. Schwartz, sd Elsie Flower, wd Wld. INS WH |
| KGDM-FM 1946 | Ch. 225 (B) 92.9mc 1kw | | | | |
| KSTN 1949 | 1420 1,000 DA-1 | San Joaquin Bcstg. Co. Hotel Clark 47338 | Hollingbery | D. M. Greene, gm Ellis Lind, pd Carl McGee, ce | UP Col. |
| KWG 1921 | 1230 250 | McClatchy Bcstg. Co. 612 East Market 5-5728 | ABC Raymer | Eleanor McClatchy, p Howard L. Bailey, sm James E. Longe, prog. m | Marian Hough, traffic m John Mackenzie, fa:m editor Cap. AP, UP |
| KXOB 1947 | 1280 1,000 DA-N | Valley Bcstg. Co. Beyer Lane 4-7313 | MBS Western Pearson | Lincoln Dellar, p Herb Ferguson, gm Grant Pollock, m Homer Van Derwerker, pd | Ewald Berger, ce Eugene Williams, nd Bob O'Brien, sd Assoc. UP Ray. |
| SUSANVILLE | | | | | |
| KSUE 1948 | 1240 250 | Hallowell & McKahan Chestnut & Weatherlow 354-B | Calif. Net. Moore | Nolan Hallowell, g & pmm & nd Zeke White, cm Dale Dwelley, pd | Hal Houston, ce & fd Les McLarrin, sd Gwen Waltz, wd Wld. UP |
| TAFT | | | | | |
| KTKR 1948 | 1310 500-D | Taft Bcstg. Co. P. O. Box "WW" 5-3101 | LBS Pac. Reg. | Kenneth Aitken, p, g & cm & ce Mary Edwards, pd | Jack Smith, pmm George Tschumy Jr., sd UP |
| TULARE | | | | | |
| KCOK 1945 | 1270 1,000 DA-N | Herman Anderson P. O. Box 119 6-2866 | MBS Western Grant | Herman Anderson, p Sheldon Anderson, gm J. Alan Rinehart, c & sm Richard Martin, c & nd | Dan Corrigan, pmm James C. Morrison, ce Bob Lee, sd Jean Hixon, wd UP Col. |
| TURLOCK | | | | | |
| KTUR 1949 | 1390 1,000 DA-N | Turlock Bcstg. Corp. P. O. Box 526 4-5827 | PBS Pac. Reg. O'Connell | Wallace Lindskoog, p H. A. McMillen, gm Aisie Iris Thorp, traffic m S. E. Simmons, pd & fd | Maxon B. Sayre, ce Donald C. Burns, nd Clare Rampton, sd L-W, SES. UP Ray. |
| UKIAH | | | | | |
| KUCA (CP) | 1340 250 | Mendocino Bcstg. Co. | | | |
| KUKI 1950 | 1400 250 | Bartley T. Sims P. O. Box 638 1400 | Western | Bartley Sims, p & gm Gene Dietrich, cm John Olivera, pd | Adria Merrill, pmm Stanley Ryno, ce William Sweet, nd St. AP RCA |
| VALLEJO | | | | | |
| KGWY 1947 | 1190 250-D | Calif.-Nev. Bcstg. Co. 3627 Sonoma Blvd. 3-5667 | | H. Q. Joucken, ptrn. David McKay, ptrn. & gm Ralph Stillings, sm Vic Paulsen, pd & nd | William L. Roberts, ce Hal Engebretson, sd Olive Fowles, wd UP |
| VENTURA | | | | | |
| KVEN 1948 | 1450 250 | Coast Ventura Co. P. O. Box 1611 Miller 3-8675 | Pac. Reg. Western Cooke | Charles Stuart, p Mort Werner, gm Harry Engel, cm Dana Marble, pd, pmm & nd Larry S. Nicholson, sm | Fred Hall, ce Jack Powell, fd John McCormick, sd Cap. UP Col. |
| KVVC 1947 | 1590 1,000 DA-1 | KVVC The Voice of Ventura County P. O. Box 1411 Miller 3-6185 | KBS Grant | | St. INS |
| VICTORVILLE | | | | | |
| KVRV (CP) | 960 5,000-D | Francisco Rental Co. | | | |
| VISALIA | | | | | |
| KKIN 1946 | 1400 250 | KKIN Inc. P. O. Box 1589 4-5811 | PBS Forjoe | Lyman A. Treaster, gm & ce Albert F. Blain, c & pmm Irv Terrell, fd | Wilson Monroe, nd Jerry Pomerance, sd St. UP |
| WASCO | | | | | |
| KWSO 1950 | 1050 250-D | Maple Leaf Bcstg. Co. P. O. Box 366 4152 | | E. J. Peters, p Theo. G. Heinrichs, gm & pd Eldon Easter, cm Elward Robertson, ce | Mary Ann Wiens, pd Orval Brown, sp. events & sd Bob Bann, nd L-W UP G |
| WATSONVILLE | | | | | |
| KHUB 1937 | 1340 250 DA-N | Luther E. Gibson P. O. Box 349 4-5641 | Forjoe | Luther E. Gibson, p Charles F. Mallory, gm George Edmondson, ce | Jack Daugherty, pd, nd, fd & sd Kay Hubbard, wd L-W AP GE |
| YREKA | | | | | |
| KSYC 1947 | 1490 250 | Siskiyou County Bcstg. Co. Inc. Lawrence Lane & South Oregon 624 | LBS Moore | E. G. Millbourn, p Jack R. Wagner, cm & m Daren Lane, pd, nd & sd | Wm. Maginnis, ce Dick Cooke, fd Wld. AP RCA |
| YUBA CITY | | | | | |
| KUBA 1947 | 1600 1,000-LS 500-N DA | Peachbowl Bcstrs. Inc. Box 309 3-7309 | LBS Pac. Reg. Radio Sales | Chester V. Ullom, p Roger R. Hunt, sm Clyde L. Goodnight, c & pmm William K. Noethens, pd & wd | Roy D. Swanson, ce Ambrose G. Roy, nd Wyn A. Pope, fd Lloyd Klemp, sd St., Cap. AP G |
| COLORADO | | | | | |
| ALAMOSA | | | | | |
| KGIW 1929 | 1450 250 | E. L. Allen P. O. Box 179 26 | KBS, LBS | E. L. Allen, p & gm Lloyd Allen, cm, pd, nd & fd | Charles Dynes, pmm & sd Jim McFadden, ce SES. UP G |
| BOULDER | | | | | |
| KBOL 1947 | 1490 250 | Boulder Radio KBOL Inc. 1617 Pearl St. 1490 | Columbine | Herb Hollister, p Russel Shaffer, vp, g & cm Bob Butz, pd & nd | Blair Dobbins, ce Earl Hicks, sd Marge Macgavren, wd St. AP Col |
| CANON CITY | | | | | |
| KRLN 1947 | 1400 250 SH | Royal Gorge Bcstrs. Inc. 1815 Central Ave. 1100 | KBS | Raymond M. Beckner, p, gm & nd Guy C. Underhill, pd | O. J. Birdsong, ce Austin Schneider, sd Cole, St. UP |

COLORADO—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|---------------------------------|--|-----------------------------|--|--|--|
| COLORADO SPRINGS | | | | | | |
| KRDO 1947 | 1240 250 | Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125 | Columbine Western Radio | Joseph H. Rohrer, p, g & pmm Harry W. Hoth, cm Jean Gitz, pd & wd | Richard Fitzmorris, ce Bill Totten, nd Bob Burghart, sd | L-W, St. AP RCA |
| KVOR 1923 | 1300 1,000 | Voice of the Rockies Inc. Exchange Nat'l Bank Bldg. Main 278 | CBS Katz | James D. Russell, p, g & cm Cozine Strang, ce Morrison Parker, pd & pmm | Cecil Seavey, sd Ralph Conner, nd & fd Helen Elliott, wd | Wid. UP WE |
| CRAIG | | | | | | |
| KRAI 1948 | 1230 250 | Northwestern Colorado Bcstg. Co. P. O. Box 1027 707 | | Norman Winder, p Phillip Donn, gm Richard S. Fox, cm | John W. Deakins Jr., pd Cy Harley, ce | SES. WE |
| DENVER | | | | | | |
| KFEL 1923 | 950 5,000 DA-1 | Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681 | MBS Blair | Gene O'Fallon, gm Frank Bishop, mng. d W. H. Conklin, cm Dale Morgan, pd | Gene O'Fallon Jr., pmm Thomas G. Morrissey, ce Jack L. Fitzpatrick, nd & sd Gus Swanson, fd | Assoc., SES. INS WE WH |
| KFEL-FM 1948 | Ch. 247 (B) 97.3mc 23.5kw | | | | | WH |
| KLZ 1922 | 560 5,000 DA-N | Aladdin Radio & Television Co. Shirley-Savoy Hotel Main 4271 | CBS Katz | Harry E. Huffman, p Hugh B. Terry, gm Maim Morris, cm Charles Roberts, pd John Connors, pmm | Harvey Wehrman, ce Sheldon Peterson, nd Lowell Watts, fd Larry Varnell, sd | St. AP, INS RCA, WE |
| KLZ-FM 1945 | Ch. 231 (B) 94.1mc 5.3kw | | | | | WH |
| KMYR 1941 | 1340 250 | KMYR Bcstg. Co. 1626 Stout St. Main 4161 | LBS Columbine Rambeau | F. W. Meyer, p A. G. Meyer, gm Ed Koepke, cm Lowell Switzer, pd | Dick Leonard, pmm & nd Wm. Warren Reed, sd Glen James, ce Hazelle Beaver, wd | Wid. AP WE |
| KOA 1924 | 850 50,000 | National Broadcasting Co. 1625 California St. Main 6211 | NBC NBC Spot | Joseph H. McConnell, (NBC) p Duncan A. McColl, slm Earle C. Ferguson, prog. m | C. M. Penley, prom. sup. Robert H. Owen, ce & asst. gm Wm. R. Day, m of news, sp. events, press & pub. aff. | Assoc., Thes. AP, UP, INS GE RCA |
| KOA-FM 1948 | Ch. 239 (B) 95.7mc 43kw | | | | | RCA |

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N. T. GALLUCCI
Gen'l Manager



L. W. GALLUCCI
Sales Manager



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Secretary

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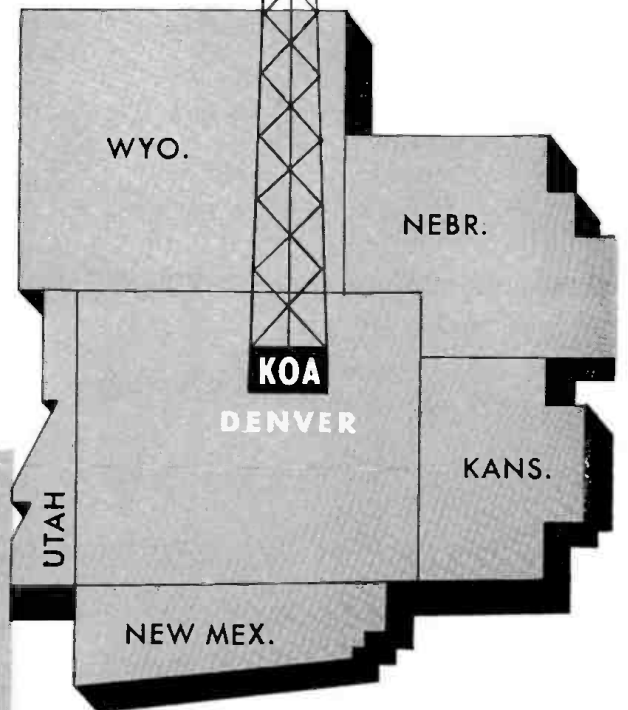
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Denver, Colorado

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advertising medium in the
Mountain-Plains States

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- **PROGRAM-WISE**
- **PROMOTION-WISE**
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West's Greatest Salesman
reaching the
most people at the
lowest cost-per-listener.



REPRESENTED BY **NBC** Spot Sales

KOA



The **ONE AND ONLY 50,000 WATT**
Station Serving Colorado & Wyoming

COLORADO—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|---------------------------|--------------------------|----------------------------------|---|---|---|--|--|
| DENVER—(Continued) | | | | | | | |
| *KPOr | 1928 | 510 5,000-LS 1,000-N SH | Pillar of Fire 1845 Champa St. Tabor 3733 | | Arthur K. White, p Kathleen M. White, gm L. Ray Sharpe, pd | Paul H. Schissler, ce | |
| KTLN | 1948 | 990 1,000-D | KTLN Bcstg. Co. Park Lane Hotel Race 4636 | LBS Radio Reps. | Leonard Coe, o John L. Buchanan, sm Mike Spar, cm | Jack Helling, pd Oran Kelley, ce Paul Blue, nd | UP G |
| KVOD | 1925 | 630 5,000 DA-1 | Colorado Radio Corp. 1022 Midland Savings Bldg. Tabor 2291 | ABC Free & Peters | Wm. D. Pyle, p & gm T. C. Ekrem, sm | | Assoc., Cole L-W UP |
| DURANGO | | | | | | | |
| KIUP | 1935 | 930 1,000 DA-N | San Juan Bcstg. Co. P. O. Box 799 117 | Clark | M. L. Cummins, p R. E. O'Brien, gm & nd T. Ralph Bennett, cm Don Hoover, pd & sd | John Merrell, pmm Lew VanderLinden, ce Mike Broomell, fd (Mrs.) Lee O'Brien, wd | St. UP G |
| FORT COLLINS | | | | | | | |
| KCOL | 1947 | 1410 1,000 DA-N | Northern Col. Bcstg. Co. 1600 La Porte Ave. 2600 | Columbine Headley-Reed | J. Herbert Hollister, p Ellis Atteberry, m Dave Schlothauer, cm Jack Hitchcock, pd, pmm & sd | Harold G. Austin, ce Russ Rountree, nd Bill Paxton, fd Shirley Kiefer, wd | St. AP Col. |
| FORT MORGAN | | | | | | | |
| KFTM | 1949 | 1260 500-D | Ft. Morgan Bcstg. Co. P. O. Box 431 1000 | Columbine | Robert H. Dolph, p & gm John Emery, cm Tenna Paynter, pd | Robert LaRue, ce Helen Cudworth, nd | St. UP G |
| GLENWOOD SPRINGS | | | | | | | |
| KGLN | 1950 | 1240 250 | Western Slope Bcstg. Co Silver Spruce Lodge 777 | MBS Holman | Rex Howell, p Charles Howell, co Hal Reed, g & cm & nd Earl Davies, pd | Marilyn Anderson, wd Carl Anderson, ce Joy Biggs, fd Gene Curtiss, sd | UP G |
| GRAND JUNCTION | | | | | | | |
| KEXO | 1948 | 1230 250 | Voice of Western Colorado, Inc. 2208 North Ave. 1230 | Columbine Oakes | D. Spencer Grow, p H. Abbott Tesman, g, c & pmm Robert Collins, pd D. E. Towne, ce | Bill Metcalf, fd Gene Wilburn, nd & sd Muriel Hammer, wd | Wld., Cap., Thes. INS Ray. |
| KFXJ | 1926 | 920 1,000-LS 500-N | Western Slope Bcstg. Co. Hillcrest Manor 1300 | MBS Holman | Rex Howell, p E. Anson Thomas, gm Jack Goetz, cm Ed Lewis, pd & sd Rosa Lee Samuels, asst. m | Charles Hay, ce Charles Howell, secy-treas. Lester Schlangan, nd William Warner, fd | L-W UP GE |
| GREELEY | | | | | | | |
| KFKA | 1921 | 1310 1,000 DA-N | Mid-Western Radio Corp. 620 8th Ave., 450 | Holman | Francis Price, p & gm Everett Shupe, sis d Jack Redus, pd Harry Brewer, ce | Cooper Welch, nd Carl Jordan, fd Bob Oakley, sd Lois Ann Wathan, wd | Cole, L-W SES. UP WE |
| KYOU | 1948 | 1450 250 | Meroco Bcstg. Co. 2424 6th Ave. 3275 | LBS Columbine McGillvra | Elwood H. Meyer, p & gm Frank S. Thomas, cm | Betty L. Wickam, traffic d Paul F. Emrich, ce | Wld. AP |
| LA JUNTA | | | | | | | |
| KOKO | 1936 | 1400 250 | Southwest Bcstg. Co. Box 485 42 | LBS Columbine Gene Grant Clark | Douglas D. Kahle, p Reggie Shirk, gm Bill McConnell, cm Bev Watson, pd | Walter Sichelka, ce Melba Zorn, fd & wd Bob Pegg, sd | L-W UP G |

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1000 Watts*

the independent station
most often listened to
by Colorado housewives



coverage

KTLN Denver is the most penetrating independent station in the area it serves. KTLN Denver is listened to by 240,000 radio families daily.

year round audience

KTLN Denver serves not only the cream of the Rocky Mountain area but the rich winter and summer play and vacation land. The Denver Convention and Visitors Bureau reports travel and resort spending in Colorado was \$211,780,000 in 1949.

sales potential

KTLN Denver is heard in homes that spent \$655,000,000 in retail sales in 1949

results and cost

At a cost of \$672, one promotion* pulled over 4,500 responses which in turn produced 1,150 direct sales totaling \$11,569.

*client name & details on request.

mail and phone pull

KTLN Denver receives hundreds of thousands of letters and phone calls annually. Its Joe "Upsy Daisy" Flood program alone pulls over 4,000 phone calls weekly.

for availabilities wire, phone or write
Radio Representatives, Inc. or
New York, Chicago, Los Angeles, San Francisco
John Buchanan
Park Lane Hotel
Denver

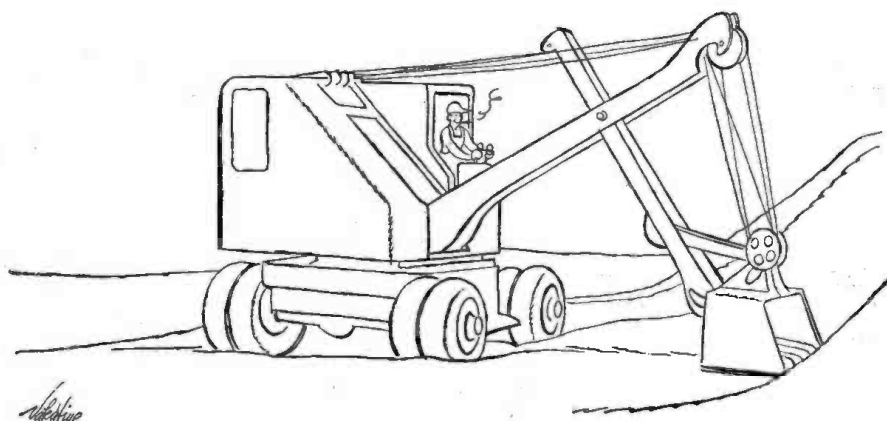
| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|--------------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| LAMAR | | | | | | |
| KLMR 1948 | 1340 250 | Southeast Colorado Bcstg. Co. P. O. Box 232, 804 | LBS | Ralph Eaton, p Justin B. Bradshaw, gm Dorothy Shaffer, cm Orth Bell, pd | Donald Stephens, pmm, nd & sd Edwin Wood, ce Phyllis St. John, wd | Wld. AP GE |
| LEADVILLE | | | | | | |
| KLVC (CP) | 1230 250 | Vir N. James | | | | |
| LONGMONT | | | | | | |
| KLMO 1949 | 1050 250-D | Longmont Bcstg. Co. 301 Main 1050 | | Jack P. Dubberley, ptrn. & m Pelton Reed Walker, cm Willis Evans, pd | Curtis Christensen, pdm Robert R. Blanchard, ce | L-W UP G |
| MONTROSE | | | | | | |
| KUBC 1947 | 1240 250 CP: 1260 1,000-LS 500-NDA | Uncompaghre Bcstg. Co. P. O. Box 279 199 | KBS Columbine | F. J. Hartman, p George Cory, gm Bob Hale, slm | Martin Begley, pd Robert Sidwell, ce Lilli Mae Di Julio, wd | UP Ray. |
| PUEBLO | | | | | | |
| KCSJ 1947 | 590 1,000 DA-N | Star Bcstg. Co. 211 W. 5th St. 8522 | MBS Columbine Taylor | Dale W. Scott, gm | | |
| KDZA 1947 | 1230 250 | Pueblo Radio Co. Inc. 3011 Elizabeth 1255 | LBS Cooke | Dee B. Crouch, p & pd Maxson I. Bevans, sm Jack Lundquist, ce | Jay Novak, sd Kathleen Thompson, wd | St. AP G |
| KGHF 1928 | 1350 5,000-LS 1,000-N DA | Colorado Bcstg. Co. Inc. Pueblo Savings & Trust Co., Bldg., 3877 | ABC McGillvra | Gifford Phillips, p Robert D. Ellis, gm William Bruce, pd Kenneth Russell, c & pmm | Willis Shanks, ce Irwin M. Cunningham, fd Mildred Elkins, wd | Wld., SES. INS G |
| SALIDA | | | | | | |
| KVRH 1950 | 1340 250 | Vir N. James Salida 30 | KBS, LBS Columbine Clark | Vir N. James, p, g & cm & ce Clo James, wd | Frank Allen, pd, pmm, nd & fd Jack Diehl, sd | UP RCA |
| STERLING | | | | | | |
| KGEK 1925 | 1230 250-D | Elmer G. Beehler Fleming Rd. 679 | KBS | Elmer G. Beehler, p, ce & fd Al Ross, cm & nd Frank Morrell, pd & sd | | Cole, Mac. SES. UP G |
| TRINIDAD | | | | | | |
| KCRT 1946 | 1240 250 | Mel-Bert Bcstg. Co. South Country Club Drive 338 | KBS, LBS Continental | Earnest M. Cooper, gm & ce Margurite Spurr, pd Rembert O. Coyle, cm & nd | John M. O'Connor, sd (Mrs.) Lynn Winters, wd | L-W UP G |
| KSTR 1946 | 1280 1,000-LS 500-N | James E. Blair P. O. Box 787 414 | MBS Forjoe | | | |
| WALSENBURG | | | | | | |
| KPHC 1947 | 1450 250 | Walsenburg Bcstg. Corp. 10th & Main Sts. 79 | | Tom G. Bank Jr., p D. E. Towne, gm & sd Rose Mary Towne, pd & wd | Henry M. Long, ce W. D. Osborne, nd | |

CONNECTICUT

| | | | | | | |
|-------------------|--------------------------------|---|--|--|---|----------------------|
| BRIDGEPORT | | | | | | |
| WICC 1928 | 600 1,000-LS DA-1 500-N | Radio Station WICC 144 Golden Hill 6-1121 | MBS Yankee Petrey | Robert L. Kennett, gm Charles W. Parker, cm & sta. sup. James W. Evans, pd & pmm Roger Holt, ce | Robert Maguire, nd Wes Hobby, sd May Bradshaw Hays, wd | Assoc. AP WE |
| WLIZ 1947 | 1300 1,000-D | Bridgeport Bcstg. Co. 114 State St. 5-4144 | Young | Philip Merryman, p & gm Manning Slater, cm & sd Wallace Dunlap, pd | James Gaffney, nd Jane Quinn, wd Sol Robinson, slm | Thes. AP Ray. |
| WNAB 1941 | 1450 250 | Harold Thomas 991 Broad St. 3-3112 | ABC Conn.-State Rambeau | Harold Thomas, p & ce Levon Thomas, gm Phillips G. Terhune, cm E. G. Dahlby, pd & nd | Jean O'Shea, traffic m R. Colonari, pdm. Phil Peterson, sd | UP Col. |
| BRISTOL | | | | | | |
| WBIS 1948 | 1440 500-D | The Bristol Bcstg. Corp. 183 Main St. 9285 | | Frederick W. Beach, p Cal B. Kolby, act. gm & pd Lan Gordon, cm | Amleto Ciccarella, pmm Richard A. Ricci, ce Grace Galvin, wd | UP G |
| DANBURY | | | | | | |
| WLAD 1947 | 800 250-D | Berkshire Bcstg. Corp. 207 Main St. 8-3565 | | Robert J. Doran, p John P. Previdi, gm J. Thomas Mathers, cm | Jerry Arthur, pd & pmm Eleanor Kemble, wd | SES. UP |
| GREENWICH | | | | | | |
| WGCH(FM) 1948 | Ch. 240(A) 95.8mc 0.46kw | Greenwich Bcstg. Corp. 25 Greenwich Ave. 8-4200 | | W. S. Lemmon, p & gm Charles J. Hines, pd Caspar Olfers, ce | | Assoc. UP Ray. |
| HARTFORD | | | | | | |
| WCCC 1947 | 1290 500-D | Greater Hartford Bcstg. Hotel Bond 5-6648 | | William M. Savitt, p Max M. Savitt, secy-treas. | Syd Byrnes, asst. & prog. m John Rameika, ce | UP GE |
| WDRC 1922 | 1360 5,000 DA-1 | Conn. Bcstg. Co. 750 Main St. 7-1188 | CBS New England Nutmeg Raymer | Franklin M. Doolittle, p & treas. Walter Haase, sm Wm. Malo, c & pmm | Harvey Olson, pd, nd, fd & wd Italo Martino, ce Jack Smith, sd | UP WE |
| WDRC-FM 1939 | Ch. 229 (B) 93.7mc 7kw | | | | | REL. |
| WONS 1935 | 1410 5,000 DA-2 | Yankee Network Inc. 54 Pratt St. 7-9131 | MBS Yankee H-R Reps. | William O'Neil, p Robert L. Kennett, g, c & pmm Ralph Klein, pd | Rogers B. Holt, ce Claire Gibson, wd Milton Berkowitz, nd & sd | Assoc. UP WH |
| WTHT 1936 | 1230 250 | The Hartford Times 555 Asylum St. 2-0237 | ABC Conn-State McKinney | F. S. Murphy, p C. Glover DeLaney, gm L. R. Schoenfeld, c & pmm Phil Becker, pd | L. S. Masini, ce S. B. Gammell, nd R. K. Blackburn, asst. m & tech.d M. C. Betters, sd | AP RCA |



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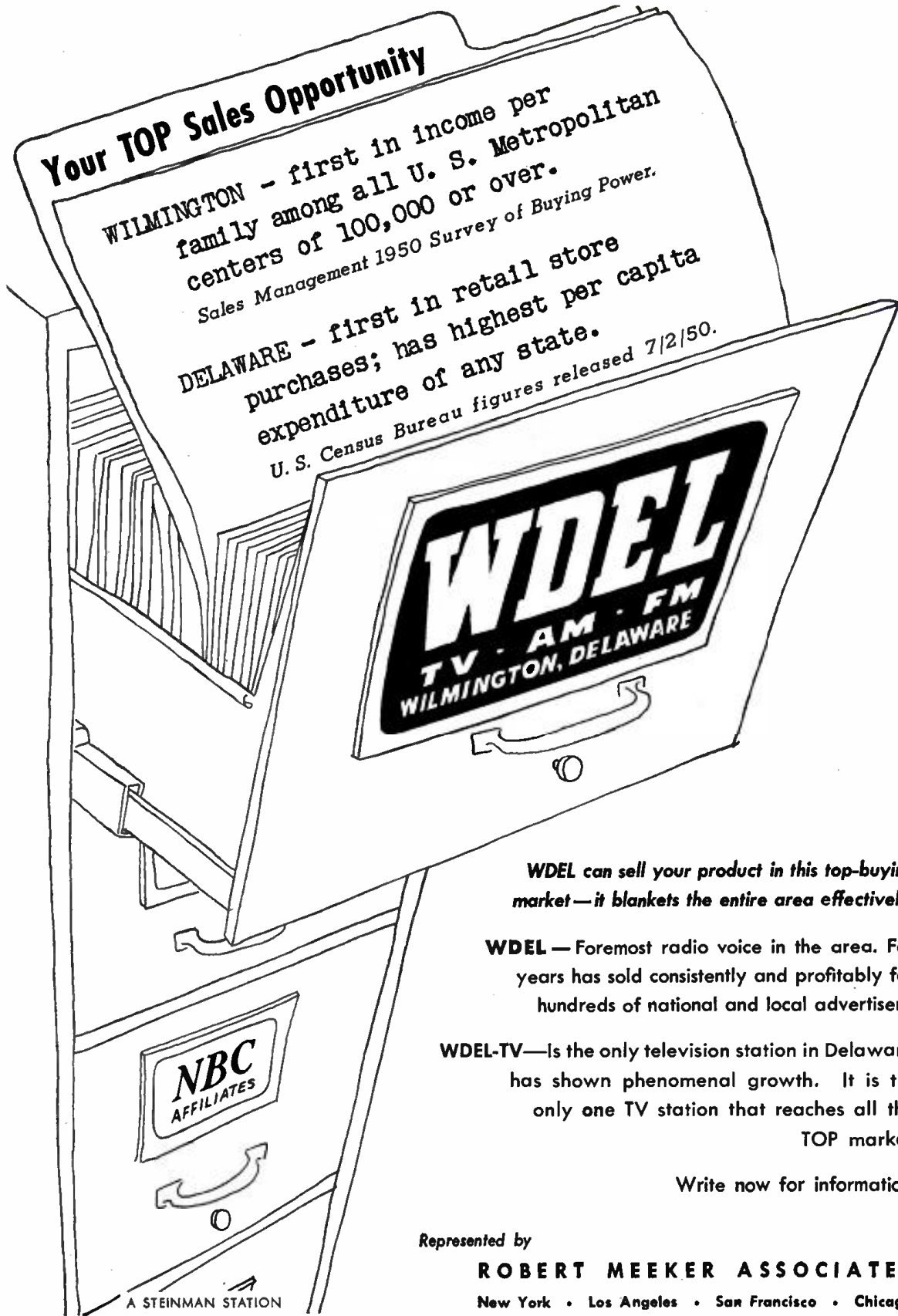
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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CONNECTICUT—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|------------------------------|--------------------------|---|--|--------------------------------|---|--|--|
| NEW HAVEN—(Continued) | | | | | | | |
| | WBIB(FM) 1947 | Ch. 264 (B) 100.7mc 20kw | Colony Bcstg. Corp. 157 Church St. 5-5413 | | Samuel Botwinik, p Sol D. Chain, g & cm & pd | Michael Leipner, ce | GE |
| | WELI 1935 | 960 1,000 DA-N | Conn. Radio Foundation Inc. 221 Orange St. 8-1133 | ABC Nutmeg Headley-Reed | Harry C. Wilder, p Richard W. Davis, gm Edwin Schweitzer, cm Charles H. Wright, pd | Rudy Frank, pmm Fred King, ce Robert McKernan, nd Jeanne Porter, wd | L-W UP RCA |
| | WELI-FM 1943 | Ch. 300 (B) 107.9mc 20kw | | | | | GE |
| | WNHC 1944 | 1340 250 | Elm City Bcstg. Corp. 1110 Chapel St. 6-9826 | Conn. State Katz | Patrick J. Goode, p Aldo De Dominicis, secy-treas. James T. Milne, gm Vincent Callanan, cm | Walter Neilson, pd & pmm Vincent Del Laurentis, ce Garo W. Ray, vp in chg. of engrg. John Quinn, nd | Wld. AP, INS Col. |
| | WNHC-FM 1947 | Ch. 256 (B) 99.1mc 20kw | | | | | GE |
| | WNHC-TV 1948 | Ch. 6 32-88 mc 910 kw-aur.; 1.82 kw-vis. | | ABC, NBC, CBS&DuMont | Michael J. Goode, pub. rel. d Kit Adler, film d | Sam Mastro, office m | DuM |
| NEW LONDON | | | | | | | |
| | WNLC 1936 | 1490 250 | The Thames Bcstg. Corp. Mohican Hotel 2-4365 | MBS Yankee Conn. State | Roderick L. Morey, vp Gerald J. Morey, p, gm, pd & ce Mary Jane Chapman, pmm Leo Keegan, cm | Nelson Brown, asst. pd & nd Patricia Neilan, fd & wd James McEnaney, sd | UP Col. |
| NORWALK | | | | | | | |
| | WNLK 1948 | 1350 500-DA-N | Norwalk Bcstg. Co. Main & Wall Sts. 8-5566 | McGillvra | Benjamin Ginzburg, p. g & cm Rose Ginzburg, pd Charles W. Winter Jr., ce | Adrian Conway, nd Mike Errico, sd Nora Walker, wd | Assoc. UP Ray. |
| NORWICH | | | | | | | |
| | WICH 1940 | 1400 250 | Eastern Conn. Bcstg. Co. 91 Main St. 7-1613 | | John Deme, p & gm Noel C. Breault, cm Robert L. Silverberg, pd | Alexander Dubenetsky, ce Jack Purrington, nd Ann Purrington, wd | Wld. AP |
| STAMFORD | | | | | | | |
| | WSTC 1941 | 1400 250 | Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575 | ABC Conn.-State McKinney | Kingsley Gillespie, p Julian Schwartz, gm & nd Wharton Ford, cm | Frank Delfino, pd Edward A. Faubel, ce | Wld. UP RCA |
| | WSTC-FM 1947 | Ch. 244 (A) 96.7mc 0.65kw | | | | | RCA |
| TORRINGTON | | | | | | | |
| | WLCR 1947 | 990 1,000-D | Litchfield County Radio Corp. 23 Main St. 4173 | Sears & Ayer Devney | J. Richard Dobbins, p & gm George Phillips, pd Wm. C. Franklin, c & sm Alfred Pallokot, ce | Pete Stoner, nd Ray Atherton, fd Jack Lennhoff, sd Peg Graham, wd | Wld. UP RCA |
| | WTOR 1948 | 1490 250 | Torrington Bcstg. Co. 93 Main St. 4181 | ABC Conn.-State Rambeau | Harold Thomas, p Edmund Waller, m | John J. Morris, cm Richard Kilbourn, pd & sd | AP G |
| WATERBURY | | | | | | | |
| | WATR 1944 | 1320 1,000 DA-1 | The WATR Co. Inc. 440 Meadow St. 3-5161 | ABC Conn.-State Rambeau | Harold Thomas, p Samuel Elman, g & cm Wally King, pd Wallace Gordon, pmm | Russell Jensen, ce Joseph C. Callan, nd Al Vestro, sd Miriam Hurlburt, wd | UP Col. |
| | WBRY 1934 | 1590 5,000 DA-1 | American-Republican Inc. 136 Grand St. 3-1125 | CBS Nutmeg Avery-Knodel | Wm. J. Pape, p J. Maxim Ryder, g & pmm Harry A. Devorken, cm Walter O. Howard, pd & fd | Frank B. Hales, ce E. Christy Erk, nd John A. Cluney, sd Maybelle Hinton Osborne, wd Eugene Fleisher, ce | Wld. AP RCA |
| | WWCO 1946 | 1240 250 | Mattatuck Bcstg. Co. 119 West Main St. 45141 | MBS Yankee | Milton H. Meyers, p & gm Gustave Nathan, cm Robert Cramer, pd & sd James Logan, pmm | William Mill, nd Betti Doyle, wd | AP Col. |
| DELAWARE | | | | | | | |
| DOVER | | | | | | | |
| | WDOV 1948 | 1410 1,000-D | Delaware State Capital Bcstg. Corp. Bradford & Lockerman Sts. 5816 | Rambeau | Cecil F. Freed, p & co Mildred Carroll, gm, pd & wd William S. Freed, cm | Chet Smith, pmm & nd Ralph Gallow, ce Bill Gregory, fd & sd | AP G |
| GEORGETOWN | | | | | | | |
| | WJWL(FM) (CP) | Ch. 268 (B) 101.5mc 20kw | Rollins Bcstg. Inc. | | | | |
| WILMINGTON | | | | | | | |
| | WAMS 1947 | 1380 1,000 DA-1 | Wilmington Tri-State Bcstg. Co. Inc. 414 French 4-8881 | MBS Hollingbery | E. R. Dalton, gm Wm. S. Ewing, cm | | St. |
| | WAMS-FM 1948 | Ch. 241 (B) 96.1mc 20kw | | | | | |
| | WDEL 1922 | 1150 5,000 DA-2 | WDEL Inc. 10th & King Sts. 7268 | NBC Meeker | Clair R. McCollough, sta. exec. J. Gorman Walsh, gm J. Robert Gulick, gen. sim | Harvey Smith, pd Richard Aydelotte, pmm J. E. Mathiot, tech. d | Wld. UP |
| | WDEL-FM 1950 | Ch. 227 (B) 93.7mc 20kw | | | | | |
| | WDEL-TV 1949 | Ch. 7 174-180mc. .5kw-aur.; 1kw-vis. | | | James Adshead, pd | | |
| | WILM 1922 | 1450 250 | Delaware Bcstg. Co. 920 King St. 4-7771 | ABC Bolling | Ewing B. Hawkins, p & gm Jack Lee, cm Robert J. McFann, pd & pmm H. Edwin Kennedy, ce | Harry Thernal, nd Richard L. Bair, fd Bob Kelley, sd Marjorie Price, wd | Wld. UP WE |
| | WTUX 1947 | 1290 500-D | Port Frere Bcstg. Co. Inc. 1326 Market St. 5-8821 | Forjoe | Gordon K. MacIntosh, p Howard R. Robinson, gm Sidney Schulman, cm | Waneda L. Clark, pd Wayne C. Neuhaus, ce Fred Heckman, nd & fd | Thes. AP Ray. |

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WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV—Is the only television station in Delaware, has shown phenomenal growth. It is the only one TV station that reaches all this TOP market.

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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

DISTRICT OF COLUMBIA

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------|--------------------------|---|--|------------------------|--|--|
| WASHINGTON | | | | | | |
| | WARL (AM-FM) | | (See Arlington Va. listing) | | | |
| | WASH (FM) 1945 | Ch. 246 (B) 97.1mc 15kw | Everett L. Dillard 1319 F St. NW District 1356 | Continental MBS | Everett L. Dillard, p & gm Hudson Eldridge, cm | Nelson Griggs, pd St. TP RCA |
| | WBCC (AM-FM) | | (See Bethesda-Chevy Chase, Md. listing) | | | |
| | WBUZ (FM) | | (See Bradbury Heights, Md. listing) | | | |
| | WCFM (FM) 1948 | Ch. 258 (B) 99.5mc 20kw | Cooperative Bcstg. Assn. 1120 Connecticut Ave. NW REpublic 8688 | | Wallace J. Campbell, p George A. Bernstein, gm Sid W. Stappay, cm | (Mrs.) Imogene Putnam, pd Warren E. McDowell, ce Wid. UP Fed. |
| | WEAM | | (See Arlington, Va. listing) | | | |
| | WFAK | | (See Falls Church, Va. listing) | | | |
| | WGAY (AM-FM) | | (See Silver Spring, Md. listing) | | | |
| | WGMS 1947 | 870 1,000-D | Radio Station WQQW Inc. 1125 Vermont Ave., NW Executive 8676 | | Morris Rodman, p M. Robert Rogers, gm V. F. Callahan, cm | Pierson Underwood, pd Robert B. Martin, ce Assoc. AP Col. |
| | WGMS-FM 1948 | Ch. 97B (B) 103.5mc 20kw | | | | |
| | WINX 1941 | 1340 250 | Banks Independent Bcstg. Co. 8th & Eye Sts. NW REpublic 8000 | Young | William A. Banks, p, g & cm Dolly Banks, asst. gm & wd William L. Hedgepeth, pd & pmm | Ralph Cannon, ce Jack Rowzie, sd Frank Blandin, office m UP RCA |
| | WMAL 1925 | 630 5,000 DA-1 | Evening Star Bcstg. Co. 724 14th St. NW NATIONAL 5400 | ABC ABC Spot | S. H. Kauffmann, p K. H. Berkeley, vp & gm Ben B. Baylor Jr., cm Charles Kelly, pd | Howard Bell, pmm Frank Harvey, ce William Neel, nd James Gibbons, sd St. Wid. AP, UP RCA |
| | WMAL-FM 1948 | Ch. 307 (B) 107.3mc 20kw | | | | |
| | WMAL-TV 1947 | Ch. 7 174-180mc 12kw sur.; 23kw vis. | | | | |

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AN OPEN LETTER TO TIMEBUYERS

There are more than 114,000 FM sets in the WASHINGTON Metropolitan District (American Research Bureau—October 1950). This is important for three reasons:

- 1 Many of these are FM-TV combinations (No AM Band).
- 2 Many of these are FM-only sets. The volume of custom-built WASHINGTON home sound systems employing FM tuners reached an unprecedented high in 1950—one dealer alone doing a third of a million dollars of this business the past year.
- 3 Thousands of WASHINGTON listeners no longer tune in, or rarely tune in AM for, in addition to FM's better reception qualities, the FM listeners have found a wider selection of entertainment on the FM band than on the AM band, particularly at night when there are more FM stations on the air in WASHINGTON than there are AM stations.

For Real FM Results in WASHINGTON, D. C. buy

WASH—FM

Mutual FM Outlet for the Nation's Capital and
Key Station of the Continental FM Network

Hudson Eldridge, Bus. Mgr.

Everett L. Dillard, Gen. Mgr.

Studios in the International Building

DI 1356

WASHINGTON, D. C.

1319 F Street, N.W.



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Yes, WRC salesmen are feeling fine, thank you. That situation reflects a happy condition on the part of all WRC advertisers. Here are two good reasons for that broad, beaming smile!

WRC LISTENING IS HIGHER THAN EVER.

WRC IS PROUD TO STATE THAT BUSINESS HAS NEVER BEEN BETTER.

By any measurement WRC is a long-standing leader in this major market. Through the years, time buyers have shown a definite preference for WRC programming and sales results. In any consideration of the peak markets of America, bear in mind that WRC proves its power with sales.

It's a tried but true statement that your sales message produces more for the dollar on WRC. Listeners and clients provide the proof, year in and year out.



YOUR BEST BUY IN THE NATION'S CAPITAL

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

DISTRICT OF COLUMBIA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------|--------------------------|---|---|------------------------|--|---|
| WASHINGTON—(Continued) | | | | | | |
| WOL | 1924 | 1450 250 | Peoples Bcstg. Corp. 1000 Connecticut Ave., N.W. METropolitan 0010 | LBS Taylor | Murray D. Lincoln, p Fred A. Palmer, gm Edgar Parsons, asst. c & pmm Allan Filippis, pd | Harold Reed, ce George Campbell, nd Arthur McArthur, nd Bob Roth, sd St. AP WE |
| WOL-FM | 1948 | Ch. 254 (B) 98.7mc 20kw | | | | |
| WOOK | | (See Silver Spring, Md., listing) | | | | |
| WPIK | | (See Alexandria, Va., listing) | | | | |
| WRC | 1923 | 980 5,000 DA-N | National Bcstg. Co. Trans-Lux Bldg. REpublic 4000 | NBC NBC Spot | William R. McAndrew, gm Mahlon A. Glascock, cm Kenneth French, pd Thomas Geoghegan, press. adv. & pmm | Donald Cooper, ce Cassius M. Keller, nd Arthur Bergman, sd Nancy Osgood, wd Thes., St. AP, UP, INS RCA |
| WRC-FM | 1947 | Ch. 230 (B) 93.9mc 20kw | | | | |
| WNBW (TV) | 1947 | Ch. 4 66-72mc 10.5kw aur.; 20.5kw vis. | (WRC, AM Affiliate) | | Charles de Lozier, cm Ralph Burgin, pd Samuel E. Newman, sta. engr. | Charles H. Colledge, TV tech. oper. sup. John Ghilain, adv. & pmm |
| WTOP | 1932 | 1500 50,000 DA-2 | WTOP Inc. Warner Bldg. METropolitan 3200 | CBS Radio Sales | Phillip L. Graham, p John S. Hayes, vp & gm George Hartford, cm Hazel Markel, pd | Cody Pfanstiehl, pmm Clyde Hunt, ce Granville Klunk Jr., asst. ce Ted Koop, nd AP, UP, INS WE |
| WTOP-FM | 1949 | Ch. 242 (B) 96.3mc 20kw | | | | |
| WTOP-TV | 1950 | Ch. 9 186-192mc 14.2kw aur.; 27.5kw vis. | | | Edwin Halbert, pd L. A. Wilkinson, engr. in chg. of TV ops. | REL RCA |
| WTTG (TV) | 1947 | Ch. 5 76-82mc 10.5kw aur.; 17.5kw vis. | Allen B. DuMont Labs. Inc. 12th & E Sts. NW STERling 5300 | DuMont H. R & P | Allen B. DuMont, p Walter Compton, gm Perry P. Walders, cm | Roger M. Coelos, pd M. M. Burleson, ce TP DUM |
| WWDC | 1924 | 1260 5,000 DA-1 | Capital Bcstg. Co. 1627 K St., N.W. Sterling 3800 | Forjoe | Joseph Katz, p Ben Strouse, vp & gm Herman M. Paris, gen. slm Norman Reed, pd | Ross H. Beville, ce Irv Lichtenstein, publ. & pmm Denis Sartain, nd Ray Morgan & Bob Wolfe, sd St., L-W AP, UP WE |
| WWDC-FM | 1947 | Ch. 266 (B) 101.1mc 20kw | | Transit Radio | Helen K. Mobberley, cm | WH |

FLORIDA

| | | | | | | |
|----------------------|------|--------------------------------|--|-------------------|--|---|
| BELLE GLADE | | | | | | |
| WSWN | 1947 | 900 1,000-D | Seminole Bcstg. Co. Scarborough Bldg. 2063 | Best | Tom Watson Jr., p. gm & nd (Mrs.) Mary Foy, cm & wd Tom Lloyd, pd & fd | Conrad S. Clemans, ce Bill Eggleston, sd Wid., Assoc. UP G |
| BRADENTON | | | | | | |
| WDHL | 1946 | 1490 250 | Manatee Bcstg. Co. Memorial Pier 37-561 | KBS, LBS Best | Lou Jacobson, p & gm Dave Sherrill, pd, pmm & nd Doug Rabin, ce | Carmen Greenlaw, traffic m & wd Ed Ayres, fd Bill McKechnie, sd Assoc. AP G |
| CLEARWATER | | | | | | |
| WPIN | 1947 | 690 1,000-D | Florida West Coast Bcstrs. Inc. Royal Palm Hotel St. Petersburg 7-0511 | Holman IMS | Arthur Mundorff, p, cm & pd Manly St. Jean, ce Herb Anderson, g & pmm | Lloyd Wyngarden, nd & sd Mani O'Mara, nd George Gardiner, fd AP G |
| WTAN | 1948 | 1340 250 | Clearwater Radio Bcstrs. Inc. P. O. Box 1109, 33084 | LBS McGillivra | Otis E. Pruitt, p James E. Huffman, vp (Mrs.) Margaret Pulley, secy-treas. Frank L. Parker, g & cm | Charles Adams, pd & pmm Vinson A. Coker, ce Howard Hartley, nd Robert L. Weatherly, sd Cap. UP Col. |
| CORAL GABLES | | | | | | |
| WTTT | 1949 | 1490 250 | Atlantic Shores Bcstg. Inc. 350 Aragon Ave. 83 4683 | McGillivra | Richard Endicott, p Lee Phillips, g & cm Noah Tyler, pd & nd | Walter E. Kinney, ce Coach Menicoff, sd Assoc. UP, TP RCA |
| WVCG | 1947 | 1070 1,000-D | Peninsular Bcstg. Corp. 223 Aragon Ave. 48-7411 | | George W. Thorpe, p & gm Robert S. Stevens, pd & nd Barbara L. Binns, pmm | Lawrence C. Mennitt, ce Cy Russell, sd Jackie Pierce, wd Assoc. AP RCA |
| CRESTVIEW | | | | | | |
| WCNU | 1949 | 1010 1,000-D | Gulf Shores Bcstg. Co. P. O. Box 518 3511 | KBS, LBS Best | D. Grady O'Neal, ptrn, p & slm H. French Brown Sr., ptrn, gm & secy-treas. Sam F. Townsend, pd | Everette McCrary, cm Tom C. Miniard, ce L-W AP |
| DAYTONA BEACH | | | | | | |
| WMFJ | 1935 | 1450 250 | W. Wright Esch 444 N. Beach St. 6491 | ABC McGillivra | W. Wright Esch, o Billie B. Esch, gm Ray Clancy, sm, nd & sd | John S. Pitts, cm Walter Strouse, traffic d & pmm Webster K. Ellenwood, ce SES INS RCA |
| WNDB | 1948 | 1150 1,000-D | News-Journal Corp. 128 Orange Ave. 2-0531 | Perry | Jerry Stone, gm John H. Cummins, cm Helen Traeger, pd Lloyd Smith, pmm | Fred F. Moore, ce Sam Aro, sd Kay Todd, wd Wid., St. AP GE |
| WNDB-FM | 1947 | Ch. 233 (B) 94.5mc 3.5kw | | | | |
| WROD | 1947 | 1340 250 | Daytona Beach Bcstg. Wilder Blvd. & S. Beach 4628 | MBS Best | E. J. Sperry, p Lee Menard, pd & ce Ted Wilds, nd | Amy Lewis, fd Dick Fellows, sd Ruth Mosak, wd Assoc. UP Col. |
| DeLAND | | | | | | |
| WJBS | 1948 | 1490 250 | John B. Stetson University Box 808 1490 | MBS | Dr. J. Ollie Edmunds, p C. L. Menser, gm Lauren Mickle, sm & ce M. M. Davis, cm | Robert H. Walton, pd Dick Pearce, nd & sd James B. Tillis, fd Ona Barfield, wd Thes. AP Col. |

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WGMS

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Washington — the **Good Music Station**

WHERE 199,000 MUSIC LOVERS*
ARE TUNED EVERY WEEK

4 Years old and still growing
— the Washington medium with
the TELEVISION-PROOF formula.
Daytime and Nighttime ratings

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FIRST ON THE AM DIAL AT 570 WITH 1000 WATTS
BIG ON THE FM DIAL AT 103.5 WITH 20,000 WATTS

*Prosperous adults, members
of the purchasing class.

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Executive 8676 • 1125 Vermont Ave., N. W.
Washington 5, D. C.

FLORIDA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
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| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| FT. LAUDERDALE | | | | | | |
| WBBD 1950 | 1580 250-D | Broward Bcstg. Co. P. O. Box 78 2-2563 | | L. C. Judd, p Robert Standart III, g & cm Frank W. Hainey, pd, fd & pmm John D. Miller, ce | Bert Wills, nd Jack Childs, sd Sue Hainey, wd | UP WE |
| WFTL 1946 | 1400 250 | Gore Pub. Co. 100 E. Las Olas Blvd. 3-2511 | LBS Sears & Ayer | R. L. Bowles, p & pd William T. Burghart, cm Merle Sanford, ce | Orville Revelle, nd Jack Swart, sd Betty Dickens, wd | Wld. UP Col. |
| WGOR (FM) 1950 | Ch. 293 (B) 105.5mc 9.25kw | (WFTL, AM Affiliate) | | | | GE |
| FORT MYERS | | | | | | |
| WINK 1939 | 1240 250 | Fort Myers Bcstg. Co. 54 E. First St. 4-1341 | CBS, KBS Cooke | Arthur B. McBride, p Daniel Sherby, vp A. J. Bauer, gm, pd & nd Dan Harlacher, cm | Elizabeth Black, pmm & wd James Lacy, ce & fd Bob Nash, sd | AP RCA |
| FORT PIERCE | | | | | | |
| WIRA 1946 | 1400 250 | Indian River Bcstg. Co. 1400 Melody Lane 570 | MBS | Douglas deY Silver, p, gm, & nd James Sowinski, ce Marjorie B. Silver, pd & wd | J. Kingsley Butt, cm Gwinna McIntosh, traffic m Anne Wilder, fd William Strickland, sd | St. UP G |
| GAINESVILLE | | | | | | |
| WGGG 1948 | 1230 250 | Alachua County Bcstg. Co. Inc. 1230 Waldo Rd. 5791 | Best | R. M. Chamberlin, p & gm L. E. Mims, cm Sally Drew, pd & wd | Clint Wills, ce W. F. Ferguson, nd Dave Blount, pmm & sd | Assoc. AP |
| WRUF 1928 | 850 5,000 DA-N | U. of Florida Radio Station WRUF 3361 | MBS Burn-Smith | Garland Powell, d John Dunnivant, cm Ray Dantzler, pd Sewell Brown, pd | Ovid Gano, ce Clyde Beale, fd Otis Boggs, sd | L-W AP RCA |
| WRUF-FM 1948 | Ch. 281 (B) 104.1mc 12kw | | | | | WE |
| JACKSONVILLE | | | | | | |
| WIVY 1948 | 1050 1,000-D | WIVY Inc. 135 Riverside Ave. 4-7722 | | Edward J. Oberle, p & gm James Stephens, ce Alexander Kiersey, cm & pd Claude Taylor, nd | Bob Booker, fd Earl Wood, sd Tom Carswell, wd | INS G |
| WJAX 1925 | 930 5,000 DA-N | City of Jacksonville 1 Broadcast Pl. 4-1681 | NBC Blair | John T. Hopkins III, gm & ce J. W. Douglas, cm | Marion Trowell, pd & pmm | Thes. AP WE |
| WJAX-FM 1948 | Ch. 236 (B) 95.1mc 11.5kw | | | | | |

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VACATION LAND SUMMER AND WINTER

W M F J

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

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| JACKSONVILLE—(Continued) | | | | | |
| WJHP 1946 | 1320 5,000 DA-N | The Metropolis Co. 500 Laura St. 4-7711 | MBS Perry | John H. Perry, p Reggie B. Martin, g & cm Jim Underwood, pd & nd Jocelyn Brown, pmm | Beecher Hayford, ce Fred Schilling, sd Alice Withee, wd L-W UP RCA |
| WJHP-FM 1948 | Ch. 245 (B) 96.5mc 32kw | | Transit Radio | W. L. Chesman, m Martin Bowin, pd Jeraldine Puncocchar, traffic m | |
| WMBR 1927 | 1480 5,000 DA-N | Florida Bcstg. Co. 605 S. Main St. 9-4477 | CBS Avery-Knodel | Frank King, p Glenn Marshall Jr., secy.-treas. Chas. M. Stone, cm Roger VanDuzer, pd Ted Chapean, pmm | Ernest Vordermark, ce Larry Scarborough, nd Harry Talbert, sd Kay Stanley, wd Wld. UP, INS Col. |
| WMBR-FM 1948 | Ch. 241 (B) 96.1mc 63kw | | | | WE |
| WMBR-TV 1949 | Ch. 4 86-72mc 7.4kw-aur.; 14.5kw-vis. | | ABC, CBS DuMont NBC | Glenn Marshall Jr., secy.-treas. & cm Bernie Adams, pd John Sever, pdm | GE |
| WOBS 1946 | 1380 1,000-D | Southern Radio & Equipment Co. 10 E. Forsyth St. 6-4231 | Forjoe | J. R. Sharpe, p Jim Macri, g & cm Wayne Farrell, pd, pmm & nd | Wm. F. Askew, ce Jack Harrell, fd Lamar D. Morgan, sd INS G |
| WPDQ 1942 | 600 5,000 DA-N | Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421 | ABC Katz | James R. Stockton, p Robert R. Feagin, gm Frank Taylor Jr., cm James O. Hardin Jr., pd & fd | Evelyn Cooper, pmm James R. Donovan, ce Hugh Batey, nd John MacLean, sd St. AP RCA |
| WRHC 1950 | 1400 250 | WRHC Inc. | | | |
| JACKSONVILLE BEACH | | | | | |
| WJVB 1947 | 1010 250-D | Jacksonville Beach Bcstg. Co. Penman Rd. 3674 | Best | H. A. Prather, p Lester M. Combs, gm P. Comes, cm | Rick Hollister, pd A. T. Kindell, ce (Mrs.) Marian Virtuoso, wd Ray. |
| KEY WEST | | | | | |
| WKWF 1945 | 1600 500 | John M. Spottswood Stock-Island 510 | MBS Perry | John M. Spottswood, g & cm Mary S. Spottswood, pd H. E. Day, nd | Audrey Blom, wd UP RCA |
| LAKE CITY | | | | | |
| WDSR 1946 | 1340 250 | Deep South Radioways 126 N. Marion St. 525 | | Alfred H. Temple, ce, g & cm Bruce E. Singleton, ce Owen W. Parnacott, pd & fd | Peter Winn, sd Ruth Roy, wd Assoc. AP |

**FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

FLORIDA—(Continued)

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| | | | | Owner; Pres. p; Exec. vp exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| LAKELAND WLAK 1936 | 1430 1,000 | Lakeland Bestg. Corp. P. O. Box 1211 2127 | NBC Pearson | S. O. Ward, co, p, treas. & gm Powell Adams, cm William P. Lee, asst. pmm & ce | Charlotte Humphreys, pd Earl Bahrer, sd Jean Parrish, wd | Assoc. UP RCA L-W AP G |
| WONN 1949 | 1230 250 | Coastal Bestg. Co. New Florida Hotel 5117 | MBS Cooke | Robert S. Taylor Ted Covington Duane F. McConnell Robert S. Taylor, p & gm | Thomas R. Barber, cm Ted Covington, pd Duane F. McConnell, ce Pattie Bowers, sd | |
| LAKE WALES (CP) | 1280 1,000-D | Imperial Polk Bestg. Corp. P.O. Box 389 | | Sarkes Tarzian, p Steve W. Keen, vp G. Max Kimbrel, gm & ce | Joan Galloway, pd & wd | AP G |
| LAKE WORTH WEAT 1948 | 1490 250 | James Robert Meachem P. O. Box 791 4422 | NBC Pearson | James Robert Meachem, p, g & pmm James Knox, cm William Schoocraft, pd & nd | Andrew Keicher, ce Robert Mackey, sd Aina Carlson, wd | AP Ray |
| LEESBURG WLBE 1949 | 790 1,000 DA-1 | WLBE Inc. 1240 Floradel Ave. 552 | KBS, LBS Best | Eleanor Hunter, p, nd & wd Bob Clinton, gm J. McCarthy Miller, cm Glenn Weber, pd | Larry Curran, pmm & sd J. A. Brimmer, ce & fd Pat Sulen, traffic m | L-W AP Col. |
| LIVE OAK WNER 1949 | 1450 250 | Live Oak Bestg. Co. P. O. Box 655 1450 | | John A. Boling, p Norman O. Protsman, g & cm, nd & fd | James M. Crosley, pd, sd & wd Clarence S. Parker, ce | SES. UP RCA |
| MARIANNA 1340 1948 | WTYS 250 | John H. Phipps P. O. Box 565 650 | Schepp-Reiner | John H. Phipps, p L. Herschel Graves, gm H. C. Harris Jr., cm | | Thes. AP |
| MELBOURNE WMMB 1947 | 1050 250-D | Melbourne Bestg. Corp. Front St. 575 | Best | A. V. Catterton, gm Joseph A. Peters, cm Victoria C. Martin, pd | Kenneth R. Waltz, ce | Cap. UP Col. |
| MIAMI WFEC 1949 | 1220 250-D | Howard D. Steere 350 N. E. 71st St. 89-7534 | Best | Howard D. Steere, p Robert Lyons, sm Norman Stewart, sis. rep. | Calvert Carter, pd & nd Wm. Reeder, ce Doris Kadlec, traffic m | UP G L-W UP, INS RCA |
| WGBS 1939 | 710 50,000-LS-DA-2 10,000 N | The Fort Industry Co. 1605 Biscayne Blvd. 9-2401 | CBS Katz | George B. Storer, p Stanton P. Kettler, gm Miller N. Babcock, cm Ewald Kockritz, pd & nd | Frank Jaffe, pmm Albert W. Shropshire, ce Harley Lucas, fd Stan Ornest, sd | |

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exclusive coverage of south florida's gold coast

HITS A DOUBLE TV BULLSEYE! WTVJ-Miami... Florida's FIRST television station... offers advertisers exclusive penetration of South Florida's phenomenally mushrooming market! One of the fastest-growing in the U. S. today!

Reach South Florida's 750,000 permanent residents (and the more than 2,000,000 visitors we entertain annually) over Greater Miami's only TV station! Your sales message has **IMPACT** over WTVJ, channel 4, Miami!

WTVJ features live telecasts of famed Florida sports and the finest films. Complete remote equipment...full studio and production facilities. Affiliated with WOMETCO THEATERS, Miami's progressive movie circuit.

NBC - CBS - ABC - DUMONT

WTVJ

channel 4
MIAMI

17 N. W. 3rd ST., MIAMI, FLORIDA

Represented by
FREE & PETERS, INC.

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|--|---|--|---|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| MIAMI—(Continued) | | | | | | |
| WGBS-FM 1948 | Ch. 242 (B) 98.3mc 27kw | | | | | WE |
| WIOD 1928 | 610 5,000 DA-2 | Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444 | NBC Hollingbery | Daniel J. Mahoney, p J. Leonard Reinsch, mgng. d James M. LeGate, gm Robert L. Fidler, cm Scott Bishop, pd | Martha Henriquez, pmm Milton Scott, ce Eugene Strul, nd Morris McLemore, sd Billie O'Day, wd | St. Assoc. AP, UP, INS WE |
| WIOD-FM 1946 | Ch. 248 (B) 97.3mc 54kw | | | | | RCA |
| WMIE 1948 | 1140 10,000-LS DA-2 5,000-N | Sun Coast Bcstg. Corp. Biscayne Blvd. & N.E. 3rd St. 3-5556 | Forjoe | J. Allen Brown, p Robert G. Venn, gm William Van der Busch, cm Ted Anthony, sm & pd | Roland Jones, pmm Russell Bennett, ce Bill Sheetz, sd | Assoc. UP, INS, TP RCA |
| WQAM 1920 | 560 5,000-LS 1,000-N | Miami Bcstg. Co. 1723 duPont Bldg. 2-6121 | ABC Blair | John S. Knight, p Owen F. Uridge, gm E. Harry Camp, cm Don Fischer, pd | Marjorie Christopher, pmm & wd Gene Rider, ce John T. Bills, nd Marshall Parsons, sd | Wld. AP GE |
| WQAM-FM 1946 | Ch. 235 (B) 94.9mc 60kw | | | | | |
| WTVJ(TV) 1949 | Ch. 4 66-72mc 1.1kw-aur.; 2.2kw-vis. | Wometco Theatres 17 N. W. 3rd St. 82-6671 | ABC, CBS DuMont NBC Free & Peters | Mitchell Wolfson, p Lee Ruwitch, vp & gm John S. Allen, bus. & cm | Clyde Lucas, pd Earl W. Lewis, ce Lynn Morrow, publ. & pmm | UP GE |
| WWPB 1947 | 1450 250 | Paul Brake 414 S. W. 2nd Ave. 3-7405 | LBS Cooke | Paul Brake, p, g & cm Bill Johns, pd M. L. Carter, asst. & pmm & wd | Charles Cox, ce Carl Hall, nd & sd Jim Bryant, fd | AP WE |
| WWPB-FM 1948 | Ch. 268 (B) 101.5mc 8.5kw | | | | | WH |
| MIAMI BEACH | | | | | | |
| WINZ 1946 | 940 1,000 DA | Hollywood Bcstg. System 304 Lincoln Rd. 58-73-11 | LBS Perry | Jonas Welland, p & gm Jules Lillenthal, c & pmm Dennis Kirwan, pd, nd & sd | John Reynolds, ce Ruth Kalin, traffic m | TP |
| WKAT 1937 | 1380 5,000-LS 1,000-N | WKAT Inc. 1759 Bay Rd. 5-5711 | MBS Weed | A. Frank Katzentine, p John I. Prosser, evp, gm & pd Walter A. Callahan, vp in chg. of sls | Arthur P. Smith Jr., ce C. A. Wampler, bus. m Jeanne M. Walzer, traffic m John Price, nd | St. Cole UP WE |
| WKAT-FM 1947 | Ch. 226 (B) 93.1mc 285kw | | | | | |
| WLRD (FM) 1948 | Ch. 230 (B) 93.9mc 13kw | Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334 | | Alan H. Rosenson, p & ce Al Spears, cm | Marshall Simmons, sm & pd | L-W, Cap. AP WE |
| WMBM 1950 | 800 1,000-D | Biscayne Bcstg. Co. MacArthur Causeway Terminal 5-5586 | Rambeau | Kenneth S. Keyes, p J. Lyle Williams, g & cm & sd Arnold Kaufman, pd & nd Dick Parker, pmm | Charles A. Hartwick Jr., ce Doris Forsythe, traffic m Lloyd Beckworth, fd Martha Chase, wd | St. Cap. UP Col. |
| NEW SMYRNA | | | | | | |
| WNSA (CP) | 1230 100 | Beach Bcstg. Co. | | | | |
| OCALA | | | | | | |
| WTMC 1939 | 1290 1,000 DA-N | Ocala Bcstg. Co. Inc. Anthony Rd. & Henry St. 128 | MBS Perry | John H. Perry, p T. S. Gilchrist Jr., gm C. J. Rinehardt, cm Ruth Whitley, pd & wd | Art Steddom, pmm Beecher Hayford, ce James Smith, nd & fd John Nicholson, asst. gm & sd | L-W UP Col. |
| ORLANDO | | | | | | |
| WDBO 1924 | 580 5,000 DA-N | Orlando Bcstg. Co. Inc. 30 S. Ivanhoe Blvd. E. 6181 | CBS Blair | Harold P. Danforth, p & gm Wm. G. McBride, sls. & pd James E. Yarbrough, ce | Carter Scofield, nd & fd Don McAllister, sd Bill Berry, wd | Wld., Thes., Assoc. AP, UP WE |
| WDBO-FM 1949 | Ch. 222 (B) 92.3mc 34kw | | | | | |
| WHOO 1947 | 990 10,000-LS 5,000-N DA | Orlando Daily News- papers Fort Gatlin Hotel 9900 | ABC Ra-Tel | Martin Anderson, p Clarence H. Bracey, g & pmm Carl F. Hallberg, cm Clarence D. Daniel, pd Hal Suit, pd | Gene Dashiell, ce Josephine Bledsoe, traffic d Phil Gaines, nd Ruth Smith, wd | St. AP RCA |
| WHOO-FM 1948 | Ch. 243 (B) 96.5mc 59kw | | | | | Wld. Fed. |
| WLOF 1940 | 950 5,000 DA-N | Hazlewood Inc. Angebilt Hotel Bldg. 8163 | MBS Raymer | William Joe Sears, p J. Allen Brown, evp, g & cm (Mrs.) Ruth Donahue, pd & wd Pat Kerr, pmm | W. Dodd Daniel, ce Paul Marlowe, nd Bob Keith, fd (Mrs.) Louise Grant, office m | L-W UP RCA |
| WORZ 1947 | 740 1,000 DA-2 | Central Fla. Bcstg. Co. 740 N. Orange Ave. 2-2451 | NBC Weed | James Dandelake, p Will O. Murrell, secy.-treas. Eugene D. Hill, g & cm Sam Roen, pmm | John Lofton, nd Lou Kennedy, fd Marcia Roen, wd | Thes., St. AP |
| PALATKA | | | | | | |
| WWPF 1947 | 800 250-D | Palatka Bcstg. Co. 900 River St. 3-5-4 | LBS Best | J. E. Massey, ptrn. L. C. McCall, ptrn., gm & ce Herb Young, cm | Johnny Gillis, pd Wally Luce, pmm | L-W, SES. UP Col. |
| WWPF-FM 1950 | Ch. 252 (A) 98.3mc 0.97kw | | | | | |
| PALM BEACH | | | | | | |
| WWPG 1941 | 1340 250 | Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515 | ABC Perry | Charles E. Davis, p & gm Donald S. Greenleaf, cm | Florence Hicks, pd Clyde Walkden, ce | Wld., L-W UP G Fed. |
| WWPG-FM 1946 | Ch. 250 (B) 97.9mc 22kw | | | | | |

FLORIDA—(Continued)

| City | Call Letters | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. v; e; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-----------------------|-------------------|----------------------------------|--|------------------------|--|---|
| PANAMA CITY | | | | | | |
| | WDLP 1940 | 590 1,000 DA-N | Panama City Bcstg. Co. Inc. West Beach Dr., 31777 | MBS Perry | John H. Perry, p C. B. Kelly, gm John Thomas, pd & pmm | Davis Wilson, ce John Hiedema, sd Don Brookins, nd Wid. UP Ray. |
| | WDLP-FM (CP) | Ch. 255 (B) 98.9mc 8.2kw | | | | |
| | WPCF 1949 | 1400 250 | Bay County Bcstg. Co. 300 E. 15th St. 6176 | ABC | E. L. DuKate, p & gm Eleanor Whitelaw, pd & wd E. G. Holmes, ce | Elizabeth Giraud, traffic m Geo. Rowe, nd Ray Hardin, sd Thes. AP Col. |
| PENSACOLA | | | | | | |
| | WBSR 1946 | 1450 250 | WBSR Inc. Box 1351 6173 | CBS | Patt McDonald, p Don Lynch, vp & gm Boris Mitchell, pd & sd | G. E. Meade, ce Dick Carey, nd L-W AP |
| | WCOA 1926 | 1370 5,000 DA-N | Pensacola Bcstg. Co. Box 1669 4111 | NBC Perry | John H. Perry Sr., p J. Holliday Veal, gm Irving Welch, cm Russell Hersch, pd & pmm | Harold Heath, ce Don Griffith, sd Sally Henderson, wd Wid. UP RCA |
| | WEAR 1947 | 1230 250 | Gulfport Bcstg. Co. Inc. 2nd & Heyer St. 8-4449 | ABC Pearson | Earle Fletcher, p Mel Wheeler, g & pmm Joe Kingry, cm Roger Nash, pd | Raymond Carter, ce Frank Pericola, nd & sd Ann Martin, wd AP G |
| PLANT CITY | | | | | | |
| | WELA 1949 | 1570 250-D | W. A. Smith Hopewell Rd. 526 | Best | W. A. Smith, p Leon Lloyd, g & cm Elyse Shuman, pd & wd | Jim Cruickshank, ce J. J. Wilson, nd Cole UP |
| QUINCY | | | | | | |
| | WCNH 1946 | 1230 250 | Quincy Bcstg. Corp. Box 190 300 | Best | Richard J. Gardner, p A. E. Letson, gm, ce & sd Jerry Melvin, cm Norm Keller, pd | William L. Brown, nd Dewey C. Newton, fd Betty Barnes, wd L-W AP WE |
| ST. AUGUSTINE | | | | | | |
| | WBOY 1936 | 1240 250 | Fountain of Youth Bcstg. Co. Magnolia Ave. 1622 | CBS Avery-Knodel | J. C. Bell, p John E. Bernhard Jr., g & cm & nd (Mrs.) Frankye Walker, pd, pmm & wd | Ernest Raistrick, ce Bob Sheppe, fd Julian Fant, sd UP WE |
| ST. PETERSBURG | | | | | | |
| | WMLD (FM) (CP) | Ch. 250 (B) 97.9mc 16.5kw | Charles A. Lenz | | | |
| | WSUN 1926 | 620 5,000 DA-N | City of St. Petersburg Recreation Pier | ABC Weed | George D. Robinson, m | |
| | WTSP 1939 | 1380 5,000 DA-N | Pinellas Bcstg. Co. Times Bldg. 7-8108 | MBS Pearson | Nelson P. Poynter, p F. J. Kelley, vp & gm L. L. Wildman, cm Jack Faulkner, sta. & pd & pmm | W. D. Mangold, ce Dick Bingham, sd Beth McNeely, wd Wid., Cap. UP RCA |
| | WTSP-FM 1948 | Ch. 273 (B) 102.5mc 37kw | | | | WE |
| SANFORD | | | | | | |
| | WTRR 1947 | 1400 250 | Myron A. Reck 1110 E. First St. 999 | KBS Best | Myron A. Reck, o, g & pmm Dick Aiken, cm J. Marion Harmon Sr., pd, nd, fd & wd | Emerson W. Browne, ce Dave Martin, sd UP Col. |
| SARASOTA | | | | | | |
| | WKXY 1949 | 1540 1,000-D | Sarasota Bcstg. Co. P. O. Box 2431 3666 | LBS Best | A. G. Fernandez, gm & ce William F. Carey, cm & nd Robert W. Hanesworth, pd & fd | Howard O. Ermisch, sd Cap. AP G |
| | WSPB 1936 | 1450 250 | W S P B Inc. P. O. Box 1110 2565 | CBS Pearson | R. C. Jones Jr., p John E. Browning, gm David C. Hale, pd & pmm | James E. Grant Jr., ce Dean Fleischman, sd Dottie Mead, wd Wid. UP RCA |
| SEBRING | | | | | | |
| | WJCM 1950 | 1340 100 | Highlands Bcstg. Co. P. O. Box 233 81611 | LBS Best | Henry L. Jollay, p J. R. H. Wilson, g & cm & ce | Jim Hardie, pd St. UP Ray. |
| TALLAHASSEE | | | | | | |
| | WTAL 1935 | 1270 5,000 DA-N | John H. Phipps P. O. Box 989 2-1270 | CBS, MBS Blair | John H. Phipps, p L. Herschel Graves, gm Joe Hosford, pd, nd, fd, sd & wd | W. A. Snowden Jr., ce L-W, Wid. AP RCA |
| | WCSP (FM) 1947 | Ch. 280 (A) 103.9mc 0.71kw | (WTAL, AM Affiliate) | | | |
| | WTNT 1946 | 1450 250 | Tallahassee Appliance Corp. Hotel Floridan 2-1450 | ABC Clark | Frank W. Pepper, p & gm F. W. Hazelton, evp & pmm Tom Dunn, pd | Charles L. Clifton, ce Ned West, sd Assoc. UP G |
| TAMPA | | | | | | |
| | WALT 1946 | 1110 1,000-D | Tampa Bcstg. Co. 401 W. Tyler St. 2-7921 | LBS Perry | W. Walter Tison, p, g & cm Coburn Gurn, pmm Sandy Geer, pd, nd & fd | Boykin Tison, ce Ronald Harpe, sd June Tison, wd L-W, St., Cole AP RCA |
| | WDAE 1922 | 1250 5,000 DA-1 | Tampa Times Co. 114 N. Franklin St. 2-2911 | CBS Katz | David E. Smiley, p L. Spencer Mitchell, g & cm Kenneth W. Skelton, pd, pmm & nd | William Pharr Moore, ce Mark E. Swingley, fd Sol J. Fleischman, sd K. H. Dowst, wd Assoc. AP GE |
| | WDAE-FM 1947 | Ch. 289 (A) 105.7mc 26kw | | | | WE |
| | WEBK 1950 | 1590 1,000-D | Hillsboro Bcstg. Co. 1521 East Broadway 4-3982 | | E. P. Martin (Mrs.) Alpha Martin } co-o Elmo B. Kitts E. P. Martin, p | (Mrs.) Alpha Martin, vp Elmo B. Kitts, gm (Mrs.) Ann Bowman, pd Angelo Louis Fazzri, ce INS Col. |
| | WFLA 1925 | 970 5,000 DA-N | The Tribune Co. P. O. Box 1410 2-7788 | NBC Blair | J. C. Council, p Charles G. Baskerville, gm Melvin Myer, cm Paul M. Jones, pd Tom Matthews, pmm | Joseph Mitchell, ce Fred Reiter, nd Mardi Liles, fd Milton Spencer, sd Emily Moody, wd Thes., L-W UP RCA |

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MORE

PEOPLE BUYING POWER SALES



IN THE GROWING WFLA MARKET



OF THE **162**
METROPOLITAN
AREAS IN THE U. S.

THE TAMPA - ST. PETERSBURG MARKET RANKS

3rd

IN GENERAL MERCHANDISE
STORE SALES GAINS

THE TAMPA - ST. PETERSBURG MARKET RANKS

14th

IN TOTAL RETAIL
SALES GAINS

THE TAMPA - ST. PETERSBURG MARKET RANKS

19th

IN FOOD STORE
SALES GAINS

The Tampa-St. Petersburg area is one of the fastest growing markets in America. Only two metropolitan markets in the United States out-gained it percentage-wise in General Merchandise Store Sales in the ten year period, 1940-1950.

WFLA is right in the heart of this rich Florida market where population has increased 50 per cent since 1940. Because of diversified business, industry and agriculture, the WFLA market enjoys a balanced economy — with substantial weekly payrolls building steady buying power right around the calendar. It is a BIG market in all of the factors that produce steady sales.

To reach the big, responsive, able-to-buy audience in the busy Tampa - St. Petersburg market, spot your sales message on WFLA — the station that gives you effective coverage in both city and trade area markets.

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NBC AFFILIATE

WFLA

AM *The Tampa Tribune Stations* FM



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NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

FLORIDA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|-------------------------------|--|---------------------------|--|---|-----------------------|
| TAMPA—(Continued) | | | | | | |
| WFLA-FM 1925 | Ch. 227 (B) 93.3mc 53kw | Sulphur Springs Bcstrs. Co. 8122 Nebraska Ave. 33-2251 | | Harold A. Dunlap, o & gm Ken Weber, cm Ellen Melching, pd Betty Strong, traffic m | Edwin W. Hill, ce Ralph Miller, nd Larry Lane, sd | WH AP G |
| WEST PALM BEACH | | | | | | |
| WIRK 1947 | 1290 1,000 DA-2 | Ken-Sell Inc. 715 South Flagler Drive 2-1744 | MBS Cooke | Joseph S. Field Jr., p, g & cm William P. Heitzman, ce James C. Steele Jr., prog. & pmm James W. Anderson, nd | John Wooten, fd Rome Hartman, sd Patricia Julianelle, wd John Livingston, natl. sls. rep | Assoc. INS Col. |
| WJNO 1936 | 1230 250 | WJNO Inc. 1500 N. Flagler Dr. 2-3638 | CBS Meeker | Marshall Hemingway, p Stephen P. Willis, secy, g & cm Elizabeth Miller, pd Harry Foster, pmm | Otis C. Wright, ce Ruth Shockley, office m H. V. McMillen, nd Davies Webster, fd | L-W UP RCA |
| WINTER HAVEN | | | | | | |
| WSR 1947 | 1490 250 | Citrus Belt Bcstrs. Inc. Southwest Lake Howard Dr. 32-561 | MBS | Frederick L. Allman, p Larry Rollins, gm & nd Earl Sturgeon, cm | Richard Eyrich, pd L. Orden Craig, ce | UP Ray. |

GEORGIA

| | | | | | | |
|-----------------|--|---|-----------------------------|---|---|---------------------|
| ALBANY | | | | | | |
| WALB 1941 | 1590 1,000 DA-N | Herald Pub. Co. Leesburg Rd. 1590 | ABC Burn-Smith | James H. Gray, p E. Arthur Tate, g & cm Tommy Stillwagon, pd Charles D. Chandler, ce | Betty Cooper, traffic m Don Ferandou, nd Bill Bowick, fd Harley Bowers, sd | Wld. AP Col. |
| WGPC 1933 | 1450 250 | Albany Bcstg. Co. New Albany Hotel 1371 | CBS Hollingbery | J. W. Woodruff, p J. W. Woodruff Jr., exec. m L. M. George, sta. & pmm Walter H. Flint, pd, nd & sd | R. A. Carlton, ce Bill Fowler, fd Pat Chandler, wd | Assoc. UP RCA |
| AMERICUS | | | | | | |
| WDEC 1947 | 1230 250 | The Americus Bcstg. Co. 109½ Windsor Ave. 3681 | MBS GALS Continental | James R. Blair, co. p & gm Charles C. Smith, sm & pd Lloyd E. McKinney, ce | Robert V. Rogers, fd Sue Marshall, wd | AP Ray. |
| ATHENS | | | | | | |
| WGAU 1938 | 1340 250 | J. K. Patrick & Co. Bobbin Mill Rd. 1741 | CBS, KBS GALS | C. A. Rowland, p R. Lewis Doster, g & cm | William J. Evans Jr., ce | AP Col. |
| WGAU-FM 1949 | Ch. 258 (B) 99.5mc 4.4kw | Radio Athens Inc. 279½ N. Lumpkin St. 446 | | L. H. Christian, p & gm Claude Williams Jr., cm & sd Charles A. McClure, pd & pmm L. D. Drewry, ce | H. Randolph Holder, nd R. D. Stephens, fd Mary Anne Martin, wd | Assoc. UP G |
| WRFC 1940 | 960 1,000-D | | | | | |
| ATLANTA | | | | | | |
| WAGA 1937 | 590 5,000 DA-N | Fort Industry Co. 56 Marietta St. Main 5900 | CBS Georgia Trio Katz | George B. Storer Sr., p James E. Bailey, mgng. d Claude Frazier, cm Don Naylor, pd N. A. Cannon, pmm | Rudolph Spivey, ce Dale Clark, nd Jim Woods, sd Enid Day, wd | AP WH |
| WAGA-FM 1948 | Ch. 277 (B) 103.3mc 50kw | | | | | WE |
| WAGA-TV 1949 | Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis. | 1032 W. Peachtree St. Emerson 2541 | CBS, DuMont | George B. Storer Jr., gm John W. Collins, cm William Terry, pd | Paul Cram, ce | RCA |
| WATL 1931 | 1380 5,000 DA-N | Atlanta Bcstg. Co. 26 Cain St., N. W. Walnut 4377 | LBS Forjoe | J. W. Woodruff, p G. C. Livingston Jr., gm & ce E. A. Wing, cm | E. R. Capral, pd & sd Lee Nance, nd H. W. Fields, fd | St. INS WE |
| WATL-FM 1948 | Ch. 248 (B) 97.5mc 44kw | | | | | GE |
| WBGE 1947 | 1340 250 | General Bcstg. Co. Georgian Terrace Hotel Vernon 1194 | Burn-Smith | Mike Benton, p David J. Holt, gm & ce Stan Raymond, cm & sd H. S. Langham, pmm Jewell Camp, traffic m | Gene Marshall, nd Dick Granville, fd Alice Bell, wd | AP GE |
| WBGE-FM 1947 | Ch. 238 (B) 95.5mc 2kw | (See Decatur listing) | | | | |
| WEAS 1947 | | | | | | |
| WERD 1948 | 860 1,000-D | Radio Atlanta Inc. 274½ Auburn Ave. N.E. Lamar 0666 | | J. B. Blayton Sr., p J. B. Blayton Jr., gm A. Kenneth Knight, pd Lemuel M. Wells, pub. rel. & pmm | William F. Kennedy, ce Robert H. Brisendine, sd (Mrs.) Gladys Powell, wd | WE |
| WGST 1923 | 920 5,000-LS 1,000-N | Georgia Institute of Tech. Forsyth Bldg. Walnut 8441 | ABC, MBS Blair | Frank M. Spratlin, chmn. of radio committee John Fulton, g & cm Jack Kelley, pd, nd, & sd | Paul Sanford, pmm Ben Akerman, ce Dean Dickens, wd | AP RCA |
| WGST-FM 1949 | Ch. 231 (B) 94.1mc 340kw | | | | | GE |

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ATLANTA

FIRST

TEST MARKET
CITIES 250,000
TO 500,000

(Sales Management Test Market Survey—Nov. 10, 1950)



★ **waga**
AM · FM TV



FIRST

Network
in America

CBS Affiliate

FIRST

In Local Spots and Gross Sales—
WAGA-TV—Local Advertisers Know
WAGA-TV Sells



FIRST

Weekly Daytime Audience Choice of
WAGA Radio Family Market of
\$1,000,000,000

FIRST

Choice for Atlanta Market Broadcast
Telecast Tests Should Be WAGA—
WAGA-TV

Represented Nationally By—THE KATZ AGENCY, INC.
Tom Harker, National Sales Manager, 488 Madison Ave., N.Y. 22



GEORGIA—(Continued)

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|-------------------------------------|---|---|----------------------------|---|---|--|
| ATLANTA—(Continued) | | | | | | |
| WQXI (Buckhead) 1948 | 790 5,000-D | Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196 | Walker | Robert W. Rounsaville, p, gm Harold G. Price, sm & ce Bob Corley, pd Art Selley, pmm | Herb Harris, nd Les Henriksen, sd Doris Poole, wd | Wid. UP RCA |
| WSB 1922 | 750 50,000 | The Atlanta Newspapers Inc. Biltmore Hotel Hemlock 1045 | NBC Petry | J. M. Cox Jr., p John M. Outler Jr., gm Frank Gaither, cm Marcus Bartlett, pd Vincent Piano, pmm | C. F. Daugherty, ce J. Leonard Reinsch, mgng. d Walter Paschall, nd Dudley McCaskill, fd | Wid., St. AP, UP WE |
| WSB-FM 1950 | Ch. 253 (B) 98.5mc 52kw | | | | | RCA |
| WSB-TV 1948 | Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis. | | | | | RCA |
| AUGUSTA | | | | | | |
| WBBQ 1947 | 1340 250 | Savannah Valley Bcstg. Co. 515 Jefferson Davis Ave. 4-5441 | MBS, KBS GALS Walker | George G. Weiss, p John W. Watkins, g & cm George M. Scott, pd & nd Russell Potec, pmm | Marvin Tarpley, ce Jack Lenz, fd Ed Dunbar, sd Eileen Stubb, wd | AP G |
| WGAC 1940 | 580 1,000-LS 1,000-N DA | Twin States Bcstg. Co. WGAC Bldg. 22692 | ABC Avery-Knodel | A. D. Willard Jr., p & gm D. MacDonald, vp & controller Warren Hites, pd & nd | John Jopling, ce Ed Tacey, fd John Lyon, sd | Thes. UP RCA |
| WJBF 1947 | 1230 250 | The Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421 | NBC Taylor | J. B. Fuqua, p & gm D. M. Kelly Jr., sm Steve D. Manderson, cm | Tom Hennessy, pd & pmm Ernest G. Swint, ce | Wid. UP Ray. |
| WRDW 1930 | 1480 5,000 DA-N | Radio Augusta Inc. 8th & Broad Sts. 2-8805 | CBS Headley-Reed | Ernest D. Black, p W. R. Ringson, g & pmm Wm. B. Smart, cm Charles H. Pointel, pd & sd | Rabun F. Bobo, ce Frank Hubbs, nd Bob Ruckle, fd | L-W UP RCA |
| BAINBRIDGE | | | | | | |
| WMGR 1946 | 1490 250 | S. Marvin Griffin P. O. Box 348 776 | MBS, KB' | S. Marvin Griffin, o Ben H. Dekle, g, c & pmm (Mrs.) Barbara J. Tennille, pd & wd | Woodrow Dunlap, ce Bill Townsend, nd & sd Harry Hutto, fd | Assoc. AP G |
| BRUNSWICK | | | | | | |
| WGIG 1949 | 1440 1,000 DA-N | Brunswick Bcstg. Corp. 1514 Union St. 2714 | ABC McGillvra | Fred Smith, p Hugh K. Tollison, evp Robert O. Moran, gm (Mrs.) Alma W. King, p Kenneth E. White, vp, g & cm | John Lane, cm James Cavanaugh, pd Herman Lange, ce Sidney Hargraeves, ce | Assoc. AP G |
| WMOG 1940 | 1490 250 | Coastal Bcstg. Co. Inc. P. O. Box 572 1500 | MBS, KBS | | | L-W UP RCA |

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WHAT STATION IS THE
LOWEST COST PER
THOUSAND TO
COVER ATLANTA
THE NATION'S No. 2
TEST MARKET?

**ABC
NET WORK**

**MORE LOCAL
ADVERTISERS
THAN ANY OTHER
ATLANTA STATION**

**COMPLETE
MERCHANDISING
STAFF**

**"KNOW - HOW"
OF LOCAL
PROGRAMMING**

REPRESENTED
NATIONALLY BY
JOHN BLAIR

IN THE
SOUTHEAST BY
CHARLES C. COLEMAN

WGST

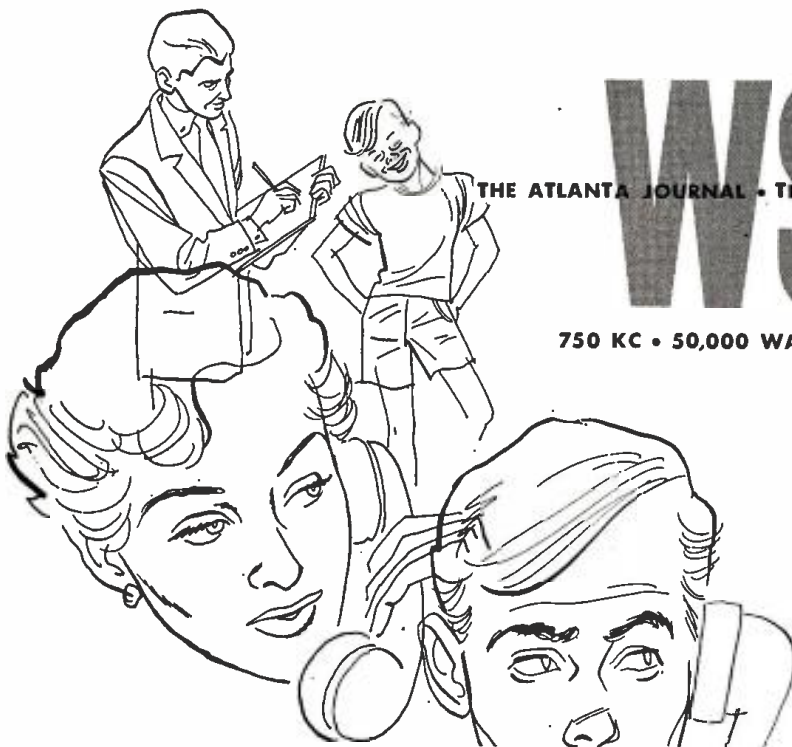
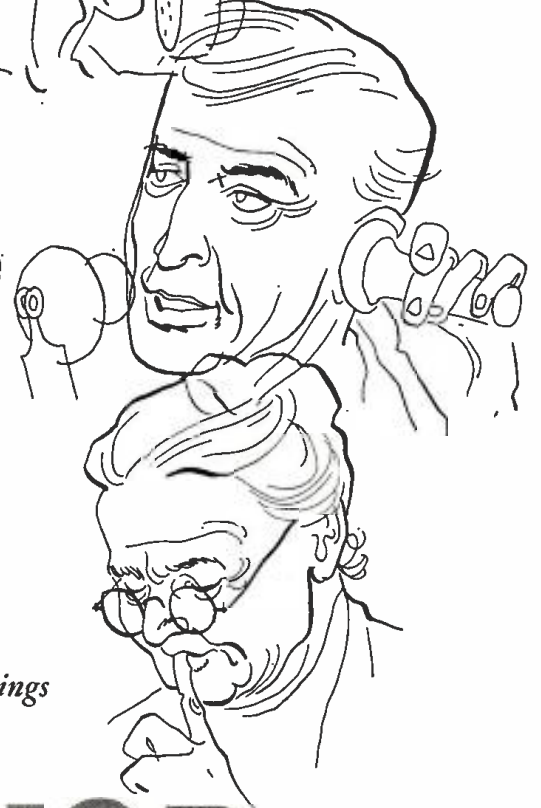
Atlanta, Ga.
5,000W-920KC

1000 W NIGHTS



**On every survey* ever made
of listener preference
in the great Atlanta market
WSB has been FIRST!**

**Ask your Petry man to show you the latest ratings*



THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION

WSB

750 KC • 50,000 WATTS • NBC AFFILIATE

**... in this market
your first television
choice is WSB-TV**

GEORGIA—(Continued)

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| CAIRO WGAA 1950 | 1300 1,000-D | Grady-Mitchell Bcstg. Co. Bainbridge Rd. 439 | | Ed Stevens, p W. C. Woodall Jr., gm Jim Honey, cm & ce Kenneth E. Flynt, pd | Royce A. Jones, pmm & nd Bob Davis, fd Winfred Chason, sd Sarah Pearce, wd | St. UP Col. |
| CARROLLTON WLBB 1947 | 1100 250-D | Carroll Bcstg. Co. Peoples Bank Bldg. 980 | KBS GALS | Robert D. Tisinger, p Tom K. Vassy, g & pmm Jimmy Dunaway, pd & sd | Chessley Hooper, ce Hiram Bray, nd, fd & prod. m | Thes. UP Ray. |
| CARTERSVILLE WBHF 1946 | 1450 250 | W. Ryan Frier Cartersville 1200 | MBS, KBS GALS | W. Ryan Frier, p & gm Minor Shadburn, cm Martha Sullins, pd & wd | James H. New, pmm & sd J. T. Norton, ce & fd George Boswell, nd | L-W UP G |
| CEDARTOWN WGAA 1941 | 1340 250 | Northwest Georgia Bcstg. Co. West Theatre Bldg., 777 | ABC KBS | Richard J. Roche, m | | |
| <i>WGAA-FM</i> 1948 | <i>Ch. 241 (B)</i> <i>96.1mc</i> <i>5.5kw</i> | | | | | |
| COLUMBUS WDAK 1943 | 1340 250 | Radio Columbus Inc. Martin Bldg. 5447 | NBC Headley-Reed | Allen M. Woodall, p Miles H. Ferguson, m & pmm W. S. Massie, cm Joe Byars, pd | Hudle Brown, ce Ed Snyder, nd & sd Loretta Exum, wd | Wld. AF RCA |
| <i>WDAK-FM</i> 1946 | <i>Ch. 300 (B)</i> <i>107.9mc</i> <i>10kw</i> | | | | | |
| WGAA 1947 | 1460 1,000 DA-1 | Georgia-Alabama Bcstg. Corp. 1213½ Broadway 3-3603 | ABC, MBS Branham | A. H. Chapman, p Maynard R. Ashworth, vp Walter M. Windsor, gm & sd Ed J. Hennessy, cm | Ridley Bell, pd & nd Hillard Brown, pmm William R. Atkinson, ce | L-W UP RCA |
| <i>WGAA-FM</i> 1946 | <i>Ch. 236 (B)</i> <i>95.1mc</i> <i>15.9kw</i> | | | | | |
| WRBL 1928 | 1420 5,000 DA-N | Columbus Bcstg. Co. 1350 13th Ave. 2-0601 | CBS Hollingbery | J. W. Woodruff, co J. W. Woodruff Jr., exec. m B. Ed Johnson, cm George A. Gingell, pd | Nora Brennan, pmm Joseph A. Gamble, ce George Theeringer, nd & sd Douglas Gary, fd | Col. Assoc. UP, INS WE GE |
| <i>WRBL-FM</i> 1946 | <i>Ch. 227 (B)</i> <i>93.3mc</i> <i>46.2kw</i> | | | | | |

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UP AND UP
SHE GOES!

1939 1949

Facts! Figures! NOT Fancy. Proof that Columbus, Georgia is one of the fastest growing markets in America. Here's what has happened since 1939: Among the 168 official Metropolitan County Areas, Columbus ranks:

11th in percentage gain Automotive Sales 12th in percentage General Merchandise Sales
33rd in percentage gain in Food Sales 32nd in percentage gain in Drug Sales
21st in percentage gain Household Furnishings Sales 31st in percentage gain in Total Retail Sales

REFLECTING DOLLAR and SALES VOLUME*

But that's not the full story . . . Columbus is Georgia's Second Market . . . a booming market with a Metropolitan County Area population of 170,163. Hundreds of advertisers are using WRBL to sell a PLUS audience of Ft. Benning not reflected in radio homes totals. Ride this rising curve of sales results. Contact WRBL or your nearest Hollingbery man.

* SM "Survey of Buying Power" Nov. '50

WRBL 5000 WATTS 1420 KC
COLUMBUS, GA.

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| CORDELE WMJM 1940 | 1490 250 | Southeastern Bcstg. System 20th Ave. & B St. 666 | MBS, KBS GALS | James S. Rivers, p William E. Blizzard Jr., g & pmm & fd | Bryant Lane, pd & nd Bruce Smith, ce & sd | UP RCA |
| COVINGTON WMOC 1946 | 1490 250 | The Covington News Inc. Covington 2724 | KBS GALS | Belmont Dennis, p W. Thomas Hay, g & cm W. I. Allgood, pd S. G. Turner, pmm, nd & sd | R. L. White Jr., ce Leo Mallard, fd Wilma O. Turner, wd | SES., Wld. UP |
| DALTON WBLJ 1940 | 1230 250 | Dalton Bcstg. Corp. 111 S. Pentz St. 1180 | MBS, KBS GALS | H. C. Kenemer, p William B. Davies, gm Bernice Ewton, pd & wd | John S. Andrews, ce James L. Clark, nd David Hill, sd | Thes. UP G |
| DAWSON WDWD 1948 | 990 1,000-D | Dawson Bcstg. Co. Parrott Rd. 416 | | Ed Stevens, p W. C. Woodall Jr., g & cm & sd Olyn Gee, pd Howard Ravilious, pmm | Joe Stephens, ce John Trueman, nd George Burton Jr., fd Carolyn Wall, wd | St. UP Col. |
| DECATUR (Atlanta) WEAS 1947 | 1010 10,000-D | E. D. Rivers Jr. 217 W. Ponce De Leon Ave. Dearborn 2521 | Pearson | E. D. Rivers Jr., o & gm Warren Roberts, d of pub. rel. & prog. | | SES. AF |
| WGLS 1949 | 970 1,000-D | DeKalb Bcstg. Co. 546 N. McDonough St. Crescent 6471 | LBS | Guy W. Rutland Sr., p Sam W. Kane, gm Al Ciraldo, c & pmm & sd | Ruth Kent, pd & wd Sam Dillard, act. ce Tom Nolan, nd | St. UP G |
| DOUGLAS WDMG 1947 | 860 1,000-D | WDMG Inc. P.O. Box 590 564 | Dodson | Downing Musgrove, p B. F. J. Timm, gm | Wilfrido Nunez, ce | Wld., SES UP Ray. |
| DUBLIN WMLT 1945 | 1340 250 | Dublin Bcstg. Co. Franklin St. 871 | MBS, KBS GALS Continental | Geo. T. Morris, p W. Newton Morris, gm Jack L. Powell, cm | Roy M. Hubbard, pd Charlie R. Lord, ce | AP |
| EAST POINT WTJH 1949 | 1260 1,000-D | James S. & Doris R. Rivers 203 East Point St. Fairfax 4343 | KBS | James S. Rivers, p Willard Belote, gm James W. Brown, cm Helene M. Randol, pd & wd | William T. Middlebrook, pmm E. MacFarland, sd William J. Hill III, ce John Brannon, nd & fd | INS RCA |

FIRST in Georgia's third market...

FIRST (power) 5000 W

Georgia's 3rd market is a buying market. 1950 retail sales exceeded \$110 million. 1951 will be greater because of the new \$600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Gordon operating at full capacity.

FIRST in selling power...

FIRST Hooper-Wise

According to the latest Hooper Survey, WRDW is first in more 30-minute periods than all other Augusta stations combined. WRDW, with a 30.2 in total rated periods, is a Big First in the market.

FIRST in the market (oldest station)

WRDW

CBS for Augusta, Ga.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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| ELBERTON | | | | | | |
| WSGC 1946 | 1400 250 | Elberton Bcstg. Co. Elberton | MBS, KBS Continental | Melvin C. Gorman, m | | AP |
| FITZGERALD | | | | | | |
| WBHB 1946 | 1240 250 | Ben Hill Bcstg. Corp. 601 W. Roanoke Dr. 740 | MBS GALS | Arthur Carpenter Jr., p Thomas Hanssen, gm & ce Charles Dowdy, cm | Jack Owens, pd & nd Charles Player, sd Elva Snowden, wd | UP G |
| GAINESVILLE | | | | | | |
| WDUN 1949 | 1400 250 | Northeast Georgia Bcstg. Co. 217½ South Main St. 2341 | GALS, LBS Continental | Paul Plaginos, p John W. Jacobs Jr., gm Gary Arnold, cm & fd Hub Terry, pd & sd | Les Brooks, ce Jimmie Walker, nd Lois Ragan, wd | Cap. AP GE |
| WDUN-FM 1949 | Ch. 280 (A) 103.9mc 0.3kw | | | | | |
| WGGA 1941 | 1240 250 | Blue Ridge Bcstg. Co. 2400 Athens Rd. 1600 | MBS KBS Dodson | Charles A. Smithgall, p E. F. MacLeod, cm Robert Schwab, pd | James A. Hartley, pmm F. Keith Brown, ce Gus Shaddix, nd | UP RCA |
| GRIFFIN | | | | | | |
| WKEU 1933 | 1450 250 | Radio Station WKEU P.O. Box 155 5507 | MBS, KBS GALS Sears & Ayer | A. W. Marshall Jr., p & gm G. H. Whitley Jr., cm, pd & ce | | UP G |
| HARTWELL | | | | | | |
| WKLY 1947 | 980 1,000-D | Louie L. Morris Box 189 71 | GALS | Louie L. Morris, o & p Max G. Pfaender, evp Broadus McLane, ce Joe Wilder, asst. m, pd, pmm & nd | Vernon Chafin, fd Burch Griffin, sd Virginia Bailey, wd | Cap. UP G |
| JESUP | | | | | | |
| WBGR 1949 | 1370 1,000-D | The Altamaha Bcstg. Co. P. O. Box 147 2444 | KBS Dodson | W. Glenn Thomas, p & gm Frederick S. Millkin, cm | D. A. Nichols, ce & fd Fred L. Kea Jr., pd, pmm & nd | St. UP Ray. |
| LaGRANGE | | | | | | |
| WLAG 1941 | 1240 250 | LaGrange Bcstg. Co. 305 Broome St. 3505 | MBS | Roy C. Swank, p Edwin Mullinax, g & cm & sd John Boggess, pd | J. M. McKay, ce Joe Hawkins, fd Fay Scarborough, wd | Wid. UP G |
| WLAG-FM 1948 | Ch. 238 (B) 104.1mc 1.3kw | | | | | |
| MACON | | | | | | |
| WBML 1940 | 1240 250 | Middle Ga. Bcstg. Co. 240 Second St. 2728 | ABC Taylor | E. D. Black, p E. G. McKenzie, vp Chas. W. Pittman, gm Walter Graham, cm & sd | Mary Hester Richardson, pd Frank Proctor, pmm & nd H. S. Goodrich, ce Annie Laurie Johnson, wd | Wid. AP RCA |
| WBML-FM 1947 | Ch. 264 (B) 100.7mc 16kw | | | | | |
| WIBB 1948 | 1280 1000-D | Peach State Bcstg. Co. Professional Bldg. Ivy 2716 | | Thomas H. Maxwell, p, gm & ce George W. Patton, cm | Don Frost, pmm | UP Ray. |
| WMAZ 1932 | 940 10,000 DA-2 | Southeastern Bcstg. Co. Bankers Insurance Bldg. 3131 | CBS Katz | George P. Rankin, p & ce Wilton E. Cobb, gm Frank Crowther, cm & sd Ed Pendleton, pmm | Albert Sanders, loc. sim Ben Chatsfield, nd D. F. Bruce, fd | L-W INS RCA |
| WMAZ-FM 1947 | Ch. 256 (B) 99.1mc 3kw | | | | | |
| WNEX 1945 | 1400 250 | Macon Bcstg. Co. Bibb Bldg. 8211 | MBS Georgia Branham | Ed M. Lowe, p Alfred Lowe, vp & gm James H. Weathers, cm & pd Charles A. Walker, ce Virginia Flynt, traffic m | H. E. Simmons Jr., nd Raiford Faircloth, fd William E. Riddle, sd Del Ward, wd | Assoc. AP |
| WNEX-FM 1948 | Ch. 245 (B) 98.9mc 41kw | | | | | WE |
| MARIETTA | | | | | | |
| WFOM 1946 | 1230 250 | Chattahoochee Bcstrs. S. Cobb Dr. 1746 | | Fred B. Wilson, p Albert L. Jones, gm G. Rogerson, pd Chuck Strauss, ce | Danny Baer, nd Channing Cope, fd Red Sparks, sd Patricia Mason, wd | AP Ray. |
| MILLEDGEVILLE | | | | | | |
| WMVG 1946 | 1450 250 | Jere N. Moore Milledgeville 250 | MBS, KBS GALS Griffith | Jere N. Moore, o Michael T. Landy, g, c & pmm Josephine Ragsdale, pd | Robbie O. Hattaway, ce Bill Bloodworth, nd | Cap. UP G |
| MOULTRIE | | | | | | |
| WMGA 1939 | 1400 250 | John F. Pidcock Moultrie 989 | KBS GALS Clark | John F. Pidcock, o & gm Roy F. Zess, sm & pd A. Wandell Murphy, cm & sd | Lamar Beaty, ce Weyman Brooks, fd | UP RCA |
| NEWNAN | | | | | | |
| WCOH 1947 | 1400 250 | Newman Bcstg. Co. 11½ Court Sq. 1400 | MBS | E. W. Thomasson, p Carl Collins, gm James Thomasson, cm Betty Bonner, pd & wd | Walter O. Welch, ce Jim Gallogly, nd B. T. Brown, fd Johnny Brown, sd | Wid. AP Col. |
| WCOH-FM 1947 | Ch. 244 (B) 96.7mc 0.34kw | | | | | RCA |
| QUITMAN | | | | | | |
| WKMA 1947 | 1480 250 | Radio South P. O. Box 631 4811 | | John R. Barlett, o, g & cm David Van Zandt, pd | Ralph Prewitt, ce L. V. Cawley, fd | UP RCA |

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THE GEORGIA PURCHASE

the Georgia Trio



WAGA
ATLANTA
 5,000w • 590kc

WMAZ
MACON
 10,000w • 940kc

WTOC
SAVANNAH
 5,000w • 1,290kc

(ALL CBS AFFILIATES)

**THE *Trio* OFFERS ADVERTISERS
AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets.

Represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

**ONLY A
COMBINATION
OF STATIONS
CAN COVER
GEORGIA'S
FIRST THREE
MARKETS**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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|-------------------------------------|----------------------------------|--|--|--|--|------------------------|
| ROME | | | | | | |
| WLAQ 1947 | 1410 1,000 DA-N | News Pub. Co. 209 Broad St. 7767 | KBS | B. H. Mooney Sr. o & p James F. Mann, vp B. H. Mooney Jr., vp L. B. Mowry Jr., sm, nd & sd | Martha Daniel, cm Blair Jesse, pd George Rice, pmm Ed Cole, ce | Cap. AP Ray. |
| WRGA 1929 | 1470 5,000 DA-N | Rome Bcstg. Co. Nat'l. City Bank Bldg. 2-2411 | MBS Walker | Happy Quarles, gm Mather Payne, sm Jim Roberts, pd Pinkie Talley, pmm | Sox Starr, ce Cap Hicks, nd Al Kirby, fd Cecil Kearce, sd | L-W UP WH |
| WRGA-FM 1947 | Ch. 293 (B) 106.5mc 1.4kw | | | | | GE |
| WRQM 1946 | 710 1,000-D | Coosa Valley Radio Co. 121 1/2 Broad St. 2-0833 | LBS McKinney | Edward McKay, g & pmm Dean Covington, cm Charles Doss, pd & sd Ken Lowry, ce | Harry Steinberg, nd Von Williams, fd Dorothy McKay, wd | AP Ray. |
| SAVANNAH | | | | | | |
| WCCP 1946 | 1450 250 | Dixie Bcstg. Co. P.O. Box 943 2-4182 | MBS Walker | Carter C. Peterson, p & gm Weldon Herrin, sta. & cm Charles Beresford, pd | Al Jennings, pmm & sd William E. Moats, ce Richard Lantz, nd | St. UP G |
| WDAR 1946 | 1400 250 | WDAR Inc. 34 E. Bryan St. 3-8807 | ABC Young | A. C. Neff, p L. H. Thesmar, gm Robert F. Finch, cm Milton Bellah, pd & nd Jimmie Woods, pmm | Howard C. Jewett Jr., ce Jimmy Deer, fd Julian Silver, sd Joy Howden, wd | AP WE |
| WFRP 1946 | 1230 250 | Georgia Bcstg. Co. 219 East Charlton St. 3-8642 | GALS Clark | Frank R. Pidcock Sr., p John P. Pidcock, gm & pd John G. William, cm E. D. Rivers Jr., o | James M. Wilder, ce Dick McLaughlin, nd & sd | AP Ray. |
| WJIV 1950 | 900 1,000-D | Eurith Dickinson Rivers Jr. P. O. Box 67 Decatur, Ga. | | | | |
| WSAV 1939 | 630 5,000 DA-N | WSAV Inc. Liberty Nat'l. Bank Bldg. 3-0234 | NBC Georgia Quartet Hollingbery | Harben Daniel, p & gm Don K. Jones, cm Robert Shipley, pd & nd Robert Brett, pmm | Meredith E. Thompson, ce Melvin Peacock, fd Norman Strand, sd Joan Byck, wd | Thes. AP RCA |
| WSAV-FM 1947 | Ch. 262 (B) 100.3mc 15.5kw | | | | | |
| WTOC 1929 | 1290 5,000 DA-N | Savannah Bcstg. Co. 516 Abercorn St. 2-0127 | CBS Katz | William T. Knight Jr., p & gm S. P. Driscoll, vp Ben B. Williams, cm | Dwight J. Bruce, pd & pmm Reeve Owen, ce Alice Carr, wd | Wld., L-W UP RCA |
| WTOC-FM 1946 | Ch. 247 (B) 97.3mc 44kw | | | | | GE |
| STATESBORO | | | | | | |
| WWNS 1946 | 1490 250 | Statesboro Bcstg. System P.O. Box 146 502 | MBS. KBS | R. H. Thompson Sr., co. g, c & pmm Jack V. LoPresti, pd & ce | Jim Watson, sd | Wld. UP Ray. |
| SUMMERVILLE | | | | | | |
| WGTA 1950 | 950 1,000-D | Tri-State Bcstg. Co. Box 213 Summerville 295 | | E. C. Pesterfield, co-o & p William B. Farrar, co-o. secy.- treas. & gm | Lawrence Keown, pd James S. Stowers Jr., ce | UP GE |

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WRGA

ROME, GEORGIA

Delivers a
\$90,000,000 Market
in
5 COUNTIES



| MARKET DATA | | 0.5 MV/M |
|----------------|-------|--------------|
| POPULATION | | 161,200 |
| RADIO HOMES | | 36,340 |
| RETAIL SALES | | \$91,941,000 |
| FOOD SALES | | \$23,734,000 |
| DRUG SALES | | \$2,898,000 |
| GEN'L MDSE. | | \$13,653,000 |
| RETAIL OUTLETS | | 732 |

Mutual Broadcasting System

WRGA

ROME, GEORGIA

5000 W. FULLTIME 1470 KC.

WRGA-FM operated with continuous duplication

Represented Nationally by the WALKER COMPANY

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

IDAHO—(Continued)

| City Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr.-am; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|------------------------------|--|---|---|--|--|---|
| BOISE—(Continued) | | | | | | |
| KGEM 1946 | 1340 250 CP:1140 10,000 DA-1 | Idaho Bcstg. & TV Co. Owyhee Hotel 533 | ABC, KBS Rocky Mtn. Gem Hollingsbery | Frank C. Carman, p Milo J. Petersen, gm Harry Waterstone, asst. m Harold E. Cunningham, pd Ray Mitchell, pmm (Mrs.) Georgia M. Davidson, p Walter E. Wagstaff, gm Hugh Shelley, cm James B. McKibben Jr., pd | Richard Eggelston, ce Betty Lowery, traffic m Wey Simpson, nd Ross Woodward, fd | Wld. AP G, RCA |
| KIDO 1928 | 1380 2,500-LS 1,000-N CP: 630 5,000 DA-2 | KIDO Inc. 709 Idaho St. 660 | NBC Blair | Harold W. Toedtemeier, ce Rulon Bradley, nd & fd Herb Everitt, sd Mary Neilson, wd | St. AP, UP RCA | |
| BURLEY | | | | | | |
| KBIO 1946 | 1230 250 | KBIO Inc. Box 461 10 | ABC Gem Rocky Mtn. Cooke | Jessica L. Longston, p K. Clark, gm James M. Schroeder, cm & fd | Duke Yelton, pd & nd Donald Lockwood, ce Dick Nicholson, sd Barbara Waugh, wd | L-W UP WE |
| CALDWELL | | | | | | |
| KCID 1947 | 1490 250 | Caldwell Bcstg. Co. Inc. 520 So. Kimball Ave. 1950 | Keating Biddick | J. T. LaFond, p H. R. McCosh, g & cm T. G. Burgess, ce | Jack J. Link, pd, pmm & fd Dave Moore, nd | Wld. UP RCA |
| COEUR D'ALENE | | | | | | |
| KVNI 1946 | 1240 250 | Coeur d' Alene Bcstg. Co. Blackwell Island 1250 | MBS Don Lee Hollingsbery | Burl C. Hagadone, p Wayne E. Olsen, g & cm Bernard V. Merriman, pd, pmm, nd & fd | Howard Olsen, ce Lew Gell, sd Barbara Earin, wd | L-W RCA |
| IDAHO FALLS | | | | | | |
| KID 1928 | 1350 5,000-LS 500-N | Idaho Bcstg. Corp. Corner Park & E St. 4 | MBS Intermountain Avery-Knodel | A. W. Schweider, p C. N. Layne, gm Leonard Wasden, cm Roy Southwick, pd, pmm, nd & fd | Carrol Secrist, ce Lorin Ward, office m Bob Fleming, sd | Wld. UP RCA |
| KIFI 1947 | 1400 250 | Eastern Ida. Bcstg. & Telev. Co. 339 Broadway 1054 | ABC Rocky Mtn. Hollingsbery | J. M. Brady, p & gm Dan W. Kelly, cm Tom Wayman, pd Bill Denton, pmm Blair Nelson, ce | Hal Simmons, nd David Lewis, fd Blaine Bailey, sd Aris Boyle, wd | St. AP G |
| LEWISTON | | | | | | |
| KRLC 1935 | 1350 1,000 DA-N | H. E. Studebaker Lewis-Clark Hotel 1950 | MBS Don Lee Grant | H. E. Studebaker, p Donald Thomas, gm Robert Taylor, cm Bill Dodel, pd Glenn Speers, pmm | Gene Wilson, ce Jack Clifford, nd Irv Faling, fd Harry Howard, sd | Thes. UP RCA |
| MOSCOW | | | | | | |
| KRPL 1947 | 1400 250 | Interstate Radio Inc. P. O. Box 396 2283 | KBS Biddick | T. R. Farrier, p Bert McAllister, gm, pd, pmm, nd & fd | Dell R. Schroeder, cm & sd H. D. Young, ce Ruth McAllister, wd | Cole, SES. AP |
| NAMPA | | | | | | |
| KFXD 1930 | 580 1,000 DA-1 | Frank E. Hurt & Son Box 891 1200 | MBS Intermountain Avery-Knodel | Edward Hurt, p Doyle Cain, cm Shirl Black, pd | Gilbert Rose, ce | UP WE Cap., Thes. GE |
| KFXD-FM 1946 | Ch. 270 (B) 101.9 mc 2.5 kw | | | | | |
| POCATELLO | | | | | | |
| KEIO 1946 | 1440 1,000 DA-1 | Eastern Idaho Bcstg. & TV Co. Hotel Bannock 3400 | ABC, KBS Rocky Mtn. Gem Hollingsbery | James M. Brady, p Charles Crabtree, gm Don W. Burden, cm James VanSickle, pd & pmm Clayton S. Hale, gm | Denzil Musulin, ce Steve Shepard, sd Norma Adamson, wd | Wld. AP |
| KEYY 1946 | 1240 250 | Radio & TV Bcstg. Co. of Ida. 1140 Yellowstone Ave. 1240 | MBS Intermountain Avery-Knodel | | | |
| KSEI 1926 | 930 5,000 DA-N | Radio Service Corp. Hotel Whitman 4000 | NBC Walker | O. P. Soule, p Henry H. Fletcher, g & cm Ruthe A. Fletcher, pd & wd | Olive M. Leeney, pmm Charles A. Clerc, nd, fd & sd Ellis W. Call, ce | L-W, St., Cole UP RCA |
| KSEI-FM 1947 | Ch. 243 (B) 96.5 mc 1.8 kw | | | | | |
| PRESTON | | | | | | |
| KPST 1948 | 1340 250 | Voice of the Rockies Inc. Preston 600 | KBS | Rulan Dunn, m N. Pratt Smith, cm | | Assoc., L-W AP |
| REXBURG | | | | | | |
| KRKG (CP) | 1230 250 | Snake River Radio & TV Co. | | | | |
| SANDPOINT | | | | | | |
| KSPT 1949 | 1400 250 | Bauer Bcstg. Co. Dover Rd. 555 | KBS | Norman E. Bauer, p & fd Jack Hatch, sta. & cm & sd Ione Bauer, pd & wd | William Frey, ce Dick White, nd | St. UP WE |
| TWIN FALLS | | | | | | |
| KLIX 1946 | 1310 5,000-LS 1,000-N DA-2 CP: 1340 250 | Southern Idaho Bcstg. & TV Co. Elizabeth Blvd. 2484 | ABC Gem, Rocky Mtn. Hollingsbery | Frank C. McIntyre, vp, g & pmm Juneau H. Shinn, cm Earl Dahlstrom, pd Lloyd James, ce & fd | Ed Gish, pdm Don Allen, nd Joe Clements, sd Carna Haselmire, wd | Thes., Cap., Mac. AP |
| KTFI 1928 | 1270 5,000-LS 1,000-N | Radio Bcstg. Corp. 241 Main Ave. W. 2400 | NBC Weed, Keating | O. P. Soule, p Florence M. Gardner, gm Kenneth W. Montgomery, cm Lenore Parker, pd & pmm | Marvin Hartley, ce Bonnie Baird, nd Jack Farrar, fd Fred Maltz, sd | L-W, St. UP RCA |
| KTFI-FM 1947 | Ch. 259 (B) 89.7 mc 3 kw | | | | | |
| KVMV 1946 | 1450 250 | Radio Sales Corp. P.O. Box 511 2002 | MBS Intermountain Avery-Knodel | Spencer D. Grow, p Arch L. Madsen, evp & ce Dewain Silvester, sta. & cm | Al Lee, pd & pmm Jack Hughes, sls. service d & nd Don Chandler, sd | Wld. UP Col. |
| WALLACE (Kellogg) | | | | | | |
| KWAL 1939 | 620 1,000 DA-N | Silver Bcstg. Co. Box 930 8-2111 | MBS Don Lee Holman | Robert G. Binyon, gm W. Mondell Spencer, pd | G. Turner Dreher, ce Betty Spencer, wd | Wld., SES. GE |
| WEISER | | | | | | |
| KWEI 1947 | 1240 250 | Inland Bcstg. Co. P.O. Box 791 700 | KBS | Frank S. Gwilliam, p Claude W. Cain, gm & sd Walter Lake, cm | Don Jones, pd, ce & nd Leo Eisworth, fd Francis Robinson, wd | L-W, St. AP WE |

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 same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|---|----------------------------------|---|---------------------------|---|---|
| ALTON WOKZ 1948 | 1270 1,000-D | WOKZ Inc. Hotel Stratford 33506 | McGillvra | Edward A. Wheeler, p Harold Fitzgerald, sta. & cm John Coughlin, pd | Virginia Stewart, pmm & wd Wm. Garcia, ce Bob Linn, nd & sd St. AP Col. |
| WOKZ-FM 1948 | Ch. 260 (B) 99.9mc 9.1kw | | | | |
| AURORA WMRO 1938 | 1280 250-D | Martin R. O'Brien 184 S. River St. 4215 | | Martin R. O'Brien, o, m & gm Jeanne M. Doran, pd Vincent G. Cofey, c & pmm & sd | L-W INS RCA |
| BELLEVILLE WBND (CP) | 1260 1,000 DA-N | Belleville News-Democrat | | | |
| WIBV 1947 | 1060 250-D | Belleville Bcstg. Co. 2100 West Main 5000 | Holman | Paul A. Wnorowski, gm Clarence J. Keller, c & pmm Russell W. Wagner, pd & nd Marvin M. Mollring, ce | Joseph Wesley, fd Norbert Moore, sd Tru Lafferty, wd John W. Lewis, secy.-treas. Thes., SES. AP |
| BLOOMINGTON WJBC 1924 | 1230 250 | Bloomington Bcstg. Corp. 209 East Washington 5281 | ABC Pearson | Loring Merwin, p Harry Swift, cm Fred Muxfeld, pd | Fred L. Bailey, ce R. J. Zehr, fd Gus Grebe, sd L-W UP RCA |
| WJBC-FM 1947 | Ch. 268 (B) 101.5mc 15.3kw | | | | |
| BLUE ISLAND WRBI (FM) (CP) | Ch. 232 (A) 94.3mc 1kw | South Suburban Bcstg. Co. 12247-49 S. Western Ave. 1234 | | Felice F. Barbone, p Michael Wollner, gm John Svejda, pd | Michael H. Dyk, ce Nadean McKeever, bus. m |
| CAIRO WKRO 1942 | 1490 250 | Oscar C. Hirsch Box 311 1490 | MBS Pearson | Oscar C. Hirsch, o & ce Merrill C. Currier, g & cm Charles Housewright, pd | UP |
| CANTON WEYS 1947 | 1560 250-D | Fulton County Bcstg. Co. E. Linn St. Limits 1877 | KBS Sears & Ayer | H. R. Winsor, p Wm. Richardson, gm Gene Ribas, ce | L-W, Wld. AP G |
| WEYS-FM 1950 | Ch. 265 (A) 100.9mc 0.65kw | | | | |
| CARBONDALE WCIL 1946 | 1020 1,000-D | Southern Ill. Bcstg. 219½ W. Main St. 167 | | Paul F. McRoy, p, gm, pd & ce Walter C. Schafer, cm | Roy Freeman, fd Jim Bolen, sd Cap. AP Col. |
| CARMI WROY 1948 | 1480 1,000-D | Carmi Bcstg. Co. 101 S. Walnut St. 4161 | KBS Sears & Ayer | Roy Clippinger, p Thomas S. Land, gm Howard M. Reedy, slm. Garnet Williams, pd Harold Vandament, ce | John Berry, nd Louis Glass, fd Garnet Williams, sd Lou Lindsay, wd L-W UP Col. |
| WROY-FM 1950 (CP) | Ch. 247 (B) 97.3mc 10.7kw | | | | G |
| CARTHAGE WCAZ 1921 | 990 1,000-D | Superior Bcstg. Service 502 Wabash Ave. 520 | Holman | John Palmer, m Warner Stamper, pd | UP G |
| CENTRALIA WCNT 1946 | 1210 1,000-D | WCNT Inc. Route 51, North 5151 | | George F. Isaac, p Merle G. Rogers, cm W. R. O'Donnell, pd & sd | Dwight North, ce Dick Berry, nd St. UP G RCA |
| WCNT-FM 1948 | Ch. 243 (B) 96.5mc 2.45kw | | | | |

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Rockford, Illinois

A \$426,000,000 TRADING AREA

WROK & WROK-FM

Rockford's only Stations

AFFILIATED WITH ABC H-R REPRESENTATIVES, INC.—NAT'L REPS.

Remember...

WGN reaches more homes one or more times a week than any other Chicago station . . . AND by a sizable margin.

WGN reaches 260,100 more homes than the next closest station during the daytime* . . .

And 302,750 more homes per week during the nighttime.*

. . . That's a lot of homes any way you figure it. And it's figures like these that make WGN the number one major Chicago station in volume of spot business.

*1949 BMB

*A Clear Channel Station . . .
Serving the Middle West*

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

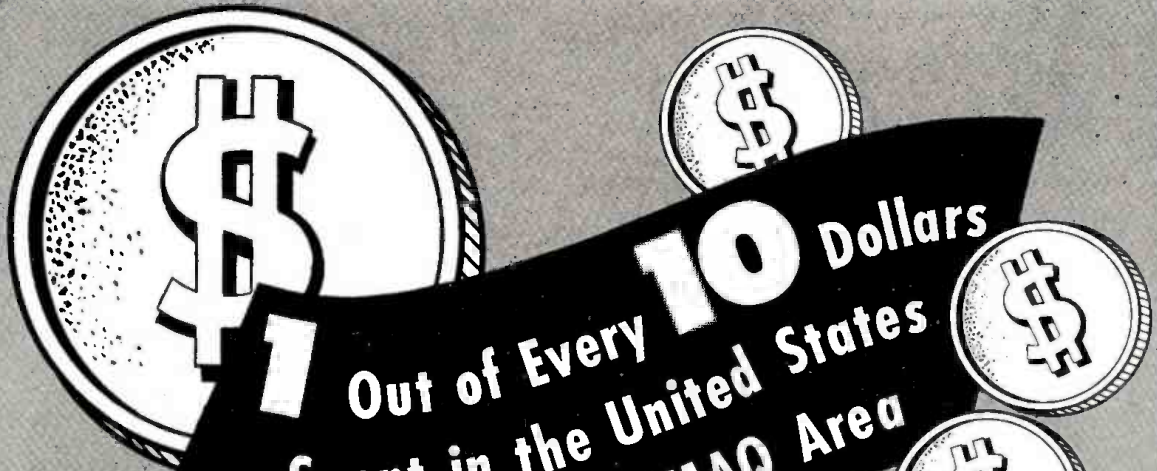
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Elckelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|----------------------------|--------------------------|--|---|------------------------------|--|--|
| CHICAGO—(Continued) | | | | | | |
| | WEDC 1926 | 1240 250 SH WCRW, WSBC | Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 7-4100 | | Emil Denmark, p Frank J. Kotnour, g & cm Bill Mack, pd, pmm & nd | Thomas F. Korn, ce UP |
| | WEFM (FM) 1940 | Ch. 258 (B) 99.5mc 30kw | Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500 (See Cicero) | | E. F. McDonald Jr., p Ted Letzell, gm Violet Kmety, pd | Ross Utter, ce Thes., St. Zenith |
| | WEHS (FM) 1930 | 890 50,000 ST-WLS | American Bcstg. Co. 20 N. Wacker Dr. Andover 3-7800 | ABC | Robert E. Kintner, (ABC) p John Norton Jr., vp in chg. of central div. J. Stirton, gm R. McLaughlin, cm | L. Blair, pd D. Linger, pmm E. Horstman, ce C. O'Dea, nd & sd Beulah Karney, wd St. AP, UP, INS RCA |
| | WENR-FM 1948 | Ch. 234 (B) 94.7mc 25kw | | | | |
| | WENR-TV 1948 | Ch. 7 174-180mc 14kw-aud.; 25kw-vis. | | | F. Killian, pd | |
| | WFJL (FM) 1950 | Ch. 226 (B) 93.1mc 29kw | Lewis College of Science & Tech. | | | |
| | WGES 1924 | 1390 5,000 DA-2 | Radio Station WGES 2708 W. Washington Blvd. Sacramento 2-1700 | | John A. Dyer, gm E. M. Hinzman, cm Herbert Rudolph, pd | K. P. Freda, pmm Ellery Plotts, ce Assoc. UP WE |
| | WGN 1924 | 720 50,000 | WGN Inc. 441 N. Mich. Ave. Superior 7-0100 | MBS Keenan- Eickelberg | Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm Bruce Dennis, pd Tom Elvidge, asst. pd | Charles Wilson, sls. pmm Carl A. Meyers, ce Dave Taylor, d of ops. Jim Hanlon, publ. & pub. rel. d St. AP, UP |
| | WGNB (FM) 1941 | Ch. 254 (B) 98.7mc 35kw | (WGN, AM affiliate) | | | GE |
| | WGN-TV 1948 | Ch. 9 186-192mc 7.3kw-aud.; 11.2kw-vis. | | DuMont | Jay Faraghan, pd Vern Brooks, d of ops. Robt. Hibbard, asst. d of ops. George Pettersen, fac. d | Spencer Allen, newsreel d George Harvey, slm Elizabeth Bain, film librarian GE |
| | WIND 1933 | 560 5,000 DA-2 | Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170 | Katz | John S. Knight, p Ralph L. Atlas, gm John T. Carey, slm | Greta Morgan, pmm H. L. Atlas Jr., pd Kenneth Shirck, ce AP, UP |
| | WJJD 1934 | 1160 50,000 DA-1 L-KSL | WJJD Inc. 230 N. Michigan Ave. State 2-5466 | Avery-Knodel | Marshall Field, p Arthur F. Harre, gm & pd Fred G. Harm, slm | Walter F. Myers, ce Cap., St., Cole UP |
| | WFMF (FM) 1948 | Ch. 262 (B) 100.3mc 33kw | (WJJD, AM affiliate) | | | |
| | WLS 1924 | 890 50,000 ST-WENR | Agricultural Bcstg. Co. 1230 W. Washington Blvd. Monroe 6-9700 | ABC Blair | James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm Harold Safford, pd & nd | Warren Middleton, pmm Thomas L. Rowe, ce Arthur C. Page, fd John Drake, publ. d St. AP, UP, TP RCA |
| | WMAQ 1922 | 870 50,000 | National Bcstg. Co. Merchandise Mart Superior 7-8300 | NBC NBC Spot | Joseph H. McConnell, (NBC) p Harry C. Kopf, vp & gm H. B. Meyers, slm Homer Heck, prog. m John M. Keys, pmm | Howard Luttgens, ce William Ray, nd Paul Visser, fd John Erp, sports editor St. Thes. AP, UP, INS WH |
| | WMAQ-FM 1948 | Ch. 266 (B) 101.1mc 24kw | | | | RCA |
| | WNBQ (TV) 1949 | Ch. 5 76-82mc 11.8kw-aud.; 21.8kw-vis. | (WMAQ, AM affiliate) | | John F. McPartlin, cm Arthur Jacobson, prog. m Edwin S. Mills, exec. prod. | Jules Herbiveaux, m of TV ops. RCA |
| | *WMBI 1926 | 1110 5,000 L-KFAB, WBT | The Moody Bible In- stitute of Chicago 153 Institute Pl. Michigan 2-1570 | | Dr. Wm. Cubertson, p R. L. Constable, gm Robt. H. Parsons, pd John Raymond, pmm | A. Paul Frye, ce Sam Paxton, nd (Mrs.) Frances Youngren, wd Wid. UP RCA |
| | *WMBI-FM 1949 | Ch. 238 (B) 95.5mc 46kw | | | Myron E. Canady, asst. to prog. d H. L. Enstrom, asst. to tech. d | WE Cap., Wid. |
| | WMOR (FM) 1949 | Ch. 274 (B) 102.7mc 40kw | Metropolitan Radio Corp. of Chicago, Inc. 188 W. Randolph Andover 3-6050 | | Art Linick, p Bill Perry, pd Frank Goldstein, ce | Wid. GE |
| | WOAK (FM) 1948 | Ch. 290 (B) 105.9mc 9kw | Gale Bcstg. Co. 4000 Washington Blvd. Sacramento 2-6272 | | Bernard Jacobs, p, g & cm & ce James Wimmer, pd | Wid. GE |
| | WSBC 1925 | 1240 250 SH WCRW, WEDC | Radio Station WSBC 2400 W. Madison St. Monroe 6-9060 | Forjoe | Robert O. Miller, gm & pd Julius Miller, cm Mary V. Baker, wd | Ses. UP |
| | WXRT (FM) 1948 | Ch. 270 (B) 101.9mc 30kw | (WSBC, AM Affiliate) | | | WE |
| CHICAGO HEIGHTS | | | | | | |
| | WCHI (FM) 1949 | Ch. 240 (A) 95.9mc 0.25kw | Chicago Heights Bcstg. Co. 164 E. 23rd St. 7448 | | Anthony Santucci, p & ce Earl Vieaux, cm Henry E. Bruns, pd | Joe Gansen, sd GE |
| CICERO | | | | | | |
| | WHFC 1925 | 1450 250 | WHFC Inc. 2136 South 61st Court Townhall 3-6305 | | Richard W. Hoffman, p Marie E. Clifford, gm John P. Odell, pd | Elmer P. Hayes, tech. sup. Cap., L-W UP RCA |
| | WEHS (FM) 1945 | Ch. 258 (B) 97.9mc 16kw | (WHFC, AM Affiliate) | | Henry M. Kiertischer, tech. sup. | GE |
| CLINTON | | | | | | |
| | WHOW 1947 | 1520 1,000-D | Cornbelt Bcstg. Co. 401½ South Side of Square 305 | Lincoln Holman | J. R. Livesay, p Roland O. Looper, vp, gm & ce | Frank C. Jennings, pd & secy.-treas. UP RCA |

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1 Out of Every **10** Dollars
Spent in the United States
Is Spent in the WMAQ Area

**... Where more people
listen daily to WMAQ
than to any other station**

More than 15 billion dollars a year, or more than a billion dollars a month, are spent for consumer goods in the vast, prospering Midwest area dominated by Station WMAQ. *This is more than 10 per cent of the entire nation's annual consumer sales.*

This great Lake Michigan States area is the home of one out of every 10 families in the United States . . . *owning* one out of every 10 radios in the United States . . . and *earning* one out of every 10 paychecks in the United States.

Top sales medium in this thriving region—the nation's *number two market*—is WMAQ, delivering a daily audience not only larger than that of any other station, but *larger than that of any other advertising medium* . . . an audience of almost 1,300 thousand families.

Guarantee success for your advertising campaign by including WMAQ—*Master of the Lake Michigan States Market*. Contact WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office now for full information in planning a schedule that will mean greater sales of your product in a great market.

Sources: Daily Listening—BMB Study No. 2, 6-7 Days per Week; No. of Radios—BMB Study No. 2 and Caldwell-Clements Publishing Co.; All Other Statistics—U. S. Bureau of Census.



MASTER OF THE LAKE MICHIGAN STATES MARKET



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|---|---------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sols Mgr. slim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| DANVILLE | | | | | | |
| WDAN 1938 | 1490 250 | Northwestern Pub. Co. 1500 N. Washington Ave. 1700 | CBS McKinney | E. C. Hewes, gm Robert J. Burrow, c. sta. & pmm T. G. Magin, ce | Honore E. Ronan, pd & wd Max Shaffer, sd | Wld. UP RCA |
| DECATUR | | | | | | |
| WDZ 1921 | 1050 1,000-D | WDZ Bcstg. Co. 265 S. Park St. 3-9744 | Free & Peters | Charles C. Caley, p Frank C. Schroeder Jr., vp & gm Howard G. Bill, cm | William F. Miller, pd A. James Ebel, ce Wick Evans, nd Marty Roberts, fd | Wld., Cap. UP G |
| WSOY 1925 | 1340 250 | Illinois Bcstg. Co. 351 North Main St. 5371 | CBS Weed | F. W. Schaub, p Merrill Lindsay, gm Chas. F. Bruce, c & pmm Bernard J. Johnson, pd | Milburn H. Stuckwisch, tech. d Al Rowe, nd Bob Goben, sd | L-W AP G |
| WSOY-FM 1946 | Ch. 271 (B) 102.1mc 31.2kw | | | | | RCA |
| DE KALB | | | | | | |
| WLBK 1947 | 1360 500-D | De Kalb Radio Studios 153½ N. Third St. 2677 | | R. C. Brown, m & pd Donald Whitman, slm. Clayton DeWitt, ce | | L-W AP RCA |
| EAST ST. LOUIS | | | | | | |
| WTMV 1935 | 1490 250 | WTMV On the Air Inc. Hotel Broadview Bridge 4625 | Sears & Ayer | Alvin O. Eades, p Frank J. Prendergast, gm Elmer F. Willich, asst. m Byron Scott, pd | Erie E. White, ce Gene Clayton, nd Neil Norman, sd Betty Prescott, wd | Wld. UP RCA |
| WTMV-FM 1949 | Ch. 273 (B) 102.5mc 55kw | | | | | |
| EFFINGHAM | | | | | | |
| WCRA 1947 | 1090 250-D | Effingham Bcstg. Co. 110 S. Banker 1090 | KBS | Joseph E. MacNaughton, p Joseph M. Sutter, g & cm George S. Kregotis, ce Stuart N. Sanders, pd, pmm & sd | (Mrs.) Zona B. Davis, nd James W. Claar, fd Bettie Cunningham, wd | Cole UP G |
| ELGIN | | | | | | |
| WRMN 1949 | 1410 500-D | The Elgin Bcstg. Co. 156 Division St. 6930 | McGillvra | George A. Ralston, ptrn., g & cm & ce Jerry C. Miller, ptrn. | Lester Boese, pd Bob Ferguson, nd & sd Fern Ralston, wd | L-W UP |
| ELMWOOD PARK | | | | | | |
| WLEY (FM) 1948 | Ch. 296 (A) 107.1mc 0.95kw | Elmwood Park Bcstg. Corp. 2526 N. Harlem Ave. Tux. 9-1133 | | Zeb Zarneck, p & gm Jim Weiss, ce | | SES. GE |
| EVANSTON | | | | | | |
| WEAW (FM) 1947 | Ch. 286 (B) 105.1mc 36kw | Northshore Bcstg. Co. Inc. 2425 Main St. University 4-4606 | | Edward A. Wheeler, p & gm Jack Royel, cm Doris Peterson, pd | J. R. Brock, ce Carol Lindner, traffic m | Assoc. UP Col. |
| WNMP 1947 | 1590 1,000-D | Evanston Bcstg. Co. 2201 Oakton St. Sheldrake 3-1590 | | Fred S. Newton, p Angus D. Pfaff, g & cm Walter S. Burr, pd | | RCA |
| FREEPORT | | | | | | |
| WFJS (FM) 1946 | Ch. 273 (B) 102.5mc 9kw | Freeport Journal-Stand- ard Pub. Co. 217 West Exchange St. State 504 | | Donald L. Breed, p John D. Holmes, m Charles Englehart, cm | Milton Boyd, pd Floyd E. Linneman, ce | Assoc. AP GE |
| WFRL 1947 | 1570 1,000-D | Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436 | Sears & Ayer | Vincent S. Baker, p, gm & ce Dave Taylor, cm | Arthur Hanstrom, pd & fd | L-W AP |
| GALESBURG | | | | | | |
| WGIL 1937 | 1400 250 | Galesburg Bcstg. Co. 312 Hill Arcade 4626 | Rambeau | (Mrs.) O. N. Custer, p Robert W. Frudeger, gm Roger L. Hoffman, cm Cy Nelson, pd | George Fox Thoma, pmm Douglas Horner, ce A. R. Kemp, fd Marty Mottlo, sd | Thes. UP Col. |
| HARRISBURG | | | | | | |
| WEBQ 1923 | 1240 250 | Harrisburg Bcstg. Co. 100 E. Poplar St. 28 | KBS | Inglis M. Taylor, g & cm Norma Alexander, pd Ken Hamilton, pmm & sd Elmer Gladson, ce | Eddie Wise, nd Guy Parish, fd Naomi Rice, wd | UP WE |
| WEBQ-FM 1947 | Ch. 260 (B) 99.9mc 4.2kw | | | | | Fed. |
| HERRIN | | | | | | |
| WJPF 1940 | 1340 250 | Orville W. Lyerla P. O. Box 179 382 | MBS Pearson | Orville W. Lyerla, o Charles R. Cook, g & cm Fred Simmons, asst. cm Frank Elders, pd | Charles Weber, pmm Ryburn Yandell, ce Chet Townsend, nd | L-W UP RCA |
| JACKSONVILLE | | | | | | |
| WLDS 1941 | 1180 1,000-D | Edge & Korsmeyer Fox III. Theatre Bldg. 1180 | Holman | Milton Edge, ptrn. E. J. Korsmeyer, ptrn., g & cm T. J. Fairburn, pd & nd G. J. Cassens, ce | E. H. Garlich, fd Barney Lewis, sd Virginia Colwell, wd | Thes. UP G |
| WLDS-FM 1948 | Ch. 263 (B) 100.5mc 7.3kw | | | | | |
| JOLIET | | | | | | |
| WJOL 1926 | 1340 250 | Joliet Bcstg. Co. 601 Walnut St. 4761 | McGillvra | Calvin Wilson, p Robert Thomas, vp Joseph J. Garvey, g & cm Eileen Caron, pd Lester De Costa, ce | Willard Erwin, secy.-treas. Glen Logan, nd Scott Dilworth, fd Robert Philbin, sd Mildred Lawrence, wd | Wld. UP G |
| KANKAKEE | | | | | | |
| WKAN 1947 | 1320 1,000-D | Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633 | Holman | Leslie C. Small, p Burrell L. Small, gm Bruce Brown, sm Orren Allain, pd & sd | Richard Eckles, ce John Allen, nd Sylvia Staebler, wd | Wld., St. AP Ray. |
| LA GRANGE | | | | | | |
| WTAQ 1950 | 1300 500-D | The LaGrange Bcstg. Co. 613 S. 7th Ave. | | Russ Salter, ptrn., gm, pd & ce Charles Sebastain, ptrn., cm, pmm & nd | | Col. |

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 FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

How many times have you said,

“I wonder how the ratings would look if every TV station in Chicago carried the same program at the same time?”

In 1950, as well as 1949, the World Series provided the answer. You no longer need wonder. WGN-TV again leads all stations by a considerable margin.*

| | Station WGN-TV % | Station B % | Station C % | Station D % |
|-------------------|------------------------|-------------------|-------------------|-------------------|
| Wednesday, Oct. 4 | 14.7 | 9.6 | 4.7 | 4.1 |
| Thursday, Oct. 5 | 16.3 | 8.6 | 5.2 | 3.5 |
| Friday, Oct. 6 | 12.4 | 8.8 | 7.5 | 2.5 |

* Videodex—October, 1950

Need we say more?



The Chicago Tribune Television Station

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|---------------------------|--|--|
| LASALLE | | | | | |
| WFMX (FM) 1947 | Ch. 295 (B) 106.9mc; 13kw 1220 250-D | Radio Bcstg. Corp. 945 Bluff St., Peru, Ill. LaSalle County Bcstg. Corp. P. O. Box 215, 3100 | | K. L. Braun, p (Mrs.) Ruth McCormick Miller, p William Holm, g & cm Joseph Terrando, pd Lawrence McCann, ce | Laverne Waltman, nd William Kostelle, fd Glen Johnson, sd Betty Oberto, wd L-W AP G |
| LINCOLN | | | | | |
| WPRC 1950 | 1370 500-D | Prairie Radio Corp. P. O. Box 427 209 | | Ray F. Knochel, p & ce John H. Deal, cm William Brady, pd Joe Belcher, pdm | Larry Shroyer, nd Lee N. Hamm, pmm Earl Layman, sd L-W AP Col. |
| LITCHFIELD | | | | | |
| WSMI 1950 | 1540 1,000-D | Mid-Illinois Bcstg. Co. Litchfield 100 | Lincoln | Hayward L. Talley, p & fd Thomas F. Payton Jr., evp & ce Owen Lackey Jr., studio m | Ed Johnson, sd Evelyn M. Smith, wd AP RCA |
| MACOMB | | | | | |
| WKAI 1947 | 1510 250-D | Macomb Bcstg. Co. 113 E. Carroll 1350 | Devney | James C. Bailey, p & co-m Lyle B. Landis, vp & co-m John Meyer, ce | Caryl Carstens, nd John Mason, sd Thes. UP G |
| MARION | | | | | |
| WGGH 1949 | 1150 500-D | Marion Bcstg. Co. P. O. Box 288 824 | Sears & Ayer | George W. Dodds, sm Hartly L. Grisham, gm John O. Weaver, pd | Larry Ward, nd Patricia Turnage, wd Assoc. AP G |
| MATTOON | | | | | |
| WLBH 1946 | 1170 250-D | Mattoon Bcstg. Co. 17th & Broadway Ave. 6464 | Lincoln Holman | J. R. Livesay L. Paul Harris } co-o R. D. Bills Sr. J. R. Livesay, p & gm Dwain Bower, cm | L. Paul Harris, vp R. D. Bills Sr., secy. Robert F. LaMere, pd & nd Ray Livesay, ce Alvin Pigg, fd AP Ray. G |
| WLBH-FM 1949 | Ch. 245 (B) 96.9mc 23kw | | | | |
| METROPOLIS | | | | | |
| WMOK 1951 | 920 500-D | Fort Massac Bcstg. Co. National State Bank Bldg. 544 | | James H. Firmin, g & pmm & nd C. A. Rohl, cm & sd J. R. Wetherington, pd | Stephen C. Wolf, ce Marion C. Firmin, wd Thes. UP G |
| MOLINE | | | | | |
| WQUA 1946 | 1230 250 | Moline Bcstg. Corp. 1319 5th Ave. 7000 | Rambeau | Dalton LeMasurier, p G. LaVerne Flambo, evp & gm W. John Grandy, cm Vernon K. Glewwe, pd & fd E. P. Davis, pmm | Lawrence J. Lynch, ce Daniel J. Rafferty, nd Roy L. Dawson, sd Martha E. Cook, wd Wid. AP Col. |
| MT. CARMEL | | | | | |
| WVMC 1948 | 1360 500-D | Mt. Carmel Bcstg. Co. North Cherry St. 937 | | Charles Vandever, p & gm Irwin Trowbridge, c, pmm & pd Elison Price, ce Julia Houchins, traffic m | Bill Smith, nd & sd Fred Wilkerson, fd Marcia Richardson, wd Cap. UP G |
| MT. VERNON | | | | | |
| WMIX 1947 | 940 1,000-D | Mt. Vernon Radio & Tele. Co. 121½ N. 9th 3500 | Pearson | John R. Mitchell, p Richard C. Barnes, g & cm William C. Bailey, pd & nd David K. Berlo, pmm | Neil Westerdale, ce Robert E. Brown, fd James Purser, sd L-W AP WE |
| WMIX-FM 1947 | Ch. 231 (B) 94.1mc 15.2kw | | | | |
| OAK PARK | | | | | |
| WOAK (FM) 1948 | Ch. 290 (B) 105.9mc; 9.5kw | Mid-Illinois Bcstg. Co. (See listing under Chicago) | | | Wid. AP |
| WOPA 1950 | 1490 250 | Village Bcstg. Co. 408 S. Oak Park Ave. Vi. 8-5760 | | William L. Klein, gm Egmont Sonderling, cm Bryan Wright, ce | Assoc. UP Ray. RCA |
| WOPA-FM 1950 | Ch. 272 (A) 102.3mc; 1kw | | | | |
| OLNEY | | | | | |
| WVLN 1947 | 740 250-D | Olney Bcstg. Co. 302½ E. Main St. 935 | Holman | Marshall H. Poole, p & gm Edward R. Raasch, cm James H. Butler, pd Adron Miller, pmm & ce | Bert DeBarr, nd & sd Edward J. Barnes, fd Evelyn Runyon, wd St. AP Col. |
| PEKIN | | | | | |
| WSIV 1946 | 1140 1,000-D | Pekin Bcstg. Co. Inc. 15 So. Capitol 1747 | Holman | W. Kenneth Patterson, p & gm Robert Schumm, cm Robert Snow, pd George C. Udry, pmm Emil L. Prandoni, ce | Charles Dancy, nd Fern Wilson, fd Phil Strand, sd Lee Kerrick, wd AP G |
| PEORIA | | | | | |
| WEEK 1947 | 1350 1,000 DA-2 | West Central Bcstg. Co. 1000 Comm. Natl. Bank Bldg. 3-3688 | NBC Headley-Reed | Robert S. Kerr, p Fred C. Mueller, gm Leonard Elliott, pdm George Crameens, pd | Dorothy Klaus, pmm Wayne Lovely, ce Larry Grubb, nd F. D. Hearn, sd Wid. AP G |
| WIRL 1948 | 1290 5,000 DA-2 | Illinois Valley Bcstg. Co. 115 N. Jefferson Ave. 4-9239 | ABC, MBS Avery-Knodel | Timothy Swain, p Tom Gavin, gm Jack Gordon, pd Jack Lawrence, pmm | Rudy Luukinen, ce Philip Wilson, nd Dick Herm, fd Hank Fisher, sd St. UP WH |
| WMBD 1927 | 1470 5,000 DA-2 | Peoria Bcstg. Co. 212 S. Jefferson Ave. 6-0711 | CBS Free & Peters | Charles C. Caley, vp & gm Donald D. Kynaston, sls. d Charles Barnhart, pd Marvin Hult, prom. d | A. James Ebel, d. of engrg. Brooks Watson, nd Emil Bill, fd Jack Quinn, sd Thes. AP, UP Ray. L-W UP WE |
| WMBD-FM 1948 | Ch. 223 (B) 92.5mc 16kw | | | | |
| WPEO 1950 | 1020 1,000-D | WPEO Inc. P.O. Box 1229 | Pearson | T. E. Brewer, m | Patricia Zimmerle, pd Charlotte Sutton, pmm Carl Horine, ce Todd Fallon, nd INS Ray. |
| WWXL 1947 | 1590 1,000 DA-N | Central Ill. Radio Corp. Hotel Jefferson 9106 | Burn-Smith | Joseph H. Giddan, p Michael Henry, gm Paul M. Enright, asst. m David Boyer, cm | |

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| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|---------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| QUINCY | | | | | | |
| WGEM 1948 | 1440 1,000 DA-2 | Quincy Bcstg. Co. Hotel Quincy 6840 | ABC Walker | T. C. Oakley, p Joseph S. Bonansinga, gm Paul McClelland, pd & sd | Edmund Derhake, ce Mary Harvey, wd | L-W UP G |
| WQDI (FM) 1947 | Ch. 286 (B) 105.1mc 10kw | (WGEM, AM affiliate) Quincy Newspaper Inc. 1000 | | | | |
| WTAD 1925 | 930 1,000 DA-N | Lee Bcstg. Co. W.C.U. Bldg. 6200 | CBS Weed | Lee P. Loomis, p Walter Rothschild, gm & natl. slm Lloyd Loers, cm | Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce Don Nicholson, nd | Assoc. AP, UP G |
| WTAD-FM 1948 | Ch. 258 (B) 99.5mc 53kw | | | | | RCA |
| ROCKFORD | | | | | | |
| WROK 1929 | 1440 1,000-LS 500-N | Rockford Bcstrs. Inc. Newtowner 2-6821 | ABC H-R Reps | Albert B. Simms, p Walter M. Koessler, gm John J. Dixon, cm Maurice P. Owens, pd & sd Betty L. Thro, pmm | Wilfred A. Smith, ce Bill Fisher, nd Don Bowton, fd Olga Johannes, wd | St. AP RCA |
| WROK-FM 1949 | Ch. 248 (B) 97.5mc 16kw | | | | | |
| ROCK ISLAND | | | | | | |
| WHBF 1925 | 1270 5,000 DA-N | Rock Island Bcstg. Co. 231 18th St. 6-5441 | ABC Avery-Knodel | Ben H. Potter, p Leslie C. Johnson, vp & gm Maurice Corken, cm Forrest W. Cooke, pd | Fern Hawks, pmm Robert J. Sinnett, ce Charles F. Harrison, sp. events & nd | St. UP Col. |
| WHBF-FM 1947 | Ch. 255 (B) 99.9mc 37kw | | | | | WE |
| WHBF-TV 1950 | Ch. 4 66-72mc 5.5kw-aur.; 11.0kw-vis. | | CBS. DuMont | Charles F. Harrison, prod. sup. | | INS DuM |
| SPRINGFIELD | | | | | | |
| WCVS 1924 | 1450 250 | WCBS Inc. 523 East Capitol 9855 | ABC Sears & Ayer | Harold L. Dewing, p C. W. Neeld, g, c & pmm John Geil, pd Richard Ashenfelter, ce | Jim Mitchell, nd & sd Ken Spengler, fd Mary Bruemmer, wd | Wid. AP RCA |
| WCVS-FM 1947 | Ch. 275 (B) 102.9mc 25kw | | | | | |
| WMAY 1950 | 970 1,000-LS DA-2 500-N | Lincoln Bcstg. Co. 418 Reisch Bldg. 6963 | H-R Reps. | Gordon Sherman, gm Syl Binkin, pd Alexander Buchan, pmm & sd | Melvin Feldman, ce Bill Price, fd | Thes. UP RCA |
| WTAX 1930 | 1240 250 | WTAX Inc. US 66, at E. Cook St. 2-4441 | CBS Weed | Oliver J. Keller, p & gm John W. Midgley, pd Shelby T. Harbison, pmm & sd E. C. Swaringen, ce | Glen Farrington, nd Spizz Singer, fd LaVerne Best, wd | L-W UP RCA |
| WTAX-FM 1948 | Ch. 279 (B) 103.7mc 6.7kw | | | | | |

You Can't Afford to Overlook —

Illinois' Second Market

SPRINGFIELD AND DECATUR

The two metropolitan districts alone have a population in excess of 230,000 (1950 census). The area served by WTAX and WSOY includes fifteen counties daytime and thirteen counties at night (BMB) with

no overlap. Total population within the half millivolt AM contours of the two stations is 650,700, unduplicated. And both stations provide substantial FM bonus coverage in an FM-conscious area.

WTAX
CBS in Springfield

WSOY
CBS in Decatur

Both stations invite you to check Hooper or Conlan studies to check their dominant listener preference in their home counties. You cannot reach this rich market with retail sales of \$624,000,000 effectively from any outside station. And both are outside the range of any dependable television service. If you want the maximum number of listeners for the most economical cost—you want the WTAX-WSOY combination.

Represented nationally by Weed and Company

ILLINOIS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|---|----------------------------------|--|---------------------------|--|--|
| ST. CHARLES WEXI (FM) 1949 | Ch. 292 (A) 106.3mc 0.25kw | Greater Illinois Bcstg. Co. P. O. Box 269 2963 | | Gerald F. Kraus, p, g & cm & pd John A. Schroeder, ce | Bruce Miller, sd L-W INS Ray. |
| STERLING WSDR 1949 | 1240 100 | Blackhawk Bcstg. Co. 218 1st Ave. Main 3400 | | Sam Bartlett, co, p, gm & fd (Mrs.) Lillian Bartlett, cm John Rowher, pd Edward Fisher, ce | Bob Edell, nd Bill Schneider, sd Lois Lamb, wd St. UP G |
| URBANA *WILL 1922 | 580 5,000-D DA | U. of Illinois 1010 S. Wright St. 7-6611 | | George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd Robert Campbell, pmm John R. Brugger, ce | Donald E. Brown, nd Jack Murray, fd Myron Walden, sd Jessie Heathman, wd Assoc. AP, UP RCA |
| WKID 1948 | 1580 250-D | Kemper-Fabert Inc. Box 192 7-5431 | McGillvra | Ellwood Fabert, p Frank L. Strand, gm Jim Strand, sm | Earl Matthews, pd & sd Joseph Swingle, ce Marilyn Holley, wd UP G |
| WKID-FM 1950 | Ch. 277 (B) 103.3mc 2.4kw | | | | |
| WAUKEGAN WKRS 1945 | 1220 1,000-D DA | News Sun Bcstg. Co. P. O. Box 500 Ontario 9000 | McGillvra | F. Ward Just, p Joseph B. Kirby, gm Palmer Clark, cm | Fritz Sorenson, pd M. D. Hunnicutt Jr., ce Thes., St. AP |
| WKRS-FM 1945 | Ch. 294 (B) 106.7mc 12kw | | | | |
| WEST FRANKFORT ----- (CP) | 1300 1,000-D | Pyramid Radio Bcstg. & Television Co. | | | |
| WOODSTOCK WILA (FM) 1948 | Ch. 221 (A) 92.1mc 1 kw | Northern Ill. Bcstg. Co. Woodstock 1280 | Continental | H. Z. Benton, ptrn. & m | Assoc., Wid. UP |
| ANDERSON WCBC 1947 | 1470 1,000-D | Civic Bcstg. Corp. Tower Bldg. 8822 | KBS Holman | L. B. Gallimore, p William Travis, g & cm Sid Greib, pd Harry Neff, pmm Kenny Routh, ce | Wid., SES. AP Col. |
| WCBC-FM 1949 | Ch. 292 (A) 108.3mc 0.36kw | | | | |
| WHBU 1923 | 1240 250 | Anderson Bcstg. Corp. 640 Citizens Bank Bldg. 7791 | CBS Bolling | C. Bruce McConnell, p John R. Atkinson, gm E. R. McCord, pd | L. M. Shroyer, ce Chuck Bailey, sd St. UP G |
| BEDFORD WBIW 1948 | 1340 250 | Radio Bedford Inc. Radio Farm 4421 | | William C. Smith Jr., p & gm Harold B. Rothrock, vp Louis Gaines, cm James D. Baker, sup. of opers. nd & fd | Carl Finger, ce Darrell Wible, sd Frances Riley, wd L-W, Cap. AP Col. |

INDIANA

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To Help your LOCAL Dealer
In Lake County's Rich Market

Use

1,000
watts

W K R S

1220
on your
dial

WAUKEGAN, ILLINOIS

Lake County's ONLY Radio Station

REPRESENTED BY
JOSEPH HERSHEY MCGILLVRA

Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. Transe. Library
 cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News Service
 Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transmitter

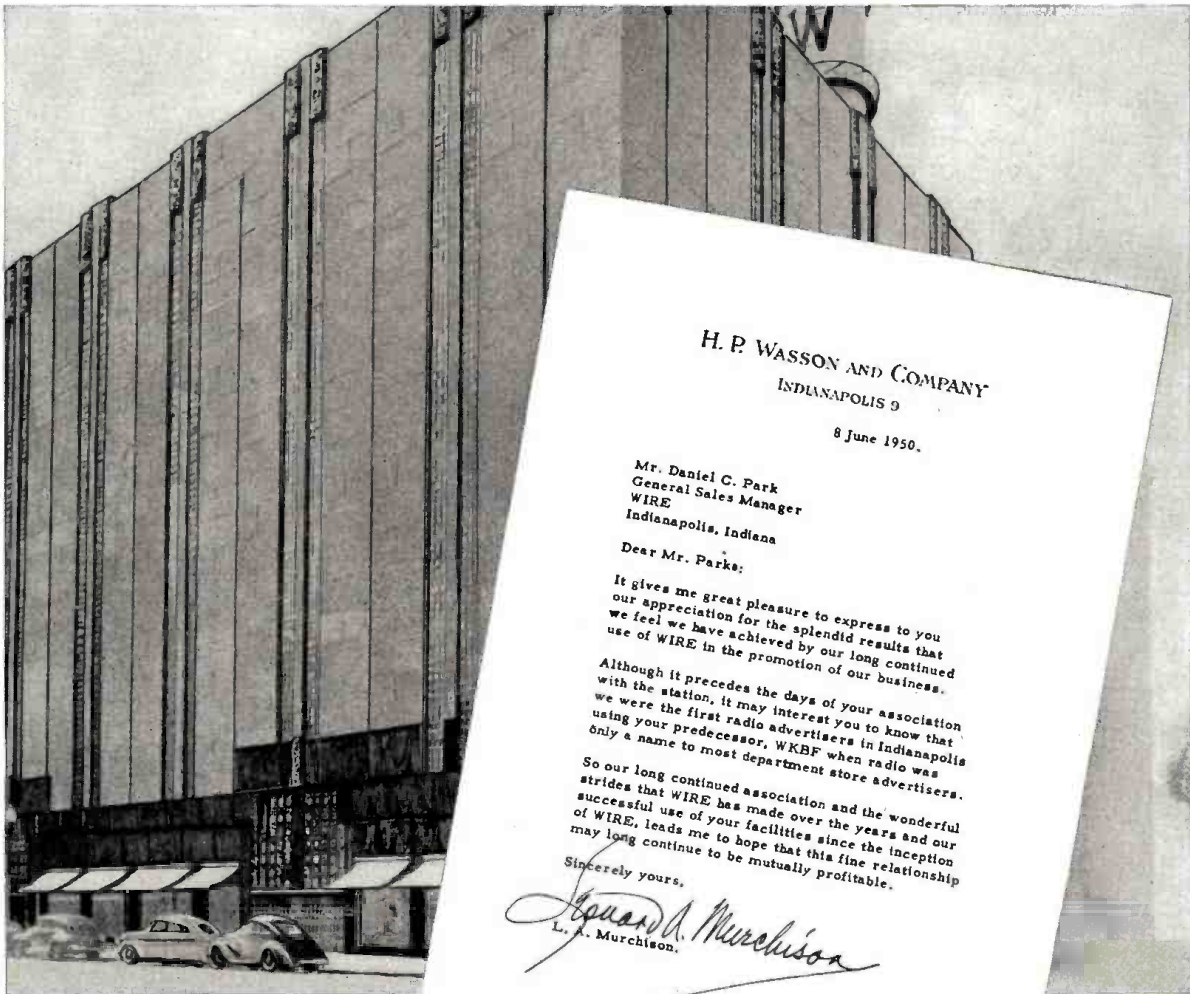
| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | John Taylor, pmm Keith Nyfeiler, ce Dave Smith, nd | Transe. Library News Service Transmitter |
|-------------------------------------|--|---|---------------------------|---|--|--|
| BLOOMINGTON | | | | | | |
| WTOM 1947 | 1490 250 | Radio Station WTOM Inc. North Side of Square 2-2593 | | Fred O. Grimwood, p Maurice Latimer, gm & fd Paul Lennon, cm & sd George Willeford, pd & wd | John Taylor, pmm Keith Nyfeiler, ce Dave Smith, nd | Cap. AP G |
| WTTS 1949 | 1370 5,000-LS 500-N DA-2 | Sarkes Tarzian Inc. 535 South Walnut St. 2-3366 | ABC Meeker | Sarkes Tarzian, p Glenn Van Horn, gm Robert Lemon, cm Steve Briggs, pd | Morton Weigel, ce Susan Bartlett, traffic d Max Skirvin, sd Ann Sherman, wd | Assoc., Wld. AP Ray, RCA |
| WTTV(TV) 1949 | Ch. 10 192-198mc 3.31kw-aur.; 6.38kw-vis. | (WTTS, AM affiliate) | ABC, CBS DuMont, NBC | Robert Petranoff, pd Albert Fiscus, film d Lyle Warrick, prog. asst. | | |
| BOONVILLE | | | | | | |
| WBNL 1950 | 1540 250-D | Henry C. Sanderst Norman Hall | | | | |
| COLUMBUS | | | | | | |
| WCSI 1950 | 1010 250-D | Syndicate Theatres Inc. WCSI Bldg. 3397 | | Joseph P. Finneran, p Richard L. Pyles, gm Dick Jewell, cm Ernie Kerns, pd Virgil Royer, pmm | Paul Kelley, ce Charles Powell, nd & fd Julian Piercefield, sd Marilyn Smith, wd | Assoc., Wld. AP WE |
| WCSI-FM 1947 | Ch. 229 (B) 93.7mc 71kw | | | | | Fed. |
| CONNERSVILLE | | | | | | |
| WCNB 1948 | 1580 250-D | The News-Examiner Co. 408 Central Ave. 1950 | Burn-Smith | Emmett M. Jackson, g & cm James C. Wulliman, ce Ralph T. Underwood, sd | Alan G. Thompson, pd, pmm & nd | Wld., Cap. UP GE |
| WCNB-FM 1948 | Ch. 262 (B) 100.3mc 10kw | | | | | |
| CRAWFORDSVILLE | | | | | | |
| WFMU(FM) 1948 | Ch. 275 (B) 102.9mc 13kw | Journal-Review Inc. South Blvd. 2500 | Hoosier Inland | Foster Fudge, p Robert Wayne Buis, gm Richard Wayne Long, pd | Carl Schlemmer, cm Carl Commons, ce Sue Colvin, wd | St. AP WE |
| ELKHART | | | | | | |
| WTRC 1931 | 1340 250 | Truth Pub. Co. Inc. 116 S. Second St. 3-1960 | NBC Burn-Smith | Richard W. Holloway, gm Donald McFall, cm Ethel Triggs, pd Dorothy Fleck, pmm | Lester Zellmer, ce Phillip Haines, nd Eldy Lundquist, sd Kay Reed, wd | Wld., St. UP RCA |
| WTRC-FM 1948 | Ch. 264 (B) 100.7mc 33kw | | | | | |
| EVANSVILLE | | | | | | |
| WEOA 1936 | 1400 250 | WFBM Inc. 24 N. W. Third St. 4-9215 | CBS Katz | Harry M. Bitner Jr., p Don Menke, g & cm Bill Fall, pd & wd (Mrs.) Sally Dewes, pmm | William Schultz, ce F. Courtney Smith, nd Eddie Duncan, fd Dick Anderson, sd | L-W AP RCA |
| WGBF 1923 | 1280 5,000-LS 1,000-N DA | On The Air Inc. 1001 Diamond Ave. 21171 | NBC Weed | Clarence Leich, gm Martin L. Leich, opers. m (Mrs.) Pat Roper, pd Del Greenwood, pmm | Erwin Schoeny, ce Fred Rollison, nd Marvin Bates, sd | Wld. UP Col. |
| WMLL(FM) 1941 | Ch. 233 (B) 94.5mc 50kw | (WGBF, AM affiliate) | H-R Reps. | | | |
| WIKY 1947 | 820 250-D | South Central Bcstg. Corp. Mt. Ashburn Rd. 48284 | IMS | John A. Engelbrecht, p, g & cm, pd & pmm Leighman D. Groues, secy.-treas. | George F. Stoltz, ce John C. Munger, nd Joe Celandia, sd | Cap. AP Col. |
| WIKY-FM 1948 | Ch. 281 (B) 104.1mc 20kw | | | | | Fed. |
| WJPS 1948 | 1330 5,000-LS 1,000-N DA-2 | WJPS Inc. 206 Main St. 5-2221 | ABC Walker | Robert S. Davis, p Robert J. McIntosh, gm Doc Crone, bus. m Joseph Sova, cm | Jack McLean, pd, nd, & sd Betty Sparkman, pmm & wd Gilbert Hoffman, ce Vern Paule, fd | St. UP Fed. |
| FORT WAYNE | | | | | | |
| WANE 1948 | 1450 250 | Radio Fort Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212 | CBS Bolting | C. Bruce McConnell, p Robert B. McConnell, gm Charles E. Kennedy, sm Paul Murphy, pd | Lynn Miller, pmm William Wallace Warren, ce | St. AP |
| WGL 1924 | 1250 1,000 DA-2 | The News-Sentinel Bcstg. Co. Inc. 201 W. Jefferson St. Eastbrook 3386 | ABC, NBC Headley-Reed | Helene R. Foellinger, p Pierre Boucheron, vp & secy. Henry Page, vp & treas. M. C. Johnson, cm Norman C. Widenhofer, pd | Dick Katt, pmm Don Holzapfel, ce Jack Guest, fd Len Davis, sd Mary McDonald, wd | Thes. AP RCA |
| WKJG 1947 | 1380 5,000 DA-2 | Northeastern Indiana Bcstg. Co. Inc. 220 E. Jefferson St. Anthony 2295 | MBS Raymer | Edward G. Thoms, g & c m Colo Mahlock, pd Eugene A. Chase, ce | Hilliard Gates, sd | Wld. UP RCA |
| WKJG-FM 1948 | Ch. 291 (B) 106.1mc 30kw | | | | | |
| WOWO 1926 | 1190 10,000 | Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136 | NBC Free & Peters | Walter Evans, p Walter E. Benoist, vp Paul E. Mills, cm Robert G. Duffield, gm Carl W. Vandagriff, pd | Hilda C. Woehrmeyer, pmm Bruce Ratts, ce Jay Gould, fd Jane Weston, wd | Thes. UP |
| WOWO-FM 1942 | Ch. 241 (B) 96.1mc 16.5kw | | | | | WH |
| GARY | | | | | | |
| WGRY 1950 | 1370 500-D | WGRY Inc. 2489 La. St. 3-8516 | | George Whitney, p & ce Bert Mulroy, gm George Brenard, cm | Don O'Connor, pd | UP RCA |
| WWCA 1949 | 1270 1,000 DA-1 | Lake Bcstg. Co. Inc. Hotel Gary 9171 | Holman | Dee O. Coe, p, g & cm Todd Branson, pd & sd Roy G. Parry, pmm Vic Voss, ce | Morrison Schwartz, nd William Foster, fd Kay Adkins, wd | St. AP, TP Col. |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

INDIANA—(Continued)

| City | Call Letters | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres, p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|----------------------|--------------|--|---|-------------------------|--|--|
| HAMMOND | | | | | | |
| | WJOB | 1230 250 | South Shore Bcstg. Corp. 449 State St. Sheffield 8400 (WJOB, AM affiliate) | McGillvra | Robert C. Adair, p L. E. Weller, gm Al Halus, cm Wilbert Wobus, pd | Jess Peters, ce Wm. A. Warrick, nd Hugh Hill, sd Wld. Assoc. UP Ray. |
| | WJIZ(FM) | Ch. 222 (B) 92.3mc 9.3kw | | | | |
| INDIANAPOLIS | | | | | | |
| | WFBS | 1260 5,000 DA-N | WFBS Inc. 48 Monument Circle Lincoln 8506 | CBS Katz | Harry M. Bitner Sr., p Harry M. Bitner Jr., gm William F. Kiley, cm Frank O. Sharp, pd David F. Milligan, pmm | Harold S. Holland, ce Gilbert Forbes, nd Harry Martin, fd Dick Pittinger, sd (Mrs.) Rose dee Farrell, wd Assoc. AF, INS RCA |
| | WFBS-TV | Ch. 6 82-88mc 18.1kw-aur. 28.2kw-vis. | | ABC, CBS DuMont, NBC | | |
| | WIBC | 1070 50,000-LS 10,000-N DA-2 | WIBC Inc. 30 W. Washington St. Lincoln 2305 | MBS Blair | R. M. Fairbanks, p Kenneth W. Church, gm William L. Dean, pd Harry E. Adams, ce | Gordon Graham, nd Oscar Cooley, fd Wm. F. Fox Jr., sd Alice Bayne, wd SES. AP |
| | WIRE | 1430 5,000 DA-N | Indianapolis Bcstg. Inc. 307 N. Pennsylvania St. Riley 1541 | NBC Pearson | Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm M. Wayland Fullington, pd | James N. Willingham, pmm Eugene E. Alden, ce Tom Carnegie, sd Wld. AP, UP RCA |
| | WISH | 1310 5,000-LS 1,000-N DA | Universal Bcstg. Co. 1440 North Meridian Riley 4595 | ABC Free & Peters | Frank E. McKinney, p George J. Higgins, g & cm Wm. E. Froesch, pd Reid Chapman, pmm | Stokes Gresham Jr., ce Robert F. Ohleyer, loc. slm Bill Folger, nd St. AP RCA |
| | WXLW | 1590 1,000-D | Radio Indianapolis Inc. 3003 Kessler Blvd. Highland 6494 | IMS | John C. Appel, p Robert D. Enoch, gm Parker Smith, cm | Shirl K. Evans Jr., pd Ed Lockwood, ce Mike Dunn, sd Cap. UP |
| JASPER | | | | | | |
| | WITZ | 990 1,000-D | Jasper on the Air Inc. Box 167 678 | | Gilbert E. Metzger, p F. A. Higgins, gm Dennis J. Keller, cm Arno Goethal, pd | Bill Richardson, ce, fd & sd Carl Van Sittert, nd Don Ruyle, traffic m & wd Assoc. UP |
| KOKOMO | | | | | | |
| | WIOU | 1350 1,000 DA-2 | North Central Indiana Bcstg. Corp. 212½ N. Main St. 6194 | CBS Weed | R. H. Blacklidge, p J. C. Jeffrey, vp, g, c & pmm James E. Muse, pd | Chester V. Rector, ce William Randolph, nd Dix Harper, fd St. AP GE |
| LAFAYETTE | | | | | | |
| | WASK | 1450 250 | WFAM Inc. McCarthy Lane 4300 (WASK, AM affiliate) | MBS Ra-Tel | O. E. Richardson, p E. R. Herkner, m Harry Garba, ce | Dick Fraser, sd Barbara Cors, wd Wld. UP Ray. |
| | WFAM(FM) | Ch. 236 (B) 95.1mc 12kw | | | | |
| LaPORTE | | | | | | |
| | WLQI | 1540 250-D | LaPorte County Bcstg. Co. Inc. Rumely Hotel 3734 | McGillvra | Hoyt H. Scott, p, sta. & cm Dr. Edward Young, gm & secy-treas. Robert F. Coffeen, pd Marie Scanlan, pmm | Ray Mould, ce Cy Parker, nd William Pipher, sd Maxine Ford, wd Cap. AP Ray. |
| LEBANON | | | | | | |
| | WINL(FM) | Ch 288 (A) 105.5 mc 0.59kw | P. M. McGhee Lebanon Bcstg. Co. | | | |
| LOGANSPORT | | | | | | |
| | WSAL | 1230 250 | Logansport Bcstg. Corp. East Main at Hamilton 4261 | | John C. Cotner, p Joe Jordan, gm & sd Sam Searloss, cm | Dick Aker, pd & nd Earl Nelson, ce Ann Glinn, wd Assoc. AP RCA |
| MADISON | | | | | | |
| | WORX(FM) | Ch. 244 (A) 96.7 mc .32 kw | Pioneer FM Co. | | Charles N. Cutler, Glenroie, Donner & Wm. M. Poland ptnrs. | |
| MARION | | | | | | |
| | WBAT | 1600 500-D | Marion Radio Corp. P.O. Box 309 5500 | Holman | John H. Bone, p, g & pmm Kermit A. Botkin, cm Lenore Fuller, pd & wd | Charles Westfall, ce Bill Fowler, nd & sd Guy Harris, fd Wld. AP WE |
| | WMRI(FM) | Ch. 295 (B) 106.9mc 34kw | Chronicle Pub. Co. Inc. 610 S. Adams St. 4059 | Hoosier Inland | Gardner J. Thomas, p Guy B. Farnsworth, gm George Truesdell, pd | WH |
| MICHIGAN CITY | | | | | | |
| | WIMS | 1420 1,000-D CP-1,000-LS CP-500-N DA | Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980 | Ra-Tel | O. E. Richardson, p E. R. Herkner, gm R. S. Olson, pd R. J. Schilling, ce | John H. Gleason, nd Warren C. Ashton, fd Paul R. Schroeder, sd Ruth Bleck, wd Wld. UP Ray. |
| | WIMS-FM | Ch. 228 (A) 93.5mc 1kw | | | | |
| MUNCIE | | | | | | |
| | WLBC | 1340 250 | Tri-City Radio Corp. Radio Center 4403 (WLBC, AM affiliate) | CBS Walker | W. F. Craig, cm | |
| | WMUN(FM) | Ch. 281 (B) 104.1mc 8.6kw | | | | |
| NEW ALBANY | | | | | | |
| | WLRP | 1570 1,000-D | Ohio Valley Bcstg. Co. P. O. Box 285 4-2235 | | Roy L. Hickox, p & gm Dwight L. Barr, cm Keith Reising, pd | Joe Gillman, pmm Eugene A. Fischer, ce Jane Lee Parlier, wd L-W UP Ray. |

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19 years on WIRE...

H. P. Wasson and Company . . . one of the leading department stores in Indianapolis and the middle west . . . has used the impact of radio advertising on WIRE since 1931.

Over 30% of our commercial radio time is sold to local sponsors who are at the point-of-sale and can check direct results. Therefore, it is naturally sound business to choose WIRE as your advertising medium in this highly rated test market.

The people who live in Indianapolis typify the people of the entire country. Indianapolis is an ideal proving ground for your product and WIRE is your best salesman . . . in the "Heart of Hoosierland."

WIRE IS NATIONALLY REPRESENTED BY THE JOHN E. PEARSON COMPANY

BASIC NBC • 5,000 WATTS

WIRE

INDIANAPOLIS, INDIANA

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

INDIANA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-----------------------|--------------------------|--|--|------------------------|--|--|----------------------------------|
| NEW CASTLE | | | | | | | |
| | WCTW(FM) 1947 | Ch. 273 (B) 102.5mc 4kw | Courier-Times Inc. 202½ S. 14th St. 2600 | Hoosier Inland | Walter S. Chambers Sr., p Scott B. Chambers, gm E. D. Ogborne, sm | Howard White, cm William E. Turner, pd O. R. Atkinson, ce | Wid., Cap. AP GE |
| PORTLAND | | | | | | | |
| | WPGW 1950 | 1440 500-DDA | Glenn West R. R. No. 2 1094 | | Glenn West, p & gm Wm. B. Thomas, cm Maurice J. Lamb, ce | Robert Ehle, pd, nd & sd | Thes., SES. INS G |
| | WRAY 1950 | 1250 1,000-D | M. R. Lankford | | | | |
| RICHMOND | | | | | | | |
| | WKBV 1926 | 1490 250 | Central Bcstg. Corp. 25 S. Ninth St. 21156 | MBS Meeker | G. F. Albright, gm R. L. Nusbaum, c & pmm A. F. Schroy, pd L. J. Duning, ce | Spencer Danes, nd Mary Liz Miller, fd Rex Wilson, sd Sue Tucker, wd | L-W, SES. UP RCA |
| SEYMOUR | | | | | | | |
| | WJCD 1949 | 1390 500-D | Dr. Azra C. Baker Seymour 1212 | | Dr. Azra C. Baker, p & gm Robert Shippee, cm Arnold Haun, ce | | L-W, SES. AP G |
| SHELBYVILLE | | | | | | | |
| | WSRK(FM) 1947 | Ch. 267 (B) 101.3mc 5kw | Shelbyville Radio Inc. 125 E. Washington St. 1776 | Hoosier | John C. DePrez, p Donald H. Sexton, gm Victor Muth, pd Harry Gourley, ce | Ronald Gourley, engr. Eugene Stadtmiller, traffic m Irvin Rose, slm | Thes. UP GE |
| SOUTH BEND | | | | | | | |
| | WHOT 1944 | 1490 250 | South Bend Bcstg. Corp. St. Joseph & Monroe Sts. 3-4155 | ABC Boiling | C. Bruce McConnell, p William H. Spencer, g & cm C. J. Pajakowski, pmm Ira D. Kealy, ce | John Andrews, nd Jack Melloy, fd Frank Crossiar, pd & sd Sue Riley, wd | Assoc. AP Col. |
| | WJVA 1947 | 1580 250-D | St. Joseph Valley Bcstg. Corp. 206 South Main, Mishawaka, Ind. 5-8620 | Burn-Smith | F. R. Householder, p & gm Charlie H. Sharpless, cm Francis J. Block, ce | Vincent T. Doyle, pd, nd & sd Joan G. Firestone, wd | L-W UP Col. |
| | WSBT 1922 | 960 5,000 DA-2 | South Bend Tribune South Bend 3-6161 | CBS Raymer | F. A. Miller, p R. H. Swintz, gm N. B. Welch, cm R. J. Drain, pd W. A. Sweitzer, pmm | H. G. Cole, ce M. L. Linder, nd Phillip Combs, fd Joe Boland, sd Eleanor Moore, wd | St., Thes. UP RCA |
| TELL CITY | | | | | | | |
| | WTCJ 1948 | 1230 250 | James R. Brewer Tell City 740 | KBS | James R. Brewer, o & m | | AP |
| TERRE HAUTE | | | | | | | |
| | WBOW 1927 | 1230 250 | Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034 | NBC Weed | Alvin Eades, p Wm. F. Rippetoe, g & cm Leo Baxter, pd Madeleine Barry, pmm | Howard Stewart, ce Howard Stevens, nd Andrew B. Ferguson, sd Patricia Winkler, wd | Wid. AP, UP |
| | WBOW-FM 1947 | Ch. 266 (B) 101.1mc 20kw | | | | | |
| | WTHI 1948 | 1480 1,000 DA-2 | Wabash Valley Bcstg. Co. 123 S. 7th St. Crawford 9481 | CBS Boiling | Anton Hulman Jr., p Joseph M. Higgins, g & cm Ben Falber Jr., pd Arthur V. Crary Jr., pmm | T. R. Felts, ce Sidney M. Silverman, nd Earl C. Johnson, fd (Mrs.) Helen Ryan, wd | L-W UP RCA |
| | WTHI-FM 1948 | Ch. 260 (B) 99.9mc 7.4kw | | | | | |
| VINCENNES | | | | | | | |
| | WAOV 1940 | 1450 250 | Vincennes Sun Co. 320 Busserson St. 787 | MBS Pearson | Eugene C. Pulliam, p Howard N. Greenlee, gm Samuel J. Dodd, sta & pmm Al Vore, sd | Dick Shaughnessy, pd Ralph Baldwin, chief tech. Austin Edmondson, nd & fd Marle Dodd, wd | Wid. UP WE |
| WARSAW | | | | | | | |
| | WKAM 1949 | 1220 250-D | Kosciusko Bcstg. Corp. R. F. D. #1 65 | Holman | Josiah W. Autenrieth Jr., p, g & cm Jack Luse, pd, nd, fd & sd | Charles F. Stinson, ce Doris Knight, wd | Cole AP Ray. |
| | (CP) | 1480 500 DA-2 | Reub Williams & Son Inc. | | | | |
| | WRSW(FM) 1948 | Ch. 297 (B) 107.3mc 34kw | Reub Williams & Sons Inc. Times Bldg. 155 | Hoosier Inland | R. B. Williams, p C. Reuben Williams, gm Wm. K. Mollenhour Jr., cm | Robert Williams, pd Fred Gresso, ce | L-W, Cap., St. UP WH |
| WASHINGTON | | | | | | | |
| | WFML(FM) 1948 | Ch. 293 (B) 106.5mc 14kw | Washington Radio Inc. 615 S. E. 11th St. 1810 | Hoosier Inland | Paul R. Bausman, p Robert E. Williams, gm William B. Shikett, cm | Joseph Edwards, pd Gerald E. Dyer, ce | St. AP GE |
| WEST LAFAYETTE | | | | | | | |
| | *WBAA 1922 | 920 5,000-LS 1,000-N DA | Purdue U. Hall of Music 92-2147 | | James S. Miles, sm John R. DeCamp, pdm, nd & sd Ralph R. Townsley, ce | Mary Alice Crosson, wd | SES., Assoc. UP Col. |
| AMES | | | | | | | |
| | KASI 1948 | 1430 1,000-D | Ames Bcstg. Co. 328½ Main St. 3460 | Continental | W. S. Rupe, p Arthur A. Skinner, g & pmm James Spurrier, cm Robert Chase, pd & nd | Doyle Kelso, ce Bob Roderick, sd Ann Walters, wd | Cap. UP Ray. |
| | *WOI 1921 | 640 5,000-D | Iowa State A&M Service Bldg., ISC Cam- pus, 2500 | | Charles E. Friley, p Richard B. Hull, gm Robert Mulhall, opers. m Chris Donaldson, pd Edward Wegener, pdm | Neil Mehler, pmm Louie Lewis, ce James Schwartz, nd Dale Williams, fd & sd Martha Duncan, wd | St., Wid., SES. AP, UP RCA |
| | WOI-TV 1950 | Ch. 4; 66-72mc 8kw-aur.; 13kw-vis. | | | | | |

IOWA

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FOR TERRE HAUTE



REACHES OVER 300,000

Annual Retail Sales \$109,037,000*

HIGHEST RATINGS

1000 WATTS 1480 KC

REP. BY BOLLING
New York Chicago Hollywood

Cities grow 'out' not up...

Terre Haute population figures tell a smaller part than usual of the true story of WTHI's listening area. There are hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute. These with nearby towns and farms make a radio market of over 300,000 people . . . all potential listeners to WTHI. CBS and top-flight local programming *plus* constant, vigorous promotion in all media are your assurances of the greatest part of this fine audience.

WTHI is owned and operated by Terre Haute people for the benefit and entertainment of Terre Haute and Wabash Valley residents. More and more, WTHI is known and respected as "The Family Station."

WTHI CBS

TERRE HAUTE, INDIANA

1480 AM

99.9 FM

With Terre Haute's Interest

* Estimated 1949 figs.
S. R. & D. Service

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

IOWA—(Continued)

| City Call Letters Established | Cban. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|--|---|------------------------------|--|---|
| ATLANTIC | | | | | |
| KJAN 1950 | 1220 250-D | George Basil Anderson Atlantic 1694 | Biddick | Geo. Basil Anderson, p & gm Leslie Walley, cm Bob Falk, ce | Bill Sander, nd AP G |
| BOONE | | | | | |
| *KFGQ 1927 | 1260 250-D | Boone Biblical College Boone | | | |
| KFGQ-FM | Ch. 237 (A) 99.3mc; 0.31kw | | | | |
| KWBG 1950 | 1590 1,000-LS 500 N-DA | Boone Bcstg. Co. 609 Boone Natl' Bldg. 2145 | | Harold L. Fisher, p Harold W. Higby, c & gm Robert S. Graham, pd & nd | Dan Garretson, ce Ray Malmberg, sd (Mrs.) Harold Higby, wd St., Thes. UP, INS GE |
| BURLINGTON | | | | | |
| KBUR 1941 | 1490 250 | Burlington Bcstg. Co. Natl. Bank Bldg. 680 | ABC Taylor | G. B. McDermott, p & gm D. H. Steinle, cm Richard Mosen, pd Hub Kain, pmm John Gallino, ce | Robert Spicer, nd Morris Johnson, fd & sd Ellyn Mack, wd Dee Stark, office m St. UP RCA |
| KBUR-FM 1946 | Ch. 225 (B) 92.9mc 53kw | | | | WH |
| CARROLL | | | | | |
| KCIM 1950 | 1380 1,000 DA-2 | Carroll Bcstg. Co. 520 N. Adams St. 1380 | | C. Everett Bliss, p Bill Parker, pd & nd Bernard Neher, ce | Dale Barton, fd & sd L-W UP RCA |
| CEDAR RAPIDS | | | | | |
| KCRG 1947 | 1600 5,000 DA-N | The Gazette Co. 104 First St., S.W. 4194 | MBS Burn-Smith | F. J. Hladky Jr., vp Fred W. Wagenvoord, gm Robert L. Quinn, pd Edna Herbst, pmm & wd Edna Herbst, prom. & publ. d | Ken M. Caldwell, ce Dick Yoakam, nd Wade S. Paterson, loc. slm Rex Conn. fd St. AP, INS Col. |
| KCRK(FM) 1947 | Ch. 245 (B) 96.9mc; 49.1kw | (KCRG, AM affiliate) | | | |
| KWCR 1949 | 1450 250 | Cedar Rapids Bcstg. Corp. 211 1st St., S.W., 3-8265 | Tall Corn McKinney | Wm. J. Barron, p Paul E. Millen, g & pmm Richard Huber, cm Ralph D. Willey, pd | James Dickens, ce Richard Cheverton, nd Wanda Montz, wd Cap., Thes. UP Col. |
| WMT 1922 | 600 5,000 DA-N | American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127 | CBS Katz | (Mrs.) Helen S. Mark, co-o Wm. B. Dolph, co-o & evp Wm. B. Quarton, gm Lew Van Nostrand, cm | Douglas B. Grant, prog. m Leo F. Cole, pmm George P. Hixenbaugh, ce Jim Bormann, nd Wld., L-W, Mac. AP, UP, INS RCA |
| CENTERVILLE | | | | | |
| KCOG 1949 | 1400 100 | Centerville Bcstg. Co. 1910 S. Main St. 131 | | Robert K. Beck, co & p Al M. Farber, gm Ken Peterson, pd & nd Robert J. Reimers, ce | Warren Langfitt, fd Dutch Van Der Leest, sd (Mrs.) Edith Condra, wd L-W AP RCA |
| CHARLES CITY | | | | | |
| KCHA 1949 | 1580 250-D | Inland Bcstg. Corp. Stoney Point Rd. 787 | McGillvra | Dean Hollingsworth, p Vern Harvey, gm Don Ramsell, cm | Ralph Evans, ce Doris LaBounty, wd UP Col. |
| CLINTON | | | | | |
| KROS 1941 | 1340 250 | Clinton Bcstg. Corp. Jacobsen Bldg. 448 | MBS Tall Corn | W. S. Jacobsen, p Walter J. Teich, g & cm Henry Dihlmann, pd, pmm & sd Gerald A. Parker, ce | Lee White, nd Jack Thomsen, fd Gwen Johnson, wd St. UP Col. RCA |
| KROS-FM 1944 | Ch. 241 (B) 96.1mc 13kw | | | | |
| COUNCIL BLUFFS | | | | | |
| KSWI 1947 | 1580 500-D | Nonpareil Bcstg. Co. P. O. Box 509 4041 | McKinney | Robert R. O'Brien, p Robert L. Davis, gm Harold Hughes, pd | Robert W. Hall, ce C. W. McManamy, fd (Mrs.) Betty Hall, wd Assoc., L-W UP Col. GE |
| KPMX(FM) 1947 | Ch. 241 (B) 96.1mc; 9.3kw | (KSWI, AM affiliate) | Hagg | | |
| CRESTON | | | | | |
| KSIB 1946 | 1520 1,000-D | Southwest Iowa Bcstg. Co. Radio Center 55 | Tall Corn McKinney | Arthur Horning, p E. M. Horning, g & c & pmm Dorothy Lindley, pd & wd Jean A. Poole, ce | Dick Johnson, nd Dick Arnold, fd Dutch Horning, sd Thes. AP Ray. |
| DAVENPORT | | | | | |
| KFMA (CP) | 1580 250-D | L. W. Andrews Inc. 219 Whitaker Bldg. 2-7824 | | L. W. Andrews, p & gm Harold R. Poyles, cm John O'Donnell, pd | W. Leslie Wright, ce Cap. UP RCA |
| KSTT 1946 | 1170 1,000 DA-2 | Davenport Bcstg. Co. 324 Main St. 2-3525 | MBS Tall-Corn McKinney | Hugh R. Norman, p & sls. d I. F. Whalen, asst. secy.-treas. | |
| WOC 1922 | 1420 5,000 DA-2 | Tri-City Bcstg. Co. 1002 Brady St. 3-3661 | NBC Free & Peters | Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Wm. D. Wagner, secy Ernest Sanders, m | Mark Wodlinger, slm Chas. Freburg, pd Fred A. Reed, sls. pmm Paul Arvidson, ce Thes., L-W UP Col. RCA |
| WOC-FM 1948 | Ch. 279 (B) 103.7mc 47kw | | | | RCA |
| WOC-TV 1949 | Ch. 5 76-82mc 13.5kw-aur. 22.9kw-vis. | | | Ernest Sanders, res. m | Paul Loyet, vp RCA |
| DECORAH | | | | | |
| KDEC 1947 | 1240 250 | Telegraph-Herald 301 W. Broadway 1240 | MBS Tall Corn McKinney | F. W. Woodward, p William J. Croker, gm George Dorrington, cm Arnold Zaruba, ce | Ray Marshall, nd Ken Bjerke, sd Mary Esther, wd St. AP RCA |
| *KWLC 1928 | 1240 250 SH | Luther College 600 Leiv Eiriksson 690 | | Dr. J. W. Ylvisaker, p Lee Eitzen, gm & pd Oliver M. Eitrem, ce | Norman Williams, nd Al Unger, fd Elizabeth Lien, wd SES. RCA |

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WHO IS NOW FAR BETTER BUY THAN EVER BEFORE!

| | BEFORE | NOW | INCREASE |
|--|-----------|-----------|----------|
| Area Inside .5 Millivolt Contour (Square Miles) | 84,500 | 89,000 | 5.3% |
| Population Inside .5 Millivolt Contour | 3,890,000 | 4,100,000 | 5.4% |
| Area Inside Nighttime Fading Zone (Square Miles) | 73,000 | 125,300* | 71.6% |
| Population Inside Nighttime Fading Zone | 3,162,400 | 6,096,300 | 92.7% |

*Area of Iowa is 52,680 sq. mi. Population figures based on 1940 Census.

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report #2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, **WHO** has completed one of the most modern plants in the U. S. The latest in 50 KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage day and night as shown by the above table.

Iowa Radio Audience Survey Figures

The 1950 Edition of the famed Iowa Radio Audience Survey (made before the installation of the new equipment mentioned above) shows that Iowa radio-set ownership is at an all-time high—98.9% of all Iowa homes in 1950, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—48.8% of Iowa's radio homes now

have two or more sets, compared to 18.2% in 1940. Sets make today's audience: In Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

The result is that the average 1950 Iowa home accounts for 13.95 "listener-hours" per weekday. **WHO**, of course, continues to get the greatest share of Iowa listening. One of 57 Iowa AM stations, **WHO** is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.,
National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

IOWA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|------------------------------|---|---|--|
| DES MOINES | | | | | | |
| KCBC 1947 | 1390 1,000 DA-I | Majestic Bcstg. Co. 2323 Grand Ave. 4-3151 | Forjoe | Karl Peters, p Rollo H. Bergeson, gm James Mitchell, cm Claire Grant, gm | Robert Dawson, pd Claire Grant, pmm Robert Brown, ce | AP Ray. Wid. WH |
| KCBC-FM 1949 | Ch. 231 (B) 94.1mc 260kw | | | | | Wid. UP, INS |
| KJOA 1948 | 940 10,000-LS 5,000-N DA-2 | Independent Bcstg. Co. 10th & Mulberry 2-9191 | MBS Raymer | Ralph L. Atliss, p Marvin L. Rosene, gm James L. Kelehan, cm | Lee L. Harris, pd Janice R. Hull, pmm Lloyd R. Amoo, ce | St. Assoc. AP, UP, INS RCA |
| KRNT 1935 | 1350 5,000 DA-N | Cowles Bcstg. Co. 715 Locust St. 3-2111 | ABC Katz | Gardner Cowles, p Bob Dillon, gm Paul Elliott, cm Dick Covey, pd | Joe Hudgens, pmm Charles Quentin, ce Al Coupee, sd Betty Wells, wd | WH Cap. AP RCA |
| KRNT-FM 1948 | Ch. 283 (B) 104.5mc 275kw | | | | | WH Cap. AP RCA |
| KSO 1946 | 1460 5,000 DA-N | Murphy Bcstg. Co. 10th & Grand Ave. 3-0571 | CBS Petry | Kingsley H. Murphy, p S. H. McGovern, g & cm B. C. Baldwin, pd & pmm F. E. Bartlett, ce | H. F. Holm, treas. Glenn Goodwin, nd Gene Shumate, sd Helen Marsh, wd | Assoc., Cole UP, INS Ray. |
| KSO-FM 1948 | Ch. 247 (B) 97.3mc 15.5kw | | | | | Assoc., Cole UP, INS Ray. |
| KWDM 1950 | 1150 1,000 DA-N | Des Moines Bcstg. Corp. 407 Fifth Ave. 2-8363 | Webber | George W. Webber, p & cm Robert L. Webber, gm Edith D. Webber, pd & wd Joe La Cava, pmm | Werner C. Schwarz, ce Fran Botton, nd Al Triggs, sd | SES., Thes. AP, UP, INS WH |
| WHO 1924 | 1040 50,000. | Central Bcstg. Co. 914 Walnut St. 3-7147 | NBC Free & Peters | Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & res. m Wm. D. Wagner, secy. | Harold Fulton, cm Jack Kerrigan, pd Reed E. Snyder, ce Wilfred W. Woods, asst. res. m Jack D. Shelley, nd | WH |
| WHO-FM 1948 | Ch. 262 (B) 100.3mc 400kw | | | | | WH |
| DUBUQUE | | | | | | |
| KDTH 1941 | 1370 1,000 DA-N | Telegraph Herald 8th & Bluff Sts. 1603 | MBS Tall Corn McKinney | F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm Arnie B. Stierman, pd | Robert I. Hancock, ce George Freund, nd Gerald McAleece, fd & sd Martha Shorten, wd | Assoc. AP Col. |
| KDTH-FM 1948 | Ch. 263 (B) 100.5mc 43.9kw | | | | | WE |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ONE will get you TWO

the one  the two

Scott County, Iowa
Rock Island County, Illinois

These two counties include the prosperous Quint-Cities: Davenport, Bettendorf, Rock Island, Moline and East Moline.

WOC has a weekly BMB audience of 94% daytime, 91% nighttime in Scott County; 78% daytime, 81% nighttime in Rock Island County, according to the BMB Station Audience Report, 1949.

TWO will get you \$249,331,000

Retail sales in Scott and Rock Island Counties totaled this amount in 1949.*

plus \$195,932,000

Total 1949 retail sales in 7 adjoining Counties covered by WOC.*

* Sales Management, 1950 Survey of Buying Power

WOC-AM 5,000 W. 1420 Kc.

WOC-FM 47 Kw. 103.7 Mc

WOC-TV Channel 5
22.9 Kw. Video, 12.5 Kw. Audio

Col. B. J. Palmer, President
Ernest Sanders, Manager

BASIC NBC AFFILIATE
DAVENPORT, IOWA

FREE & PETERS, INC.

EXCLUSIVE NATIONAL REPRESENTATIVES

Executive Abbreviations

Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transc. Library News Service Transmitter

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|------------------------------|---|---|--|
| DUBUQUE—(Continued) | | | | | | |
| WKBB 1933 | 1490 250 | Dubuque Bcstg. Co. 505 Main St. 572 | ABC Meeker | Charles T. Landon, p James D. Carpenter, gm Harry Hatzembuehler, cm Gleason Kistler, pd & fd | Robert Carpenter, pmm Francis Baker, ce L. Vaughn Gayman, nd & asst. m Jerry Kirby, sd | L-W UP Col. RCA |
| WDBQ(FM) 1948 | Ch. 277 (B) 103.3mc 15kw | (WKBB, AM affiliate) | | | | |
| FORT DODGE | | | | | | |
| KVFD 1939 | 1400 250 | Northwest Bcstg. Co. Warden Bldg. Walnut 3761 | MBS Tall Corn McKinney | Edward Breen, p & gm Max Landes, cm Dave Sinclair, ce Drexel Peterson, pd & fd | Lester Person, office m Kenneth Peterson, nd Wally Engelhardt, sd Mary Rankin, wd | L-W UP, INS RCA |
| KFMY(FM) 1947 | Ch. 274 (B) 102.7mc 10kw | (KVFD, AM affiliate) | | | | |
| FORT MADISON | | | | | | |
| KXGI 1948 | 1380 500-D | Carson Radio Inc. Marquette Bldg. 1380 | | A. Orrie Carson, p Robert M. Carson, gm L. R. Nuss, sm | Robert Chamlee, pd Hubert J. Marshall, ce | L-W AP Ray. |
| IOWA CITY | | | | | | |
| KXIC 1948 | 800 1,000-D DA | Johnson City Bcstg. Corp. 108½ E. Washington St. 8-1181 | Rambeau | Gene Claussen, gm, nd & sd Robert Snyder, cm Herb Olson, pd | Elliott Full, ce G. M. Ludwig, fd Molly Justen, wd | L-W UP Col. |
| *WSUI 1919 | 910 5,000 DA-N | The State U. of Iowa Iowa City 80511 | | Carl H. Menzer, gm Richard Setterberg, pd S. J. Ebert, ce | | Thes. AP, UP RCA |
| KEOKUK | | | | | | |
| KOKX 1947 | 1310 250-D LS DA-2 CP: 1,000- 500-N | Keokuk Bcstg. Co. 500½ Main St. 235 | Tall Corn McKinney | H. W. Stadler, p Harold O. Totten, g, c & pmm C. C. Andrews, pd & sd | James L. Mott, ce Edwin H. Newcombe, nd Virginia Loose, wd | Wld. UP G RCA |
| KOKX-FM 1948 | Ch. 274 (B) 102.7mc 3.7kw | | | | | |
| MARSHALLTOWN | | | | | | |
| KFJB 1923 | 1230 250 | Marshall Electric Co. 133 E. Main St. 3361 | MBS Tall Corn McKinney | John W. Norris, p William P. White, g & cm Allan N. Schrock, pd Herbert G. Anderson, ce | Pearl E. Carter, office m Robert W. Billman, nd Wendell R. Benson, fd Dale S. Smith, sd | St. UP RCA |
| MASON CITY | | | | | | |
| KGLO 1937 | 1300 5,000 DA-N | Lee Radio Inc. 12½ Second St., N.E. 2800 | CBS Weed | Lee P. Loomis, p Herbert R. Ohrt, evp H. B. Hook, m & cm William Suter, pd & sd Don Harrer, pmm | Roger Sawyer, ce Charles Hilton, nd Bob Cron, fd Marion Sexton, wd Walter Rothschild, natl. slm | St. AP, UP RCA |
| KGLO-FM 1948 | Ch. 266 (B) 101.1mc 16kw | | | | | |
| KRIB 1948 | 1490 250 | Mason City Bcstg. Co. 5 Second St., S.W. 5400 | MBS Tall Corn Menough | Louis, George, Abbott & Robert Wolf; ptrns. William Yearout Jr., gm Joseph Simon, cm | Paul Patrick, pd, nd & fd Robert Erickson, pmm Larry Lawson, ce Tom O'Connor, sd | Wld. AP Col. |
| KSMN 1948 | 1010 1,000-D | Mohawk Bcstg. Co. Weir Bldg. 5420 | Rambeau | Robert M. Carson, p & gm Norman W. Rice, cm Milten Cohen, pd | Jack Duncan, ce Charles Ney, nd & sd Reuben A. Hall, fd | Assoc., Thes. UP Ray. |
| MUSCATINE | | | | | | |
| KWPC 1947 | 860 250-D | Muscataine Bcstg. Co. Mulberry & Houser Sts. 880 | Tall Corn McKinney | George J. Volger, g & cm Don Wooten, pd Ed Edenson, ce Elaine Jarrard, office m | Jim Ryan, nd Jack Butcher, fd Spike Liebbe, sd Thema Volger, wd | Thes., Assoc. UP Col. |
| KWPC-FM 1949 | Ch. 259 (B) 99.7mc 9.13kw | | | | | |
| OELWEIN | | | | | | |
| KOEL 1950 | 950 500-D DA | Northeast Iowa Radio Corp. 4½ W. Charles St. 317 | LBS Continental | John O. Vick, gm Chester T. Behrman, pd James A. Peterson, ce | David Melton, nd Edgar Jenkins, sd Ruth Wheeler, wd | L-W UP G |
| OSKALOOSA | | | | | | |
| KBOE 1950 | 740 250-D | Oskaloosa Bcstg. Co. 117 High Ave., East 301 | | E. W. Wenrick, p Ken Kilmer, gm L. G. Stanley, slm | Robert W. Moore, ce Glen Law, nd Roberta Burns, wd | St. AP Col. |
| OTTUMWA | | | | | | |
| KBIZ 1941 | 1240 250 | KBIZ Inc. 2513 N. Court Rd. 5600 | MBS | James J. Conroy, gm Eleanor M. Haling, sm | | Wld. AP |
| RED OAK | | | | | | |
| KRAO (CP) | 1600 500-D | Red Oak Radio Corp. | | | | |
| SHENANDOAH | | | | | | |
| KFNF 1924 | 920 1,000-LS 500-N ST-KUSD | Capital Bcstg. Co. Shenandoah 1302 | MBS | C. J. Abbott, p C. Earl Williams, gm Mark W. Bullock, cm & tech. d Earl D. Blakesley, pd | Clair Gross, pmm, nd & sd Wm. I. Hutton, ce Harry Packard, pdm Doyle Bladon, fd | Wld. AP Col. |
| KMA 1925 | 960 5,000 DA-N | May Bcstg. Co. Lowell & Elm Sts. 192 | ABC Avery-Knodel | Edward W. May, p Owen Saddler, gm Howard O. Peterson, slm Glenn E. Harris, prog. m Harold B. Arkoff, pmm | R. J. Schroeder, ce Ralph Childs, nd Merrill Langgitt, fd Jim Kendrick, sd Doris Murphy, wd | Cap. AP, UP RCA |
| SIOUX CITY | | | | | | |
| KCOM 1949 | 620 1,000 DA-2 | KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628 | Tall Corn McKinney | Dietrich Dirks, p & m Sheldon Singer, c & pmm & sd | Donald Soliday, pd & nd Alvin Smith, ce | UP Ray. |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

IOWA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|------------------------------|--|--|
| SIoux CITY—(Continued) | | | | | |
| KSCJ 1927 | 1360 5,000 DA-N | Perkins Bros. Co. 415 Douglas St. 5-7993 | CBS Hollingbery | W. R. Perkins, p Eugene T. Flaherty, g & cm & nd Elizabeth Sammons, pd & wd Jean Harraday, pmm | S. C. Dier, ce Jack Elton, fd Don Stone, sd Wld., L-W, SES., Cole AP G |
| KSCJ-FM 1947 | Ch. 235 (B) 94.9mc 360kw | | | | RCA |
| KTRI 1938 | 1470 5,000 DA-2 | Sioux City Bcstg. Co. Commerce Bldg. 8-0165 | MBS Taylor | John C. Kelly, p E. J. Huber, g & cm Bob Hansen, pd, nd & fd Lennon Kelly, pmm | Willard Easterly, ce Win Douglass, sd Genevieve Gonzalez, traffic m Thes. UP RCA |
| SPENCER | | | | | |
| KICD 1941 | 1240 250 | Iowa Great Lakes Bcstg. Co. Box 631 1240 | MBS Tall Corn McKinney | Ben B. Sanders, p & gm Henry P. Cate, cm Mason Dixon, pd & sd | Charles Lintgen, pmm, nd & fd Eldon Kanago, ce Mary Jane Sinns, wd St. Assoc. AP Col. |
| STORM LAKE | | | | | |
| KAYL 1948 | 990 250-D | Cornbelt Bcstg. Co. Park Bldg. 1490 | Devney | O. J. Grau, p Tom Shumale, gm J. F. McCord, cm Howard Carlson, ce | Bob Storm, nd C. Cunniff, fd Bob Casey, sd Ruth Cuthbert, wd Cap. AP G |
| KAYL-FM 1950 | Ch. 234 (B) 101.5mc 8.9kw | | | | |
| WATERLOO | | | | | |
| KBOK 1946 | 1090 1,000-D | Waterloo Bcstg. Co. 620½ Lafayette St. 6851 | McGillvra | John M. Printup, gm & secy. | UP |
| KWWL 1947 | 1330 5,000-LS 1,000-N DA-2 | Black Hawk Bcstg. Co. Hotel Russell Lamson 4406 | MBS Midwest Pearson | R. J. McElroy, p & gm Donald E. Inman, cm W. Lyle Harvey, sim Robert T. Jensen, pd Raymond C. Starr, pmm | Howard F. Burgess, ce Edwin L. Falk, nd & fd Bob Mays, sd Naomi J. McElhinney, wd Cap. AP Col. |
| KXEL 1942 | 1540 50,000 DA-N | Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371 | ABC Avery-Knodel | Joe DuMond, gm A. J. DuMond, sim | |
| KXEL-FM 1947 | Ch. 289 (B) 105.7mc 17.5kw | | | | |
| WEBSTER CITY | | | | | |
| KJFJ 1950 | 1570 250-D | Land O'Corn Bcstg. Co. Webster City 1500 | | Charles V. Warren, p Wayne Hatchett, gm & ce Wm. Glynn, cm Gordon Moorehouse, pmm | G. D. Warland, pd, nd & fd George Vest, sd Virginia Loring, wd Cap., Thes. AP WE |

KANSAS

| | | | | | |
|----------------------|----------------------------------|---|----------------|---|---|
| ARKANSAS CITY | | | | | |
| KSOK 1947 | 1280 1,000-D | KSOK Bcstg. Co. Inc. P. O. Box 602 2686 | | Oscar S. Stauffer, p S. C. Thompson, gm Charles Eldon Archer, cm Martin H. Thomas, pd | Edward H. Howe, ce Melvin A. Haines, nd George Carroll, fd L-W AP Ray. |
| ATCHISON | | | | | |
| KARE 1939 | 1470 1,000 DA-1 | Griffith-Buenning Bcstg. Co. Fifth & Kansas Ave. 2477 | KBS Rambeau | James M. Griffith, ptrn. Paul H. Buenning, ptrn. Jack Lloyd, pd | Loudon Gingery, ce St. AP WE |
| CHANUTE | | | | | |
| KCHN (CP) | 1460 1,000-D | Chanute Bcstg. Co. P. O. Box 106 Paula Valley, Okla. | | James T. Jackson } Phil Crenshaw } ptrns. Harley E. Walker } George A. Rountree } | |
| COFFEYVILLE | | | | | |
| KGGF 1930 | 690 10,000-LS 5,000-N DA-2 | The Midwest Bcstg. Co. Inc. 8th & Elm 147 | ABC Weed | Richard M. Seaton, p Robert L. Pratt, g & pmm E. B. Spoonamore, cm Robert Evans, pd & nd | J. Sarto Jaminet, ce Joe Cook, fd Jack Miller, sd Wld. AP WH |
| COLBY | | | | | |
| KCKX 1947 | 790 5,000-D | Western Plains Bcstg. Co. Cooper Hotel 790 | H-R Reps. | Don Searle, p George A. Nickson, vp & gm William A. Martin, vp chg. sls. Bill Morse, pd | Quintin McCredie, pmm U. L. Lynch, ce Ed Mason, pdm & fd Rex Lather, regional sim Thes. UP Col. |
| DODGE CITY | | | | | |
| KGNO 1930 | 1370 1,000-LS 250-N | Dodge City Bcstg. Co. Globe Bldg. 1370 | Hagg | J. C. Denious, p Wendell Elliott, g & cm Herschel Holland, pd D. W. Hoisington, ce | Stanley Gribble, nd Don Wilson, fd Pete Barkley, sd Frances Elliott, wd L-W, Cap. AP Col. |
| EMPORIA | | | | | |
| KTSW 1937 | 1400 250 | Emporia Bcstg. Co. 613 Merchant St. 153 | MBS | Owen H. Balch, p, g & cm Helen Klostermann, pd | Dale Allen, ce John Heetland, sd Wld. AP Col. |
| GARDEN CITY | | | | | |
| KGAR 1949 | 1050 1,000-D | Ark. Valley Bcstg. Co. Inc. P.O. Box 878 3041 | LBS Holman | Dr. H. C. Sartorius, p Dale E. Kern, g & cm Frank Frost, pd | E. D. Casey, ce Gail I. Bank, fd Assoc., St. UP G |
| KIUL 1935 | 1240 250 | Telegram Pub. Co. Inc. 509½ Main St. 4581 | MBS KBS | Robert B. Reed, p Robert Wells, g & cm Max Bicknell, pd & nd | Dan Clark, pmm W. H. Rogers, ce Tony Jewell, fd & sd Wld. AP G |
| GOODLAND | | | | | |
| KWGB 1947 | 730 1,000-D | Goodland Bcstg. Co. Hotel Goodland 331 | | Jim Blair, o & gm Glenn Hensen, cm Bert Blair, pd | Jim Hagan, pmm Lyle Fick, ce & sd Mac Preuch, nd Cap., Cole, L-W UP G |
| GREAT BEND | | | | | |
| KVGB 1937 | 1590 5,000 DA-N | KVGB Inc. Cork Bldg. 4317 | MBS Pearson | Helen T. Coogan, p Grover C. Cobb, vp & gm Sherwood R. Parks, asst. m Billie J. Jarvis, sim & sd | Ray H. Beals, pd Chester A. Wallack, ce James F. Heaton, nd Howard Neighbor, fd L-W UP Ray. |

8

BIG REASONS WHY MORE PEOPLE THAN EVER BEFORE ARE LISTENING TO KANS!



★ **PAPPY REED SHOW** ★
Weekdays—8:00 to 9:00 a.m.

Wichita's best-known radio personality in an hour of the most popular music plus a dash of homespun philosophy, amusing anecdotes, the time and temperature and news about Wichita and the people who make it the "best dern town in the U.S.A."

★ **"RELAY QUIZ"** ★
Mon. thru Fri.—9:30 to 10:00 a.m.

This is a "telephone quiz" with a new gimmick! On "Relay Quiz" we select only the first person to be called each day. All subsequent names and telephone numbers are given us by the participants. The Pyramid Clubs caused riots. This is better—and legal. Check to see if there's a participation spot available.



★ **KANS CORRAL GANG** ★
Weekdays—7:15 to 7:45; 11:30 to 12:30 p.m.

'Corky' Edminster and his 'Country Cousins,' known today as "The Corral Gang," are the best-known, most popular cowboy musicians in Southern Kansas; are in greater demand for personal appearances than any other group. They stay that way with two shows daily on KANS.

★ **"PIX-O"** ★
Mon. thru Fri.—11:00 to 11:15 a.m.

It's a "Musical Bingo" game, based on skill, loaded with fun and a jackpot of prizes. Members of 15% of the city's radio families visit the sponsor each week to get a new PIX-O card; go home to be entertained by MC Stan Hagen; hear the commercials that send them back to the sponsor.



★ **"PLAYER PIANO PLAYHOUSE"** ★
Mon. thru Fri.—5:00 p.m.

Here's the newest in the KANS string of new programs sparkling with showmanship, "PLAYER-PIANO PLAYHOUSE" offers tunes from "CALL ME MADAM" as well as the best from the 1800's. In Wichita it's the greatest departure from the beaten path in radio; it's the "most talked-about" musical program!

★ **GEORGE GOW NEWS** ★
Daily—12:30, 5:45 and 10:00 p.m.

In his study of "The Kansas Radio Audience of 1950," Dr. Whan made a special survey of news listening habits in Wichita. 27.6% of all people queried named George Gow as their favorite. He was FIRST by a wide margin. Ed Murrow was second with 5.5%.



★ **INCREASING POPULATION** ★

The nation's 50th ranking market in Retail Sales in 1949, the booming Wichita area is bursting out of its Sales seams. In November, 1950, 86,250 persons were employed in non-agricultural pursuits—11,650 more than in November, 1949. And more are coming! Every increase in defense needs leads to added employment.

★ **GREATER COVERAGE** ★

KANS increased its power from 250 to 5000 watts, daytime, 1000 at night, only six months prior to the 1949 BMB Study. As expected that study showed us with little gain. The 1950 Dr. Whan Study, though, shows we're going places! We're in six counties for the first time in a Dr. Whan Study with terrific gains in four others.



8 BIG REASONS MORE PEOPLE THAN EVER LISTEN TO KANS—
8 BIG REASONS YOUR SCHEDULE WILL BE MORE PRODUCTIVE ON—



KANS - WICHITA



5000 watts day 1000 night

CALL OR WIRE YOUR O. L. TAYLOR MAN!

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KANSAS—(Continued)

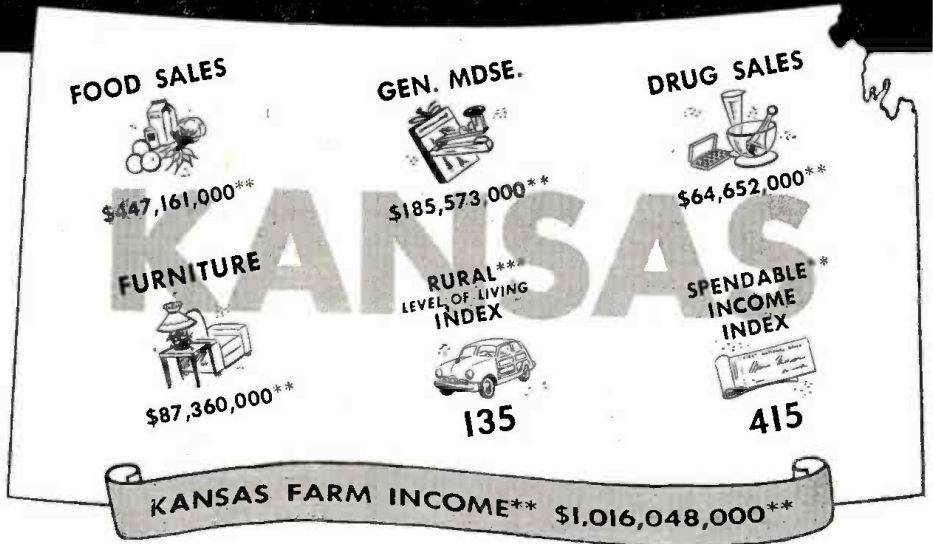
| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fa, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------------------|--|---------------------------|--|--|
| HAYS | | | | | |
| KAYS 1948 | 1400 250 | KAYS Inc. 2400 Hall St. 1700 | KBS | Frank Motz, p Robert E. Schmidt, gm B. G. Ryan, cm Janie Roth, pd | Quentin Bogart, pmm Glen Barnett, ce Bob Jenkins, sd Cap., St., Thes. AF RCA |
| HUTCHINSON | | | | | |
| KWBW 1934 | 1450 250 | Nation's Center Bcstg. Co. 101 E. A Ave. 5202 | NBC Walker | Bess Marsh Wyse, o & p R. E. Rivers, gm Jerry Toland, cm Eddy Overton, pd & fd Edward L. Overton, pd | Art Rice, pmm John Swafford, ce Helen Gerber, traffic d Don Bell, nd L-W AP Col. |
| KWBW-FM 1947 | Ch. 226 (B) 93.1mc 3kw | | | | |
| KWHK 1948 | 1190 1,000-D | KWHK Bcstg. Co. Inc. 18 West 5th St. 3100 | KBS McKinney | James E. Murray, p Vern Minor, gm & secy.-treas. Gren Darling, cm M. W. West, pd | Dan Salmon, pmm M. H. Clary, ce Hod Humiston, sd Katherine Tinder, wd St. AP G |
| INDEPENDENCE | | | | | |
| KIND 1947 | 1010 250-D | Central Bcstg. Inc. Professional Bldg. 1010 | KBS | J. Nelson Rupard, p & gm Bob Conrad, pd & nd Edward Cartwright, ce | Dorothy Lee Anderson, wd AP GE |
| JUNCTION CITY | | | | | |
| KJCK 1949 | 1420 1,000-D | Junction City Bcstg. Co. 724½ N. Washington 1477 | Holman | Richard P. Meek, co-o & ce Ralph L. Weir Jr., co-o & gm John R. Conley, cm | Vern Gielow, pd & pmm Wendell Wilson, nd, fd & sd Nancy Harris, wd UP Col. |
| KANSAS CITY | | | | | |
| KCKN 1925 | 1340 250 | (See Kansas City, Mo.) | | | |
| LAWRENCE | | | | | |
| *KFKU 1924 | 1250 5,000-DA-N ST-WREN | U. of Kansas. | | | |
| KLWN (CP) | 1320 500-D | Lawrence Bcstg. Co. | | | |
| LEAVENWORTH | | | | | |
| KCLO 1948 | 1410 500-D | Leavenworth Bcstg. Co. Best Inc. 418½ Cherokee 3620 | | Alf. M. Landon, p M. L. Gleason, g & cm Bill Willson, pd | David L. Reed, ce Helen Snyder, wd Cap. UP Col. |
| LIBERAL | | | | | |
| KSCB 1948 | 1270 1,000-D | Seward County Bcstg. Co. Inc. East 8th St. 3891 | | Alf. M. Landon, p Leon S. Salathiel, gm Larry Filkins, pd | Wayne Pash, ce St. UP Col. |
| MANHATTAN | | | | | |
| KMAN 1950 | 1350 500-D | Manhattan Bcstg. Co. 114 North 4th St. 4451 | | Fred A. Seaton, p Ray L. Kozak, gm Fred J. Langan, cm Frederic D. Butcher, pd & fd | Herbert P. Lavin, ce James H. Hendricks, nd Bill Fillingham, sd Cap. AP G |
| *KSAC 1924 | 580 5,000-LS 500-N ST-WIEW | Kansas State College Manhattan 5661 | | Dr. James A. McCain, p L. C. Williams, gm L. L. Longsdorf, pd | Bernard P. Holbert, ce Paul DeWeese, nd Robert Hilgendorf, fd & sd AP RCA |
| McPHERSON | | | | | |
| KNEK 1949 | 1540 250-D | McPherson Bcstg. Co. Inc. P. O. Box 186 1540 | | Ewart Mills, p Henry Dale, gm Vance Archer, cm | Claude Hughes, ce Cap., SES. AF G |
| KNEK-FM (CP) | Ch. 276 (A) 103.1mc 0.16kw | | | | |
| OLATHE | | | | | |
| KPRS 1949 | 1590 1,000-D | Johnson County Bcstg. Co. Inc. 131 East Park St. 1200 | LBS Continental | L. H. Witherspoon, p John Henry, cm William Sutherland, pd | Daniel Reed, ce Binky Witherspoon, wd Cap. AP RCA |
| OTTAWA | | | | | |
| KOFO 1949 | 1220 250-D | Ottawa Bcstg. Co. P. O. Box 46 1045 | | James N. Jobs, p & gm Herbert M. Jobs, sm, nd & fd Bernard R. Hawley, pd & sd | Thomas F. Ruble, cm Dantial W. Coltrane, ce Joy Van Meter, wd Cap. UP G |
| PARSONS | | | | | |
| KLKC 1948 | 1540 250-D | Community Bcstg. Co. Inc. 1904 Broadway 4050 | | Clyde M. Reed Jr., p Richard Scheele, gm Raeburn Drenner, pd | J. L. Teats, ce Thes. AF Col. |
| PITTSBURG | | | | | |
| KOAM 1937 | 860 10,000-LS 5,000-N DA | Pittsburg Bcstg. Co. Inc. Commerce Bldg. 2185 | NBC Pearson | E. V. Baxter, p Lester E. Cox, vp R. E. Wade, g & cm | G. L. Wade, pmm Leo S. Stafford, ce Lester L. Cox, treas. Wid. AP WH |
| KSEK 1947 | 1340 250 | Pittsburg Pub. Co. Hotel Besse Bldg. 742 | LBS Cooke | O. S. Stauffer, p Thad M. Sandstrom, gm Warren Stout, cm | Orzzie Johnson, pd W. D. Brosseau, ce Dev Nelson, sd St. AP GE |
| SALINA | | | | | |
| KSAL 1937 | 1150 5,000 DA-N | KSAL Inc. Journal Bldg. 3701 | MBS Pearson | R. J. Laubengayer, p Ray V. Jensen, m & cm Alfred Thompson, pd | N. E. Vance Jr., ce Paul Kelly, nd A. E. Horner, sd St., L-W AP WE |

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HERE'S MORE VALUABLE INFORMATION ABOUT THE KANSAS MARKET

Presented by WIBW—the station most listened to* by the most people with the most money — the Kansas farm families.

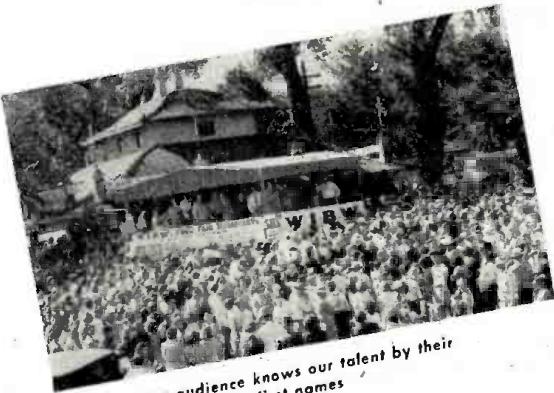
Last year Kansas had a gross farm income of over one billion dollars. About 75% of the population lives outside a metropolitan area—on farms and in small towns through which passes the bulk of this billion dollar income. Your market is made up of those directly or indirectly dependent on agriculture.



Kansas families last year spent at retail \$3,295 against a national average of \$2,990.** The state's index of gain in retail sales during the past decade is 415—one of the highest in the U. S.***



Gross cash income per Kansas farm is \$7,196**



Our audience knows our talent by their first names

WIBW A Farm Station Dominating A Farm Market

HERE'S WHAT WE MEAN BY A "FARM MARKET." Remember that farms are usually family units, living rent-free and producing much of their own food. A full decade of high prices for all farm products has made them and their surrounding small towns the most attractive, unexploited markets in America today.

HERE'S WHAT WE MEAN BY A "FARM STATION." For twenty-six years WIBW has faithfully served the interests and needs of agricultural families and communities. The result is that we have what amounts to a monopoly on an audience that controls the spending of more than a billion dollars. They're not only loyal, but they're responsive. Last year the WIBW mail room cleared \$201,353.04 in cash and checks for our advertisers. Our farm service experts and entertainers are always the top drawing card at fairs and farm meetings.

Let us show you **RESULTS** that prove WIBW's sales influence in the farm market of Kansas, Nebraska, Missouri, and Oklahoma.

* Kansas Radio Audience '50. ** Sales Management '50. *** Consumer Markets '49-'50.

WIBW

Serving and Selling
"THE MAGIC CIRCLE"

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KANSAS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|-------------------------------------|---|---------------------------|--|---|----------------------------|
| TOPEKA | | | | | | |
| KJAY 1949 | 1440 5,000-LS 1,000-N DA-2 | S. H. Patterson 908 Kansas Ave. 3-1336 | LBS Young Rambeau | S. H. Patterson, o John S. Major, g & cm Eddy Jones, pd Craig Lawson, pmm & nd Gale A. Totten, ce | Tex Smiley, fd Walt Lochman, sd Eleanor Roubeshush, wd Norwood J. Patterson, tech. d | Cap. INS G |
| KTOP 1947 | 1490 250 | Charles B. Axton 212-14 West 6th St. 4-3444 | MBS Ra-Tel | Charles B. Axton, o & gm Jack Warren Ostrode, pd Willard Peterson, ce | Ralph Smith, nd Merle Harmon, sd | Assoc. AP |
| WIBW 1926 | 580 5,000 DA-N | Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377 | CBS Capper | H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm Maude Carlson, pd | Allan Young, pmm Lewis Dickensheets, ce Wes Seyler, fd | L-W, St. AP, UP RCA |
| WREN 1937 | 1250 5,000 DA-N | WREN Bcstg. Co. Inc. 411 W. 10th St. 20505 | ABC Weed | R. C. Jackman, p Fred L. Conger, bus. m Gerald K. Baker, cm Max G. Falkenstien, prog. m & sd | Donald Heath, pmm Carl Blesner, tech. m Allen Franklin, nd Julie Brooks, wd | Wid. UP WH |
| WICHITA | | | | | | |
| KAKE 1947 | 1240 250 | KAKE Bcstg. Co. Inc. 418 W. Douglas 4-9369 | MBS Radio Reps. | Jack Todd, gm Martin Bass, cm Graeme Fletcher, pd & nd | Harold Newby, ce Bill Young, sd | Wid. AP RCA |
| KANS 1936 | 1480 5,000-LS 1,000-N DA | Taylor Radio and Tele- vision Corp. 1015 North Broadway 4-2387 | NBC Taylor | O. L. Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm Vernon Reed, pd & fd Russel L. Lowe, pmm | Ted Heithecker, ce George Gow, nd Jack Campbell, sd Elaine Erickson, wd | St. AP, UP Col. |
| KFBI 1924 | 1070 10,000-LS 1,000-N DA | KFBI Inc. 200 East First St. 2-1447 | ABC Avery-Knodel | Howard Lane, p Hale Bondurant, gm Dale McCoy, cm Henry Matwison, pd B. J. Price, pmm | K. W. Pyle, ce Bob Gadberry, news & sp. events d Lester Weatherwax, fd Harry Smith, sd | Wid. UP RCA |
| KFH 1922 | 1330 5,000 DA-N | Radio Station KFH Co. KFH Bldg. 24491 | CBS Petry | John Rigby, p Marcellus M. Murdock, evp Frank V. Webb, gm Robert S. Hix, sim Thomas P. Bashaw, pd | Ruth Kimbley, pmm T. L. Kidd, ce Bruce Behymer, fd Glen Perkins, sd Ethel King, wd | L-W AP, UP WE |
| KFH-FM 1948 | Ch. 262 (B) 100.3mc 10.8kw | | | | | GE |
| KWBB 1950 | 1410 1,000 DA-2 | Wichita Beacon Bcstg. Co. 2829 Salina Ave. 7-1265 | | Louis Levand, p J. Milton Hall, gm Donald Wells, pd & sd | Ralph McClellan, ce Merrit Winsby, secy.-treas. | Cap. Thes. AP GE |
| KENTUCKY | | | | | | |
| ASHLAND | | | | | | |
| WCMJ 1935 | 1340 250 | Ashland Bcstg. Co. 120 20th St. 3010 | CBS Pearson | Gilmore N. Nunn, p Charles C. Warren, g & cm Whitney R. Martin, asst. & pmm & pd | Clarence C. Weaver, ce Edwin Paulin, traffic m George Marshall, nd Dick Martin, sd | Wid., Thes. UP RCA |
| WCMJ-FM 1948 | Ch. 229 (B) 93.7mc 4.4kw | | | | | WE |
| BOWLING GREEN | | | | | | |
| (CP) | 1340 250 | J. Granville Clark | | | | |
| WKCT 1947 | 930 1,000-LS 500-N DA | Daily News Bcstg. Co. 415 Park Row 2940 | ABC McGillvra | J. Ray Gaines, p Al Temple, gm & nd Houston Griffin, cm | Dee Huddleston, pd & sd Audrey Jackson, pmm & wd Jack Hendricks, ce | St. UP G |
| WLBJ 1949 | 1410 1,000 DA-N | Bowling Green Bcstg. Corp. 901 Fairview Ave. 1340 | MBS Burn-Smith | Ken D. Given, p, gm, pd & nd Bob Proctor, cm & sd Wm. Kuznitsof, pmm Rondal L. Miller, ce | John Rose, fd (Mrs.) Judson Griffin, wd Joe S. Roemer, trans. sup. | Cap. AP RCA & G |
| WBON (FM) 1948 | Ch. 266 (B) 101.1mc 8.4kw | (WLBJ, AM Affiliate) | | | | GE |
| CAMPBELLSVILLE | | | | | | |
| WLCK (CP) | 1450 250 | Taylor Bcstg. Co. | | | | |
| WTGO 1948 | 1150 1,000-D | So. Central Kentucky Bcstg. Co. 203 E. Main St. 250 | KBS | H. T. Parrott, p Dr. Paul B. Shirley, vp James Shacklette, g & pmm & secy.-treas. Frank Hayden, cm | John Adkins, pd & sd James B. Crawley, ce Ken Knight, nd Howard Morrison, fd Lois Jones, wd | Wid., Cole UP G |
| CORBIN | | | | | | |
| WCCT 1947 | 1400 250 CP:680 1,000 DA-N | Corbin Times-Tribune 308 S. Main St. 1071 | MBS, KBS | J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm & pd | S. G. Hembree, c & pmm Russell Henson, ce Archie Wyatt, sd | Wid. AP Ray. |
| COVINGTON | | | | | | |
| WZIP 1947 | 1050 250-D | WZIP Inc. Sixth & Madison Ave. Juniper 5300 | KBS | Arthur Ellerman, p & gm Lloyd Baldwin, sm & pd | | L-W, SES. Wid. AP |
| DANVILLE | | | | | | |
| WHIR 1947 | 1230 250 | Commonwealth Bcstg. Corp. P. O. Box 234 1230 | KBS Holman | W. T. Isaac, p & cm David B. Highbaugh, vp, pd, nd & fd | Henry C. Lovell, ce Haskell Jones, sd | Wid. AP Col. |
| ELIZABETHTOWN | | | | | | |
| WIEL 1950 | 1400 250 | Elizabethtown Bcstg. Co. P.O. Box 524 5151 | | J. W. Hodges, p W. J. Harris Jr., g & cm Wendell Rex Jones, pd & nd Russ Honeyman, pmm | Thomas Moore Baldwin, ce Chuck Hardin, fd Luther Richardson, sd Rita Hayes, wd | Assoc., Wid. UP Col. |
| FRANKFORT | | | | | | |
| WKY 1945 | 1480 250 | Frankfort Bcstg. Co. Kentucky Ave. Ext. 2509 | MBS Colton | B. C. Edwards, p W. Wallace Robinson, g & cm John Vroman, pd, nd & sd | Tom Smith, pmm, ce & fd Jane Dooley, wd | Cap. AP, UP G |
| GLASGOW | | | | | | |
| WKAY 1950 | 1480 250 | Glasgow Bcstg. Co. Happy Valley Rd. 588 | | Gordon E. Brown, p Louis Rayburn, g & cm Jack Eversole, pd | C. H. Hulse, ce Guy V. Beatty, secy.-treas. | Wid., St. UP WE |

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IN KENTUCKY, RIDE THE WAVE TO GREATER SALES!

WAVE is your best buy in Kentucky because WAVE concentrates on the State's biggest and most prosperous metropolitan market — the Louisville Retail Trading Zone!

The 1950 Census shows that the population of the Metropolitan County Vicinity is now 578,974 — up 28% over 1940 — while the State as a whole has *less* people than in 1940. And retail sales in the Metropolitan County Vicinity are now *388% greater than in 1939*.

These are some of the reasons why WAVE has just completed its most successful year, with *more sponsors* buying *more time* than ever before in our 18-year history! Yes, a record year for WAVE despite the fact that Louisville has two network-connected TV stations and six other AM stations!

Outstanding local programming is another reason. Recently, for example, our Bob Kay has been MC-ing an amateur disc-jockey contest for the Oertel Brewing Company. Voting was invited on just *two* evening broadcasts — from 10:15 to 11:30 p. m. — and we were *swamped* with 23,908 mail returns!

Let Free & Peters give you the whole WAVE story, *today!*

WAVE
(AM)

WAVE-TV
(CHANNEL 5)

WRXW
(FM)

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KENTUCKY—(Continued)

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|-------------------------------------|--|--|---------------------------|--|--|
| HARLAN | | | | | |
| WHLN 1941 | 1230 250 | Blanfox Radio Co. Inc. Harlan 625 | MBS, KBS Burn-Smith | R. B. Helms, co-o, p, g & cm J. Francke Fox, co-o & ce James T. Morgan, pd & pmm | Robert Porter, nd Shirley Phillips, fd Murry Woroner, sd AP Col. |
| HAZARD | | | | | |
| WKIC 1947 | 1340 250 | BMG Bestg. Corp. Peoples Bank Bldg. Main 720 | MBS Clark | Fred B. Bullard, p & gm Hugh R. Dunbar, c & pmm Charles W. Metcalf, pd & nd | James C. French, ce Richard H. Goodlette, secy.-treas. & sd Wld. AP Col. |
| HENDERSON | | | | | |
| WSON 1941 | 860 500-D | Henderson Bestg. Co. Inc. Zion Rd. 3923 | MBS Sears-Ayer | Hecht S. Lackey, p, g, nat'l cm & nd Ewing Graham, loc. cm Martin E. Schaeffer, pd | Vernon R. Nunn, ce Robert Cleveland, fd Jim Thacker, sd Dorothy R. McCormick, wd Wld. UP G |
| WSON-FM 1947 | Ch. 258 (B) 99.5mc 20kw | | | | Fed. |
| HOPKINSVILLE | | | | | |
| WHOP 1940 | 1230 250 | Hopkinsville Bestg. Co. Inc. Cadiz Rd. 1025 | CBS Sears & Ayer | F. Ernest Lackey, p & gm Katherine Peden, cm Charles Stratton, pd Jack Jones, pmm Leo. Y. Wilson, ce | Tom Covington, nd & sd Walter Wilson, fd Virginia Cornette, secy.-treas. Mary Duncan, wd L-W UP |
| WHOP-FM 1948 | Ch. 254 (B) 98.7mc 8.8kw | | | | GE |
| LEXINGTON | | | | | |
| WKLK 1946 | 1300 1,000-DA-N | Fayette Bestg. Co. Inc. 138 W. Short St. 3-0433 | Walker | E. F. Prichard Sr., p Ted Grizzard, g & cm Jack Brooks, pd | Wm. Yount, ce Claude Sullivan, nd & sd St., L-W AP WE |
| WLAP 1922 | 630 5,000-LS DA-2 1,000-N | American Bestg. Corp. Radio Bldg. 3-2727 | ABC Pearson | Gilmore N. Nunn, p J. E. Willis, vp & gm Miller Welch, asst. m Henry Allin, pd Joe Delong, pmm | Henry C. Locklar, tech. sup. Doris Holtzclaw, traffic m J. B. Faulconer, sd Bette Maxwell, wd UP WE |
| WLAP-FM 1950 | Ch. 233 (B) 94.5mc 4kw | | | | |
| WLEX 1946 | 1340 250 | Central Kentucky Bestg. Co. Russell Cave Pike 3-1977 | LBS | J. D. Gay Jr., p J. E. Bouldin, gm Guthrie Bell, bus. m | Wallace Roach, ce Assoc. AP WE |
| LOUISVILLE | | | | | |
| WAVE 1933 | 970 5,000 DA-1 | WAVE Inc. 334 East Broadway Wabash 2201 | NBC Free & Peters | George W. Norton Jr., p Nathan Lord, vp & gm LaVell Waltman, cm George Patterson, pd Robert B. Elverman, pmm Charles Hill, asst. pd | James Caldwell, nd & d of sp. events Ed Kallay, sd Wilbur Hudson, ce Ann Hubert, wd AP RCA |
| WRKW (FM) 1947 | Ch. 236 (B) 95.1mc 15kw | (WAVE, AM Affiliate) | | | L-W, Thes. |
| WAVE-TV 1946 | Ch. 5 76-82mc 3.5kw-aur.; 7kw-vis. | | ABC, NBC DuMont | Ralph Jackson, cm John H. Boyle, d of TV Burt Blackwell, d of studio prod. | Dick Jackson, sp. events d AP, INS RCA |
| WGRC 1936 | 790 5,000-LS 1,000-N DA-2 | Northside Bestg. Corp. Kentucky Home Life Bldg. Wabash 8871 | MBS Walker | J. Porter Smith, p & cm C. L. Harris, gm Ward Hatcher, pd L. Doc Cassidy, pmm John W. McIntosh, bus. m | Perry W. Esten, ce Jack Donnell, nd C. M. East, fd Don Hill, sd Agnes Burke, wd St., L-W UP Fed. |
| WBOX (FM) 1947 | Ch. 264 (B) 100.7mc 29.8kw | (WGRC, AM Affiliate) | | | |
| WHAS 1923 | 840 50,000 | WHAS Inc. 6th & Broadway Wabash 2211 | CBS Petry | Barry Bingham, p Victor A. Sholis, vp & d Neil D. Cline, sd Harold C. Fair, pd Richard W. Hughes, pmm | Orrin W. Towner, ce Dick Oberlin, nd Frank Cooley, fd Jimmy Finegan, sd Assoc. AP, UP WE |
| WHAS-FM 1944 | Ch. 259 (B) 99.7mc 24kw | | | | |
| WHAS-TV 1950 | Ch. 9 186-192mc; 7.2kw-aur.; 9.6kw-vis. | | | | GE |
| WINN 1940 | 1240 250 | Kentucky Bestg. Corp. Earle Hotel Wabash 5148 | Taylor | Harry McTigue, p & gm G. F. Bauer, slm Katherine McCarten, pd H. E. Roberts, pmm Melvin Scarsdale, ce James F. Brownlee, p Joe Eaton, g & cm Russell J. Pirkey, pd | George Partridge, prod. m Neil Savage, nd S. C. Hancher, fd George Reeves, sd Louise Weiller, wd D. C. Summerford, ce Jean H. Clos Jr., nd Mark Halleck, sd Wld. UP Col. |
| WKLO 1948 | 1080 5,000-LS DA-2 1,000-N | Mid-America Bestg. Corp. Henry Clay Hotel Clay 4441 | ABC Blair | | Assoc. UP |
| WKYV 1947 | 900 1,000-D | Radio Kentucky Inc. 431 West Jefferson St. Clay 4811 | Burn-Smith | F. Eugene Sanford, p & treas. E. E. S. Weldon, vp & sm S. A. Cislser Jr., vp of ops. | W. S. Lukenbill, cm David M. Wilburn, pd Noland Pontrich, ce St. AP WE |
| WLOU 1949 | 1350 1,000-D | Louisville Bestg. Co. 2549 South 3rd St. Calhoun 3880 | Sears & Ayer | (Mrs.) J. E. Messervy, p Jack Frew, gm Lee Smith, pd | Cap. UP |
| MADISONVILLE | | | | | |
| WFMW 1950 | 730 250-D | Messenger Bestg. Co. Inc. Madisonville 1885 | LBS | Edgar Arnold Sr., p H. W. Wells, gm Elmer L. Kelley Jr., cm & sd Richard T. Harris, pd | Evers Mick, ce Edgar Arnold Jr., nd Ernest Claytor, fd Helen Murphey Oldham, wd Cap., St., Wld. AP, UP G |
| WFMW-FM 1949 | Ch. 276 (A) 103.1mc 0.1kw | | | | RCA |

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WHAS MAKES PEOPLE IN KENTUCKIANA

SHOP

LOOK

and

LISTEN



THE WHAS-TV MARKET*
 Population 730,779
 Retail Sales \$700,878,000
 Food Sales \$137,300,000
 Effective Buying Income \$428,148,000
*Based on WHAS-TV net audience of 13,000



THE WHAS KENTUCKIANA MARKET
 Population 1,474,200
 Retail Sales \$2,607,815,000
 Food Sales \$474,176,000
 Effective Buying Income \$1,093,242,000
*Based on WHAS-TV net audience of 13,000

The only radio station serving
 and selling out of the 100
 Kentuckiana Market

VIGOR A. SMITH, Director

HELI D. COTTE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KENTUCKY—(Continued)

Executive Abbreviations

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|-------------------------------------|-------------------------------|--|---------------------------|---|--|--------------------------------|
| MAYFIELD | | | | | | |
| WKTM 1948 | 1050 1,000-D | Mayfield Bcstg. Co. Inc. Hotel Mayfield 46 | Sears & Ayer | Frank Evens, p Wayne Morgan, g & cm Margaret Dowdy, pd Jack Neely, pmm & nd | Joseph Hargrove, ce J. B. Fowler, fd George Baxter, sd Hallie Vandergriff, wd | L-W UP G |
| WNGO 1947 | 1320 1,000-D | West Kentucky Bcstg. Co. Inc. P. O. Box 26 1204 | Friedenberg | H. M. Suthard, p Henry Y. Jones, gm Charles E. Scholes, pd & nd Boyce Swann, pmm | Horace Bowden, fd John Shelton, sd Linda Monroe, wd | Cap. AP G |
| MAYSVILLE | | | | | | |
| WFTM 1947 | 1240 250 | Standard Tobacco Co. Inc. 626 Forest Ave. 1400 | MBS Grant | Charles P. Clarke, p J. M. Finch Jr., secy.-treas. John W. Betts, gm Horace J. Simpson, cm Gene A. Waters, pd & fd | Harvey L. Cross, ce Harold Sagroves, nd Earl D. Jones, sd Dorothy S. Wood, wd | St., Wid. UP G |
| MIDDLESBORO | | | | | | |
| WMIK 1948 | 560 500-D | Tri-State Bcstg. Co. Inc. Middlesboro 980 | Holman | Dr. U. G. Brummett, p H. Webster Taylor, gm Maurice K. Henry, c & pmm | Tal England, ce | Wid. AP G |
| MURRAY | | | | | | |
| WNBS 1948 | 1340 250 | Murray Bcstg. Co. Inc. P. O. Box 548 1340 | | Ed Griffin, sm | | Wid. AP |
| NEWPORT | | | | | | |
| WNOP 1948 | 740 1,000-D DA | Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100 | LBS Forjoe | James G. Lang, p Anna Mae Rolfes, gm Robert W. Prigge, cm Doug Nunn, pd & nd | Elmer C. Drake, ce Robert W. Weis, sd Rosemary Martin, wd | Wid. UP Ray. |
| OWENSBORO | | | | | | |
| WOMI 1937 | 1490 250 | Owensboro Bcstg. Co. Owensboro 3-1558 | MBS, KBS Burn-Smith | Lawrence W. Hager, p Hugh O. Potter, g, c & pmm Cliffordean Potter, pd & wd | Harold I. Peters, ce Marshal Bruner, fd, sd & asst. m | L-W AP RCA |
| WOMI-FM 1948 | Ch. 223 (B) 92.5mc 60kw | | | | | GE |
| WVJS 1947 | 1420 1,000 DA-2 | Owensboro On The Air Inc. 324 Allen St. 3-3521 | Rambeau | V. J. Steele, p Malcolm Greep, gm John T. Rutledge, cm Lawrence W. Adams, pd & nd Leola C. Hayden, pmm | Robert Earl Jagoe, ce Chas. C. Steele, pdm Ed Erwin, sd Irene May, wd | Wid. UP GE |
| WVJS-FM 1948 | Ch. 241 (B) 96.1mc 45kw | | | | | |
| PADUCAH | | | | | | |
| WKYB 1946 | 570 1,000-LS DA-2 500-N | Paducah Newspapers Inc. 504 Kentucky Ave. 800 | MBS Ra-Tel | E. J. Paxton Jr., gm Sam Livingston, bus. m & sd Zack Hill, pd | C. G. Sims, ce Patricia Paxton, wd | St., Cap., Assoc. AP RCA |
| WKYC (FM) 1947 | Ch. 227 (B) 93.3mc 32kw | (WKYB, AM Affiliate) | | | | |
| WPAD 1930 | 1450 250 | Paducah Bcstg. Co. Inc. Taylor Bldg. 4100 | CBS Sears & Ayer | Pierce E. Lackey, p Prewitt Lackey, gm Linn Wolff, cm & pd. Ray Mofield, asst. prog. & pmm, nd & sd | Lula Harris, chief bkpr. Jane Jones, wd U. C. Morris, ce | L-W UP G |
| WPAD-FM 1946 | Ch. 245 (B) 96.9mc 18kw | | | | | Fed. |
| PAINTSVILLE | | | | | | |
| WSIP 1948 | 1490 250 | Big Sandy Bcstg. Co. Meade Bldg. 1186 | MBS Devney | W. Howes Mead, p Ted Arnold Silvert, g & cm Ed Shadburne, pd & sd | James Noonan, ce Dorothy Marsh, wd | L-W, Cap. UP Ray. |
| PIKEVILLE | | | | | | |
| WLSI 1949 | 900 1,000-D | Cumberland Pub. Co. Pikeville 456 | | W. J. Ward, p Frank R. Knutti, sm & pd Tom Holland, cm | Guy Ferrell, ce Dale Forrester, nd & fd Ted Kauffman, sd | L-W UP G |
| WPKE 1949 | 1240 250 | East Kentucky Bcstg. Corp. Pikeville 1280 | MBS | Thaddeus Scott, p Jack Shubinski, gm & sd Edward Damron, cm | Avon Nelle S. Schuler, pd & wd Lewis M. Owens, ce Bill Hart, nd | St. AP RCA |
| PRESTONSBURG | | | | | | |
| WPRT (CP) 1,000-D | 960 | Kentucky Mountain Bcstg. Co. | | | | |
| PRINCETON | | | | | | |
| WPKY 1950 | 1580 250-D | Princeton Bcstg. Co. Highway U. S. #62 2072 | | Leslie Goodaker, o & gm Marvin Mahoney, cm (Mrs.) Leslie Goodaker, pd | Wilburn Wilson, ce | Cap. AP G |
| SOMERSET | | | | | | |
| WSFC 1947 | 1240 250 | Southeastern Bcstg. Co. Inc. P. O. Box 526 907 | MBS Colton | Mike Layman, gm Don Orwin, cm & nd John A. Hartnett, pd | Ralph Denton, ce Bob Haney, sd Helen Layman, wd | Wid. AP G |
| VANCLEVE | | | | | | |
| WMTC 1948 | 730 1,000-D | Kentucky Mountain Hollness Assn. Vancleve 3 | Continental | Dr. Lela G. McConnell, p Wilfred Fisher, g & cm & fd Violet Person, pd & wd | M. E. Picazo, ce L. A. Bouck, nd & pdm | Wid. AP Ray. |
| VERSAILLES | | | | | | |
| WVLK 1947 | 580 1,000 DA-1 | Bluegrass Bcstg. Co. 218 East Main 2-7177 | MBS Burn-Smith | A. B. Chandler, p Donald J. Horton, gm Lynn E. Knox, cm O. C. Halyard Jr., pd & sd | Paul Holbrook, nd Paul Dunbar, ce Bud McClain, fd | AP G |

LOUISIANA

| | | | | | | |
|------------------|----------------|---|-----|---|--|------------------|
| ABBEVILLE | | | | | | |
| KROF 1948 | 960 1,000-D | Abbeville Bcstg. Service Inc. Box 620 90 | PBS | George P. Martin, g & cm & ce (Mrs.) EbbaLou Martin, pd, pmm & wd | | Wid. AP WE |

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| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|---|---------------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| ALEXANDRIA | | | | | | |
| KALB 1935 | 580 5,000-LS 1,000-N DA | Alexandria Bcstg. Co. Inc. 505½ Johnston St. 2-3335 | ABC Louisiana Weed | Walter H. Allen, p T. B. Lanford, secy.-treas. Willard L. Cobb, gm W. D. Melson, cm David Kent, sta. d | Tom Journey, pmm & nd Alex Marchand, fd Jesse R. Sexton, ce Bob Hart, sd Enid Norred, wd | Wld., Mac. AP, UP RCA |
| KALB-FM 1935 | Ch. 245 (B) 96.9mc 10.75kw | | | | | |
| KSYL 1947 | 1400 250 | KSYL Inc. P. O. Box 1489 6611 | NBC Ra-Tel | Milton Fox, p & cm Harold Wheelahan, vp Paul H. Goldman, gm Bruce Rainey, pd | Jack McCall, pmm & fd Sylvan Fox, asst. m Raymond S. Schreiber Jr., ce Paul Mitchell, nd & sd | L-W AP G |
| KVOB 1948 | 970 1,000 DA-N | Central Louisiana Bcstg. Corp. 1710 Jackson St. 2-0481 | MBS McGillvra | Roy O. Martin, p Virgil G. Evans, g & pmm (Mrs.) Eleanor Hall Wagner, cm Bette Evans, pd & wd | John Crawford, ce Don Traphagen, nd Jerry Pierce, sd | Assoc. AP G |
| KVOB-FM 1948 | Ch. 259 (B) 99.7mc 4.7kw | | | | | |
| BASTROP | | | | | | |
| KTRY 1948 | 730 250-D | Morehouse Bcstg. Co. Box 193 1400 | | Nathan Bolton, p A. R. McCleary, vp Bill Davis, gm G. I. Johnson, cm Gene Presson, pd | S. E. Eckhardt, ce (Mrs.) A. R. McCleary, secy. Jack Stapleton, sd Pauline Skender, wd | St. AP G |
| BATON ROUGE | | | | | | |
| WAFB 1948 | 1460 5,000 LS 1,000-N DA | Modern Bcstg. Co. of Baton Rouge Guarantee Income Life Insurance Bldg. 4-8571 | MBS Walker | Louis S. Prejean, p Tom E. Gibbens, gm John F. Screen, cm John E. Ferguson, pd, pmm, nd & sd | Donald K. Allen, ce Gordon Loudon, fd Florence Polizzotto, wd | Thes. AP RCA |
| WAFB-FM 1948 | Ch. 282 (B) 104.3mc 3kw | | | | | WE |
| WIBR 1948 | 1220 250-D CP-1300 1,000 DA-2 | Community Bcstg. System P. O. Box 1226 4-9493 | LBS Cooke | Robert Earle, g & cm | | L-W UP |
| WJBO 1934 | 1150 5,000 DA-N | Baton Rouge Bcstg. Co. Inc. 444 Florida St. 2-5271 | NBC Louisiana Hollingbery | Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles Garvey, slm Ralph H. Sims, pd | Robert H. Searce, nd, prod. sup. & sd Charles P. Manship Jr., secy.-treas. Vernon E. Dudley, ce | Wld. AP RCA |
| WBRL (FM) 1941 | Ch. 251 (B) 98.1mc 7.6kw | (WJBO, AM Affiliate) | | | | WE |

1st in the nation
in percentage increase in
POPULATION

Now 88th in the
country in total
SALES

Well within the top 100 cities
in the U.S. in
BUYING POWER

TODAY...EVERYTHING'S BIGGER IN BATON ROUGE

INCLUDING THE LISTENING DOMINANCE OF

WJBO

**Baton Rouge Has the Market!
WJBO Has the Audience!**

| Population | 1950 | 1940 | % Change | Rank in Nation |
|--------------|---------|--------|----------|-------------------|
| Central City | 124,000 | 34,700 | 257.0 | 1st in % increase |
| Area | 156,000 | 88,400 | 77.0 | 6th in % increase |

| Market Data | 1949 | Rank in Nation |
|--------------------------------------|-------------------------------|----------------|
| Total Retail Sales | \$154,746,000.00 | 88 |
| Per Family Effective Buying Income | 5,241.00 (tot. \$241 million) | 88 |
| Drug Store Sales | 5,568,000.00 | 76 |
| Furniture, Household and Radio Sales | 10,938,000.00 | 87 |
| General Merchandise Store Sales | 20,827,000.00 | 100 |
| Food Store Sales | 26,270,000.00 | 129 |

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Every 3rd Radio* in use
in America's Fastest
Growing Market is Tuned
to **WJBO**

* Conlan Survey conducted during week of
Nov. 27, 1949



(AM) **WJBO**  **WBRL** (FM)

5,000 Watts AFFILIATE 7,600 Watts
Baton Rouge, Louisiana
Affiliated with State-Times and Morning Advocate
Representatives: George P. Hollingbery Co.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

LOUISIANA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|--------------------------------|--------------------------|---------------------------|--|-------------------------|---|--|--|
| BATON ROUGE—(Continued) | | | | | | | |
| | WLCS 1945 | 1400 250 | Air Waves Inc. 205 North St. 2-4411 | ABC Rambeau | R. F. Cangelosi, p Earl H. Smith, gm Lamar Simmons, cm Herman Nelson, pd | Quitman Henley, pmm J. E. Van Valkenburg, ce Lee Coney, nd Daisy Lee Boyd, wd | Assoc. AP, INS WE |
| | WLCS-FM 1948 | Ch. 266 (B) 101.1mc 0.9kw | | | | | |
| BOGALUSA | | | | | | | |
| | WIKC 1947 | 1490 250 | I. K. Corkern Jr. P. O. Box 811 1906 | MBS, KBS, LBS Louisiana | I. K. Corkern Jr., p, g & cm J. A. Gatewood, pd & sd | | Wld. AP G |
| CROWLEY | | | | | | | |
| | KSIG 1947 | 1450 250 | Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450 | LBS Louisiana McGilivra | Max J. Thomas, p & pmm B. Hillman Bailey Jr., gm Jay Hoffpaur, cm Freda S. Thomas, pd Clovis L. Bailey, ce | Frieda R. Lyons, traffic m Alden C. Sonnier, nd Jim Cathey, fd H. I. Mitchell, sd Marilyn Maurer, wd | L-W AP G |
| DE RIDDER | | | | | | | |
| | KDLA 1950 | 1010 1,000-D | Sabine Bcstg. Co. | | | | |
| HAMMOND | | | | | | | |
| | WIHL 1947 | 730 250-D | WIHL Bcstg. Co. 205 E. Thomas St. 960 | KBS Louisiana | F. E. Curnutt, ptr., gm & ce J. K. Ferris, cm | Geo. Bonnell, pd | |
| HOUMA | | | | | | | |
| | KCIL 1948 | 1490 250 | Charles W. Lamar Jr. P. O. Box 1031 6828 | MBS, LBS | Charles W. Lamar Jr., p Frank Conwell, gm Joseph S. Strada, cm Dick McMullen, pd & sd | Frank King, pmm D. L. Jones, ce Jane Anne Wykoff, nd & wd Iven Bergeron, fd | Wld. AP G |
| JENNINGS | | | | | | | |
| | KJEF 1950 | 1290 500-D | Jennings Bcstg. Co. Inc. P. O. Box 935 1155 | Louisiana | Max J. Thomas, p & pmm Cleve C. Griffin, gm & sd B. Hillman Bailey Jr., cm Clovis L. Bailey, pd | Edgar E. Barton Jr., ce Alden C. Sonnier, nd G. L. Newman, fd | AP, UP |
| LAFAYETTE | | | | | | | |
| | KLFY 1950 | 1390 500-D | Camellia Bcstg. Co. P. O. Box 367 4211 | | Paul H. DeClouet, p Stanley G. Young, gm J. W. Corcoran, cm Brooks Read, pd, nd & fd | Mildred R. Bland, pmm & wd William H. Bland Jr., ce Bill Patton, sd | St. UP GE |
| | KVOL 1935 | 1330 1,000 DA-N | Evangeline Bcstg. Co. Inc. 519 S. Buchanan 5111 | NBC Meeker | George H. Thomas, gm Evan H. Hughes, sta. & pmm Louis P. Pilcher, ce | Al Terry, fd Lowell McCrary, sd Eva Landry, wd | Thes. AP Col. |
| | KVOL-FM 1949 | Ch. 241 (B) 96.1mc 15kw | | | | | RCA |
| LAKE CHARLES | | | | | | | |
| | KLOU 1947 | 1580 1,000 DA-1 | Felican Bcstg. Co. Inc. 134 Clarence St. 7277 | CBS Walker | H. Vernon Anderson, p John L. Vath, g & cm & sd Sidney H. Morse, pd & nd | Lucille Storer, pmm Andrew Vargo, ce Sara M. Anderson, secy.-treas. | Cap. AP |
| | KPLC 1935 | 1470 5,000-LS 1,000-N DA | Calcasieu Bcstg. Co. P. O. Box 1521 2713 | NBC Louisiana Weed | T. B. Lanford, p David Wilson, gm P. E. Mills Jr., cm Bob Thompson, pd | Don Evans, pmm & nd A. B. Craft Jr., ce Jimmie Bascheim, fd John Allen, sd | Wld. AP, UP RCA |
| | KWSL 1947 | 1400 250 | A. Stanford Dudley 1 Mill St. 6-1401 | MBS Friedenber | A. Stanford Dudley, o, g & pmm Tom Gresham, cm Roy K. Rhodes, pd, nd & sd | LaVance Carson, ce | L-W UP Ray. |
| MONROE | | | | | | | |
| | KLIC 1950 | 1230 250 | Dr. Frank P. Cerniglia Strauss Bldg. 3518 | MBS | Dr. Frank P. Cerniglia, p, g & pmm Robert Powell, cm | Hiller Hesdorffer, pd & sd Henry N. Fones, ce Troy Bland, sp. events d | Cap. UP Col. |
| | KMLB 1930 | 1440 5,000-LS 1,000-N DA | Liner's Bcstg. Station Inc. Hotel Frances, 4321 | ABC Louisiana Taylor | J. C. Liner, o Charles Price, g & cm (Mrs.) Marjorie Watson, pd Joe Pierce, pmm & nd O. L. Morgan, ce | Mac Ward, fd Dallas Wales, sd Dorothy Fountain, wd | Wld. UP G |
| | KMFM(FM) 1948 | Ch. 281 (B) 104.1mc; 17kw | (KMLB, AM Affiliate) | | C. McCoy, ce | | |
| | KNQE 1944 | 1390 5,000 DA-N | James A. Noe Bernhardt Bldg. 912 | NBC, LBS Ra-Tel | James A. Noe, p Robert E. Bausman, gm Lloyd Lenard, cm | Irving Zeidman, pd Jack Ratliff, ce Dean Seaton, sd | Assoc. AP RCA |

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**IT'S EASY,
WHEN YOU
KNOW HOW!**



HERE'S proof that KWKH *know-how*, built through 25 years of experience, pays off in larger audiences *and in greater audience-loyalty*.

The 1949 BMB Report credits KWKH with a Day-time Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 194,340 families (64% of the total daytime audience) listen to KWKH "6 or 7 days weekly"—67,470 (or 22%) listen "3 or 4 days weekly", and only 40,510 (or 14%) listen as little as "1 or 2 days weekly".

When these figures are weighted in BMB approved manner, KWKH comes up with an average daily daytime audience of 227,701 families—or *more than 75% of its total weekly audience!*

Shreveport Hoopers tell the same sort of story. Month after month and year after year, KWKH consistently gets *top ratings, Morning, Afternoon and Evening!*

Yes, *know-how pays!* Get all the facts about KWKH, *today!*

HOOPERS TALK, TOO!

| Share of Audience (March-April, 1950) | | | | |
|--|-------|-------|-------|-------|
| | KWKH | "B" | "C" | "D" |
| Weekday Mornings | 44.6% | 17.0% | 25.2% | 12.9% |
| Weekday Afternoons | 41.6% | 26.8% | 13.3% | 16.3% |
| Evenings (Sun. thru Sat.) | 46.4% | 25.3% | 12.2% | 14.2% |
| Sunday Afternoons | 27.9% | 23.2% | 18.5% | 26.4% |
| TOTAL RATED TIME PERIODS | 43.5% | 24.0% | 15.5% | 15.4% |

KWKH

Texas
SHREVEPORT LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS •

LOUISIANA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|--------------------------------------|--|--|
| NATCHITOCHEES | | | | | |
| KWCJ 1947 | 1450 250 | Natchitoches Bcstg. Co. Inc. P. O. Box 232, 2353 | | Dr. William H. Pierson, p Charles L. Planchard, gm | AP |
| NEW IBERIA | | | | | |
| KANE 1946 | 1240 250 | New Iberia Bcstg. Co. P. O. Box 383 965 | MBS | George H. Thomas, gm Dierrell Hamm, m Donald Bonin, pd, pmm, nd & sd | Cap. UP Col. |
| KVIM 1950 | 1570 1,000-D | Queen City Bcstg. Co. P. O. Box 50 2121 | | George H. DeClouet, p Richard J. Gregory Jr., g, c & pmm | Val Jensen, pd Wm. H. Bland, ce Gladys Case, wd Assoc. INS WE |
| NEW ORLEANS | | | | | |
| WBOK (CP) 1947 | 800 1,000-D-DA | Jules J. Paglin | | | |
| WCHF (CP) | 1540 50,000-LS DA-2 25,000-N | Louisiana Bcstg. Co. | | | |
| WDSU 1924 | 1280 5,000 DA-1 | WDSU Bcstg. Service 520 Royal St. Tulane 4371 | ABC Blair | Edgar B. Stern, ptrn. Edgar B. Stern Jr., mgng. ptrn. Robert D. Swezey, gm Louis Read, cm Stanley Holiday, pd | Marion Annenberg, pmm Lindsey Riddle, ce Mel Leavitt, sd Joyce Smith, wd Wid., Assoc. AP, UP RCA |
| WDSU-FM 1949 | Ch. 287 (B) 105.3mc 153kw | | | | GE |
| WDSU-TV 1948 | Ch. 6 82-88mc 15kw-aur.; 31kw-vis. | | ABC, CBS, DuMont, NBC Blair-TV | Ray Rich, pd Rose Wetzel, film d | INS |
| WJBW 1926 | 1230 250 | Louise C. Carlson Cigali Bldg. Magnolia 3488 | PBS Rambeau | (Mrs.) Louise C. Carlson, p & gm P. Shannon, cm Ed Prendergast, pd Ed Carlson, pmm | Frank J. Recely, ce Harry Nigocia, nd Julian Monroe, fd Lee Smith, sd Cap. AP, INS GE |
| WJBW-FM (CP) | Ch. 298 (B) 107.5mc 5kw | | | | |
| WJMR 1947 | 990 250-D | Supreme Bcstg. Co. Inc. Forjoe Jung Hotel Canal 0356 | | William Cortada, p George A. Mayoral, vp & gm Harry J. Thiele, cm Bertha Simpson, traffic m Robert Murphy, pd | S. Whitmire, pmm John Eleckley, nd Duke Thiele, sd Jean Leslie, wd L-W UP |
| WRCM (FM) 1946 | Ch. 246 (B) 97.1mc; 52kw | (WJMR, AM Affiliate) | | | REL |

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**MY COVERAGE CAN'T HOLD A CANDLE
TO WDSU NEW ORLEANS**

WDSU-FM

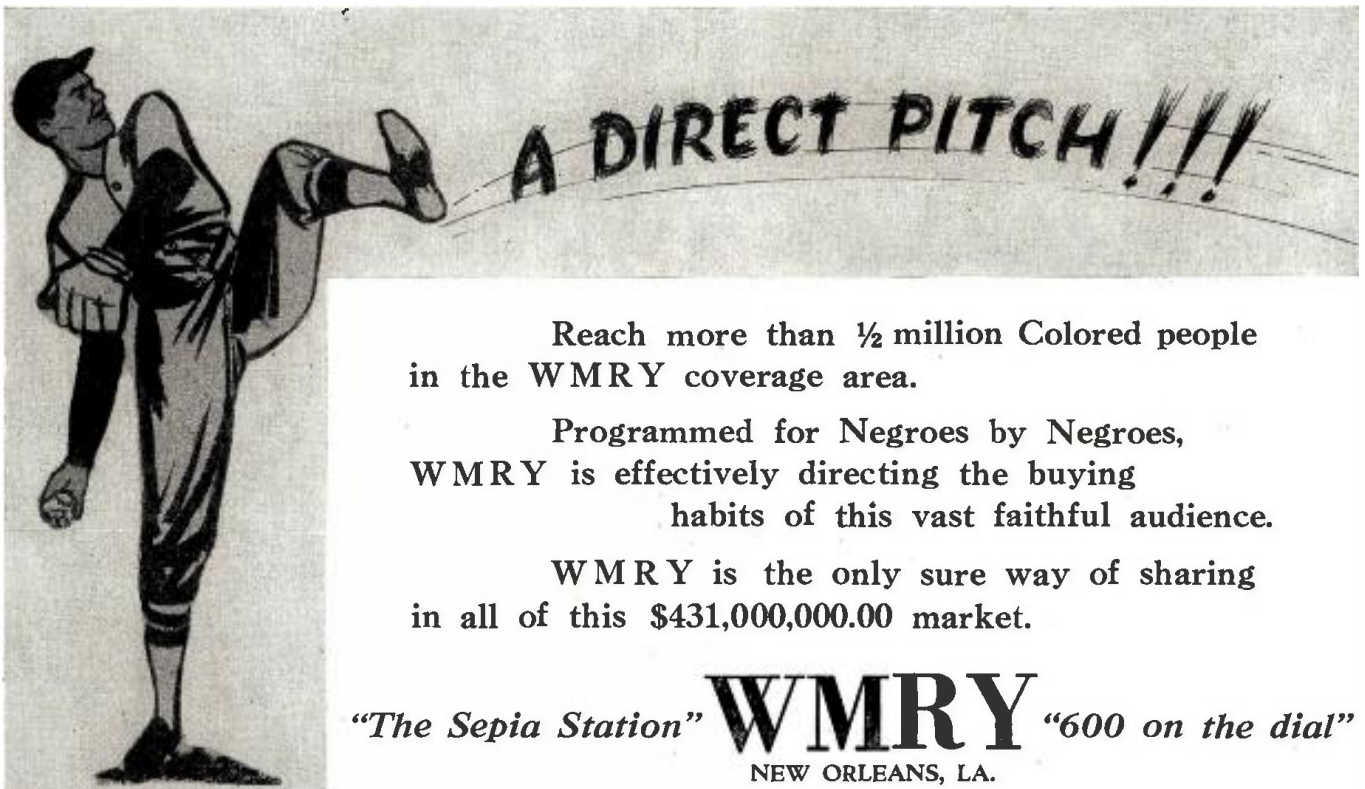
WDSU-TV

WDSU-AM

AM TV FM
WDSU
NEW ORLEANS

Call Your
JOHN BLAIR Man!

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
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| NEW ORLEANS—(Continued) | | | | | | |
| WMRY 1950 | 600 500-D | Southland Bcstg. Co. 2107 Dryades St. Tulane 4841 | Pearson | Lester Kamin, p & mgng. d Mort Silverman, g & cm Vernon E. Bradbury, ce Malcolm LaPlace, nd & sd | Theresa Foy, wd Russell E. Offhaus, asst. & pmm & pd | UP Col. |
| WNOE 1922 | 1060 50,000-LS 5,000-N DA-2 | James A. Noe St. Charles Hotel Raymond 0423 | MBS Ra-Tel | James A. Noe, o James E. Gordon, p & gm Winston S. Dustin, vp chg sis. Paul Beville, sim Beverly C. Brown, pd | Ray Liuzza, pmm Albert J. Bourgeois, ce William R. Hyatt, tech. d Jim Steel, sd Bill Monroe, nd | St. SES. AP, UP RCA |
| WSMB 1925 | 1350 5,000 DA-N | WSMB Inc. Maison Blanche Bldg. Magnolia 5921 | NBC Petry | N. L. Carter, p H. Wheelahan, gm | | |
| WSMB-FM 1948 | Ch. 274 (B) 102.7mc 56kw | | | | | |
| WTPS 1948 | 940 1,000-LS 500 N-DA | The Times Picayune Pub. Co. 615 North St. Canal 5561 | LBS Branham | L. K. Nicholson, p H. F. Wehrmann, gm J. R. O'Meallie, cm | M. J. Clarke, pd G. W. Deblieux, ce | Assoc.. Cap. AP WE |
| WTFS-FM 1947 | Ch. 239 (B) 95.7mc 55kw | | | | | |
| WWEZ 1947 | 690 5,000 DA-2 | WWEZ Radio Inc. Hotel New Orleans Canal 3421 | Hollingbery | A. L. Chilton, p Joe A. Oswald, gm Wm. D. Matthews, asst. m. | | |
| WWL 1922 | 870 50,000 DA-1 | Loyola U. Roosevelt Hotel Raymond 2194 | CBS Katz | Thomas J. Shields, p W. H. Summerville, gm Larry Baird, cm E. M. Hoerner, pd Robert Tompkins, pmm | J. D. Bloom, ce John Kent, nd George Shannon, fd Bill Bregel, sd Jill Jackson, wd | AP, UP RCA |
| WWLH (FM) 1946 | Ch. 262 (B) 100.3mc 12kw | (WWL, AM Affiliate) | | | | Fed. |
| OPELOUSAS | | | | | | |
| KSLO 1947 | 1230 250 | KSLO Bcstg. Co. P. O. Box 392 2633 | MBS, KBS LBS Louisiana Sears & Ayer | William E. Jones, p & gm E. E. Peyton, cm Byron Davidson, pd Freddie J. Hebert, ce | Floyd Cormier, nd Dudley Lastrape Jr., fd John A. Chauvin, sd Peggy Pollard, wd | UP WE |
| RUSTON | | | | | | |
| KRUS 1947 | 1490 250 | Clarence E. Faulk Jr. 103 N. E. Railroad Ave. 1490 | MBS | C. E. Faulk Jr., p Lloyd A. Goodin, g, c, & pmm & pd | C. J. Gillespie, ce | L-W UP Col. |



Reach more than ½ million Colored people in the WMRY coverage area.

Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast faithful audience.

WMRY is the only sure way of sharing in all of this \$431,000,000.00 market.

“The Sepia Station” WMRY “600 on the dial”
NEW ORLEANS, LA.

“The one Direct Approach to New Orleans’ Largest Major Market”
JOHN E. PEARSON CO., NAT’L REP. MORT SILVERMAN, GEN’L MGR.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

LOUISIANA—(Continued)

Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transc. Library News Service Transmitter

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|-------------------------------|----------------------------|--|---------------------------|---|---|--|
| SHREVEPORT | | | | | | |
| KCIJ 1950 | 980 5,000-D | Southland Bcstg. Co. 710 Milam St. 4-6681 | LBS | Lester Kamin, p & gm James Grant Greer, c & pmm Mayland Harriman, pd Joel E. Wharton, ce | Martin Kirsch Jr., sm Marjorie V. Cobb, nd & wd Morris Twomey, fd Kenneth Albrecht, sd | Thes. UP Col. |
| KENT 1947 | 1550 1,000-LS 500-N DA | Frank H. Ford 311 Milam St. 3-3681 | MBS Walker | Frank H. Ford, p Frank H. Ford Jr., cm Bob Murray, pd L. J. Carlson, ce | Bill Monroe, nd & pmm Bill Rutledge, fd Al Donaldson, sd | St. AP Ray. |
| KRMD 1928 | 1340 250 | Radio Station KRMD New Jefferson Hotel 8171 | ABC Taylor | Glenn V. Wilson, m Wm. L. Switzer, sta. d | | |
| KRMD-FM | Ch. 266 (B) 101.1mc 11kw | | | | | |
| KTBS 1929 | 710 10,000-LS 5,000-N DA | Radio Station KTBS Inc. 312 East Kings Highway 7-3644 | NBC Texas Quality Petry | Allen D. Morris, p Cecil K. Beaver, gm Deane R. Flett, pd & nd Marie Gifford, pmm | Dean R. Upson, natl. slm. Charles F. Whitesides Jr., loc. slm. C. H. Maddox, ce | SES AP, UP RCA |
| KWKH 1925 | 1130 50,000 DA-N | International Bcstg. Corp. Commercial Bldg. 2-8711 | CBS South Central Branham | John D. Ewing, p Henry B. Clay, gm B. G. Robertson, cm Horace Logan, pd | James T. Briggs, pmm W. E. Antony, ce Bob Shipley, nd Barney Ghio, sd | L-W AP, UP RCA |
| KWKH-FM 1948 | Ch. 233 (B) 94.5mc; 13.5kw | | | | | WH |

MAINE

| | | | | | | |
|------------------|----------------------------|--|----------------------------|---|--|------------------|
| AUGUSTA | | | | | | |
| WFAU 1946 | 1340 250 | Twin City Bcstg. Co. Inc. 160 Bangor St. 2540 | MBS Yankee Forjoe | Faust Couture, p Norman G. Gallant, gm Willard Blaisdell, pd Edward Weaver, pmm | Robert Parker, ce Dwight Wheeler, nd Larry Droper, sd Catherine Rice, wd | St. AP Ray. |
| WRDO 1932 | 1400 250 | WRDO Inc. 175 Water St. 2285 | NBC Maine New England Weed | Adeline B. Rines, p Jack S. Atwood, gm Donald K. Powers, cm & sd Leslie R. Hubley, pd & pmm | Harold T. Dinsmore, ce Danny I. Kelly, nd Linwood Brofee, fd Mary Lou Faulkner, wd | Thes. UP RCA |
| BANGOR | | | | | | |
| WABI 1921 | 910 5,000 DA-N | Community Bcstg. Service 57 State St. 6446 | ABC Young | Murray Carpenter, co-o & gm Horce Hildreth, co-o George Ginyar, sd | Leon P. Gorman Jr., cm Dick Bronson, pd, nd & fd Walter Dickson, ce | AP |
| WGUY 1947 | 1230 250 | Guy Gannett Bcstg. Service P.O. Box 732 7354 | CBS New England Raymer | Guy P. Gannett, p Samuel G. Henderson Jr., m Harvey M. Grant, cm Lauris P. MacGown, sup. engr. | (Mrs.) Elisabeth A. Kihlmire, pd & wd Charles R. Sandford, sd | UP GE |
| WGUY-FM 1947 | Ch. 226 (B) 93.1mc; 10.8kw | | | | | |
| WLBZ 1926 | 620 5,000 DA-N | Maine Bcstg. Co. 100 Main St. 6023 | NBC Maine New England Weed | Adeline B. Rines, p Edward E. Guernsey g & cm Irving S. Hunter, pd George D. Chapman, pmm | John Wibby, ce William Mincher, nd Jake Brofee, fd | Thes. UP WE |
| BIDDEFORD | | | | | | |
| WIDE 1948 | 1400 250 | Biddeford Bcstg. Corp. 234 Main St. 4-4566 | MBS Yankee Devney | Gordon J. Lewis, p, g & cm Burleigh Brown, pd | Chrysoula Drivas, pmm & wd Arthur Deters, ce | Cap. UP G |
| HOULTON | | | | | | |
| WAEM 1950 | 1340 250 | Aroostook Bcstg. Corp. 1340 North Rd. 2257 | | H. E. Umphrey, p H. D. Glidden, gm Forrest Craig, cm Jerry Flesey, sm Ted Coffin, pd, fd & pmm H. N. Tongren, p | R. W. MacIntosh, ce Ralph Barrett, nd Sid Cook, sd Margaret Hanks, wd | Thes. AP RCA |
| WYOU (CP) | 1400 250 | Northland Bcstg. Co. c/o Lt. H. N. Tongren Electronic Supply Office Great Lakes, Ill. (Waukegan, Ill.) Majestic 2300, ext. 241 | | | | |
| LEWISTON | | | | | | |
| WCOU 1938 | 1240 250 | Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921 | MBS Yankee Forjoe | Faust Couture, p John C. Libby, gm & sd Oscar Normand, cm Herbert Fontaine, pd | Donald Mason, ce Ray Mormand, nd Harold Alberghini, fd Diana Gould Fenney, wd | St. SES. UP RCA |
| WCOU-FM 1948 | Ch. 230 (B) 93.9 mc 13.7kw | | | | | WH |
| WLAM 1947 | 1470 5,000 DA-N | Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401 | ABC McKinney | Elden H. Schute Jr., p Frank S. Hoy, gm Gerald T. Higgins, c & pmm William Finkeldey, pd & sd | Leslie R. Hall, ce F. Parker Hoy, nd Cecilia Butler, wd | AP RCA |
| PORTLAND | | | | | | |
| WCSH 1925 | 970 5,000 DA-N | Congress Square Hotel Co. 157 High St. 2-0181 | NBC Maine New England Weed | Adeline B. Rines, p William H. Rines, mgng. d Albert W. Smith, cm Arthur Owens, prog. m Linwood T. Pitman, asst. sta. & pmm | Daniel H. Smith, ce William McCrory, nd Linwood Brofee, fd James MacWilliams, sd Agnes Gibbs, wd | Thes. AP, UP RCA |
| WGAN 1938 | 560 5,000 DA-N | Guy Gannett Bcstg. Services 390 Congress St. 2-7423 | CBS New England Raymer | Guy P. Gannett, p Laurence H. Stubbs, vp Creighton E. Gatchell, gm & treas. Richard E. Bates, sls rep. | Roger W. Hodgkins, ce Francis H. Farnum Jr., pd & pmm Worthen C. Cornish, sd | L-W AP, UP RCA |
| WMTW 1946 | 1490 250 | Radio Enterprises Inc. 212 Middle St. 4-2649 | MBS Yankee Forjoe | William O'Neill, p Abbott Smith, gm Donald J. Curran, sm | Horace Ruiz, ce Dick Smith, sd Ethel Grey, wd | Assoc. AP |
| WPOR 1946 | 1450 250 | Oliver Bcstg. Co. Chapman Bldg. 3-8111 | ABC McKinney | Harold H. Meyer, p & gm William J. Mullen, cm Raymond Mercier, pd Anne Bradford, pmm Roger Perry, ce | Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd Emeline Paige, wd | St. AP GE |

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Executive Abbreviations

City Call Letters Established Chan. or Freq. Power Name of Licensee Headquarters Address Telephone Number Network Representative Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transc. Library News Service Transmitter

PRESQUE ISLE

WAGM 1450 Aroostook Bcstg. Corp. Continental Harry E. Umphry, p Lester E. Hughes, ce Thes. AP
1931 250 180 State St. Harold D. Glidden, gm Ralph Barrett, nd AP
8821 Forrest Craig, cm Sid Cook, sd
Ted Coffin, pmm, pd & fd Margaret Hanks, wd

WATERVILLE

WTVL 1490 Kennebec Bcstg. Co. ABC Carleton D. Brown, p, co & gm Al Martin, nd St. AP
1946 250 36 Silver St. Harold Vigue, cm Paul Willey, fd Paul Willey, fd St. AP
2700 McKinney Paul W. Huber, pmm, pd & sd Marguerite Staples, wd RCA
Donald S. Sutherland, ce

MARYLAND

ANNAPOLIS

WANN 1190 Annapolis Bcstg. Corp. Continental Morris H. Blum, p & gm Thomas S. Carr, vp, sta. & cm Arthur P. Dietz, ce UP Ray

WASL 810 Chesapeake Radio Corp. Robert Blalock, p & gm Robert Blalock, p & gm Jean S. Larkin, pmm Wld. AP, TP
1946 250-D P. O. Box 508 Patrick W. Larkin, cm & fd Stanley C. Leek Jr., ce Bill Earl, nd & sd Col.

WNAV 1430 Capital Bcstg. Co. LBS Albert H. MacCarthy, p Ted Jaffee, pmm Cap., Assoc. AP, TP
1949 1,000 DA-N P.O. Box 829 H. Philip Nesbitt, gm Paul C. Jones, ce Ralph Pennewell, nd & sd GE
2639 Wm. T. O'Connor, cm Patricia Dugan, pd

WNAV-FM Ch. 256 (B) WH
1948 99.1mc
16.6kw

BALTIMORE

WAAM (TV) Ch. 13 WAAM Inc. ABC Ben Cohen, p Herbert Cahan, pd Wld. UP, TP
1948 210-216mc 3725 Malden Ave. DuMont Norman C. Kal, evp Ben Wolfe, d of engrg. RCA
14kw-astr.; H, R & P Kenneth Carter, gm Glenn Lahman, ce
28kw-vls. Mohawk 7600 Helen Powers, adm. d Tony Farrar, pdm Harriett George, publ. d

(w) WPOR

RICHARD'S ALMANAC

Vol. 1, Number 1

PORTLAND, MAINE

January, 1951

Fenno's Sport Program Gets 18,000 Letters in one month.

Portland, Me:

Ralph Fenno, WPOR's ace sportscaster has received more than 18,000 cards and letters from his listeners after seeking the assistance of his audience in naming an All-Western Maine High School Football Team.

CONTINUAL interest in behalf of sports in Maine has made WPOR the leading listening post in the Portland area. Presentations of gold

footballs by WPOR and watches by Ed Hacker, President of Ballard Oil and Equipment Co. to winning players indicates WPOR's interest in maintaining the leading voice in sports in Maine.

WPOR apologizes to Ben Franklin (1706-1790) for almost stealing a masthead—and to the Philly Ad Club, which does.

TO invest one's advertising \$ wisely, contact Everett-McKinney, Inc. in New York, Chicago, San Francisco, or Los Angeles. In Boston call "Elmer."

Weather Forecast

Portland: Indications, based on past performance, are that Portland will have its usual unpleasant, nasty, abominable winter weather. Fortunately for WPOR most people stay at home and use radio for their principal means of entertainment.

SUMMER weather, of course, is superb and hundreds of thousands of new potential listeners come into the WPOR area, many to stay the entire season.

WPOR only station carrying weather reports direct from the Weather Bureau. 7:25 a.m., 8:05 a.m., 6:40 p.m.

Bowdoin College Schedules WPOR for Basketball

Brunswick, Me:

Play by play Bowdoin basketball will be carried during the 1950-51 season by WPOR. Game time 8:00 pm Wed. and Sat.

If you've read this far may we wish you a Merry Xmas and a Happy New Year.



MARYLAND—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|---------------------------|--|---|
| BAITIMORE—(Continued) | | | | | |
| WEAL 1925 | 1090 50,000 DA-N | Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000 | NBC Petry | Charles B. McCabe, p Tom A. Brooks, vp & gm Harold C. Burke, vp & sm John Wilner, vp chg. enrg. | D. L. Privost, bus. m Leslie H. Peard Jr., cm William Rock, pdm & fd William C. Bareham, ce Assoc. AP, UP, INS WH |
| WBAL-TV 1948 | Ch. 11 198-204mc 13kw-aur.; 27kw-vis. | | | Willis K. Friert, loc. slm Arnold Wilkes, prog. m Fred Heywood, pdm | Mel Quinn, film d United RCA |
| WBMD 1947 | 750 1,000-D | Key Bcstg. Corp. 4 W. Eager St. Mulberry 7095 | McGillvra | George E. Hull, p H. Shelton Earp Jr., g, c & pmm Thomas O'Connor, pd, nd, fd & sd | Russell Morgan, ce Polly Dorsey, wd AP |
| WCAO 1922 | 600 5,000 DA-1 | The Monumental Radio Co. 1102 North Charles St. Mulberry 0600 | CBS Raymer | Lewis M. Milbourne, p L. Waters Milbourne, evp & gm Robert M. Richmond, asst. slm & pmm | George L. Filling, pd Martin L. Jones, ce Wm. C. Conhurst, nd John Lewis, sd Wid. AP WH |
| WCAO-FM 1948 | Ch. 274 (B) 102.7mc 20kw | | | | |
| WCBM 1924 | 680 10,000 LS 5,000-N DA-2 | Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400 | MBS Weed | John Elmer, p & cm George H. Roeder, gm Charles A. Roeder, pd & nd | Grace Culleton, pmm G. Porter Houston, ce UP, INS RCA |
| WFBR 1922 | 1300 5,000 DA-1 | The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300 | ABC Blair | Robert S. Maslin, p John E. Surrick, vp & gm J. H. L. Trautfeiler, vp & treas. William S. Pirie Jr., d of sls. W. Bert Hanauer, pd | Robert S. Maslin Jr., publ. d & secy. William Q. Ranft, ce John M. Alderson, nd Stewart R. Kennard, d of sp. events Wid. AP, UP RCA |
| WITH 1941 | 1230 250 | Maryland Bcstg. Co. 7 East Lexington St. Lexington 7808 | Headley-Reed | Thomas G. Tinsley Jr., p & gm Robert C. Embry, vp & cm Marilee Considine, pd | James S. Duff, ce Bill Dyer, sd St. AP WE |
| WITH-FM 1945 | Ch. 282 (B) 104.3mc 20kw | | | | |

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ONE OF AMERICA'S FINER STATIONS



CROSSLEY "SHARE OF AUDIENCE" RATINGS
(7 days average, 10:00 AM to 10:00 PM)

WBOC 75.8 Second highest 5.6
All Others 18.6

BMB HOME COUNTY AUDIENCE 93%

MARYLAND'S SECOND MARKET
(The Eastern Shore)
Population 289,582
Radio Homes 78,935
Retail Sales \$313,845,000

1,000 WATTS . . . 960KC . . . FULL TIME

WBOC

Studios:
Salisbury, Md.
Pocomoke, Md.
Seaford, Del.

President:
John W. Downing
Manager:
Charles J. Truitt

NATIONAL REPS: Burn—Smith Co., Inc. RADIO PARK . . . SALISBURY, MD.

Think ABOUT PROGRAMMING

WBAL is affiliated with NBC. *Think* what that means in programming. Besides NBC's Big Shows . . . WBAL's fine local programs . . . with people like Al Ross, Galen Fromme and many others . . . make WBAL the BIG station.



Think ABOUT POWER

WBAL is the only station in Maryland with 50,000 watts. *Think* what that means in coverage. Besides the rich Baltimore and State of Maryland territory . . . WBAL is the BIG station for a great part of the middle Atlantic states.



Think ABOUT MERCHANDISING

WBAL boasts a complete promotion and merchandising department. *Think* what that means in selling. There's a direct tie-up with your product and WBAL . . . at the point of sale.

THINK OF **WBAL** RADIO BALTIMORE

NBC AFFILIATE

When Trying to Reach Maryland and the Rich Middle Atlantic States

Nationally represented by Edward Petry and Co.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MARYLAND—(Continued)

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|-------------------------------------|---|---|------------------------------|--|--|
| BALTIMORE—(Continued) | | | | | |
| WKRE (FM) (CP) 1947 | Ch. 294 (B) 106.7mc 20kw | The Tower Realty Co. | | | |
| WMAR (TV) 1947 | Ch. 2 54-60mc 10kw-aur.; 16kw-vis. | The A. S. Abell Co. Baltimore & Charles Mulberry 5870 | CBS Katz | Wm. F. Schmick Sr., p E. K. Jett, vp & d of radio Earnest A. Lang, cm | Robert B. Cochrane, pd Carlton G. Nopper, ce AP RCA |
| WSID 1948 | 1010 1,000-D | United Bcstg. Co. 1143 Conn. Ave., N. W. Wash., D. C. STERling 7265 | Forjoe United | Richard Eaton, p & nd Albert R. Lanphear, g & cm & sd Helen Wherley, pd, pmm & wd | Leroy Reckling, d of engrg. Will Taylor, fd TP Col. |
| WWIN 1951 | 1400 250 | Belvedere Bcstg. Co. 5740 Reisterstown Rd. Mohawk 4400 | | Thomas F. McNulty, p Beatrice Y. Jarrett, cm | Lenore Feldman, pd H. A. Kemp, ce Assoc. WE |
| WWIN-FM 1948 | Ch. 234 (B) 94.7mc 20kw | | | | WH |
| BETHESDA | | | | | |
| (Chevy Chase) WBCC 1947 | 1120 250-D | Broadcast Management Inc. 5 Wilson Lane Oliver 2800 | IMS | Willard D. Egolf, p & d Arthur Stringer, sm Grace Campbell Egolf, pd Bethesda Newspapers Inc. Sales Agents: Jack McGill | Donald Herr, ce Carl J. Batter, treas. Parker H. Jones, secy. (Mrs.) Florence Parker, asst. secy.-treas. L-W. Assoc. UP Col. |
| WBCC-FM 1949 | Ch. 292 (A) 106.3mc 0.5kw | | | | WH |
| BRADBURY HEIGHTS | | | | | |
| WBUZ (FM) 1948 | Ch. 244 (A) 96.7mc 0.42kw | Chesapeake Bcstg. Co. Inc. 4421 Southern Ave., S.E. Hillside 8796 | Transit Radio | Leslie L. Altman, p & gm | Vernon V. Story, ce TP G |
| CAMBRIDGE | | | | | |
| WCEM 1947 | 1240 100 | The Shore Bcstg. Co. Box 333 1580 | MBS | John W. Downing, p Charles J. Truitt, gm James H. Wood, cm | Edward H. Brigham, pd & sd Jerrold P. Merritt, ce Thes. UP Col. |
| CUMBERLAND | | | | | |
| WCUM 1948 | 1490 250 | The Tower Realty Co. P. O. Box 360 5400 | CBS Meeker | Karl F. Steinmann, p Malcolm A. Campbell Jr., gm, pd & sd Roy S. Knotts, cm Eldred Steinman, pmm | Paul Clendenning, ce Larry Merritt, nd Russ Reynolds, fd Martha Delano, wd Thes. AP RCA |
| WCUM-FM 1945 | Ch. 275 (B) 102.9mc 1.29kw | | | | L-W AP, UP Col. |
| WDYK 1946 | 1230 250 | R. A. Raese 450 Byrd Ave. 5001 | ABC Radio Reps. | Richard A. Raese, p & gm George J. Kapel, sta. & cm William A. Vaughn, pd Walter R. Roberts, pmm | Jack Harvey, ce Sid Darion, nd Carl Holler, sd L-W AP, UP Col. |
| WTBO 1948 | 1450 250 | Cumberland Bcstg. Co. 31 Frederick St. 299 | NBC | Aurelia S. Becker, co-o, g, c & pmm Charles Z. Heskett co-o John Ridgeway, ce | Wm. Loy, nd Mike Hurst, sd AP, UP |
| WTBO-FM 1949 | Ch. 295 (B) 106.9mc 1.34kw | | | | AP, UP |
| FREDRICK | | | | | |
| WFMD 1935 | 930 1,000 DA-N | Monocacy Bcstg. Co. E. Church St. 1626 | CBS | Laurence Leonard, p James W. Robertson, gm & ce | William E. Hardy, cm Evelyn Leonard, pd Wld. AP RCA |
| WFMD-FM 1947 | Ch. 260 (B) 99.9mc 2kw | | | | WE |
| HAGERSTOWN | | | | | |
| WARK 1946 | 1490 250 | United Bcstg. Corp. 128 S. Prospect St. 4500 | ABC United Radio Reps. | Richard Eaton, p S. E. Phillips Jr., g & pmm Albert R. Lanphear, cm & mgng. d | Hunter Ream, pd & fd G. Harold Brewer, ce Charles Eckstine, nd & sd AP GE |
| WJEJ 1932 | 1240 250 | Hagerstown Bcstg. Co. Inc. Franklin Court 2323 | MBS Walker | Grover C. Crilley, p & gm William Paulsgrove, c & pmm Robert Leshar, pd & fd Geo. McIntire, ce | Ellis G. Hoover, treas. Glen Thomas, nd Joe Snyder, sd Maralyn Hawbaker, wd L-W AP GE |
| WJEJ-FM 1946 | Ch. 284 (B) 104.7mc 1.5 kw | | | | L-W. Wld. AP RCA |
| HAVRE DE GRACE | | | | | |
| WASA 1946 | 1330 1,000-D | The Chesapeake Bcstg. Corp. P. O. Box 97 800 | KBS Schepp-Reiner | Jason T. Pate, p & gm Charles W. Irwin, cm W. Edwin Baekey Jr., pd | William O. Kuntz, ce UP Ray. |
| SALISBURY | | | | | |
| WBOC 1940 | 960 1,000 DA-N | The Peninsula Bcstg. Co. Radio Park 6131 | MBS Burn-Smith | John W. Downing, p Charles J. Truitt, g, c & pmm | John W. Downing Jr., pd & nd Jack W. Ward, ce L-W. Wld. AP RCA |
| WBOC-FM 1947 | Ch. 248 (B) 97.5mc 12kw | | | | L-W. Wld. AP RCA |
| SILVER SPRING | | | | | |
| WGAY 1945 | 1050 1,000-D | Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Shepherd 1050 | Pan American | John W. Kluge, p Joseph L. Brechner, secy.-treas., g, c & pmm Ernie Tannen, pd & nd | Nicholas J. Chaconas, ce John Mills, fd Chuck Dulane, sd Wld. AP, TP Col. |
| WGAY-FM 1946 | Ch. 272 (A) 102.3mc 0.44kw | | | | RCA |
| WOOK 1947 | 1590 1,000-D | United Bcstg. Co. 1143 Conn. Ave., N. W. Washington, D. C. Sterling 7265 | | Richard Eaton, p, g & cm, nd & fd Arnold B. Fort, pd | Harvey Glascock, pmm & asst. gm Leroy Reckling, d of engrg. UP Col. |
| WOOK-FM 1949 | Ch. 240 (A) 95.9 mc 0.59kw | | | | UP Col. |

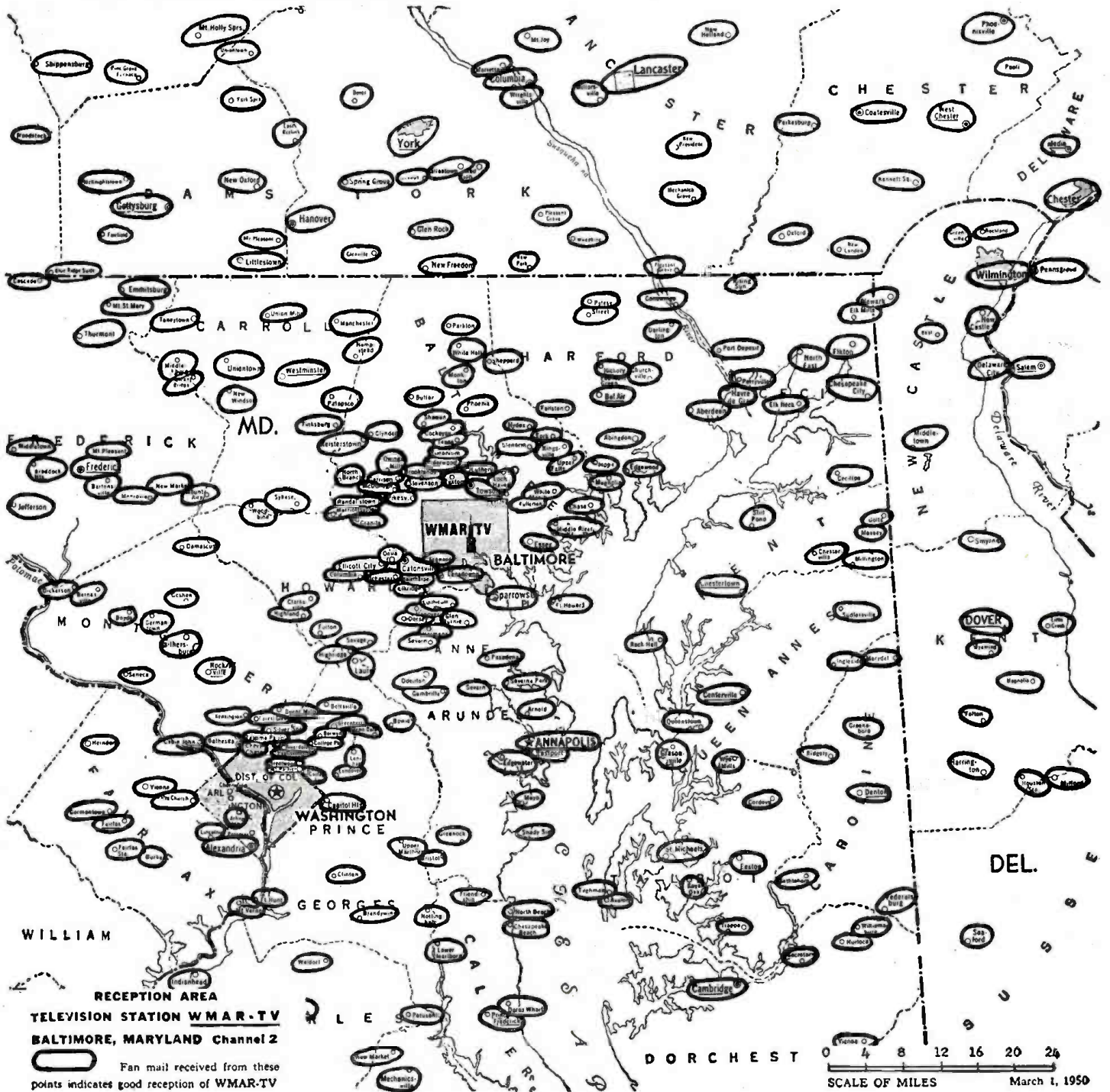
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WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY

BALTIMORE 3, MARYLAND



RECEPTION AREA
TELEVISION STATION WMAR-TV
BALTIMORE, MARYLAND Channel 2
 ○ Fan mail received from these points indicates good reception of WMAR-TV

WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore.*

* "WMAR-TV won the distinction of being first station in nation to outrank all AM stations in its market in average evening audience."—Variety

Television affiliate of the Columbia Broadcasting System—Represented nationally by the Katz Agency, Inc., New York

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MASSACHUSETTS

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------|---|---|----------------------------------|---|--|
| ATTLEBORO | | | | | |
| WARA 1950 | 1320 DA-2 1,000 | Attleboro Radio Association Bronson Bldg. 1320 | Bannan Walker | J. Ottmar, gm & treas. Keith S. Field, sm William A. Dawson Jr., cm Henry A. Felix, pd Henry Ottmar, pmm | Stanley A. Emery, ce Jim Elliott, nd Stanley Morgan, fd Bill Crowley, sd J. O. Sherman, wd Thes. UP RCA |
| BEVERLY | | | | | |
| WIBL (CP) 1942 | 1540 DA-2 250 | Conant Bcstg. Co. Inc. | | | |
| BOSTON | | | | | |
| WBMS 1946 | 1090 DA-2 1,000 | WBMS INC. 35 Court St. Lafayette 3-5616 | | Jack N. Berkman, p George Lasker, gm Frederic S. Bailey, cm Martin Bookspan, pd, pmm & sd | J. Herbert Rattigan, ce Bill Stewart, nd Benjamin Tilt, fd Evelyn Victor, wd UP WE |
| WBZ 1921 | 1030 DA-1 50,000 | Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670 | NBC New England Free & Peters | Walter Evans, p Walter E. Benoit, vp Edwin R. Borroff, gen. slm W. C. Swartley, sm C. M. Meehan, sim | W. H. Hauser, ce John G. Stilli Jr., adv. & sls, pmm W. Gordon Swan, prog. m Wendell Davis, publ. d Thes., Assoc. AP, UP WH |
| WBZ-FM 1942 | Ch. 225 (B) 92.9mc 20kw | | | | |
| WBZ-TV 1948 | Ch. 4 66-72mc 7.13kw-aur.; 14.3kw-vis. | | NBC NBC Spot | C. Herbert Masse, slm Iran Berlow, prog. sup. | Sidney V. Stadig, tech. sup. RCA |
| WCOP 1935 | 1150 DA-2 5,000 | Mass. Bcstg. Corp. 485 Boylston St. Copley 7-0123 | ABC Katz | John Cowles, p Craig Lawrence, gm A. N. Armstrong Jr., cm Gene King, pd John Wilkoff, pmm | Roland C. Hale, ce Henry Lundquist, pdm Harry Wheeler, loc. slm Ron Cochran, nd Mildred Bailey, wd St. AP, INS WE |
| WCOP-FM 1948 | Ch. 264 (B) 100.7mc 20kw | | | | |
| WEEI 1924 | 590 DA-1 5,000 | Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323 | CBS New England Radio Sales | Harold E. Fellows, gm Wilbur S. Edwards, asst. g & cm Raymond G. Girardin, pd Charles B. H. Vaill, pmm Harold A. Dorschug, ce | Thomas H. Calhoun, pdm Frederick H. Garrigus, pub. affairs & sp. events d Marie H. Houlihan, publ. d John J. Murray, asst. to gm L-W AP, UP GE |
| WEEI-FM 1948 | Ch. 277 (B) 103.3mc 20kw | | | | |
| WHDH 1928 | 850 DA-2 50,000 | Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500 | Blair | Robert B. Choate, p William B. McGrath, mgng. d Arthur T. Brush, cm George N. Perkins, pd William E. Shea, pmm | Philip K. Baldwin, ce Joseph Kelley, fd Leo Egan, sd Christine Evans, wd St. AP WH |
| WHDH-FM 1948 | Ch. 233 (B) 94.5mc 20kw | | | | |
| WMEX 1934 | 1510 DA-1 5,000 | The Northern Corp. 70 Brookline Ave. Commonwealth 9300 | | Wm. S. Pote, gm Larry Flynn, slm | WE |
| WNAC 1922 | 1260 DA-N 5,000 | The Yankee Network 21 Brookline Ave. Commonwealth 6-0800 | MBS Yankee Petry | Linus Travers, evp in chg. of sls. | |
| WNAC-FM 1948 | Ch. 253 (B) 98.5mc 20kw | | | | |
| WNAC-TV 1948 | Ch. 7 174-180mc 13.5kw-aur.; 26.6kw-vis. | | ABC, CBS DuMont | George Steffy, vp TV opers. Harry Whittemore, tech d Paul Keyes, publ. d | James C. Richdale, Jr. sls & pmm |

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WMEX

MEANS

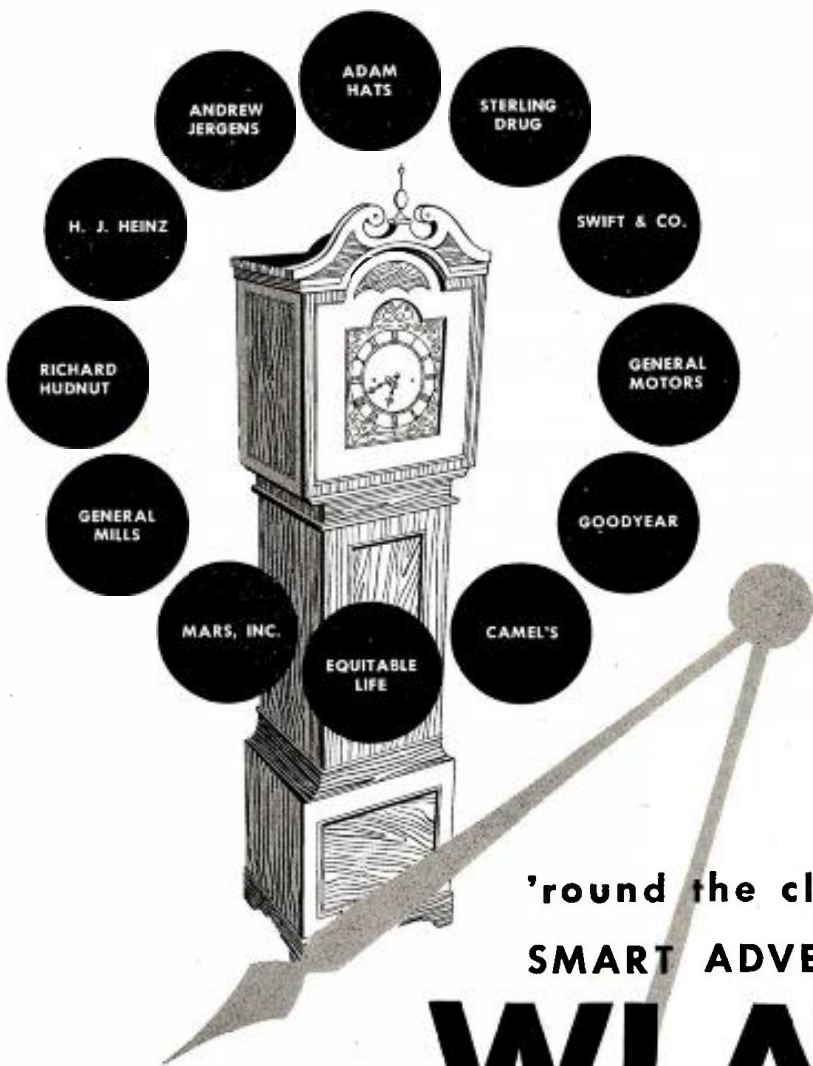
EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN BOSTON





'round the clock . . .
SMART ADVERTISERS choose

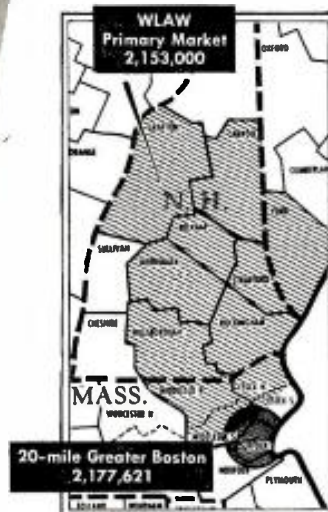
WLAW

LAWRENCE, MASS.

In selling New England, the country's smartest spot radio users are guided by these two facts: First, the 2,153,000 population of the ten-county market adjacent to north Boston is the virtual equivalent of Greater Boston's 2,177,621. Second, this big north-of-Boston market is dominated* by one 50,000 watt, low cost station — WLAW, while Boston itself is divided between twelve radio stations!

*20%-80% family coverage in each of ten counties.

(THE 50,000 WATT ABC STATION FOR GREATER NEW ENGLAND)



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MASSACHUSETTS—(Continued)

| City | Call Letters | Chan. or Freq. | Name of Licensee | Network | Owner | Executive Abbreviations | Transc. Library |
|---------------------------|-------------------|---------------------------------|--|---------------------------------|--|--|---|
| Established | Power | Headquarters Address | Telephone Number | Representative | Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | News Service Transmitter |
| BOSTON—(Continued) | | | | | | | |
| | WORL 1950 | 950 5,000-D | Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000 | | Joseph A. Dunn, p Arthur E. Haley, g & cm Norm Prescott, pd Robert Cabitt, pmm Benjamin Bartzoff, evp & gm | Claire Crawford, asst. slm John Parker, ce Bernard Kamenske, nd | AP Ray |
| | WVOM 1948 | 1600 5,000 DA-1 | The Boston Bcstg. Corp. 1 Harvard St., Brookline Beacon 2-5650 | McGillvra | | | UP, TP Ray. |
| BROCKTON | | | | | | | |
| | WBET 1946 | 890 1,000-D | Enterprise Pub. Co. 60 Main St. 7062 | Colton | Charles A. Fuller, gm Earle G. Clement, cm Mark L. MacAdam, tech. d William W. Pierce III, prod. d | Arthur Jones, fd Walt Dunbar, sd Freddie Seymour, wd | Thes., SES. AP Col. |
| | WBET-FM 1948 | Ch. 249 (A) 97.7mc 0.8kw | | | | | GE |
| CAMBRIDGE | | | | | | | |
| | WTAO 1948 | 740 250-D | Middlesex Bcstg. Corp. 439 Concord Ave. Elliot 4-6745 | | Frank J. Lyman Jr., p Ted Swift, gm E. Lawrence Anderson, cm | Arthur Tacker, pd Arthur Richardson, ce | AP Temco |
| | WXHR (FM) 1947 | Ch. 245 (B) 96.9mc 5kw | (WTAO, AM Affiliate) | Continental | John A. Thornton, sm & pd Richard Craig, slm | | Harvey |
| CHICOPEE | | | | | | | |
| | WACE 1946 | 730 1,000-D | Regional Bcstg. Co. Radio Center 2330 | IMS Gene Grant | John S. Begley, p Ralph J. Robinson, g & cm Charles J. O'Malley, pd & sd | Robert Begley, pmm Richard Glinka, ce Gay Campbell, wd | AP RCA Wid., Thes., Cap., & Mac. |
| | WACE-FM 1947 | Ch. 262 (B) 100.3mc 3.2kw | | | | | |
| FALL RIVER | | | | | | | |
| | WALE 1948 | 1400 250 | Narragansett Bcstg. Co. 374 Central St. 4-1400 | MBS Yankee Walker | George L. Sisson Jr., p & gm Nellie F. McCain, pd Roland J. Berube, ce | Hartwell Daley, nd & fd Jim Arkison, sd | UP Ray. |
| | WSAR 1921 | 1480 5,000 DA-2 | The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477 | ABC Headley-Reed | Frank W. Miller, p Melvin Lahr, gm & treas. Cornelius D. Sullivan, cm Angus Bailey, pd John Crowley, pmm | John Pavao, ce Marjorie W. Bean, office m Joseph Welch, nd George Sampson, sd | St., L-W UP WH |
| FITCHBURG | | | | | | | |
| | WEIM 1941 | 1280 1,000 DA-N | WEIM Fitchburg Inc. 717 Main St. 1600 | MBS Yankee Kettell-Carter | Henry G. Molina Jr., gm Carter S. Knight, cm | Jim Chalmers, pd | Thes. AP |
| | WFGM 1950 | 1580 1,000-D | Wachusett Bcstg. Co. 455 Main St. 6377 | Devney | Ansel E. Gridley, p, g & cm Edward J. Penney, pd Donald L. Coleman, ce | Loren C. Smith, nd Duke Savitt, sd | Cap. INS Ray. |
| FRAMINGHAM | | | | | | | |
| | WKOX 1947 | 1190 1,000-D | Suburban Bcstg. Co. Smith Bldg. 7409 | Grant | Richard E. Adams, sta. & pmm James H. Shoemaker, cm Lee Emmerich, pd & sd | Francis Bartol, ce Jim Robbins, nd Carol Claire, wd | UP Ray. |
| GARDNER | | | | | | | |
| | WHOB 1946 | 1490 250 | The Gardner Bcstg. Co. 39 Pleasant St. 1490 | Rambeau | David M. Richman, p F. W. Hull, gm | Parker Vincent, ce | AP GE |
| GREENFIELD | | | | | | | |
| | WHAI 1938 | 1240 250 | John W. Haigis 356 Main St. 4301 | MBS Yankee Walker | John W. Haigis, p John W. Haigis Jr., gm Horace W. Nichols, cm Ira I. Hewey, pd & sd Thomas J. Kelly, pmm | Leland F. Wheeler, ce Graydon Spragg, nd Donald A. Tuttle, fd Audrey C. Clark, wd | Thes., Assoc. AP Col. |
| | WHAI-FM 1946 | Ch. 252 (A) 98.3mc 1kw | | | | | REL |
| HAVERTHILL | | | | | | | |
| | WHAV 1947 | 1490 250 | Haverhill Gazette Co. 30 How St. 44733 | Friedenberg | John T. Russ, p & gm Robert Kimel, c & pmm Kenneth Ash, pd, nd & sd | Paul A. Hurd, ce Eileen Kneeland, wd | Wid., SES. AP Ray. |
| | WHAV-FM 1947 | Ch. 223 (B) 92.5mc 20kw | | | | | WE |
| HOLYOKE | | | | | | | |
| | WHYN 1941 | 560 1,000 DA-1 | Hampden-Hampshire Corp. 180 High St. 8238 | MBS Yankee Walker | Charles N. DeRose, gm Patrick J. Montague, cm John Vondell Jr., pd | Fred Peach, pmm Jack Paley, chief oper. Helen Hope, wd | L-W, St. UP RCA |
| | WHYN-FM 1947 | Ch. 226 (B) 93.1mc 20kw | | | Charles Tamm, chief oper. | | GE |
| | WREB 1950 | 930 500-D | Valley Bcstg. Corp. 323 High St. 2-3296 | | Harold G. Robator, gm & pd Anthony DeMarco, treas. Albert Beaupre, cm Arthur Beaton, ce | Fran Hammel, nd Tom Eaton, sd Dorothy Drewsen, wd | Assoc., SES. AP G |
| LAWRENCE | | | | | | | |
| | WCCM 1947 | 800 1,000-D | The Lawrence Bcstg. Co. 54 Essex St. 37171 | Colton | Geo. H. Jaspert, p, gm & ce William C. Engel, cm & pd | Ernest Labranche, sd Christine Cartwright, wd | AP GE |
| | WLAW 1937 | 680 50,000 DA-1 | Hildreth & Rogers Co. 278 Essex St. 4107 | ABC New England Raymer | Irving E. Rogers, p, treas. & gm David M. Kimel, loc. cm Frederick P. Laffey, pd Fred A. Sullivan, pmm | George A. Hinckley, ce Nona Kirby, regional slm Bob Moore, nd Arthur Flynn, sd | St., Wid. UP WE |
| | WLAW-FM 1947 | Ch. 229 (B) 93.7mc; 20kw | | | | | Ray. |

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| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| LOWELL | | | | | | |
| WCAP (CP) | 980 1,000-D | Northeast Radio Inc. | | | | |
| WLLH 1934 | 1400 250 | Merrimac Bcstg. Co. Inc. 39 Kearney Sq.; 8715 | MBS Yankee Bloomberg | Gerald Harrison, p Carl S. Wheeler, vp Dana W. Fitzgerald, sm Haskell Bloomberg, cm | Tom Clayton, pd & sd A. G. Michaels, ce Fred Simmonds, nd Ann Bradford, wd | Assoc. UP WE |
| WLLH-FM 1948 | Ch. 258 (B) 99.5mc 12.2kw | | | | | |
| LYNN | | | | | | |
| WLYN 1947 | 1360 1,000-D | Puritan Bcst. Serv- ice Inc. 7 Willow St.; 5-8200 | | Theodore Feinstein, p Winslow Bettinson, gm & pd Kenneth Strong, cm | John Parker, ce Ernie Rosenthal, nd | Assoc., SES. UP Col. |
| WLYN-FM 1948 | Ch. 288 (A) 105.5mc 0.5kw | | | | | |
| NEW BEDFORD | | | | | | |
| WBSM 1949 | 1230 100 | Bay State Bcstg. Co. Pope's Island 3-1787 | New England McGillivra | Joseph P. Duchaine, p Otto F. A. Arnold, gm Harry W. Moore, cm Edward L. Merritt, pd & fd | Harold H. Hoover Jr., ce Frank Burgmeier, nd Don Gillis, sd Harriett Hall, wd | Mac. UP RCA |
| WBSM-FM 1949 | Ch. 247 (B) 97.3mc 20kw | | | | | |
| WNBH 1921 | 1340 250 | E. Anthony & Sons Inc. 432 County St. 8-5228 | MBS Yankee Walker | Basil Brewer, vp & treas. Paul J. Perreault, gm David J. Shurtleff, c & pmm Z. V. Grobowski, ce | Oscar Glasberg, nd James Gleason, sd (Mrs.) Betty Pumilia, wd | Wld. AP RCA |
| WFMR (FM) 1946 | Ch. 251 (B) 98.1mc 20kw | (WNBH, AM Affiliate) | | | | |
| NORTH ADAMS | | | | | | |
| WMNB 1947 | 1230 100 | Northern Berkshire Bcstg. Co. 468 Curran Highway 1230 | Grant | J. Gordon Keyworth, p, g & cm Benjamin A. Hubble, prog. m William B. Dailey, chief tech. | Belva C. Keyworth, office m Bernard Bullett, sd | Wld. AP Ray. |
| WNAW 1949 | 860 250-D | Neal W. Welch 20 State St. 860 | | Neal W. Welch, p William E. Gordon, gm & sd E. Noram Bailey, pd | Gerald O'Grady, ce Clay Perry, nd Pearl McKenney, wd | St., L-W UP RCA |
| NORTHAMPTON | | | | | | |
| WHMP 1950 | 1400 250 | Pioneer Valley Bcstg. Co. 78 Main St. | | John W. Williams, p Alexander W. Nulne, g & cm | | St. RCA |
| PITTSFIELD | | | | | | |
| WBEC 1947 | 1490 250 | Western Mass. Bcstg. Co. 30 Eagle St. 8292 | ABC New England McKinney | Lawrence K. Miller, p W. Wendell Budrow, g, c & pmm Harry Brown, pd Walter T. Ayer, ce | Coralie Howe, wd Edward Farrell Jr., nd Dana Jones, fd Roger O'Carra, sd | L-W AP GE |
| WBEC-FM 1948 | Ch. 232 (A) 94.3mc 1kw | | | | | Ray. |
| WBRK 1938 | 1340 250 | Greylock Bcstg. Co. 8 Bank Row 2-1553 | MBS Yankee Walker | Leon Podolsky, p John T. Parsons, gm Walter Kearsey, cm Dick Bolander, pd | Ted Holmes, pmm Leonard Lavendol, ce Leon Beeler, nd Dan Healy, sd | Assoc. UP WE |
| QUINCY | | | | | | |
| WJDA 1947 | 1300 1,000-D | South Shore Bcstg. Co. P.O. Box 373 Mayflower 9-1300 | | James D. Asher, ptrn., c & pmm & ce Joseph H. Tobin, ptrn, sm & pd | Bill Edward, nd Ken Coleman, sd | Wld. AP Col. |
| SALEM | | | | | | |
| WESX 1939 | 1230 250 | North Shore Bcstg. Co. 49-53 Wash. St. 5670 | | Joseph H. Tobin, co, sm & pd James D. Asher, co, c & pmm & ce | | Wld. UP WE |
| SPRINGFIELD | | | | | | |
| WBZA 1924 | 1030 1,000 | Westinghouse Radio Stations Inc. Hotel Kimball 6-8336 | NBC New England Free & Peters | Walter Evans, p Walter E. Benoit, vp Edwin R. Borroff, gen. slm W. C. Swartley, sm C. M. Meehan, slm | Harold E. Randol, ce John G. Still Jr., adv. & sls pmm W. Gordon Swan, prog. m | WE |
| WBZA-FM 1942 | Ch. 246 (B) 97.1mc, 20kw | | | | | Thes., Assoc. WH |
| WMAS 1932 | 1450 250 | WMAS Inc. 1757 Main St. 7-1414 | CBS Petry | Gerald Harrison, p Robert Donahue, gm Robert Feldman, cm F. Turner Cooke, pd | Paul Feltier, pmm John Michnovetz, ce Noah LaMountain, nd Mae Brown, wd | Assoc. UP WE |
| WMAS-FM 1947 | Ch. 234 (B) 94.7mc 3.2kw | | | | | |
| WSFL 1949 | 1600 5,000-D-DA | Springfield Bcstg. Co. 137½ State St. 2-7488 | Bolling | C. M. Manitsas, gm & pd E. G. Hewinson Sr., cm & ce John J. Guinasso, nd | Bert Robinson, sd (Mrs.) Baacke, wd | UP WE, RCA |
| WSFL-FM 1948 | Ch. 270 (B) 101.9mc 11kw | | | | | |
| WSPR 1936 | 1270 1,000-DA-1 | WSPR Inc. 63 Chestnut St. 6-2757 | ABC Hollingbery | Quincy A. Brackett, p Lewis B. Breed, treas. Kristian Solberg, asst. treas. Alan C. Tindal, sm Wayne H. Latham, pd | Howard S. Keefe, pmm George R. Townsend, ce Robert L. Jones, sd Dorothea King, wd | L-W AP |
| WSPR-FM 1949 | Ch. 250 (B) 97.9mc 13kw | | | | | |
| TAUNTON | | | | | | |
| WPEP 1949 | 1570 1,000-D | Silver City Bcstg. Corp. 174 Broadway 4-7528 | | J. Marshall McGregor, ptrn. p & financial m James Milton Hammond, ptrn. & gm | Robert A. Brennan, sm John B. Tracy Jr., ce Paul A. McCormack, nd & sd Margery E. Straker, wd | L-W UP G |
| WALTHAM | | | | | | |
| (Newton) WCRB 1948 | 1330 1,000-D | Charles River Bcstg. Co. 4 Gordon St. 5-7080 | Bannan Devney | Richard C. O'Hare, p Deuel Richardson, gm & pd Ted Jones, exec. m J. H. Bonney, ce | J. Frank McArdle, slm Bill Sherman, sd Anita St. George, wd H. P. Richardson, nd | L-W UP Ray. |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MASSACHUSETTS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Com. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|--------------------------------|--|---------------------------|---|--|
| WARE | | | | | |
| WARE 1948 | 1250 1,000-D | Donald W. Howe East St. 1250 | | Donald W. Howe, o & gm Robert S. Sinnett, slm Tom Colton, pd & fd | Fred Joslin, ce Bill O'Neil, nd Wanda Giza, wd Assoc. AP Ray. |
| WEST SPRINGFIELD | | | | | |
| WTXL 1949 | 1490 250 | Telecolor Corp. 34 Sylvan St. 9-4765 | Cooke | Lawrence A. Reilly, p, g & pmm Alexander W. Milne, cm James L. Spates, pd, ce & opers. m | Cap., Wld. INS G |
| WEST YARMOUTH | | | | | |
| WOCB 1940 | 1240 250 | E. Anthony & Sons Inc. South Sea Ave. Hyannis 502 | MBS Yankee Walker | Basil Brewer, p Gerald L. Staten, gm Midge Le Royer, pd | Zig Grobowski, ce Donald Deitz, nd Blanche Robinson, wd Wld. AP Col. |
| WOCB-FM 1948 | Ch. 232 (A) 94.3mc 1kw | | | | RCA |
| WORCESTER | | | | | |
| WAAB 1931 | 1440 5,000 DA-1 | The Olin Co. 34 Mechanic St. 2-5611 | MBS Yankee Ra-Tel | Bruff W. Olin Jr., gm James H. McKnight, cm | |
| WGTR (FM) 1949 | Ch. 256 (B) 99.1mc 6.5kw | Yankee Network Inc. 34 Mechanic St. 2-5676 | Transit Radio | Mar Bradbard, g & cm & pd John Phipps, ce | Assoc. UP REL. |
| WNEB 1946 | 1230 250 | New England Bcstg. Co. Park Bldg. 6-4672 | Bolling | John J. Hurley, gm Edward T. McCann Jr., cm Vernon P. Wilson, ce Paul C. Lytle, bus. m | Andrew F. Hickey, nd Tom Decker, sd Jeanne Connelly, wd L-W UP Ray. |
| WORC 1925 | 1310 1,000 DA-1 | Alfred Frank Klein- dienst 65 Elm St.; 5-3101 | ABC Weed | Alfred F. Kleindienst, o Mildred P. Stanton, d, cm & pd | L-W INS |
| WTAG 1924 | 590 5,000 DA-2 | WTAG Inc. 18 Franklin St. 5-4321 | CBS Raymer | E. E. Hill, evp Robert Booth, vp & gm Herbert L. Krueger, cm | A. J. Brissette, prog. & prod. m Andrew C. Fuller, publ. & pmm E. A. Browning, ce Assoc., Wld. AP RCA |
| WTAG-FM 1940 | Ch. 241 (B) 96.1mc 10kw | | | | GE |

MICHIGAN

| | | | | | |
|------------------|--------------------------------|--|--------------------------------|--|--|
| ADRIAN | | | | | |
| WABJ 1946 | 1500 250-D | James Gerity Jr. 2982 Treat Rd. 9000 | Holman | James Gerity Jr., p O. Wm. Myers, gm Harley West Jr., cm Larry Payne, pd & nd | Elwood Brown, ce Don Dean, fd Phil Sanford, sd Aileen Lindbert, wd Wld. UP |
| ALMA | | | | | |
| WFYC 1948 | 1280 1,000-D | WFYC Inc. 408½ Gratiot Ave. 95 | | Reed Brazell, p Robert W. Cessna, g & cm & fd Bob Clayton, pd Irving Grove, ce | Dave Summerville, nd Gordan Clement, sd Lillian Curbiss, wd Wld., L-W UP Ray. |
| ALPENA | | | | | |
| WATZ 1946 | 1450 250 | Midwestern Bcstg. Co. Alpena 1049 | MBS KBS Bunyan Holman | Les Biederman, p Drew McClay, gm | |
| ANN ARBOR | | | | | |
| WHRV 1947 | 1600 1,000 DA-1 | Huron Valley Bcstrs. Inc. Box 608 2-4573 | ABC | James F. Hopkins, p Douglas J. Campbell, gm Amy Wilcox, pd | James W. Allen, ce Wld. AP WE |
| WPAG 1945 | 1050 1,000-D | Washtenaw Bcstg. Co. Rutzel Bldg. 2-5517 | Holman | Arthur E. Greene, p Edward F. Baughn, evp & gm Patrick D. Quinn, pd George D. Stearns, ce | Otis Hardy, nd Howard Heath, fd Robert P. Ufer, sd St. AP WE |
| WPAG-FM 1947 | Ch. 254 (B) 98.7mc 2.2kw | | | | REL |

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| BAD AXE | | | | | | |
| WLEW 1950 | 1540 250-D | Saginaw Bcstg. Co. Bad Axe 1010 | Headley-Reed | Milton L. Greenebaum, o & p Jack Parker, d of ops. & gm Cliff Thomas, cm Earl Johnson, pd | Meredith Koerner, facility d Harold McCullen, ce Howard Finger, sd Wynn Johnson, wd | St. AP |
| BATTLE CREEK | | | | | | |
| WBCK 1948 | 930 1,000 DA-2 | Michigan Bcstg. Co. Security Nat'l Bank Bldg.; 3-5555 | MBS Burn-Smith | Robert H. Holmes, p & gm F. K. Doyle, cm E. F. Cahill, pd Leo Jylha, traffic m | A. J. Geranis, ce A. E. Johansen, nd Lyman Kiel, sd Connie Keller, wd | Thes. AP RCA |
| WELL 1925 | 1400 250 | Federated Publications Michigan Nat'l Bank 5655 | ABC Boiling | D. E. Jayne, gm E. P. Mills Jr., cm F. F. Owen, pd | E. J. Stone, ce | St., L-W AP WE |
| WELL-FM 1947 | Ch. 271 (B) 101.2mc; 45kw | | | | | |
| BAY CITY | | | | | | |
| WBCM 1925 | 1440 1,000-LS 500-N | Bay Bcstg. Co. Inc. 100 Center Ave. 7551 | ABC Hollingbery | Harley D. Peet, p H. A. Giesel, g & cm Charles E. Anthony, pd | Ralph H. Carpenter, ce Frank Walsh, nd & sd G. Edward Vallender, fd | Wid. UP WE |
| WBCM-FM 1946 | Ch. 241 (B) 96.1mc; 41kw | | | | | |
| WGRO 1949 | 1260 500-D | Griner-Dillon Bcstg. Co. 4451 Wheeler Rd. 3-1260 | KBS Sears & Ayer | Gail D. Griner, p & gm Edward T. Dillon, cm & fd Floyd Woody, ce | Marguerite M. Griner, secy.-treas. & wd Virgil O'Dell, sd | Cap. AP |
| BENTON HARBOR | | | | | | |
| WHFB 1947 | 1060 1,000-D | Palladium Pub. Co. Wall St. 5-2113 | Holman | Stanley R. Banyon, p J. P. Scherer, g & cm John Pershing Chase, pd & fd Munson Robinson, ce | Jack Cogswell, nd Ray Mittan, sd Barbara Cress, wd | L-W, Cap., Thes. AP RCA |
| WHFB-FM 1947 | Ch. 260 (B) 99.9mc; 9.2kw | | | | | |
| CADILLAC | | | | | | |
| WATT 1945 | 1240 250 | Midwestern Bcstg. Co. Cadillac | MBS, KBS Wolverine Bun., Holman | | | |
| COLDWATER | | | | | | |
| WTVB 1949 | 1590 1,000-D | Twin Valley Bcstrs. Inc. Box 32 1230 | KBS McGillvra | George Hosek, p E. Harold Munn Jr., g & cm, ce & fd Jack Douglas, pd | Frederick G. Hodge, office m & nd Richard DeFay, sd Dolores Orth, wd | Assoc., Cole AP G |
| WTVB-FM (CP) | Ch. 252(A) 98.3mc 0.77kw | | | | | |
| DEARBORN | | | | | | |
| WKMH 1946 | 1310 5,000-LS DA-2 1,000-N | WKMH, Inc. WKMH Bldg. Logan 2-4000 | Headley-Reed | Fred A. Knorr, p & gm George M. Miller, cm Walter Patterson, pd Jerrold Martin, ce | Dale Marr, nd Frank Sims, sd Bess Wright, wd | L-W UP, INS RCA |
| WKMH-FM (CP) | Ch. 262 (B) 100.3mc; 1.7kw | | | | | |

WELL
BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- 25 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by THE BOLLING CO. ★ 250W • 1400 **WELL WELL-FM**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MICHIGAN—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|---|---|---|---------------------------|---|--|--|
| DETROIT (Windsor) CKLW 1932 | 800 50,000 | Western Ont. Bcstg. Co. 3300 Guardian Bldg. Woodward 1-7200 | MBS Young | J. E. Campeau, p & gm E. Wilson Wardell, cm S. C. Ritchie, pd A. R. Gloster, pmm W. J. Carter, ce | Val Clare, nd Austin Grant, fd Budd Lynch, sd Myrtle Labbitt, wd | Wld., St. INS RCA |
| CKLW-FM (CP) | Ch. 230 (B) 93.9mc 3kw | | | | | |
| WCAR 1939 | 1130 1,000-D CP: 50,000-LS 10,000-N DA-2 | (See Pontiac listing) | | | | |
| WDET (FM) 1949 | Ch. 270 (B) 101.9mc 52kw | UAW-CIO Bcstrs. Corp. of Mich. Radio Place Vermont 8-3048 (See Royal Oak Listing) | | Guy T. Nunn, gm Paul Morris, pd Ted Andrus, ce | Jerry Sherman, news editor Jerry Snider, sports editor | Assoc. AP GE |
| WEXL 1923 | 1340 250 | | | | | |
| WJBK 1928 | 1490 250 | The Fort Industry Co. 500 Temple Ave. Temple 3-7900 | Katz | George B. Storer, p Richard E. Jones, g & cm E. Hal Hough, pd Joyce M. Chapman, pmm | Paul O. Frincke, ce Ken Cline, nd Al Nagler, sd | UP, INS RCA |
| WJBK-FM 1947 | Ch. 226 (B) 93.1mc 30kw | | | | | |
| WJBK-TV 1948 | Ch. 2; 54-60mc. 8.3kw-aur.; 16.5kw-vis. | | CBS DuMont | Richard E. Jones, vp, g & cm | | WE |
| WJLB 1926 | 1400 250 | Booth Radio & Tele. Sta- tions Inc. David Broderick Tower Woodward 5-2000 | Forjoe | John L. Booth, p & gm William J. Jozy, sta. & pmm Eric V. Hay, cm George R. Kendall, pd | Edward H. Clark, ce Steve Lawrence, nd Richard Hobbs, sd Lela F. Bingham, wd | Wld., Cap. AP WE |
| WJLB-FM 1941 | Ch. 250 (B) 97.9mc 4.3 kw | | | | | |
| WJR 1927 | 760 50,000 | WJR The Goodwill Sta- tion Inc. Fisher Bldg. Trinity 5-4440 | CBS Petry | G. A. Richards, chmn. of bd. John F. Patt, p Worth Kramer, vp & gm F. A. McPhillips, slm Franklin Mitchell, pd | James H. Quello, pmm George F. Leydorf, vp chg. engrg. Wm. G. Siebert, secy-treas. George Cushing, vp chg. adv. & pub. affairs | RCA L-W, Thes. Assoc. AP, UP, INS WE |

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**50,000
WATTS**

*Covering a
17,000,000 Population Area
in 5 States*

CKLW with 50,000 watt power . . . the middle-of-the-dial frequency at 800 kc . . . and the lowest rate of any major station in this region means it's the biggest value radio buy for advertisers in '51. You get more for every dollar you spend when you use CKLW. Get the facts . . . phone, write or wire now!

Adam J. Young, Jr., Inc.,
National Rep.

★ J. E. Campeau
President

The DETROIT Area's Greater Buy!
—at the lowest rate of any major
station in this region!

CKLW
Guardian Building • Detroit 26

The

GOODWILL STATION

WJ R

D E T R O I T



**MICHIGAN'S GREATEST
ADVERTISING MEDIUM!**

WJ R

**THE GOODWILL STATION
INC.**

50,000 WATTS - DETROIT



CBS

REPRESENTED
BY
PETRY

MICHIGAN—(Continued)

| City | Call Letters | Chan. or Freq. | Name of Licensee | Network | Executive Abbreviations | Transc. Library | |
|----------------------------|------------------|---|--|-----------------------------|---|---|---|
| Established | Power | Headquarters Address | Telephone Number | Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | News Service Transmitter | |
| DETROIT—(Continued) | | | | | | | |
| | <i>WJR-FM</i> | Ch. 242 (B) 96.3mc 24kw | | | | WE | |
| | <i>WKMH</i> | 1310 1,000 DA-N | (See Dearborn Listing) | | | | |
| | <i>WLDM (FM)</i> | Ch. 238 (B) 95.5mc; 20kw | Lincoln Bcstg. Co. 15401 West Ten Mile Rd. Jordan 4-5835 | | Ellis C. Thompson } Harold I. Tanner } ptnrs. John A. Ross } Ellis C. Thompson, g & cm | Harold I. Tanner, pd Jerome F. Steadley, ce Frank Gaal, asst. pd | Assoc., Wld., St., RCA, Thes. AP REL |
| | <i>WWJ</i> | 950 5,000 DA-N | The Evening News Assn. 615 W. Lafayette Woodward 2-2000 | NBC Hollingbery | W. J. Scripps, d of radio Harry Bannister, gm Don DeGroot, m | Melvin C. Wissman, gen. prog. m Jack Albert, pmm Edgar J. Love, gen. engrg. m | AP, UP WE |
| | <i>WWJ-FM</i> | Ch. 246 (B) 97.1mc; 48kw | | | | REL | |
| | <i>WWJ-TV</i> | Ch. 4 66-72mc; 8.5kw-aur.; 17.4kw-vis. | | | Willard E. Walbridge, m | UP DuM | |
| | <i>WXYZ</i> | 1270 5,000 DA-N | WXYZ Inc. 1700 Stroh Bldg. Woodward 3-8321 | ABC Michigan ABC Spot | James G. Riddell, p Harold S. Christian, slm | L-W. St. Wld. UP, INS | |
| | <i>WXYZ-FM</i> | Ch. 266 (B) 101.1mc 30kw | | | | | |
| | <i>WXYZ-TV</i> | Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis. | | | Len A. Ramins, gm John Pival, m of TV prod. | | |
| EAST LANSING | | | | | | | |
| | <i>*WKAR</i> | 870 5,000-D | Michigan State College East Lansing 8-1511 | | Robert J. Coleman, gm Larry Frymire, pd Norris E. Grover, ce | Donald MacDonald, nd Grant Salisbury, fd Bob Shackleton, sd | Thes., SES. AP WE |
| ESCANABA | | | | | | | |
| | <i>WDBC</i> | 680 1,000 DA-2 | Delta Bcstg. Co. P. O. Box 419 3190 | MBS Walker | Geo. D. Lindenthal, g & cm Jack Foster, pd & ce Tony Flynn, pmm & sd | Al La Eulre, nd | UP RCA |

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99.6% RADIO-HOME COVERAGE

WEXL

Blankets the Detroit Area

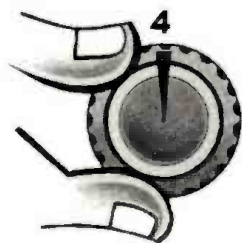
WEXL-AM-FM

The primary coverage area of WEXL reaches more than 1/2 the entire population of the state of Michigan!
—almost 1,000,000 homes—
with a retail buying power (1949) of almost \$4 billion.

*** MUSIC * NEWS * SPORTS**

RADIO STATION WEXL • DETROIT, MICHIGAN

Phone Jordan 4-6523



OVER
350,000
TV SETS

... Now in Detroit!

And the most-tuned-to of the 3 stations in the multi-billion dollar Detroit market is WWJ-TV, Michigan's first television station . . . now in its fourth year of undisputed leadership in pioneering, programming, public service and pulling power.

WWJ-TV not only gives your product story the effectiveness of visual selling; it also lends to your product community acceptance which no other TV station in this market can approach.

To sell Detroit, you need WWJ-TV. It is the dominant television voice in a market that is the outstanding sales opportunity in the nation!

FIRST IN MICHIGAN

WWJ-TV

Owned and Operated by THE DETROIT NEWS

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
ASSOCIATE AM-FM STATION WWJ

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MICHIGAN—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, rd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|----------------------------|---|--|--|
| FLINT | | | | | | |
| WAJL (FM) 1948 | Ch. 296 (A) 107.1mc 0.40kw | Advertisers Press Inc. 401 Detroit St. 8-5231 | Transit Radio | Donald Johnson, co Myron Winegarden, p Jeff Lynch, gm | Jim Brownell, pd (Mrs.) Helen Gower, office m | UP GE |
| WBBC 1947 | 1330 1,000 DA-2 | Booth Radio Station Inc. 112 West Water St. 9-8686 | MBS Forjoe | John L. Booth, p & mgng. d W. Eldon Garner, g & cm Jerry Schroeder, pd & pmm G. Elwood Ryan, ce | James Rush, nd Barney Lee, sd Mary Kay McCarty, wd | Wid. AP Col. |
| WFDF 1922 | 910 1,000 DA-N | The Trebit Corp. Mott Foundation Bldg. 2-7158 | ABC Michigan Katz | Harry M. Bitner Sr., p Lester W. Lindow, gm Melvin C. Green, controller Elmer A. Knopf, pd & fd Marvin Levey, pmm | Frank D. Fallain, ce Jack Lewin, nd Jim Corbett, nd Tony Adams, sd | St., Cap., Thes. AP RCA |
| WMRP 1946 | 1510 250-D | Methodist Radio Parish 573 Mary St. 3-5112 | KBS Best | Daniel M. Robins, p William H. Morford, gm Richard Carter, cm | Homer Blumerich, ce | St., SES. Temco |
| WTAC 1946 | 600 1,000-LS 500-N DA-1 | Trendle-Campbell Bcstg. Corp. 740 S. Saginaw St. 2-1136 | NBC Raymer | George W. Trendle, p H. Allen Campbell, gm Jon R. McKinley, sta. & cm Laurence Arnold, pd | Darrell E. Jones, ce Robert Flynn, nd Leon McNew, sd | L-W UP |
| GAYLORD | | | | | | |
| WATC 1950 | 900 1,000-D | Midwestern Bcstg. Co. Paul Bunyan Bldg., Traverse City Traverse City 2700 | Bunyan Holman | Les Biederman, p Mitch Gordon, gm Johnny Cossens, cm Ken Haven, pd | Wm. Kiker, ce Bob Durrett, nd Dusty Rhodes, sd | St. AP G |
| GRAND HAVEN | | | | | | |
| WGHN 1951 | 1490 250 | Grand Haven Bcstg. Co. Grand Haven | | Walter R. Hammel, p Kern Trimble, gm | | |
| GRAND RAPIDS | | | | | | |
| WFRS (FM) 1947 | Ch. 223 (B) 92.5mc 10.5kw | Grand Rapids Bcstg. Corp. 316 Murray Bldg. 6-4222 | | Gerald R. Loop, p Robert L. Epstein, secy. & cm | Gene Paul, pd | Assoc. UP |
| WFUR 1947 | 1570 1,000-D | Furniture City Bcstg. Corp. 430 Federal Square Bldg. Glendale 6-9541 | | William Kuiper, p & gm Harold Brinks, cm Henry Bosch, pd Jack Timmer, ce | Gordon Kibby, nd Bob Trap, fd & sd Polly Ryan, wd Elizabeth Shuter, traffic m | L-W, Thes. AP Ray. |
| WGRD 1947 | 1410 1,000-D | Music Bcstg. Co. 35 Lafayette Ave., N.E. 9-4111 | McGillvra | Paul F. Eichhorn, p & gm Robert J. Whitcomb, pd Lew Berryman, pmm | Richard Groenevelt, ce | St. AP WE |
| WJEF 1945 | 1230 250 | Fetzer Bcstg. Co. Pantlind Hotel Glendale 6-8512 | CBS Avery- Knodel | John E. Fetzer, p, gm & loc. m Martin Gialmo, c & pmm Donald W. Richardson, prod. sup. Carl E. Lee, ce | Willis F. Dunbar, d of pub. affairs Carleton W. Collin, fd Robert S. Wellbeloved, sd June Lewis, wd | Thes. AP WE |
| WJEF-FM (CP) | Ch. 229 (B) 93.7mc 550kw | | | | | |
| WLAV 1940 | 1340 250 | Leonard A. Versluis 6 Fountain St., N.E. Glendale 6-5461 | ABC Michigan Pearson | Leonard A. Versluis, o Hy M. Steed, g & cm Bob Kirby, pd & nd | Lee G. Stevens, ce Gene Peterson, sd Nadine Miller, wd | St. UP RCA |
| WLAV-FM 1947 | Ch. 245 (B) 96.9mc 50kw | | | | | |
| WLAV-TV 1949 | Ch. 7 174-180mc 10kw-aur.; 20kw-vis. | | ABC, CBS, NBC DuMont | Hal Kaufman, pd Dave Hoyle, pdm | | Fed. |
| WOOD 1924 | 1300 5,000 DA-N | Grandwood Bcstg. Co. 1408 Grand Rapids Nat. Bank Bldg. 9-4211 | NBC Katz | Harry M. Bitner Sr., p Willard Schroeder, g & cm Howard Silbar, pmm Robert Wilson, ce | Robert Runyon, nd Robert Smith, sd Melvin Green, controller | Wid. UP RCA |
| HOLLAND | | | | | | |
| WHTC 1948 | 1450 250 | Holland Bcstg. Co. 5 East 8th St. 66610 | Grant | Sandy Meek, g & cm Willard C. Wichers, vp Millard C. Westrate, ce | Robert S. Greenhoe, sd Jean Hill, wd | L-W, Wid. AP Col. |
| HOUGHTON | | | | | | |
| WHDF 1929 | 1400 250 | Upper Michigan Bcstg. Co. Douglas House 1 | MBS Walker | George L. Burgan, co & ce Albert W. Payne, gm Earl Morden, pd & nd | Peter Fausone, sd (Mrs.) M. Barrette, wd | Wid. AP Doolittle |
| IRON MOUNTAIN | | | | | | |
| WMIQ 1947 | 1450 250 | Iron Mountain-Kingsford Bcstg. 211 East Ludington St. 2031 | ABC Northern | Frank J. Russell, p Russell J. Stafford, gm William C. Johnson, cm Merv Baldrice, pd & sd | Al Holtein, pmm & nd Paul Hnick, ce Marcheta Pearson, wd | Cap. UP G |
| IRON RIVER | | | | | | |
| WIKB 1949 | 1230 250 | WIKB Inc. Iron River Nat. Bank 102 | MBS KBS Walker | William L. Johnson, p James F. Kauper, m & cm Robert E. Sorensen, pd | Eugene A. Kaari, ce Len Johnson, sd | Wid. UP G |
| IRONWOOD | | | | | | |
| WJMS 1931 | 630 1,000 DA-N | Upper Mich.-Wisc. Bcstg. Co. Inc. 124 E. McLeod Ave. 20 | MBS Walker | William L. Johnson, p Donald R. Hoover, gm & sd Gene Callahan, cm Laura Johnson, pd | Tom Kelly, studio m & fd Arne Dahlbacka, ce John LaForge, nd Rose Isaac, wd | Wid. UP Col. |
| ISHPEMING | | | | | | |
| WJPD 1947 | 1240 250 | IshpeMING Bcstg. Co. Jenks Block 1892 | Bunyan | James P. Deegan, p, g & cm Paul C. Crowley, pd & sd Carl B. Tupala, pmm & fd | Bernard R. Maloney, ce Howard E. Swanson, nd Lois Ruth Holmgren, wd | L-W AP Ray. |

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The largest General Motors plant city in the nation . . . that's busy, booming Flint. Total G.M. employment tops 57,000, and in 1949-50 Flint's G.M. employees out-earned and outnumbered those of any other U. S. City including Detroit. Flint is the home of Buick, Fisher Body and A. C. Spark Plug Divisions of General Motors and contains two of the largest Chevrolet plants as well.

And . . . WFDF is FIRST in FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . first in an ACTIVE market where upwards of \$288,000,000 changes hands every year . . . first in a RICH market where wages are 32.4% higher than the national average!

Yes . . . WFDF is FIRST in FLINT . . . first in listeners every hour of the day or night.* Tell your sales story over WFDF and make sure of a share in the rich FLINT market!

** See your latest Hooper*

910 Kilocycles

WFDF

**AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN**

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

MICHIGAN—(Continued)

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|-------------------------------------|--|--|------------------------------------|--|---|--|
| JACKSON WJBM 1927 | 1450 250 | WJBM Inc. 2511 Kibby Rd. 6121 | ABC Forjoe Holman | Herman Radner, p Roy Radner, vp Wm. Cizek, sta. & cm Jack Underwood, pd & nd | C. W. Wirtanen, ce M. K. McGregor, fd Bob Smith, sd | RCA |
| WJBM-FM 1949 | Ch. 222 (B) 92.3mc 16kw | | | | | |
| KALAMAZOO WGFG 1947 | 1380 1,000 DA-N | Southwestern Michigan Bcstg. Co. State Theatre Bldg. 4-0111 | ABC H-R Reps. | Harold F. Gross, p L. Joe Bolles, gm Carl Stephens, ce | | St. UP Ray. |
| WKZO 1923 | 590 5,000 DA-N | Fetzer Bcstg. Co. 124 West Michigan Ave. 3-1233 | CBS Avery- Knodel | John E. Fetzer, p & gm John W. O'Harrow, gen. sls & pmm Harry E. Travis, prod. sup. Carl E. Lee, ce | Dr. Willis F. Dunbar, d of pub. aff. Leonard Colby, nd & sd Carleton W. Callin, fd Margaret Pell, wd | Thes. AP RCA |
| WKZO-TV 1950 | Ch. 3 60-66mc 8kw-aur.; 8kw-vis. | | ABC, CBS DuMont, NBC | | | Fed. |
| LANSING WJLS 1947 | 1320 1,000 DA-N | Lansing Bcstg. Co. 407 N. Washington 2-1655 | MBS Rambeau | W. A. Pomeroy, p, g & cm Alex Dillingham, pd Adrian Swets, pmm John C. Pomeroy, ce | Landon Young, nd Hap Horrigan, fd Dave Froh, sd Lee Tuttle, wd | L-W AP RCA |
| WJIM 1934 | 1240 250 | WJIM Inc. 1500 Bank of Lansing Bldg. 2-1333 | ABC Michigan H-R Reps. | Harold F. Gross, p Howard K. Finch, sm & sd Roger S. Underhill, cm | Richard Schubel, pd & nd Alice Bancroft, publ. & pmm & wd Clement X. Castle, ce | Wid., St. UP RCA |
| WJIM-TV 1950 | Ch. 6 82-88mc 9kw-aur.; 19kw-vis. | | ABC, CBS, Du- Mont, NBC | Howard K. Finch, pd Edward A. O'Brien Jr., film d | | INS |
| LAPEER *WMPC 1926 | 1230 250; SH | The Liberty Street Gos- pel Church of Lapeer | | | | |
| LUDINGTON WKLA 1944 | 1450 250 | Ludington Bcstg. Co. Stearns Bldg. 842 | ABC, KBS Michigan Burn-Smith | Raymond A. Plank, p & gm | | UP |
| MANISTEE WMTE (CP) | 1340 250 | Manistee Radio Corp. | | | | |

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YOU MIGHT GET A 6-FOOT MOUNTAIN LION*— BUT . . . YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!



AM or TV—the Fetzer Stations are *now more than ever* the most effective and economical way to reach the biggest audience in Western Michigan.

A comparison of 1946 and 1949 BMB figures shows that since 1946 WKZO-WJEF have increased their daytime unduplicated audience by 46.7% . . . their nighttime audience by 52.8%! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of

more than 60,000 homes. By projecting Hoopers you find that WKZO-WJEF get 57% more city listeners than the next best two-station choice in Kalamazoo and Grand Rapids—*yet cost 20% less!* (Kalamazoo's population is now 51.5% greater than in 1940 . . . Grand Rapids' is 27.6% greater.)

WKZO-TV is Channel 3, basic CBS (via micro-wave relay). As of November 1, 1950, there were more than 90,000 tele-

vision receivers within 50 miles of WKZO-TV . . . an area embracing *five Western Michigan and Northern Indiana markets with buying income of more than a billion and a half dollars!*

What other facts would you like? Your Avery-Knodel man has them!

*J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.

AVERY-KNODEL, INC.
Exclusive
National
Representatives

WJEF
Top 4 in GRAND RAPIDS
AND KENT COUNTY
(CBS)

WKZO-TV
Top 4 in WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO
Top 4 in KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS)

**ALL THREE OWNED
AND OPERATED
BY FETZER
BROADCASTING CO.**

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| | | | | Owner o; cm; Sales Mgr. sm; Prod. Mgr. psm; | Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | |
| MARINE CITY | | | | | | |
| WSDC 1950 | 1590 1,000-D-DA | Radio St. Clair Inc. | | | | |
| MARQUETTE | | | | | | |
| WDMJ 1931 | 1340 250 CP:1320 1,000 DA-N | Lake Superior Bcstg. Co. 4th & Washington Sts. 816 | MBS Northern | Frank J. Russell Jr., p Leo G. Brotz, gm Raymond G. Ubrich, sm & sd Robert Luke, cm Eldon Wallace, pd & nd | Jon Dahl, pmm Gordon Brozek, ce Russ Avi. fd Barbara Bellstrom, wd | Cap. UP G |
| MIDLAND | | | | | | |
| WMDN 1948 | 1490 250 | Rich Pub. House 298 S. Swede Rd. 4000 | | Phillip T. Rich, p Gordon Phillips, secy.-treas. Peter A. Wolf, ce Spencer Denison, g & cm, nd & sd | Richard Fansler, pd & pmm Dick Fansler, fd Beth Anderson, wd | L-W AP G |
| MT. CLEMENS | | | | | | |
| WMLN (FM) 1947 | Ch. 292 (A) 106.3mc 0.34kw | Macomb Pub. Co. 67 Cass Ave. 3-1501 | | Paul W. McKee, p Mark T. McKee Jr., m John E. Schmidley, cm | Wilburn Schattler, ce | Wld. UP GE |
| MT. PLEASANT | | | | | | |
| WCEN 1949 | 1150 1,000-D | Paul A. Brandt 112½ E. Broadway 33171 | | Paul A. Brandt, o Robert Meakill, gm & pd Ralph Garner, cm Chet Rogoza, pmm Steve Cole, ce | Jim Bailey, nd & fd Frank Robinson, sd Gertrude Dimpel, wd Jo Jolly, traffic m | Wld., St. AP G |
| MUSKEGON | | | | | | |
| WKBZ 1928 | 850 1,000 DA-1 | Ashbacker Radio Corp. 432 Apple Ave. 2-8051 | ABC Burn-Smith | Grant F. Ashbacker, p, g & cm Robert Johnson, pd Bill Bennett, pmm Kenneth Pendleton, ce | Dalton Hille, nd Steve Conrad, sd Sandra Adams, wd Paul Boles, prod. m | L-W, Thes. UP Ray. |
| WKBZ-FM 1948 | Ch. 225 (B) 98.8mc 4.7kw | | | | | |
| WKNK 1949 | 1600 5,000-LS 1,000-NDA | Nick Kuris Federal Square 32126 | MBS Best | Nicholas W. Kuris, p Don Mann, gm Chuck Bird, pd Bill Wolf, pmm George Krevitzky, ce | A. Taker, fd Jack Weisenburger, sd Mary Allen, wd Bud Pickel, traffic m | UP G |
| WMUS 1947 | 1090 1,000-D | Greater Muskegon Bcstr. Inc. Muskegon 4-1672 | Holman | F. M. VanCampen, p John L. Roach, g & cm Jack Hoppus, sd | Miles M. Olsen, pd, pmm & nd Helen Hepburn, wd | Assoc. UP WE |
| OAK PARK | | | | | | |
| WLDM (FM) 1948 | Ch. 238 (B) 95.5mc; 20kw | (See Detroit listing) | | | | |
| OWOSSO | | | | | | |
| WOAP 1948 | 1080 250-D | Argus Press Co. 2300 N. Shiawassee St. 980 | McGillvra | J. E. Campbell, p M. H. Wirth, gm Merrill Walker, pd & nd Maynard Carson, ce | J. Kinosky, fd Ray Smith, sd Ann Lieberman, wd | L-W AP GE |
| WOAP-FM 1948 | Ch. 276 (A) 103.1mc; 1kw | | | | | |
| PETOSKEY | | | | | | |
| WMBN 1946 | 1340 250 | Midwestern Bcstg. Co. Petoskey | MBS, KBS Bunyan Wolverine Holman | | | |
| PONTIAC | | | | | | |
| WCAR 1939 | 1130 1,000-D CP: 50,000-LS 10,000-N DA-2 | WCAR Inc. 2146 S. Telegraph Rd. Federal 3-7141 | Pearson | H. Y. Levinson, p & gm Wayne N. Cook, vp & tech. d (Mrs.) Clara McGrath, exec. secy. | Frank F. Firmschild, pd (Mrs.) Clo Pipe, natl. sis. d | AP, INS RCA |
| WCAR-FM 1948 | Ch. 258 (B) 99.5mc 20kw | | | | | |
| PORT HURON | | | | | | |
| WHLS 1938 | 1450 250 | Port Huron Bcstg. Co. 932 Military St. 28538 | MBS Holman | John F. Wismer, gm | | L-W, Wld. UP |
| WTTH 1947 | 1380 1,000 DA-1 | The Times Herald Co. 903 6th St. 5171 | ABC Weed | F. Granger Weil, gm William L. Weil, cm Alice Anderson, pd | Marion J. Stoner, ce Robert Thaw, nd Frank J. Harmon, fd | Thes., St. AP G Cap., Wld. |
| WTTH-FM 1947 | Ch. 256 (B) 99.1mc 22kw | | | | | |
| ROGERS CITY | | | | | | |
| WHAK 1948 | 960 1,000-D | Rogers City Bcstg. Co. Moltke Dr. 175 | | Harvey Klann, p, gm & ce Albert Klann, c & pmm Harry Brege, pd Don Parvin, nd | Jack Brown, fd Ward Maynard, sd Ardy McMullan, wd | UP Ray. |
| ROYAL OAK | | | | | | |
| WEXL 1923 | 1340 250 | Royal Oak Bcstg. Co. 212 W. Sixth St. Jordan 4-8523 | Friedenberg | George B. Hartrick, p Jacob B. Sparks, gm Calvert M. Hill, c & pmm | Gordon A. Sparks, pd Garnet G. Sparks, ce | L-W, Wld. UP Ray. GE |
| WEXL-FM 1948 | Ch. 282 (B) 104.3mc 18kw | | | | | |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES


MICHIGAN—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter | |
|-------------------------------------|--------------------------------|--|---------------------------|---|------|--|------------------------|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | | |
| SAGINAW | | | | | | | |
| WKNX 1947 | 1210 1,000-D | Lake Huron Bcstg. Co. 221 S. Washington Ave. 3-4471 | Holman | W. J. Edwards } H. H. Wolfe } O. J. Kelchner } W. J. Edwards, p & cm | co-o | O. J. Kelchner, gm H. H. Wolfe, pd, pmm & fd Don Sherman, nd Reed Ferrell, sd | L-W UP Ray. |
| WSAM 1940 | 1400 250 | Saginaw Bcstg. Co. 117 West Genesee Ave. 2-8161 | NBC Headley-Reed | Milton L. Greenebaum, o & p Jack Parker, d of ops. & gm Wm. J. Lofback, cm Harold McCullen, ce | | Meredith Koerner, facility d Oscar Huff, prod. d & nd Howard Finger, sd | St. AP RCA |
| WEAM-FM 1947 | Ch. 251 (B) 98.1mc 1.7kw | | | | | | |
| WSGW 1950 | 790 1,000 DA-2 | Booth Radio & Television Stations Inc. Mason Bldg. 3-4456 | MBS Pearson | John L. Booth, p & mgng. d Robert W. Phillips, g & slm. Floyd W. Clark Jr., pd Lorne T. Denton, pmm John T. Travers, ce | | Vincent Picard, loc. slm. Frank Wells, nd Bill Frink, sd Mary Kay, wd | Wld. AP WE |
| SAULT STE. MARIE | | | | | | | |
| WSOO 1940 | 1230 250-LS 100-N | Hlathaland Bcstg. Co. 107 W. Portage Ave. 3000 | ABC Northern | Stanley R. Pratt, p & gm Richard Y. Burnett, sm Edward L. Krieger, pd & fd Margaret Fontaine, pmm | | Wm. F. Morris, ce Homer Foster, nd Chuck Bergeson, sd Vera Hotton, wd | L-W, SES. AP RCA |
| STURGIS | | | | | | | |
| WSTR (CP) | 1460 500-D | Southern Michigan Bcstrs. | | | | | |
| TRAVERSE CITY | | | | | | | |
| WTCT 1941 | 1400 250 | Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700 | MBS Bunyan Holman | Les Biederman, p R. E. Detwiler, gm Ken Haven, pd Wm. H. Kiker, ce R. E. Durrett, nd | | Carl Hemstreet, fd Jack Nelson, sd Bud Hicks, sd Ginny Halsal, wd | L-W AP Col. |
| WYANDOTTE | | | | | | | |
| WJW(FM) 1947 | Ch. 276 (A) 103.1mc 1kw | The Wyandotte News Co. 3042 First St. 1166 | Best | Strauss Gantz, p & gm Anthony Reininger, cm Al Ellwood, pd | | Ray Wardell, ce Max Pepke, pdm | Assoc. UP REL |

MINNESOTA

| | | | | | | | |
|-------------------|---------------|--|---------------------------------------|--|--|--|--------------------------|
| ALBANY | | | | | | | |
| KASM 1950 | 1150 500-D | Stearns County Bcstg. Co. Albany 160 | | William Blattner, p Urban J. Keppers, gm | | John J. Nugent, pmm Clyde A. Weivoda, ce | Thes. UP G |
| ALBERT LEA | | | | | | | |
| KATE 1937 | 1450 250 | Albert Lea-Austin Bcstg. Co. 332 S. Broadway; 2338 | ABC Pearson Bulmer & Johnson | Bennett O. Knudson, p George Wolf, secy.-treas. E. A. VanAlstyne Jr., gm Jack Hoetger, pd Margaret Haley, cm | | Robert Foss, pmm Robert Holt, ce Don Peterson, nd Mel Grayson, sd | Thes. SES. UP Col. |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.




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PROVEN RESULTS!

LOW COST!

DEFINITELY!



WSAM
SAGINAW
SERVING SAGINAW — BAY CITY — MIDLAND
WITH NBC FOR NORTHEASTERN MICHIGAN

WLEW
BAD AXE
THE ONLY RADIO STATION IN THE
RICH "THUMB" AREA OF MICHIGAN

HEADLEY - REED
REPRESENTATIVES

SAGINAW BROADCASTING CO.
SAGINAW, MICHIGAN

RADIO BUILDING

WOAP AM-FM
OWOSSO

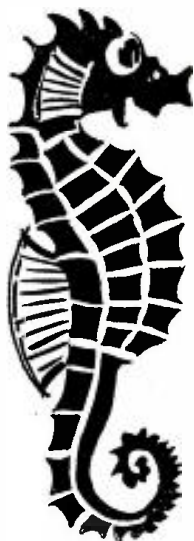
WLEW
BAD AXE

THE GREAT LAKES NETWORK
"COVERAGE THAT COUNTS"

WSAM AM-FM
SAGINAW

WFYC
ALMA

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|---|--|---|--|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| GREENVILLE | | | | | | |
| WGVM 1948 | 1260 1,000-D | Cotton Belt Bcstg. Co. 318 Washington Ave. 4559 | Devney | David M. Segal, gm Edward Guss, cm Wallace Hoy, pd | Welton, Jetton, ce | St. UP Col. |
| WJPR 1939 | 1340 250 | Radio Services Co. 107 South Poplar St. 9040 | MBS, KBS Miss. Sears & Ayer | Emmet H. McMurry Jr., p & gm Frank W. Baldwin, cm Barbee Ashley, pd Pat Avery, pmm Ray Allen, ce | Bill McHan, nd Thomas Golding, fd Tommy Tiller, sd Margo Stephens, wd | Wid. AP RCA |
| WJPR-FM 1948 | Ch. 270 (B) 101.9mc 19.1kw | | | | | GE |
| GREENWOOD | | | | | | |
| WABG 1950 | 960 1,000-D CP: 1,000-LS 500-N-DA | Greenwood Bcstg. Co. 222 Howard St. | | Cy Bahakel, p & gm | | Wid. |
| WGRM 1937 | 1240 250 | P. K. Ewing Walnut St. 1900 | NBC, KBS Miss. | P. K. Ewing, p F. C. Ewing, gm Van Power, cm | | Cap. UP G |
| GRENADA | | | | | | |
| WNAG 1949 | 1400 250 | Birney Imes Jr. Barwin Hotel 740 | MBS, KBS, Mid-South Mid-South | Birney Imes Jr., o Bob McRaney, gm Bill Parkes, pd | Monroe Looney, c & pmm & nd Charles Aldridge III, ce, sd & wd | RCA |
| GULFPORT | | | | | | |
| WGCM 1929 | 1240 250 | WGCM Bcstg. Co. Hewes-Martin Bldg. 1110 | ABC, KBS LBS Miss. Sears & Ayer | Hugh O. Jones, p & gm C. Eddie Vann, pd Charles T. Hook, ce | Rick Weaver, sd | Wid. AP RCA |
| WGCM-FM 1949 | Ch. 268 (B) 101.5mc 3kw | | | | | WE |
| HATTIESBURG | | | | | | |
| WFOR 1925 | 1400 250 | Forrest Bcstg. Co. Inc. 302 Hemphill St. 1886 | NBC, KBS Rebel Hollingbery | C. J. Wright Sr., p & gm C. J. Wright Jr., c & pmm Cari Anderson, pd B. B. McLemore, ce Bud Norval, pd | Jack Dix, nd, fd & sd Sue Vance, wd E. M. Jenkins, acct. exec. | Wid. UP |
| WRFM(FM) 1949 | Ch. 250 (B) 97.9mc 2.02kw | (WFOR, AM Affiliate) | | | | RCA |
| WHSY 1948 | 1230 250 | Hub City Bcstg. Co. Inc. P. O. Box 1008 3180 | ABC LBS McGillvra | Charles W. Holt, p & gm Vernon J. Cheek, vp, ce & asst. m Frank Hollfield, cm (Mrs.) Connie Holt, pd & wd | Tommy Kern, pmm Bob Robinson, nd & sd Jerry Williams, fd | L-W AP G |
| JACKSON | | | | | | |
| WJDX 1929 | 1300 5,000-LS 1,000-N | Lamar Life Insurance Co. P. O. Box 2171 3-7476 | NBC Rebel Hollingbery | Wiley P. Harris, gm Frank Gentry, cm Howard Langfitt, pd | Percy G. Root, ce | Cap., Wid. UP |
| WJDX-FM 1948 | Ch. 275 (B) 102.9mc 50kw | | | Robert R. Smathers, ce | | WE |
| WJQS 1947 | 1400 250 | Miss. Bcstg. Co. Inc. Edwards Hotel 3-9681 | CBS Miss. | Withers Gavin, p & gm | | St. UP |
| WJKN 1945 | 1450 250 | Jackson Bcstg. Co. Deposit Guaranty Bank Bldg. 2-6673 | KBS IMS | James T. Ownby, p, g & cm Thomas W. Patterson, ce Laurence Gibbs, sd | Judy Jackson, wd | AP |
| WRBC 1947 | 620 5,000-LS 1,000-N DA | Rebel Bcstg. Co. Inc. 125 S. Lamar St. 5-1562 | MBS Branham | T. E. Wright, p J. W. Carler, g & cm Percy Powers Jr., pmm Forrest Cox, pd, nd & fd | G. B. Benson, ce W. E. Goodrich, sd Marjorie Lee, wd | Assoc. AP RCA |
| WSLI 1938 | 930 5,000 DA-N | Standard Life Bcstg. Co. Inc. Robert E. Lee Hotel 3-2788 | ABC Weed | W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm B. K. Smith, pd & pmm | C. A. Perkins, ce Jerry Keith, nd Jim Neal, fd Bill Spell, sd | Wid. AP RCA |



THE OLD SEA-HORSE SAYS:

No OTHER MEDIUM "OFFERS SO MUCH
FOR SO LITTLE"

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May We Hear From You?

BILOXI, MISSISSIPPI

W V M I

1,000 WATTS

570 KILOCYCLES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MISSISSIPPI—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
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| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| KOSCIUSKO | | | | | | |
| WKOZ 1947 | 1340 250 | Kosciusko Bcstg. Co. Box 392 782 | KBS, LBS | Cy N. Bahakel, p & gm Frank D. Benson, acct. m & cm Erlene Leach, pd | George C. Ray, ce | Wid. AP Col. |
| LAUREL | | | | | | |
| WAML 1932 | 1340 250 | New Laurel Radio Station Inc. P. O. Box 950 5601 | NBC, KBS, LBS Hollingbery | Harold M. Matison, p Granville Waters, g & pmm Morris Caver, cm | S. C. Walters, pd & sd Clyne J. Graves, ce Ed Breland, nd | Wid. AP Ray. |
| WLAU 1946 | 1490 250 | Southland Bcstg. Co. 437 1/2 North Magnolia St. 7227 | MBS Keller | James V. Willson, gm C. Hubert Leggett, cm Dave Kane, pd & nd Teck Jones, pmm | Edward S. Pierce, ce Dean Matteson, fd Louise Willson, wd | UP WE |
| MACON | | | | | | |
| WMBC 1947 | 1400 250 | Miss. Bcstg. Co. Inc. Hotel Thomas Jefferson 310 | Miss. | Withers Gavin, p & gm | | UP |
| McCOMB | | | | | | |
| WAPF 1948 | 1010 250-D | Southwestern Bcstg. Co. of Miss. Box 604 1884 | KBS | Louis Alford } A. Mack Smith } ptrns. Phillip Brady } Louis Alford, gm A. Mack Smith, secy. | Bill Tyler, cm Karl Austin, pd Mal Jones, pmm Phillip Brady, ce W. M. Jones, sd | L-W UP G |
| WSKB 1939 | 1250 5,000-LS 500-N DA | McComb Bcstg. Corp. P. O. Box 111 37 | | George Blumenstock, ptrn., g & cm & fd Robert Louis Sanders, ptrn. & ce | Julia D. Blumenstock, pd & wd Robert M. Hallgren, pmm Albert Brister, nd | Assoc., Cap. AP WE, RCA |
| MERIDIAN | | | | | | |
| WCOC 1926 | 910 5,000-LS 1,000-N | Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714 | CBS Miss. | Withers Gavin, p & gm | | St. UP |
| WMOX 1946 | 1240 250 | Birney Imes Jr. WMOX Bldg. 2-0171 | MBS, KBS Mid-South Mid-South | Bernie Imes Jr., o Bob McRaney, gm Joseph W. Carson, sm Earl Bradshur, pd | Eddie Holladay, cm Alois Betmarik Jr., ce Beri Moore, sd | AP RCA |
| WMOX-FM 1948 | Ch. 253 (B) 98.5mc 3.6kw | | | | | |
| WTOK 1946 | 1450 250 | Meridian Bcstg. Co. Citizens Nat'l Bank Bldg. 3-1441 | ABC Rebel Headley-Reed | Robert F. Wright, p & gm William B. Crooks, c & pmm Cecil Germany, pd & nd | Joe H. Saxon, ce George Shannon, sd | INS WE |
| NATCHEZ | | | | | | |
| WMIS 1941 | 1240 250 | Natchez Bcstg. Co. Super Walgreen Bldg. 2800 | NBC KBS Miss. | P. K. Ewing Sr., p P. K. Ewing Jr., gm Roger Davison, cm Ervin Parks, pd & sd | Paul Shilling, pmm J. M. Merchant, ce Herbert Taylor, nd & fd | Cap. UP G |
| WNAT 1949 | 1450 250 | Old South Bcstg. Co. P. O. Box 54 3100 | LBS | (Mrs.) Laurie G. Ratcliffe, p Henry J. Jennings, gm Tony Carter, pd | Don Causey, ce Elwood Kresal, sd | St. UP GE |
| PASCAGOULA | | | | | | |
| WPMP (CP) | 1580 250-D | Crest Bcstg. Co. Inc. P. O. Box 348 723 | | Wm. R. Guest Jr., p & gm T. T. Justice, vp E. H. Craven, cm & secy.-treas. | L. V. Hance, ce | Cap. INS WE |
| PHILADELPHIA | | | | | | |
| WHOC 1948 | 1490 250 | William H. Cole P. O. Box 26 740 | KBS | William H. Cole, o & m James A. Sparks, pd, pmm, nd & sd | Sturle J. Parks, ce & fd (Mrs.) W. H. Cole, wd | Cap. UP Col. |
| PICAYUNE | | | | | | |
| WRJW 1949 | 1320 1,000-D CP: 5,000-D | Moseley Bros. Ritz Theatre 510 | Continental | | | |
| STARKVILLE | | | | | | |
| WSSO 1946 | 1230 250 | Starkville Bcstg. Co. Starkville 1230 | Mid-South | Grady Imes, p Joe Phillips, g & cm (Mrs.) Eva Deen, pd | Travis Palmer, ce | Cap. AP WE |
| TUPELO | | | | | | |
| WELO 1944 | 1490 250 | Tupelo Bcstg. Co. WELO Bldg. 1400 | MBS, KBS Mid-South Mid-South | Birney Imes Jr., o Bob Evans, m Reeves Whirley, cm Tom Fleet, pd & nd | LeRoy Green, ce Red Purnell, fd Joan Henderson, wd | AP RCA |
| VICKSBURG | | | | | | |
| WQBC 1931 | 1420 1,000-LS 500-N | Delta Bcstg. Co. Inc. Hotel Vicksburg 312 | MBS Sears & Ayer | L. P. Cashman, p Mary Van Cashman, gm L. L. Miller, cm, nd & sd | Charlotte Kahn, pd & wd C. E. Drake, ce | Wid. AP RCA |
| WVIM 1948 | 1490 250 | Radio Mississippi Inc. Carroll Hotel 1920 | LBS | James T. Owenby, p Hal Falter, g & cm Felix Adams Jr., pd | Cecil Goodreau, pmm Harold Townsend, ce Janice Cranford, wd | UP G |
| WEST POINT | | | | | | |
| WROB 1947 | 1450 250 | Bob McRaney Columbus, Miss. 1313 | MBS Mid-South | Bob McRaney, p Jack King, gm & ce | | WE |
| YAZOO CITY | | | | | | |
| WAZF 1947 | 1230 250 | WAZF Inc. 321 S. Main St. 1300 | LBS | Gus Corley, p & gm Harris L. Umstead, cm Johnny Walker, pd | Don Flinspaeh, ce | Wid. AP G |

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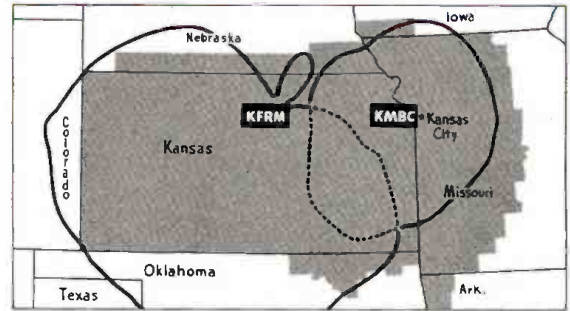
MISSOURI

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|---------------------------|---|--|--|
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| CAPE GIRARDEAU | | | | | | |
| KFVS 1925 | 960 1,000-LS 500-N DA | Hirsch Bcstg. Co. 324 Broadway 2104 | MBS Pearson | Oscar C. Hirsch, p Ralph L. Hirsch, g & cm | | UP |
| KFVS-FM 1948 | Ch. 239 (B) 95.7mc 8kw | | | | | |
| KGMO(FM) 1950 | Ch. 249 (A) 97.7mc 0.32kw | Cape County Bcstg. Co. 46 N. Henderson 3843 | | William C. Brandt Richard C. Brandt William M. Bryan } co-o | Richard C. Brandt, g & cm William C. Brandt, pd William M. Bryan, ce | G |
| CARTHAGE | | | | | | |
| KDMO 1947 | 1490 250 | Carthage Bcstg. Co. 1201 East Chestnut 2648 | KBS, LBS | L. C. McKenney, ptrn., m & fd J. J. Daly, ptrn. & cm Leon H. Crocker, pd Phil Hannum, pmm | Jack P. Langford, ce Bob Young, nd Jim King, sd Dottie Shepp, wd | Cap. UP G |
| CARUTHERSVILLE | | | | | | |
| KCRV 1950 | 1370 1,000-D | Pemiscot Bcstrs. Inc. 104 West 3rd 965 | | William R. Smith, p Norman Shain, gm, fd, nd & sd Charles Smith, cm | Dewey Lusk, ce Peggy Shain, wd | Thes. UP G |
| CHILLICOTHE | | | | | | |
| KCHI 1950 | 1010 250-D | Cecil W. Roberts Box 449 1920 | KBS | Cecil W. Roberts, o Howard G. Rion, gm Jack D. Funk, cm & pd | James L. Preston, ce | SES. UP G |
| CLAYTON | | | | | | |
| *KFUO 1928 | 850 5,000-SH | The Lutheran Church— Missouri Synod 801 De Mun Ave. Delmar 3030 | | Herman H. Hohenstein, d William C. Krato, bus. m. Albert H. Wiese, ce | Elmer J. Knoernschild, pdm, nd, fd, sd & wd | Assoc. UP WE |
| KFUO-FM 1948 | Ch. 256 (B) 99.1mc 5.8kw | | | | | |
| CLINTON | | | | | | |
| KDKD (CP) | 1280 1,000-D | Clinton Bcstg. Co. Clinton | Corn Belt Devney | David M. Segal, gm Lee Baker, ce | | UP Col. |
| COLUMBIA | | | | | | |
| KFRU 1925 | 1400 250 | KFRU Inc. 13 S. 8th St. 4141 | ABC | H. J. Waters Jr., p Mahlon R. Aldridge Jr., g & pmm & sd F. J. LeGrand, cm | Harold Douglas, pd & sd Robert Haigh, ce Edward Lambert, nd | L-W AP GE |
| KUMO (CP) | 950 1,000 DA-1 | Boone County Bcstg. Co. Inc. Uptown Theatre Bldg. | | | | |
| CONCORDIA | | | | | | |
| KFRM 1947 | 550 5,000-DA | (See Kansas City listing) | | | | |
| FARMINGTON | | | | | | |
| KREI 1947 | 1350 1,000-D | Cecil W. Roberts P. O. Box 270 710 | Conwell | Cecil W. Roberts, p & gm Maxine Bequette, pd Kermit Barker, ce | | L-W UP G Ray. |
| KREI-FM 1948 | Ch. 261 (A) 100.1mc 0.2kw | | | | | |
| FESTUS | | | | | | |
| KJCF (CP) | 1010 250-D | Jefferson County Radio & Television Co. | | | | |
| FLAT RIVER | | | | | | |
| KFMO 1947 | 1240 250 | Lead Belt Bcstg. Corp. Flat River 1000 | Pearson | Oscar C. Hirsch, p & ce James F. Collins, g & cm Virginia Collins, pd | Earl L. Whitener, pmm | UP Col. |
| FULTON | | | | | | |
| KFAL 1950 | 900 250-D | Mo. Central Bcstrs. 5th & Market 1400 | | Robert W. Nickles, co, gm & ce Roger P. Fox, co, pd & sta. d | | Cap. UP WE |
| HANNIBAL | | | | | | |
| KHMO 1941 | 1070 5,000-LS-DA-2 1,000-N | Courier-Post Pub. Co. 102½ S. Main St. 3450 | MBS Pearson | E. L. Sparks, p Wayne W. Cribb, g & cm Gene Hoenes, pd & pmm Ben Parrish, ce | George Allen Jr., nd & fd Warren Hewitt, sd Janet Drescher, wd | L-W AP WE |
| INDEPENDENCE | | | | | | |
| KIMO 1947 | 1510 1,000-D | The Blue Valley Co. 310 N. Osage Clifton 8815 | Cooke | Craig Siegfried, gm | | |
| JEFFERSON CITY | | | | | | |
| KWOS 1937 | 1240 250 | Capital Bcstg. Co. 210 Monroe St. 4000 | MBS Sears & Ayer | R. C. Goshorn, p Catherine Roer, g, c & pmm & pd | Leroy S. Hackmann, ce | L-W AP Col. |
| KWOS-FM 1948 | Ch. 253 (B) 98.5mc 9.2kw | | | | | |

UNDISPUTED KANSAS CITY PLUS EXPANDED AND The KMBC

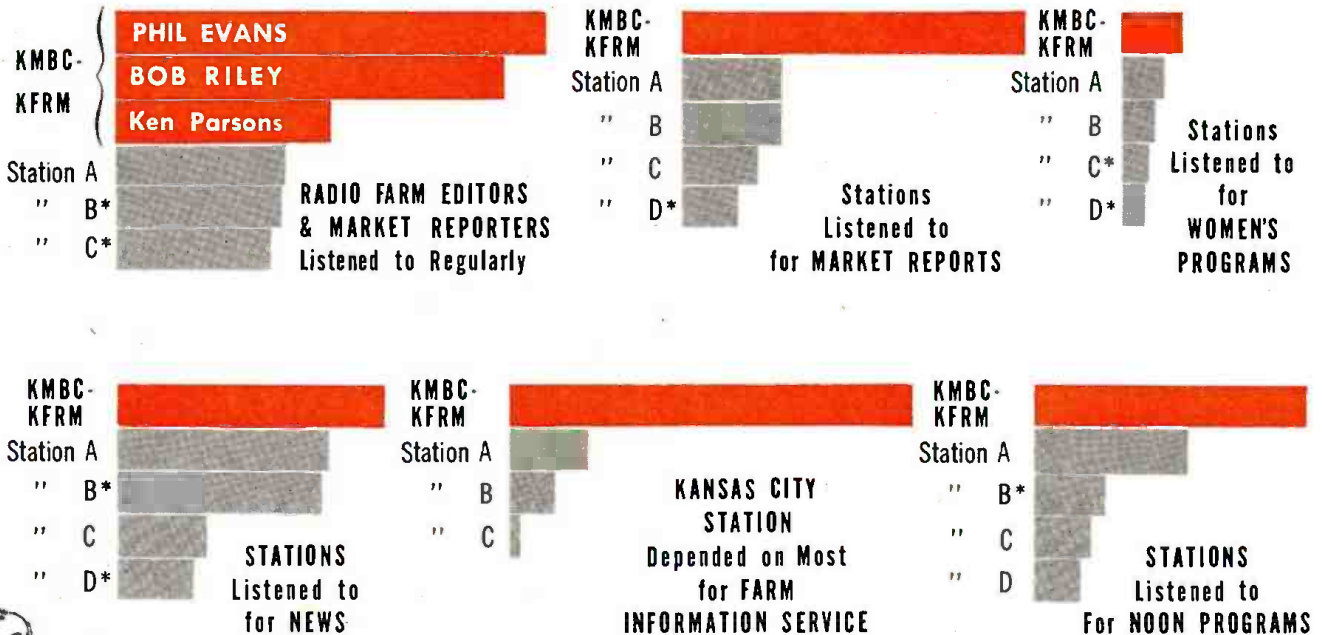
The KMBC-KFRM Team personalities and farm program services again increased their leadership in Kansas City's Primary Trade area according to the 1950 survey made at State Fairs in Missouri and Kansas and the American Royal in Kansas City.

2,843 interviews with farm and small-town listeners from 142 counties in The Team area (duplication eliminated) resulted in these dramatic graphs, proving The Team's leadership claims.



The Team contours shown in black are half-millivolt daytime, and the shaded area is Kansas City's Primary Trade area.

The KMBC-KFRM Team Ranking, as Compared with the Other Leading Stations is Illustrated Graphically Below:



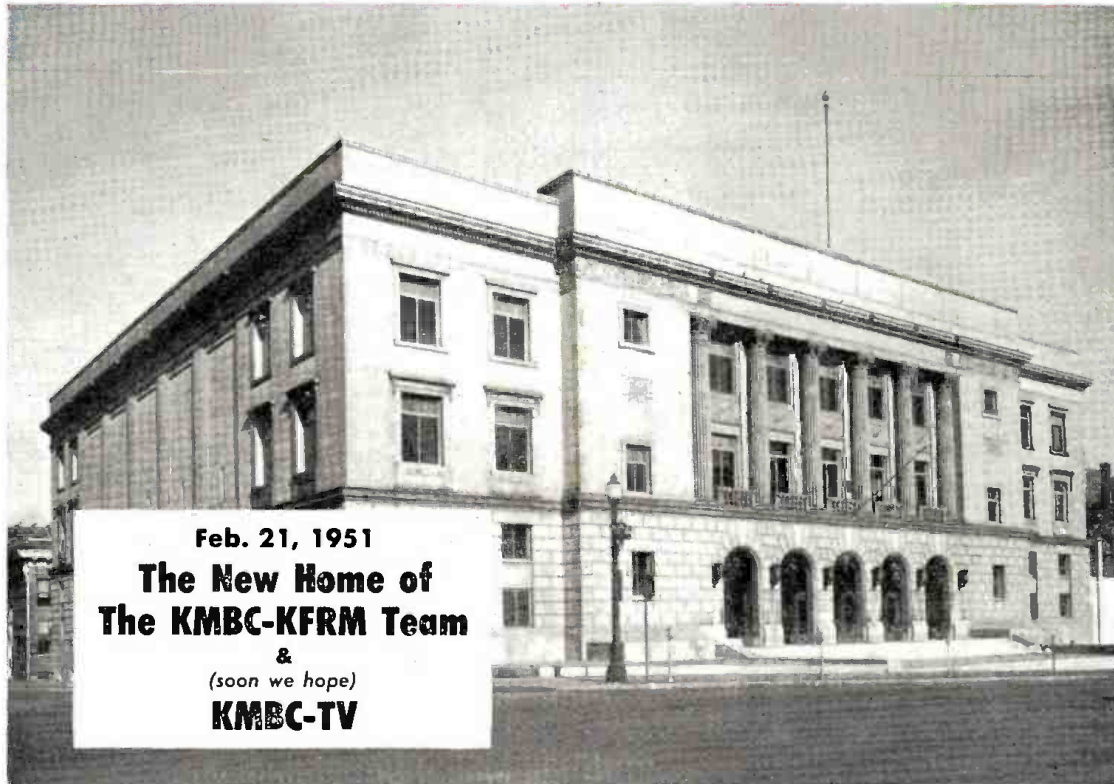
*Kansas City Stations



KMBC

of Kansas City
6th Oldest CBS Affiliate

TRADE AREA LEADERSHIP NEW FACILITIES FOR **KFRM Team!**



Kansas City's radio and television center, announced New Year's Day, 1948, will be opened officially February 21, 1951—24th anniversary of KMBC's affiliation with CBS, according to Arthur B. Church, president and founder of KMBC and The KMBC-KFRM Team. Its 2800-seat Radio-TV theatre will be second only to NBC's New York 3000-seat Centre Theatre.

The continued importance of AM radio in the huge Kansas City market area served by The

KMBC-KFRM Team is clearly evidenced by The Team's new AM studios of most modern design with the finest new equipment that could be built in 1950.

In addition to the 2800-seat Radio-TV theatre, KMBC's television facilities will include one of the largest television studios in the country. United Press and Acme Telephoto headquarters for Kansas City will be located on the TV studio floor.

KFRM

The Kansas Farm Station

Programmed from Kansas City

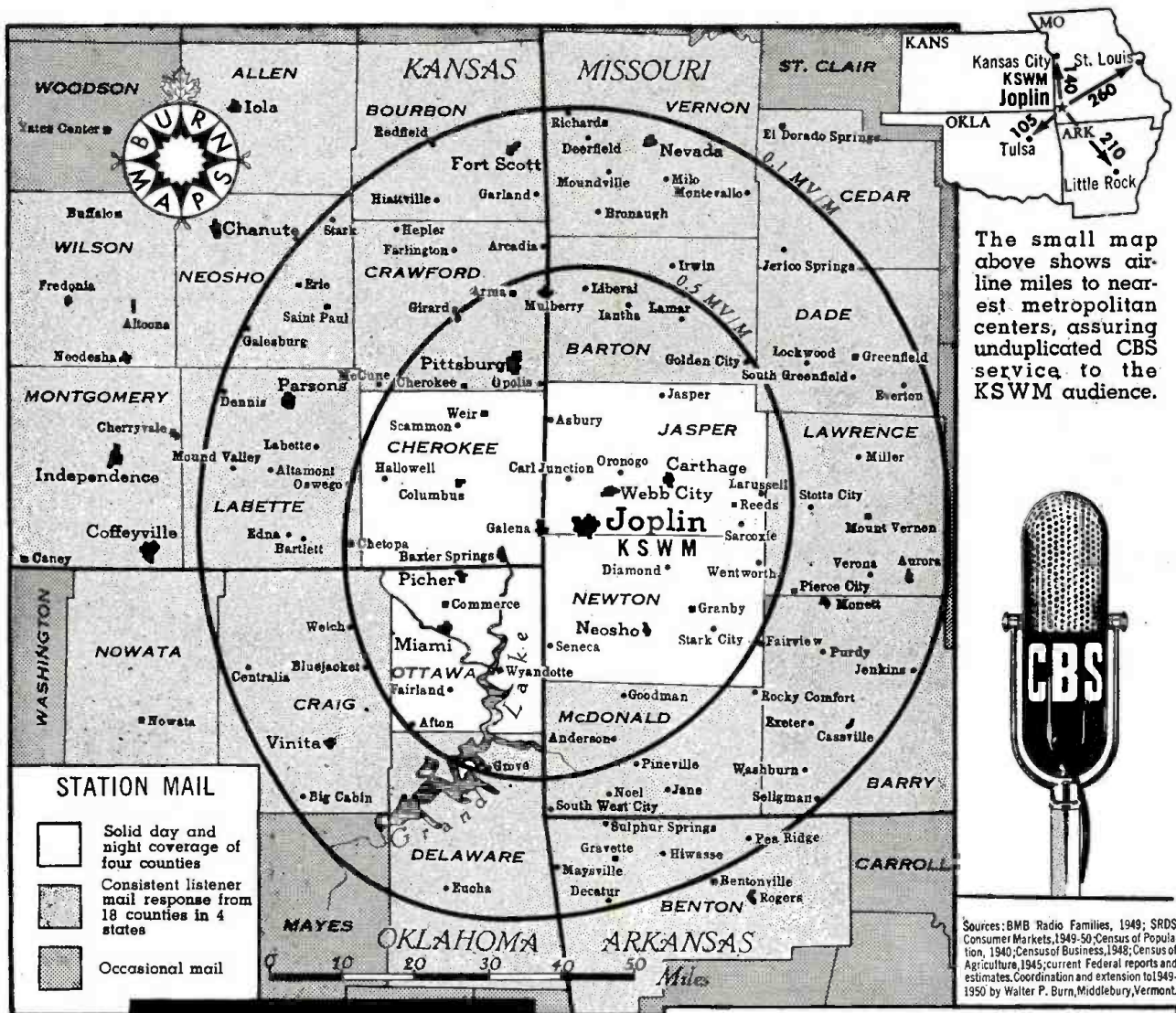
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MISSOURI—(Continued)

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---|---|---------------------------|---|---|
| JOPLIN | | | | | |
| KFSS 1948 | 1310 5,000-LS 1,000-N DA | Four States Bcstrs. Inc. 1027 Main 1310 | | Harry Easley, p W. H. Clark, g & cm Ed Johnson, pd & pmm | Ralph Meador, ce Jim Randall, nd Don Gross, sd L-W UP G |
| KSWM 1946 | 1230 250 | Air Time Inc. 1928 W. 13th St. 7200 | CBS Rambreau | Austin A. Harrison, p, gm & ce William S. Woodland, cm Ronald W. Robson, pd & sd | Kenneth Crowe, nd Wid. UP G |
| WMBH 1925 | 1450 250 | Joplin Bcstg. Co. Frisco Bldg. 330 | MBS Sears & Ayer | D. J. Poyner, p, g & cm (Mrs.) Alyce Sheldon, pd Everett L. Dodge, ce | Charles McIntire, nd Leonard Brown, fd Bill Grisby, sd L-W AP Col. |
| WMBH-FM 1946 | Ch. 241 (B) 96.1mc 70kw | | | | Fed. |
| KANSAS CITY | | | | | |
| KCKN 1925 | 1340 250 | KCKN Bcstg. Co. Inc. 300 Walthower Bldg. Victor 3864 | Capper | Arthur Capper, o Ben Ludy, gm Joe Story, cm George Stump, pd | Max Williams, ce Eric Tainter, nd Ann Sine, office m L-W St. AP, UP RCA |
| KCMO 1936 | 810 50,000-LS 10,000-N DA | KCMO Bcstg. Co. 1515 Commerce Bldg. Baltimore 1234 | ABC Katz | Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, sim S. B. Tremble, pd | Karl Troeglen, tech. d F. C. Strawn, prom. d Jim Monroe, nd Tony Williams, sd C. W. Jackson, fd Thes., Assoc. AP, UP RCA |
| KCMO-FM 1948 | Ch. 235 (B) 94.9mc 54kw | | Transit Radio | | |
| KJRM 1947 (Concordia) | 550 5,000-D DA | Midland Bcstg. Co. Fickwick Hotel Harrison 2650 | Free & Peters | Arthur B. Church, p Karl Koerber, vp & mgng. d George Higgins, vp chg. sis. Roderick B. Cupp, pd | John S. McDermott, pmm A. R. Moler, ce Erle Smith, nd Mildred Whiting, secy. Wid., L-W AP, UP RCA |
| KMBC 1921 | 980 5,000 DA-N | Midland Bcstg. Co. Fickwick Hotel Harrison 2650 | CBS Free & Peters | Arthur B. Church, p Karl Koerber, vp & mgng. d George Higgins, vp chg. sis. Roderick B. Cupp, pd | John S. McDermott, pmm A. R. Moler, ce Erle Smith, nd Mildred Whiting, secy. Wid. AP, UP WE |
| KOZY (FM) 1942 | Ch. 251 (B) 98.1mc 9.7kw | Commercial Radio Equip- ment Co. Porter Bldg. Logan 8821 | | | |
| WDAF 1922 | 610 5,000 | The Kansas City Star Co. 1729 Grand Ave. Harrison 1200 | NBC Petry | Dean Fitzer, gm E. Manne Russo, cm Harry J. Kaufmann, pd | Joseph A. Flaherty, ce St. AP WE |
| WDAF-TV 1949 | Ch. 4 66-72mc 11kw aur.; 22kw vis. | 31st & Summit Sts. Jefferson 3968 | H, R & P | Bill Bates, pd | RCA |
| WHB 1922 | 710 10,000-LS 5,000-N DA-1 | WHB Bcstg. Co. Scarritt Bldg. Harrison 1161 | MBS Blair | Donald D. Davis, p & cm John T. Schilling, vp & gm Dick Smith, pd & nd Chuck Rosenfeldt, pmm | John F. Cash, vp Henry Goldenbert, ce Larry Ray, sd Sandra Lea, wd Assoc. AP RCA |
| KENNETT | | | | | |
| KBOA 1947 | 830 1,000-D | Kennett Bcstg. Corp. Kennett 830 | | Paul C. Jones, p & gm William H. Cate, sm Joe R. Bankhead, slm John T. Reeder, pd | Robert Conner, ce Johnny Mack, nd Charles Harrison, sd Cap., St. AP G |
| KFOA-FM 1948 | Ch. 255 (B) 98.9mc 6.9kw | | | | SES. GE |
| KIRKSVILLE | | | | | |
| KIRX 1947 | 1450 250 | North Missouri Bcstg. Co. KIRX Bldg. 86 | LBS Sears & Ayer | Sam A. Burk, o, g & pmm & sd Rod M. Harpster, cm Lee Jones, pd & fd | Charles Porter, ce Robert S. Herrin, nd St. AP G |
| LEBANON | | | | | |
| KLWT 1948 | 1230 250 | Lebanon Bcstg. Co. Inc. 221 E. Commercial St. 1015 | MBS | Robert C. Fields, p O. R. Wright, gm Tom Miller, pd | Bob Shornick, pmm E. L. Hendry, ce L-W, SES. UP WE |
| MARSHALL | | | | | |
| KMMO 1949 | 1300 1,000-D | Central Missouri Bcstg. Co. Marshall 2328 | | W. C. Evans, o & gm William D. Sneed, m Bill Williams, ce | Betty Baldwin, pd Bob Younger, sd & fd Mary McCann, wd L-W UP G |
| MEXICO | | | | | |
| KXEO 1948 | 1340 250 | Audrain Bcstg. Corp. Highway 54 East 2340 | MBS Pearson | John A. Badaracco, p W. Earl Dougherty, g & cm & fd Richard Harris, pd, pmm & nd Robert B. Bruner, ce | Sue Williams, traffic m Kirby Allen, sd Jane Rogers, wd AP WE |
| MOBERLY | | | | | |
| KNCM 1950 | 1230 250 | Moberly Bcstg. Co. Moberly 1600 | Conwell | Jerrell A. Shepherd, p & gm Ed Dahl, cm James Lipsey, pd | W. D. Sneed, ce Don Baker, nd & sd L-W UP G |
| MONETT | | | | | |
| KRMO 1950 | 990 250-D | Carthage Bcstg. Co. North Central 858 | LBS | L. C. McKenney, m & fd J. J. Daly, slm Grover Hamilton, cm Jim Allwood, pd | Mary Lee Richardson, pmm & nd George Province, ce Dottie Shepp, wd Cap. AP G |
| NEVADA | | | | | |
| KNEM 1949 | 1240 250 | Cecil W. Roberts Nevada 1920 | Conwell | Cecil W. Roberts, p William R. Tedrick, gm Audrey Tedrick, pd | Kermit Baker, ce Robert Morey, sd SES. UP G |
| POPLAR BLUFF | | | | | |
| KWOC 1938 | 1340 250 | Poplar Bluff Bcstg. Co. KWOC Bldg. 3922 | KBS Pearson | A. L. McCarthy, p Byron Kearbey Jr., sm Jerry J. Higley, pd | Russell Seals Jr., traffic m & sd John Lidenton, ce John Thies, nd SES. UP G |
| KWOC-FM 1948 | Ch. 233 (B) 94.5mc 16kw | | | | |

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



250 W
1230 KC

KSWM

FULL TIME

CBS NETWORK IN JOPLIN, MO.

KSWM is doing a regional-metropolitan job for the great Joplin District, best diversified area of the southwest among agriculture, mining and industry.

Owned and operated by
AIR TIME, INC.

1928 West 13th Street Telephone 7260
Austin A. Harrison, President & General Manager

JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

| 1950 DATA | Within 0.5 MV/M | Within 0.1 MV/M | Total Mail |
|---|-----------------|-----------------|----------------|
| | Contour, DAY | Contour, DAY | |
| AUDIENCE, 1950 | | | |
| Population | 249,200 | 446,600 | 616,000 |
| In Communities | 194,300 | 291,600 | 397,900 |
| On Farms | 54,900 | 155,000 | 218,100 |
| Households | 78,350 | 138,300 | 191,000 |
| in Communities | 64,500 | 96,920 | 132,770 |
| On Farms | 13,850 | 41,380 | 58,230 |
| Radio Homes | 72,500 | 127,150 | 175,500 |
| In Communities | 59,720 | 89,350 | 122,480 |
| On Farms | 12,780 | 37,800 | 53,020 |
| RETAIL MARKET, 1949, by store classes, \$000 | | | |
| Food Stores | 38,240 | 59,450 | 86,000 |
| General Merchandise Stores | 18,650 | 28,780 | 37,910 |
| Apparel Stores | 7,800 | 12,360 | 18,300 |
| Home Furnishings Stores | 8,460 | 13,420 | 19,120 |
| Automotive Outlets | 46,700 | 70,850 | 102,100 |
| Filling Stations | 10,710 | 16,800 | 26,400 |
| Building Mtl.-Hardware | 11,980 | 27,000 | 41,700 |
| Eating-Drinking Places | 9,240 | 13,500 | 17,900 |
| Drug Stores | 5,370 | 8,900 | 12,380 |
| All Other Stores | 15,700 | 32,490 | 47,200 |
| TOTAL RETAIL SALES | 172,850 | 285,550 | 409,010 |
| FARM MARKET, 1949 | | | |
| Number of Farms | 13,600 | 38,780 | 54,270 |
| Automotive Vehicles | 22,000 | 57,600 | 82,400 |
| Cost of Feed Purchased \$000 | 8,670 | 27,000 | 42,680 |
| Value of Products \$000 | 39,600 | 120,800 | 170,700 |
| * \$000, expressed in thousands of dollars | | | |

MISSOURI—(Continued)

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|---------------------------------------|--|---|----------------------------|--|---|
| ROLLA KTTR 1947 | 1490 250 | "Show-Me" Bcstg. Co. Soest Rd. 380 | KBS | Luther W. Martin } Martin M. Mitchum } co-o Wilson C. Burkhead } Luther W. Martin, gm & nd | Wilson C. Burkhead, pd & fd Martin M. Mitchum, ce Russ Preuss, sd Alma I. Vogeler, wd Cap., SES. AP |
| SEDALIA KDRO 1939 | 1490 250 | Milton J. Hinlein 2100 W. Broadway 4004 | MBS, KBS Forjoe | Herbert Brandes, gm Jimmy Glenn, slm Jimmy Johnston, pd | |
| KDRO-FM 1949 | Ch. 259 (B) 99.7mc 15kw | | | | |
| SIKESTON KSIM 1948 | 1400 250 | Sikeston Community Bcstg. Co. Inc. Highway 60W. Tel.: 1 | | L. R. Bowman Jr., p H. C. Young, g & pmm Lee Martin, cm | R. L. Watkins Jr., pd R. L. Hirsch, ce St. AP Col. |
| STE. GENEVIEVE KSGM 1947 | 1450 250 CP:980 500 DA-1 | Donze Enterprises Inc. 245 Merchant St. 580 | KBS Sears & Ayer | Elmer L. Donze, p, g, c & pmm & fd Harry Stone, pd Murel L. Rose, ce | Jim Schot, nd Walt Brink, sd Aileen Portel, wd Betty Jane Donze, traffic m UP G |
| ST. JOSEPH KFEQ 1923 | 680 5,000 DA-2 | KFEQ Inc. KFEQ Bldg. 4-0813 | MBS Headley-Reed | Barton Pitts, p & gm Glenn G. Griswold, cm W. Roch Ulmer, pd J. Ted Branson, pmm | J. Wesley Koch, ce Harold J. Schmitz, fd Al Tighe, sd Fae Rice, wd Wid., SES. AP, UP Col. |
| KRES 1946 | 1550 5,000 DA-N | Missouri Valley Bcstg. Corp. 113 South 7th St. 4-6346 | LBS Forjoe | Basil L. Kaufmann, p Ken Goodding, g & pmm & sd Tom Cary, cm John Bilyeu, pd | Roy Irminger, ce Lawrence Parker, nd Bill Sharpe, fd L-W AP G |
| ST. LOUIS KMOX 1925 | 1120 50,000 | Columbia Bcstg. System 401 South 12th St. Central 8240 | CBS Radio Sales | Frank Stanton, p (CBS) John Akerman, gm P. S. Anderson, gen. slm. | Assoc. L-W AP, UP |
| KSD 1922 | 550 5,000 DA-N | Pulitzer Pub. Co. 1111 Olive St. Main 1111 | NBC Free & Peters | Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm Ed Risk, ce | Harold Grams, pd David Pasternak, pmm Pete Yarger, ce Wid., Thes. AP RCA |
| KSD-TV 1947 | Ch. 5 76-82mc 8.4kw aur.; 16.1kw vis. | | NBC, ABC, CBS DuMont | | |
| KSTL 1948 | 680 1,000-D | Radio St. Louis Inc. 6 N. 7th St. Main 0600 | Young | William E. Ware, p Dick J. Kasten, asst. m R. L. Stufflebam, cm Bob Terry, pd & sd Dolores Ryan, pmm | Edward B. Bench Jr., ce Brad Harrison, nd Bob Rector, fd Rose Dicarlo, traffic m St. UP Ray. |
| KWK 1927 | 1380 5,000 DA-N | KWK Inc. 12th & Cole Sts. Main 9100 | MBS Katz | Robert T. Convey, p & gm Ray E. Dady, vp & sta. d V. E. Carmichael, vp chg. sls. John W. Tinnea, asst. sta. & pd | Fred J. Mueller, pmm Nick J. Zehr, ce John Trapler, pdm Jack Griffin, nd AP WE |
| KXLW 1947 | 1320 1,000-D | St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320 | Forjoe | Lee J. Sloan, p S. E. Sloan, gm Leslie P. Ware, sta. d | E. Frank Brown, pd W. E. St. Vrain, ce Bertram L. Hughes, nd L-W UP G |

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In Texas, it's the "Stars At Night" But in

ST. LOUIS Stars Shine All Day Long On KXLW

Starting bright and early every morning, it's ★ ROY QUEEN ★ with his hillbilly show that is a great morning buy—6-8 a.m.

★ MJB ★ The famous Myron J. Bennett is a long-time favorite with St. Louis audiences and a real favorite with time buyers—10-12 a.m.

St. Louis' first Negro dj, a star to everyone, a Hooper leader—that's ★ Spider Burks ★ 9-10 a.m. and 2-4 p.m.

Twice a day, KXLW listeners hear authoritative reports on the news from ★ Dr. Bertram L. Hughes ★ a popular voice in St. Louis

Kids and parents alike are on hand in the afternoon for

St. Louis' top children's program starring ★ Janet Dailey ★ 4-5 p.m.

These Stars ★ Reol Radio Stars Known to All St. Louis ★ Are Ready to Become Star

Salesmen for You in the St. Louis Market . . . THE NATION'S 8th LARGEST.

KXLW

The Golden Circle Station

Phone: Delmar 1320
1000 watts 1320 kc

8135 Forsyth
St. Louis 24, Mo.

COVERAGE...

5,922,226 POPULATION
\$5,009,210,000 RETAIL SALES

**It's the LARGEST Daytime
Coverage Area of Any Radio
Station in ST. LOUIS**

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.

NBC PROGRAMS • AP NEWS • TELEVISION AFFILIATION: KSD-TV

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MISSOURI—(Continued)

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|-------------------------------------|-------------------------------|--|---------------------------|--|---|
| ST. LOUIS—(Continued) | | | | | |
| KXOK 1938 | 630 5,000 DA-2 | Star-Times Pub. Co. 800 N. 12th Blvd. Chestnut 3700 | ABC Blair | Elzey M. Roberts, p C. L. Thomas, gm V. N. Springgate, cm E. G. Muschany, pd F. H. Brown, pmm | A. F. Rekart, ce Bruce Barrington, nd Ralph Gentles, publ. d Charley Stookey, fd Assoc. Wld., St. AP, UP WE |
| KXOK-FM 1947 | Ch. 229 (B) 93.7mc 71kw | | Transit Radio | | |
| WEW 1920 | 770 1,000-D | The St. Louis University 3642 Lindell Blvd. Franklin 5665 | Sears & Ayers | Daniel P. O'Connor, gm & pd Glenn Manley, cm Alan Thompson, asst. pd | Charles Rogers, news editor J. A. Volk, ce Louise Munsch, wd L-W INS RCA |
| WIL 1922 | 1430 5,000 DA-2 | Missouri Bcstg. Corp. Hotel Chase Rosedale 6200 | Pearson | Lester A. Benson, p & gm R. M. Hetherington, vp & sim | Nick Pagliaro, nat'l sim L-W AP |
| SPRINGFIELD | | | | | |
| KGBX 1928 | 1260 5,000 DA-N | Springfield Bcstg. Co. 605 Boonville Ave. 4-2822 | NBC Hollingbery | Tams Bixby Jr., p J. Gordon Wardell, gm Carl Fox, pd & fd Dudley Morris, pmm | Dennis White, ce Dave Hargis, nd Betty Nichols, wd Thes. AP |
| KICK 1949 | 1340 250 | Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561 | MBS McGillvra | Floyd W. Jones, p Miles N. Walker, gm & secy. Bill Buckley, pd. c & pmm Lee Baker, ce | Richard Hainline, nd Robert Lee, sd John Spurlock, treas. St., SES. UP G |
| KTTS 1942 | 1400 250 | Independent Bcstg. Co. Chamber of Commerce Bldg. 2-7474 | CBS Sears & Ayers | J. H. G. Cooper, p G. Pearson Ward, gm Wendel Smith, pd | William F. Curry, ce Bill Bowers, nd Bill Maynard, sd Wld. AP RCA |
| KTTS-FM 1948 | Ch. 234 (B) 94.7mc 11kw | | | | |
| KWTO 1933 | 560 5,000-LS 1,000-N DA | Ozark Bcstg. Co. 606 St. Louis St. 2-4422 | ABC Pearson | Ralph Foster, p & gm Leslie L. Kennon, asst. gm Ray Ketner, sim Lou Black, pd Bill Bailey, pmm | Fritz Bauer, ce Floyd Sullivan, nd Vern Hawkins, sd Lloyd Evans, fd L-W UP |
| WARRENTON | | | | | |
| KWRE 1949 | 730 250-D | W. T. Zimmerman Warrentown 3701 | Continental | W. T. Zimmerman, p, gm & pd Leo Waters, cm Don Clem, pmm, studio m, nd & fd | Cal Morris, ce Bob Roberts, sd Fern Sands, wd Thes. UP G |
| WEST PLAINS | | | | | |
| KWFM 1947 | 1450 250 | Robert Neathery E. Abe Taylor Blvd. 700 | KBS | Robert Neathery, p & ce Fritze Williams Dixon, cm John Billingsley, pd | Don Wakefield, nd Monk Stricklen, sd St. AP G |

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30th Anniversary Year

WEW

BROADCASTING THE WORLD'S FINEST MUSIC

ALL DAY, EVERY DAY

Let your Sears and Ayer man tell you
how to corral a top share of the
St. Louis Market by using WEW—

The Station that converts cantatas into cash.

770 KC

1,000 WATTS

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MONTANA

Executive Abbreviations

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|-------------------------------|----------------------|--|--------------------------------------|---|--|------------------------------|
| ANACONDA | | | | | | |
| KANA 1946 | 1230 250 | Mosby's Inc. 127 East Main St. 136 | McGillvra | Helen M. Ryan. pd Marion Dixon. cm | L-W. Mac UP | |
| BILLINGS | | | | | | |
| KBMY 1946 | 1240 250 | Billings Bcstg. Co. Box 2124 3838 | MBS Intermountain Avery-Knodel | Don C. Foote, mgng. ptr. Franz Robischon. gm Ken Nybo, cm Charles DuBois. pd & nd | Ted Hildebrand, ce Vos Darby, fd Bob McCann. sd Kay Hines, wd | Cap. AP G |
| KGHL 1928 | 790 5,000 DA-N | Northwestern Auto Supply Co. Inc. 5th & North Broadway 2222 | NBC Katz | C. O. Campbell, p Ed Yocum, g & pmm M. V. Braunberger, sm & pd Jeff Kilchli, ce | J. B. Bartley, nd Dale Lynch, fd Harry Turner, sd | Wld., St., SES. UP RCA |
| KOOK 1950 | 970 5,000 DA-N | The Montana Network P.O. Box 1025 9-5970 | | C. L. Crist, p J. Carter Johnson, vp Allen Curnutt. gm | Don R. Christopher, slm | Thes. |
| BOZEMAN | | | | | | |
| KBMN 1950 | 1230 250 | Penn Engrg. Co. Box 691 2104 | | G. Norman Penwell, co & gm Homer P. Stenersen, cm Gerald E. Tyo, pd & fd | Win Neely, pmm Jack Penwell, ce Tom Robischon, nd & sd | Assoc. UP WE |
| KKXQ 1939 | 1450 250 | KRBM Bcstrs. Inc. Bozeman 1420 | NBC Z Bar Walker | E. B. Craney, p Ernest A. Neath, gm J. Ray Bridges, cm | Wally Reid, pd Jim Gilchrist, pmm Jack Provis, ce | UP RCA |
| BUTTE | | | | | | |
| KBOW 1947 | 1490 250 | Copper City Radio Co. 720 Yale Ave. 7429 | CBS Cooke | Frank Reardon, p | | Thes. UP |
| KOPR 1948 | 550 1,000 DA-N | Cooper Bcstg. Co. Inc. Hotel Finlen 6546 | ABC Intermountain Hollingbery | E. C. Carman, p Ed Cooney, g & cm Steve Buck, pd | Jim Foster, ce | Wld. UP G |
| KXLF 1929 | 1370 5,000 | KGIR Inc. Box 1956 2-2344 | NBC Z Bar Walker | E. B. Craney, p Arne Anzjon, g & cm Ray Kelly, pd | Vernon Totten, pmm & sd W. J. Provis, ce Al Placta, nd & fd | L-W. Mac. UP |
| GLENDALE | | | | | | |
| KXGN 1948 | 1400 250 | Lewis Wiles Moore S. Pearson Ave. 122 | | Lewis Wiles Moore, p Gordon Hutton, gm Francis Clements, cm | Charlotte Mansur, pd & wd Donald Powers, ce Clem Clements, sd | Cap. UP Col. |

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KGHL...
Billings, Montana

HAS THE GREATEST* COVERAGE
of any Station in
Montana and Wyoming

5,000 watts • 790 kc
Represented by **THE KATZ AGENCY**

***BMB**
NBC

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| GREAT FALLS | | | | | | |
| KFBB 1922 | 1310 5,000 DA-N | Buttrely Bcstg. Inc. First Nat'l Bank Bldg. 4377 | CBS Weed | Fred Birch, p J. P. Wilkins, gm W. J. Townner, cm & pd | Wilbur Myhre, ce | Wid. UP WE |
| KMON 1948 | 560 5,000 DA-N | Montana Farmer Bcstg. Corp. Tribune Bldg. 4382 | ABC Intermountain Avery-Knodel | Lester Cole, p Robert H. Warner, gm Frank W. Kauli, cm Mel Hallock, pd | Henry B. Poole, studio sup. Eugene B. Bunker, trans. sup. Marilyn Stewart, wd | L-W AP RCA |
| KXLK 1947 | 1400 250 | Great Falls Bcstg. Co. Park Hotel 2-2453 | NBC Z Bar Pacific North- west Walker | Barclay Craighead, p Paul A. Hatton, gm Ted Fraying, cm | Eugene Kukkola, pd & ce J. W. Dolaghan, sis. rep. | UP |
| HAVRE | | | | | | |
| KAVR 1946 | 1240 250 CP: 910 1,000 DA-N | KAVR Inc. Box 672 1240 | MBS, KBS Intermountain Cooke | Jessica L. Longston, p James L. Hamstreet, gm George MacDonald, cm & sd Earl Bingham Jr., pd & nd | Verle Jones Jr., ce Ed Miller, fd Mirth Langer, wd | Wid. UP WE |
| KOJM 1947 | 730 1,000-D CP: 610 1,000-DA | North Montana Bcstg. Co. P. O. Box 70 1096 | Friedenberg | E. J. Pepin, co-o F. W. Aubin, co-o Charlotte H. Brader, gm Lyle Leeds, cm & sd | James R. Saenger, pd Stanley G. Stephens, pmm George H. Bauer, ce Pauline Saenger, secy. | St., Assoc. UP WE |
| HELENA | | | | | | |
| KFDW 1949 | 1340 250 | Lewis & Clark Bcstg. Corp. 1705 Jerome Pl. 4030 | MBS Intermountain | James M. Flinn, p O. C. Crabbe, gm Rad Maxey, cm Irene Foley, pd | Fred Staudaher, ce William E. Campbell, nd Edward P. McKinstry, sd Betty Crabbe, wd | Assoc., Cap. UP WE |
| KXLJ 1937 | 1240 250 | Peoples Forum of the Air Inc. 1306 11th Ave. 1240 | NBC Z Bar Pacific North- west Walker | Barclay Craighead, gm Carl Argabrite, cm Gene Hogan, pd | Ralph Gassler, pmm & ce Doris Peck, wd | RCA |
| KALISPELL | | | | | | |
| KGEZ 1927 | 1340 250 | Donald C. Treloar 7 Main St. 331 | | Don Treloar, o, g & cm Norm Fisher, pd & nd Robert Bennett, pmm | Wm. Patterson, ce Glen Milhouse, fd Richard Vick, sd | St., Wid. UP Col. |
| LEWISTOWN | | | | | | |
| KXLO 1947 | 1230 250 | Montana Bcstg. Co. P. O. Box 620 1210 | MBS Intermountain | W. G. Kelly, p & gm Marlin T. Obie, cm Dave Sather, ce | | Wid. AP WE |
| LIBBY | | | | | | |
| KLCB (CP) | 1230 250 | Lincoln County Bcstrs. | | | | |
| LIVINGSTON | | | | | | |
| KPRK 1946 | 1340 250 | Yellowstone Amusement Co. P. O. Box 952 1000 | MBS Intermountain | P. B. McAdam, p & gm Jack Hinman, cm Clay Salyer, pd & nd | Richard Sylvester, ce & sd Gordon James, fd Audrey Morgan, wd | Wid. UP G |
| MILES CITY | | | | | | |
| KRJF 1941 | 1340 250 | Star Printing Co. Box 1015 60 | MBS Intermountain Avery-Knodel | (Mrs.) Sarah M. Scanlan, p Robert Scanlan, gm Charles L. Scofield, sm & ce Don Holen, pd | James Carson, cm & sd Larry Holloran, nd Max Porter, fd Gladys Dietz, wd | Wid. UP RCA |
| MISSOULA | | | | | | |
| KGVO 1931 | 1290 5,000 DA-1 | Mosby's Inc. 132 West Front 2155 | CBS McGillvra | A. J. Mosby, p & m Marion Dixon, c & pmm Wm. Strothman, pd | Don Dahl, ce | L-W UP RCA |
| KXLL 1948 | 1450 250 | Western Montana Assoc. Box 1503 4114 | NBC Z Bar Pacific North- west Walker | Pat M. Goodover, p, gm & pd Robert J. Gillis, cm Ronald Bell, pmm | John Campbell, sd | UP RCA |
| SHELBY | | | | | | |
| KIYI 1947 | 1230 250 | Tri County Radio Corp. Shelby 560 | KBS, MBS Intermountain Cooke | John J. Hurloy, p Bill Murphy, gm Al Blissenbach, pd Jane Aranow, cm | Geo. Potter, ce Bob Bucher, fd Frank Krshka, sd | UP WE |
| SIDNEY | | | | | | |
| KGCX 1928 | 1480 5,000 DA-1 | E. E. Krebsbach 108 S. Cent. Ave. 408 | MBS, KBS Great N'thrn | E. E. Krebsbach, o & gm E. Clair Krebsbach, cm Jerry Carlton, pd & nd Keith Krebsbach, pmm Oscar H. Halvorson, ce | Bud Bailey, publ. d Fay Corkins, fd Jay Spurgeon, sd Fay Halvorson, wd | Cap. AP RCA |

NEBRASKA

| | | | | | | |
|-------------------|---------------------------------|---|-----------------|---|---|------------------------|
| ALLIANCE | | | | | | |
| KCOW 1949 | 1400 250 | Sandhills Bcstg. Corp. Box 391 1300 | | Hansford Jagers, p Gene Ackerley, gm Arnold Kuhn, cm Ed Davenport, tech. sup. | Eddie McCullough, nd George Vogel, sd Hester Shay, wd | Wid., SES. UP G |
| BEATRICE | | | | | | |
| KWBE 1949 | 1450 250 | Blue Valley Bcstg. Co. Inc. 112½ N. 6th St. 1245 | MBS Nebraska | John Thorwald, p & gm Thomas T. Adams Jr., vp C. H. Brugha, pd Wilbur R. Emerson, ce | Bill Howard, nd & sd Junior Thimm, fd M. G. Jones, secy. J. H. Goldberg, d | Wid., Cole AP WE |
| BROKEN BOW | | | | | | |
| KCNT 1949 | 1490 250 | Custer County Bcstg. Co. Box 561 611 | MBS | Bud Crawford, p, cm & ce (Mrs.) Georgia A. Crawford, asst. m & wd Glen Stutzman, pd | Irvin Burkey, fd Jim Coldwell, sd | Cap. UP G |
| COLUMBUS | | | | | | |
| KJSK 1948 | 900 1,000-D | George Basil Anderson P.O. Box 460 5154 | KBS Biddick | George B. Anderson, p & gm (Mrs.) Florence Anderson, pd & wd | Harold Hardy, ce Carl Raferty, nd & sd | AP G |
| KJSK-FM (CP) | Ch. 288 (B) 101.5mc 6.9kw | | | | | |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEBRASKA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner or Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|---------------------|--------------------------|--|---|--------------------------|--|---|
| FREMONT | | | | | | |
| | KFGT 1939 | 1340 100 | Walker Newspapers Inc. 118 East 5th St. 1060 | MBS | Lester A. Walker, p & gm William H. Baldwin, sta. & cm John Hanlon, pd & fd | Helen Norwood, pmm & wd Russ Webber, nd Thes. AP G |
| GRAND ISLAND | | | | | | |
| | KMMJ 1925 | 750 1,000 L-WSB | KMMJ Inc. Cedar at Division 703 | ABC Headley-Reed | Don Searle, p Wick Heath, vp & gm Rex Lathen, regional slm. Orle Kerwood, pd | Quintin McCredie, pmm U. L. Lynch, ce George C. Kister, nd & fd Nay Deines, sd Wld., Cole UP Col. |
| HASTINGS | | | | | | |
| | KHAS 1940 | 1230 250 | Nebraska Bcstg. Co. Tribune Bldg. 2-5101 | MBS | Fred A. Seaton, p Duane L. Watts, g & pmm Ken James, cm & sd | Lloyd Thomas, pd, nd & fd Duane Allison, ce Lavawn Nielsen, wd Cap. INS RCA |
| KEARNEY | | | | | | |
| | KGFW 1930 | 1340 250 | Central Nebr. Bcstg. Corp. Federal Annex Bldg. 2-3541 | MBS, KBS | Lloyd C. Thomas, p & gm John W. Yeager Jr., cm Marvin H. Houtz, pd Jack Lewis, ce | Glen Thompson, nd Don Sherrill, fd Bob Reidy, sd Kay Barnes, wd Cap. UP Col. |
| LEXINGTON | | | | | | |
| | KRVN 1950 | 1010 25,000-D-DA | Nebr. Rural Radio Assn. 108 West 8th St. 716 | Taylor | Jay A. Person, p Max Brown, gm Dan Bellus, cm | Gary Schroeder, pd Patricia Doyle, traffic m Tom Copeland, ce St. AP RCA |
| LINCOLN | | | | | | |
| | KFOR 1924 | 1240 250 | Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965 | ABC Nebraska Petry | James Stuart, p George X. Smith, sm Robert L. Johnson, pd | Charles W. Winkler, ce Robert F. Gamble, nd Ken Greenwood, sd Cap., St. AP WH |
| | KFOR-FM 1948 | Ch. 275 (B) 102.9mc; 22kw | | | | |
| | KLMS 1949 | 1480 1,000 DA-2 | Lincoln Bcstg. Corp. 130 North 16th St. 2-7579 | LBS IMS | Howard A. Shuman, p J. R. Joynt, gm Del Brandt, pd | Harold D. Brandt, ce Thomas C. Sorensen, nd Jerry W. Granger, sd Assoc., Thes. UP RCA |
| | KOLN 1947 | 1400 250 | Inland Bcstg. Co. Federal Securities Bldg. 2-7218 | MBS Pearson | Paul R. Fry, vp Harold E. Anderson, gm William B. Waugh, cm | L-W AP |
| McCOOK | | | | | | |
| | KBRL 1947 | 1450 250 | The McCook Bcstg. Co. Highway 83 at "J" St. 1450 | MBS McGillvra | LeRoy W. Lenwell, p, gm & ce Wyn Lundberg, pd | Mil Grummert, nd St. AP G |
| NORFOLK | | | | | | |
| | WJAG 1922 | 780 1,000 L-WBBM | Huse Pub. Co. 527 Norfolk Ave. 432 | Walker | E. F. Huse, p Art Thomas, gm Bob Thomas, asst. m Vernon Stedry, sm | Evan Meir, nd Hollis Francis, pd, fd & sd Frank Wiedenbach, ce Mary Moore, wd St. AP G |
| NORTH PLATTE | | | | | | |
| | KNBR (CP) | 1280 1,000-D | John Townsend | | | |
| | KODY 1930 | 1240 250 | Radio Station KODY 1521 W. 12th St. 382 | NBC, KBS Blair | John Alexander, p & gm Joe di Natale, cm & sd H. Jay Blakesley, ce Jerry Wing, office m | Charles Craig, nd Ed Launer, fd Vaunie Burbank, wd L-W UP |
| OMAHA | | | | | | |
| | KBON 1942 | 1490 250 | Inland Bcstg. Co. 676 World Insurance Bldg. JA-8282 | MBS Pearson | John K. Morrison, p Paul R. Fry, vp & gm Ernest S. Friesman, cm Richard F. Low, pd Joe H. Baker, pmm | Richard E. Welna, sm Don H. Mehl, tech. sup. Emory Dahlgard, bus. m Dick McCann, nd Ed Morgan, sd Assoc. AP WE |
| | KBON-FM 1948 | Ch. 254 (B) 98.7mc; 8.7kw | | Transit Radio | Ed Morgan, cm | Wld. GE |
| | KFAB 1924 | 1110 50,000-DA-N | KFAB Bcstg. Co. 620 Farnam Bldg. JA 3420 | CBS Free & Peters | Joe W. Seacrest, chmn. of bd. Fred S. Sidles, p Harry Burke, gm Harold Soderlund, cm | L. A. Miller, pd Don Shoemaker, pmm Carl Uhlark, nd Bill MacDonald, fd St., SES. AP, UP WH |
| | KMTV (TV) 1949 | Ch. 3 60-66mc 8.0kw-aur.; 11.7kw-vis. | May Bcstg. Co. 2615 Farnam St. Harney 9233 | ABC, CBS, Katz | Edward May, p Owen Saddler, gm Howard O. Peterson, slm | Glenn E. Harris, pd R. J. Schroeder, ce Lew Jeffrey, pdm UP RCA |
| | KOIL 1925 | 1290 5,000 DA-N | Central States Bcstg. Co. Omaha Nat'l Bank Bldg. Jackson 7626 | ABC Nebraska Petry | James Stuart, p George T. Bastian, evp & treas. William J. Newens, m Arden Swisher, slm | Charles Frandsen, pmm Virgil Sharpe, asst. m & pd Charles Winkler, ce Theodore Haas, nd Cap., St. AP, INS RCA |
| | KOWH 1922 | 660 500-D | Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228 | IMS | Robert H. Storz, p Todd Storz, g & cm Gaylord Avery, pd & pmm Dale Moudy, studio sup. N. P. Nelson, trans. sup. | Walter Kavanagh, nd Russ Leger, fd Jack Sandler, sd Joyce Rice, wd L-W, St. AP, UP RCA |

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THE TALE OF TWO CITIES*



**OMAHA-COUNCIL
BLUFFS**
1949 Effective
Buying Power
597 Million Dollars

THREADBARE? Perhaps, so far as Mr. Dickens is concerned but not this tale of two cities!

Omaha-Council Bluffs and Lincoln, Nebraska represent the largest metropolitan area between Minneapolis-St. Paul and Kansas City—between Chicago and Denver—in the center of the richest and most productive agricultural area in the world. The combined EFFECTIVE BUYING POWER of the two markets totals 778 Million Dollars.

KFAB is the only station that can guarantee to deliver both the Omaha-Council Bluffs and the Lincoln markets—plus the entire state of Nebraska and sections of Iowa, Kansas, Missouri and South Dakota!



LINCOLN
1949 Effective Buying Power
181 Million Dollars



This "Dual Market" story is the most important story to be told in the Midwest Empire today. Let KFAB give you all the 1950 facts!



Represented by **FREE & PETERS, INC.** General Manager, **HARRY BURKE**

Buy KFAB and buy this year's audience at this year's price!

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEBRASKA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|---------------------------|---|---|--|
| | | | | Owner or Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| OMAHA—(Continued) | | | | | | |
| WOW 1923 | 590 5,000 | Radio Station WOW Inc. Insurance Bldg. Webster 3400 | NBC Blair | Francis P. Matthews Sr., p Frank P. Fogarty, gm Lyle DeMoss, asst. gm Robert M. Dooley, nat'l. sm Ray Olson, pd | Bill Wiseman, pmm William Kotera, ce Harold Baker, nd Tip Saggau, sd Mel Hansen, fd | St. Wld. AP, UP WE |
| WOW-TV 1949 | Ch. 6 82-88 mc 8.5 kw aur.; 16.2 kw vis. | | DuMont Blair TV | | | INS RCA |
| SCOTTSBLUFF | | | | | | |
| KNEB 1948 | 970 1,000-D CP:960 1,000-LS 500-N DA-2 | Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620 | LBS Holman | Russ M. Stewart, gm Byron Joachim, cm Warren McGay, pd Bob Wilber, pmm | Leslie A. Proctor, ce Dick Rayman, nd Bob Hyde, sd | Cap. AP GE |
| KOLT 1930 | 1320 5,000-LS DA-2 1,000-N | Hilliard Co. 1517 Broadway 856 | CBS McGillvra | L. L. Hilliard, p, g & cm Bill Walter, pd Richard Ingwersen, pmm | Harland Morrison, ce William Brennan, nd Tony Kehli, sd | St. UP G |
| SIDNEY | | | | | | |
| KSID (CP) | 1540 250-D | L. W. Grove & Wm. C. Grove | | | | |

NEVADA

| | | | | | | |
|----------------------|----------------------------------|--|--|---|--|----------------------|
| ELKO KELK 1948 | 1240 250 | Elko Bcstg. Co. P.O. Box 790 260 | | Chris Sheerin, p Melvin Lundberg, gm & secy. John J. Gammick, c & pmm & nd | Ned Lynch, pd & fd Lee Peer, ce & sd | St. UP Ray. |
| ELY KELY 1950 | 1230 250 | White Pine Bcstg. Co. Hotel Nevada 2077 | | D. I. Hansen, co-m & ce D. V. Bradley, co-m Mel Remy, sd | J. D. Steward, cm, pd & nd | Cap. INS Col. |
| LAS VEGAS | | | | | | |
| KENO 1940 | 1460 1,000 DA-N | Nevada Bcstg. Co. The Strip 1400 | ABC Grant | Maxwell Kelch, p & gm Thompson Magowan, cm L. A. Newsome Jr., pd & pmm | W. E. Berry, ce Ed Oncken, nd Bob Clemmens, sd | Thes. INS Col. |
| KENO-FM 1947 | Ch. 280 (A) 103.9mc 0.36kw | | | | | GE |
| KLAS 1948 | 1230 250 | Las Vegas Bcstrs. Inc. Wilbur Clark's Desert Inn 4846 | CBS Cooke | Fred Stoye, p, g & cm Bill Lindsey, pd & pmm Ralph Dow, ce | Russell Tenbrook, nd Carl Paige, sd Ruthe Deskin, wd | GE |
| KRAM 1946 | 920 1,000-LS 500-N DA | Boulder City Bcstg. Co. P.O. Box 1712 920 | MBS, NBC KBS Intermountain Avery-Knodel | Edward J. Jansen, p T. B. Hinkle, g & cm Wheels Abbet, pd Paula Clark, pmm | Fred Young, ce Tom Payne, nd & sd Gehri Wagner, fd Helen Gates, wd | UP Col. |
| RENO | | | | | | |
| KATO 1951 | 1340 250 | Sierra Bcstg. Co. Mapes Hotel 24501 | MBS Don Lee Pearson | R. K. Wittenberg, p & ce R. L. Stoddard, g & cm & sd | | GE |
| KBOX 1950 | 1230 250 | Chet L. Gonce P. O. Box 1329 2-8277 | LBS | Chet L. Gonce, o | | |
| KOH 1928 | 630 5,000-LS 1,000-N-DA | McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 5106 | NBC Raymer | Eleanor McClatchy, p Hewitt Kees, sm | Amalia E. Ibarra, traffic m Charles E. Harris, farm editor | Cap., Wld. AP, UP |
| KOLO 1946 | 920 1,000 DA-2 | Reno Bcstg. Co. 33 Sierra St. 2-4516 | CBS Hollingbery | David McKay, p H. G. Wells, gm Bill Binford, pd Jack Kehoe, pmm | Merle Peterson, ce Gene D'Alessi, nd & sd Len Sherman, fd Roz Smith, wd | AP, UP |
| KWRN 1947 | 1490 250 | Reno Newspapers Inc. Gazette Bldg. 6156 | ABC | Merritt C. Spedel, p Merrill Inch, gm Larry Shields, sm | John Stodelle, pd Wilbur Comer, ce Gayle Monroe, wd | UP RCA |

NEW HAMPSHIRE

| | | | | | | |
|------------------------|---------------------------------|--|-------------------------------------|---|--|-------------------|
| BERLIN WMOU 1946 | 1230 250 | White Mts. Bcstg. Co. Inc. 40 Main St. 1797 | KBS Radio Reps | Wendell O. MacKenzie, pd, nd & sd | James F. Hennessey, ce (Mrs.) Myrtle Anderson, wd | L-W AP Ray. |
| CLAREMONT | | | | | | |
| WTSV 1948 | 1230 250 | Granite State Bcstg. Co. Inc. 155 Front St., Manchester, N. H. Manchester 4-4075 | MBS Granite Yankee Bolling | William J. Barkley, p William F. Rust Jr., gm Fred C. Stearns Jr., sta., c & pmm F. Richard Hill Jr., pd | Albert J. Davis, ce Joseph V. Shaw, nd Donn Tibbetts, sd (Mrs.) Hattie Dyke, wd | UP |
| WTSV-FM 1947 | Ch. 291 (B) 106.1mc 1.5kw | | | | | GE |
| CONCORD | | | | | | |
| WKXL 1946 | 1450 250 | Hon. Charles M. Dale Eagle Hotel 4180 | MBS Yankee Walker | Hon. Charles M. Dale, p & gm Thomas S. Pingree, c, asst. sta. & pmm & nd | Norman Messer, p & fd George Davis, ce Vera Tovey, wd | Wld. AP RCA |
| HANOVER-LEBANON | | | | | | |
| WTSL 1950 | 1400 250 | Granite State Bcstg. Co., Inc. 155 Front St. 4-4075 | MBS Yankee Bolling | William J. Barkley, p William F. Rust Jr., gm Henry Lewis, cm | Emil Popke, pd & sd William Heiser, ce | UP |
| KEENE | | | | | | |
| WKNE 1926 | 1290 5,000 DA-2 | WKNE Corp. 17 Dunbar St. 2080 | CBS Young | Joseph K. Close, p & gm Frank B. Estes, slm Osborn C. Wade, pd Ruth Wade, pmm | Ernest Batchelder Jr., ce Howard Wheelock, nd Stacey Cole, fd Ruth Reddington, wd | Wld. UP WH |

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AUDIENCE SURVEYS STARCH PULSE RADOX DIARY ADVERTEST MAIL HOOPER NIelsen CONLAN

USE *Any* HONEST YARDSTICK YOU PLEASE
It Will PROVE
WOW

Overwhelmingly First
Day or Night
Week In-Week Out

in LISTENING
AUDIENCE

NBC

590
KILOCYCLES

RADIO STATION
WOW, INC.
OMAHA, NEBRASKA
FRANK P. FOGARTY
General Manager
JOHN BLAIR & CO.
Representatives

5000
WATTS

Our 27th Year of Outstanding Service!

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW HAMPSHIRE—(Continued)

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|--------------------------------|--|-------------------------------------|---|--|
| LACONIA WLNH 1922 | 1340 250 | Northern Bcstg. Corp. 653 Main St. 2-300 | MBS Yankee Kettell-Carter | Genevieve Wingate, p Arthur Rothafel, gm Sydney Clarke, cm Thomas Frank, pd & pmm & nd | Walter Avery, ce Bob Longchamp, fd Ted Sawyer, sd Lillian Walker, wd AP G |
| MANCHESTER WFEA 1932 | 1370 5,000 DA-1 | N. H. Bcstg. Co. Inc. 286 Franklin St. 5-5491 | CBS Young | Morris Silver, p Warren H. Jourmay, pd. g & pmm Saul Gross, cm | Reginald A. B. Schow, ce George Christie, sd Francis Finning, pdm L-W AP |
| WKBK 1946 | 1240 250 | Granite State Bcstg. Co. Inc. 155 Front St. 4-4075 | MBS Granite Yankee Bolling | William J. Barkley, p W. F. Rust Jr., gm Ralph Gottlieb, cm Norman Bailey, pd William Carlisle, pmm | Royston Phillips, ce James Scott, nd Leo Clatier, sd Connie Stackpole, wd UP Col. |
| WKBK-FM 1947 | Ch. 261 (A) 100.1mc 1kw | | | | |
| WMUR 1941 | 610 5,000-LS 1,000-N DA | The Radio Voice of N. H. Inc. 1819 Elm St. 5-5788 | ABC Weed | Hon. Francis P. Murphy, p Hervey Carter, pd, g & cm Bernie Mack, pmm Gordon E. Moore, asst. m Vincent Chandler, ce | Tom Power, nd Robert Webster, fd Chuck Duffley, sd Esther Ayer, wd Wid. AP RCA |
| WMUR-FM 1948 | Ch. 239 (B) 95.7mc 3.3kw | | | | |
| NASHUA WOTW 1947 | 900 1,000-D | Nashua Bcstg. Corp. Lund Rd. 5000 | Walker | Arthur A. Newcomb, p & gm Angeline A. Kopka, asst. gm & wd Paul Keefe, pd | Robert C. Bingham, ce Edward Lesius, nd & sd Wid. UP Ray. |
| WOTW-FM 1946 | Ch. 292 (A) 106.3mc 1kw | | | | |
| PORTSMOUTH WHEB 1941 | 750 1,000 L-WSB | WHEB Inc. Lafayette Rd. 4080 | MBS Walker | Charles M. Dale, p & gm John Kane, cm & sd Lucien Dumont, pd & nd | Anthony Vaccaro, ce Phyllis Dumont, wd Wid. AP Col. |
| ROCHESTER WVNH 1946 | 930 1,000-D | Strafford Bcstg. Corp. Rochester Hill 1400 | Granite Bolling | Albin J. K. Malin, p & gm M. Chester Ball, cm Jack Brooks, pd Harold Hutchins, pmm & nd | Thomas McLaughlin, ce Paul Hayes, fd Howard B. Martin, sd Martha Mallory, wd UP Col. |

NEW JERSEY

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|--|-------------------------------|--|---------------------|--|---|
| ALPINE WFMN (FM) (KE2KCC) 1939 | Ch. 226 (I) 93.1mc | Edwin H. Armstrong Alpine Closter 5-1088 | Continental | | |
| ASBURY PARK WJLK 1926 | 1310 250 | Asbury Park Press Inc. Press Plaza 2-3000 | McGillvra | Wayne D. McMurray, p Ernest Lass, gm Thomas B. Tighe, sm | Everett Rudloff, pd Cleon McKnight, ce Assoc. AP RCA |
| WJLK-FM 1947 | Ch. 232 (A) 94.3mc 1kw | | | | GE |
| ATLANTIC CITY WBAB 1940 | 1490 250 | Press-Union Pub. Co. 1900 Atlantic Ave. 5-1111 | CBS Headley-Reed | Albert J. Feyl, p Monroe L. Mendelsohn, g. c & pmm | Earle Godfrey, ce Ralph Shoemaker, pd & sd Bern Penrose, nd & fd Wid. AP Col. |
| WBAB-FM 1947 | Ch. 264 (B) 100.7mc 3kw | | | | Fed. |
| WFPG 1940 | 1450 250 | Neptune Bcstg. Co. Steel Pier 5-2188 | ABC Pearson | John Laux, p Fred Weber, gm William Byrnes, cm Ed Davis, pd Fred Haggerty, pmm | Blair Thron, ce Allen Jeffries, nd Joe Pyne, fd Jim Leeming, sd UP RCA |

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WFPG Atlantic City, N. J.

Serving the 107th Market of the Nation
with

MORE play-by-play sports • MORE network programs • MORE news
from its

408 FOOT TOWER
(Tallest structure in New Jersey, south of Newark)

WSTV
Stuubenville

WPIT
Pittsburgh

WBMS
Boston

WFPG
Atlantic City



| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|----------------------------------|-----------------------------|--|--|---------------------------|---|---|--|
| | | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| ATLANTIC CITY—(Continued) | | | | | | | |
| | WFPG-FM 1948 | Ch. 253 (B) 98.5mc; 15kw | | | | | Col. |
| | WMID 1947 | 1340 250 | Mid-Atlantic Bcstg. Co. Convention Hall 4-1340 | MBS ForJoe | Richard Endicott, p David H. Freedman, g & cm Irving Peiser, pmm Norman Katz, ce | William Kouser, nd Art Keiser, fd John McNevin, sd Mildred Freeland, wd | AP RCA |
| BRIDGETON | WSNJ 1937 | 1240 250 | Eastern States Bcstg. Corp. Carll's Corner 1600 | KBS Clark | Paul Alger, co-o & gm Russell H. Henderson, co-o Jerry Alden, cm & sd Joe McCulley, pd | Howard Auger, pmm Francis Fekel, ce Don Hart, nd & fd Ethel Pickett, wd | Thes. UP RCA |
| | WSNJ-FM 1948 | Ch. 255 (B) 98.9mc; 9kw | | | | | |
| CAMDEN | WCAM 1924 | 1310 250 | City of Camden N. J. City Hall Emerson 5-5600 | Schepp-Reiner | Willard C. Schriver, sta. d John Cleary, m Morton Lowenstein, cm Robert Swanson, pd & sd | John Kennedy, pmm Clarence Owens, ce William Stewart, nd Mary Haines, wd | St., Cap. UP RCA |
| | WKDN 1948 | 800 1,000-D | South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200 | | Ranulf Compton, p & gm Jerry Williams, prom. & pd | | Assoc., SES. AP |
| ELIZABETH | WPOE (FM) 1949 | Ch. 244 (A) 96.7mc 1kw | Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460 | | Robert C. Crane, p William Maron, gm & ce | Sy De Witt, pd Marion Neeson, wd | Assoc., SES. UP RCA |
| MORRISTOWN | WMTR 1948 | 1250 1,000-D | Morristown Bcstg. Corp. P.O. Box 345 4-3700 | Devney | George S. Croy, p Kenneth A. Croy, m Clement T. Lowden, cm Bob Vesel, pd | Merrill Morris, pmm, nd & fd Rudolph C. Prow, ce Ned Ehlers, sd Mary Bradley, wd | Assoc. AP Ray. |
| NEWARK | WAAT 1922 | 970 5,000 LS 1,000-N DA | Bremer Bcstg. Corp. Television Center Mitchell 2-8400 | Weed | Irving Robert Rosenhaus, p Edmund S. Lennon, cm George Green, pd James Sondheim, pmm | Frank V. Bremer, ce Edward H. Reeves, chief of trans. opers. | Assoc. AP Col. |
| | WAAT-FM 1947 | Ch. 234 (B) 94.7mc 13.5kw | | | | | |
| | WATV (TV) 1948 | Ch. 13 210-216mc 15.3kw-aur.; 30.3kw-vis. | (WAAT, AM affiliate) | | Henry L. Dabrowski, chief of trans. opers. | Thomas T. Magee, chief of studio opers. | RCA |
| | WHBI 1921 | 1280 2,500-LS 1,000-N S-WOV | May Radio Bcst. Corp. 100 Shipman St. Mitchell 2-7354 | | James L. Shearer, p & gm William A. Masi, c & pmm & pd | Herman Foster, ce Marie E. Masi, wd | Ray. |
| | WNJR 1947 | 1430 5,000 DA-N | North Jersey Radio Inc. 91-93 Halsey St. Market 3-2700 | Rambeau | Edward W. Scudder Jr., p Harry D. Goodwin, g & cm Stephen Van Gluck, pd | James R. Ryall, pmm Peter Testan, ce Will Peigelbeck, fd | St. UP, INS RCA |
| | WNJR-FM 1948 | Ch. 274 (B) 102.7mc 20kw | | | | | WH |
| | WVNJ 1948 | 620 5,000 DA-2 | Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600 | | Ivon B. Newman, vp & chief exec. Helen Sutton, pd Bernard Kellom, ce | | St. UP Fed. |
| NEW BRUNSWICK | WCTC 1946 | 1450 250 | Chanticleer Bcstg. Co. 385 George St. Charter 7-1450 | | James L. Howe, p & gm James M. Vogdes, sls d Don V. Meaney, pd | Robert L. Williams, ce & sm Ken Bernstein, nd Tony Marano, sd | Assoc., Wid. TP RCA |
| | WCTC-FM 1948 | Ch. 252 (A) 98.3mc 1kw | | | | | Col. |
| | WDHN (FM) 1948 | Ch. 228 (A) 93.5mc 1kw | Home News Pub. Co. 137 Church St. Kilmer 5-4000 | | Elmer B. Boyd, p Hugh N. Boyd, gm Eugene Halasz, engr. | Neil F. Arveschoug, pd & ce | RCA |

WMTR

MORRISTOWN, N. J.

PLANNED PROGRAMMING . . . Means You Buy Listeners—Not Time

LOCAL NEWS STAFF
SPECIAL EVENTS
LOCAL SPORTS
PUBLIC SERVICE
TAILORED MUSIC

Blanketing New Jersey's Quality Market



CONTACT DEVNEY & CO.
OR WMTR

NEW JERSEY—(Continued)

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|--|---|--|------------------------|---|--|
| PATERSON WPAT 1941 | 930 5,000 DA-2 | North Jersey Bcstg. Co. 66 Hamilton St. 6-2945 | | Richard Drukker, p D. J. Wright, gm Don Kerr, pd | Earl F. Lucas, ce Assoc., SES., L-W UP Fed. |
| WPAT-FM 1950 | Ch. 278 (B) 103.5mc 17.5kw | | | | |
| PLAINFIELD WXNJ (FM) 1947 | Ch. 280 (A) 103.9mc 1kw | WXNJ Inc. 111 E. Front St. 6-1039 | | Lucien Merle, p & gm Robert W. Bender, sm F. Thomas Hally Jr., pd | E. T. Arthur, cm Jos. Q. Weite, ce Betsy Merceus, asst. pd INS |
| PLEASANTVILLE WOND 1950 | 1400 250 | Pioneer Bcstrs. Inc. Old Turnpike 3971 | | Charles Rupp, p A. Harry Zoog, g & cm John Struckell, pd & pmm Milton Thurlow, ce | Art Keiser, nd Bill Gregory, fd Frank MacNamara, sd Mary Woodies, wd St. AP GE |
| TRENTON WBUD (CP) WINJ 1928 | 1260 1,000-DA 1300 250-D | Morrisville Bcstg. Co. WOAX Inc. 416 Bellevue Ave. 8149 | | (See Morrisville, Pa. listing) M. J. Green, gm | |
| WTOA (FM) 1949 | Ch. 248 (B) 97.5mc 14.5kw | Mercer Bcstg. Co. 558 Ingham Ave. 5-8541 | Transit Radio | Jerome P. McCarthy, sm Paul Fireman, ce | Assoc., L-W, Cap. UP GE |
| WTTM 1942 | 920 1,000 DA-1 | Trent Bcstg. Corp. 541 East State St. 5-8515 | NBC ForJoe | Elmer H. Wene, p S. Carl Mark, gm Fred L. Bernstein, sta. & cm William R. Griffin, pd Mary Irish, pmm | Theodore P. Kilmer, ce Arnold Snyder, nd Fulton Arnold, sd Mary Wilson, wd UP RCA |
| VINELAND WWBZ 1946 | 1360 1,000 DA-N | Community Bcstg. Service Inc. 633 Wood St.; 7-1360 | McGillvra | Joseph M. Bullock, p Fred M. Wood, gm John Serra, cm | Dorothy H. Carlson, pd C. V. Muller, ce Fred Lang, fd Wld. UP Col. |
| ZAREPHATH *WAWZ 1930 | 1380 5,000-LS 1,000-N DA-1 ST-WBNX | Pillar of Fire Zarephath Bound Brook 9-0102 | | Arthur K. White, p & gm Norman R. Fournier, pd Nathaniel Wilson, ce | Wesley Gross, fd UP G |

NEW MEXICO

| | | | | | |
|------------------------------------|--|--|-------------------------|--|--|
| ALAMOGORDO KALG 1950 | 1230 250 | Otero Bcstg. Assn. Box 268 311 | | Louis M. Neale Jr. & Norman Lassetter, co-o Floyd R. Grady, cm | Bob Hoffman, pd Charles Morse, pmm Louis M. Neale Jr., ce UP G |
| ALBUQUERQUE KGGM 1927 | 610 5,000 DA-N | New Mexico Bcstg. Co. Kimo Bldg. 3-4543 | CBS Avery-Knodel | A. R. Hebenstreit, p R. B. McAlister, asst. m Bob VanDriel, pd Vergie Abeyta, traffic & wd W. H. Wimberly, p H. W. Bumpas, vp A. M. Cadwell, secy.-treas. & sm | Leonard Dodds, ce John Kirkwood, nd Harry Thomas, sd Wld. AP UP RCA Cap. UP |
| KOAT 1946 | 1450 250 | Alvarado Bcstg. Co. Box 1419; 5-5501 | ABC Cooke | T. M. Pepperday, p Phil Hoffman, gm John Griswold, pd | Rolf Nielson, pmm George Johnson, ce Thes. AP, INS RCA |
| KOB 1921 | 770 50,000-LS 25,000-N CP: 50,000 | Albuquerque Bcstg. Co. 234 S. 5th St. 4411 | NBC Free & Peters | George Johnson, sm Dorothy B. Smith, pd | |
| KOB-TV 1948 | Ch. 4 66-72 mc 4.5kw-aur.: 4.5kw-vis. | | ABC, CBS NBC, DuMont | | |
| KVER 1947 | 1340 250 | Westernair Inc. Box 1388 3-1744 | MBS Walker | Wm. T. Kemp, p Ken Palmer, gm Keith Tye, sm Raquel Marquez, pd Paul Kehle, slm | Joe Marquez Baca, ce John H. Morrison, asst. m Connie Alexander, nd & sd Bee Marks, wd UP G |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. *Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

The Market and the Station...

ALBUQUERQUE, NEW MEXICO

KVER MUTUAL ALBUQUERQUE

leads the Nation in total Retail Sales Percentage Sales over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Store sales increase.

* Featured Sales Management, Nov. 10, 1950.

Delivers More Listeners Per Advertising Dollar

M. G. M Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

| TIME | SHARE OF RADIO AUDIENCE | | | |
|-----------------------------|-------------------------|-------------|-------------|-------------|
| | KVER | Station "B" | Station "C" | Station "D" |
| SUNDAY 6:00 AM - 12:00 PM | 32.1 | 30.7 | 22.6 | 10.2 |
| SUNDAY 1:00 PM - 6:00 PM | 30.6 | 30.6 | 21.3 | 16.7 |
| MONDAY 6:00 AM - 12:00 PM | 30.9 | 34.0 | 23.9 | 7.4 |
| MONDAY 12:00 Noon - 5:00 PM | 23.0 | 50.0 | 14.8 | 11.5 |
| MONDAY 5:00 PM - 6:00 PM | 30.6 | 36.6 | 21.6 | 9.7 |

Check SRDS for rates.

WILLIAM T. KEMP, *President*

KEN PALMER, *General Manager*

KEITH TYE, *Station Manager*

Represented by THE WALKER COMPANY

New York Chicago Atlanta Los Angeles San Francisco

Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. Transc. Library
 cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News Service
 Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transmitter

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------|----------------------|--|---------------------------------|---|---|
| ARTESIA | | | | | |
| KSVF 1946 | 1450 250 | Artesia Bcstg. Co. S. Roselawn Ave. 650 | MBS | Martin Yates III, p David M. Button, gm Wayne Griffin, cm Robert H. Mecker, ce | Adelyne Reimers, traffic m Betty Nell Bolton, nd John Tinson, sd St. AP G |
| BELÉN | | | | | |
| KENE 1949 | 1230 250 | Belen Bcstg. Corp. P. O. Box 604 3021 | | | |
| CARLSBAD | | | | | |
| KAVE 1936 | 1240 250 | Carlsbad Bcstg. Corp. 601 North Canal St. 244 | CBS Southwest Taylor | Val Lawrence, p Norman R. Loose, gm Mike Kirmeyer, cm & sd Alexander Pitcaithley, pd | William Sene, ce Harry Forbes, nd Dallas Rierson, fd AP G |
| KPBM 1950 | 740 1,000-D | McEvoy Brothers 313 West Mermod 1095 | | Maurice F. McEvoy, p & gm Darrell A. Swayze, cm & sd Wayne F. Scott, pd | Harland Nifong, ce Earl Burnam, nd Ethelbert Zachry, wd LW AP G |
| CLAYTON | | | | | |
| KLMX 1949 | 1450 250 | Ari-Ne-Mex Bcstg. Corp. Fair Grounds 616 | | Arthur Jernigan, p E. K. Stevens, vp E. H. Beckner, secy.-treas. Frank Vale, g & pmm, nd, pd & fd | James Morris, cm Robert Waters, ce Darrel Tucker, sd Nadine Roberts, wd Cap. UP G |
| CLOVIS | | | | | |
| KICA 1931 | 980 1,000 DA-N | Hugh DeWitt Landis & Ross B. McAllister 6th & Pile 5511 | MBS Taylor | DeWitt Landis, p, g & cm Robert L. Sanders, pd & nd Vernon L. Hughes, ce | Bo Cook, fd Joe Collins, sd Juanita Goodman, wd St. LW UP RCA |
| GALLUP | | | | | |
| KGAK 1946 | 1230 250 | Thunderbird Bcstg. Co. Box 1150 1177 | LBS McGillvra | Merle H. Tucker, p, g & pmm Kaye Palmer, ce B. J. Fitzpatrick, cm & pd | Mida Tucker, treas. & wd Louise Fitzpatrick, secy. Donald Husted, nd & sd Cap., L-W UP |
| HOBBS | | | | | |
| KWEW 1938 | 1400 250 | W. E. Whitmore Hobbs 495 | MBS, KBS Southwest Taylor | W. E. Whitmore, p Harry McAdams, gm Phillip C. McGee, cm | Dortha A. Montgomery, pd Roy T. Evans, ce Mac., LW UP RCA |
| HOT SPRINGS | | | | | |
| KCHS 1946 | 1400 250 | Sierra Bcstg. Co. 401 Broadway 161 | KBS Continental | Leonard R. Trainer, p Reginald H. Shirk, vp Russell A. Waltz, gm & ce | A. B. Gemoets, cm (Mrs.) Lynne Fisher, pd Beulah Shirk, treas. & office m Cap. UP G |
| LAS CRUCES | | | | | |
| KOBE 1947 | 1450 250 | Mesilla Valley Bcstg. Co. 902 North Main St. 1121 | MBS Best | Charles L. Knight, p Lydia S. Sleepy, m Kenneth M. Dean, ce | Wid. AP Col. |
| LAS VEGAS | | | | | |
| KFUN 1941 | 1230 250 | Southwest Bcstrs. Inc. Box 710 12 | MBS Best | Ernest N. Thwaites, p & gm Dorothy G. Thwaites, pd | A. F. Schultz, ce St. UP G |
| LOS ALAMOS | | | | | |
| KRSN 1949 | 1490 250 | Alvarado Bcstg. Co. Community Center 4422 | Cooke | H. W. Wimberly, p H. W. Bumpas, vp & gm A. M. Cadwell, secy.-treas. | Bob Porton, sm Cap. UP |
| PORTALES | | | | | |
| KENM 1950 | 1450 250 | Plains Bcstg. Co. | | | |
| RATON | | | | | |
| KRTN 1948 | 1490 250 | Southwest Bcstrs. Inc. P. O. Box 710 875 | MBS Best | Stanley K. Brown, m | St. |
| ROSWELL | | | | | |
| KGFL 1927 | 1400 250 | KGFL Inc. 310 North Richardson 2000 | MBS, KBS Southwest Taylor | W. E. Whitmore, p & gm George F. Roberts, cm Almarie Oldfield, pd | Eugene C. Rader, ce LW UP G |
| KSW5 1947 | 1230 250 | McEvoy Bcstg. Co. 401 N. Richardson 2400 | ABC, LBS Zia McGillvra | Paul E. McEvoy, p John A. McBoyle, gm George R. Walsh, cm | T. V. Foulkes, pd, nd, fd & wd Ray R. Summersgill, ce Max Zent, sd Thes. AP Ray. |
| SANTA FE | | | | | |
| KTRC 1946 | 1400 250 | Alvarado Bcstg. Co. 208 E. Marcy St. 3003 | ABC Cooke | H. W. Wimberly, p H. W. Bumpas, vp & gm A. M. Cadwell, secy.-treas. | Hugh Gray, sm Thes., Cap. UP |
| KVSF 1935 | 1260 1,000 | Santa Fe Bcstg. Co. 759 Cerrillos Rd. 2020 | CBS Avery-Knoegel | Iran Head, m | AP, UP |
| SILVER CITY | | | | | |
| KSIL 1946 | 1340 250 | A. Carl Dunbar P. O. Box 590 612 | CBS Southwest Taylor | Dorrance D. Roderick, p A. Carl Dunbar, gm Clarence Worden, asst. gm | James H. Duncan Jr., pmm, pd, nd & sd Murray Hillman, ce Thes. AP Ray. |
| TUCUMCARI | | | | | |
| KTNM 1941 | 1400 250 | The McMa Agency Box 668 100 | MBS, KBS | Grady F. Maples } co-o R. B. McAllister } Grady F. Maples, p, g & pmm, nd pd & sd | Keith Kivlehen, cm David Fred White Jr., ce Kathryn Stephenson, traffic m UP G |
| NEW YORK | | | | | |
| ALBANY | | | | | |
| WABY 1934 | 1400 250 | Adirondack Bcstg. Co. 110 N. Pearl St. 4-4193 | McKinney | A. J. McDonald, p Russell B. Wilde, gm Charles Bell Jr., c & pmm D. L. Trudeau, pd | James H. Corey, ce Johnny Lawrence, sd Mary McGarry, wd Thes. UP Col. |
| WOKO 1924 | 1460 5,000 DA-N | Gov. Dongan Bcstg. Corp. 136 State St. 3-6638 | Union McGillvra | James T. Healey, p & gm Al Kellert, sm Paul Baron, pd | O. A. Sardi, ce Bill Pope, sd Mildred Aiello, wd St. AP Col. |
| WPTR 1948 | 1540 50,000 DA-1 | Patron Bcstg. Co. Inc. Hotel Ten Eyck 5-3345 | Weed | J. Meyer Schine, p Robert L. Coe, gm George L. Sutherland, cm Dick Mills, pd John F. Jennings, pmm | W. Russell David Sr., ce & sm Howard Maschier, nd George Miller, sd Beth Lee, wd Assoc. SES. AP, INS GE |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

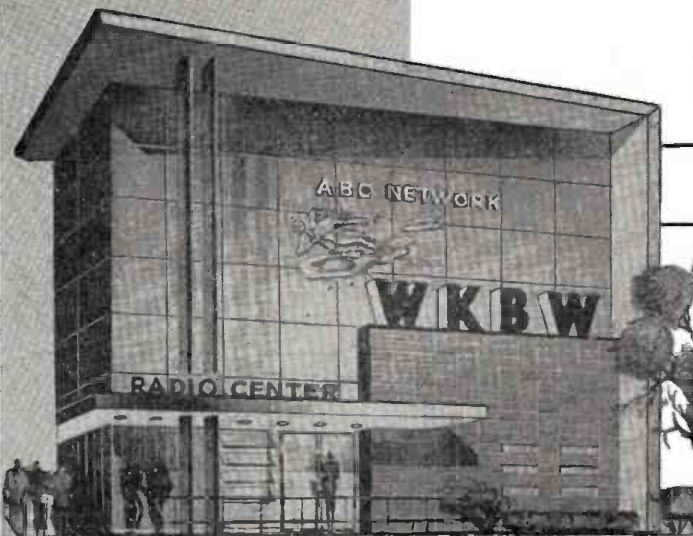
| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Com. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|---------------------------|--------------------------|---|--|----------------------------------|---|---|---|
| ALBANY—(Continued) | | | | | | | |
| | WROW | 590 1947 | Hudson Valley Bcstg. Co. Inc. 112 State St. 3-2225 | MBS Bolling | Dr. John J. Quinlan, p Harry L. Goldman, gm Norman Tillman, c & pmm Johnny Lee, pd & sm | Charles Heisler, ce E. L. Reardon, office m Don Baker, asst. ce (Mrs.) Elinor Hammersley, nd | Wid. SES. UP, INS RCA |
| | WROW-FM | Ch. 230 (B) 1948 93.9mc 2.1kw | | | | | GE |
| | WKKW | 850 1948 | Champlain Valley Bcstg. Corp. 444 Broadway 6-7676 | ABC Katz | Stephen R. Rintoul, p & gm Gren Rand, cm Fred S. Daiger, pd Eugene J. Fitzpatrick, pmm Paul Krutz, ce | George Wetmore, tech. d George Tabachnick, nd Sherb Herrick, sd Betty Parry, wd | Wid. UP RCA |
| AMSTERDAM | | | | | | | |
| | WCSS | 1490 1948 250 | Community Service Bcstg. Corp. Upper Locust Ave. 4000 | Union | Cecil Woodland, p, g & cm Raymond Cheney, asst. m, nd, pd, prod. & pmm | Guy Rauer, ce John Page, sd Joan MacGregor, wd & publ. d | Wid. UP, INS Col. |
| AUBURN | | | | | | | |
| | WMBO | 1340 1928 250 | WMBO Inc. 141 Genesee St. 2-3511 | MBS Clark | William O. Dapping, p Frederick L. Keesee, g & cm Herbert House, ce | A. John Hefner, nd Bob Morgan, sd | AP RCA |
| | WMBO-FM | Ch. 241 (B) 1949 96.1mc 18kw | Metcalfe Bldg. 3-9912 | | | | GE |
| BATAVIA | | | | | | | |
| | WBTA | 1490 1941 250 | Batavia Bcstg. Corp. 90 Main St. 715 | MBS | Edmund R. Gamble, p & gm Robert E. Newstead, cm J. Gordon Bridge, pd & pmm Fred Callander, ce Winifred Legg, office m | James Gerrety, nd James Dargush, fd Bill Brown, sd Lucy Burke, wd | L-W AP RCA |
| BINGHAMTON | | | | | | | |
| (Endicott) | | | | | | | |
| | WENE | 1450 1947 250 | Empire Newspapers-Radio Inc. 909 E. Main St. Endicott 5-3351 | ABC Radio Reps. | James H. Ottaway, p F. H. Brinkley, mgng. d Stephen W. Ryder, sm Harold E. Graves, pd & fd | James A. McKechnie, pmm & sd Sheldon W. Weyland, sup. engr. Harold Hancock, nd Elizabeth Stevens, wd | Assoc. AP G |
| | WENE-FM | Ch. 269 (A) 1948 101.7mc 0.54kw | | | | | GE |
| | WINR | 1490 1946 250 | Southern Tier Radio Service Inc. Court House Sq. 4-4318 | NBC Hollingbery | Donald Kramer, p E. R. Vadeboncoeur, sta. exec. C. A. Bengtson, gm H. R. Nicholson, cm | Charles Bishara, pd A. A. Kelley, ce George O'Connor, pmm & nd Bob Cullings, sd | AP RCA |
| | WINR-FM | Ch. 224 (A) (CP) 92.7mc 0.33kw | | | | | GE |
| | WKOP | 1360 1947 1,000-LS 500-N-DA | The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437 | MBS Burn-Smith | Andrew Jarema, p & gm Norman T. Stewart, cm Wallace J. Buman, pd & fd | Charles Hallinan, ce Frank Dolan, nd Bill Doty, sd | Wid. AP Ray. |
| | WNBF | 1290 1928 5,000 DA-N | Clark Associates Inc. P. O. Box 48 2-3461 | CBS Bolling | John C. Clark, p Cecil D. Mastin, gm S. N. Heslop, slm Edward Scala, pd E. R. McCloskey, pmm | L. H. Stantz, ce L. L. Rogers, treas. & sm Samuel Page, fd William Pryor, sd Sara Burbank, wd | Cap. UP WH |
| | WNBF-FM | Ch. 263 (B) 1942 100.5mc 12kw | | | | | REL |
| | WNBF-TV | Ch. 12 1949 204-210mc 11.7kw-aur. 12kw-vis. | | ABC, CBS DuMont NBC | | | RCA |
| BRISTOL CENTER | | | | | | | |
| | WVBT (FM) | Ch. 236 (B) 1948 95.1mc 1.3kw | Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341 | Rural Radio | (See Rural Radio Network Listing) | | |
| BROOKLYN | | | | | | | |
| | *WBBR | 1330 1924 5,000 DA-1 S-WEVD WHAZ | Watchtower Bible & Tract Soc. Inc. 124 Columbia Hghts. Main 5-1240 | | M. A. Howlett, gm A. M. Cora, pd R. H. Leffler, ce | | INS RCA |
| BUFFALO | | | | | | | |
| | WBEN | 930 1930 5,000 DA-N | WBEN Inc. Hotel Statler Mohawk 0930 | NBC Petry | Edward H. Butler, p Alfred H. Kirchofer, vp C. Robert Thompson, gm Frank W. Kelly, sm | Chester E. Daly loc. slm Wm. Robert Rich, pd Joseph A. Haefner, pmm Ralph J. Kingsley, ce | L-W, St. Thes. AP, UP, INS RCA |
| | WBEN-FM | Ch. 293 (B) 1946 106.5mc 6kw | | | | | Fed. |
| | WBEN-TV | Ch. 4 1948 86-72mc 10.2kw-aur.; 18.2kw-vis. | | ABC, CBS, DuMont, NBC HR&P | George R. Torge, pd N. J. Malter, slm | R. Glen Beerbower, asst. tech. d chg. TV Quentin P. Renner, film sup. | Sterling, Cinetel, Flamingo |
| | WBNY | 1400 1936 250 | Roy L. Albertson 485 Main St. Mohawk 1400 | Young | Roy L. Albertson, o Virginia C. Fyda, sta. d Wm. Miles, nd | James M. DeMunn, gm Thomas L. Vinis, ce Gene Korzelius, sd | AP, INS RCA |
| | WBNY-FM | Ch. 225 (B) 1947 92.9mc 48kw | | | | | GE |
| | WBBR | 970 1924 5,000 DA-1 | WBBR Inc. 23 North St. Lincoln 7133 | MBS Katz | William J. Conners III, p Cy King, gm William Doerr Jr., asst. slm Lloyd B. Gibson, pd | Charles Marti, pmm Eugene Barry, nd Frank B. Ridgeway, d of engrg. Charley Bailey, sd | St. AP, INS WE |
| | WGR | 550 1922 5,000 DA-N | WGR Bcstg. Corp. Rand Bldg. Washington 3100 | CBS Free & Peters | Leo J. Fitzpatrick, chmn. of bd. I. R. Lounsbury, p & gm N. Cohen, cm R. J. Strigl, pd | Ross McPherson, pmm K. B. Hoffman, ce Jack McLeon, nd Don Huckle, fd | Wid. UP |
| | WKBW | 1520 1925 50,000 DA-1 | WKBW Inc. 1430 Main St. Grant 5101 | ABC Avery-Knodel | Clinton H. Churchill, p & gm Roger M. Baker, asst. to p Ken Kaplan, cm Paul Martin, pd | Alfred E. Anscombe, pub. rel. d Leroy Fielder, ce Hugh Shannon, nd Bill Mazer, sd | Wid. UP WH |

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BEST BUY in the BUFFALO MARKET!

WKBW

YOUR WESTERN NEW YORK SALESMAN



Greatest Dollar-for-Dollar Value!

In Western New York, WKBW is delivering more measurable "cash-register" results per dollar invested than any other Buffalo station. Yes — successful, sales-wise retailers and regional advertisers are making WKBW their first choice. If you want to sell merchandise in Buffalo and the rich Western New York Market, WKBW should be—

Your FIRST Choice

FIRST IN POWER

Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES

WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS

Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS

Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT

WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Mazer's Matinee, The Original Amateur Hour, Tello-Test, Breakfast Club, My True Story. **We Know Buffalo's Wishes.**

FIRST IN PUBLIC SERVICE

WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest . . . but Buffalo's FIRST Station!

WKBW

BUFFALO'S MOST POWERFUL STATION

WKBW

50,000 WATTS

AVERY - KNODEL
National Representatives

ABC NETWORK

CLINTON H. CHURCHILL
Founder, President and Manager

NEW YORK—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------|----------------------------|--|------------------------|---|--|
| BUFFALO—(Continued) | | | | | |
| WWOL 1947 | 1120 1,000-D | Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200 | Forjoe | Leon Wyzatycki, p & gm Jack Greenfield, cm John Stinson, pd & sd Casimir Zwierzynski, pmm | Frank Saj, ce Fred Klestine, nd Trudy Peplies, wd UP WE |
| WWOL-FM 1948 | Ch. 280 (A) 104.1mc 0.92kw | | | | GE |
| WXRA 1948 | 1080 1,000-D | (See Kenmore, N. Y. listing) | | | |
| CHERRY VALLEY | | | | | |
| WVCV (FM) 1948 | Ch. 270 (B) 101.9mc 1.3kw | Rural Radio Network 118 N. Tioga St. Ithaca, N. Y.; 3341 | Rural Radio | (See Rural Radio Network Listing) | |
| CORAM | | | | | |
| WFSS (FM) (CP) 1947 | Ch. 278 (B) 97.5mc 15kw | Suffolk Bcstg. Corp. Box 82 | | | |
| CORNING | | | | | |
| WCBA 1949 | 1350 1,000-D | Wellsboro-Corning Bcstg. Advertisers English Keenan Bldg. 2808 | McGillvra | Paul L. Carpenter, p & gm Paul E. Carpenter, c & pmm Robert Walter, pd William Dowling, ce | Richard Biondi, nd & sd Gerry Wells, fd Mary Lou Hubbard, wd Cap., L-W UP G |
| WCLI 1950 | 1540 250-D | Corning Leader Inc. 114 Walnut St. 1000 | ABC Walker | W. A. Underhill, p Walter Valerius, gm Paul Liston, cm C. Ronald Graham, pd | Allen N. Bell, ce George Droelle, sd Gloria Ruck, wd Assoc. AP Ray. |
| WCLI-FM 1947 | Ch. 291 (B) 106.1mc 4.2kw | | | | GE |
| CORTLAND | | | | | |
| WKRT 1947 | 920 1,000-LS 500-N DA | Radio Cortland Inc. 27 North Main St. 2890 | McGillvra | Leighton A. Hope, p Robert M. Hope, vp William J. Hall, sm & pd Keith W. Horton, cm | William A. Barron, ce Ed Glacken, nd, fd & sd Eileen Winchell, wd L-W, St. AP GE |
| WKRT-FM 1947 | Ch. 260 (B) 99.9mc 14kw | | | | |
| DE RUYTER | | | | | |
| WVCN (FM) 1948 | Ch. 286 (B) 105.1mc 1.3kw | Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341 | Rural Radio | (See Rural Radio Network Listing) | |
| DUNKIRK | | | | | |
| WFCB 1949 | 1410 500 DA-2 | Dunkirk Bcstg. Corp. 316 Main St. 7756 | | Alois A. Schmidt, p & gm Paul M. Renckens, vp Gerald M. Dash, treas. Bernard F. Goodrich, cm | James L. McGrath, pd & fd Roger M. Waite, office m & secy. Perley W. Tribou, ce Van C. Miller, sd St., L-W UP Ray. |
| ELMIRA | | | | | |
| WELM 1947 | 1400 250 | Corning Leader Inc. 222 East Market St. 2-1400 | ABC, CBS Walker | W. Allen Underhill, p Walter Valerius, gm Claude R. Snyder Jr., c & pmm Kenneth C. Powell, pd | Allen Bell, ce Peter Parlo, bus. m Gordon M. Ridenour, nd & fd Ross Beatty, sd St. AP Ray. |
| WENY 1939 | 1230 250 | Elmira Star-Gazette Inc. Mark Twain Hotel 5181 | MBS, NBC McKinney | Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, sm Frederick W. Hodge, pdm | Charles Muller, pmm Thurlow A. Greene, ce Stanley J. Hayes, pub. affairs d. Bill Pope, sd L-W AP RCA |
| ENDICOTT | | | | | |
| WENE 1947 | 1450 250 | (See Binghamton, N. Y. listing) | | | |
| FREEMPORT | | | | | |
| WGBB 1924 | 1240 100 | Harry H. Carman 44 S. Grove St. 9-1400 | | Harry H. Carman, p & gm Murray C. Evans, cm Ada Cheesman, pd | Robert Milos, ce Bob Stirrat, sd AP Col. |

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only with **WWSC** can you effectively penetrate the rich up-state New York and southwestern Vermont market area!!

LOOK AT THIS MARKET

| TIME | WWSC | HOOPER RADIO AUDIENCE INDEX | | | | | FALL 1950 | |
|-------------------------------------|------|-----------------------------|--------------------|----------------|----------------|-----------------|-----------|--|
| | | 5 kw Net-work | 50 kw Inde-pendent | 10 kw Net-work | 50 kw Net-work | 5-1 kw Net-work | OTHERS | |
| 8:00 A.M.—6:00 P.M. MON. THRU FRI. | 51.4 | 1.2 | 4.3 | 7.4 | 29.7 | 3.5 | 2.4 | |
| 6:00 P.M.—10:00 P.M. SUN. THRU SAT. | 45.4 | 1.6 | 3.1 | 4.7 | 35.5 | 2.4 | 7.2 | |

WWSC's primary area in up-state New York and southwestern Vermont includes 167,000 people and 46,090 radio homes. Warren County (WWSC's home county) annual retail sales averages \$4,464 per family—44% above national average. WWSC's 1450 KC clear channel signal and "personalized" local programming means BUSINESS for YOU!

LOOK AT THESE MARKET FIGURES

| | |
|-------------------------------------|---------------|
| Total Estimated Annual Retail Sales | \$171,233,000 |
| Food Sales | 21,292,000 |
| General Merchandise | 4,843,000 |
| Automotive | 14,589,000 |
| Drug | 1,653,000 |
| Manufacturing income | \$41,420,000 |
| Annual wholesale volume | 45,268,000 |
| Annual farm income | 28,286,000 |

(Source: 1950-51 Consumer Markets)

Ask your Everett-McKinney representative for availabilities and rates. Affiliated with American Broadcasting Company Represented nationally by Everett-McKinney, Inc.

WWSC GLENS FALLS, NEW YORK

Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transc. Library News Service Transmitter

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|---|--|---|------------------------|---|--|
| FULTON WOSC 1949 | 1300 1,000-D | Oswego County Bcstg. Co. Inc. Perkins Bldg. 1400 | McGillvra | D. J. Kesterke, p Ted W. Austin, gm & pd Leo C. Brown, c & pmm | Fred Edwards, ce Robert Fitzgerald, nd & fd Joe Marieniss, sd L-W UP GE |
| GENEVA WGVA 1947 | 1240 250 | Star Bcstg. Co. Inc. Geneva Federal Savings Bldg. 6691 | MBS Cooke | M. R. Forman, p Thomas L. Brown, vp, g & cm William S. Brower Jr., pd & nd R. Carleton Greene, ce | Alex Lamutis, fd Bernard Newman, sd Dorothy Bolin, wd St. AP Col. |
| GLENS FALLS WWSC 1946 | 1450 250 CP: 1410 1,000-LS 500-NDA | Great Northern Radio Inc. 13 Warren St. 2-6518 | ABC McKinney | Martin R. Karig, vp & gm Carl W. Mattison, asst. m Alfred A. Brown, cm Richard P. Weld, pd & fd Kent E. Jones, pmm | Joseph Thomas, ce Vic Wiley, nd Earl Sharland, sd Penny Hitchcock, wd Wid. UP Temco |
| GLOVERSVILLE WENT 1944 | 1340 250 | Sacandaga Bcstg. Corp. 8 West Fulton St. 4900 | CBS McGillvra | George F. Bissell, p Irving S. Teetsell, g & cm & pd Harry W. Monroe, asst. pd & nd Henry Clark, pmm | Richard J. Stewart, ce Beverly Eagen, office m Phil Spencer, sd Grace Adams, wd UP |
| HEMPSTEAD WHLI 1947 | 1100 250-D | FM Bcstg. Corp. 245 Baldwin Rd. 2-8000 | Rambeau | Elias I. Godofsky, p & gm Paul Godofsky, sm & evp Joseph A. Lenn, vp & slm Frank E. Knaack, vp & ce | Arthur E. Patterson Jr., sp events d Jerome C. Karpf Jr., nd Wid. UP Col. |
| WHLI-FM 1947 | Ch. 252 (A) 98.3mc 1kw | | | | Fed. |
| HORNELL WLEA 1948 | 1320 1,000-D | Canisteo Radio Corp. 99 Main St. 1320 | McGillvra | John S. Booth, gm D. L. Sellers, sm Harold McEvoy, cm Mike Ryan, pd | Larry La Casse, ce Ed Ruppert, nd & fd Marian Gale, wd L-W UP WE |
| WWHG 1949 | 1590 1,000-D | W. H. Greenhow Co. 85 Canisteo St. 2000 | Sears & Ayers | Louis G. Buisch, gm Glenn L. Sprague, sm & pd Lloyd Walsh, coml. d William N. Amidon, ce | Ralph Kreuger, nd Ed Sprague, fd Bill Wright, sd Dorothy Guyle, wd Wid., Assoc. AP RCA |
| WWHG-FM 1946 | Ch. 287 (B) 105.3mc 8.3kw | | | | GE |
| HUDSON WHUC 1947 | 1230 250 | The Colgren Bcstg. Co. Union Turnpike 8-3341 | KBS | John F. Kearney, ptrn. & gm Robert P. Strakos, ptrn. & cm James F. McDonough, pd & ce Charles Weller, asst. ce | Richard Wright, nd Clifton Holman, fd Lou Pierro, sd Assoc. UP Col. |
| HUNTINGTON WGSM (CP) | 740 1,000-D-DA | Huntington-Montauk Bcstg. Co. | | | |
| ITHACA WHCU 1921 | 870 1,000 L-WWL | Cornell U. Savings Bank Bldg. 3438 | CBS | Michael R. Hanna, gm Earl Cobey, cm Jack Deal, pd Norman Hoffman, ce Joseph Short, asst. pdm | Sam Woodside, asst. pmm & pub. rel. d, nd & sd Louis W. Kaiser, fd Gertrude Grover, wd Wid. UP Ray. |
| WHCU-FM 1947 | Ch. 247 (B) 97.3mc 40kw | | | | WE |
| JAMESTOWN WJOC 1948 | 1470 1,000-D CP: 1340 250 | Air Waves Inc. 415 West Fourth St. 5-108 | MBS McGillvra | Harry E. Layman, p, g & cm & ce Bill Anderson, fd | Jerry Lawson, pd, nd & sd Catherine L. Erickson, wd Assoc. AP WE |
| WJTN 1924 | 1240 250 | James Bcstg. Co. 310 W. Third St. 7-151 | ABC Rambeau | Jay E. Mason, p Simon Goldman, vp, g, c & pmm George C. Pfeeger, pdm Harold J. Kratzert, ce | Raymond Finch Jr., nd William Price, nd J. Ralph Carlson, fd James Roselle, sd Mac. UP G., WE |
| WJTN-FM 1947 | Ch. 227 (B) 93.3mc 9.5kw | | | | |
| KENMORE (Buffalo) WXRA 1948 | 1080 1,000-D | Western New York Bcstg. Co. Kenmore Amherst 1161 (WXRA, AM affiliate) | Rambeau | E. R. Sanders, ptrn. & ce Thaddeus Polbielniak, ptrn. & gm Richard C. Shepard, cm James J. Frieling, pd Bradley D. Steiger, pd | Betty Reif, pmm Roger K. Lund, nd Charles Burr, sd Bradley D. Steiger, wd Assoc. AP Col. |
| WXRC (FM) 1950 | Ch. 277 (B) 103.3mc 4.6kw | | | | |
| KINGSTON WKNY 1939 | 1490 250 | Kingston Bcstg. Corp. 601 Broadway 4500 | MBS Meeker | Joseph K. Close, p Robert M. Peebles, g & cm Edward R. Eckert, pd Ernest M. Ward, pmm | Joseph G. McNells, ce Robert Browning, nd Richard J. McCarthy, sd Wid. UP RCA |
| LIBERTY WVOS 1947 | 1240 250 | Sullivan County Bcstg. Corp. Liberty 1680 | | Seymour D. Lubin, p, gm & pub. rel. d Harry G. Borwick, cm & secy.- treas. Jack Oranch, pd | Vincent Gabriele, ce R. Schakne, nd Al Turk, fd Ed Robinson, sd Polly Bergin, wd Assoc. UP WE |
| LOCKPORT WUSJ 1949 | 1340 250 | Union-Sun & Journal Inc. 142 Main St. 3000 | McGillvra | Egbert D. Corson, p Peter Corson, g & cm John R. Gelzer, pd Wallace D. Soderholm, pmm | Solomon A. Azar, ce Patrick Fagan, nd & fd Richard A. Spaulding, sd Eileen Stuart, wd Wid., Assoc. AP GE |
| WUSJ-FM 1948 | Ch. 257 (A) 99.3mc 0.8kw | | | | |

NEW YORK—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fa, sd, wd. | Transc. Library News Service Transmitter |
|--------------------------------------|--|---|---------------------------|--|--|
| MALONE WICY 1948 | 1490 250 | North Country Bcstg. Co. Inc. 65 Woodward St. 187 | MBS, KBS | Mitchell C. Tackley, p & gm Alice M. Tackley, cm Donald J. Paye, pd & pmm | Adolf Stromer, ce John Flynn, nd & sd Pat Kelly, wd UP G |
| MASSENA WMSA 1945 | 1340 250 | The Brockway Co. Central Bldg. 890 | ABC Weed | Louis Saiff Jr., gm Thomas R. McHugh, sm | Assoc. UP |
| MIDDLETOWN WALL 1942 | 1340 250 | Community Bcstg. Corp. 62 North St. 3119 | | John Morgan Davis, p James M. Patt, gm Ernest C. Winkler, cm George Shepard, pd & pmm | Charles Lissner, ce Charley Zames, nd Morris Weinstein, fd Joe Ryan, sd Thes. AP G |
| NEWBURGH WGNV 1933 | 1220 1,000-D | WGNV Bcstg. Co. Inc. 161 Broadway 4600 | | M. C. Speidel, p George W. Bingham, gm Joseph W. Rake, cm Richard F. Crans, pd | Edward Burns, pmm Marvin S. Seimes, ce Wm. Forrest, nd Harold Lane, sd St. UP WE |
| NEW ROCHELLE WGNR 1950 | 1480 500-D | New Rochelle Bcstg. Service, Inc. 524 North Ave. 8-1480 | | Julian H. Gins, p & gm Arthur Simon, cm Kenneth Joseph, pd | Edward W. Voss, ce Ray Lapolla, nd Barbara Coburn, wd L-W UP G |
| NEW YORK WABD(TV) 1944 | Ch. 5 76-82mc 9.45kw-aur.; 14.25kw-vis. | Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600 | DuMont | Mortimer W. Loewi, d Chris J. Witting, gm Tom Gallery, slm James L. Caddigan, pd | Rodney D. Chipp, d. of engrg. Les G. Arries, sd & sp. events d Robert Jamieson, m of sta. rel. Geo. Faust, m net. traffic Harold Townsend, ce Walter Diehl, pd REL |
| NEW YORK WABF (FM) 1942 | Ch. 258 (B) 99.5mc 20kw | Metropolitan Bcstg. & Television Inc. 654 Madison Ave. Templeton 8-5400 | | Ira A. Hirschmann, p & gm Alvin Hirschmann, vp | WE |
| NEW YORK WBNX 1928 | 1380 5,000 DA-1 ST-WAWZ | WBNX Bcstg. Co. Inc. 260 East 161st St. Melrose 5-0333 | King | A. L. Haskell, p Wm. I. Moore, vp & gm Edward Ervin, pd | Frank Johnson, pd SES. St. AP WE |

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Repeat Performance

For seven, ten, fifteen years a large number of the foremost national advertisers have regularly renewed their contracts on Station

5000
Watts



1330
K.C.

Nighttime ENGLISH—Daytime JEWISH

This measure of confidence is born of direct and tangible results obtained in one of the best paying markets in the country —

THE JEWISH MARKET OF METROPOLITAN NEW YORK

In the most concentrated population area in the world, WEVD serves the major portion of more than 600,000 Jewish families—a population in excess of two million five hundred thousand — larger than the city of Philadelphia, and larger than the cities of Boston, Pittsburgh and Cleveland combined.

Distinctive adult programming and a loyal, responsive audience of far higher than average income are the WEVD combination which big national advertisers have found so effective and economical in maintaining a consistent position of dominance.

Send for a Copy of

“WHO’S WHO ON WEVD”

Henry Greenfield, Managing Director

WEVD — 117-119 West 46th Street, New York 19, N. Y.

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| NEW YORK—(Continued) | | | | | | |
| WCBS 1924 | 880 50,000 | Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000 | CBS Radio Sales | Frank Stanton, (CBS) p G. Richard Swift, gm Don Miller, sim Don Ball, pd | Robert G. Patt, sls. pmm Robert G. Thompson, ce Clarence Worden, asst. gm D. Gordon Graham, asst. pd | AP, UP, INS Fed. |
| WCBS-FM 1941 | Ch. 266 (B) 101.1mc; 5.8kw | | | | | |
| WCBS-TV 1941 | Ch. 2 54-60mc 6.5w-aur.; 6.5kw vis. | | | George Dunham, sim Richard Doan, pd Paul F. Wittlig, ce | | GE RCA |
| WEVD 1927 | 1330 5,000 DA-2 ST-WBBR WHAZ | Debs Memorial Radio Fund Inc. 117 West 4th St. Plaza 7-0880 | | Adolph Held, p Henry Greenfield, g & cm George Field, pd | Charles Brown, ce | AP RCA |
| WEVD-FM (CP) | Ch. 298 (B) 107.5mc 20kw | | | | | |
| WFAS 1932 | 1230 250 | (See White Plains, N.Y., listing) | | | | |
| WFDR (FM) 1949 | Ch. 282 (B) 104.3mc 17kw | WFDR Bcstg. Corp. 1710 Broadway Judson 2-1190 | | Frederick F. Umhey, p Lou Frankel, gm Hartley L. Samuels, cm | Bertrand B. Arnow, ce Guy Wallace, pdm | Assoc. AP RCA |
| WGHF (FM) 1946 | Ch. 270 (B) 101.9mc 10.3kw | WGHF Inc. 10 East 40th St. Lexington 2-4927 | | W. G. H. Finch, p Linton Wells, evp & gm Gordon Myers, pd | Veikko K. West, ce | St., Assoc., SES. Cap., Thes. UP WE |
| WHOM 1928 | 1480 5000-DA-2 | Atlantic Bcstg. Co. Inc. 136 West 52d St. Circle 6-3900 | | Fortune Pope, p Charles Baltin, vp of sls. prom. & prog. | Ralph Constantino, pd George Steiger, ce | UP |
| WALK (FM) (CP) | Ch. 294 (B) 106.7mc 10kw | (WHOM, AM affiliate) | | | | |
| WINS 1931 | 1010 50,000-LS DA-1 10,000-N CP: 50,000 DA-1 | Crosley Bcstg. Corp. 28 West 44th St. Bryant 9-6000 | | Robert E. Dunville, p Wilmot H. Losee, gm Henry G. Kerwin, cm Joe Tery, pd | Joseph G. Besch, pmm Paul Van Kunitz, ce Joe Gallagher, nd Josephine Halpin, wd | Assoc. UP, INS |
| WJZ 1921 | 770 50,000 | American Bcstg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000 | ABC ABC Spot | Robert S. Kintner, (ABC) p M. B. Grabhorn, (ABC) vp C. L. Doty, gm Earl B. Salmon, cm Ray Diaz, pd | Phil Bernstein, pmm William Treuarthen, ce Thomas Velotta, nd & sd Phil Alampi, fd | AP, UP, INS RCA |
| WJZ-FM 1948 | Ch. 238 (B) 95.5mc 6.5kw | | | | | |
| WJZ-TV 1948 | Ch. 7 174-180mc 1.8kw aur.; 3.8kw vis. | | | Alexander Stronach, pd | | |

the Long Island story

666,200 POPULATION • **\$613,220,000** TOTAL RETAIL SALES

\$188,951,000 FOOD STORE SALES

\$138,984,000 AUTOMOTIVE AND FILLING STATION SALES

\$ 15,084,000 DRUG STORE SALES

That's the market in LONG ISLAND'S NASSAU COUNTY—where WHLI reaches more homes 6 or 7 days a week than any other New York or Long Island Independent Station! . . . and where WHLI delivers more daytime listeners than 3 New York City network stations and all 5 leading New York City Independents put together!

Data Sources:

Market—SRDS Consumer Markets 1950-51

1—BMB Study #2

2—PULSE Nov. 1950

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

Represented by **RAMBEAU**

NEW YORK—(Continued)

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|-------------------------------------|--|---|---------------------------|--|---|
| NEW YORK—(Continued) | | | | | |
| WLIE 1942 | 1190 1,000 L-WOWO | New Bcstg. Co. Inc. 207 E. 30th St. Oregon 9-2720 | | Morris Novik, p Harry Novik, gm Vincent G. Pirozzi Jr., bus. m | John Bubbers, ce SES. UP RCA |
| WMCA 1925 | 570 5,000 DA-1 | WMCA Inc. 1657 Broadway Circle 6-2200 | Free & Peters | Nathan Straus, p Norman Boggs, evp Leon Goldstein, pd & nd James McCafferty, ce | Howard Klarman, pmm Ruth Hurd, office m (Mrs.) Helen S. Straus, wd Wld. AP RCA |
| WMCA-FM 1950 | Ch. 222 (B) 92.3mc 11kw | | | | |
| WMGM 1922 | 1050 50,000 DA-1 | Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000 | Radio Reps | Bertram Lebharr Jr., d of sls. Frank Roehrenbeck, gm Raymond Katz, pd | Paul Fuelling, ce AP, UP WE |
| WMGM-FM 1942 | Ch. 262 (B) 100.3mc 18kw | | | | |
| WNBC 1926 | 890 50,000 DA-1 | National Bcstg. Co. 30 Rockefeller Plaza Circle 7-3300 | NBC NBC Spot | Ted Cott, gm Berry Long, d of sls. Leonard Safiv, adv. & pmm Harvey Gannon, prog. m O. B. Hansen, ce | Winifred Schaefer, d of press & pub. affairs Geo. Wallach, news & sp. events sup. Clay Daniel, prod. d Thes., Assoc. AP, UP, INS RCA |
| WNBC-FM 1944 | Ch. 246 (B) 97.1mc 1.6kw | | | | |
| WNBT (TV) 1939 | Ch. 4 66-72mc 5.75kw aur.: 7kw vis. | (WNBC, AM affiliate) | | John H. Reber, slm. Ivan Reiner, prog. & film buyer | |
| WNEW 1934 | 1130 10,000 DA-1 CP: 50,000 DA-N | WNEW Inc. 565 Fifth Ave. Plaza 3-3300 | Blair | Wm. S. Cherry Jr., p Bernice Judis, evp & gm Ira M. Herbert, vp & sls. d Richard M. Pack, pd Kenneth Klein, pmm | Max Weiner, ce Alan E. Brandt, publ. d John Jaeger, nd Jimmy Powers, sd L-W AP RCA |
| WNYC 1924 | 830 1,000 DA-1 L-WCCO | City of New York Municipal Bcstg. Co. Municipal Bldg. Worth 2-5600 | | Vincent Impellitteri, p Seymour N. Siegel, gm John DeProspro, exec. officer Alan Carter, pd | William H. Pitkin, ce Bernard Buck, nd John Savage, wd Thes. AP, UP WE |
| WNYC-FM 1943 | Ch. 230 (B) 93.9mc 20kw | | | | |
| WOR 1922 | 710 50,000 DA-1 | General Teleradio Inc. 1440 Broadway Longacre 4-8000 | MBS Kettell-Carter | Theodore C. Streibert, p R. C. Maddux, vp chg. sls. Julius F. Seebach Jr., vp chg. prog. Joseph Creamer, pmm | J. R. Poppele, vp chg. engrg. William Crawford, slm E. Blaney Harris, pd Dave Driscoll, nd Assoc. AP, UP WE |
| WOR-FM 1941 | Ch. 254 (B) 98.7mc 3.4kw | | | | |
| WOR-TV 1949 | Ch. 9 186-192mc 11kw aur.: 9kw vis. | | | Eugene S. Thomas, m of TV opers. | GE |

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WHOM

THE GATEWAY TO NEW YORK'S
IMPORTANT FOREIGN LANGUAGE MARKET



136 W. 52nd Street, New York 19

Circle 6-3900

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
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| ALEXANDRIA | | | | | | |
| KXRA 1949 | 1490 250 | Alexandria Bcstg. Corp. 1315 Broadway 1000 | Lawson | R. C. Brown, p & gm Everette Q. Walters, cm Kenneth C. Bechtel, pd Gerald R. Lentz, ce | Wayne L. Moody, nd & sd Kenneth A. Tessmer, fd Fran Anderson, wd | L-W UP Col. |
| AUSTIN | | | | | | |
| KAUS 1948 | 1480 1,000 DA-2 | Cedar Valley Bcstg. 405 A. North Main 8836 | MBS | Harry Smith, p L. L. McCurnin, gm T. T. Steensland, cm Don Richardson, pd, nd & fd | Ken Soderberg, pmm Glen Klein, ce Frank Butel, sd Joice Iverson, wd | Wld. AP GE |
| BEMIDJI | | | | | | |
| KBUN 1946 | 1450 250 | Butler Bcstg. Co. Inc. 419½ Beltrami Ave. 1900 | MBS Walker | Edward W. Butler, p, g & cm Gwenyth Butler, pmm, pd & wd Art Vandersluis, ce | Ray Wright, nd Irv Miller, fd Cliff Morland, sd | SES. UP Ray. |
| BRAINERD | | | | | | |
| KLIZ 1946 | 1400 250 | Brainerd Bcstg. Co. 2700 E. Oak St. 2853 | MBS Great North- ern Walker | Ed Tom O'Brien, p & gm Donald F. Jones, cm & ce Lucile G. Grosse, pd | Donald Dahl, nd Gordon C. Hill, sd Rosemary De Rosier, wd | Cap. AP G |
| BRECKENRIDGE | | | | | | |
| KBMW 1948 | 1450 250 | Interstate Bcstg. Corp. 519 Dakota Ave. Wahpeton, N. D. 3381 | | K. E. Bower, p Herbert E. Nelson, g, c & pmm | George Kaufman, pd, fd & sd Grant Unkenholz, ce | St. UP Col. |
| CLOQUET | | | | | | |
| WCLK 1950 | 1230 250 | Cloquet Bcstg. Co. 1011 Cloquet Ave. 1450 | Cooke | Albert Tedesco, gm & sd George B. Williams Jr., cm Donald S. Doty, nd, pd & pmm | George Gridder, ce Robert Hoglund, fd Beverly Norgren, wd | LW UP Col. |
| CROOKSTON | | | | | | |
| KROX 1948 | 1260 1,000-LS 500-N-DA | Crookston Bcstg. Co. Eagles Bldg. 1050 | Cooke | D. A. McKenzie, p Garfield Fox, gm E. R. Melbye, cm Jerome A. Dahlberg, pd, nd & sd Fred Norman, pmm | William J. Kiewel, ce Edward J. Boh, tech. d Melvin Woell, fd Evelyn Baustain, wd | Thes. UP Ray. |
| DULUTH | | | | | | |
| KDAL 1936 | 610 5,000 DA-N | Red River Bcstg. Co. 218 Bradley Bldg. 2-2628 | CBS Avery-Knodel | Dalton Le Masurier, p & gm Odin S. Ramsland, cm Jack Brockway, pmm Richard Lawrence, pd Robert Dettman, ce | William Krueger, nd Mark Thompson, fd Don Dahl, sd Elizabeth Brown, wd | AP RCA |

Make This Sure Farm Market Test!

KATE

ABC in
Southern Minnesota
and
Northern Iowa

*Primary Signal in 10 of the Nation's
Richest Farm Counties (98% Non-TV Homes)*

For Top Conlan Figures and Data on Measured Population Coverage See:

John E. Pearson Co.
(national)

Bulmer & Johnson, Inc.
(regional)

ALBERT LEA-AUSTIN BROADCASTING COMPANY, INC.

— *Founded 1937* —

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MINNESOTA—(Continued)

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| DULUTH—(Continued) | | | | | | | | |
| | WEBC 1924 | 1320 5,000 DA-N | Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873 | NBC Arrowhead Ra-Tel | Morgan Murphy, p Walter C. Bridges, gm Greg Rouleau, sm Norman Gill, ce | Charles B. Parsons, d of engrg. Earl L. Henton, nd D. T. Grussendorf, fd June Prosser, wd | | Assoc. Wld. SES. UP |
| | WEBC-FM 1940 | Ch. 222 (B) 92.3mc 62kw | | | | | | |
| | WREX 1948 | 1080 10,000-LS 5,000-N-DA | Lake Superior Bcstg. Co. 213 East Superior St. 7-2911 | MBS Weed | T. M. McCabe, p James R. King, gm William H. Lounsbury, ce | Loren Paynter, nd Dennis Murphy, sd | | RCA |
| ELY | | | | | | | | |
| | WXLT 1948 | 1450 250 | Ely Bcstg. Co. Inc. Ely 226 | KBS Lawson | | | | |
| EVELETH | | | | | | | | |
| | WEVE 1950 | 1340 250 | Ridson Inc. Park Hotel 991 | ABC | Carl Bloomquist, p Arthur F. Nelson, g & cm Mel K. Lasky, ce | | | Col. |
| FAIRMONT | | | | | | | | |
| | KSUM 1949 | 1370 1,000 DA-2 | Fairmont Bcstg. Co. 103 S. North Ave. 1370 | MBS Walker Lawson | Leo J. Seifert, p Frank W. Endersbe, gm Everett R. Ohrt, pd | Walton W. Wilson, ce Donald C. Wright, nd Harold E. L. Mahar, sd | | St. UP RCA |
| FARIBAULT | | | | | | | | |
| | KDHL 1948 | 920 1,000 DA-2 | Lee-Smith Bcstg. Co. Box 247 2312 | Pearson | Herbert H. Lee, co-o & gm Palmer Dragsten, co-o & cm John E. Hyde Jr., co-o & ce | Jergen Nash, pd Francis Robbins, nd Thomas Bachrach, sd | | St. AP Ray. |
| FERGUS FALLS | | | | | | | | |
| | KGDE 1926 | 1230 250 | Fergus Radio Corp. Highway 3 3986 | MBS Great Northern Walker | Harold L. Dell, secy-treas. & exec. d. Don L. Albertson, gm | Frederic T. Dell, asst. gm & nd Harold E. Allen, ce Peggy Jo, wd | | AP WE |
| GRAND RAPIDS | | | | | | | | |
| | KBZY 1948 | 1490 250 | Itasca Bcstg. Co. 207 N. 1st Ave. W. 198 | MBS Bulmer & Johnson | Robert D. Kennedy, p, g & cm Bernard Germ, pd, pmm & nd Ross Fesenmeyer, ce | Art Frick, fd Ken Hickman, sd Laura Westerberg, wd | | LW UP Col. |
| HIBBING | | | | | | | | |
| | WMFG 1935 | 1240 250 | Head of the Lakes Bcstg. Co. Androy Hotel 1150 | NBC Arrowhead Northwest Ra-Tel | Oscar H. Peterson, sm | | | |
| LITTLE FALLS | | | | | | | | |
| | KLTF 1950 | 960 500-D | Capital City Bcstg. Co. | | | | | |
| MANKATO | | | | | | | | |
| | KTOE 1950 | 1420 1,000 DA-N | Minnesota Valley Bcstg. Co. Mankato 4537 | ABC Dairyland | H. W. Linder, p D. O. Linder, gm Wayne Mack, pd | Don Ranniger, ce Wayne Grant, sd | | UP |
| | KYSM 1938 | 1230 250 | F. B. Clements & Co. 101 N. Second St. 4673 | NBC Northwest Pearson | John F. Meagher, g & cm Bob Gardner, pd John Gallos, pmm Jim Houts, ce | Julian Hoshal, nd Don Reddcliffe, fd Chuck Pasek, sd Mildred Flohr, wd | | Thes. St. UP RCA |
| | KYSM-FM 1948 | Ch. 278 (B) 103.5mc 47kw | | | | | | GE |
| MARSHALL | | | | | | | | |
| | KMHL 1946 | 1400 250 | Harry W. Linder KMHL Bldg. 2282 | MBS Dairyland Pearson | Harry W. Linder, o Gilmore F. Frayseth, gm Homer Lane, pd & nd | Bill Linder, ce F. J. Meade, fd Bob Wagner, sd | | UP Ray. |
| MINNEAPOLIS—ST. PAUL | | | | | | | | |
| | KEYD 1948 | 1440 5,000-D | Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451 | Rambeau | Henry Klages, p Lee L. Whiting, gm Harold A. Winther, cm Harry Zimmerman, pd | Harvey V. Headen, ce Bill Daley, sd Hulda Gran, wd | | St. AP RCA |
| | KSTP 1928 | 1500 50,000 DA-N | KSTP Inc. 3415 University Ave. S.E. Prior 2717 | NBC Northwest Petry | Stanley E. Hubbard, p & gm Kenneth M. Hance, evp & treas. C. Brooks Henderson, prod. sup. John McMahon, tech. sup. | Miller C. Robertson, vp chg. sls. Joe C. Cook, prom. & publ. d | | L-W, Thes. Wld. AP |

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| MINNEAPOLIS—ST. PAUL—(Continued) | | | | | | |
| KSTP-FM 1946 | Ch. 271 (B) 102.1mc 57kw | | | | | |
| KSTP-TV 1948 | Ch. 5 76-82 mc 17.3kw-aur.; 24.7kw-vis. | | | Del Franklin, pd Richard Kepler, TV film d | | |
| *KTIS 1949 | 900 1,000-D | Northwestern Schools Bible School, Seminary College Lincoln 7881 | | Dr. William Graham, p Loren F. Bridges, gm & pd Clarence LaBonte, ce | | UP |
| KTIS-FM 1950 | Ch. 253(B) 98.5mc 5.3kw | | | | | |
| *KUOM 1922 | 770 5,000-D ST-WCAL | U. of Minnesota Eddy Hall MA 8177 Ext. 419 | | Burton Paulu, m Northrop Dawson Jr., pd Berten A. Holmberg, ce | Ray Wolf, fd (Mrs.) Jo B. Nelson, wd | UP RCA |
| WCCO 1924 | 830 50,000 | Columbia Bcstg. System Inc. 625 Second Ave. So. Main 1202 | CBS Radio Sales | Frank Stanton, (CBS) p Gene Wilkey, gm Carl Ward, cm Robert Sutton, pd Tony Moe, pmm | J. J. Beloungy, ce Wiley Maloney, nd Larry Haeg, fd Halsey Hall, sd Darragh Aldrich, wd | LW AP, UP WE |
| WDGY 1925 | 1130 50,000-LS DA-2 25,000-N | Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271 | Avery-Knodel | James Stuart, p Harry Peck, g & cm Bob Allen, pd Vivienne Kleen, pmm | Charles Dinkle, ce Jim McGovern, nd John Leslie, sd Betty Robinson, wd | St. AP WH |
| WLOL 1940 | 1330 5,000 DA-1 | Independent Merchants Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406 | MBS Blair | Ralph L. Atlas, p C. T. Hagman, vp & gm Samuel N. Nemer, cm Jack Swenson, pmm, p & nd | Gene Brautigam, ce Dick Enroth, sd Barbara Bayne, wd | UP RCA |
| WMIN 1936 | 1400 250 | WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361 | Radio Reps | Frank M. Devaney, vp & gm N. L. Bentson, cm Norm Page, pd & nd | Dick Stevens, pmm Warren Fritze, ce Marty O'Neill, sd | Assoc. AP WE |
| WMIN-FM. 1947 | Ch. 258 (B) 99.5mc 46kw | | | | | Fed. |

YOU CAN'T CHOP WOOD WITH A RAZOR BLADE

It takes an AXE... and a good one... to make an impression on Minnesota's \$3,000,000,000 market... and, WDGY is that axe!

The 3-million gardeners who plant the commercial trees in our 96-county coverage area have designed this tool as they saw fit.

More weight with 50-thousand-watts of power

Wider cutting edge through independence and selective time availabilities

Sharpness with expert on-the-air and off-the-air sales promotion capable of directing this axe to the proper groove

And, loads of "chop-happy" personnel who know how to use this tool to YOUR best advantage.

No wonder... we're chopping more commercial wood than ever before!
No wonder... more radio lumberjacks-and-jills are joining our gang!
No wonder... the Minnesota eye... is on WDGY!

*Why not contact your Avery-Knodel man NOW...
while the "big swing" is underway!*

50,000 WATTS

INDEPENDENT



1130 KILOCYCLES
WDGY
ST. PAUL

MINNEAPOLIS

ST. PAUL

MINNESOTA—(Continued)

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| MINNEAPOLIS—ST. PAUL—(Continued) | | | | | | |
| WPBC 1949 | 980 500-D | People's Bcstg. Co. 1133 Stenson Blvd. Granville 4356 | Sears & Ayer | William V. Stewart, p, g & cm (Mrs.) Beckly Ann Stewart, pd & wd Joseph Kane, pmm Lloyd Sherman II, pmm | Sumner Rassmussen, ce Lloyd Nelson, nd Art Jacobson, fd Ray Christenson, sd | LW UP Col. |
| WTCN 1934 | 1280 5,000-LS 1,000-N | Minnesota Bcstg. Corp. 50 So. 9th St. Lincoln 0552 | ABC Dairyland Free & Peters | William J. McNally, p F. Van Konyenburg, gm R. N. Ekstrum, cm Judy Bryson, pd | C. J. Rian, pmm & nd John M. Sherman, ce C. D. Miller, d of bcst. ops. Bob Carlson, fd | Assoc., Cap. AF, UP WE |
| WTCN-FM 1937 | Ch. 246 (B) 97.1mc 11kw | | | | | |
| WTCN-TV 1949 | Ch. 4 66-72mc 9.2kw-aur. 17.9kw-vis.; | | ABC, CBS DuMont | Sherman K. Headley, TV opers. d | | Equities Flamingo |
| MOORHEAD | | | | | | |
| KVOX 1937 | 1340 250 | KVOX Bcstg. Co. Frederick Martin Hotel 3-1522 | MBS Great Northern Walker | E. J. McKellar, p M. M. Marget, gm & sd E. S. Kuhlmeier, pd & nd | Don Geiken, ce | Wid. UP WE |
| NEW ULM | | | | | | |
| KNUJ 1949 | 860 1,000-D | KNUJ Inc. 308½ North Minn. St. 905 | | Walter K. Mickelson, p Bernard L. Young, gm Wip Robinson III, pd John H. Acker, pmm | Leon H. Brauhn, ce George E. Korenchen, sd Jane Windom Robinson, wd | L-W AP G |
| NORTHFIELD | | | | | | |
| *WCAL 1918 | 770 5,000-D ST-KUOM | St. Olaf College Northfield 500 | | Milford C. Jensen, gm William Lundquist, pd Martin Hegland, pmm Gerald Thompson, nd | Eldon Underdahl, fd Rolf Charlston, sd Vivian Pearson, wd | Assoc. AP WH |
| WCAL-FM 1949 | Ch. 239 (B) 95.7mc 49kw | | | | | |
| OWATONNA | | | | | | |
| KOBK (CP) | 1390 500-D | Owatonna Bcstg. Co. 307 Vesterby Bldg. 5150 | | William F. Johns Jr., p Norman Engstrom, gm Wallace Fuller, pd & nd | | LW UP Col. |
| RED WING | | | | | | |
| KAAA 1949 | 1250 1,000-D | Red Wing Bcstg. Co. Red Wing 3512 | | Fred C. Clark, p & ce John F. Williams, ops. m & fd Maxine Jacobs, cm & secy.-treas. | Peter Lyman, pd & nd Marvin L. Schulz, pmm Jean McConnell, sd | Assoc. AP G |
| ROCHESTER | | | | | | |
| KLER 1948 | 970 500-LS 1,000-N DA-2 | Rochester Bcstg. Co. 229 1st. Ave. S. W. 2-2757 | ABC Pearson | (Mrs.) Alice Mayo, p Walter T. Bruzek, g & pmm Robert Flick, cm Robert Bouchier, pd | Boyton Hagaman, ce Don Mason, nd Wally Lindberg, sd Marge Given, wd | St. UP RCA |
| KROC 1935 | 1340 250 | So. Minn. Bcstg. Co. 100 1st Ave. Bldg. 3924 | NBC Northwest Ra-Tel | (Mrs.) G. P. Gentling, p G. David Gentling, gm John Burns, pmm Jerry Brataas, cm Cal Smith, pd & sm | Robert Cross, ce Ray Thompson, nd Jim Faber, fd Bernie Lusk, sd Mary Miller, wd | Thes. UP Col. |

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Big Station Talent • Big Station Dial Spot •
Big Station Coverage—At—Small Station COST!!
In the BIG Twin Cities Market—Minneapolis-St. Paul

980

on Your Dial
Daytime Regional
Check Rates

WPBC

980

on Your Dial
Daytime Regional
Check Rates

News Every Hour—Good Music ALL DAY

Sears & Ayer, National Rep.

William V. Stewart, Pres. & Gen. Manager

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| ST. CLOUD | | | | | | |
| KFAM 1938 | 1450 250 | Times Pub. Co. Weber Bldg. 3330 | NBC Northwest Pearson Lawson | Frederick C. Schilplin, p & gm Cliff R. Sakry, sm, nd, fd & sd John F. Green, cm | (Mrs.) Patricia Rieder, pd Robert Witschen, ce Carol VanSlyke, wd | Thes. AP RCA |
| KFAM-FM 1948 | Ch. 284 (B) 104.7mc 50kw | | | | | |
| WJON 1950 | 1240 250 | Granite City Bcstg. Co. St. Cloud Hotel 1240 | ABC Ra-Tel | Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm Wallace MacBriar, pd | Norman Vance, pmm Robert Wayne, nd Robert Muchow, ce Don Brockman, sd | Wld. UP G |
| STILLWATER | | | | | | |
| WSHB 1949 | 1220 250-D | St. Croix Bcstg. Co. 126 S. Main St. 46 | KBS | William F. Johns, p Charles E. Wright, gm Elmer Peterson, cm & sd | Jim Tibbetts, pd & nd Elmer Christenson, ce & fd Joan Perry, wd | L-W UP GE |
| THIEF RIVER FALLS | | | | | | |
| KTRF 1946 | 1230 250 | Henry K. Arneson 1313 No. Main Ave. 13 | Bulmer & Johnson | Henry K. Arneson, p & gm Alverda Noel, pd Henry J. Bothman, ce | Katherine Barzen, nd & wd Douglas Tegtmeler, sd | LW UP G |
| VIRGINIA | | | | | | |
| WHLB 1936 | 1400 250 | Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000 | NBC Ra-Tel | Morgan C. Murphy, p Walter C. Bridges, gm Chet Thurston, pmm Alys Mae McBride, pd | Norman Gill, ce A. DeYoannes, nd & sd Bob Mattson, nd August Neaubauer, fd | Assoc., Wld. SES. UP Col. |
| WADENA | | | | | | |
| KWAD 1948 | 920 1,000 DA-N | Associated Bcstrs. Inc. First Nat'l. Bank Bldg. 920 | MBS Bulmer & Johnson | C. V. Phillips, p Carl E. Holt, g & cm Jim Buchan, pd, fd & pmm M. F. Mickelson, ce | Warren Gustafson, nd Dale Peterson, sd Roxanne Michaels, wd Gwen Robinson, office m | SES. UP G |
| WILLMAR | | | | | | |
| KWLM 1940 | 1340 250 | Lakeland Bcstg. Co. 307 West 6th St. 1340 | ABC Dairyland Pearson | H. W. Linder, p, gm & ce Jack Lynch, cm Joe Martinson, pd | Irene Peters, wd | Cole UP WE |
| WINONA | | | | | | |
| KWNO 1938 | 1230 250 | Winona Radio Service 307 Center St. 3314 | ABC Pearson | Maxwell H. White, p Ken Marsh, gm Rod Hurd, cm Dave Moffit, pmm | Stanley Johnson, ce Gordon Holte, nd Charles Williams, sd Ethel Holte, wd | Wld. AP RCA |
| KWNO-FM 1948 | Ch. 248 (B) 97.5mc 55kw | | | | | |
| WORTHINGTON | | | | | | |
| KWOA 1947 | 730 1,000-D | Worthington Bcstg. Co. Hotel Thompson 2-7301 | | R. W. Olson, p Ralph E. Shepard, g & cm Roger Russell, pmm, pd & sd Clint Knapp, ce | Ty Mack, nd Mervin Gardner, fd Lorraine Steinbach, wd | LW UP Ray. |

The NBC Affiliate for Central Minnesota

AM • **K F A M** • FM

St. Cloud, Minn.

CENTRAL Minnesota's dominant radio station, KFAM, has been serving an eleven county prosperous farm market since June, 1938. Today, KFAM offers national and regional advertisers AM and FM coverage at the same rate.

OWNED by The Times Publishing Company, KFAM, the NBC affiliate for the St. Cloud trading area, reaches a population of nearly 300,000. St. Cloud and suburbs today total 33,410. KFAM enjoys wide prestige and popularity in Minnesota—factors that make sales for your product.

“The Voice of Central Minnesota”

Write for complete information today

Owned and Operated by The Times Publishing Company

JOHN E. PEARSON CO., NATIONAL REPRESENTATIVES

ORVILLE LAWSON & ASSOC., REGIONAL REPRESENTATIVES

MISSISSIPPI

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| ABERDEEN | | | | | | |
| WMFA (CP) | 1240 250 | Frairie Bcstg. Co. | | | | |
| BILOXI | | | | | | |
| WLOX 1949 | 1490 250 | WLOX Bcstg. Co. Inc. Hotel Buena Vista 5532 | MBS Rambeau | J. S. Love, Jr., p Gene Tibbett, g & pmm Blue Majure, cm & ce Ken Carleton, pd | Dave Banks, nd Ray Butterfield, sd Tony McCorkle, wd | St. UP WE |
| WVMI 1950 | 570 1,000-D | Radio Associates P. O. Box 152 6961 | Devney | Odes E. Robinson, p, g & cm Richard E. O'Donnell, ce Gene Allen, pd, pmm & nd | Bob Campbell, fd Len Ellis, sd Beatrice Ellis, wd | Thes., L-W UP Col. |
| BOONEVILLE | | | | | | |
| WBIP 1950 | 1400 250 | Booneville Bcstg. Co. Highway #45-S 678 | | E. O. Roden, p W. T. McLain, gm D. Brown Carter, cm | Chad Lassiter, pd L. A. Bryan, ce | Cap. UP G |
| BROOKHAVEN | | | | | | |
| WJMB 1950 | 1340 250 | Brookhaven Bcstg. Co. West Chicasaw St. 1298 | Miss. Continental | Tullius Brady, p & gm Guy Harris, cm, pd & nd Arthur T. Pharris, ce | Joyce Cook, wd | L-W, Wid. AP G |
| CENTREVILLE | | | | | | |
| WGLC (CP) | 1580 250-D | S. W. Bcstg Co. of Miss. | | | | |
| CLARKSDALE | | | | | | |
| WROX 1943 | 1450 250 | Birney Imes Delta Ave. 1568 | MBS, KBS Mid-South | Birney Imes Jr., p P. B. Hinman, gm C. D. Graves, ce | | RCA |
| CLEVELAND | | | | | | |
| WCLD 1949 | 1490 250 | Cleveland Bcstg. Co. Highway 61 990 | LBS Miss. McGillvra | C. W. Capps Melvin C. Lee } co-o Lowry Tims Melvin C. Lee, g & pmm & nd | Russell N. Pausch, cm & sd Dorothy Guerieri, pd & wd John Gilmore, ce | Wid. UP Col. |
| COLUMBIA | | | | | | |
| WCJU 1946 | 1450 250 | WCJU Inc. South Main St. 755 | MBS, KBS | Lester Williams, cm | | |
| COLUMBUS | | | | | | |
| WACR 1950 | 1050 250-D | Miss. Bcstg. Co. Inc. Columbus | Miss. | Withers Gavin, p & gm | | St. UP |
| WCBI 1940 | 1340 250 | Birney Imes Jr. Gilmer Hotel 1313 | MBS, KBS Mid-South Mid-South | Birney Imes Jr., p Bob McRaney, g & pmm J. W. Eatherton, cm Walter Kennedy, pd | Thomas McFerrin, ce Dick Crago, nd & sd Chuck Delaney, fd Patsy McDade, wd | AP RCA |
| CORINTH | | | | | | |
| WCMA 1946 | 1230 250 | Corinth Bcstg. Co. Inc. Ray Bldg. 5575 | KBS, MBS Dixie Burn-Smith | Aaron B. Robinson, vp & gm John E. Bell, sta. & pmm Joe P. Van Dyke, cm William H. Matthews, pd | William M. Essary, ce Al Young, nd Fred Dillon, sd | Wid. UP WE |

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OUTSTANDING
BILOXI POPULATION

WLOX is the only Radio Station located within Biloxi City limits.

WLOX is on the air from 4:30 A.M. until 12:00 Midnight.

WLOX is the only full time station for Biloxi.

WLOX BILOXI

Represented by
WILLIAM G. RAMBEAU CO.



Cleo Moore
Actress

FIGURES...
GAINS 111% IN 1950

Speaking of Figures . . .

| | | |
|---------------|------|--------|
| Biloxi | 1940 | 17,475 |
| | 1950 | 37,034 |
| Gulfport | 1940 | 15,195 |
| | 1950 | 22,418 |
| Ocean Springs | 1940 | 1,881 |
| | 1950 | 3,060 |
| Pascagoula | 1940 | 5,900 |
| | 1950 | 10,797 |

Dwelling Units

| | | |
|----------|------|-------|
| Biloxi | 1940 | 4,823 |
| | 1950 | 8,431 |
| Gulfport | 1940 | 4,004 |
| | 1950 | 6,846 |

SEND FOR A COPY OF OUR LATEST LISTENER SURVEY
... IT'S GOOD!!!

Gene Tibbett,
General Manager

THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Raymer Co.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|--|---|---------------------------|---|--|--|
| NEW YORK—(Continued) | | | | | | |
| WOV 1926 | 1280 5,000 DA-1 ST-WHBI | Wodaam Corp. 730 Fifth Ave. Circle 5-7979 | Pearson | Richard E. O'Dea, p Ralph N. Weil, evp & gm Herb Schorr, slm Arnold Hartley, pd & vp | Carroll Forbes, pmm Emile Hill, ce Anne Baldwin, publ. d Thomas B. Morgan, nd | St. Mac. AP WE |
| WPIX (TV) 1948 | Ch. 11 198-204mc 2.5kw aur.; 3.6kw vis. | WPIX Inc. 220 E. 42nd St. Murray Hill 2-1234 | Free & Peters | F. M. Flynn, p G. Bennett Larson, vp & gm Walter Duncan, cm Warren Wade, prog. m | Thomas E. Howard, ce John McClay, d of opers. Ardien Rodner, coml. pdm | AP, UP RCA |
| WQXR 1936 | 1580 10,000 | Interstate Bcstg. Co. Inc. 229 West 43rd St. Lackawanna 4-1100 | Raymer | Arthur Hayes Sulzberger, p Elliott M. Sanger, evp & gm Julius Ochs Adler, 1st vp Norman S. McGee, vp chg. of sis. | Eleanor N. Sanger, pd Mary Rice Anderson, pmm Russell D. Valentine, ce Godfrey N. Nelson, secy. | Assoc. RCA |
| WQXR-FM 1939 | Ch. 242 (B) 96.3mc 11kw | | | | | WE |
| WWRL (Woodside) 1926 | 1600 5,000 DA | Long Island Bcstg. Corp. 4130 58th St., Woodside, N. Y. Newtown 9-3300 | | W. H. Reuman, p Edith Dick gm Selvin Donneson, slm Fred Barr, prog. m & nd | Benton R. Bartlett, ce Jacko Maxwell, sd Elizabeth Robinson, wd | Assoc. AP WE |
| NIAGARA FALLS | | | | | | |
| WHLD 1940 | 1270 5,000-D-DA | Niagara Falls Gazette Pub. Co. Hotel Niagara 8421 | MBS Headley-Reed | Earl C. Hull, vp & gm Richard G. Robbins, cm Jack Whitney, pd | Robert J. Wilson, ce Rick Bennett, nd Charles Barton, sd | Wld., St. UP Ray. |
| WHLD-FM 1946 | Ch. 253 (B) 98.5mc 46kw | | Rural Radio | | | Fed. |
| WJLL 1947 | 1440 1,000-D | John J. Laux 129 Main St. 5286 | Grant | John J. Laux, p Tom W. Talbot, gm Jerry Milan, cm Louise Hamrick, pd | Jimmy Thompson, pmm, nd & sd Gus Czaplack, ce Lou Schriver, fd Mary DiLaura, wd | AP G |
| OGDENSBURG | | | | | | |
| WSLB 1940 | 1400 250 | St. Lawrence Bcstg. Corp. Ogdensburg 500 | MBS | Joseph R. Brandy, p & cm Harold J. Frank, secy.-treas. Hal Gilman, pd & pmm Ellsworth Hall, ce | Jolly Bergeron, nd Al Kuchler, fd Frank Mason, sd Flo Beach Rowe, wd | UP RCA |
| WSLB-FM 1948 | Ch. 291 (B) 106.1mc 15kw | | | | | Fed. |
| OLEAN | | | | | | |
| WHDL 1935 | 1450 250 | WHDL Inc. 3219 West State St. 4149 | ABC McKinney | E. B. Fitzpatrick, p John R. Henzel, gm Donald Merriman, cm & sd | Edward McGrath, pd & nd Otis Atherton, ce Annabelle Eisert, pmm & wd | Wld. UP Col. |
| WHDL-FM 1949 | Ch. 239 (B) 95.7mc 43kw | | | | | WH |
| ONEONTA | | | | | | |
| WDOS 1947 | 1400 250 | The Oneonta Star Inc. Chestnut & West Sts. 2470 | MBS Radio Reps. | James H. Ottaway, p Eugene J. Brown, gm Walton F. Dening, sm Charles Hobart, prog. m & nd | George Smith, cm Wiley Bates, ce Ted Roodhof, fd Sandy Squires, sd | Wld., Assoc. AP GE |
| OYSTER BAY | | | | | | |
| WKBS 1948 | 1520 250-D | Key Bcstg. System Inc. 25 East Main St. 6-2500 | | R. Lee Hollingsworth, p, gm & ce Milton R. Flack, pd, cm & nd Jack Hurst, sd | Madam Olga Petrova, wd Don MacLachlan, pmm | Mac. UP G |
| PEEKSKILL | | | | | | |
| WLNA 1945 | 1420 500-D | Highland Bcstg. Corp. Dogwood Rd. 7-2454 | | Peter C. Houskeeper, p, pd & ce Irving E. Cottrell, g & cm Sam D'Onofrio, nd | | Wld., SES. UP Ray. |
| PLATTSBURG | | | | | | |
| WEAV 1935 | 960 1,000 DA-N | Plattsburg Bcstg. Corp. Radio Center 1600 | ABC McGillvra | George F. Bissell, p & gm Jan King, c & asst. m A. J. Coursey, pd & pmm Henry Heustis, ce | James Stoddard, nd Chester Bosworth, fd Martin Traynor, sd | Thes. UP Col. |
| WENT 1944 | 1340 250 | (See Gloversville, N. Y., listing) | | | | |
| WRVY 1950 | 1340 250 | Clinton County Bcstg. Co. 301 Cornelia St. 2800 | MBS Grant | Joel H. Scheier, p, g & cm Betty Kraus, pd & wd Walter H. Petterson, vp Martin D. Mannix, pmm & fd | John M. Nazak, ce Richard Karnow, nd Fran Roberts, sd | St. AP G |
| POUGHKEEPSIE | | | | | | |
| WEOK 1949 | 1390 1,000-D | Mid-Hudson Bcstrs. Inc. 385 Main St. 8300 | Devney | Harold W. Cassill, p & gm Arthur J. Barry Jr., sta. & cm Harold Hennig, pd Alvin Perlmutter, pmm John P. Burke, ce | Richard Horan, asst. ce Irvin Breslau, nd Walter Androsko, fd Lou Pells, sd Muriel DeGre, wd | Wld. INS, TP RCA |
| WKIP 1940 | 1450 250 | Poughkeepsie Newspapers Inc. Memorial Sq. 6800 | ABC | M. C. Speidel, p George W. Bingham, gm Henry J. Behre, cm | Richard F. Crans, pd & pmm Marvin S. Seimes, ce Richard Collignon, nd | St. AP RCA |
| WHVA (FM) 1947 | Ch. 284 (B) 104.7mc 2.3kw | (WKIP, AM affiliate) | Rural Radio | | | GE |
| ROCHESTER | | | | | | |
| WARC 1947 | 950 1,000 DA-N | WARC Inc. 111 East Ave. Hamilton 8920 | ABC Katz | Samuel W. Townsend, p & gm Harland M. Evans, cm Earl W. Steil, pd Ross Woodbridge, pmm Robert Emch, ce | Wanda E. Townsend, secy. & asst. treas. V. Roberts, nd Carl Chamberlain, sd Blanch Scott, wd | AP Ray. |
| WHAM 1922 | 1180 50,000 | Stromberg-Carlson Co. Rochester Radio City Culver 7240 | NBC Hollingsbery | William Fay, vp & gm John W. Kennedy Jr., cm Charles W. Siverson, pd Armin Bender, pmm | Kenneth J. Gardner, d of engrg. Arthur W. Kelley, asst. slm. David E. Kessler, nd George F. Haefner, fd | Wld. UP WH |
| WHFM (FM) 1939 | Ch. 255 (B) 98.9mc 20kw | (WHAM, AM affiliate) | | | | WE |
| WHAM-TV 1949 | Ch. 6 72-88mc 8.7kw-aur.; 16.7kw-vis. | | ABC, CBS DuMont NBC | John Crosby, prod. d Truman Brizee, asst. slm. | | RCA |

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What kind of a
TEST CITY
 is ROCHESTER, N. Y.?

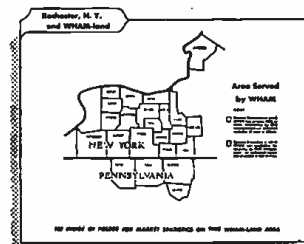
● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a **MUST** on test market programs. Here are the exact rankings for Rochester:

- #1 in New York State
- #1 in the Middle Atlantic States
- #7 in all cities of population from 250,000 to 500,000
- #15 in all American cities of all sizes

BUT . . . "Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the **BEST**
RADIO BUY
 in ROCHESTER?

● **WHAM**—and **WHAM** **outstandingly**—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of **WHAM'S** coverage.



FACTS for FREE!

Write **WHAM**—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the **WHAM-land** area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.



The Stromberg-Carlson Station
 NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
 Geo. P. Hollingbery Co., National Representative

NEW YORK—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--------------------------------------|---|---------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| ROCHESTER—(Continued) | | | | | | |
| WHEC 1925 | 1460 5,000 DA-N | WHEC Inc. 40 Franklin St. Baker 6740 | CBS McKinney | Frank E. Gannett, p Clarence Wheeler, evp Gunner O. Wiig, gm William J. Adams, pd, wd & pmm | Le Moine C. Wheeler, cm Bern C. O'Brien, ce Lowell H. MacMillan, prod. & sd Ralph Knox, nd | St. AP WE |
| WRNY 1947 | 680 250-D | Monroe Bcstg. Co. Inc. 191 East Ave. Hamilton 9775 | Forjoe | George B. Kelly, p, g, c & pmm Addison P. Penfield, pd & sd Felix D. Bonvouloir, ce | Paul Robinson, pdm | L-W AP Ray. |
| WRNY-FM 1948 | Ch. 250 (B) 97.9mc 7.9kw | | | | | GE |
| WSAY 1936 | 1370 1,000 DA-1 CP: 5,000 DA-N | Federal Bcstg. System Inc. 328 E. Main St. Baker 4870 | Walker | Gordon P. Brown, p & gm C. A. Culver, cm | | |
| WVET 1947 | 1280 5,000 DA-N | Veterans Bcstg. Co. Inc. 17 Clinton Ave. S. Hamilton 4820 | MBS Bolling | Ervin F. Lyke, gm & ce Arthur Murrellwright, loc. slm Paul C. Louthier, pd F. Chase Taylor, pmm | David Roberts, nd Walt Riley, sd Betty Harris, wd | Assoc. UP Col. |
| ROME | | | | | | |
| WKAL 1946 | 1450 250 | Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616 | MBS Cooke | Myron J. Kallet, p Charles A. King, gm Joseph C. Trella, cm Louis A. Barlie, pd | George T. Bolton, pmm & fd James Delaney, ce Ann Grande, traffic m Harold C. Wunsch, nd | L-W UP Col. |
| SARANAC LAKE | | | | | | |
| WNBZ 1927 | 1450 250 | Upstate Bcstg. Corp. 88 Main St. 1320 | ABC, KBS Clark | H. Berwind Williams, gm & ce Jacques DeMattos, cm John J. Birmingham, pd & nd | | Thes. AP RCA |
| SCHENECTADY | | | | | | |
| WBCA (FM) 1941 | Ch. 266 (B) 101.1mc 3.5kw | Capitol Bcstg. Co. Inc. 408 State St. 3-1423 | | Leonard L. Asch, p, g & cm A. Clement, pd | R. S. Henry, ce | Assoc. GE |

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The RADIO PICTURE has CHANGED in Binghamton

You can't afford to overlook WKOP!

N O W full time 1,000 watts day on 1360 kilocycles.

N O W upsetting all audience ratings with MR. MONEY.

N O W offering Southern Tier's top news coverage.

Expanded local news staff plus Mutual's best commentators.

N O W offering Slim Williams, only live orchestra wake-up show in Southern Tier radio.

W K O P

BINGHAMTON, NEW YORK

BURN SMITH
National Rep.

ROBERT KELLER
New York City
Promotion Director

WHEC

HOOPER LEADER

40.9

**AVERAGE SHARE OF
RADIO AUDIENCE**

morning, afternoon & night !

* LATEST HOOPER BEFORE PRESS
TIME OCTOBER 1950

IN
ROCHESTER
N. Y.

5,000 watts — CBS

Representatives:

EVERETT-McKINNEY, Inc. New York, Chicago,
LEE F. O'CONNELL CO., Los Angeles, San Francisco

NEW YORK—(Continued)

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|--|--|----------------------------|---|--|--|
| SCHEENECTADY—(Continued) | | | | | | |
| WGY 1922 | 810 50,000 | General Electric Co. 1 River Rd. 7-2261 | NBC NBC Spot | R. S. Peare, vp & m B. J. Rowan, asst. m R. B. Hanna, sm R. W. Welpott, asst. sm | W. J. Purcell, ce Caleb Palne, prog. sup. R. F. Reid, loc. sls. sup. G. W. Givens, sup. of sls. prom. | Thes., Wid., Assoc. AP, UP GE |
| *WGFM (FM) 1941 | Ch. 258 (B) 99.5mc 6kw | (WGY, AM affiliate) | | | | |
| WRGB (TV) 1939 | Ch. 4 66-72mc 9.12kw-aur.; 18.25kw-vis. | (WGY, AM affiliate) | | A. G. Zink, prog. sup. E. J. Pudney, prod. sup. W. T. Meenam, news sup. | A. O. Coggeshall, music sup. M. C. Galusha, farm sup. | INS |
| WSNY 1942 | 1240 250 | Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622 | Young | Winslow P. Leighton, p & gm Stephen A. Fltz, pd & sd Robert Wallace, pdm. & nd | Irving Beck, ce Margaret Morse, wd | L-W, SES. AP G |
| SYRACUSE | | | | | | |
| WAGE 1941 | 620 5,000-LS 1,000-NDA | WAGE Inc. Loew Bldg. 2-0277 | ABC Petry | William T. Lane, gm Aaron Beckwith, gen. slm | | |
| WFBL 1924 | 1380 5,000 DA-N | Onondaga Radio Bcstg. Corp. 433 S. Warren St. 21147 | CBS Free & Peters | Oscar F. Soule, p Samuel Woodworth, vp & gm Charles Phillips, vp & cm Robert G. Sodle, evp Ray Gantter, pd | Hendrick Soule, pmm James Kelley, ce F. Channing Soule, treas. Ray Owens, nd Al Warner, fd | WE |
| WHEN (TV) 1948 | Ch. 8 180-186mc 7.5kw aur.; 15kw vis. | Meredith Syracuse TV Corp. 101 Court St. 3-1126 | ABC, CBS DuMont Katz | E. T. Meredith Jr., p Paul Adanti, gm W. H. Bell, cm | Eugene Crow, ce Ned Ryan, pmm | UP GE |
| WNDR 1947 | 1280 5,000 DA-N | Syracuse Bcstg. Corp. 306 South Salina St. 2-6101 | MBS Rambeau | T. Frank Dolan, p Franklin H. Small, vp & slm Arthur C. Kyle Jr., gm Robert Middleton, pd Bruce Sabine, pmm | Robert Dye, ce Robert Lovell, nd Lem Lemmon, fd Jim Gordon, sd | Wld. AP RCA |
| WNDR-FM 1948 | Ch. 273 (B) 102.5mc 8.5kw | | | | | |
| WOLF 1940 | 1490 250 | Civic Bcstg. Corp. Onondaga Hotel 2-7211 | Walker | T. S. Marshall, p & gm James J. Coolican, cm Hamilton M. Woodie, pd, sm & nd | Don Muir, ce Red Parton, sd | St. AP Col. |

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W W R L NEW YORK

*Powerfully Selling America's Greatest Market at
the Lowest Cost. Tops in New York for Spanish,
German, Czechoslovakian and the Negro Market.*

5,000 WATTS Newtown 9-3300 1600 Kc

Represented Nationally by NBC Spot Sales

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

FIRST

IN LISTENERSHIP—**WGY** has 37% more daytime audience and 45% more nighttime audience than a combination of the ten top-rated radio stations in its area.¹

IN COVERAGE—**WGY** and *only* WGY can cover 21 metropolitan markets with one radio station. WGY reaches 1,247,000² potential listeners with over one billion dollars in retail sales.

FIRST

IN LISTENER IMPACT—**WRGB** received 103,577³ contest entries during eleven programs for *one* sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—**WRGB** is now offering television service to more than 375,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%⁴ set tune-in nightly.

Represented Nationally by NBC Spot Sales

WRGB

A GENERAL ELECTRIC STATION

¹—BMB, 1950
²—Fall, Winter Hooper Survey, 1950
³—Ruben H. Donnelly Corp.
⁴—General Electric Opinion Study Division, 1950



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pam; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|-----------------------------------|---|--|--|
| SYRACUSE—(Continued) | | | | | | |
| WSYR 1922 | 570 5,000 DA-2 | Central N. Y. Bcstg. Syracuse Kemper Bldg. 3-7111 | NBC Headley-Reed | H. C. Wilder, p E. R. Vadeboncoeur, vp & gm W. R. Alford Jr., cm Wm. V. Rothrum, pd John F. Hurlbut, pmm | G. A. Belle Isle, vp & ce Fred Hillegas, nd R. F. Doubleday, fd Ernest Cuno, sd | L-W UP RCA |
| WSYR-FM 1946 | Ch. 233 (B) 94.5mc 10kw | | | | | GE |
| WSYR-TV 1950 | Ch. 5 76-82mc 12.5kw aur.; 23.8kw vis. | | | | | GE |
| TROY | | | | | | |
| WFLY (FM) 1948 | Ch. 222 (B) 92.3mc 5.4kw | The Troy Record Co. Hotel Troy 8400 | Rural Radio | Frank L. York, gm Robert C. Goodrich, sm | | Wid., Cap. AP |
| WHAZ 1922 | 1330 1,000 S-WBBR WEVD | Rensselaer Polytechnic Institute 110 8th St. 6810, Ext. 32 | | W. J. Williams, pmm | | |
| WTRY 1940 | 980 5,000 DA-1 | Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1100 | CBS Headley-Reed | H. C. Wilder, p W. A. Ripple, vp & gm Woodbury Carter, asst. gm John W. Sutphen Jr., cm H. H. Sharpe III, pd & fd | James F. Baker Jr., pmm A. H. Chismark, ce John Givney, nd Lyle Bradley, sd Frances Shea, wd | L-W UP RCA |
| WTRI (FM) 1946 | Ch. 274 (B) 102.7mc 3.5kw | (WTRY, AM affiliate) | | | | GE |
| UTICA | | | | | | |
| WGAT 1947 | 1310 1,000-LS 500-N DA | Central Bcstg. Co. 250 Genesee St. 2-9231 | Meecker | J. Eric Williams, p & gm Roland L. Fowler, cm Peter W. Ghiloni, ce | C. D. Williams, office m Ray Monday, nd John Boothby, sd | AP G |
| WIBX 1925 | 950 5,000 DA-1 | WIBX Inc. First Nat'l Bank Bldg. 2-2101 | CBS Colton | (Mrs.) Margaret Bowen Stevens, p & gm Gladys P. Moore, vp & secy. Elliott Stewart, evp. pd & sm | Nathan W. Cook, c & pmm John T. Dowdell, ce Betty Cushing Griffin, pdm Robert Mahaney, nd | Wid. UP, INS RCA |
| WIBX-FM 1946 | Ch. 245 (B) 98.9mc 9kw | | | | | GE |
| WKTV (TV) 1949 | Ch. 13 210-216mc 6.5kw-aur.; 13kw vis. | Copper City Bcstg. Corp. Smith Hill Rd. 3-0404 | ABC, CBS, DuMont, NBC Cooke | Myron J. Kallet, p Michael C. Fusco, gm J. T. MacDavitt, cm | Jack Fredericks, pd DeForest T. Layton Jr., ce Edwin Whittaker, pdm | UP GE |
| WRUN 1947 | 1150 5,000-LS DA-2 1,000-N | Rome Sentinel Co. 258 Genesee St. 2-5111 | ABC Avery-Knodel | Bradley C. Barnard, p Fritz Updike, gm Richard A. Clark, sm Nick Stemmler, pd & sd | Kenn Thorpe, pmm & nd Carroll Henry, studio sup. John Davis, asst. news editor Ann Houser, wd | Assoc. AP |
| WRUN-FM 1947 | Ch. 289 (B) 105.7mc 4.3kw | | Rural Radio | | | |
| WALTON | | | | | | |
| WDLA (CP) | 1270 1,000-D | Delaware Bcstg. Corp. | | | | |
| WATERTOWN | | | | | | |
| WATN 1941 | 1240 250 | Watertown Bcstg. Corp. 118 Washington St. 2424 | MBS | G. Harry Righter, p, g & cm & fd Hugh L. Cosline, pd & nd Donald Hopkins, sd | Donald Schryver } Fred Sprague } co-ce James Billingsley } | St. AP RCA |
| WWNY 1941 | 790 1,000 DA-N | The Brockway Co. Hotel Woodruff 4120 | CBS Weed | John B. Johnson, p Louis Saiff Jr., g & cm Earl R. Kelly, sm James W. Higgins, asst. sm | John H. Cleveland Jr., pmm Maynard B. Davis, ce David M. Graves, pdm William Haley, nd | Wid., Assoc. UP RCA |
| WWNY-FM 1948 | Ch. 263 (B) 100.5mc 14.4kw | | Rural Radio | | | |
| WETHERSFIELD | | | | | | |
| WFNF (FM) 1948 | Ch. 299 (B) 107.7mc 1.3kw | Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341 | Rural Radio | (See Rural Radio Network Listing) | | |
| WHITE PLAINS | | | | | | |
| WFAS 1932 | 1230 250 | Westchester Bcstg. Corp. 8 Church St. 9-6400 | Headley-Reed | V. E. Macy Jr., p Frank A. Seitz, vp, mgng. d & ce John E. Arens, cm | Randall Kaler, pd Lenny Dillon, sd Joan M. Schneider, wd | Wid., Assoc. AP WE REL |
| WFAS-FM 1947 | Ch. 280 (A) 103.9mc 0.12kw | | | | | |

NORTH CAROLINA

| | | | | | | |
|------------------|-----------------|--|--------------------|---|---|------------------------|
| AHOSKIE | | | | | | |
| WRCS 1948 | 970 1,000-D | Roanoke-Chowan Bcstg. Co. Inc. P. O. Box 89 333 | Dodson | Charles H. Jenkins, p P. G. Sewell, g & cm Johnny Palmer, pd & sd John M. Sherwood, ce | Burt Derman, nd Larry Knight, fd Lee Kramer, wd | UP Ray. |
| ALBEMARLE | | | | | | |
| WABZ 1947 | 1010 1,000-D | Radio Station WABZ Inc. Hotel Albemarle 1100 | KBS, LBS Devney | M. M. Palmer, p W. J. Page, gm Claude Shankle, cm | J. T. Newman, pd J. D. Brooks, ce | Cap. AP, UP Ray. |

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• LEADERSHIP IS EARNED • LEADERSHIP

EXPERIENCE...

AM

28 Years

that results in
GOOD SHOWS
backed up with
**AGGRESSIVE
PROMOTION**

FM

4 Years

Central New York
Listeners and Viewers
have learned to turn to
WSYR

TV

1 Year

WSYR ACUSE
AM • FM • TV

NBC AFFILIATE • *Headley-Reed, National Representatives*

... the Only Complete Broadcast Institution in Central New York

EARNED • LEADERSHIP IS EARNED • LEADERSHIP

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH CAROLINA—(Continued)

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| ASHEBORO WGWR 1947 | 1280 1,000-D | Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 800 | | Roy Cox, p J. R. Marlowe, gm Ryan Neely, cm A. B. Brown Jr., pd & nd | C. C. Penny, ce Nelson J. Harrill, fd Vic Smith, sd Dorothy Lewallen, wd | Assoc. UP Ray. |
| WGWR-FM 1949 | Ch. 222 (B) 92.3mc 10kw | | | | | |
| ASHEVILLE WISE 1938 | 1230 250 | Radio Station WISE Inc. 100 College St. 3-5381 | NBC Keller | Harold H. Thoms, p & gm Lloyd B. Leonard, cm Harold Moon, pd & sd | Floye Bowers, pmm & wd John Randolph, ce Dick Harshaw, nd & fd | AP G |
| WLOS 1947 | 1380 5,000-LS 1,000-N-DA | Skyway Bcstg. Corp. Battery Park Hotel 2-2431 | ABC Taylor | Charles B. Britt, vp Kenneth Beachboard, sm Edward D. Brandt, c & pmm William L. Robertson, pd | William M. Chambers, ce R. Fred Brown Jr., nd & sd Sunny Daye, wd | Wld. UP RCA |
| WLOS-FM 1947 | Ch. 282 (B) 104.3mc 9.2kw | | | | | |
| WSKY 1946 | 1490 250 | Radio Asheville Inc. 12 Church St. 3-4451 | LBS Rambeau | Carl R. Bamford, p Zib Lee, gm | | L-W AP |
| WWNC 1927 | 570 5,000 DA-N | Asheville Citizen-Times Co. Inc. 14 O. Henry Ave. 5611 | CBS MBS Headley-Reed | Don S. Elias, p Cecil B. Hoskins, g & pmm James A. Hagan, cm William F. Melia, pd & nd | William H. Hamrick, ce Arthur A. Haynes, sd Ellen Callahan, wd | Assoc. AP, UP RCA |
| BOONE WATA 1950 | 1450 250 | Wilkes Bcstg. Co. Boone 467 | MBS | (Mrs.) Doris B. Brown, p & gm Roland B. Potter, cm Charles Wilfong, pmm, pd, nd & fd | Bill K. Phillips, ce William Craig, sd | AP RCA |
| BREVARD WPNF 1950 | 1240 250 | Pisgah Bcstg. Co. Inc. Brevard 745 | MBS | Ed M. Anderson, p John Anderson, exec. d M. L. Hammette, m & cm Cliff Livingston, ce | Jonas Bridges, pd Bob Liverance, fd Bill Pascal, nd Francis Walker, wd | AP G |
| BURLINGTON WBBB 1941 | 920 1,000-D | Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376 | MBS KBS Dixie FM McGillvra | E. Z. Jones, gm Phil Eakin, cm Ed Brooks, pd, nd & fd Ted Hanker, pmm | Berry Tysor, ce Bob Thompson, sd Bet Washburn, wd | Assoc., Cap. AP WE |
| WBBB-FM 1946 | Ch. 267 (B) 101.1mc 5kw | | | | | |

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IT'S UNANIMOUS...WBT is

WBT reaches a market bigger by far than 10 years ago—
 1,246,420,000 retail sales dollars last year!*

*Sales Management (May 1950-1940 figures for WBT's 50-100%
 daytime listening area, 1949)

WBT delivers the biggest share of audience
 in the Carolinas—
 better than 60% in Charlotte!*

*Hooper (most recent Charlotte Station Listening Index)



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|-------------------------------------|---|--|-----------------------------|--|--|---------------------------------|
| BURLINGTON—(Continued) | | | | | | |
| WFNS 1946 | 1150 1,000-D | Burlington-Graham Bcstg. Co. Burlington 4261 | Sears & Ayer | John C. Hanner, gm Roy Springer, cm Russell A. Marion, pd Charles D. Chandler, ce | Leon Smith, nd Jim Hall, fd Jim Looney, sd Avery Gibson, wd | Wld. UP WE |
| WFNS-FM 1946 | Ch. 230 (B) 93.9mc 2.55kw | | | | | WH |
| CHARLOTTE | | | | | | |
| WAYS 1942 | 610 5,000-LS 1,000-N DA-1 CP: 5,000 DA-2 | Inter-City Adv. Co. of Charlotte N. C. Inc. 120 E. Third St. 3-7173 | ABC MBS Avery-Knodel | George W. Dowdy, p Walter H. Goan, gm Harry Barfield, pd & sd | J. Norman Young, pmm & nd B. C. Stewart, ce Gladys Lavitan, wd | L-W, SES. INS Col. |
| WAYS-FM 1947 | Ch. 299 (B) 107.7mc 7.7kw | | | | | Fed. |
| WBT 1922 | 1110 50,000 DA-N | Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833 | CBS Radio Sales | J. M. Bryan, p Charles H. Crutchfield, vp & gm Keith S. Byerly, cm Wallace Jorgenson, loc. slm | C. K. Spicer, bus. m Ken Tradwell, pd J. R. Covington, pmm M. J. Minor, ce | Assoc. Wld. AP, UP RCA |
| WBT-FM 1947 | Ch. 260 (B) 99.9mc 273kw | | | | | REL |
| WBT (TV) 1949 | Ch. 3 60-66mc 8.2kw aur.; 16.3kw vis. | (WBT, AM affiliate) | ABC CBS DuMont NBC | Larry Walker, asst. gm & TV pd | | RCA |
| WGIV 1947 | 1600 1,000-D | Charlotte Radio & Television Corp. 702 Builders Bldg. 54829 | Forjoe | Francis M. Fitzgerald, p & gm Law Epps, sm Henry Grad, pd | Thomas C. Brandon, ce | Cap. AP GE |
| WIST (FM) 1948 | Ch. 284 (B) 104.7mc 50kw | Bcstg. Co. of the South 204 Liberty Life Bldg. 6-3511 | | B. Calhoun Hipp, p Ray A. Furr, mgng. d & cm | James A. Frazer, pd Hugh Barnett, ce | Assoc. UP WE |
| WSOC 1933 | 1240 250 | Radio Station WSOC Inc. 1925 N. Tryon St. 7138 | NBC Headley-Reed | E. J. Gluck, p & gm Bomar Lowrance, cm Paul Marion, pd Nelson Benton, pmm | L. L. Caudle Jr., ce R. S. Morris, secy.-treas. Ann Gilmore, wd | Thes., St. AP, UP RCA |
| WSOC-FM 1948 | Ch. 278 (B) 103.5mc 38kw | | | | | |
| CLINTON | | | | | | |
| WRRZ 1946 | 880 1,000-D | Tar Heel Bcstg. System Inc. Butler Bldg. 2354 | ABC Walker | | | Wld. AP |
| CONCORD | | | | | | |
| WEGO 1943 | 1410 1,000-D | Cabarrus Bcstg. Co. Concord 2271 | PBS | A. W. Huckle, p E. Ray King, vp W. Ennis Bray, g & cm Gene Bollinger, pd & pmm | Elizabeth G. Huckle, secy.-treas. Ray Hull, asst. secy.-treas. & nd G. W. B. Burwell, ce Earl Kelly, sd | St., SES. AP, UP Ray. |

biggest in the Carolinas!

WBT is the Carolinas' biggest single
advertising medium—
reaching 512,380 families every week!*

*BME 150,000% daytime listening area, 1949

And... WBT has the biggest and best array of
local live talent in all Southeastern radio!*

* Ask us, for example, about Grady Cole,
Arthur Smith and His Crackerjacks, Fred Kirby,
Kurt Webster, The Johnson Family, Lee Kirby,
Claude Casey and the "Briarhoppers."

try WBT for size!



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH CAROLINA—(Continued)

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|-----------------------|--------------------------|--|--|--------------------------------------|---|--|---|
| DUNN | | | | | | | |
| | WCKB 1946 | 780 1,000-D | North Carolina Central Bcstrs. Inc. P. O. Box 431 3133 | LBS Tobacco | L. A. Tart Sr., p A. Lincoln Faulk, g & pmm John Ciccone, cm E. L. Burwell, pd | Joseph Kotlas, ce Bill Murphy, nd & sd Harold Medlin, fd Pauline Eason, wd | L-W UP G |
| DURHAM | | | | | | | |
| | WDNC 1934 | 620 5,000-LS 1,000-N DA-2 | Durham Radio Corp. 138½ East Chapel Hill St. R-155 | CBS Raymer | C. C. Council, p J. Frank Jarman, vp, gm & publ. d C. James Woodhouse, cm & sd | E. R. Higgins Jr., pd & nd G. W. Bartlett, ce Sue Taylor, office m Mark Davis, fd | Assoc. UP WE |
| | WDNC-FM 1948 | Ch. 286 (B) 105.1mc 36kw | | | | | |
| | WSSB 1948 | 1490 250 | Public Information Corp. 211 Rigsbee Ave. 6919 | MBS Cooke | Thomas B. Sawyer, p Thomas O. McCaffrey, gm Wm. R. Kirby Jr., cm Robert E. Evans, pd | Eugene Whitaker, pmm Edward Norman, ce Edward Browning II, nd Charles Cook, fd | Cap. INS WE |
| | WTIK 1946 | 1310 1,000-LS 500-N-DA | Durham Bcstg. Enterprises Inc. 205½ East Main St. R-101 | ABC Tobacco Pearson | Harmon L. Duncan, co-o & cm J. Floyd Fletcher, co-o & gm Virginia D. Duncan, asst. secy. Mildred M. Fletcher, asst. treas. | Ken Corbitt, pd & pmm Arlis A. White, ce Roy E. Fullen, ce | Wid. AP RCA |
| ELIZABETH CITY | | | | | | | |
| | WCNC 1939 | 1240 250 | Albemarle Bcstg. Co. Inc. WCNC Bldg. 1400 | MBS Burn-Smith | Joseph A. Gill, p Sam Twiford, secy. George W. Haskett, g, c & pmm, nd & fd | Maud McClelland, pd, pmm & wd Fred Wagner, ce Jim Woods, sd | SES. UP G |
| | WGAI 1947 | 560 1,000-LS 500-N DA-2 | WGAI Radio Co. Inc. Kramer Bldg. 757 | LBS Sears & Ayer | Herbert Peele, p & nd W. P. Heffernan, g & cm Bob Thomas, asst. cm | Bill Gardner, pd & sd Ted Baumgartner, ce Erma LaNier, wd | Wid. AP Ray. |
| ELKIN | | | | | | | |
| | WIFM (FM) 1949 | Ch. 265 (A) 100.9mc 0.35kw | John A. Hinshaw 1141 Elk Spur St. 739 | LBS Continental | John A. Hinshaw, co & gm R. A. Childers, pd Herman Hall, ce | | Cap. UP REL |
| FAYETTEVILLE | | | | | | | |
| | WFLB 1948 | 1490 250 | Fayetteville Bcstrs. Inc. Pt. Bragg Blvd. 7136 | ABC Burn-Smith | Harry B. Stein, p L. W. Allen, g & pmm C. M. Gaylord, cm | Bill Farrior, pd, nd & sd W. D. Bailey, ce | AP RCA |
| | WFNC 1940 | 1450 250 CP: 1390 5,000-LS 1,000-NDA-2 | Cape Fear Bcstg. Co. 114½ Anderson St. 4848 | MBS Tobacco Dixie FM Walker | Victor W. Dawson, gm Luther A. Gambill, cm N. R. Martin, pd & sd | J. J. Ikner, ce Vestal Taylor, nd & fd | Assoc. UP Col. |
| | WFNC-FM 1948 | Ch. 251 (B) 98.1mc 12kw | | | | | GE |
| | WWNF 1948 | 1230 250 | Wayne M. Nelson Inc. Huske Bldg. 8131 | | Wayne M. Nelson, p & gm Jack Aley, res. & cm E. M. Stanton Jr., ce | | SES. UP Ray. |
| FOREST CITY | | | | | | | |
| | WBBO 1947 | 780 1,000-D | Rutherford County Radio Co. Inc. Forest City 3205 | Dixie FM | Ed M. Anderson, p & gm Fred Blanton, cm Jane Smith, pd | Merton Iwerks, ce | L-W, Cap. AP Johnston |
| | WBBO-FM 1948 | Ch. 227 (B) 93.3mc 1.5kw | | | | | REL |
| FUQUAY SPRINGS | | | | | | | |
| | WFVG 1949 | 1460 1,000-D | WFVG Bcstg. Co. P. O. Box 95 333 | KBS Continental | J. M. Stephenson, p William J. Davis, vp, g & cm Robert E. Stephenson, asst. m | William P. Weathers, pd | Assoc. UP |
| GASTONIA | | | | | | | |
| | WGNC 1939 | 1450 250 | F. C. Todd National Bank of Commerce Bldg. 5-0821 | ABC, KBS Dixie FM Continental | F. C. Todd, p Pat McSwain, gm, nd & sd F. C. Abernethy, cm | Fred Gray, pd & pmm W. C. Groves Jr., ce | L-W UP Ray. |
| | WGNC-FM 1947 | Ch. 270 (B) 101.9mc 11.1kw | | | | | RCA |
| | WLTC 1948 | 1370 1,000-D | Gastonia Bcstg. Service Co. P. O. Box 1142 5-1079 | LBS Clark | James B. Petty, p & gm E. C. Morrow, cm A. G. Phillips, pd & pmm Don Voigt, ce & fd | Robert Hilker, nd Tom Knight, sd Naomi Edens, wd | Wid. UP Ray. |
| GOLDSBORO | | | | | | | |
| | WGBR 1938 | 1400 250 | Eastern Carolina Bcstg. Co. Box 1024 1550 | ABC Tobacco | Vassie G. Balkcum, gm | | Assoc. |
| | WEQR (FM) 1946 | Ch. 227 (B) 93.3mc 35kw | (WGBR, AM affiliate) | | Daniel B. Trueblood, sm | | |
| GREENSBORO | | | | | | | |
| | WBIG 1926 | 1470 5,000 DA-N | North Carolina Bcstg. Co. Inc. O. Henry Hotel Bldg. 8125 | CBS Hollingbery | Gilbert M. Hutchison p & gm William P. Mitchell, cm Alfred J. Rice, pd | Aileen Gilmore, pmm Earl F. Allison, ce Charles Mitchell, nd | Thes., Wid. AP WE |
| | WCOG 1948 | 1320 1,000 DA-1 | Inter-City Adv. Co. of Greensboro 314 S. Greene St. 3-6925 | ABC Avery-Knodel | George W. Dowdy, p H. E. Sullivan, gm Jeta A. Pace, pmm | Hugh Holder, pd, nd & sd Ernest Fate Jr., ce Dick McAdoo, fd | L-W INS Ray. |
| | WFMY (FM) 1948 | Ch. 247 (B) 97.3mc 23kw | Greensboro News Co. 212 N. Davie St. 3-8611 | | E. B. Jeffress, p Gaines Kelley, gm Robert M. Lambe, cm | Gomer R. Lesch, pd William E. Neill, ce | SES., Assoc. UP WE |
| | WFMY-TV 1949 | Ch. 2 54-60mc 0.84kw-aur.; 1.67kw vis. | | ABC, CBS DuMont, NBC H. R & P | | | Sterling Flamingo DuMont |

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ONE OF AMERICA'S FIRST STATIONS!



"The Prestige Station of the Carolinas"

serving the richest area in the southeast for a quarter of a century.

Greensboro's Metropolitan area, according to the latest figures from Sales Management's Survey is **FIRST** in the United States in general merchandise sales gains—(1949 over 1939)—an increase of 619%.

HOOPER **RADIO AUDIENCE** INDEX

FALL 1950

CITY ZONE

GREENSBORO, N. C.

WBIG

8:00 AM-12:00 Noon
Monday thru Friday

38.7

12:00 Noon-6:00 PM
Monday thru Friday

42.3

6:00 PM-10:00 PM
Sunday thru Saturday

52.4

5000 watts

CBS affiliate

**Represented by
Hollingbery**

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| GREENSBORO—(Continued) | | | | | |
| WGBG 1942 | 1400 250 | Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631 | MBS Burn-Smith | Ralph M. Lambeth, p & gm L. O. Hutchins, cm H. Marie Craven, pmm | Curtis L. Welborne, pd, nd & sd James M. Stewart, ce Assoc., L-W UP REL |
| WGBG-FM 1949 | Ch. 262 (B) 100.3mc 37kw | | | | REL |
| GREENVILLE | | | | | |
| WGTC 1940 | 1590 5,000-LS 1,000-N DA | Carolina Bcstg. System Inc. P. O. Box 898 3182 | MBS Tobacco Pearson | Earl McD. Westbrook, p A. Hartwell Campbell, gm Carl J. McKinney, cm Margaret Laughinghouse, pd | Marion Tribley, pmm William L. Alford, ce Charles Wheebee, nd, fd & sd Edith Spinks, wd Wid., Cap. L-W AP |
| HENDERSON | | | | | |
| WHNC 1945 | 890 1,000-D | Henderson Radio Corp. Norlina Rd. 736 | MBS McKinney | S. S. Stevenson, p Nathan Frank, vp, g & cm & fd (Mrs.) V. P. Frank, pd | Harry Trotman, pmm & wd Lewis Hiland, ce Bob Harrison, nd & sd L-W, Thes. Cap. AP WE |
| WHNC-FM 1948 | Ch. 223 (B) 92.5mc 10kw | | | | WH |
| HENDERSONVILLE | | | | | |
| WHKP 1946 | 1450 250 | Radio Hendersonville Inc. Chimney Rock Rd. 9061 | MBS, KBS Cooke | Bob Amos, p & gm Beverly Middleton, bus. m Clifford Inman, ce | Kermit Edney, pd & pmm Red Reed, sd Ellen Norton, wd Mac. AP G |
| HICKORY | | | | | |
| WHKY 1939 | 1290 5,000-LS 1,000-N DA | Catawba Valley Bcstg. Co. Radio Bldg. 2294 | ABC Walker | Carl V. Cline, p Edmund S. Long, gm & ce James K. Willis, cm | Jack Starnes, pd & pmm SES., Wid. UP Col. & WE |
| WHKY-FM 1949 | Ch. 275 (B) 102.9mc 21kw | | | | WH |
| WIRC 1948 | 830 1,000-D | Foothills Bcstg. Inc. 1423 Eleventh Ave. 2124 | McGillvra | Margaret A. Smith, p, nd & wd Edmond H. Smith Jr., secy.-treas. gm & pd Lee W. Douglas, cm | Mattie I. Padgett, pmm & fd Elmer H. Troutman, ce Dick Benson, sd L-W, St. AP Col. |
| HIGH POINT | | | | | |
| WHPE 1947 | 1070 1,000-D | High Point Enterprise 305 N. Main St. 3466 | KBS LBS | R. B. Terry, p Walter F. Hester, cm Nick Lawrence, pd | Yancy Cecil, ce Mark Combs, nd & fd Bill Currie, sd Assoc., St. AP G |
| WHPE-FM 1947 | Ch. 238 (B) 95.5mc 37kw | | | | GE |
| WMFR 1935 | 1230 250 | Radio Station WMFR Inc. 184 South Main St. 4593 | ABC Burn-Smith | Frank S. Lambeth, p & gm Frank Smith, cm Gary Davis, pd, nd & wd Gerald D. Sullivan, asst. & pmm | Robert Moore, ce Wayne Morgan, fd Bill Smith, sd Cap., L-W UP G |
| WMFR-FM 1946 | Ch. 258 (B) 99.5mc 38kw | | | | REL |
| JACKSONVILLE | | | | | |
| WJNC 1945 | 1240 250 | Lester L. Gould Highway 24 707 | MBS Tobacco Pearson | Lester L. Gould, p & gm Rodric L. Jones, cm Howard Cohen, pmm Dorothy R. Gould, pd & wd | Howard P. Cohen, ce John B. Burrets, nd & sd Charlie Clark, fd L-W UP G |
| KANNAPOLIS | | | | | |
| WGTL 1947 | 870 1,000-D | Fred H. Whitley Inc. P. O. Box 997 870 | | Fred H. Whitley, p, g & cm Frank H. Bowers, pd & pmm | Foy Hinson, ce L-W., Wid. UP |
| KINSTON | | | | | |
| WELS 1950 | 1010 1,000-D | Farmers Bcstg. Service Inc. 1400 W. Vernon St. 5151 | MBS | E. L. Scott, p C. Durham Moore, g & cm Ed Shepphard, pd & nd Al Mian, ce | Bob Mongold, fd Frank Elliott, sd Ann Carey, wd Col. |
| WFTC 1937 | 1230 250 | Kinston Bcstg. Co. 204 East King St. 4111 | ABC Burn-Smith | William S. Page, p & gm S. Bruce Petteway, pd Carl B. Caudill Jr., pmm, fd & sd | David E. Hardison, ce John J. Wilson, nd Catherine Cooke, wd Wid. UP Ray. |
| LAURINBURG | | | | | |
| WEWO 1947 | 1080 1,000-D | Scotland Bcstg. Co. State Bank Bldg. 770 | Devney | Edwin Pate, p J. R. Dalrymple Jr., gm C. J. Coordes, cm | Paul Wynn, pd Truman Brock, ce Wid. UP Ray. |
| WEWO-FM (CP) | Ch. 243 (B) 96.5mc 8.8kw | | | | |

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| LEAKSVILLE | | | | | | |
| WLOE 1946 | 1490 250 | Douglas L. Craddock Box L 701 | MBS | Douglas L. Craddock, p. co. g. c & pmm J. K. Thomas, pd & nd | Eldred Winn, ce Thomas L. Buckley, sd Virginia Hudgins, wd | Wld. AP RCA |
| WLOE-FM 1950 | Ch. 224 (A) 92.7mc 0.82kw | | | | | GE |
| LENOIR | | | | | | |
| WJRI 1947 | 1340 250 | John P. Rabb Union Nat'l Bank Bldg. 761 | MBS KBS | John P. Rabb, p & gm F. Kent Atwater, cm K. Rabb, pd | Clyde Laughter, pmm Criss Stromberg Jr., ce | L-W UP WE |
| LEXINGTON | | | | | | |
| WBUY 1946 | 1450 250 | Davidson County Bcstg. Co. P. O. Box 359 2716 | KBS LBS Continental | Omar G. & Greeley N. Hilton, ptnrs. C. Robert Ray, sta. & pmm | Robert Raker, cm Howard R. Gray, pd Fred Honeycutt, ce | L-W AP G |
| WBUY-FM 1949 | Ch. 232 (A) 94.3mc 0.30kw | | | | | |
| LUMBERTON | | | | | | |
| WTSB 1946 | 1340 250 | Robeson Bcstg. Corp. 112 W. 5th St. 1080 | MBS. KBS Continental | James McNeil, gm | | St. AP |
| MADISON-MAYODAN | | | | | | |
| WFMB (FM) 1949 | Ch. 228 (A) 93.5mc 0.38kw | Mayo Bcstg. Corp. Madison 9207 | | J. Banner Shelton, p William G. Hall, g & cm C. L. Rhodes, ce | | L-W UP G |
| MARION | | | | | | |
| WBRM 1949 | 1250 1,000-D | Lake City Bcstg. Corp. 13½ West Court St. 102 | Tobacco | W. P. Erwin, p & gm J. C. Pleasant, cm Bessie P. Hunt, treas. J. L. Reynolds Jr., vp & asst. m | J. R. Horton, ce Jessie Reynolds, nd Hal Murray, fd Syd Carrigan, sd | Cap. UP G |
| MONROE | | | | | | |
| WMAP 1947 | 1060 250-D | Union Bcstg. Corp. Box 382 1060 | KBS LBS | D. E. Marable, p, gm & sd Z. B. Tucker, cm Frank Funderburk, pd, & fd | W. Dexter Benton, bus. m J. Archie Laney, pmm & nd Robert I. Smith, ce | L-W UP G |
| MOORESVILLE | | | | | | |
| WHIP 1950 | 1350 1,000-D | Wayne M. Nelson Mooreville 500 | | Wayne M. Nelson, p & gm E. M. Stanton Jr., ce | | UP WE |
| MOREHEAD CITY | | | | | | |
| WMBL 1947 | 740 1,000-D | Carteret Bcstg. Co. Box 4740 6-3188 | McGillvra | Grover C. Munden, p & gm Ray Cummins, pd, fd, sd, wd & ce | Charles Markey, cm Ansl Chapin, pmm Walder Niemi, nd | St., Wld. UP WE |
| MORGANTON | | | | | | |
| WMNC 1947 | 1490 250 | Nathan J. Cooper Drawer 698 1100 | MBS | Nathan J. Cooper, o Emory Alwran, cm Gernell Hudson, pd & wd | Frank Ballew, ce Eugene G. Smith, sd | AP Ray. |
| MT. AIRY | | | | | | |
| WPAQ 1948 | 740 1,000-D | Ralph D. Epperson Springs Rd. 682 | Clark | Ralph D. Epperson p & gm J. Johnson, cm W. F. Crutchley, pd, nd & sd | A. B. Flemming, ce Neil M. Smith, fd | St. AP Col. |
| NEW BERN | | | | | | |
| WHIT 1942 | 1450 250 | Harmon L. Duncan New Bern 4450 | MBS Tobacco Pearson | Harmon L. Duncan, p Ray D. Williams, g & cm George Nelson, pd Gerald Henry, pmm Bob Coddington, ce | J. G. McDaniel, nd Paul Cox, fd Bruce Lee, sd Ruth Young, wd | L-W UP G |
| NEWTON | | | | | | |
| WNNC 1948 | 1230 250 | Newton-Conover Bcstg. Co. West A St. 930 | MBS Continental | Charles Turner, p Earl Holder, gm & pd George Yarbrough, cm | Dennis Long, ce Cecille Bost, wd | UP Ray. |
| NORTH WILKESBORO | | | | | | |
| WKBC 1947 | 810 1,000-D | Wilkes Bcstg. Co. Radio Bldg. 633 | | (Mrs.) Doris B. Brown, p, gm & fd John T. Cashion, pd Roland B. Potter, c & pmm | Robert M. Harvey, ce Tom Browne, sd Ann Martin, wd | Wld. AP Col. |
| OXFORD | | | | | | |
| WOXF 1949 | 1340 250 | Oxford Bcstg. Corp. P. O. Box 1111 4167 | | Frank W. Hancock, p James F. Flanagan, gm F. K. Ward, cm Rachel Hedgepeth, pd Lizzie Hancock, pmm | Archie Hawkins, ce Jackson L. Anderson, nd Travis Rogers, fd George Brammer, sd | L-W AP Ray. |
| RALEIGH | | | | | | |
| WNAO 1948 | 850 5,000 DA-N | News & Observer Pub. Co. 219 S. McDowell St. 2-0321 | ABC Weed | Frank A. Daniels, gm Neil Hester, m David A. Brown, cm & pd | Bascom E. Porter, ce Elmer Oettinger, nd | Assoc., St. UP RCA |
| WNAO-FM 1948 | Ch. 241 (B) 96.1mc 25kw | | | | | |

NORTH CAROLINA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library Transmitter Transmitter | |
|----------------------------|--------------------------|-----------------------------------|---|---------------------------------------|--|---|---|
| RALEIGH—(Continued) | | | | | | | |
| | WPTF 1924 | 680 50,000 DA-N | WPTF Radio Co. Insurance Bldg. 8311 | NBC Free & Peters | Richard H. Mason, gm O. L. Carpenter, slm Graham B. Poyner, pd | R. W. Youngsteadt, d of adv. & prom. Henry Hulick Jr., ce J. E. Kirk, nd | L-W AP, UP WH |
| | WPTF-FM 1949 | Ch. 234 (B) 94.7mc; 15kw | | | | | |
| | WRAL 1939 | 1240 250 | Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411 | MBS Tobacco Pearson Dixie FM | A. J. Fletcher, p Fred Fletcher, gm Tom Mitchell, cm | Jesse Helms, pd & nd Virgil Duncan, ce Ray Reeve, sd | Wld. AP WE REL |
| | WRAL-FM 1946 | Ch. 268 (B) 101.5mc 54kw | | | | | |
| REIDSVILLE | | | | | | | |
| | WFRC 1947 | 1600 1,000 DA-N | Piedmont Carolina Bcstg. Co. Gilmer St. 4361 | KBS Continental | H. T. Williams, p Steve Woodson, gm & sd Wm. Sanderfur, cm Forrest Bedell, pd, sd & fd | Fred Covington, pmm Sam Sexton, ce Chuck Roberts, nd | Wld., Assoc. AP Ray |
| | WREV 1950 | 1220 250-D | Reidsville Bcstg. Co. 114½ N. Scales St. 1817 | | William M. Oliver, p C. R. Oliver, gm Alan C. Friedrich, cm | James Crawford, pd J. H. Buck, ce R. D. Thompson, ops. m | St. UP Fed. |
| | WREV-FM 1948 | Ch. 271 (B) 102.1mc 1.6kw | | | | | |
| ROANOKE RAPIDS | | | | | | | |
| | WCBT 1940 | 1230 250 | WCBT Inc. 251 Roanoke Ave. R 8551 | MBS, KBS | S. E. Crew, gm Al Drew, sta. & cm | | L-W UP |
| | WCBT-FM 1947 | Ch. 254 (B) 98.5mc 16kw | | | | | |
| ROCKINGHAM | | | | | | | |
| | WAYN 1946 | 900 1,000-D | WAYN Inc. Rockingham 4041 | | Wayne M. Nelson, p & gm Matt F. Gettings, res. & cm | Wm. E. Henley, ce | Mac. UP |
| ROCKY MOUNT | | | | | | | |
| | WCEC 1947 | 810 1,000-D | Josh L. Horne 115 N. Church St. 23109 | KBS, LBS Tobacco Ra-Tel | Josh Horne, p Mel Warner, g & pmm Ray Thompson, cm Ray Wilkinson, pd & nd Frank Fagan, cm | Harold Aycock, ce Tal Pollard, fd Doc Layton, sd Bobbie Pritchard, wd | Assoc., Cap. AP Col. Fed. |
| | WFMA (FM) 1947 | Ch. 264 (B) 100.7mc 33kw | (WCEC, AM affiliate) | CBS Dixie FM | | | |
| | WEED 1933 | 1390 1,000-DA | W. Avera Wynne Nashville Highway 8149 | ABC | W. Avera Wynne, p, gm & ce C. G. Floe, cm | Eunice Snipes, pd Ed Coles, pmm | Wld. AP Ray REL |
| | WEED-FM 1949 | Ch. 221 (A) 92.1mc 0.25kw | | | | | |
| ROXBORO | | | | | | | |
| | WRXO 1949 | 1430 1,000-D | Roxboro Bcstg. Co. P. O. Box 186 8013 | | Harold S. Taylor, gm | | Wld. UP |
| SALISBURY | | | | | | | |
| | WSAT 1948 | 1280 1,000-D CP: 1,000 DA-N | Mid-Carolina Bcstg. Co. Milford Hills Rd. 276 | Tobacco Dodson | Charles H. Wentz, p Kerr C. Ramsey, vp T. W. Borland, secy.-treas. John E. Smith Jr., gm | Elbert L. Sherman, ce W. F. Flemming, pd George Allen, nd Grady Cole Jr., fd | Wld. UP G |
| | WSTP 1939 | 1490 250 | Piedmont Bcstg. Corp. State Theatre Bldg. 2121 | MBS Dixie FM Burn-Smith | Alex P. Beard, gm & pd Katherine F. Murphy, cm Bill Cooper, asst. c & pmm Carl B. Watson, ce | Polly Eldon, nd & wd Hal Frazier, fd Bill Brown, sd | Assoc. AP WE REL |
| | WSTP-FM 1947 | Ch. 293 (B) 106.5mc 20kw | | | | | |
| SANFORD | | | | | | | |
| | WSNS(FM) 1950 | Ch. 276 (A) 103.1mc 0.33kw | Thomas E. Barker 208 Wicker St. 777 | | Thomas E. Barker, p, g & cm Henry M. Harrison Jr., pd & ce | | UP G |
| | WWGP 1946 | 1050 1,000-D | Sandhills Bcstg. Corp. Radio Bldg. 860 | | Frank L. Baber & W. E. Horner, co-o | | Cap., Wld. UP G GE |
| | WWGP-FM 1950 | Ch. 288 (A) 105.5mc 0.50kw | | | | | |
| SHELBY | | | | | | | |
| | WOHS 1946 | 730 250-D | Western Carolina Radio Corp. Box 1401 6313 | MBS | Lee B. Weathers, p Robert M. Wallace, gm & ce Max P. Butler, cm | R. O. Dorsey, pd Hugh Dover, fd Don McLain, sd | Assoc. UP Ray REL |
| | WOHS-FM 1947 | Ch. 241 (B) 96.1mc 2.6kw | | | | | |
| SMITHFIELD | | | | | | | |
| | WMPM 1950 | 1270 1,000-D | Selma-Smithfield Bcstg. Co. | | | | |
| SOUTHERN PINES | | | | | | | |
| | WEEB 1947 | 990 1,000-D | Sandhill Community Bcstrs. 115 East Broad St. 6191 | MBS | Jack S. Younts, vp & gm John Mare, vp | Elizabeth M. Younts, secy.-treas. & pmm Melvin Kushner, ce | Assoc. AP G |

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**NORTH CAROLINA
IS THE SOUTH'S**

No. 1 STATE

AND

NORTH

CAROLINA'S

**No. 1
SALESMAN
IS**

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

50,000
WATTS
680 Kc.

WPTF **NBC**
AFFILIATE

★ also WPTF-FM ★

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

N B C Affiliate For Raleigh, Durham, And All Eastern North Carolina

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH CAROLINA—(Continued)

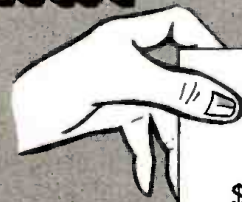
| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|--------------------|--------------------------|----------------------|---|--------------------------|---|---|--|
| STATESVILLE | | | | | | | |
| WSIC | 1400 | 250 | Statesville Bcstg. Co. P. O. Box 1189 9079 | MBS Dixie FM Continental | Dr. James W. Davis, p L. G. Churchill, evp Earl L. Boyles, m C. D. Melton, cm | Margaret Nesbit, pd T. K. Abernethy, ce Hadley Williamson, sd Bendita Mitchell, wd | Wld. AP Temco |
| WSIC-FM | Ch. 289 (B) | 105.7mc 2.7kw | | | | | REL |
| TARBORO | | | | | | | |
| WCPS | 760 | 1,000-D | Coastal Plains Bcstg. Co. Edgecombe Bank Bldg. 2191 | Tobacco | V. E. Fountain, p J. T. Snowden Jr., gm Porter McNair, cm Eccles Wall, pd & nd Terry Harmon, pmm | Charles E. Neer, ce John H. Price, fd L. Heilbronner, sd Margo Johnston, wd | L-W AP Ray |
| THOMASVILLE | | | | | | | |
| WTNC | 790 | 1,000-D | Thomasville Bcstg. Co. Thomasville 902 | | G. W. Lyles Sr., p Harold Harrison, g & cm R. F. VanLandingham, secy-treas. Frank Thomas, asst. cm | L. M. Sugg, ce John Mauti, nd F. Smith, sd (Mrs.) C. Conrad, wd | Wld. AP G |
| WTNC-FM | Ch. 252 (A) | 98.3mc 0.45kw | | | | | RCA |
| WADESBORO | | | | | | | |
| WADE | 1210 | 1,000-D | Anson Bcstg. Co. Lyon Bldg. 620 | | R. P. Lyon, p Jack P. Hankins, gm Walter Mitchell, pd & sd | Cecil Sills, ce | UP G |
| WASHINGTON | | | | | | | |
| WHED | 1340 | 250 | Beaufort Bcstg. Co. Inc. Guaranty Bank & Trust Bldg. 278 | Tobacco Continental | Lee B. Wynne, p B. F. Scott, vp James Silverthorne, secy.-treas. R. B. Armstrong, g & cm | John I. Morgan, pd Carl E. Armstrong, pmm, nd & sd John Wilroy, ce | L-W UP Ray |
| WRRF | 930 | 5,000-D | Tar Heel Bcstg. System Inc. Bank of Washington Bldg.: 403 | ABC Walker, | W. R. Roberson Sr., p W. R. Roberson Jr., vp T. H. Patterson, g & cm Don Pierce, pd | Merrill Daniels, pmm I. G. Murphrey, ce Bill Abeyounis, nd Charles Yates, sd | Wld. AP WE |
| WAYNESVILLE | | | | | | | |
| WHCC | 1400 | 250 | WHCC Inc. P. O. Box 180 680 | MBS | Holt McPherson, p J. B. Childress, g & cm (Mrs.) C. P. Phillips, secy.-treas. & wd | Claude White, pd & sd Frank C. Wilbur, ce | Ray. |

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IN NORTH CAROLINA

WSJS

DELIVERS



A 15-COUNTY MARKET
With Over
\$440,000,000* RETAIL SALES
*Sales Management 1950
Survey of Buying Power

**MORE VALUE
FOR YOUR
ADVERTISING DOLLAR**

WSJS

The Journal-Sentinel Station

NBC Affiliate

**WINSTON-SALEM
AM-FM**

Represented by:
HEADLEY-REED CO.

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--------------------------------|--|---------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| WHITEVILLE | | | | | | |
| WENC 1946 | 1240 250 | Whiteville Bcstg. Co. Whiteville 120 | MBS Clark | Josiah Maulsby, p Ward A. Coleman, gm | Jerry Honeycutt, pd Ovie Boutwell, ce | St. AP |
| WILLIAMSTON | | | | | | |
| WIAM 1950 | 900 1,000-D | S. S. Adcock 110 S. Smithwick St. 2478 | | S. S. Adcock, p Marshall Pack, gm & nd Ruby Pack, pd & wd | Allen Breazeale, ce | UP |
| WILMINGTON | | | | | | |
| WGNI 1946 | 1340 250 | New Hanover Bcstg. Co. P. O. Box 869 2-2493 | MBS Tobacco | J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm | Paul Parker, pd & nd Lou Essick, pmm & sd Charles L. Arneson, ce | St. UP WE |
| WMFD 1935 | 630 1,000 DA | Richard Austin Dunlea P. O. Box 696 4840 | ABC Burn-Smith | R. A. Dunlea, p & gm Claude O'Shields, cm R. A. Dunlea Jr., pmm | Bruce Buchanan, pd & sd E. I. Herring Jr., ce | UP RCA |
| WMFD-FM 1949 | Ch. 242 (B) 96.3mc 11kw | | | | | |
| WILSON | | | | | | |
| WGTM 1937 | 590 5,000 DA-2 | Watson Industries Inc. Herring Ave. 2188 | CBS | P. T. Watson, p Allen Wannamaker, g & pmm H. J. Forbes, cm | Bill Jackson Jr., pd, nd & sd Clint Paris, asst. m W. H. Malone, ce | St. UP Ray. |
| WVOT 1948 | 1420 1,000-LS 500-N-DA | Wilson Radio Co. Inc. Hi-Way 301 North 5157 | MBS Pearson | H. W. Anderson, p & co H. W. Severance, gm (Mrs.) Lynda Thomas, cm Joel Lawhon, pd & nd | P. O. Barnes, pmm Dan Williams, ce C. E. Leeper, fd Jim Fields, sd | AP RCA |
| WINSTON-SALEM | | | | | | |
| WAAA 1950 | 980 1,000-D | Community Bcstg. Serv- ice Inc. Atlantic Bldg. 2-4121 | | Roger Page Jr., p Clarence E. Leeper, vp & gm Eugene Sink Jr., cm & sd | W. T. Williams, pd N. V. Pieler, ce | WE |
| WAIR 1937 | 1340 250 | WAIR Bcstg. Co. Pepper Bldg. 2-1133 | ABC Walker | C. G. Hill & George Walker, ptrns. George Walker, gm C. G. Hill, cm Johnny Miller, pd | Lawrence Q. Patrick, pmm & nd Lee King, ce Gilbert Stamper, fd James Wynne, sd | Wid., Cap. AP WE |
| WAIR-FM 1947 | Ch. 226 (B) 93.1mc 36kw | | Dixie FM | | | RCA |
| WSJS 1930 | 600 5,000 DA-2 | Piedmont Pub. Co. 419 N. Spruce St. 2-4141 | NBC Headley-Reed | Gordon Gray, p Harold Essex, vp & mgng. d Harry B. Shaw, slm Robert C. Estes, prog. m | Jack Burney, pmm Phil Hedrick, d of engrg. F. O. Carver Jr., nd Harvey Dinkins, fd | St., Assoc. UP WE |
| WSJS-FM 1947 | Ch. 281 (B) 104.1mc 48kw | | | | | GE |
| WTOB 1947 | 1380 1,000 DA | Winston-Salem Bcstg. Co. P. O. Box 739 34353 | CBS, MBS Taylor | James W. Coan, p John G. Johnson, g & cm Willard Billingsley, pd Robert V. Brawley, vp | Archibald Craig, asst. secy.-treas. Russell Spikula, ce R. St. Lawrence, nd Betty Jane Bialock, wd | Thes. AP G |

NORTH DAKOTA

| | | | | | | |
|--------------------|-------------------|---|---|--|--|--------------------------|
| BISMARCK | | | | | | |
| KFYR 1925 | 550 5,000 DA-N | Meyer Bcstg. Co. 202½ Fourth St. 468 | NBC Northwest Blair | P. J. Meyer, p F. E. Fitzsimonds, gm R. W. MacLeod, cm Cal Culver, pd | Larry Kindle, pmm Ivar Nelson, ce Jack Swenson, nd Jim Shirek, sd | Thes., SES. AP RCA |
| DEVILS LAKE | | | | | | |
| KDLR 1925 | 1240 250 | KDLR Inc. 1025 3rd St. 1090 | MBS, KBS Great Northern Lawson | Bert Wick, p & gm Wilbur Clemenson, pd Richard Moritz, ce | Jack Miller, sd | SES., Wid. UP WE |
| DICKINSON | | | | | | |
| KDIX 1947 | 1230 250 | Dickinson Radjo Assn. 119 2nd Ave. West 348 | Lawson | P. J. Weir, p Orville F. Burda, g & pmm E. A. Spear, cm George L. Brooks, pd & nd | Clark Franklin, ce Dale Olson, fd Douglas Anderson, sd Peg Graham, wd | St., SES. AP G |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH DAKOTA—(Continued)

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|-------------------------------------|--------------------------------------|--|-----------------------------------|--|--|------------------------------------|
| FARGO | | | | | | |
| KFGO 1948 | 790 5,000 DA-N | Northern States Bcstg. Co. KFGO Bldg. 23291 | ABC Bolling | W. R. Haggart, p Charles G. Burke, g & cm Dave Henley, pd Olaf Gabrielson, ce | Frank Sanders, nd Leo Perssfin, fd Wayne Grant, sd | SES., St. AP RCA |
| WDAY 1922 | 970 5,000 DA-N | WDAY Inc. Black Bldg. 5357 | NBC Northwest Free & Peters | E. C. Reineke, p & gm Jack Dunn, sm Tom Barnes, slm & fd Ken Kennedy, prog. m Roy Pedersen, pmm | Julius Hetland, tech. d Juline Savold, ce Glenn Flint, nd Bill Weaver, sd Georgie Arden, wd | Thes. AP, UP RCA |
| GRAND FORKS | | | | | | |
| KFJM 1923 | 1440 1,000-LS 500-N ST-KILO | U. of North Dakota University Station 4-6141 | | John S. Penn, chmn. of radio committee S. Donald Robertson, sm | Arnold Petrick, ce | Col. |
| KILO 1941 | 1440 1,000-LS 500-N ST-KFJM | Grand Forks Herald First Nat'l Bank Bldg. 45321 | CBS Avery-Knodel | M. M. Oppegard, p Wallace E. Stone, g & cm M. C. Gorham, pd Dorothy A. Kirk, office m & wd | David L. Norton, pmm Arnold Petrick, ce Don Kelly, nd & sd Jeff Gorham, fd | Cap. AP, UP Col. |
| KNOX 1947 | 1400 250 | Community Radio Corp. Grand Forks 44611 | MBS Great Northern | Carroll E. Day, p Elmer O. Hanson, gm Robert Lukkason, cm James Cowan, pd | Velma Hollingsworth, office m Jack French, pmm, nd & sd Clifford Tomforde, ce Marjorie Joe Rockwill, wd | Wid. UP WE |
| JAMESTOWN | | | | | | |
| KSJB 1937 | 600 5,000 DA-1 | Jamestown Bcstg. Co. Inc. 429 S. W. 2nd St. 1600 | CBS Hollingbery | John W. Boler, p Donn A. Clayton, g & cm Donald J. Kingsley, pd | Loo Darwin, pmm Robert Ridgway, ce | UP RCA |
| MANDAN | | | | | | |
| KGCU 1925 | 1270 1,000-LS 250-N | Mandan Radio Assn. Inc. 200 3rd Ave. N. W. 561 | MBS Great Northern | Walton S. Russell, p Paul C. Gussner, cm Merritt Bushee, pd & fd | Ray Barnett, ce Wm. I. Wright, nd Pat B. Phillips, sd | L-W AP RCA |
| MINOT | | | | | | |
| KCJB 1950 | 910 1,000 DA-N | North Dakota Bcstg. Co. 104 A So. Main 51-161 | CBS Hollingbery | John W. Boler, p & gm G. H. McKinnon, cm Jerry Uppman, pd | Armid Johnson, pdm & nd Reidar Gabrielson, ce Linn Wells, sd | UP RCA |
| KLPM 1929 | 1390 5,000-LS 1,000-N | Minot Bcstg. Co. 118 A South Main 41-146 | MBS Great Nor. Walker | John B. Cooley, p & gm E. H. Cooley, cm & fd James J. Hautman, pd & pmm C. W. Baker, ce | Ken Knutson, nd Bob Danielson, sd Rosella Kounovsky, wd | Wid. AP, UP Col. |
| VALLEY CITY | | | | | | |
| KOVC 1936 | 1490 250 | KOVC Inc. 312 Fifth Ave. 408-W | MBS Great Northern | Robert E. Ingstad, p, g & cm & nd Hugh Thomas, pd | Charles Sjostrom, ce Bob Junkert, sd | UP Col. |
| WHA PETON | | | | | | |
| KBMW 1948 | 1450 250 | (See Breckenridge, Minn. Listing) | | | | |
| WILLISTON | | | | | | |
| KWBM 1948 | 1450 250 | Williston Bcstg. Co. 201½ Main St. 1450 | Holman | A. L. Hellebust, gm | | UP |
| OHIO | | | | | | |
| AKRON | | | | | | |
| WADC 1925 | 1350 5,000 DA-1 | Allen T. Simmons WADC Bldg. Jefferson 6185 | CBS Hollingbery | Allen T. Simmons, o & m Robert B. Wilson, asst. cm & sd Harold H. Hageman, pd & nd | Secret Williams, pmm John L. Wildermuth, ce Bill Beers, fd | L-W, St. Wid. UP, TP Col. |
| WAKR 1940 | 1590 5,000 DA-N | Summit Radio Corp. First Nat'l Tower Hermlock 6151 | ABC Weed | S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, cm Adrian R. Cooper, pd | Viola G. Berk asst. & pmm Irwin L. Knopp, ce J. H. Absalom, nd Bob Wylie, sd | Assoc. AP, UP RCA |
| WAKR-FM 1947 | Ch. 248 (B) 97.5mc 14.7kw | | | | | |
| WCUE 1949 | 1150 1,000-D-DA | Akron Bcstg. Corp. Palace Theatre Arcade Fr. 7114 | ForJoe | George K. Stroupe, p & bus. m Tim Elliot, vp & opers. m | Thomas P. Egan, merch. m | UP |
| WHKK 1945 | 640 1,000 DA-2 L-KFI | United Bcstg. Co. 51 W. State St. Blackstone 7101 | Meeker MBS | H. K. Carpenter, evp (UBC) R. W. Richmond, vp (UBC) & gm C. W. Green, cm B. R. Blake, pd | D. M. O'Neil, pmm B. V. Berg, ce H. M. Plaughter, nd C. Rogers, fd | St. AP WE |
| ALLIANCE | | | | | | |
| WFAH (FM) 1947 | Ch. 269 (A) 101.7mc 1kw | Review Pub. Co. 2720 S. Union Ave. 15345 | | (Mrs.) F. A. Hoiles, p Frank A. Hoiles, gm Frank LaBarba, cm | R. A. Gates, pd Charles T. Unger, ce | L-W, Wid. Thes. UP GE |
| ASHLAND | | | | | | |
| WATG 1950 | 1340 250 | Beer & Koehl Ashland 1575-1 | Standard | Robert Beer & Edgar Koehl, co-o Robert Beer, gm Richard Topper, cm Richard Leidy, asst. m & pd | Wayne Byers, pdm & sd Richard Matthes, ce Walter Hauck, nd Don Coffman, fd | L-W, Thes. AP RCA |
| WATG-FM 1947 | Ch. 267 (B) 101.3mc 10.2kw | | | | | |
| ASHTABULA | | | | | | |
| WICA 1937 | 970 5,000-LS 1,000-N DA-2 | WICA Inc. 221 Center St. 27-181 | Standard McGillvra | Robert E. Rowley, p Walter W. Walrath, sm Donald W. Fasset, cm Richard W. Miner, pd | Frank N. Bernato, ce Charles Heman, pd John C. Strasen, nd & fd Robert Foster, sd | L-W, Thes. UP RCA |
| WICA-FM 1949 | Ch. 279 (B) 103.7mc 52kw | | | | | REL |

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YES! WDAY IS THE OVERWHELMING FAVORITE IN THE CITY—



AND ON THE FARM!

YES! Urban and rural, WDAY just doesn't have much competition in the wealthy Red River Valley! Here's the proof!

- (1) A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that *78.6% of the families prefer WDAY, vs. only 4.4% for the next station!*
- (2) For the period Dec. '49—Apr. '50, WDAY got more than three times as great a Share of Audience as the next station, Morning, Afternoon and Evening—got the *highest Hooperatings among all NBC stations in the nation, for the second year in a row!*
- (3) BMB Study No. 2 credits WDAY with a Daytime Audience of more than 200,000 families—*77.7% of whom are average daily listeners!*

Write direct or ask Free & Peters for all the facts about fabulous WDAY!



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OHIO—(Continued)

| City | Call Letters | Chan. or Freq. | Name of Licensee | Network | Owner & Exec. Abbreviations | Trans. Library |
|--------------------|--------------|--|--|---------------------------|--|---|
| Established | Power | Headquarters Address | Telephone Number | Representative | Owner & Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | News Service Transmitter |
| ATHENS | | | | | | |
| WATH | 1540 | 1,000-D | Andrew Kovlan & James Sinyard P. O. Box 227 | | Andrew H. Kovlan & James D. Sinyard, ptrns. Andrew Kovlan, gm & ce | Joe Klarke, cm & pd Bob Clark, asst. m Sarah Kovlan, wd UP |
| BELLAIRE | | | | | | |
| WTRF | 1290 | 1,000-D | Tri-City Bcstg. Co. The Skyline 1515 | MBS Standard Walker | Jesse A. Bloch, p Robert W. Ferguson, evp & gm Frank Curtis, pd Albert T. Fisher, sls pmm | George Cowen, ce George Diab, nd Paul Howard, fd & sd Jo Dunn, wd Wid., SES. AP GE |
| WTRF-FM | Ch. 263 (B) | 100.5mc 20kw | | | | |
| CAMBRIDGE | | | | | | |
| WILE | 1270 | 1,000-D | Land O' Lakes Bcstg. Corp. 317 Beatty Ave.: 3545 | | H. D. McClelland, p Howard A. Donahoe, vp & gm Richard F. Rose, c & pmm | Robert Horn, pd & nd Wesley C. Randles, ce Al Engel, fd Wid. AP Ray. |
| CANTON | | | | | | |
| WAND | 900 | 500-D | P. C. Wilson 106 High Ave. N.W. 6-8396 | Ohio McGillvra | P. C. Wilson, p James Wilson, gm Dave Brown, cm Russ Barnett, pd Charles Worthington, sd | Jack Wiggins, pmm John Hickey, ce Gene Peterman, tech d Milo Townes, nd & fd Wanda Meese, wd L-W Thes. AP GE |
| WAND-FM | Ch. 223 (B) | 92.5mc 14kw | | | | |
| WCMW | 1060 | 1,000-D | Stark Bcstg. Corp. 317 West Tuscarawas St. 5-9475 | Sears & Ayer | S. L. Huffman, p Clark L. Dozer, sta. & cm Nick Barry, pd Robert Leedham, ce Richard Boltres, cm | Gene Dillon, sd Robert Valliquette, nd & fd Lee Baumann, wd Wid., St. AP RCA |
| WCMW-FM | Ch. 235 (B) | 94.9mc 3kw | | | | |
| WHBC | 1480 | 5,000 DA-N | Ohio Bcstg. Co. 550 Market St. S. 6-7168 | ABC Standard Taylor | Roy D. Moore, p Eugene Carr, d of radio Robert C. Fehman, m Paul E. Gilmore, cm | James Roberts, pd Millard Souers, pmm Kenneth Sliker, ce Al Frances, nd Fed. Cap. AP RCA |
| WHBC-FM | Ch. 231 (B) | 94.1mc 25kw | | | | |
| CHILLICOTHE | | | | | | |
| WBEX | 1480 | 250 | Shawnee Bcstg. Co. 25 East Second St. 2244 | ABC Grant | W. A. Graham, p James E. Graham, vp, g & cm Dave Achor, pd & nd | Harold Counts, ce Carl Wendel, fd Dick McEnerney, sd Wid. AP |
| CINCINNATI | | | | | | |
| WCKY | 1530 | 50,000 DA-N | L. B. Wilson Inc. 5th & Walnut Sts. Cherry 6585 | | L. B. Wilson, p & gm C. H. Topmiller, sm & ce John Murphy, nd & publ. d | Arthur Gillette, studio tech. sup. Jeanette Heinze, traffic m Mary Monroe, wd St., Wid. INS GE |
| WCPO | 1230 | 250 | Scrapps-Howard Radio Inc. 2345 Symmes St. Capitol 0777 | MBS Branham | Jack R. Howard, p M. C. Watters, vp & gm Glenn C. Miller, sm Earl Corbett, pd | Grant Malkinson, ce Robert Otto, nd Waite Hoyt, sd L-W UP WE |
| WCPO-FM | Ch. 285 (A) | 105.1mc 10kw | | | | |
| WCPO-TV | Ch. 7 | 174-180mc 12kw aur.: 21kw vis. | | ABC, DuMont | Harry LeBurn, sm John Patrick Smith, cm Edward Weston, pd | Acme UP GE |
| WKRC | 550 | 5,000-LS-DA 1,000-N | Radio Cincinnati Inc. Hotel Alms Woodburn 0550 | CBS Katz | Hulbert Taft Jr., vp Herman E. East, gm Joel W. Stovall, cm Paul W. Shumate, pd | Lila R. Lambert, pmm George A. Wilson, ce Tom McCarthy, nd Ed Libby, sd Wid. AP WE |
| WKRC-FM | Ch. 270 (B) | 101.9mc 12.6kw | Times Star Bldg. Garfield 1331 | Transit Radio | David G. Taft, gm Robert F. Bender, cm Helen Nugent, pd | RCA |
| WKRC-TV | Ch. 11 | 198-204mc 12.3kw aur.: 24.5kw vis. | Times-Star Bldg. Garfield 1331 | Katz | U. A. Latham, g & cm Roderick Mitchell, pd | Don Chapin, loc. slm Syd Cornell, pdm GE |
| WLW | 700 | 50,000 | Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822 | NBC | James D. Shouse, chmn. of bd. Robert E. Dunville, p & gm H. M. Smith, vp chg. sls. Wm. P. Robinson, vp chg. prog. | Edward G. Feintheil, d sls. prom. R. J. Rockwell, vp chg. engrg. Dwight W. Martin, vp & asst. gm James J. Cassidy, d of pub. rel. & publ. Thes. UP, INS Cros. |
| WLWA (FM) | Ch. 266 (B) | 101.1mc 9kw | (WLW, AM affiliate) | | | |
| WLWT (TV) | Ch. 4 | 66-72mc 19.5kw aur.: 23.5kw vis. | (WLW, AM affiliate) | | John T. Murphy, d TV ops. David E. Partridge, gen. slm Wm. J. McCluskey, slm | Lin Mason, pd Calvin Bopp, ce RCA |
| WSAI | 1360 | 5,000 DA-N | Buckeye Bcstg. Co. 115 E. 4th St. Main 1068 | ABC Avery- Knodel | Marshall Field, p Robert M. Sampson, gm R. H. Boulware, slm Richard Fischer, pd | Margaret Mau, pmm Vonne Monsell, publ. d Wm. E. Symons, ce Wm. Robbins, nd Cap., St. AP WE |
| WSAI-FM | Ch. 274 (B) | 102.7mc 14.7kw | | | | |
| CLEVELAND | | | | | | |
| WCUO (FM) | Ch. 277 (B) | 103.3mc 14kw | UAW-CIO Bcstg. Corp. of Ohio 1025 Chester Ave. Tower 1-1111 | | Walter B. Reuther, p Ralph M. Wallace, g & cm Irwin D. Landau, pd | Wm. B. Hull, ce Isabel Edgar, wd Assoc. AP RCA |
| WDOK | 1260 | 5,000 DA-2 | Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-3370 | McKinney | R. Morris Pierce, p & gm F. C. Wolf, asst. to p Stuart MacHarrie, cm Wayne Mack, pd | Wm. Pettepiece, ce George Flagenz, nd Stan Barron, sd SES. INS RCA |
| WERE | 1300 | 5,000 DA-N | Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600 | Rambeau | Ray T. Miller, p Bob Neal, gm & sd Keith Baldwin, gen. slm | John Kurtz, pd Ed Stevens, prom. d M. L. Snedeker, ce L-W, Wid. AP, INS RCA |
| WERE-FM | Ch. 253 (B) | 98.5mc 11.9kw | | | | |

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WKRC-AM



WKRC-FM
(TRANSIT RADIO)




WKRC-TV



**more
action**

(SALES-WISE, THAT IS)



than a 3-ring circus

Our business is selling time — time that sparks action that creates sales for buyers of radio, transit radio, and television. Are you aboard this Greater Cincinnati bandwagon? WKRC Stations, AM, FM (Transit Radio), TV-ready, individually or as a unit, to move merchandise for you..

Radio Cincinnati, Inc.

TIMES-STAR BUILDING

National Representatives: WKRC (AM & TV), Katz Agency; WKRC-FM, H-R Representatives, Inc.

BROADCASTING • Telecasting

1951 Yearbook Number • Page 237

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES


OHIO—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|---|--|-----------------------------|--|---|--------------------------------------|
| CLEVELAND—(Continued) | | | | | | |
| WUEW(TV) 1947 | Ch. 5 76-82mc 8kw aur.; 16kw vis. | Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454 | ABC CBS Branham | Jack R. Howard, p James C. Hanrahan, gm J. H. Hartley, sm | Donald E. Pierce, pd J. B. Epperson, ce Floyd E. Weidman, adv. m | UP DuM |
| WGAR 1930 | 1220 50,000 DA-1 | The WGAR Bcstg. Co. Hotel Statler Prospect 1-0200 | CBS Petry | G. A. Richards, chmn. of bd. John F. Patt, p Carl E. George, gm Elmer Krause, secy.-treas. R. P. Merridew, pd | John B. Garfield, cm Julius Glass, pmm Robert A. Fox, ce Charles Day, nd | St. UP, INS RCA |
| WHK 1921 | 1420 5,000 DA-N | United Bcstg. Co. 1311 Terminal Tower Prospect 5800 | MBS Raymer | Sterling E. Graham, p Kenneth K. Hackathorn, gm Jackson B. Maurer, cm C. M. Hunter, pd | Lou Oswald, pmm James Aubele, pdm Ralph DeLany, ce Robert Godley, nd & sd | SES. AP WE |
| WHK-FM 1947 | Ch. 264 (B) 100.7mc 20kw | | | | | |
| WJMO 1947 | 1540 1,000-D | WJMO Bcstg. Co. 2157 Euclid Ave. Superior 1-4424 | PBS Young | W. J. Marshall, p Dave Baylor, gm Robert De Tchem, cm Brooke Taylor, pd | Lawrence Shipley, ce Bill Cannady, nd Paul Nakel, sd | L-W UP Ray. |
| WJW 1943 | 850 5,000 DA-1 | WJW Inc. 1375 Euclid Ave. Superior 1-0101 | ABC H-R Reps | William M. O'Neill, p & gm Lawrence Webb, asst. gm Harold W. Waddell, nat'l slm Charles V. Hunter, pd | Roger Albright, pmm Gerold Roberts, ce Bruce MacDonald, nd Jim Graner, sd | Assoc., St. UP, TP WE |
| WJW-FM 1943 | Ch. 281 (B) 104.1mc 20kw | | | | | |
| WSRS 1947 | 1490 250 | WSRS Inc. 2156 Lee Rd. Erievuew 1-2005 | Forjoe | Samuel R. Sague, p, gm & pd Jack Kelly, cm Ben Whittaker, ce | Will Daugherty, asst. slm Bob Engel, nd | L-W, Wld. AP RCA |
| WSRS-FM 1947 | Ch. 237 (A) 95.3mc 1kw | | | | | |
| WTAM 1923 | 1100 50,000 | National Bcstg. Co. 815 Superior Ave. Cherry 1-0942 | NBC NBC Spot | Joseph H. McConnell, p (NBC) John McCormick, gm Jim Chapman, fd Joseph Bova, pd & pdm | Clement G. Scerback, prom. & publ. d Samuel E. Leonard, engr. in chg. Edward Wallace, nd | Assoc. St. Thes. AP, UP RCA |
| WTAM-FM 1948 | Ch. 289 (B) 105.7mc 14kw | | | | | |
| WNBK (TV) 1948 | Ch. 4 66-72mc 9kw-aur.; 15kw-vis. | (WTAM, AM affiliate) | | Harold L. Gallagher, cm Philip L. Worcester, prog. & prod. m Albert M. Henderson, prom. & publ. d | Albert Odeal, film d Andrew L. Hammerschmidt, opers. sup. | Acme |
| WXEL (TV) 1949 | Ch. 9 186-192mc 13kw aur.; 21kw vis. | Empire Coll Co. Inc. 4501 Pleasant Valley Rd. Victory 3-8400 | ABC, CBS, DuMont Katz | Herbert Mayer, p Franklin Snyder, gm Barbara Snyder, publ. d | Richard C. Wright, asst. cm Thomas Friedman, ce John Safer, prod. coordinator | UP GE |

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CHANNEL 9

FOR THE BEST IN TELEVISION



WXEL
Cleveland
WORLD WIDE NEWS • ENTERTAINMENT • SPORTS

REPRESENTED NATIONALLY
by
THE KATZ AGENCY,
Incorporated

Franklin Snyder
GENERAL MANAGER

You Need this Market . . .

3RD LARGEST OHIO MARKET

**Retail Sales . . . (1½ Billion)
\$1,545,485.00**

YOU NEED

**Radio Homes . . .
515,235**

**Ample Coverage . . .
5000 Watts**

YOU NEED

**Plus Duplication . . .
50,000 FM**

YOU NEED

**Local Programs that click:
AP, UP and LOCAL NEWS
Studio Audience Shows
Big Prizes and Gimmicks
ASK HEADLEY REED CO.**

W F M J


Youngstown, Ohio

BASIC AMERICAN BROADCASTING COMPANY STATION

OHIO—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|-------------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| COLUMBUS WBNS 1924 | 1460 5,000-LS 1,000-N DA | Radiohio Inc. 33 N. High St. Adams 9265 | CBS Blair | Richard S. Wolfe, p Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd Ann Evans, pmm | Lester Nafzger, ce Chet Long, nd Bill Zipf, fd Bill McKinnon, sd Fern Sharp, wd | Cap. AP RCA |
| WELD (FM) 1939 | Ch. 246 (B) 97.1mc; 53kw | (WBNS, AM affiliate) | | | | |
| WBNS-TV 1949 | Ch. 10 192-198mc 14.2kw-aur.; 28.4kw-vis. | | Blair-TV | Richard A. Borel, d of TV Edward H. Bronson, sta. d | Robert D. Thomas, sls m Jerome R. Reeves, prog. prom. d | Fed. Telenevs RCA |
| WCOL 1922 | 1230 250 | The Pixleys East Broad at Young St. Main-4581 | ABC H-R Reps. | L. A. Pixley, p & gm R. O. Rumerstrom, cm Phil S. Bradford Jr., pd Leo DeConnick, ce | W. L. Belaney, nd Tom Harman, fd Jack Buck, sd | L-W, Assoc. UP RCA |
| WCOL-FM 1947 | Ch. 222 (B) 92.3mc 33kw | | | | | |
| WHKC 1921 | 610 5,000 DA-N | United Bcstg. Co. 22 East Gay St. Adams 1101 | MBS Raymer | Sterling Graham, p Carl M. Everson, pd & gm Harry H. Hoessly, cm John B. Moose, pd | Rita Thomas, pmm & wd & publ. d Wm. C. Minor, ce Bud Sweeney, nd & sd George Zeis, fd | WH L-W UP, INS RCA |
| WHKC-FM 1948 | Ch. 254 (B) 98.7mc 15kw | | | | | |
| WLWF (FM) 1949 | Ch. 242 (B) 96.3mc 15kw | Crosley Bcstg. Corp. 3165 Olentangy River Rd. Jefferson 5441 | NBC | R. E. Dunville, p James Leonard, gm George Henderson, sm Tom Gleba, pd Juanita Wilcox, prom. d | | Thes. UP, INS |
| WLWC (TV) 1949 | Ch. 3 60-66mc 12.8kw aur.; 15.2kw vis. 820 | (WLWF (FM) affiliate) | | | | |
| *WOSU 1922 | 5,000 L-WFAA WBAP | The Ohio State U. O. S. U. Campus University 3148 | | Howard L. Bevis, p Robert C. Higgy, d & ce Wm. H. Ewing, pd Glenn E. Ellstrom, asst. pd | Paul Wagner, nd & sd Maury White, fd B. Larrick wd | Thes. UP RCA |
| WTVN (TV) 1949 | Ch. 6 82-88mc 3.25kw-aur.; 6.0kw-vis. | Picture Waves Inc. 50 West Broad St. Fletcher 1529 | ABC DuMont Headley-Reed | Edward Lamb, p John Rossiter, gm Roger LaReau, cm | Colin Male, pd Joe Gill, ce | L-W AP RCA |
| WVKO (FM) 1948 | Ch. 234 (B) 94.7mc 52.1kw | Sky Way Bcstg. Corp. 274 S. Third St. Main 5247 | | Gustav Hirsch, p Bert Charles, g & cm Fred Eckardt, ce | | Assoc. Cap. UP, INS WE |

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They hear it

... on WBNS

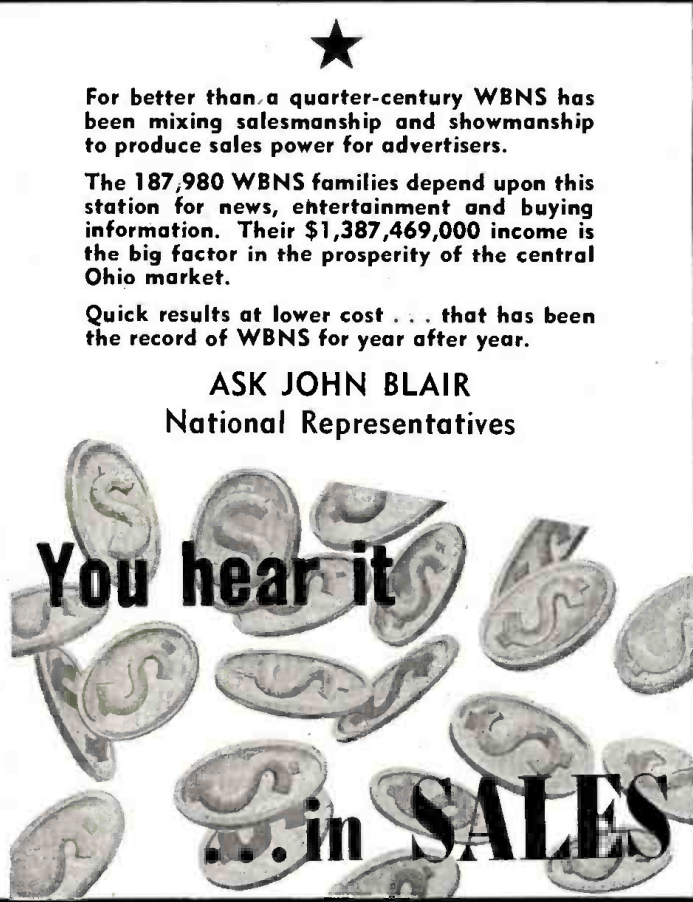
★

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WBNS

PLUS WELD-FM

POWER-WBNS 5,000 • WELD 53,000
CBS • COLUMBUS, OHIO



★

For better than a quarter-century WBNS has been mixing salesmanship and showmanship to produce sales power for advertisers.

The 187,980 WBNS families depend upon this station for news, entertainment and buying information. Their \$1,387,469,000 income is the big factor in the prosperity of the central Ohio market.

Quick results at lower cost . . . that has been the record of WBNS for year after year.

ASK JOHN BLAIR

National Representatives

You hear it

... in SALES

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|---|---------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| COSHOCTON | | | | | | |
| WTNS 1947 | 1560 1,000-D | Coshocton Bcstg. Co. 114 N. 6th St. 1560 | Standard | Bruce Wallace, p, g & cm John R. Terry, pd & nd Bill Kirk, pmm Eugene Wiggins, ce | Tom Clark, fd Bob Zimmerman, sd Lois Palmer, wd | L-W, St. UP Ray. |
| DAYTON | | | | | | |
| WHIO 1935 | 1290 5,000 DA-N | Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2281 | CBS Hollingbery | James M. Cox Jr., p J. Leonard Reinsch, mgng. d | Robert H. Moody, gm Harvey Young Jr., cm | St., Wld. AP, UP, INS |
| WHIO-FM 1948 | Ch. 256 (B) 99.1mc 20kw | | | | | |
| WHIO-TV 1949 | Ch. 13 210-216mc 12.6kw-aur.; 24.6kw-vis. | | ABC, CBS DuMont | | | Assoc. |
| WING 1921 | 1410 5,000 DA-N | Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288 | ABC Weed | Charles Sawyer, p John Pattison Williams, evp Adna Karns, gm Arthur L. Martin, pd | Jean Broome, pmm H. Lloyd House, ce Jack Zeiglin, nd Lou Tschudi, sd | L-W AP Col. |
| WLWB (FM) 1949 | Ch. 248 (B) 97.5mc 18kw | Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101 | NBC | R. E. Dunville, p H. Peter Lasker, gm | | Thes. INS, UP |
| WLWD (TV) 1949 | Ch. 5 76-82mc 8kw aur.; 16kw vis. | (WLWB (FM) affiliate) | | A. D. Faust, asst. gm & pd Wm. J. Williamson, cm | Dorothy Sanders, publ. & pmm Howard Lepple, ce | UP Cros. |
| WONE 1949 | 980 5,000 DA-2 | Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501 | MBS | Ronald B. Woodyard, p & gm Jack Thornquest, nat'l slm Stanley Beck, ce | Ray Rayner, nd Glen Broughman, fd Jack Laffin, sd | Thes. AP RCA |
| WTWO (FM) 1949 | Ch. 284 (B) 104.7mc 43kw | (WONE, AM affiliate) | | | | |
| DEFIANCE | | | | | | |
| WONW 1949 | 1280 500-D CP: 500 DA-N | Defiance Bryan Paulding Bcstg. Co. P. O. 278 32226 | Standard Devney | R. W. Crowell, p G. R. Thayer, g & cm Charles Phillips, pd | Richard E. Kaiser, pmm E. J. Powell, ce | Assoc. UP |
| DOVER | | | | | | |
| WJER 1950 | 1450 250 | Agnes Jane Reeves Greer 210 Blvd. 42-126 | Standard | (Mrs.) Agnes J. Reeves Greer, o Frank E. Shaffer, gm John C. Needs, cm Thomas McCloy Jr., pd & nd | William McLellan, ce Carl Norman, fd Joel Edwards, sd Mona Leeds, wd | Wld. UP Col. |

IN THE HEART OF OHIO

Television Station WTVN, Channel 6, Columbus, Ohio

THE rich capital city of Ohio and its environs are served by WTVN, "Ohio's Greatest Television Station," located high up on the LeVeque Lincoln Tower. WTVN emphasizes local, sports, variety and dramatic presentations. For excellent availabilities consult Headley-Reed Company, representatives.

WTVN, Channel 6, Columbus, Ohio is closely associated with the famous television station WICU, Erie, Pennsylvania and radio station WTOD, Toledo, Ohio.

Edward Lamb, *President*

WTVN is affiliated
with DuMont and ABC
TV networks


WTVN is owned and
operated by
Picture Waves, Inc.

WTVN Channel 6
Columbus, Ohio

OHIO—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------|----------------------------------|---|--------------------------|--|--|
| EAST LIVERPOOL | | | | | |
| WLIO 1948 | 1570 1,000-D | Pottery Bcstg. Co. Turk Motor Bldg. Main 5190 | Rambeau | Earl D. Eisenhower, p F. Leonard Taylor, gm John Norman, cm Robert Banfield, pd, fd & sd | Wm. Siebenthal, ce Peter Sword, nd Joyce Birbeck, wd UP Ray. |
| WOHI 1949 | 1490 250 | East Liverpool Bcstg. Co. 516 Market St. Main 1490 | LBS Standard Grant | Richard V. Beatty, p & gm George T. Farrall, cm & fd John W. Ridder, pd David T. Taylor, ce | Al Klose, sd Lois C. Frederick, wd John R. Longenecker, nd Thes., Wid. AP RCA |
| ELYRIA-LORAIN | | | | | |
| WEOL 1948 | 930 1,000 DA-2 | Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255 | | Roy W. Ammel, p Maurice J. Condon, g & cm Martin Bouhan, pd Douglas Lillico, pmm | Gerald McCasland, ce Ken Bichl, nd Ron Penfound, sd G. Thomas, wd Cap., L-W UP RCA |
| WEOL-FM 1948 | Ch. 297 (B) 107.3mc 15kw | | | | |
| FINDLAY | | | | | |
| WFIN 1941 | 1330 1,000-D | Findlay Pub. Co. 500½ South Main St. Main 1330 | Standard | R. L. Heminger, p H. H. Heminger, g & cm Allen P. Dudley, pd | Edgar C. Smith, ce John C. Hutson, fd Rita Roof, wd L-W, St. UP, INS |
| WFIN-FM 1947 | Ch. 263 (B) 100.5mc 8.2kw | | | | |
| FOSTORIA | | | | | |
| WFOB (FM) 1946 | Ch. 288 (A) 105.5mc 0.45kw | Seneca Radio Corp. 125 South Main St. 4635 | | Andrew Emerline, p Mel Murray, gm Earl Welde, pd Farrel Elsea, ce | Dale Mutr, sd Adda Cooke, wd Neil Clardy, asst. ce SES., Wid. UP GE |
| FREMONT | | | | | |
| WFRO 1949 | 900 500-D DA | Robert F. Wolfe Co. 905 W. State St. Main 3401 | | Robert F. Wolfe, p & gm J. Waddell Kerr, c & pmm Frank Swartz, pd & fd Allen Kauble, ce | Dorsey Pardo, nd Art Smith, sd M. A. Weigman, wd Thes., Wid. INS Ray. |
| WFRO-FM 1946 | Ch. 257 (A) 99.3mc 1kw | | | | GE |

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Down By the Old Mill Stream *

WFIN

LARGE COVERAGE

.1 MV SIGNAL

*** FINDLAY, OHIO**
1000 WATTS ON 1330 KC
FM 8200 WATTS ON 100.5 MC
Founded 1941—Newspaper Affiliated

| | | |
|--------|-------|---------------------------|
| ▬ WFIN | 41.9% | LARGE LISTENERSHIP |
| ▬ "A" | 27.1% | |
| ▬ "B" | 10.8% | |
| ▬ "C" | 7.9% | |

IN NORTHWESTERN OHIO, ONE OF AMERICA'S BEST MARKETS

(*FINDLAY—HOME OF TELL TAYLOR, WHO WROTE HIS FAMOUS SONG ABOUT OUR BLANCHARD RIVER)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|---------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| GALLIPOLIS WJEH 1950 | 990 250-D | Ohio Valley on the Air Inc. Box 244 1160 | | Edward W. Wippel, p Truman A. Morris, gm Charles Esterly, cm & sd Marianne Boggs, pd & wd | Sid A. Davis, pmm & nd John Moorhouse, ce Wm. Watterson Jr., fd | Cap., Wld. UP G |
| HAMILTON WMOH 1944 | 1450 250 | Fort Hamilton Bcstg. Co. Second Nat'l Bank Bldg. 4-6543 | MBS Grant | Robert J. Briede, p Joseph E. True, gm Robert L. Odson, d of radio Donald F. Volkman, ce | James D. Schwab, nd R. C. Motley, sd Mildred Soule, wd | UP Col. |
| WMOH-FM 1948 | Ch. 278 (B) 103.5mc 8.7kw | | | | | |
| LANCASTER WHOK 1948 | 1320 500-D | Hocking Valley Bcstg. Corp. Memorial Dr. 4500 | McGillvra | Nelson R. Embrey, p J. E. Brown, gm Forrest H. Respass, pd | Donald W. White, pmm & nd Charles R. Houston, ce David J. Collins, fd & sd | Wld. AP G |
| LIMA WIMA 1948 | 1150 1,000 DA-N | N.W. Ohio Bcstg. Corp. 223 North Main St. 6-3841 | MBS ABC Weed | G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm Easter Straker, pd & wd | Albert Smith, ce Don Sherwood, nd Al Stanley, sd | INS RCA |
| WIMA-FM 1948 | Ch. 271 (B) 102.1mc 15.5kw | | | | | WH |
| WLOK 1936 | 1240 250 | The Fort Industry Co. Nat'l Bank Bldg. 6-3411 | NBC Avery- Knodel | George B. Storer, p J. Robert Kerns, mgng. d & pmm Richard T. Roll, pd & sd Darrel Hunter, ce | Lyle Lee, nd Perry Beaumont, fd Marian Wilcox, wd | UP RCA |
| WLOK-FM 1948 | Ch. 277 (B) 103.3mc; 25kw | | | | | WE |
| MANSFIELD WMAN 1938 | 1400 250 | Richland Inc. Ohio Theatre Bldg. 4235 | ABC Ohio Taylor | J. M. O'Hara, p, g & cm Robert A. James, pd Carl C. Kindt, pmm Wm. E. Morrison, ce | Frank Hudson, nd Dale Knisely, sd Elaine Hauserman, wd | Wld. UP |
| MARIETTA WMOA 1946 | 1490 250 | Marietta Bcstg. Co. P. O. Box 201 6383 | MBS Grant | William G. Wells, p James L. Ulmer, gm Charles E. Clark, ce | Dave Pyles, sd Paul Kenny, sd | L-W UP Col. |
| MARION WMRN 1940 | 1490 250 | The Marion Bcstg. Co. P. O. Box 518 2-6666 | ABC Stovin | Robert T. Mason, p & gm Robert M. Sprouse, cm Robert T. Mason Jr., pmm Francis J. Peters, ce | Gene Grove, nd Ray Marsh, fd Robert Sullivan, sd Madge L. Cooper, wd | Thes. UP RCA |



Let's get
down to
brass
tacks...



In Marion-Area—Ohio's prosperous seven county market—folks like to listen to WMRN. Tell your sales story to these 250,000 ready and eager buyers for profitable results. There's money in Marion for sales-minded advertisers.

W M R N

Marion, Ohio

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

1951—TEN YEARS OF PUBLIC SERVICE

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OHIO—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|---------------------------|--------------------------|--------------------------------|--|-----------------------------|--|--|
| MARION—(Continued) | | | | | | |
| | WMRN-FM (CP) | Ch. 295 (B) 106.9mc; 7.5kw | | | | |
| MIDDLETOWN | | | | | | |
| | WPFB 1947 | 910 1,000-LS 100-N | Paul F. Braden Central Ave. 2-3625 | | Paul F. Braden, p & gm Ranny Daly, cm Jack Kistler, pd Fern Troutvine, pmm & wd | L-W, SES. AP |
| MT. VERNON | | | | | | |
| | WMVO (CP) | Ch. 229 (B) 93.7mc 3.2kw | Mt. Vernon Bcstg. Co. | | | |
| NEWARK | | | | | | |
| | WCLT 1949 | 1430 500-D | Advocate Printing Co. 25 W. Main St. 4056 | Standard Meeker | Frank W. Spencer, p Thomas A. Rogers, gm Robert Pricer, cm Gene Ragle, pd & nd | Cap., Thes. AP G |
| | WCLT-FM 1947 | Ch. 262 (B) 100.3mc; 8.5kw | | | | GE |
| PIQUA | | | | | | |
| | WPTW 1947 | 1570 250-D | Miami County Bcstg. Co. Inc. 1625 Covington Ave. 1420 | Grant | Richard E. Hunt, p & gm James Flinn, c & pmm Robert Bubp, pd & sd | William Musson, ce Bill Fox, nd & fd SES., Wld. AP Col. |
| PORTSMOUTH | | | | | | |
| | WNXT (CP) | 1260 1,000 DA-1 | Portsmouth Bcstg. Co. | | | |
| | WPAY 1935 | 1400 250 | The Scioto Bcstg. Co. 1009 Gallia St. 1010 | CBS Taylor | Roy D. Moore, p Eugene Carr, d of radio Gerald F. Boyd, m Floyd M. Jackson, pd | O. T. Dresbach, office m Maurice L. Myers, ce E. G. Sheridan Jr., nd Roy E. Vastine, fd L-W AP RCA |
| | WPAY-FM 1948 | Ch. 281 (B) 104.1mc; 7kw | | | | |
| SANDUSKY | | | | | | |
| | WLEC 1947 | 1450 250 | Lake Erie Bcstg. Co. Cleveland Rd. at Huntington 5170 | MBS Standard McKinney | Albert E. Heiser, p & gm Ralph S. Silver Jr., c & pmm Jay Wagner, pd & sd Jay Leibach, ce | John R. Kahler, treas. Elmer A. Pimmsner, secy. Irving S. Hott, nd Jeanne Shepard, wd AP RCA |

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**WE SPAN THE ALL-IMPORTANT
CLEVELAND-TOLEDO GAP**

WLEC 1450
★ K C ★

SANDUSKY, OHIO

**ONE OF THE GRANDEST VALUES
IN RADIO ADVERTISING TODAY!**

JUST ASK EVERETT MCKINNEY OR WRITE WLEC

ONE OF THE GREATEST LITTLE STATIONS IN THE NATION!



1. VOWED MAIDA McSPINSTER, "TONIGHT MY BOY CHAUNCEY, SO HELP ME, IS GOING TO BECOME MY FIANCE!"



2. BUT, SAD TO RELATE, IN SELECTING HER LURE, THE LASS'S TECHNIQUE PROVED EXTREMELY UNSURE.



3. AND WHAT GOOD'S A LOUSE WHO JUST WANTS TO PLAY HOUSE WHEN A GAL'S GOT HER HEART REALLY SET ON A SPOUSE?

MORAL: Woo your Dayton market through Dayton's first and favorite station—WHIO-TV.

To Woo Dayton* Dollars THE SHOW MUST GO ON WHIO-TV

* If your heart's set on the Dayton market (and why not, with its wealth in both income and TV sets?) come woo it the right way. Dayton, and the surrounding Miami Valley, offers a total of 142,000 TV sets (yesterday's figure!) dominated† by WHIO-TV, the area's first and leading station. Let our National Representative G. P. Hollingbery Company give you facts, figures, and A. M. availabilities.



†Pulse October, 1950 report shows WHIO-TV had 13 of top 20 televised shows—typical of the entire year!

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OHIO—(Continued)

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| SPRINGFIELD | | | | | | |
| WIZE 1940 | 1340 250 | Radio Voice of Spring- field Inc. 117 W. High St. 3-4955 | ABC Weed | Charles Sawyer, p J. P. Williams, evp C. N. Evans, m Robert Christol, pd | John McEaney, pmm Victor Bushong, ce Pete Hansson, nd & sd Alice Bahman, wd | L-W, St. AP RCA |
| WJEL 1947 | 1600 500-D | Champion City Bcstg. Co. 120 S. Limestone St. 3-4876 | PBS | D. J. Parsons, p Frank C. Bolin, g & cm Paul Miller, pd Frank Knull, ce | Dick Davis, nd Bill Coffee, fd Bernie Crocker, sd Lu Bolin, wd | UP RCA |
| WWSO 1947 | 1210 250-D | Radio Springfield Inc. Chamber of Commerce Bldg. 3-6488 | LBS IMS | Bradley Kincaid, p & gm E. Pournelle, cm Ford Rush Jr., pd Ed Stuepak, ce | Bill Ditzell, nd Bob Yontz, sd Cordelia Compston, wd | Cole AP Col. |
| STUBENVILLE | | | | | | |
| WSTV 1940 | 1340 250 | The Valley Bcstg. Co. Exchange Realty Bldg. 2-6285 | MBS Ohio Standard Pearson | Jack N. Berkman, p John J. Laux, g & cm Geo. H. Wilson Jr., pd Charles Donley, pmm & sd Charles S. Shepherd, ce | Joseph M. Troesch, asst. gm Ruston E. Marshall, nd Francis Taylor, fd Mary B. Worstall, wd | Wid. UP WE |
| WSTV-FM 1947 | Ch. 268 (B) 103.5mc 2kw | | | | | WH |
| TOLEDO | | | | | | |
| WSPD 1921 | 1370 5,000 DA-N | The Fort Industry Co. 136 Huron St. Adams 3175 | NBC Katz | George B. Storer, p E. Y. Flanigan, gm Glenn Jackson, pd Richard Gourley, pmm Wes Shannon, loc. slm | Wm. Stringfellow, ce James Uebelhart, nd Les Dana, fd Bob Evans, sd Ginnv Woods, wd | L-W, Thes. WE |
| WSPD-FM 1947 | Ch. 268 (B) 101.5mc 20kw | | | | | RCA |
| WSPD-TV 1948 | Ch. 13 210-216mc 12.33kw-aur.; 25kw-vis. | | ABC CBS, DuMont NBC | Elaine Phillips, film d | Al Reufel, studio d | UP, INS RCA |
| WTOD 1946 | 1560 1,000-D | Unity Corp. Inc. 515 Madison Ave. Garfield 5551 | Headley-Reed | Edward Lamb, p Sunne Miller, g & cm Doug Tabner, pd, pmm, nd & sd | Robert Sowers, ce Ernest Capron, fd Isabel Greenbaum, wd | L-W AP Ray. |
| WTRT (FM) 1947 | Ch. 260 (B) 99.9mc 8.8kw | (WTOD, AM affiliate) | | | | RCA |
| WTOL 1938 | 1230 250 | Community Bcstg. Co. Bell Bldg. Adams 3291 | ABC Raymer | Frazier Reams, p Thomas Bretherton, gm Morton Nepp, cm Karl R. Nelson, pd & pmm. | Harold Holmes, ce Art Barrie, nd Ken Lawrence, fd Donald Miller, sd | AP, UP WE |
| WTOL-FM 1949 | Ch. 284 (B) 104.7mc 1.25kw | | | | | |
| WARREN | | | | | | |
| WHHH 1941 | 1440 5,000 DA-2 | The Warren Tribune Radio Station Inc. 108 Main St. 2212-9 | MBS Ra-Tel | Helen Hart Hurlbert, p H. R. Farrall, gm Carl Raymond, pd & pmm | Hugo A. Bondy, ce Kenneth Halterman, nd John J. Smally, sd | Assoc., SES. UP RCA |
| WOOSTER | | | | | | |
| WWST 1947 | 960 500-D | Wooster Republican Printing Co. Wooster 760 | | E. B. Evans, gm Keith S. Gordon, cm E. D. Gooding, pd | | St., Wid. AP |
| WWST-FM 1947 | Ch. 283 (B) 104.5mc 13kw | | | | | |
| WORTHINGTON | | | | | | |
| WRFD 1947 | 880 5,000-D | Peoples Bcstg. Corp. 649 High St. 2-5342 | LBS Taylor | Fred A. Palmer, gm J. D. Bradshaw, cm Robert C. Miller, pd & fd | Harold Schaaf, ce Winfred Arthurs, nd Helen Fusco, wd | St. AP, INS RCA |
| WRFD-FM 1950 | Ch. 250 (B) 97.9mc 340kw | | | | | |
| YOUNGSTOWN | | | | | | |
| WBBW 1949 | 1240 250 | Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. 44421 | Forjoe | John Cherpack Jr., p & ce Gene Trace, vp, g & cm Anthony N. Ross, pd & pmm | Dick O' Hara, nd Fred Rollason, sd Betty Hanzel, wd | Assoc., Cap. L-W AP, INS RCA |
| WFMJ 1939 | 1390 5,000 DA-N | The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121 | ABC Headley-Reed | Wm. F. Maag Jr., p & gm Leonard Nasman, c & pmm Ronald Richards, pd | Frank A. Dieringer, ce Kathryn Leskosky, traffic m Wm. Crooks, nd | SES, Thes. AP, UP RCA |
| WFMJ-FM 1947 | Ch. 285 (B) 105.1mc 50kw | | | | | |

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when you measure

YOUNGSTOWN

MEASURE WHAT YOU'RE BUYING AGAINST THESE W B B W PLUSSES—

- + number 1 Hooperated station from 2:30 pm to 6:00 pm daily: ranks near the top for the rest of the broadcast day.*
- + delivers a thousand listeners at 16.9% less than the next lowest cost station.
- + two of the top-tuned-to disc jockies in area are on WBBW
- + "the" sports station for over a half million listeners
- + exclusive rights for all Cleveland Indian baseball games
- + the only fulltime independent in this half million consumer market

Use your tape-measure on the market, too . . . estimated retail sales for 1949: \$650,273,000; estimated drug sales for '49: \$15,780,000; food sales: \$152,048,000; total radio homes: 194,160; total population for five county area: 661,900.

Results? They're measurable, too. And right in line with costs.

*Serving Ohio's
Third Largest Market*

1240 KC MAHONING VALLEY BROADCASTING CORP.

The lowest cost per thousand in Youngstown. We—or Forjoe—can prove it!

* Hooper Station Aud. Index, Oct.-Nov. 1949

OHIO—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------|---------------------------------|---|--------------------------------|--|---|
| YOUNGSTOWN—(Continued) | | | | | |
| WKBN 1926 | 570 5,000 DA-N | WKBN Bcstg. Corp. 17 N. Champion St. 42122 | CBS Raymer | W. P. Williamson Jr., p & gm J. L. Bowden, sta. d Don Brice, prog. & prod. d Howard Rempes, pmm B. T. Wilkens, ce | Jack Jurey, news editor Stu Wilson, fd Don Gardner, sd Ellamae Casteel, wd |
| WKBN-FM 1947 | Ch. 255 (B) 98.9mc 18.5kw | | | | WH |
| ZANESVILLE | | | | | |
| WHIZ 1924 | 1240 250 | Southeastern Ohio Bcstg. System Inc. Lind Arcade Bldg. 2-5431 | NBC Pearson | Clay Littick, p Vernon A. Nolte, gm Nate Milder, cm Robert Maley, pd & pmm | William Hunt, ce Allan Land, nd Robert Wagner, sd |
| OKLAHOMA | | | | | |
| ADA | | | | | |
| KADA 1934 | 1230 250 | KADA Bcstg. Inc. First Nat'l. Bldg. 12 | ABC, KBS Oklahoma Taylor | Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy.-treas. & m Bruce Ligon Jr., pd | Zelmadean Woods, pmm & wd George A. Miller Jr., ce Morgan M. Teague, nd & fd |
| ALTUS | | | | | |
| KWHW 1947 | 1450 250 | Altus Bcstg. Co. Inc. Altus 1405 | MBS, KBS Best | Frank E. Wimberly, p & gm Ernest Baucum, ce | AP Ray. |
| ARDMORE | | | | | |
| KVSO 1935 | 1240 250 | John F. Easley 112½ N. Washington 3030 | ABC Oklahoma Taylor | John H. Easley, p Albert Riesen, gm John E. Riesen, cm Dolly Dutton, pd | Gayley Vernell, pmm Wm. Kolb, ce Welten Peden, nd |
| BARTLESVILLE | | | | | |
| KWON 1941 | 1400 250 | Bartlesville Bcstg. Co. 100 Union Nat'l. Bank 1400 | MBS | J. Fred Case, p, g & cm Bob Walker, pd & nd | John Collins, pmm James A. Wireman, ce |
| CHICKASHA | | | | | |
| KWCO 1946 | 1560 250-D CP: 250 DA-N | Washita Valley Bcstg. Fourth & Grand 2899 | MBS Oklahoma | C. E. Wilson, co-o, g & pmm Phil Jackson, co-o & cm | Lorene Null, pd Neal Allen, ce |

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'Tell yo' what I'm gonna do'—

Zanesville

AFFILIATED WITH NBC

WHIZ

"Say You're Lookin' For A Little Jim Dandy Test Market? Step a little closer and I'll let you in on a big thing.

ZANESVILLE, OHIO with 50,000 metropolitan population. A trading area of six Southeastern Ohio counties with over 250,000 people. A distribution center for food and drug products.

And mister, you can give your product or your copy a real shake-down on WHIZ. Yes sir—there's a little 250 watt station wearing 5,000 watt boots. Nothin' like it anywhere. Production—live programming—personalities on the air—news coverage like the dew in Dixie—PLUS solid NBC programming.

Yo' say yo' want more for your money? Well—y' haven't heard the best. That little station has a BMB of 25,000 and an average share of audience of 60 percent morning, noon and night.

Tell yo' what I'm gonna do. Gonna' send you to a guy around the corner . . . up three flights . . . knock twice . . . and ask for John E. Pearson. If a blond answers yo' got the wrong place.



Oklahoma has always
had big ears for

WKY

By any audience measuring stick you care to choose, WKY is the dominant station in Oklahoma's biggest market. Look at Hooper! Look at BMB! Look at "Listener's Diary"! Look at advertisers' results! They all prove the same fact — that only WKY can give you the audience, coverage and results you want and need in Oklahoma's most important market!



Now it has
big eyes for

WKY-TV

Who said television is just a "big city" medium? Practically a whole STATE is looking at WKY-TV! And here's why. We have a 966 foot antenna . . . an extremely favorable terrain . . . the perfect channel 4 frequency . . . the finest modern equipment, plus the priceless ingredient . . . *listener loyalty* . . . built up over the years by WKY-AM. Your KATZ representative will be glad to give you the facts and figures.

WKY

TV AM

OKLAHOMA CITY

930 KILOCYCLES • NBC

CHANNEL 4

NBC • CBS • ABC

OWNED AND OPERATED BY

THE OKLAHOMA PUBLISHING CO.

WKY, OKLAHOMA CITY • THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

REPRESENTED BY

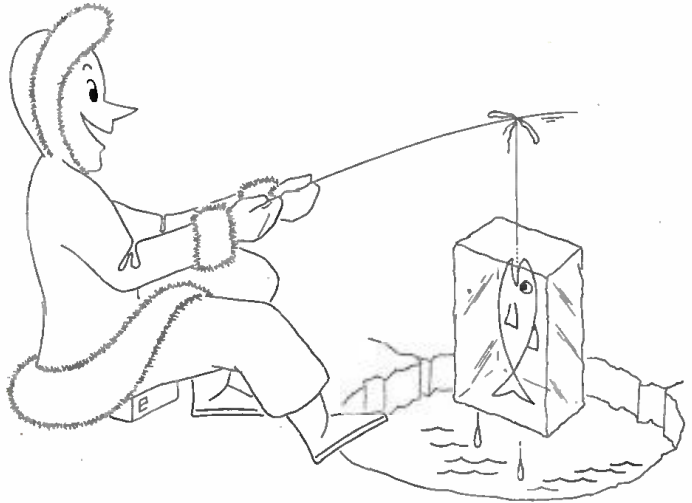
THE KATZ AGENCY, INC.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OKLAHOMA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
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| CLINTON | | | | | | |
| KWOE 1948 | 1320 1,000-D | Western Oklahoma Bcstg. Co. P. O. Box 706 818 | LBS Oklahoma Best | V. M. Preston, gm, secy.-treas. & sd Lew Preston, pd & nd D. W. Savage, ce | Bill Lauderdale, fd | SES. UP Ray. |
| CUSHING | | | | | | |
| KWHP (CP) | 1600 500-D | William Howard Payne | | | | |
| DUNCAN | | | | | | |
| KRHD 1947 | 1350 250-LS 100-N | Duncan Bcstg. Co. P. O. Box 1192 1350 | MBS | J. P. Burnett, sm | | |
| DURANT | | | | | | |
| KSEO 1947 | 750 250-D | Democrat Printing Co. P. O. Box 511 2200 | Oklahoma | R. F. Story, ptrn. Bennett Story, ptrn. Leroy W. Moses, gm Alene Jones, office m | L. O. Wilcox, ce | St. AP GE |
| KSEO-FM 1947 | Ch. 297 (B) 107.3mc 2.9kw | | | | | |
| EL RENO | | | | | | |
| KCHE 1948 | 1590 500-D | KCHE Bcstg. Co. First Nat'l. Bank Bldg. 2438 | KBS | Robert E. Davis, gm Tom Gilmore, pd | | St. UP |
| ELK CITY | | | | | | |
| KASA 1932 | 1240 250 | Southwest Bcstg. Co. 1500 North Randall 731 | MBS | Lonnie J. Preston } co-o Alice Howenstine } Lonnie J. Preston, p, gm & fd Alice Howenstine, bus. m & wd | E. L. O'Hearn, cm & sd R. Odell Preston, pd George K. Fenter, ce | UP Ray. |
| ENID | | | | | | |
| KCRC 1930 | 1360 1,000 DA-1 | Enid Radiophone Co. Broadway Tower 447 | ABC Oklahoma Taylor | Milton B. Garber, p George L. Tarter, gm H. P. Hale, cm Roger Stoner, pd & pmm | Murray D. Coleman, ce Dick Brown, nd Bill Orum, sd Jean Harvey, wd | St. AP Col. |
| KCRC-FM 1948 | Ch. 274 (B) 102.7mc 5.2kw | | | | | GE |
| KGWA 1950 | 960 1,000 DA-1 | Public Bcstg. Service Inc. 115½ East Broadway 4230 | MBS Rambeau | Geo. Hutchison, p H. J. Godschalk, g, c & pmm Tom Belcher, pd Wm. Teitzel, ce | Fred Collins, pd Hl Roberts, fd Neil Baird, sd Bete Mitchell, wd | Cap. UP G |
| FREDERICK | | | | | | |
| KTAT 1948 | 1570 250-D | Frederick Bcstg. Co. Hotel Frederick 1010 | KBS, LBS Oklahoma Best | J. D. Jones Jr. Ron W. Wheeler Jr. } ptrns. Winston A. Jones } J. D. Jones Jr., gm & ce | Buck Wagnon, cm Mary Wheeler, pd & wd Evelyn Jones, pmm Dan Jones, nd | Wld. UP G |
| GUTHRIE | | | | | | |
| KBIG (CP) | 1490 250 | Leader Pub. Co. | | | | |
| GUYMON | | | | | | |
| KGYN 1948 | 1220 1,000-D | Plains Bcstg. Co. Inc. 21st & Lelia 888 | Best | T. M. Raburn Jr., p & gm James H. Roach, pd Joseph A. Burke, ce | LaVonne Shields, wd | Thes. UP G |
| HOBART | | | | | | |
| KTJS 1947 | 1420 250-D | T. J. Shriner 315 E. 11th St. 1070 | KBS Oklahoma | T. J. Shriner, p, gm & nd M. J. Shriner, cm Darrel D. Foss, ce & sd | Tom Morris, fd | AP G |
| HUGO | | | | | | |
| KIHN 1948 | 1340 250 | Little Dixie Bcstg. Co. P. O. Box 248 1140 | Best | George L. Malone, p James F. Hendrix, gm & nd Billie Van Hoose, pd | Milo E. Holtberg, ce | L-W AP G |
| LAWTON | | | | | | |
| KSWO 1941 | 1380 1,000 DA-2 | Oklahoma Quality Bcstg. Co. 408½ "D" Ave. 1380 | ABC Oklahoma Taylor | R. H. Drewry, p Allan Page, gm E. N. Ashlock, cm Morgan Roberts, pd P. N. Goode, pmm | William Buford, ce Jack Drake, nd & fd Leo Morris, sd Susan Shaw, wd | L-W UP WE |
| McALESTER | | | | | | |
| KNED 1950 | 1460 1,000-D | Pittsburg Bcstg. Co. P. O. Box 73 200 | | Ray Van Hooser, p & gm Phil Reed, cm, nd, fd & sd Mildred Martin, pd, pmm & wd | Jim Ross, ce | Cap. UP G |
| KTMC 1948 | 1400 250 | McAlester Bcstg. Co. Municipal Bldg. 2411 | ABC, Oklahoma Taylor | William Young, p Roy Judge, gm, pd & pmm Robert Baggett, cm | Robert Schilb, ce Howard Martin, nd Bill Skeith, sd | St. AP G |
| MIAMI | | | | | | |
| KGLC 1948 | 910 1,000 DA-1 | Miami Bcstg. Co. Miami Hotel 3303 | Western Young | Melvin Hutts, p Kenyon Brown, evp Charles L. Unger Jr., gm John M. Kennedy, cm | Bill York, pd Louis E. Stone, ce Joe Griffiths, fd Russell Martin, sd | St. AP WE |
| MUSKOGEE | | | | | | |
| KBIX 1936 | 1490 250 | Oklahoma Press Pub. Co. P. O. Box 1512 303 | ABC Oklahoma Taylor | Tams Bixby Jr., p Tams Bixby III, vp Ernest Watson, m & cm | Wally Weber, asst. & pmm Eugene O. Edwards, ce | RCA UP RCA |
| KBIX-FM 1948 | Ch. 253 (B) 98.5mc 3.3kw | | | | | GE |
| KMUS 1948 | 1380 1,000-LS 500-N DA | Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656 | MBS Oklahoma | R. M. Mountcastle, p Jimmie Barry, g, c & pmm Harvey E. Marsh, pd | James E. Keitel, ce Roger Hathorn, sd Nancy Howard, wd | UP G |
| KMUS-FM 1947 | Ch. 268 (B) 101.5mc 8.7kw | Muskogee Bcstg. Co. | | W. J. Rea Sr., p | | WE |

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Are You A "Clarence Birdseye"?

We know you're busy so the moral of this isn't long in coming

The temperature was 50° below zero in Labrador about 1915 when Clarence Birdseye caught a fish and watched it freeze instantly. When thawing it out days later in a bucket of water the fish flipped its tail and swam about. With the eating of the fish this could have been the end of the story except... for a man like Clarence Birdseye it was the beginning of the story... of the \$700 million (last year) frozen food industry.

The same is true in buying the Oklahoma market. The time buyer who is not too busy... to compare coverage, rates, promotional cooperation of, and listener loyalty to, Oklahoma City radio stations... opens immense rewards to himself and the client for whom he is buying time. For a complete story contact us or our representative, O. L. Taylor Co.

K T O K

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OKLAHOMA CITY

1000 KC • 5000 WATTS DAY • 1000 WATTS NIGHT

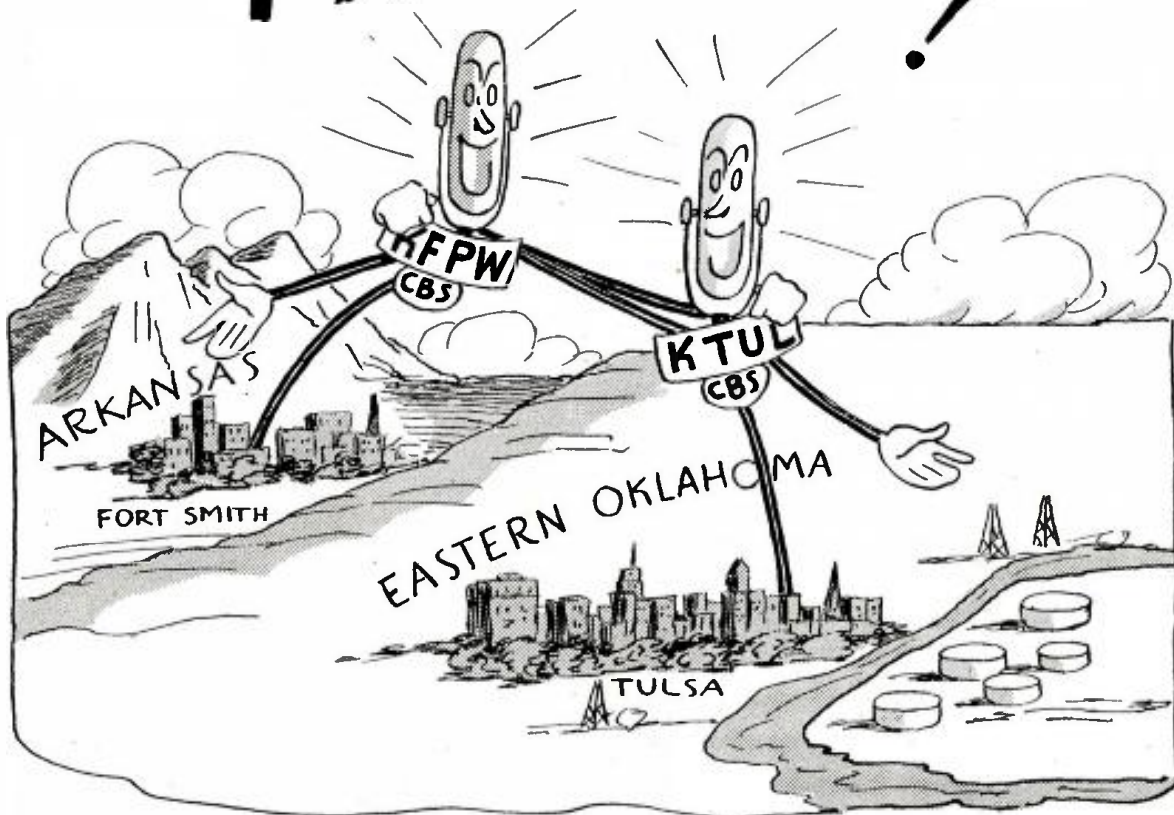
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OKLAHOMA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|--------------------------------|--|---|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| NORMAN | | | | | | |
| KNOR 1949 | 1400 250 | Cleveland County Bcstg. Co. P. O. Box 542 474 | Devney | Tol Dickenson, p & cm Wm. S. Morgan, ptrn. Don Daniels, ce | June Morgan, traffic m Ken Lowe, nd Jack W. Payne, sd | UP Col. |
| WNAD 1920 | 640 1,000-D | U. of Oklahoma Faculty Exchange 300 ext. 424 | | John W. Dunn, gm Hugh M. Mix, pd Mima Smethers, pmm & wd | Remy Perot, ce Bill Platt, nd William Neal, sd | AP WE |
| OKLAHOMA CITY | | | | | | |
| KBYE 1947 | 890 1,000-D | State Bcstg. Co. 9th & Broadway 3-2323 | Western Radio Reps | A. Earl Cullum Jr., p Frank J. Lynch, vp & gm Rex M. Lester Jr., cm Harold Shreve, pd | Charles F. Sheaffer, ce Jim Kendall, nd Bill Veldt, sd Kathryn Keeton, wd | UP RCA |
| KLPR 1947 | 1140 1,000-D | Oklahoma City Bcstg. Co. 123½ W. Commerce 3-6358 | | Byrne Ross, p, gm & fd Fred Farha, c & pmm Monty Wells, asst. m (Mrs.) Kathleen Burkett, pd | Jacob A. Davis, ce Dick Knowles, nd L. H. Bengston, sd Barbara Riddle, wd | Assoc., Cole AP Ray. |
| KOCY 1938 | 1340 250 | Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333 | MBS Oklahoma Walker | John D. Thomas, p M. H. Bonebrake, gm George Collisson, cm Wishard Lemons, pd | R. R. Freeland, ce John Steele, nd Bob Murphy, sd | St. AP Col. |
| KOCY-FM 1946 | Ch. 234 (B) 94.7mc 57kw | | | | | GE |
| KOMA 1927 | 1520 50,000 DA-N | KOMA Inc. Biltmore Hotel 2-3291 | CBS Avery-Knode | John Toole Griffin, p J. J. Bernard, gm Raymond Ruff, cm Robert Eastman, pd | Ben H. Holmes, pmm & nd M. W. Thomas, ce Carl Neumann, fd Carroll Freeman, sd | L-W, St., SES. UP WE |
| KOMA-FM 1948 | Ch. 290 (B) 105.9mc 3.6kw | | | | | |
| KTOK 1927 | 1000 5,000-LS 1,000-N DA-2 | KTOK Inc. 1800 West Main St. 3-8352 | ABC Taylor | O. L. Taylor, p Edgar T. Bell, gm E. L. Colbourn, cm | | Cole, Wld. AP, UP |
| KTOK-FM 1946 | Ch. 282 (B) 104.3mc 43kw | | | | | |
| KTOW 1948 | 800 250-D | Sooner Bcstg. Co. 3300 Apco Tower 2-6367 | LBS Forjoe | Ralph Ball, p Cal Perley, g B. M. Grotkop, cm | Bill Bryan, pd, pmm, nd & sd Elmo Black, ce Jane Whiteside, wd | Wld. UP GE |
| WKY 1920 | 930 5,000 DA-N | WKY Radiophone Co. Skirvin Tower 3-4306 | NBC Katz | E. K. Gaylord, p P. A. Sugg, sm Robert Chapman, cm Paul O. Brawner, pd | Gene Dodson, pmm H. J. Lovell, ce Hoyt Andres, adm. asst. Sandy Saunders, fd | St., Assoc. AP, UP RCA |
| WKY-TV 1949 | Ch. 4 66-72mc 6.2kw aur.; 12.1kw vis. | | ABC, CBS DuMont, NBC | P. A. Sugg, sm & vp Robert Olson, pd | | |
| OKMULGEE | | | | | | |
| KHBG 1937 | 1240 250 | Okmulgee Bcstg. Corp. Odfellows Bldg. 3646 | MBS, KBS Oklahoma Taylor | Harold E. King, gm Dan Kenan, cm, nd & fd Bill Davis, pd & sd | William Thomson, ce Fern McAfee, wd | AP RCA |
| PAULS VALLEY | | | | | | |
| KVLH 1947 | 1470 250-D | KVLH Bcstg. Co. Highway #77 North 1470 | LBS, KBS Oklahoma | James T. Jackson, p Phil Crenshaw, gm H. Edward Walker, cm | George A. Rountree, ce E. E. Hill, nd & sd | Wld. UP Col. |
| PONCA CITY | | | | | | |
| WBBZ 1928 | 1230 250 | Ponca City Pub. Co. Cleveland & N. 3rd 3311 | MBS, KBS Oklahoma Ra-Tel | Clyde E. Muchmore, ptrn. Gareth Muchmore, ptrn. & nd Cy Casper, gm M. E. Sheid, cm | Shelden E. Bonewell, pd & pmm Kenneth E. Ruppe, ce Bob Nelson, fd Bill Platt, sd | St. AP G |
| PRYOR | | | | | | |
| KOLS 1950 | 1570 250-D | Lakes Area Bcstg. Co. Fifth & Mill Sts. 1263 | Oklahoma | Mr. & Mrs. L. L. Gaffaney & Mr. & Mrs. J. B. Smith, ptrns. L. L. Gaffaney, gm & nd Fred Taylor, cm | Dell Roy Guthrie, pd Dave Hickman, ce Gerald Harmon, sd Orpha Gaffaney, wd | St. AP G |
| SEMINOLE | | | | | | |
| KSMI 1948 | 1260 500-D | KADA Bcstg. Inc. P. O. Box 1351 1260 | MBS | Dr. C. C. Morris, p Bill Hoover, gm Pat Murphy, cm & sd Don Owen, pd & nd | Betty Jo Hughes, pmm & wd Warren W. Abbott, ce Brown Morris, treas. Gene Tobaben, fd | St. UP Col. |
| SHAWNEE | | | | | | |
| KGFF 1930 | 1450 250 | KGFF Bcstg. Co. Inc. Federal Nat'l. Bldg. 4390 | ABC Oklahoma Taylor | Oscar S. Stauffer, p E. D. Harvey, g & cm Bill Maugans, pd & sd | Robert R. Martin, ce Glen Pool, nd Richard Moore, fd | Wld. AP Col. |
| STILLWATER | | | | | | |
| KSPI 1947 | 780 250-D | Stillwater Pub. Co. P. O. Box 231 311 | MBS, LBS Oklahoma Ra-Tel | C. R. Bellatti, p L. F. Bellatti, gm Braxton L. Combs, pd Bob Burton, pmm & nd | Paul McCullom, ce Jim Wells, fd Jones Ramsey, sd | St. UP WE |
| KSPI-FM 1947 | Ch. 230 (B) 93.9mc 3.1kw | | | | | |
| TULSA | | | | | | |
| KAKC 1946 | 970 1,000-LS 500-N DA-2 | Public Radio Corp. 412 E. 5th St. 4-2401 | Oklahoma Walker | S. E. Avey, p & treas. James L. Neal, vp & gm Glen A. Harmon, cm John B. Wheeler, pd Ramon King, pmm | M. M. Donley, ce Ken Reed, nd Mack Creager, sd Marge McCartney, wd | L-W AP Col. |
| KAKC-FM 1947 | Ch. 238 (B) 95.5mc 9.5kw | | | | | |
| KFMJ 1946 | 1050 1,000-D | Fred Jones Bcstg. Co. 15th S. Boston 5-5555 | LBS IMS | Fred Jones, p Lawson Taylor, gm Jack Betz, cm M. McGuigan, pd C. Abbett, pmm | Nate Wilcox, ce Bob Parker, nd Don Brewer, fd Jay Jones, sd Joy Bannister, wd | St. UP WE |
| KOME 1938 | 1300 5,000-LS 1,000-N DA-2 | Oil Capital Sales Corp. 8th at Main 3-4121 | MBS Weed | Harry Schwartz, p Dick Campbell, gm & nd Claude Evans, pd | Ann Fountain, pmm & wd Roy Brown, ce | St. AP WZ |

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THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA'S MAGIC EMPIRE—PLUS THE RICH PLUM OF ARKANSAS' WESTERN OZARK REGION!

- ★ **ONE OPERATION**
- ★ **ONE REPRESENTATIVE**
(AVERY-KNODEL, Inc.)
- ★ **ONE NETWORK** →
- ★ **ONE BUY - THE BEST**



KTUL - KFPW

JOHN ESAU—Vice President-General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

OKLAHOMA—(Continued)

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|-------------------------------------|--|---|---------------------------|--|--|
| TULSA—(Continued) | | | | | |
| KOTV (TV) 1949 | Ch. 6 82-88mc 8.5kw aur.; 16.5kw vis. | George E. Cameron Jr. 302 So. Frankfort 2-9233 | ABC, CBS, NBC, DuMont | George E. Cameron Jr., p Maria Helen Alvarez, gm John B. Hill, cm | James M. Orchard, pd George Jacobs, ce Robert Freeland, pub. rel. d. UP, INS RCA |
| KRMG 1949 | 740 50,000-LS 25,000-N DA-1 | All-Oklahoma Bcstg. Co. 311 S. Denver 5-3291 | ABC Western Blair | Robert S. Kerr, p Dean A. McGee, evp Robert B. Jones Jr., gm C. B. Akers, vp Frank S. Lane, cm John T. Griffin, p John Esau, vp & gm L. A. Blust, cm Karl F. Janssen, pd George L. Ketcham, pmm | Perry Ward, pd Montez Tjaden, pmm Alden F. Wooster, ce Gleen Condon, nd & fd Cap. AP RCA |
| KTUL 1934 | 1430 5,000 DA-N | Tulsa Bcstg. Co. Boulder-on-the-Park 2-3191 | CBS Avery-Knodel | Robert E. Snider, ce Jack Morris, nd Jim Rosson, fd Jack Charuat, sd | L-W UP WE |
| KTUL-FM 1948 | Ch. 246 (B) 97.1mc 1.25kw | | | | |
| KVOO 1925 | 1170 50,000 DA-N | Southwestern Sales Corp. 2104 Philtowers Bldg. 2-3281 | NBC Petry | P. Q. Proctor, p Wm. B. Way, vp & gm Gustav K. Brandborg, cm Thomas W. DeVore, pd Wm. T. McClarin, pmm | L. W. Stinson, ce Ken Miller, nd Sam Schneider, fd John Henry, sd Estelle Blamar, wd St., Wld. UP, INS WE |
| WOODWARD | | | | | |
| KSIW 1947 | 1450 250 | Woodward Bcstg. Co. 22nd & Cedar Sts. 1450 | MBS Continental | Edward A. Ryan, act. p & gm (Mrs.) Connie Shimeall, pd | George Archer, ce Cole, L-W AP WE |
| ALBANY | | | | | |
| KWIL 1941 | 1240 250 | Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. 1234 | MBS Don Lee Keating | R. R. Cronise, p Chester B. Wheeler, gm Warren Stoffer, cm LeRoy Jolley, pd | Ken McCoy, pmm & nd Herb Davidson, ce & fd Hal Byer, sd Carley Copenhaver, wd St., Wld. UP RCA |
| KWIL-FM 1947 | Ch. 269 (A) 101.7mc 0.71kw | | | | |
| ASHLAND | | | | | |
| KWIN 1946 | 1400 250 | Rogue Valley Bcstg. Co. Inc. 1160 Helman Rd. 2-1351 | KBS Gene Grant | M. S. Hamaker, p Edward P. Barnett, gm Lane Bardeen, c & pmm Doyle D. Seely, pd, nd & fd | Philip R. George, ce Ned Liebman, sd Clara Daniels, wd Wld., St. AP G |

OREGON

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Kansas

Missouri

SPRINGFIELD ●

● JOPLIN

★ TULSA

FAYETTEVILLE ●

● FT. SMITH

● OKLAHOMA CITY

Arkansas

Texas

KRMG

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25,000 WATTS NIGHT
740 KC. ABC

Sells the All-Oklahoma
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JOHN BLAIR & CO.

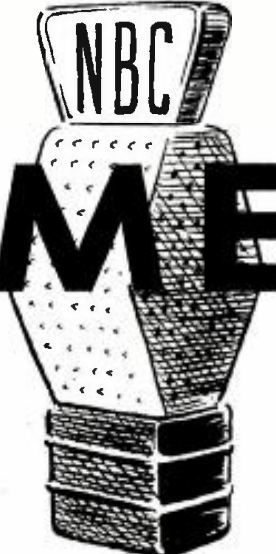
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| ASTORIA | | | | | | |
| KAST 1925 | 1370 1,000 DA-N | Astoria Bcstg. Co. P. O. Box 445 95 | MBS, KBS McHugh | R. D. Holmes, m | | St. AP |
| KVAS 1950 | 1050 250-D | Clatsop Video Bcstrs. 612 Commercial St. 41 | Keating | L. E. Parsons E. W. Littlehales J. W. Spencer } ptrns. | L. E. Parsons, gm & ce J. W. Spencer, pmm E. W. Littlehales, pd, nd, fd & sd | Wid., Assoc. UP GE |
| BAKER | | | | | | |
| KBKR 1939 | 1490 250 | Inland Radio Inc. First & Court St. 140 | KBS, LBS Oregon Trail | Lee W. Jacobs, p Kenneth B. Lockwood, gm Milton L. Levy, c & pmm Kenneth F. Holden, pd, nd & sd | Walter A. Bobisud, ce Mal Waitman, fd Grace Baer, wd | Wid. UP |
| BEND | | | | | | |
| KBND 1938 | 1270 1,000 DA-N | Central Oregon Bcstg. Co. 1101 Wall St. 848 | MBS Don Lee Grant | Frank H. Loggan, p & gm W. H. Barton, cm Jack Thornton, pmm | Kessler Cannon, pd, nd & fd Robert Dickinson, ce | St. UP RCA |
| COOS BAY | | | | | | |
| KOOS 1928 | 1230 250 CP: 630 1,000 DA | KOOS Inc. 505 Hall Bldg. 4321 | MBS | Sheldon F. Sackett, p Fred F. Chitty, gm Hal Shade, sm Jack Irvine, cm | Sara Spaugh, pd Roger L. Spaugh, ce Brad Cole, nd & sd (Mrs.) Lucy Johnson, wd | AP, UP RCA |
| COQUILLE | | | | | | |
| KWRO 1949 | 1450 250 | KWRO Inc. Box 396 3961 | KBS Gene Grant | Walter L. Read, ptrn. Wm. E. Walsh, ptrn. William A. Cook, slm & sd David L. Riggs, pd | Lillian W. Joubert, office m & wd L. Phillip Linn, ce Curt Raynes, fd | Assoc., Cole AP |
| CORVALLIS | | | | | | |
| *KOAC 1922 | 550 5,000 DA-N | Oregon State College Corvallis 528 | | James M. Morris, prog. m, pd & sd Grant S. Felkert, ce Clinton A. Gruber, nd | Arnold C. Ebert, fd Eleanor Woodson, wd | UP WE |
| KRUL 1947 | 1340 250 | Pacific States Radio Co. 1221 S. Fifteenth St. 1504 | KBS, LBS Viking Keating | J. C. Haley Sr., p Clair W. Peck, g & cm Steve Evans, pd James Bailey, pmm | Wayne Loerke, ce Pat McHugh, traffic d & wd Clayton Raker, fd Ted Carlson, sd | L-W AP GE |
| THE DALLES | | | | | | |
| KODL 1940 | 1230 250-LS 100-N | Western Radio Corp. Scenic Dr. | KBS Keating | V. B. Kenworthy, p Paul E. Walden, m | | |
| EUGENE | | | | | | |
| KASH 1947 | 1600 1,000 DA-N | Radio Air Ways Inc. Day Island Rd. 5-3357 | KBS Cooke | E. L. Kincaid, p & gm Clare Mattingly, asst. gen. & pmm & nd | Paul Plank, cm Laura Nidever, pd & wd William Riley, ce | Cap., SES. UP Col. |
| KERG 1949 | 1280 1,000 DA-N | Eugene Bcstrs. Inc. Studio Bldg. 5-4304 | Western | Alton F. Baker, p L. W. Trommlitz, gm Herb Michael, cm Reginald Roos, pd | Calvert Applegate, ce Jack Craig, nd Earl Bitton, fd John Tasnady, sd | St. AP G |
| KORE 1926 | 1450 250 | Lane Bcstg. Co. Box 1032 4-4214 | MBS Don Lee McKinney | Glenn McCormick, d Lee Bishop, gm Bob Hillyer, cm Bob Eubanks, pd | Floyd Viken, ce Dolph James, nd & fd Virg Parker, sd Fay Carlson, wd | Wid. UP |
| KUGN 1946 | 590 1,000 DA-N | KUGN Inc. P. O. Box 590 4-6216 | ABC Meeker | C. H. Fisher, p S. W. McCready, gm L. N. Young, cm L. S. Ready, pd | George Hathaway, ce Jack Billings, nd Gere Arnold, wd | L-W AP RCA |
| KUGN-FM 1947 | Ch. 256 (B) 99.1mc 3kw | | | | | |
| FOREST GROVE | | | | | | |
| KFGR 1950 | 1570 250-D | Irving V. Schmidtke Rt. 2, Box 59, Sunset Dr. 5791 | | Irving V. Schmidtke, o, gm & ce Ralph Sanders, cm & nd | Robert Roberts, pd & pmm Eleanor Schmidtke, wd | St. AP Ray. |
| GRANTS PASS | | | | | | |
| KUIN 1939 | 1340 250 | So. Oregon Bcstg. Co. P. O. Box 148 4477 | MBS Don Lee Grant | A. E. Voorhies, p E. A. Malone, gm Jack Sivert, cm | Dave Allen, pd N. L. Williams, ce Harry Carmichael, nd | Wid., Mac. AP WE |
| KGPO(FM) 1948 | Ch. 245 (B) 96.9mc 3.1kw | (KUIN, AM affiliate) | | | | |
| HOOD-RIVER | | | | | | |
| KIHR 1950 | 1340 250 | Oregon-Washington Bcstrs. Hood-River 1561 | | C. H. Fisher, ptrn. & gm C. O. Fisher, ptrn. Don McCutcheon, sm | Robert Houghlum, ce | |
| KLAMATH FALLS | | | | | | |
| KFJI 1922 | 1150 5,000-LS 1,000-N DA | W. D. Miller P. O. Box 692 2-2551 | MBS Grant | W. D. Miller, p & gm Jack Keating, c & pmm Ed M. Boyd, ce | Wm. Wentworth, pd, nd & sd C. A. Poteet Jr., fd Marian Cronin, wd | Wid. UP Col. |
| KFLW 1946 | 1450 250 | Herald Pub. Co. P. O. Box 941 8115 | ABC McKinney | Frank Jenkins, p Bud Chandler, gm Aaron Boe, cm Marjorie Eagle, pd & wd | Gilbert Walter, ce Charles McFarlan, nd Paul Alexander, fd Floyd Wynne, sd | St. AP G |
| LA GRANDE | | | | | | |
| KLBM 1938 | 1450 250 | Inland Radio Inc. Old Oregon Trail 220 | KBS, LBS Oregon Trail | Lee Jacobs, p John Jones, gm & sd Ken Lillard, cm | Marjorie Simcox, pd & wd James L. Sams, pmm & nd Murray Durham, ce & fd | L-W UP RCA |
| LEBANON | | | | | | |
| KGAL 1950 | 930 1,000 DA-2 | W. Gordon Allen Lebanon 8631 | KBS LBS | W. Gordon Allen, p Glasco Branson, g, c & pmm, nd, fd & sd | Madeline Allen, pd & wd Ed McElroy, ce | Wid. AP G |
| McMINNVILLE | | | | | | |
| KMCM 1949 | 1260 1,000 DA-N | Yamhill Bcstrs. Lafayette Ave. 3811 | LBS Paschal | Jack B. Bladine, p Louis F. Gillett, gm Glasco Branson, cm Milt Muir, ce | Homer Rhose, nd Dudley Gaylord, fd & sd Betty Barton, wd | Cap., L-W AP WE |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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|-------------------------------------|-------------------------------|--|---------------------------|--|--|
| MEDFORD KMED 1922 | 1440 5,000-LS 1,000-N | Radio Medford Inc. P. O. Box 1306 2-4000 | NBC Meeker | Vernon J. Robinson, p Jennings Pierce, gm Bill Hansen, cm Bud Hohensee, pd, nd & fd | St., Mac. UP RCA |
| KYJC 1947 | 1230 250 | Medford Printing Co. Barnett Rd. 2-5277 | ABC Grant | Robert W. Ruhl, p James J. Dunlevy, gm Douglas Gaines, cm John Ahern, pd & nd | L-W UP RCA |
| NEWPORT KNPT 1948 | 1310 1,000 DA-N | Yaquina Radio Inc. P. O. Box 276 560 | Keating | Thomas R. Becker, p & gm Joe M. Kortman, cm Hal Bigger, ce & nd | Wld. AP Col. |
| NORTH BEND KFIR (CP) | 1340 250 | Bay Bcstg. Co. | | | |
| ONTARIO KSRV 1946 | 1450 250 | Inland Radio Inc. Old Oregon Trail 212 | LBS Oregon Trail | Lee W. Jacobs, p Gordon L. Capps, vp, gm & sd John W. Powell, cm Hal Corwin, pd & fd | Wld. UP RCA |
| OREGON CITY KGON 1947 | 1230 250 | Clackamas Bcstrs. Inc. P. O. Box 391 5249 | LBS Radio Sales | Dr. John H. Fitzgibbon, p Irwin S. Adams, g, c & pmm H. I. Jackson, asst. m Delmar Lundbom, pd & nd | Wld. AP G |
| PENDLETON KWRC 1941 | 1240 250 | Western Radio Corp. P. O. Box 178 1425 | | V. B. Kenworthy, p & gm Ted A. Smith, cm Jack D. Webb, cm | UP RCA |
| PORTLAND KBKO 1948 | 1290 1,000-D | Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290 | Forjoe | Gordon Bambrick, p, g & cm & pd Harold Krieger, vp & ce | UP |
| *KBPS 1923 | 1450 250 | Benson Polytechnic 546 N. E. 12th Ave. Empire 4586 | | | |
| KEX 1926 | 1190 50,000 DA-N | Westinghouse Radio Stations Inc. 1230 S. W. Main Capital 1881 | ABC Free & Peters | Walter Evans, p J. B. Conley, gm Robert H. Prigmore, cm Mel Bailey, pd Charles L. Burrow, pmm | Assoc. AP, INS WH |
| KEX-FM 1948 | Ch. 221 (B) 92.3mc 56kw | | | | |
| KGW 1922 | 620 5,000 DA-1 | Oregonian Pub. Co. 1320 S. W. Broadway Beacon 6364 | NBC Petry | H Quenton Cox, gm Frank H. Coffin, asst. m J. N. Wassan, cm Homer Welch, pd Harold C. Singleton, ce | L-W, Wld. AP, INS Ray. |

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K M E D

CONLAN SURVEY — OCTOBER 1950

KMED 50.5%

Station B 35.0%

Station C 8.7%

Others 5.8%

NBC

5000 WATTS

1940-1950 JACKSON COUNTY:

RETAIL SALES INCREASE: 241.6%

POPULATION INCREASE: 75.7%

RADIO HOMES: 97.2%

KMED IS THE ONLY NBC STATION SERVING THE ENTIRE SOUTHERN OREGON—NORTHERN CALIFORNIA MARKET

MEDFORD

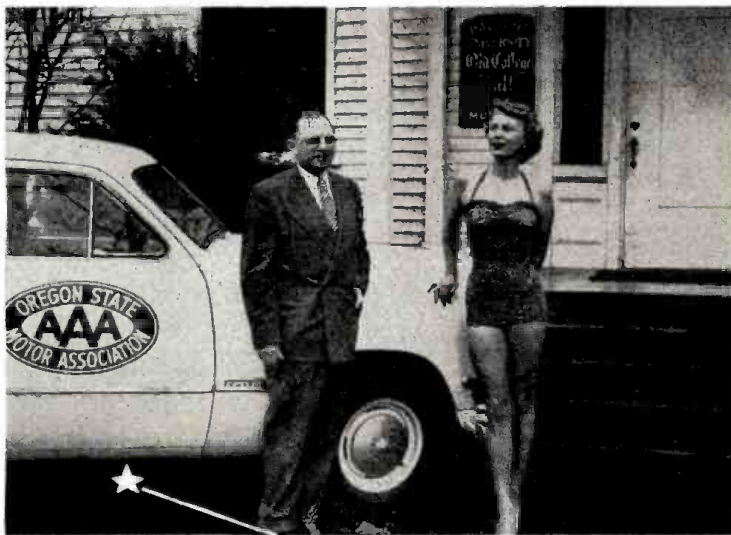
Represented Nationally by Robert Meeker Associates, Inc.

New York Chicago Los Angeles San Francisco Lancaster

the **TOUR TEST** *proves*

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the **OREGON MARKET**

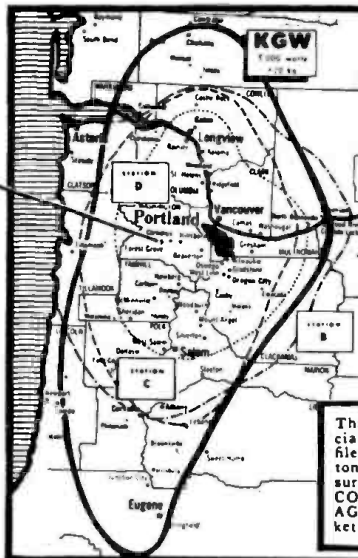


More than a century of development and growth has brought Forest Grove to a leading place in Oregon's economic and cultural scheme. Abundant natural resources, stable business and agricultural activity offer a rich market completely within the Comprehensive Coverage of KGW. A recent Tour-Test, sponsored by KGW with the cooperation of the Oregon State Motor Association, proves the dominance of KGW in this market. The test was witnessed by Walter C. Giersbach, president of Forest Grove's Pacific University. He is pictured in front of the original campus building, a 100-year-old structure built of enduring western wood, the oldest building west of the Mississippi to remain in continuous use for educational purposes. Forest Grove, wealthy in economy and tradition, is yours through Comprehensive Coverage of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)



| DAYTIME | |
|-----------|---------|
| KGW | 350,030 |
| Station B | 337,330 |
| Station C | 295,470 |
| Station D | 192,630 |
| NIGHTTIME | |
| KGW | 367,370 |
| Station B | 350,820 |
| Station C | 307,970 |
| Station D | 205,440 |

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.



PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OREGON—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|---|--------------------------------|---|--|--|
| PORTLAND—(Continued) | | | | | | |
| KOIN 1925 | 970 5,000 DA-N | KOIN Inc. P. O. Box 1031 Atwater 3333 | CBS Avery-Knodel | Marshall Field, p Harry H. Buckendahl, gm Ted W. Cooke, prog. m John L. Palmer, nat'l adv. m | George Wann, prom. d Louis S. Bookwalter, d of engrg. Lester Halpin, nd Luke Roberts, fd | Wid., Assoc. AP, UP, INS |
| KOIN-FM 1948 | Ch. 266 (B) 101.1mc 48.6kw | | | | | |
| KPDQ 1947 | 800 1,000-D | John W. Davis Panama Bldg. Atwater 2035 | | John W. Davis, o Wm. E. Richardson, g & cm | Don Zundell, pd Rod Johnson, ce | Cap., Assoc. AP |
| KPFM (FM) 1946 | Ch. 246 (B) 97.1mc 1.6kw | Bcstrs. Oregon Ltd. Box 1230 Broadway 7471 | | Stanley M. Goard, p & gm Thomas Hotchkiss, pd Charles K. Dickson, ce | | Assoc., Wid. AP WE |
| KPOJ 1932 | 1330 5,000 DA-1 | KPOJ Inc. 1019 Southwest 10th St. Broadway 3484 | MBS Don Lee Blair | P. L. Jackson, p R. M. Brown, gm Thomas J. Swafford, cm Hugh A. Smith, pd (Mrs.) Isabell Hoyt, pmm | Henry Sturtevant, ce Vernon E. Mueller, nd Alvin D. Bauer, fd Chas. LaFranchise, sd Roxie Frederickson, wd | Thes. UP |
| KPOJ-FM 1948 | Ch. 254 (B) 98.7mc 44kw | | | | | WE |
| KWJJ 1927 | 1080 10,000 DA-2 | KWJJ Bcst. Co. Inc. 1011 S. W. 6th Ave. Atwater 4393 | Burn-Smith | Wilbur J. Jerman, p & gm Jerry Speerstra, cm Rene Bozarth, pd & nd Ben T. Crosby, pmm | Dwight D. Loomis, ce William A. Hansen, fd Rollie Truitt, sd | St., L-W UP WH |
| KWJJ-FM 1946 | Ch. 238 (B) 95.5mc 3.4kw | | | | | GE |
| KXL 1926 | 750 10,000 DA-1 L-WSB | KXL Bcstrs. Orpheum Bldg. Broadway 6451 | Pac. Northwest Walker | H. S. Jacobson, p, g & cm Jackson Fleming, pd Ralph Mifflin, ce | Fred Eichorn, nd Ben Buisman, fd | St. UP RCA |
| PRINEVILLE | | | | | | |
| KRCO 1950 | 690 1,000-D | Radio Central Oregon Prineville 6-239 | LBS Viking Gene Grant | Robert M. Bruce, p & gm N. A. Miksche, cm William Clayton, pd & wd Guy Welch, pmm | C. R. Matheny, tech. d Richard Burger, nd & sd Gus Simonson, fd | Cap. UP Col. |
| ROSEBURG | | | | | | |
| KRNR 1935 | 1490 250 | Roseburg News-Review 134 N. Jackson 4 | Don Lee MBS, KBS Keating | Frank Jenkins, p Leroy Hiatt, gm Warren Ward, cm Lyle Fenner, pd & fd | Carol Kerr, pmm Max Dick, ce Bob Grant, nd & sd | St. AP G |
| KRXL 1950 | 1240 250 | Umpqua Bcstrs. Inc. 1640 Medford St. 1850 | | Donn Radabaugh, p Iris Rice Helliwell, gm Lon D. Hunt, cm | Del McKay, pd Ralph E. Smith, ce Jerry Oliver, sd | L-W UP G |
| SALEM | | | | | | |
| KOCO 1947 | 1490 250 | Loring Schmidt 1426 Edgewater St. 33108 | LBS Rambeau | Loring Schmidt, p Carl Ritchie, pd Edward McElroy, ce | Bruce Williams, sd Clare Daniels, wd | Assoc. UP RCA |
| KSLM 1934 | 1390 1,000 | Oregon Radio Inc. P. O. Box 631 34831 | MBS McKinney | Glenn McCormick, p Earle W. Hearbrick, g & cm Dave Hoss, pd | Bill Exline, pmm, nd, fd & sd Clyde Carlton, ce Esther Konantz, wd | Wid., L-W AP, UP WE |
| TILLAMOOK | | | | | | |
| KTIL 1947 | 1590 250 | Tillamook Bcstg. Co. Star Route West 1122 | KBS Keating | Fred H. Guyton, p Mel Baldwin, gm Jim Kelly, cm | Larry Bruner, ce Betty Goeres, traffic m Rod Phillips, sd | WE |

PENNSYLVANIA

| | | | | | | |
|-------------------|---------------------------------|--|------------------------------|---|---|-------------------------------------|
| ALLENTOWN | | | | | | |
| WAEB 1949 | 790 500-LS DA-1 1,000-N | WAEB Inc. 7th & Hamilton Sts. 4-8364 | ABC Quaker Hollingbery | Howard Wasserman, co L. M. C. Smith, chmn. of bd. Joseph M. Nassau, p & gm Milton Laughlin, cm | Martin N. Oebbecke, pd & tech. d Martin Musket, pmm Fred Chapman, nd S. Anderson, fd | L-W UP WE |
| WFMZ (FM) 1947 | Ch. 264 (B) 100.7mc 6.9kw | Penn-Allen Bcstg. Co. 1524 Linden St. 3-7521 | | Raymond F. Kohn, p, gm & pd Horace W. Gross, cm | Daniel Houck, ce Maribelle J. Kohn, traffic m | Assoc., SES. AP Col. |
| WHOL 1948 | 1230 250 | Allentown Bcstg. Corp. 1125 Colorado St. 4-4801 | CBS Meeker | Henry J. Bauman, p James F. Chambers, m & pd Thomas V. Durkin, c & pmm | Kenneth Brader, ce Paul Mitchell, nd & fd Jay Bechtel, sd | Cap. UP WE |
| WKAP 1946 | 1580 1,000-D | WKAP Inc. 715 Hamilton St. 3-3166 | Forjoe | Ogden R. Davies, m Joe Rahall, sta. & cm Marshall Cleaver, pd | | Wid. AP |
| WKAP-FM 1948 | Ch. 292 (A) 106.3mc; 0.78kw | | | | | |
| WSAN 1923 | 1470 5,000 DA-N | Lehigh Valley Bcstg. Co. 39-41 N. Tenth St. 4-9511 | NBC Headley- Reed | B. Bryan Musselman, co & gm George Y. Snyder, pd Olivia P. Musselman, c & pmm Reuel H. Musselman, ce | Robert Holben, nd Garrett Conover, fd John Van Sant, sd | Wid. AP WE |
| WSAN-FM 1947 | Ch. 260 (B) 99.9mc; 8kw | | | | | |

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Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. Transc. Library
 cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News Service
 Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transmitter

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | James Gates, sd Jo Kooney, wd | Transc. Library News Service Transmitter |
|-------------------------------|----------------------------|---|------------------------|---|---|--|
| ALTOONA | | | | | | |
| WFBG 1924 | 1340 250 | Gable Bcstg. Co. 1320 11th Ave. 6467 | NBC Quaker H-R Reps. | George P. Gable, p Jack Snyder, mgng. d George Burgoon, ce | James Gates, sd Jo Kooney, wd | Wld. AP WE |
| WFBG-FM 1948 | Ch. 279 (B) 103.7mc; 3.9kw | | | | | Fed. |
| WJSW 1947 | 1290 1,000-LS 500-N DA | Altoona Bcstg. Co. 1413 11th Ave. 9301 | MBS Quaker Burn-Smith | Herbert Wolf, p James E. Moren, g & cm Lols Huey, pd & wd Charles Flynn, pmm | D. Ruel Buckhart, slm Irvin Metzger, ce Skip Miller, sd | St. UP G |
| WJSW-FM 1948 | Ch. 261 (A) 100.1mc 0.13kw | | | | | |
| WRTA 1947 | 1240 250 | The Thompson Bcstg. Co. 1421 12th Ave. 6646 | ABC Quaker Meeker | Roy F. Thompson, p & gm Dorothy M. Thompson, pd William S. Clear, pmm & sd | George R. Burgoon, ce Margery Griffith, wd | Thes. UP WE |
| WVAM 1948 | 1430 1,000 DA-2 | The General Bcstg. Corp. 2801 Edgewood Dr. 8127 | CBS Weed | Emanuel Leopold, p R. G. Walter, g & pmm & pd Will Union, cm | J. J. Ralston, ce Art Sherman, sd Jean Lindeman, wd | L-W UP G |
| APOLLO | | | | | | |
| WAVL 1947 | 910 1,000-D | Tri-Borough Bcstg. Co. N. 4th St. & Penna. Ave. 72-3921 | | Cecil F. Clifton, ptrn. & gm Andrew J. West, ptrn. & bus. m Buddy Edgar Starcher, mgng. d Silas West, pd | H. E. Smith, ce Fred Baker, nd Laben Huff, fd | Thes., Cole., SES. G |
| BARNESBORO | | | | | | |
| WNCC 1950 | 950 500-D | North Columbia Bcstrs. Barnesboro 1010 | | Harris G. Breth, p & pmm Ralph Greenwood, chmn. of bd. Richard Todhunter Jr., vp | W. J. Thomas, gm LeRoy W. Stauffer, m, pd & sd Lloyd E. Matter, ce | Thes., St. UP |
| BEAVER FALLS | | | | | | |
| WBVP 1948 | 1230 250 | WBVP Inc. 1216 Seventh Ave. 4100 | | Frank R. Smith, p, g & cm Thomas B. Price, vp & slm Charles H. Wilson, pd Jean E. Biggard, pmm | Charles Onderka, treas. Lillian Smith, secy. John W. Hines, ce Ernie Kline, nd | St., Wld. AP, UP WE |
| BETHLEHEM | | | | | | |
| WGPA 1947 | 1100 250-D | The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074 | Quaker | Rolland L. Adams, p Arthur C. McCracken, sm Frank L. Collie, c & pmm Stefan George, pd Edwin L. Rybak, ce | Bill Kassell, nd Bernie Black, fd Ernie Stiegler, sd Betty Fry, wd | Cap., Wld. UP RCA |
| WGPA-FM 1947 | Ch. 236 (B) 95.1mc 10kw | | | | | |

... sir, for the twenty-sixth time ...

it's **WFBG** IN ALTOONA, PA.

- FIRST IN TOTAL RATED TIME PERIODS*
- FIRST WITH OVER 433,000 LISTENERS
- ALTOONA'S FIRST STATION (SINCE 1924)

| for the figures ... | THE WFBG MARKET + | | Total |
|--------------------------|-------------------------------|------------------------|---------------|
| | Primary (Blair-Huntingdon) | Secondary (Cambria) | |
| POPULATION | 199,500 | 233,600 | 433,100 |
| HOUSEHOLDS | 51,620 | 54,750 | 106,370 |
| RADIO FAMILIES | 48,660 | 51,520 | 100,180 |
| RETAIL SALES | \$142,877,000 | \$157,187,000 | \$300,064,000 |
| FOOD STORE SALES | 43,445,000 | 43,751,000 | 87,196,000 |
| GEN'L MDSE. STORES | 17,530,000 | 33,197,000 | 50,727,000 |
| APPAREL STORES | 10,186,000 | 9,693,000 | 19,879,000 |
| EATING-DRINKING | 9,427,000 | 10,695,000 | 20,122,000 |
| DRUG STORE | 2,812,000 | 2,918,000 | 5,730,000 |

* C. E. HOOPER, Oct. 1949-Feb. 1950 + 1950-51 SRDS Consumer Markets

WFBG + WFBG - FM as a bonus

ALTOONA, PENNA.

THE GABLE BROADCASTING COMPANY

JACK SNYDER, Managing Director H-R National Representatives

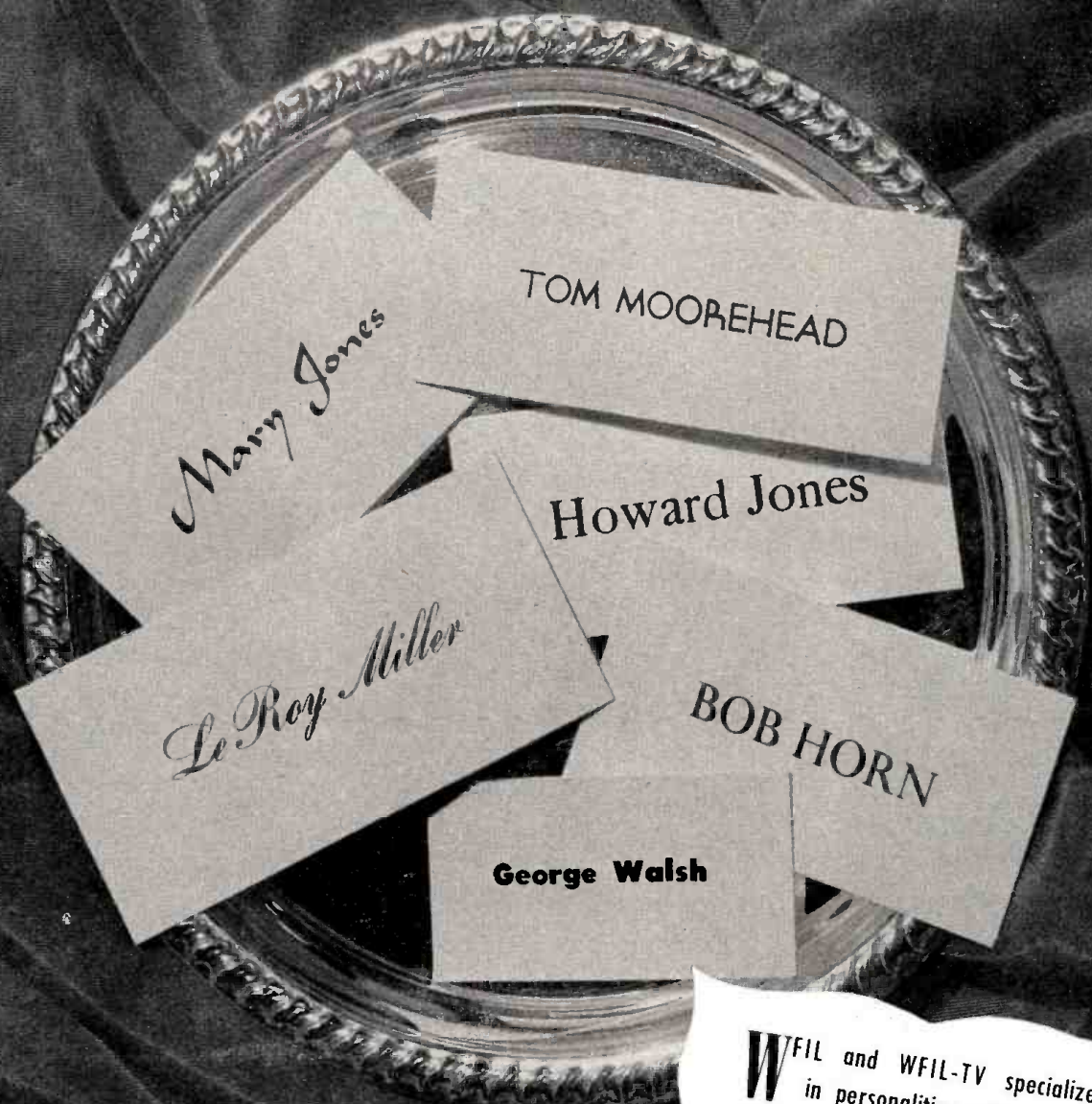
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

PENNSYLVANIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|---------------------------|--|--|
| BLOOMSBURG | | | | | |
| WCNR 1947 | 930 500-D | Columbia Montour Bcstg. Corp. 38 W. Main St. 1700 | Quaker | Robert R. Eyerly, p Ed Darlington, gm & pd Robert Fulton, ce | Edward Murphy, sd Vera Grove, wd Assoc. AP Ray. |
| WLTR 1948 | 690 1,000-D DA | Bloom Radio Inc. Hotel Magee 1800 | | Harry L. Magee, p Thomas A. Tito, act. m Park Cassidy, ce | Bob Williams, nd Walt Lewis, fd Wid. UP |
| BRADDOCK | | | | | |
| WLOA 1947 | 1550 1,000-D | Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100 | Friedenberg | William G. Matta, p, g & pmm & pd George C. Matta, cm | Richard G. Noullet, ce Harry Lockhart, nd George Bozic, sd Wid. UP G. |
| BRADFORD | | | | | |
| WESB 1947 | 1490 250 | Radio Station WESB 43 Main St. 3173 | MBS Ra-Tel | Joseph M. Cleary, gm & nd Ernest F. Oliver, gen. slm Joseph Sudock, ce | Lloyd Gordon, fd J. W. Nelson Jr., sd Judy Duell, wd Wid. AP Ray. |
| BUTLER | | | | | |
| WBUT 1949 | 1580 500-D | Eagle Printing Co. Butler 53-102 | | James Rowe, g & cm Leonard Baroff, pd & pmm Gerald Coleman, ce John Roebuck, nd | John Turrell, fd Joe Laconi, sd Nancy Finn, wd Thes. AP RCA |
| WBUT-FM 1949 | Ch. 280 (A) 103.9mc 0.72kw | | | | WH |
| WISR 1941 | 680 250-D | Butler Bcstg. Co. 357 N. Main St. 4701 | Young | David H. Rosenblum, p Robert L. Kaufman, g & pmm, nd & sd Leon Bernard, bus. m | Warren Ihlenfeld, pd Paul F. Rex, ce R. H. McDougall, fd Gladys Borne, wd L-W UP RCA |
| WISR-FM 1948 | Ch. 249 (A) 97.7mc 0.56kw | | | | WH |
| CARBONDALE | | | | | |
| WC DL 1950 | 1230 250 | Carbondale Bcstg. Co. 11 North Main St. 1230 | KBS, MBS Cooke | William H. Ware, p W. Richard Carlson Jr., g & pmm William Fletcher, cm Norah Carlson, pd | Robert G. Adams, ce John Krieger, nd Edward James, sd Joan Burrell, wd SES. UP G. |
| CARLISLE | | | | | |
| WLKW 1948 | 1380 1,000-D | Philip Mathews Holly Pike 1786 | KBS | Philip Mathews, p Florence Good, chief exec. Henry Palmer, ce | Thes. UP RCA |
| CHAMBERSBURG | | | | | |
| WCHA 1949 | 800 1,000-D | Chambersburg Bcstg. Co. Craft Press Bldg. 1110 | Forjoe | John S. Booth, gm Earl P. Strine, cm Allen Saunders, pd | James McCurdy, ce Sam A. Taylor, nd & fd Assoc., Thes. UP G. |
| WCHA-FM 1948 | Ch. 249 (A) 95.9mc 0.80kw | | | | GE |
| CHARLEROI | | | | | |
| WESA 1947 | 940 250-D | Monongahela Bcstg. Co. Inc. P.O. Box 584 36551 | KBS Quaker | Dr. A. S. Sickman, p C. R. DuVall, g & cm Mel Wigand, ce | Bill Betler, nd Bill Richards, sd Ann Balmer, wd St. AP Ray. |
| CHESTER | | | | | |
| WPWA 1947 | 1590 1,000 DA-N | Lou Poller Chester 3-1641 | Pan American | Lou Poller, p Harry Simmington, gm & ce Burt Levine, cm Mel Levine, pd | Ray Armand, nd William Beatty, fd Cy Swingle, sd Rhona Lloyd, wd Wid. AP Col. |
| WVCH 1948 | 740 250-D | James M. Tisdale Wolf Bldg. 2-8861 | | James M. Tisdale, p, g & cm & ce Tom Harvey, pd & nd | Jack Stant, fd Ann Redding, wd UP RCA |
| CLEARFIELD | | | | | |
| WCPA 1947 | 900 1,000-D | Clearfield Bcstrs. Inc. 215 Church St. 5-5541 | | W. K. Ulerich, p & gm W. J. Thomas, m & pmm & pd & nd L. E. Duck, ce | Margaret Nemeth, asst. m & wd W. O. Mitchell, fd Bill Raihall, sd Assoc., Thes. UP G. |

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Our Cards Are On The Table



WFIL • 560 KC

WFIL-TV • Channel 6

Represented by **THE KATZ AGENCY**
The Philadelphia Inquirer Stations

W^{FIL} and WFIL-TV specialize in personalities with proved ability to shorten the line between Radio/Television ADVERTISING and Philadelphia Market SALES.

PENNSYLVANIA—(Continued)

| City Established | Call Letters | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|----------------------|--------------|-----------------------------|--|------------------------|---|--|--|
| COATESVILLE | | | | | | | |
| 1949 | WCOJ | 1420 1,000-D | Chester County Bcstg. Co. 703 E. Chestnut St. 2100 | Quaker | William S. Halpern, p & gm Richard Scully Jr., vp Ellis Shook, pdm & nd | Donald Kimes, pmm Louis N. Seltzer, secy. & ce Virginia Montgomery, wd | Thes. UP G |
| CONNELLSVILLE | | | | | | | |
| 1947 | WCVI | 1340 250 | Connellsville Bcstrs. Inc. 126 W. Crawford Ave. 2700 | | J. Wylie Driscoll, p Jack Craddock, sta. & cm Paul R. Queer, ce | John Reynolds, pd | Wid., SES. UP G |
| DOYLESTOWN | | | | | | | |
| 1948 | WBUX | 1570 250-D | Charles M. Meredith Hart Bldg. 220 | | William A. Lynch, gm | | Thes. AP |
| DUBOIS | | | | | | | |
| 1941 | WCED | 1230 250 | Tri-County Bcstg. Co. 80 N. Park Pl. 1700 | CBS McGillvra | H. T. Gray, p J. S. Gray, gm George Williams, cm Ed Paull, pd & nd | Ken Johnson, pmm Vernon Stahl, ce Mary Bloom, sd Rita Rossi, wd | L-W UP RCA |
| 1948 | WCED-FM | Ch. 271 (B) 102.1mc; 9.5 kw | | | | | Fed. |
| EASTON | | | | | | | |
| 1948 | WEEK (FM) | Ch. 252 (A) 98.3mc 1kw | Easton Pub. Co. Easton 6155 | | Nelson S. Rounsley, g & cm Charles R. Thon, pd & ce | | Assoc. AP RCA |
| 1936 | WEST | 1400 250 | Associated Bcstrs. Inc. 516 Northampton St. 6131 | MBS, NBC Meeker | Clair R. McCollough, sta. exec. Edwood C. Anderson, gm J. Robert Gulick, gen. slm | Eugene Bethman, pd Jean Fitz, pmm J. E. Mathiot, tech. d | Wid. UP |
| 1948 | WEST-FM | Ch. 300 (B) 107.9mc; 11kw | | | | | |
| ERIE | | | | | | | |
| 1941 | WERC | 1260 5,000 DA-2 | Presque Isle Bcstg. Co. 121 West Tenth St. 40185 | NBC, Quaker Weed | Jacob A. Young, p Charles E. Denny, gm Arthur M. Ingram, cm Virginia Donachy, pd | Ken Hestor, ce James Dewart, nd Jay Young, sd Sybil Rickless, wd | Cap., L-W UP RCA |
| 1947 | WERC-FM | Ch. 260 (B) 99.9mc 9.7kw | | | | | |

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PERFORMING A SUPERIOR SERVICE
in a greater market area

WERC
Est. 1941

5000 watts

DAY and NIGHT

STUDIOS TIMES SQUARE ERIE, PA.

Map locations: OHIO (ASHTABULA, MEADVILLE, OHIO, SHARON, YOUNGSTOWN), NEW YORK (DUNKIRK, JAMESTOWN), PENNSYLVANIA (ERIE, OIL CITY).

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|-------------------------------------|---|--|---|---|--|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| ERIE—(Continued) | | | | | | |
| WICU (TV) 1949 | Ch. 12 204-210mc 1.5kw aural; 2kw vis. | Erie Dispatch Inc. 3514 State St. 4-0174 | ABC, CBS DuMont, NBC Headley- Reed | Edward Lamb, p Herb Stewart, g & cm Donald Lick, pd Al Swinhart, pdm | Paul Albracht, treas. Michael Csop, ce John Cook, film d Richard Johnson, traffic m | AP DuM |
| WIKK 1948 | 1330 5,000 DA-2 | Community Service Bcstg. Co. 1021 State St. 2-3249 | ABC Taylor | Keith Kiggins, p Ted Nelson, gm C. E. McElroy, pd | Clarence Baker, ce | St. UP Col. |
| WLEU 1933 | 1450 250 | WLEU Bcstg. Corp. Commerce Bldg. 23-327 | MBS Quaker | Leo J. Omelian, p V. Hamilton Weir, g & cm James Ludwig, pd & sd | George Rowland, ce Claire Theno, secy. & wd Paul Crossman, fd | Wld. AP RCA |
| WLEU-FM 1948 | Ch. 250 (B) 97.9mc 7.8kw | | | | | |
| GETTYSBURG | | | | | | |
| WGET 1950 | 1450 250 | Times & News Pub. Co. | PBS | Earl C. Pace, mgng. d | | |
| GREENSBURG | | | | | | |
| WHJB 1934 | 620 1,000-LS 500-N DA-2 | Pittsburgh Radio Supply House 128 N. Pa. Ave. 3740 | Cooke | H. K. Brennen, p George J. Podyen, g & cm Glenn Grayson, pd | Lyle Allen, ce Bob Johnson, sd | L-W UP WE |
| GROVE CITY | | | | | | |
| *WSAJ 1922 | 1340 100; SH | Grove City College Grove City 783 | | Dr. Weir C. Ketter, p Stanley J. Seiple, pd Dale O. Smock, ce | | GE |
| HANOVER | | | | | | |
| WHVR 1949 | 1280 1,000 LS 500-N DA | Radio Hanover Inc. Hanover Trust Bldg. 3831 | MBS | John D. Bare, p & gm H. Vernon Ferster, cm Mack Edwards, pd | Philip A. Rohrbaugh, ce | L-W UP RCA |



WICU

TV CHANNEL 12

ERIE . . . Pennsylvania's Third City and

The Nation's

Test Market!

Erie's WICU is closely associated with The Erie Dispatch, Erie, Pa.; with Television Station WTVN, Channel 6, Columbus, Ohio; and with Radio Station WTOD, Toledo, Ohio.

WICU, affiliated with NBC, DuMont, ABC and CBS TV networks

Edward Lamb, President
Headley-Reed,
Representatives

THE ERIE DISPATCH TELEVISION STATION

WICU

The World on View
CHANNEL 12 ERIE, PA.

Top advertisers find that WICU, Erie, produces fantastic success stories.

Tops in Public Service and Local Programming, Erie has the largest set circulation per capita of any city in the U. S. A.

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|-------------------------------------|--------------------------------|--|------------------------------|---|---|--|
| HARRISBURG | | | | | | |
| WABX (FM) 1945 | Ch. 265 (A) 100.9mc 1kw | WABX Inc. 2107 North 6th St. 2-5372 | | H. O. Bishop, p John F. Walters, gm & pd J. Mariso, cm | Walter A. Deemer, ce John D. Cooley, engr. | L-W INS |
| WHGB 1945 | 1400 250 | Harrisburg Bcstg. Co. 112 Market St. 2-3456 | ABC, Quaker Weed | Herbert Kendrick, p Jack Hooper, gm & sd George King Raudenbush, pd Red McCarthy, pmm | Wm. Alford, ce Lew Doolittle, nd Lillian Micklely, wd | AP RCA |
| WHP 1924 | 580 5,000 DA-N | WHP Inc. 216 Locust St. 4-3211 | CBS Bolling | A. K. Redmond, g & cm Dick Redmond, pd & news chief Beatrice Potteiger, nat'l sld & sis pmm | E. D. Leibensperger, ce J. A. Price, nd George H. Wirt, fd Ed Gundaker, sd | Assoc., St. AP, UP Ray. |
| WHP-FM 1946 | Ch. 247 (B) 97.3mc; 4kw | | | | | WH |
| WKBO 1922 | 1230 250 | Keystone Bcstg. Corp. 31 North Second St. 40191 | MBS, NBC Meeker | Clair R. McCollough, sta. exec. David J. Bennett Jr., gm J. Robert Gulick, gen. slm | Donald Wear, pd F. William Clise, pmm J. E. Mathiot, tech. d | Wld. UP |
| HAZLETON | | | | | | |
| WAZL 1932 | 1490 250 | Hazleton Bcstg. Co. Hazleton Nat'l Bank Bldg. 5400 | MBS, NBC Quaker Meeker | Victor C. Diehm, p & gm Don Murray, pd Kathryn E. Kahler, asst. to gm Thomas A. Tito, slm | Elwood Tito, ce Dan Petix, nd Bill Graham, sd Francis Carter, wd | Wld. UP WE |
| WAZL-FM 1948 | Ch. 250 (B) 97.9mc 7.6kw | | | | | |
| HOMESTEAD | | | | | | |
| WHOD 1948 | 860 250-D | Steel City Bcstg. Corp. 105 East 7th Ave. 1-0027 | Interstate | Alexander Avlon, p Roy E. Ferree, g & cm Shirley Surgeon, office m Sid Dickler, pmm | James Herbert, ce Craig Chedwick, sd Blanch Anderson, wd | UP WE |
| HUNTINGDON | | | | | | |
| WHUN 1947 | 1400 250 | Joseph F. Biddle Pub. Co. 400 Washington St. 1291 | MBS | John H. Biddle, p Samuel L. Stroh Jr., gm Richard J. Gill, pd | Ernest A. Craig, ce Bill Germann, sd Eleanor Foster, wd | L-W, SES. UP G |
| INDIANA | | | | | | |
| WDAD 1945 | 1450 250 | Indiana Bcst. Inc. Indiana Theatre Bldg. 1780 | CBS McGillvra | Thompson K. Cassel, p & gm C. A. Humbert, cm Jim Pattison, pd & sd Virginia Beatty, pmm | Robert M. Ramsey, ce Bill Jordan, nd Richard Mack, fd | Wld. AP WE |

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Advertising experts agree on . . .

Where High P revail

HARRISBURG

As the first Eastern
Test Market In the
Preferred Population
Group . . .

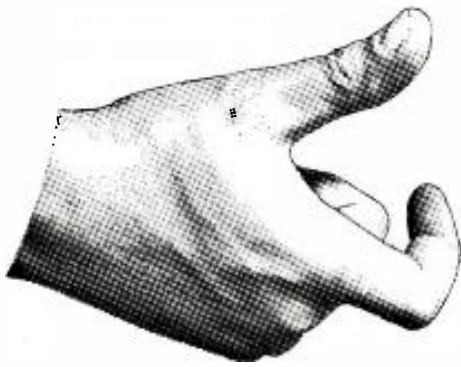
And to effectively reach all
of this market, they use . . .

In SALES MANAGEMENT's Test Market Survey, Harrisburg, Pa., gets more votes among 75,000 - 150,000 cities than any other market in the New England, Middle Atlantic and Southern states. And Harrisburg—Pennsylvania's THIRD MARKET in retail sales—is one of the most recommended cities in the entire "middle size metropolitan market" population group, voted best for testing by the experts polled.

In its new home on the dial at 580 kilocycles and its more effective power of 5,000 watts day and night, WHP will extend its coverage throughout a much wider area in Pennsylvania's rich South Central belt and beyond.

CBS **WHP** CBS
5000 WATTS DAY AND NIGHT





HEADS or TAILS?

Of course not! Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP

by creating an

average volume increase for 7 years of **11%**

and

a total volume increase for 10 years of **88%**

and

a 4 year mail increase of **70%**

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin—just "flip" your directory open to our

National Representatives
EDWARD PETRY AND CO., INC.

WIP 5000 WATTS • 610 KC
PHILADELPHIA, PENNA.



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

PENNSYLVANIA—(Continued)

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|-------------------------------------|--|--|-----------------------------------|--|---|------------------------------|
| JOHNSTOWN | | | | | | |
| WARD 1946 | 1490 250 | Central Bcstg. Co. Inc. Porch Bldg. 8-1216 | CBS Weed | Paul J. Short, p George D. Garland, vp & gm Robert R. Nelson, sm Millard J. Coleman, ce | Frank Jordan, nd Jos. Cavanaugh, sd Alma Cramer, wd | SES., Wid. UP WE |
| WARD-FM 1948 | Ch. 221 (A) 92.1mc 0.8kw | | | | | Col. |
| WCRO 1947 | 1230 250 | Century Bcstg. Corp. 317-19 Main St. 98539 | ABC, MBS Quaker Radio Reps | John J. Keel, p John F. Hanssen, gm Dennis Gerken, cm & nd | Ted Bunn, pd Rex Ackley, ce Frank Toal, sd | Assoc. INS |
| WJAC 1925 | 1400 250 | WJAC Inc. 329 Main St. 4-1287 | NBC Headley- Reed | Walter W. Krebs, p L. W. Barnes, vp John P. Foster, sta. & cm | Nevin L. Straub, ce Harold Scott, sd Evelyn Simmons, wd | St., L-W, Thes. AP RCA |
| WJAC-FM 1948 | Ch. 238 (B) 95.5mc 8.3kw | | | | | |
| WJAC-TV 1949 | Ch. 13 210-216mc 3.7kw aur.; 6.5kw vis. | | ABC, CBS DuMont NBC | Alvin D. Schrott, m Frank P. Cummins, pd | | |
| KITTANNING | | | | | | |
| WACB 1948 | 1380 500-D | Armstrong County Bcstg. Corp. 325 Market St. 1380 | Quaker | J. B. Moore, p Bill McKibben, co-m & nd Joe Pelletier, co-m | Melvin Goldberg, slm Ben Bowser, sd Ann Hill, wd | Wid. INS RCA |
| LANCASTER | | | | | | |
| WGAL 1922 | 1490 250 | WGAL Inc. 8 West King St. 5251 | NBC, MBS Meeker | Clair R. McCollough, p Harold E. Miller, gm J. Robert Gulick, gen. slm | Kenneth Kreider, pd J. E. Mathiot, tech. d | Wid. UP |
| WGAL-FM 1946 | Ch. 267 (B) 101.3mc 3.3kw | | | | | |
| WGAL-TV 1949 | Ch. 4 66-72mc 0.88kw aur.; 1kw vis. | | ABC, CBS NBC, DuMont | Paul Rodenhauer, pd | | |
| WLAN 1946 | 1390 1,000 DA-N | Peoples Bcstg. Co. 252 N. Queen St. 7261 | ABC Quaker Headley- Reed | Frank H. Altdoerffer, p & ce John D. Hynes, s, c & pmm Theodore Pollack, pd & nd | J. S. Baker, fd John Rineman, sd Edna K. Hanna, wd | L-W AP RCA |
| WLAN-FM 1946 | Ch. 245 (B) 96.9mc; 20kw | | | | | GE |
| LEBANON | | | | | | |
| WLBR 1946 | 1270 1,000 DA-N | Lebanon Bcstg. Co. Central Bldg. 3900 | Rambeau | Lester P. Etter, mgng. d Julian F. Skinnell, ops. m Philip J. Reilly, cm Jared L. Rolston, pd | M. Leonard Savage, ce Evelyn Pushnik, traffic m Alex Fehr, nd Mary Ellen Kurtz, wd | Wid. AP RCA |
| WLBR-FM 1946 | Ch. 261 (A) 100.1mc 0.72kw | | | | | |
| LEMOYNE | | | | | | |
| WCMB 1948 | 960 1,000-D | Rossmoyne Corp. Lemoyne Theatre Bldg. Harrisburg 4-3005 | Cooke Quaker | Edgar T. Shepard Jr., p Ed K. Smith, vp & gm Rudy Marcoux, cm J. Howard Bair, ce | Dick Sherbahn, nd Chuck Fuller, fd Gordon Buck Jones, sd Janet Angel, wd | Assoc. AP Col. |
| LEWISTOWN | | | | | | |
| WKVA 1949 | 920 1,000-D | Central Pennsylvania Bcstg. Co. P. O. Box 432 6771 | McGillvra | Paul J. Newton, p Robert L. Wilson, gm Donald Raffensberger, cm Ellis Erdman, pd & nd | Lynn Bloom, pmm & fd John A. Stormer, ce Adrian Franosan, sd Peggy Beck, wd | UP G |
| WMRF 1941 | 1490 250 | Lewistown Bcstg. Co. 5 West Market St. 6757 | NBC Quaker Burn-Smith | J. S. Woods, vp T. W. Metzger, gm Robert Howard, cm Ralph Parker, pd James Keyes, pmm Delwin Smith, sm & pd | Bernard Bopp, ce Joe Smiley, fd Joe Campennella, sd Rita McCoy, wd | St. UP WE |
| WLTN (FM) 1948 | Ch. 250 (B) 97.9mc; 2.25kw | (WMRF, AM affiliate) | | | | |
| LOCK HAVEN | | | | | | |
| WBPZ 1947 | 1230 250 | Lock Haven Bcstg. Corp. 132½ E. Main St. 4038 | MBS Quaker McGillvra | Donald C. Welch, p Harris Lipez, s & cm Dave King, pd | Joseph Nevins, pmm Kenneth Caum, ce John Wynn, nd | Assoc., Thes. AP Ray. |
| McKEESPORT | | | | | | |
| WEDO 1946 | 810 1,000-D | Tri City Bcstg. Co. 547 Fifth Ave. 4-7167 | | E. J. Hirshberg, p & gm Robert E. Badger, sm & nd | Joseph Guba, pd & sd Wilkes Hurley, ce | Thes., Wid. AP Ray. |
| WMCK 1947 | 1360 1,000 DA-N | Mon-Yough Bcstg. Co. 516 Market St. 88888 | KBS Quaker Rambeau | Robert M. Cox, p Eugene A. Kline, g & cm Francis Haley, pd Mike Levine, pmm & nd | Charles White, ce Sam Vidnovic, sd Roy Gallagher, fd & studio engr. Marion Beardmore, wd | St., L-W UP Ray. |
| WMCK-FM 1947 | Ch. 285 (A) 104.9mc; 0.5kw | | | | | Fed. |
| MEADVILLE | | | | | | |
| WMGW 1947 | 1490 250 | Meadville Bcstg. Service Inc. First Nat'l Bank Bldg. 46-723 | Quaker | H. C. Winslow, p Robert Trace, gm & sd Jacob Hanks, cm Zane Knauss, pd | Barney Frick, pmm & fd Hoyt Stout, ce Mark N. Funk Jr., nd Norma Ewing, wd | L-W, Wid. UP GE |
| WMGW-FM 1947 | Ch. 262 (B) 100.3mc 10kw | | | | | WH |
| MORRISVILLE | | | | | | |
| WBUD 1947 | 1490 250 | Morrisville Bcstg. Co. 12 S. Pennsylvania Ave. 7107 | McGillvra | Verna S. Hardin, p Richard M. Hardin, gm James Stolcz, cm Robert Kent, pd | Fred Walker, pmm William A. Brewer, ce Harold Saidt, sd Nan Rednor, wd | Wid. AP |
| NANTICOKE | | | | | | |
| WHWL 1946 | 730 1,000-D | Radio Anthracite Inc. 38 E. Main St. 1332 | Forjoe | Henry W. Lark, p Jones Evans, gm | | Cap., SES. St. AP, UP |

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WGAL-TV the one and only . . .

For Profitable Selling—
Investigate these other
Steinman Stations

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

Clair R. McCollough, Managing Director

*the only tv station that can sell your
product to this prosperous TV audience*

In fact, WGAL-TV is the only station located in this section. It reaches a large, thriving market in Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is an ideal test market . . . compact, economy is stabilized, industry diversified and rates are reasonable. WGAL-TV assures you a consistently high and growing audience . . . top shows from 4 networks, NBC, ABC, CBS and DuMont and good local programming. If you're on TV, WGAL-TV is important in your selling plans.

Represented by

ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles



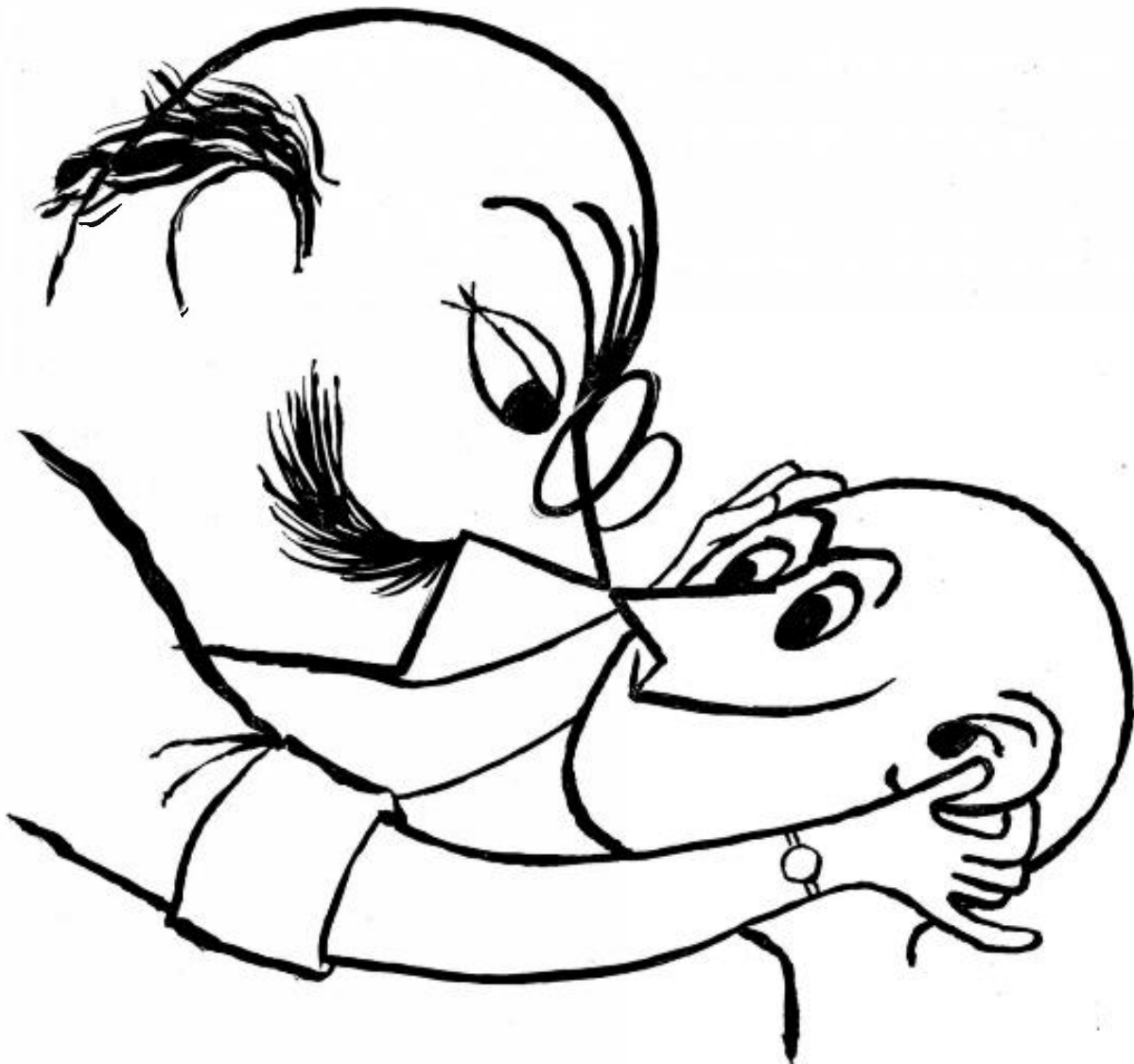
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|-----------------------|--------------------------|--|--|------------------------|--|--|
| NEW CASTLE | | | | | | |
| | WKST 1938 | 1280 1,000 DA-N | WKST Inc. Cathedral Bldg. 5050 | MBS Quaker Katz | S. W. Townsend, p A. W. Graham, s & cm Bill Sommer, pmm Harry Reith, pd, nd & sd | Shirley Kerr, traffic m & wd Robert Emch, ce Al Francis, fd Wid. UP RCA |
| | WKST-FM 1948 | Ch. 266 (B) 101.1mc 3kw | | | | G |
| NEW KENSINGTON | | | | | | |
| | WKPA 1940 | 1150 250-D | Allegheny-Klski Bcstg. Co. 810 Fifth Ave. 3534 | PBS Continental | Edward J. Kroen, g, m & pd W. W. Neely, ce | Mac. SES. UP RCA L-W |
| NORRISTOWN | | | | | | |
| | WNAR 1946 | 1110 500-D | Norristown Bcstg. Co. Inc. 115 W. Main St. 7600 | Grant | N. Joe Rahall, p Farris E. Rahall, exec. d Robert Ardrey, pd | G |
| OIL CITY | | | | | | |
| | WKRZ 1946 | 1340 250 | WKRZ Inc. 232 Veach Bldg. 4-1269 | KBS Quaker | Kenneth E. Rennekamp, p & gm Roland Phillips, cm Richard Thompson, pd & nd | Jeannie Zimmerman, pmm Leo Arcoletti, ce Joe Connors, sd Wid. UP RCA |
| PHILADELPHIA | | | | | | |
| | KYW 1922 | 1060 50,000 DA-1 | Westinghouse Radio Stations Inc. 1819 Walnut St. Locust 4-3700 | NBC Free & Peters | Walter Evans, p Walter E. Benoit, vp L. R. Rawlins, sm Robert H. Teter, slm | Frank A. Tooke, pd I. N. Eney, ce Paul I. Woodland, publ. & pmm James Ganz, nd Assoc. UP, INS WH |
| | KYW-FM 1942 | Ch. 223 (B) 92.5mc 20kw | | | | |
| | WCAU 1922 | 1210 50,000 | WCAU Inc. 1622 Chestnut St. Locust 7-7700 | CBS Radio Sales | Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm John de Russy, cm | Joseph Connolly, vp & pd Robert Pryor, vp & pmm John Leitch, vp & d of engrg. L-W AP, UP RCA |
| | WCAU-FM 1937 | Ch. 251 (B) 98.1mc 11kw | | | | GE |
| | WCAU-TV 1948 | Ch. 10 192-198mc 14kw-aur.; 25kw-vis. | | | Charles Vanda, vp & d of TV Thomas F. Smith, opers. d | RCA |
| | WDAS 1922 | 1400 250 | Max M. Leon Inc. 1211 Chestnut St. Locust 7-7400 | Forjoe | Max M. Leon, p Lambert B. Beeuwkes, g & cm Richard H. Booth, pd | Frank W. Unterberger, ce Sherry O'Brien, sd AP RCA |
| | WFIL 1922 | 560 5,000 DA-N | Triangle Pub. Inc. Widener Bldg. Rittenhouse 6-6900 | ABC Quaker Katz | Roger W. Clipp, gm John D. Scheuer Jr., asst. gm Norman R. Prouty, radio slm George A. Koehler, d of adv. & prom. T. E. Paisley, asst. pd | Louis E. Littlejohn, ce Howard Jones, fd Thomas M. Moorehead, sd Assoc. AP RCA |
| | WFIL-FM 1941 | Ch. 271 (B) 102.1mc 10kw | | | | |
| | WFIL-TV 1947 | Ch. 6 82-86mc 13.5kw aur.; 27kw vis. | Evergreen 2-4700 | ABC, DuMont | Donald S. Kellett, adm. asst. to gm of TV Felix Meyer, m of oper. Kenneth Stowman, TV slm Lawrence M. C. Smith, p Raymond S. Green, gm John K. Thomas, ce | Jack Steck, m of prog. & prod. Henry Rhea, asst. ce Walter Tillman, d of films Assoc. UP Col. |
| | WFLN (FM) 1949 | Ch. 239 (B) 95.7mc 20kw | Franklin Bcstg. Corp. 8200 Ridge Ave. IvyRidge 2-6000 | | William A. Banks, p & cm Dolly Banks, g & pmm & wd Annette Oromaner, pd Arnold Goldman, ce | Len Stevens, nd Lee Stewart, fd Jerry Gaines, sd AP RCA |
| | WHAT 1929 | 1340 250 | Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058 | | | |
| | WHAT-FM 1948 | Ch. 287 (B) 105.3mc 20kw | | | | |
| | WIBG 1925 | 890 10,000 DA-N | Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300 | Radio Reps | Paul F. Harron, p Edward D. Clery, g & cm Douglas Arthur, pd Rupe Werling, pmm | John H. Henninger, tech. d George Hooper, ce R. J. Walton, nd Zella Harper, wd L-W UP WE |
| | WIBG-FM 1948 | Ch. 231 (B) 94.1mc 10kw | | | | |
| | WIP 1922 | 610 5,000 DA-1 | Pennsylvania Bcstg. Co. 35 So. 9th St. Walnut 2-6800 | MBS Petry | Benedict Gimbel Jr., p & gm Gordon Gray, vp Clyde Spitzner, loc. cm Murray Arnold, pd | Sam Elber, pmm Clifford C. Harris, ce Sam Ettinger, nd Stoney McLinn, sd Wid. AP, UP WE |
| | WIP-FM 1942 | Ch. 227 (B) 93.3mc 20kw | | | | |
| | WJMJ 1948 | 1540 1,000-D | Patrick Joseph Stanton St. James Hotel Kingsley 5-7000 | McGillvra | Patrick J. Stanton, p & gm Charles Stahl, cm Michael Deegan, pd Jo Oris, pmm | Alec F. Iles, ce Bob Gallagher, nd Ruth Chilton, wd SES. AP RCA |
| | WPEN 1929 | 950 5,000 DA-N | William Penn Bcstg. Co. 2212 Walnut St. Locust 4-4383 | Rambeau | Albert J. Sytk, p Edward C. Obrist, gm William B. Caskey, asst. m | Jules Rind, pd Charles Burtis, ce Matt Goukas, sd AP, UP WH |
| | WPEN-FM 1942 | Ch. 275 (B) 102.9mc 20kw | | | | Cap., St. Thes., Wid. |
| | WPTZ (TV) 1941 | Ch. 3 60-66mc 8kw-aur.; 16kw-vis. | Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244 | NBC NBC Spot | Ernest B. Loveman, vp & gm Rolland V. Tooke, asst. gm John J. Kelly, prom. & publ. m | A. W. Dannenbaum Jr., cm E. P. Stover, m of prog. oper. R. J. Bowley, ce UP RCA |
| | WTEL 1926 | 860 250-D | Foulkrod Radio Engrg. Co. 4312 N. Broad St. Gladstone 5-1310 | Foreign Lang. IMS | E. Douglass Hibbs, p & pd Henry N. Cocker, gm | John Field, ce Theodora Kay, wd |

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Best eye and ear specialist in town!



Best for listening, best for viewing, best for selling the Philadelphia market

WCAU ^{AM}
^{TV}

CBS Affiliate • The Philadelphia Bulletin Stations • Represented by Radio Sales

BROADCASTING • Telecasting

1951 Yearbook Number • Page 269

PENNSYLVANIA—(Continued)

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|-------------------------------------|--|--|---------------------------|---|---|--|
| PITTSBURGH | | | | | | |
| KDKA 1920 | 1020 50,000 | Westinghouse Radio Stations Inc. Grant Bldg Grant 1-4200 | NBC Free & Peters | Walter Evans, p Joseph E. Baudino, gm George D. Tons, cm Robert E. White, pd David N. Lewis, pmm | Thodore C. Kenney, ce Jack E. Swift, nd Homer H. Martz, fd John F. Boyer, sd | Thes. AP, UP, INS WH |
| KDKA-FM 1942 | Ch. 225 (B) 92.9mc 9kw | | | | | |
| KQV 1919 | 1410 5,000 DA-1 | Allegheny Bcstg. Corp. 800 Chamber of Com- merce Bldg. Atlantic 1-9100 | MBS Tri-State Weed | Charles T. Campbell, p James F. Murray, g & cm Frank Orr, pd Ed. Trageser, pmm | James Schultz, ce Bill Burns, nd Harold Traynor, sd Jane Gibson, wd | Wld., SES. UP WE |
| KQV-FM 1948 | Ch. 251 (B) 98.1mc 20kw | | | | | |
| WCAE 1922 | 1250 5,000 DA-N | WCAE Inc. William Penn Hotel Atlantic 1-6900 | ABC Katz | Leonard Kapner, p R. Clifton Daniel, sm & pd Carl M. Dozer, cm Warren Dana, pmm | James Greenwood, ce Larry Berrill, sd Florence Sando, wd | Wld. AP, INS RCA |
| WCAE-FM 1948 | Ch. 241 (B) 96.1mc 12kw | | | | | |
| WDTV (TV) 1949 | Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis. | Allen B. DuMont Labs. Inc. Chamber of Commerce Bldg. Express 1-1071 Pittsburgh Radio Supply House 1406 Chamber of Com- merce Bldg. Grant 1-4860 | ABC, CBS DuMont NBC | Allen B. DuMont, p Donald A. Stewart, gm Larry Israel, sid | Harry G. Munson, film d Raymond W. Rodgers, ce | UP DUM |
| WJAS 1921 | 1320 5,000 DA-N | | CBS Hollingbery | H. K. Brennen, p & gm John H. Buchheit, c & pmm James M. Hughes, pd Walter W. McCoy, ce | Henry Dabeco, nd Bob Prince, sd Jane Ellen Ball, wd | Cole. I.-W UP, TP WE |
| WJAS-FM 1948 | Ch. 259 (B) 99.7mc 24kw | | | | | |
| WKJF (FM) 1948 | Ch. 229 (B) 93.7mc 20kw | Agnes J. Reeves Greer 1715 Grandview Ave. Hubbard 1-2826 | Transit Radio | (Mrs.) A. J. R. Greer, p Edd Harris, gm Wm. T. Schaup, cm Bill Lott, pd | W. P. Grether, tech. d Norma Elpern, publ. d Clarence Kulon, ce | Wld. UP WE |
| WLFM (FM) (CP) | Ch. 246 (B) 96.9mc; 6.9 kw | (WLOA, AM affiliate) (See Braddock, Pa. listing) | | | | |

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*We Do This
Every Day!*



AT KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—newspaper, dealer contests and special theater tie-ins—is one reason why our rating and our local and national billing are consistently high. Spot revenue-wise, KQV is among the top five Mutual stations of the nation.

KQV

**Pittsburgh's Aggressive Radio Station
5000 W-1410 KC
Basic Mutual Network • Natl. Reps., WEED & CO.**

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| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| PITTSBURGH—(Continued) | | | | | | |
| WPGH 1947 | 1080 1,000-D | Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000 | McGillvra | George M. Harton, p Howard Lazarus, g & cm Alan F. Leonard, pd Ralph L. Ketterer, ce | Bill Martin, nd Joe Bassett, sd Bettelou Purvis, wd | L-W AP WE |
| WPIT 1947 | 730 1,000-D | WPIT Inc. 211 Smithfield St. Grant 1-0794 | Forjoe | John Laux, p Don Ioset, vp & cm Bill Ewing, pd & pmm George Varnum, pdm | Mike Komichak, ce Stan Norman, nd Nick Perry, sd | UP G |
| WPIT-FM 1948 | Ch. 268 (B) 101.5mc 19kw | | | | | |
| WWSW 1931 | 970 5,000 DA-2 | WWSW Inc. Sheraton Hotel Grant 1-5200 | Blair | O. M. Schloss, p & gm Ben Muros, sm Harold Goldstein, pmm | Henry Kaiser, ce Ray Schneider, nd Joe Tucker, sd | St. AP WH |
| WWSW-FM 1941 | Ch. 233 (B) 94.5mc 20kw | | | | | GE |
| POTTSVILLE | | | | | | |
| WPAM 1947 | 1450 250 | Miners Bcstg. Service 106 South Centre St. 5050 | MBS Quaker McKinney | Joseph L. Maguire, p Louis H. Murray, gm Frank Tamulonis, cm Gene Handwerk, ce | Mort Ross, nd Harry Pourbaugh, fd Johnny Samm, sd Margaret Poutner, wd | Assoc. UP G |
| WPAM-FM 1947 | Ch. 233 (B) 95.5mc 5.1kw | | | | | RCA |
| WPPA 1950 | 1360 1,000-LS 500-N DA | A. V. Tidmore 8 South Second St. 4744 | | A. V. Tidmore, p, gm & ce Ralph L. Price, cm Ed Romance, pd & sd | William Tidmore, nd Romaine Scott, wd | Wid. AP WE |
| WPPA-FM 1948 | Ch. 270 (B) 101.9mc 2.8kw | Swatara Rd. Shenandoah, Pa. 2-0064 | | Robert D. Schnaufer, ce | | RCA |
| READING | | | | | | |
| WEEU 1931 | 850 1,000 DA-N | Hawley Bcstg. Co. 533 Penn St. 7335 | ABC Quaker Headley- Reed | Hawley Quier, p James E. Keller, evp Thomas E. Martin, gm K. Richard Creitz, cm | George Carroll, pd & fd Nan Heckman, pmm & wd Harold Schearer, ce Tony Bourg, sd | Assoc. UP RCA |
| WEEU-FM 1947 | Ch. 225 (B) 92.9mc 9kw | | | | | Fed. |

First with the finest in Television

THE PIONEER TV STATION IN PITTSBURGH

1st

REMOTES
 LOCAL SHOWS
 LOCAL STUDIOS
 ON SPOT NEWS COVERAGE
 TV STATION IN SEVENTH MARKET
 CHOICE FOR ALL TV ADVERTISERS
 WITH EQUIPMENT, FACILITIES AND PERSONNEL
 WITH TOP SHOWS FROM FOUR NETWORKS—DUMONT, ABC, CBS, NBC



A lot of firsts for a two-year old! Keep your eyes on WDTV and see the list of firsts grow in coming months.

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PENNSYLVANIA—(Continued)

| City | Call Letters | Chan. or Freq. | Name of Licensee | Network | Executive Abbreviations | Transc. Library | |
|----------------------------|--------------|----------------------|---|------------------------------|---|--|---------------------------|
| Established | Power | Headquarters Address | Telephone Number | Representative | Owner o; Pres. p; Exec. up eyp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | News Service Transmitter | |
| READING—(Continued) | | | | | | | |
| WHUM | 1240 | 250 | Eastern Radio Corp. Berkshire Hotel 44805 | CBS Hollingbery | Humboldt J. Greig, p & gm Richard G. Fichthorn, vp & cm George D. Ribble, asst. secy.-treas. | Arthur W. Heim, pmm Alan Lane, pd Joseph McCormack, ce | AP Ray. |
| WRWA | 1340 | 250 | Reading Bcstg. Co. Inc. 18 North 5th St. 7173 | MBS, NBC Meeker | Clair R. McCollough, sta. exec. Raymond A. Gaul, gm Frank J. Voss, pd | J. Robert Gulick, gen. sim J. E. Mathiot, tech. d | Wld. UP |
| RED LION | | | | | | | |
| WGCB | 1440 | 1,000-D | Rev. John M. Norris Delta Rd. | | John M. Norris, sm Vincent A. Freeman, cm George Kienzle, pd | M. F. McDowell, ce Sarah E. Kitchen, traffic m | SES. UP |
| ROCHESTER | | | | | | | |
| WRYO | 1050 | 250-D | Beaver Valley Radio Inc. P. O. Box 191 4680 | | Michael Baker Jr., p David A. Warnick, adm. dept. Eugene B. Bray, act. m | Andrew P. Macloce, ce Charles Berecek, sd Ruth Ray, wd | L-W UP WE |
| SAYRE | | | | | | | |
| WATS | 1470 | 1,000-D | Thompson K. Cassel 110 N. Elmer Ave. Tally 0961 | | T. K. Cassel, p Jay Handshaw, sta. & cm John P. Morrissey, asst. m Bill Lawson, pd | Stan Hinden, pmm & nd & sd Benjamin A. Franklin, ce Bob Keisling, fd | Thes., Wld. UP Ray. |
| SCRANTON | | | | | | | |
| WARM | 1400 | 250 | Union Bcstg. Co. Bowman Bldg. 4-1148 | ABC Quaker Hollingbery | Martin F. Memolo, p William M. Dawson, gm Joseph H. Salsburg, pd | Mary Lynott, pmm Adolph W. Oschmann, ce Dave Griffiths, sd | UP |
| WARM-FM | Ch. 229 (B) | 93.7mc | | | | | Thes. |
| 1948 | | 2.8kw | | | | | RCA |
| WGBI | 910 | 1,000-LS | Scranton Bcstrs. Inc. 1000 Wyoming Ave. 8298 | CBS Blair | (Mrs.) M. E. Megargee, p Madge A. Megargee, vp George D. Coleman, g, c & pmm | Robert E. McDowell, sm Frank Monaghan, pd Kenneth R. Cooke, ce | Wld. AP RCA |
| WGBI-FM | Ch. 267 (B) | 101.3mc | | | | | WE |
| 1948 | | 1.8kw | | | | | Assoc., St. |
| WQAN | 630 | 500-D | The Scranton Times 149 Penn Ave. 5151 | Bolling | Elizabeth R. & Edward J. Lynett, ptrns. John P. McGoldrick, gm & ce Robert R. Flanagan, pd | William Cullen, nd Jack Guinan, sd Margaret Mulrooney, wd | SES. AP, UP RCA |
| WQAN-FM | Ch. 222 (B) | 92.3mc | | | | | WE |
| 1948 | | 1.8kw | | | | | |

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**IN THE READING
 METROPOLITAN DISTRICT*
 50% MORE PEOPLE LISTEN*
 TO WHUM
 THAN TO THE 2ND STATION**

*69,260 RADIO FAMILIES *PULSE SURVEY, NOV. 1950

REPRESENTED BY—H. R. REPRESENTATIVES, INC.

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
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| SCRANTON—(Continued) | | | | | | |
| WSCR 1947 | 1000 1,000-D | Lackawanna Valley Estrs. 116 Adams Ave. 5242 | Walker | Hon. Michael J. Eagen, p Dale Robertson, g & cm Barry Sherman, pd, pmm & sd Mary L. Walsh, traffic m | Willard Shimski, ce Jess Landenberger, fd Ann Culklin, wd | L-W AP Ray. |
| SHAMOKIN | | | | | | |
| WISL 1948 | 1480 1,000 DA-N | Radio Anthracite Inc. Rock & Sunbury Sts. 2650 | MBS Quaker Forjoe | Henry W. Lark, p Charles R. Petrie, g & cm | Richard Owen, pd Bernard Marshal, ce | Thes. AP RCA |
| SHARON | | | | | | |
| WPIC 1938 | 790 1,000-D | Sharon Herald Bcstg. Co. P. O. Box 541 4113 | Young | John Fahnline Jr., p & gm Marcus A. McCulloch, pd Harold Smith, pdm | Evelyn L. Keller, publ. d A. C. Heck, ce Johnny Pepe, sd | Cap., L-W Assoc., Wid. UP WE |
| WPIC-FM 1947 | Ch. 27.5 (B) 102.9mc 26kw | | | | | Fed. |
| SOMERSET | | | | | | |
| WVSC (CP) | 990 250-D | Somerset Bcstg. Co. Box 231 4186 | | T. H. Oppegard, ptrn. & gm Carl R. Lee, ptrn., cm & ce Ernest E. Mark, pd | June Kennedy, wd | St. UP G |
| STATE COLLEGE | | | | | | |
| WMAJ 1945 | 1450 250 | Centre Bcstrs. Inc. Glennland Bldg. 4959 | MBS, KBS | R. J. Kennard, p William K. Ulerich, gm Alethea M. Ulerich, sm & wd | Miriam Krebs, cm Milton Bergstein, pd & sd Douglas Beman, ce | L-W Wid. AP |
| ST. MARYS | | | | | | |
| WKBI 1950 | 1400 250 | Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321 | Quaker | K. E. Rennekamp & C. H. Simpson, co-ptnrs. C. H. Simpson, gm George A. Clark, cm | Bert O. States Jr., pd Clyde F. Robison, pmm Gerald O. Quint, ce John A. Fay, nd | Cap. AP G |
| STROUDSBURG | | | | | | |
| WVPO 1947 | 840 250-D | Pocono Bcstg. Inc. 578 Main St. 1102 | Radio Reps. | James H. Ottaway, p Elton Hall, sm Francis H. Brinkley, mgng. d | Joseph Webster, pd Ernest Transue, ce | Assoc. UP Col. |
| SUNBURY | | | | | | |
| WKOK 1933 | 1240 250 | Sunbury Bcstg. Corp. 1150 North Front St. 1325 | ABC Quaker Continental | Harry H. Haddon, p Basse A. Beck, secy.-treas. Homer R. Smith, gm Eleanor R. Metz, office m | Robert W. Trevitt, cm Michael J. Kane, pd & sd Nelson Futch, pmm & nd John W. Keller Jr., ce | L-W AP WE |
| WKOK-FM 1947 | Ch. 231 (B) 94.1mc 4.4kw | | | | | RCA |

**With 5000 watts
at 590 KC - This is
WARM'S market!**

WARM
SCRANTON

1,000,000 listeners live within the primary area serviced by the new WARM 5000 watt transmitter.

ONLY station that covers the whole SCRANTON-WILKES-BARRE, PENNSYLVANIA area.

Represented Nationally By
GEORGE P. HOLLINGBERRY CO.
NEW YORK CHICAGO
ATLANTA LOS ANGELES SAN FRANCISCO
Affiliated with A B C The American Broadcasting Co.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

PENNSYLVANIA—(Continued)

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| UNIONTOWN | | | | | | |
| WMBS 1937 | 590 1,000 DA-N | Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 8-3900 | CBS Meeker Quaker | J. C. Burwell, p & gm H. C. Burwell, cm Charles H. Underwood, pd Ed Hamlyn, pmm & nd | Thomas Kikta, ce Rex E. Carter, fd James Gismond, sd Marion Johnson, wd | Thes. UP Col. |
| WARREN | | | | | | |
| WNAE 1946 | 1310 1,000-D | Northern Allegheny Bcstg. Co. First Nat'l. Bank Bldg. 3033 | MBS Devney | A. David Potter Jr., p & gm James Potter, cm Leroy Schneck, pd | Homer M. Haines, ce Chuck Tranter, nd & sd Lynn Blake, wd | Thes. AP Ray. |
| WNAE-FM 1948 | Ch. 222 (B) 92.1mc 0.55kw | | | | | G & Ray. |
| WASHINGTON | | | | | | |
| WJPA 1942 | 1450 250 | Washington Bcstg. Co. George Washington Hotel, Bldg. 4870 | MBS McGillvra | A. Boyd Siegel, mgng. d Peter Stanton, cm | | L-W, Wld. UP |
| WJPA-FM 1949 | Ch. 282 (B) 104.3mc 6kw | | | | | |
| WILKES-BARRE | | | | | | |
| WBAX 1922 | 1240 250 | John H. Stenger Jr. 85 W. Union St. 3-0196 | MBS Burn-Smith | John H. A. Stenger Jr., p & ce August W. Grebe, gm John H. A. Stenger III, pd Ed Kuzma, pmm | Milan J. Krupa, asst. ce Jim Hutchison, fd Jones Evans, sd Nancy Stenger, wd | St. UP WE |
| WERE 1924 | 1340 250 | Louis G. Baltimore 62 S. Franklin St. 3-3101 | NBC Quaker | Louis G. Baltimore, o David M. Baltimore, g & pmm A. C. Baltimore, cm | Frank D. Coslett, pd & nd Chas. Sakoski Sr., ce James McCarthy, sd | Wld. AP RCA |
| WBRE-FM 1947 | Ch. 253 (B) 98.5mc 2.2kw | | | | | |
| WILK 1947 | 1450 250 CP-980 5,000-LS 1,000-N DA-2 | Wyoming Valley Bcstg. Co. 88 North Franklin St. 4-4668 | ABC Quaker Avery-Knode | Dr. I. C. Morgan, p Harold Gray, vp Roy Morgan, gm & secy. Thomas Shelburne, sm | Mitchell Jenkins, treas. Harold Berg, pd Harry P. Butler, cm Theo. S. French, ce | L-W UP Col. |
| WILK-FM 1948 | Ch. 241 (B) 96.1mc 3.1kw | | | | | WH |
| WIZZ (FM) 1946 | Ch. 277 (B) 103.3mc 3.1kw | Scranton-Wilkes-Barre- Pittston Bcstg. Co. Inc. 225 S. Main St. 4-3561 | Rural Radio Transit Radio | | | |
| WILLIAMSPORT | | | | | | |
| WLYC (CP) | 1050 1,000-D | Lycoming Bcstg. Co. 331 Pine St. 2-4676 | | John K. Keliher, p Edward Foye, gm Vince Campano, pd | | Thes. AP RCA |
| WLYC-FM 1949 | Ch. 286 (B) 105.1mc 3.2kw | | | | | |
| WRAK 1930 | 1400 250 | WRAK Inc. 244 West Fourth St. 2-6116 | NBC Quaker McKinney | E. M. Case, p George E. Joy, gm J. Wright Mackey, cm W. Van Person, treas. | Leon E. Kelly, pd Everett Rubendall, pmm Glen Sherman, ce Irving Berndt Jr., pdm & sd | L-W AP RCA |
| WRAK-FM 1947 | Ch. 262 (B) 100.3mc 3.2kw | | | | | |
| WWPA 1949 | 1340 250 | Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119 | CBS Burn-Smith | Harry J. W. Kiessling, p Woodrow W. Ott, gm J. David Fleming, cm Louis C. Cate, pd | John Archer, pmm & nd Carl Steinbacher, ce Willard Moyle, fd | Wld. UP RCA |
| YORK | | | | | | |
| WNOW 1948 | 1250 1,000-D | Broadcast Division. Helm Coal Co. 25 S. Duke St. 8-2911 | | Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd Edwin L. Jay, d of pub. rel. | Murray L. Goldsborough, pmm Willis N. Weaver, ce Geo. Hack, fd | Assoc. AP RCA |
| WNOW-FM 1948 | Ch. 289 (B) 105.7mc 12kw | | | | | Col. |
| WORK 1932 | 1350 5,000-LS 1,000-N-DA | York Bcstg. Co. Inc. 13 South Beaver St. 6629 | MBS, NBC Meeker | Clair R. McCollough, sta. exec. Leroy K. Strine, gm James R. Wilson, pd | J. Robert Gulick, gen. slm J. E. Mathiot, tech. d | Thes. UP |
| WRZE (FM) 1948 | Ch. 253 (B) 98.5mc 8kw | White Ross Bcstg. Co. 103 S. George St. 6896 | Continental | Charles Gitt, p Micheal Rebert, vp & gm John Himes, sta. & cm | (Mrs.) Joan Richmond, pd Quinten G. Cumeraito, ce | Assoc. AP RCA |

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| YORK—(Continued) | | | | | | |
| WSBA 1942 | 910 1,000 DA-2 | Susquehanna Bcstg. Co. P. O. Box 1112 8-2676 | ABC Quaker Radio Reps. | Louis J. Appell, p Walter J. Rothensies, evp Otis Morse, pd & nd Philip K. Eberly, c & pmm | Woodrow G. Eberhart, ce Herman Stebbins, fd Fred Shaffer, sd Helen M. Gotwalt, wd | Wld. AP RCA |
| WSBA-FM 1947 | Ch. 277 (B) 103.3mc 20kw | | | | | |

RHODE ISLAND

NEWPORT

| | | | | | | |
|--------------|-----------------|--|---------------|--|--|-------------------|
| WRJM 1948 | 1540 1,000-D | Aquidneck Bcstg. Co. 204 Thames St. 4673 | KBS Devney | Columbus O'Donnell, o & p Warren Clement, gm Gilbert M. Congdon Jr., cm Edwin Kane, pd Joseph Britto, ce | John Stewart, nd Howard O'Connell, fd Christian Clark, sd Cecil Clement, wd | Assoc. AP G |
|--------------|-----------------|--|---------------|--|--|-------------------|

PAWTUCKET

| | | | | | | |
|--------------|---------------|---|--|---|---|-----------------|
| WPAW 1950 | 1380 500-D | Roger William Bcstg. Co. 33 N. Union St. 5-9000 | | Neale D. Murphy, co-o, p & treas. Dominic Hysko, co-o Muriel T. Choquette, sta. & pmm & pd | Jim Bonney, ce William J. Torpey, nd | Mac. UP G |
|--------------|---------------|---|--|---|---|-----------------|

PROVIDENCE

| | | | | | | |
|-------------------|--------------------------------|---|------------------------|---|--|----------------------|
| WDEM 1947 | 1290 500-D | Narragansett Bay Bcstg. Co. 15 Chestnut St. Jackson 1-6565 | | Louis A. R. Pieri, p Walter Neiman, gm & pd | Milton Krogstad, ce Dave Rosehill, nd & sd | UP |
| WLIV (FM) 1948 | Ch. 299 (B) 107.7mc 20kw | Colonial Bcstg. Co. (WDEM AM Affiliate) | | | | GE |
| WEAN 1922 | 790 5,000 DA-2 | The Yankee Network Inc. Crown Hotel Temple 1-0800 | MBS Yankee Petry | William O'Neill, p Mowry Lowe, g & cm Don Morton, pd Harry H. Tilley, ce | Dexter MacMullen, nd Warren Walden, sd Carolyn Wallace, wd | Assoc. AP WE |
| WFCI 1941 | 1420 5,000 DA-1 | Pawtucket Bcstg. Co. Sheraton-Biltmore Hotel Plantations 1-6565 | ABC Avery-KnodeL | Wallace A. Walker, g & cm David Brooks, pd | Gilbert Johnson, ce Betty Gunning, wd | Assoc. AP WE |
| WHIM 1947 | 1110 1,000-D | Inter-City Bcstg. Co. 32 Custom House St. Union 4211 | Young | Robert T. Engles, gm | | AP |

Buy the BIG STATION that's kind to budgets!



WHEN you entrust your radio dollars to Providence buy the big station with the lower rates and get more ears per dollar. ABC programming plus sparkling local shows and features insure intensive reception in this rich, million-listener area. Check the rates!

5000 WATTS DAY & NIGHT

WFCI

MAIN STUDIOS:

THE SHERATON-BILTMORE — PROVIDENCE, R. I.



REPRESENTATIVES

AVERY-KNODEL, INC.

608 Fifth Ave., New York 20, N. Y.

The "American" Voice in Rhode Island

RHODE ISLAND—(Continued)

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| PROVIDENCE—(Continued) | | | | | | |
| WJAR 1922 | 820 5,000 DA-N | The Outlet Co. 176 Weybosset St. Gaspee 1-1071 | NBC New England Weed | Mortimer L. Burbank, chmn. of bd. John J. Boyle, g & cm | M. Sothorn Abbott, pd Thomas Prior, ce Ben Boyden, nd | Wld. AP WE |
| WJAR-FM 1948 | Ch. 238 (B) 95.5mc 14kw | | | | | |
| WJAR-TV 1949 | Ch. 11 198-204mc 15kw-aur.; 30kw-vis. | | ABC, CBS DuMont, NBC | | | UP RCA |
| WPJB (FM) 1948 | Ch. 286 (B) 105.1mc 20kw | Providence Journal Co. 75 Fountain St. Dexter 1-0600 | | G. P. Metcalf, p H. William Koster, gm Harmon H. Hyde, pd | George W. Sharpe, ce | L-W Wld. AP, UP GE |
| WPRO 1924 | 830 5,000 DA-N | Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776 | CBS New England Raymer | William S. Cherry Jr., p Arnold F. Schoen Jr., g & cm John A. Owen Jr., pd | John V. Ferri, ce | L-W, Thes. AP, UP RCA |
| WPRO-FM 1948 | Ch. 222 (B) 92.3mc 20kw | | | | | WE |
| WRIB 1947 | 1220 1,000-D | R. I. Bcstg. Co. Narragansett Hotel Union 1-4512 | Forloe | Nicholas Ruggieri, gm Louis Rosen, cm | | Assoc., SES. UP |
| WESTERLY | | | | | | |
| WERI 1949 | 1230 250 | Radio Westerly Inc. 34 Main St. 2263 | KBS Continental | Richard G. Moore, p Warren M. Greenwood, g & cm Lee S. Greenwood, treas. | Brud Warren, pd, pmm & nd Donald Siegel, ce Marion MacNeil, wd | L-W UP Ray. |
| WOONSOCKET | | | | | | |
| WWON 1946 | 1240 250 | Woonsocket Bldg. Co. 99 Main St. 3900 | MBS | (Mrs.) Millicent S. Palmer, p Buell W. Hudson, gm Eugene A. Mailloux, cm Gene Rousseau, pd Joseph Gerson, ce | Mitchell F. Stanley, sm Gene O'Neill, nd Bun Riley, nd Aurora Graziani, wd | Wld., St. AP |
| WWON-FM 1949 | Ch. 288 (A) 105.5mc 0.39kw | | | | | |

SOUTH CAROLINA

| | | | | | | |
|----------------------|---|--|-------------------------------|--|--|---------------------------|
| ANDERSON | | | | | | |
| WAIM 1935 | 1230 250 | Wilton E. Hall 1 Martin St. 3800 | CBS Palmetto Burn-Smith | Wilton E. Hall, p Glenn P. Warnock, gm Charles B. Goodyear, cm Ray Barath, pd | G. Paul Browne, pmm H. B. Greene, ce Gary Newman, fd Cary Cox, sd | Assoc., Wld. INS WE |
| WCAC (FM) 1947 | Ch. 266 (B) 101.1mc 41kw | (WAIM, AM affiliate) | | | | |
| WANS 1949 | 1280 1,000-DA-N | Carolina Bcstrs. P. O. Box 211 3262 | | John J. Powell, p & gm J. Bonner Manly, cm James J. Lever, sls. rep. | Elizabeth S. Eve, pd & wd Alfred Pratt, ce Carroll Lee, nd & fd Harry Carroll, sd | St. UP WE |
| BENNETTSVILLE | | | | | | |
| WBSC 1947 | 1400 250 CP-1550 10,000-LS 5,000-N DA | Bennettsville Bcstg. Co. 212 Broad St. 780 | McGillvra | Malcolm A. Young, g & cm | | |
| CAMDEN | | | | | | |
| WACA 1948 | 1590 1,000-D | H. S. Bowden Camden 80 | McGillvra | H. S. Bowden, p Tom Richards, gm Mac Sheheen, pd | Jim Byrd, ce | UP G |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *N*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

21 STATIONS IN THE H-BOMB AREA!

For sales in one of America's greatest areas of defense activity (The Savannah Valley of S. C. and Ga.) put your messages on PBS stations in these markets:

ATLANTA

GAINESVILLE

COLUMBIA

SENECA

GREENVILLE

CHESTER

FLORENCE

HARTSVILLE

ROCK HILL

CONWAY

**PALMETTO
BROADCASTING
SYSTEM**

LAURENS

HARTWELL

AUGUSTA

ATHENS

CHARLESTON

NEWBERRY

ANDERSON

DILLON

ORANGEBURG

CAMDEN

SPARTANBURG-UNION

A billion-dollar H-bomb plant, widespread industrial activities and new factories, and matchless agricultural stability, all are yours! SOLD AS A PACKAGE—or as you require. Contact us for program and spot rates and word about the merchandising co-operation PBS provides.

PALMETTO BROADCASTING SYSTEM -

Anderson, S. C.

Glenn P. Warnock, Gen. Mgr.

more New Englanders
listen to

WPRO

than any other
Rhode Island station

all
latest
seasonal
reports show
WPRO
first in share
of audience!

...compared* to the second-place
station, **WPRO** offers you:

152.4% MORE AUDIENCE WEEKDAY
MORNINGS

73.5% MORE AUDIENCE WEEKDAY
AFTERNOONS

50.2% MORE AUDIENCE EVENINGS
SUN.-SAT.

**Comparison of a typical seasonal survey
(1949—1950 Winter—Spring Hooper Audience
Index for Providence — Pawtucket, R. I.)*

listeners are customers!
customers are buyers!

TO REACH THE
MOST BUYERS,

BUY BASIC...



WPRO AM
& FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

SOUTH CAROLINA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|--------------------------------|--|-------------------------------|---|---|--|
| CHARLESTON | | | | | | |
| WCSC 1930 | 1390 5,000 DA-2 | WCSC Inc. Francis Marion Hotel 7611 | CBS Free & Peters | John M. Rivers, p & gm Roland Weeks, cm Russell Long, pd Alma D. Davis, pmm Wilbur Albee, ce | Robert Truere, nd Robert Tambllyn, fd George Norwig, sd Pearl Baum, wd Lollie Quarterman, traffic m | Wld. UP WH |
| WCSC-FM 1948 | Ch. 245 (B) 98.9mc 38kw | | | | | REL |
| WHAN 1947 | 1340 250 | Charleston Bcstg. Co. 152 Market St. 3-1643 | ABC Palmetto Burn-Smith | S. Lewis Johnson, p Julian Mitchell, vp W. Ray Ringston, secy.-treas. W. Ben Hutto, g & cm | Vernon M. Bushong, pd & pmm William F. Birchfield, ce Dick Terrier, nd Ray Thomas, fd | L-W UP RCA |
| WPAL 1947 | 730 1,000-D | George G. Weiss 149 Wentworth St. 3-6428 | Dodson | George Graham Weiss, o Laurens Moore, gm Bob Chrystie, cm & sd R. V. Austin, pd | Walter Hanna, pmm & nd C. J. Modlin, ce Sandra Lyon, wd | UP Col. |
| WTMA 1939 | 1250 5,000-LS 1,000-N DA | Atlantic Coast Bcstg. Co. Box 297 2-2961 | NBC Hollingbery | Edward Manigault, p Douglass M. Bradham, gm Grange S. Cuthbert Jr., cm (Mrs.) Nina K. Parker, pmm U. Gordon Knight, ce | Robert Yeager, asst. pd Harry Gianaris, nd Bob Nelson, sd Alicia Rhett, wd | Assoc. AP WH |
| WTMA-FM 1947 | Ch. 236 (B) 95.1mc 49kw | | | | | |
| WUSN 1948 | 1450 250 | Southern Bcstg. Co. Inc. P. O. Box 154 2-2652 | MBS Cooke | Louis D. Simonds Jr., p J. Drayton Hastie, g & cm Henry J. Hoppe, pd | Ed Lesnick, pmm Walter M. Nelson, ce Bill Ward, sd | UP Ray. |
| CHESTER | | | | | | |
| WGCD 1948 | 1490 250 | Craig Bcstg. Co. 128 Main St. 1171 | MBS, KBS McGillvra | Alex B. Craig, p Morgan Craig, vp Charles A. Thoman, gm Vernon McCarthy, cm | Arthur Cornwall, pd James Kennedy, pmm Vernon Cameron, ce Jim Turner, sd | AP GE |
| COLUMBIA | | | | | | |
| WCOS 1939 | 1400 250 | Radio Columbia Inc. 1202 Main St. 2-5601 | ABC Taylor | E. D. Black, p James W. Hicks, gm Dixon Harp, cm Stewart Spencer, pd, pmm & nd | Robert D. Lambert Jr., ce Wayne Poucher, sd Barbara Allen, wd | Wld. AP RCA |
| WIS 1930 | 580 5,000 DA-N | Bcstg. Co. of the South 1111 Bull St. 36431 | NBC Free & Peters | G. Richard Shafto, vp & gm J. Dudley Saumenig, mgng. d Miller Montgomery, loc. slm Frank Harden, pd Steve Libby, pmm | Herbert G. Edison Jr., ce Harold Bourgeois, nd Adrian Munzell, fd Sam Zurich, sd Kay Collins, wd | St. UP WE |

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ARE YOUR BRAND SALES KEEPING PACE WITH CHARLESTON'S GROWTH?

Big things are happening in the Charleston metropolitan area!

A 49.7% gain in population since 1940! Retail sales 248% above 1939! Food sales 280% above! ... higher than the national gain ... highest food volume and food sales gain of South Carolina's metropolitan county markets! Industry booming ... scores of new plants in the area since 1945

... more than 40,000 wage earners, with monthly payrolls exceeding \$6,000,000 ... export-import trade breaking all records ... postal receipts, bank debits, department store sales way up!

You can sell this prosperous, fast-moving market economically over WCSC—the "big voice" of Coastal Carolina ... reaching well beyond the metropolitan boundaries to every corner of a 15-county area in South and North Carolina—with total retail sales of more than one-quarter billion dollars.

WCSC
CBS
5000 WATTS

Charleston,
South Carolina

John M. Rivers, Owner

Represented Nationally
by Free & Peters



Charleston's Leading Station in Hooperatings - - - 1948, 1949, 1950



Twenty-one-year-old WIS is South Carolina's leading station, individually or on any list. The most powerful station in the Columbia area, its 560 kilocycles is the lowest frequency in the State.

Of the 145,960 radio families credited to WIS daytime in 40 of South Carolina's 46 counties, a total of 88,780 families—or 60%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (BMB Spring, 1949)

In the Columbia Trading Area, loyalty to WIS is even higher: BMB reports a weekly audience of 104,810 families, with 70,570 families—67.3%—listening to WIS six or seven days weekly. B.B.D.&O.'s Columbia Trading Area includes 20 counties—is the largest market in the State (Greenville-Spartanburg with 7, and Charleston with 6, are next highest.

And Columbia, centrally-located capital of the State and home city of WIS, is on the march! According to the new census, the Columbia Metropolitan Area now has a population of 141,880—up 35.3% since 1940! Sales Management

Estimates, 1950, predicts retail sales of \$117,626,000 for the city—highest of any city in South Carolina.

There is no station of more than 1,000 watts within approximately 80 miles of 5,000-watt WIS. WIS-fm is a bonus to all advertisers.

WIS has been an NBC affiliate for 20 of its 21 years, and has supplemented its network features with exceptional programming that pulls mail and mail-orders from all over the State, and from the border counties of North Carolina and Georgia.

For further proof of overall superiority in South Carolina, write to WIS—or ask Free & Peters.



The New Studio-and-Office Building of WIS—Dedicated November 20, 1949.

G. Richard Shafto, *General Manager*
J. Dudley Saumenig, *Managing Director*



Plus WIS-fm

FREE & PETERS, INC.,
National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

SOUTH CAROLINA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-----------------------------|--------------------------|---------------------------------|---|--------------------------------|--|--|
| COLUMBIA—(Continued) | | | | | | |
| | WIS-FM 1948 | Ch. 233 (B) 94.5mc; 1.3kw | | | | |
| | WMSC 1945 | 1320 1,000-LS 500-N DA | Marseco Bcstg. Corp. 1127 Lady St.; 2-8659 | CBS Avery-Knodel | C. Wallace Martin, gm | L-W |
| | WNOK 1947 | 1230 250 | Palmetto Radio Corp. P. O. Box 307 2-1518 | MBS Forjoe | H. Moody McElveen, gm | |
| CONWAY | | | | | | |
| | WLAT 1945 | 1490 250 | Coastal Bcstg. Co. P. O. Box 497 340 | MBS McGillvra | | AP |
| DILLON | | | | | | |
| | WDSC 1946 | 800 1,000-D | Border Bcstg. Co. P. O. Box 231 470 | MBS Dodson | E. H. Brown, p Joseph Martin, g & pmm A. R. Mozley, office m Jimmy Murff, pd | Adelaide Monroe, cm (Mrs.) Ella S. Rauch, traffic & wd Russell Caldwell, ce Thes. UP G |
| EASLEY | | | | | | |
| | WELP (CP) | 1360 1,000-D | Pickens Bcstg. Co. Easley 9349 | | J. Lake Williams, p & treas. Robert O. Moran, g & cm | UP RCA |
| FLORENCE | | | | | | |
| | WJMX 1947 | 970 5,000-LS 1,000-N DA | Atlantic Bcstg. Co. P. O. Box 1211 6351 | ABC Walker | Eugene E. Stone, p Paul H. Benson Jr., gm Sam I. Latimer, pd, nd & fd. | Frank A. Jenne, ce Bob Forbes, sd Marguerite M. Eaton, wd W. A. Pritchett, ce Wid. AP WH L-W UP |
| | WOLS 1937 | 1230 250 | Florence Bcstg. Co. 159 S. Dargan St. 3271 | McGillvra | Melvin Purvis, p & gm A. P. Skinner, cm Jim Putnam, pd & pmm | |
| GAFFNEY | | | | | | |
| | WFGN 1948 | 1570 250-D | Cherokee Radio Co. Inc. P. O. Box 759 4795 | | A. Ray Godshall, p Morton E. Green, gm & sd (Mrs.) Velna Wilder, cm (Mrs.) Evelyn Parrott, pd & wd | C. B. Brazzell, pmm & fd Roger A. Clark, ce (Mrs.) Virginia Gertz, publ. & nd L-W UP Ray. |
| GEORGETOWN | | | | | | |
| | WGTN 1949 | 1400 250 | Georgetown Bcstg. Co. P. O. Box 575 621 | MBS | Dr. John T. Assey Jr., p Allan Wester, cm & sd | L-W UP Ray. |
| GREENVILLE | | | | | | |
| | WAKE 1950 | 1490 250 | Piedmont Bcstg. Co. Inc. 400 Mayberry St. 5-8772 | CBS MBS | V. D. Ramseur, p J. S. Ayers, gm H. A. Morris, ce | Wayne Davis, nd Jules Medwin, sd INS G |
| | WESC 1947 | 680 5,000-D | Greenville Bcstg. Co. 1 College St. 2-8241 | MBS, LBS Palmetto Walker | (Mrs.) Scott Russell, p Glenn P. Warnock, gm W. C. Bochman, cm Art Roberts, pd | H. B. Greene, ce Wally Mullinax, sd L-W AP Ray. |
| | WESC-FM 1948 | Ch. 223 (B) 92.5mc 12.5kw | | | | |
| | WFBC 1932 | 1330 5,000 DA-N | Greenville-News Pied- mont Co. Poinsett Hotel Bldg. 2-7618 | NBC Avery-Knodel | Roger C. Peace, p Beverly T. Whitnire, gm Robert Q. Glass Jr., cm Newton S. Smyth, pd Paul Chapman, pmm | Wm. E. Garrison, ce Norvin C. Duncan Jr., nd Alan H. Newcomb, fd Verner Tate, sd Alice Wyman, wd Thes. UP RCA |
| | WFBC-FM 1948 | Ch. 229 (B) 93.7mc 180kw | | | | WH |
| | WMRC 1939 | 1440 5,000 DA-N | Textile Bcstg. Co. Prevost Bldg. 3-2751 | ABC Weed | R. A. Jolley Sr., p Guy Zwahlen, gm Ken Willson, c & pmm Bill Arrington, pd | George Tate, ce Paul Fisher, fd Claude Freeman, nd Jimmy Simpson, sd Wid. AP Col. |
| | WMRC-FM 1946 | Ch. 235 (B) 94.9mc 79kw | | | | |
| | WMUU 1949 | 1280 1,000-D | Bob Jones U. Greenville 28711 | | Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm Julia Boyajian, pd Lamont Haynes, c & pmm | Don Smith, ce Barbara Cowan, traffic m Ken Ovette, nd Jack Buttram, fd Dave Hoy, sd Assoc., SES. INS Col. |
| GREENWOOD | | | | | | |
| | WCRS 1941 | 1450 250 | Greco Inc. 218 Textile Bldg. 4300 | NBC McGillvra | Douglas Featherstone, p Dan Crosland, gm Ralph Norman, cm | Randy Davidson, pd nd, fd & sd Charles M. Sparks, ce Bette McDonald, wd St., L-W AP RCA |
| | WCRS-FM 1948 | Ch. 239 (B) 95.7mc 8.6kw | | | | WH |
| GREER | | | | | | |
| | WEAB 1949 | 800 250-D | Greer Bcstg. Co. Box 151 1057 | | E. A. Burch, ptrn. & gm W. R. Frier, ptrn. Vernon Fox, pd | Perry Clinton Childers, ce & sd (Mrs.) Jackie Porter, wd L-W UP G |
| HARTSVILLE | | | | | | |
| | WHSC 1948 | 1450 250 | Hartsville Bcstg. Co. Inc. College Ave. 654 | MBS McGillvra | Charles H. Campbell, p Raymond Caddell, gm & nd Gerald Quick, cm Les Williams, pd | Donald Alexander Brienen, ce Ernest Stokes, fd David Rogers, sd Frances Bass Tyner, wd Cap. AP Ray. |
| KINGSTREE | | | | | | |
| | WDKD 1949 | 1300 1,000-D | Palmetto Bcstg. Co. Kingstree 6781 | | M. L. Few, ptrn. E. G. Robinson Jr., ptrn. John L. McWhorter, gm | Thomas B. Williams Jr., ce Nancy Williams, wd L-W AP G |
| LAURENS | | | | | | |
| | WLBG 1948 | 860 250-D | WLBG Inc. P. O. Box 642 2-2331 | KBS, LBS | James C. Todd, p John F. Arrington Jr., gm Len L. Ledford, pd Clyde J. McClure, ce | Richards Todd, secy.-treas. & sd Jack Taylor, nd Colleen Willard, wd Wid. UP Ray. |
| MULLINS | | | | | | |
| | WJAY 1949 | 1280 1,000-D | Mullins & Marion Bcstg. Co. P. O. Box 41 3901 | | W. G. Smith W. H. Daniel Jr. } ptrns. W. L. Harrelson Robert B. Marshall, gm | James F. Ramsey, asst. m & nd Robert A. Allen, pd Zed White, ce L-W UP Ray. |
| MYRTLE BEACH | | | | | | |
| | WMRA 1948 | 1450 250 | Myrtle Beach Bcstg. Co. Ocean Forest Hotel 137 | | Elizabeth Evans, p & gm Larry Martin, ce Robert E. Evans, pd | L-W UP G |

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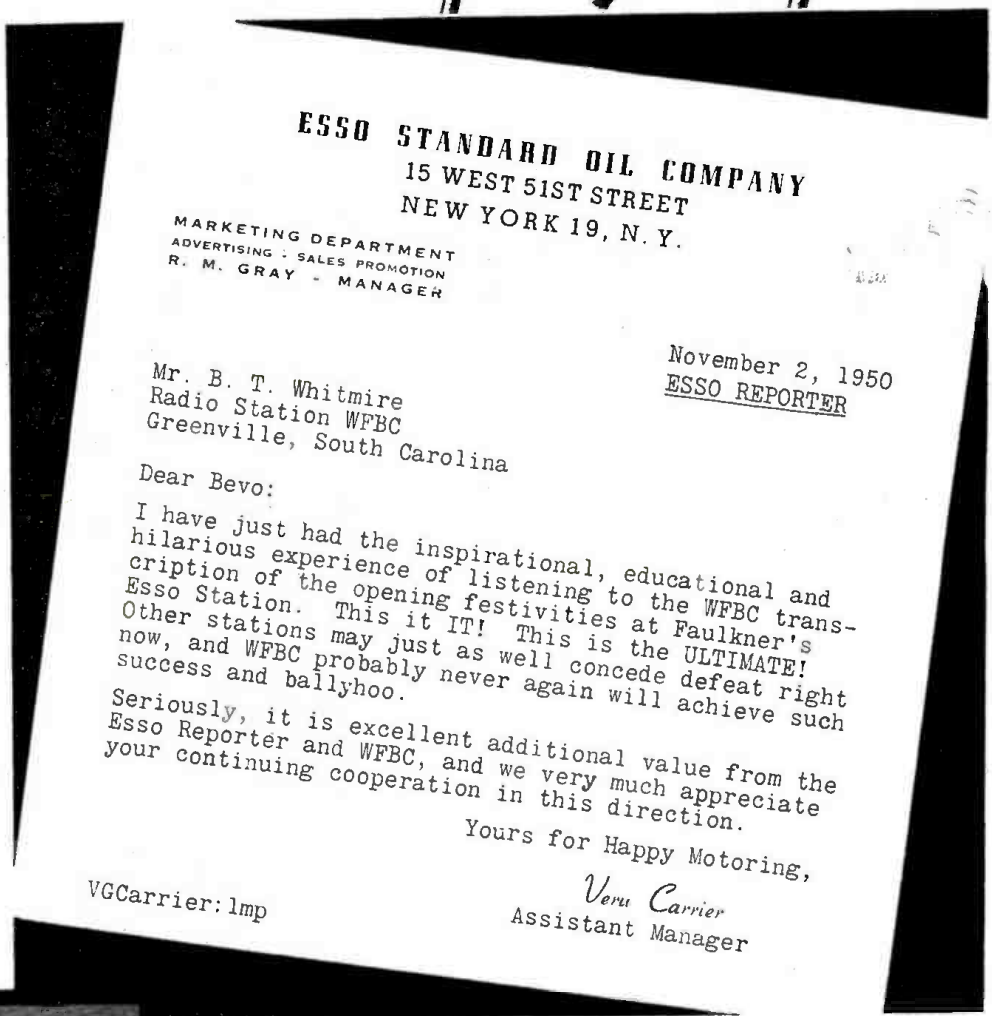
SUCCESS IS
MEASURED
IN MANY WAYS

WFBC's effort
has been worthy
of Twelve
Successive
52-week Contracts
for "Esso Reporter"



WFBC
and WFBC-FM
GREENVILLE, S. C.

THE NEWS-PIEDMONT STATION



ESSO STANDARD OIL COMPANY
15 WEST 51ST STREET
NEW YORK 19, N. Y.

MARKETING DEPARTMENT
ADVERTISING - SALES PROMOTION
R. M. GRAY - MANAGER

November 2, 1950
ESSO REPORTER

Mr. B. T. Whitmire
Radio Station WFBC
Greenville, South Carolina

Dear Bevo:

I have just had the inspirational, educational and hilarious experience of listening to the WFBC transcription of the opening festivities at Faulkner's Esso Station. This is IT! This is the ULTIMATE! Other stations may just as well concede defeat right now, and WFBC probably never again will achieve such success and ballyhoo.

Seriously, it is excellent additional value from the Esso Reporter and WFBC, and we very much appreciate your continuing cooperation in this direction.

Yours for Happy Motoring,

Vern Carrier
Assistant Manager

VGCarrier: lmp

● WFBC—Greenville's pioneer broadcasting station, owned by Greenville's two daily newspapers, enjoys prestige, popularity, and promotion in this area which help to tell your sales story and sell your product in South Carolina's 1st Metropolitan County Area. WFBC's total audience of nearly 1-million people spend more than one-half billion dollars annually!

Ask AVERY-KNODEL, INC. for the latest Audience Measurement Figures in South Carolina's Greatest Market.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

SOUTH CAROLINA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---------------------------------|--|-----------------------------|--|--|
| NEWBERRY | | | | | |
| WKDK 1946 | 1240 250 | Newberry Bcstg. Co. Inc. 11 Radio Drive 143 | MBS KBS | John F. Clarkson, p James F. Coggins, g & pmm & sd Charles Bowers, cm, nd & fd | Marcia Coggins, pd & wd Ray Gilliam, ce Wid. AP Ray. |
| ORANGEBURG | | | | | |
| WRNO 1946 | 1450 250 | WRNO Inc. Orangeburg 1420 | MBS | Charles S. Henerey, p Frank B. Best, gm Norman Matthews, cm & sd James N. Armistead Jr., pd & pmm | Frank B. Best Jr., asst. m. Gus Browning, ce James H. Newbury, nd Glenn French, fd Norman Matthews, sd Ella Rogers, wd Cap. AP RCA |
| WTND 1948 | 1270 1,000-D | Sims Pub. Co. 1 Memorial Plaza 1600 | LBS Palmetto Clark | J. I. Sims, p & gm L. Richard Rhame, pd Larry Styles, ce | Wid. UP RCA |
| ROCK HILL | | | | | |
| WRHI 1944 | 1340 250 | York County Bcstg. Co. Rock Hill Nat'l Bank Bldg. 2085 | MBS, KBS | James S. Beaty Jr., gm William C. Beaty, sm Harper S. Gault, cm | Wid. AP |
| WRHI-FM 1943 | Ch. 248 (B) 97.8mc 9.4kw | | | | |
| WTYC 1948 | 1150 1,000-D | Tri-County Bcstg. Co. Robert Marshall Hotel 3175 | LBS | W. G. Reid, p G. P. Cobb, g & cm Ed Talbert, pd | Tom Byrd, ce L-W UP G |
| SENECA | | | | | |
| WSNW 1949 | 1150 1,000-D | Blue Ridge Bcstg. Co. Inc. Seneca 8234 | | J. A. Gallimore, p & gm Virginia F. Gallimore, treas. | |
| SPARTANBURG | | | | | |
| WORD 1940 | 1400 250 | The Spartan Radiocast- ing Co. 291 East Main St. 3-2711 | ABC Hollingbery | Walter J. Brown, p John W. Kirkpatrick, gm John C. Carrington, cm Sterling W. Wright, pd | Al Willis, pmm & nd Clyde J. Burdette, ce Charles W. Newcomb, sd Thes. AP RCA |
| WDXY (FM) 1948 | Ch. 263 (B) 100.5mc 12kw | (WORD, AM affiliate) | | | |
| WSPA 1930 | 950 5,000 DA-N | Surety Bcstg. Co. 224 E. Main St. 3-3621 | CBS Blair | Francis M. Hipp, p G. Richard Shafto, vp & gm Roger A. Shaffer, mng. d Guy Vaughan Jr., cm Edwin McGrath, pd & sd | Thomas J. Fleming, pmm H. R. Beckholt, ce Clifford Gray, fd Jane Dalton, wd St. UP WE |
| WSPA-FM 1946 | Ch. 255 (B) 98.9mc 4.9kw | | | | GE |
| SUMTER | | | | | |
| WFIG 1940 | 1340 250 | WFIG Inc. Radio Center Bldg. 1340 | MBS McGillvra | Hubert D. Osteen, p T. Doug Youngblood, gm William H. Moore Jr., cm Paul Reidy, pd Charles Ballard, pmm | James L. Williams, ce John Sherman, nd T. O. Bowen, fd Lee Sheridan, sd Jeanne Watson, wd L-W UP RCA |
| UNION | | | | | |
| WBCU 1949 | 1460 1,000 DA-N | Union Carolina Bcstg. Co. 210 East Main St. 1200 | MBS Palmetto | E. H. Hughes, p Milton D. Scarboro, g & cm Marilyn F. Scruggs, pd & wd Mary A. Scarboro, pmm | Thomas A. Weathers, ce Warren F. West, nd C. P. Stribling, fd Jack B. Clements, sd Cap. UP RCA |
| WALTERBORO | | | | | |
| WALD 1947 | 1490 250 | Walterboro Bcstg. Co. Walterboro 3861 | MBS | R. M. Jefferies, p David E. Bigley, g, c & pmm Wilma W. Bigley, pd & wd | Donald Shannon, ce Mel W. Strasser, nd, fd & sd AP Ray. |
| SOUTH DAKOTA | | | | | |
| ABERDEEN | | | | | |
| KSDN 1948 | 930 1,000 DA-1 | Aberdeen News Co. 12 Third Ave. S.E. 4593 | MBS South Dakota Weed | Henry J. Schmitt, p Byron McElligott, gm Russ Osborne, sm E. C. Pieplow, pd | George Crocker, ce Wayne Jewell, fd Dick Doyle, sd Helen Hoigate, wd Wid. AP WE |
| DEADWOOD | | | | | |
| KDSJ 1947 | 1450 250 | Heart of the Black Hills Station Box 462 186 | KBS, LBS Clark | John Daniels, } Eli Daniels } ptrns. Harry Daniels } Eli Daniels, gm & ce | Jim Tyne, pd Paul Steitzer, sd Mel Rochester, nd & wd Wid UP |
| HURON | | | | | |
| KLJV 1947 | 1340 250 | James Valley Bcstg. Co. Inc. 32 2d St. S. E. 765 | MBS Lawson | Max F. Staley, p & gm Dwight Coursey, cm Dale Larson, pd | Roland Marty, ce William E. McGivern, nd Bill Treadway, sd Thes. UP Col. |
| MITCHELL | | | | | |
| KORN 1947 | 1490 250 | Mitchell Bcstg. Assn. 217-19 North Main 621 | MBS South Dakota | Raymond V. Eppel, p, gm & pd B. Harland Ohde, c & pmm R. B. Brodie, ce | Bob Wood, nd & sd Donna Starr, wd L-W UP WE |
| PIERRE | | | | | |
| KGFX 1916 | 630 200-D SH | Estate of Dana McNeil 203 West Summit Ave. 2351 | KBS Continental | Ida A. McNeil, g & cm, nd, pd & pmm Charles W. Hobbs, ce | UP RCA |
| RAPID CITY | | | | | |
| KOTA 1936 | 1380 5,000 DA-N | B. H. Bcst. Co. of Rapid City 523 Sixth St. 2000 | CBS Headley-Reed | Robert J. Dean, p & gm Stan Lieberman, cm A. H. George, pd Ellen Crilly, pmm & wd Harry S. Petersen, g, cm & pd | Harry Petersen, sd A. E. Griffiths, ce James A. McKay, nd Ed Denslow, fd Assoc., Cap., St., Wid. UP RCA |
| KOTA-FM 1949 | Ch. 234 (B) 94.7 mc 16 kw | | | | |
| *WCAT 1922 | 1230 100-D SH | School of Mines and Technology 500 East Saint Joseph St. 1603 | | | |

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COVERAGE
Sure...We've Got It
BUT...
Like the Gamecock's
Spurs...It's the
PENETRATION
WSPA
Has

In This Prosperous Carolina Piedmont
(Spartanburg-Greenville) Area That Makes
This Station Your Most Potent Mass Salesman!



BMB Report No. 2 Shows WSPA With The
 Largest Audience Of Any Station In The
 Area! 112,010 Daytime Total Weekly
 Audience Families!

And, what an area!...populous...wealthy...
 willing to buy! Just compare these figures:

- Population 1,106,200***
- Net Effective Buying Income \$919,036,000***
- Retail Sales \$595,561,000***



Look at these, too! The seventeen
counties which constitute WSPA's
primary market account for . . .

- 36% of the Radio Sales in South Carolina!*
- 38% of the General Merchandise Sales!*
- 36% of the Drug Sales!*
- 42% of the Furniture, Household and
 Radio Sales!*

*SM 1950 Survey of Buying Power

SOUTH DAKOTA—(Continued)

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------|--|---------------------------|---|--|
| SIOUX FALLS KELO 1937 | 1320 5,000 DA-N | Midcontinent Bcstg. Co. 8th & Phillips Ave. 4-5841 | NBC Pearson | S. Fantle Jr., p & gm Evans A. Nord, cm Jack Douglas, pd Darlene Nesby, pmm Lester C. Froke, ce | Dean Montgomery, nd Les Harding, fd Jim Burt, sd Marie Horten, wd Cap. UP RCA |
| KIHO 1948 | 1270 1,000 DA-1 | Big Sioux Bcstg. Co. 218 South Main Ave. 912 | MBS Raymer | David Kempkes, m Richard Morenus, cm Fred Schweikher, pd | Wld. UP |
| KISD 1948 | 1230 250 | KISD Inc. 311 S. Phillips Ave. 4-5571 | Cooke | H. R. Alton, p Verl Thomson, gm, nd & pd William Hardt, cm Helen Ruble, pmm | Robert Gloe, ce William Johnson, sd (Mrs.) Lois Moore, wd L-W AP RCA |
| KSOO 1927 | 1140 5,000 L-WRVA | Sioux Falls Bcst. Assoc. Inc. 317½ South Phillips Ave. 4-7545 | Avery-Knodel | Morton Henkin, p George Hahn, vp & gm George Bill Rohn, sm Rollie Williams, gen. slm Ray Loftesness, pd | Hope Bielski, traffic m Max Pierce, ce Orrin Melton, nd E. C. Stangland, fd Bee Baxter, wd Thes., St. AP |
| VERMILLION *KIUS 1922 | 920 500 ST-KFNF | U. of South Dakota Union Bldg. 601 J | | I. D. Weeks, p Keith J. Nighbert, gm Richard W. Thompson, pd | James E. Prusha, ce Fred Masek, nd & fd Jack Hunt, sd AP |
| WATERTOWN KWAT 1928 | 950 1,000 DA-N | Midland Nat'l Life Insurance Co. Midland Bldg. 777 | Walker | Thomas L. Young, gm & sd Morris Wisott, cm Doug Marlow, pd Ross Case, pmm | Francis Alwin, ce Dan Anderson, nd Bob Robinson, fd Audrey McCollum, wd St. Wld., SES. UP Col. |
| YANKTON WNAX 1928 | 570 5,000 DA-N | Cowles Bcstg. Co. 2d & Capitol Sts. 443 | ABC Katz | Gardner Cowles, p Robert R. Tincher, vp & gm Donald D. Sullivan, cm L. S. Howard, pd | Dick Harris, pmm Clifton M. Todd, ce A. J. Smith, nd Chris Mack, fd Cole, St. AP, UP GE |

TENNESSEE

| | | | | | |
|--------------------------------|-------------|---|-------------------|---|--|
| ATHENS WLAR 1946 | 1450 250 | Athens Bcstg. Co. N. Jackson St. 891 | KBS. LBS | Lowell F. Arterburn, o Buell J. Charles, gm Max Robinette, cm | Roy Carr, pd J. W. Turner, ce St. UP WE |
| BRISTOL WOPI 1929 | 1490 250 | Radiophone Bcstg. Sta- tion WOPI Inc. 310 State St. South 3730 | NBC Burn-Smith | W. A. Wilson, p & gm James C. Wilson, cm Tom Wade, pd Jane Glavin, pmm Russ V. Robinson, ce | Harold Henley, nd Don McGraw, fd Jack Zeillmann, sd Judy Weston, wd L-W, Cap. AP RCA |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WNAX SELLS MORE... BECAUSE IT TELLS MORE



Your nearest Katz man will show you how WNAX alone can sell for you in Big Aggie Land. Call him today.

Within the boundaries of Minnesota, the Dakotas, Nebraska and Iowa lies a 267 BMB-county area known as Big Aggie Land. It's a major market with an after-taxes buying income of \$3.9-billion—greater than San Francisco, Philadelphia or Washington, D. C. Retail sales in this richest of all agricultural areas run to \$2.9-billion—greater than Los Angeles, Detroit or St. Louis.

A diary study conducted this year by Audience Surveys, Inc., reaffirms WNAX leadership. Fifty-two stations received

mention in the study. But WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours... 84% of all evening quarter-hours.

You gotta tell 'em to sell 'em... and WNAX TELLS 'EM! That's why WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product or service.

WNAX-570

YANKTON - SIOUX CITY
570 Kc. - 5,000 Watts
REPRESENTED BY KATZ
A Cowles Station
AFFILIATED WITH A.B.C.



| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|---------------------------------|---|---------------------------------|---|---|---------------------------|
| BRISTOL—(Continued) | | | | | | |
| WOPI-FM 1946 | Ch. 245 (B) 96.9mc 18.5kw | | | | | |
| CHATTANOOGA | | | | | | |
| WAGC 1946 | 1450 250 | Tennessee Valley Bcstg. Co. Patten Hotel 7-1128 | MBS Rambeau | Vann Campbell, gm E. D. Parker, cm (Mrs.) June Lewis, traffic d Charles Stokely, ce | Al Thomas, nd Harry Thornton, sd Chris Conrad, wd | L-W AP Col. |
| WAPO 1936 | 1150 5,000-LS 1,000-N DA | WAPO Bcstg. Service Read House 6-6141 | NBC Headley-Reed | R. G. Patterson, gm Helen Patterson, c & pmm Frances Harley, pd | B. B. Barnes, ce | Wld. AP Col. |
| WDEF 1941 | 1370 5,000-LS 1,000-N DA | WDEF Bcstg. Co. 419 Volunteer Bldg. 6-5664 | ABC Branham | Joe W. Engel, p Ken Flenniken, g & cm Morris Quave, pd | B. C. Baker, ce Warren Herring, nd Gus Chamberlain, sd | Cap. UP RCA |
| WDOD 1925 | 1310 5,000 DA-N | WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117 | CBS Raymer | Earl W. Winger, p & gm Norman A. Thomas, vp B. J. Bush, cm Charles Gullickson, pd Mark Banks, pmm | Roy Owens, ce R. L. Bosworth, nd Bill Wilson, fd Herschel Nations, sd Drue Smith, wd | St. UP Fed. |
| WDOD-FM 1949 | Ch. 243 (B) 96.5mc 42kw | | | | | |
| WDXB 1948 | 1490 250 | WDXB Inc. 539 Vine St. 6-1114 | ForJoe | Joseph Bloom, p David E. Cohen, vp & pmm Chas. W. Trippe, g & cm & pd | Byron E. Fincher, ce Tom Noble, sd | GE SES. AP Ray. |
| WVUN (FM) 1948 | Ch. 251 (B) 98.1mc 4.2kw | Unity Bcstg. Corp. 100 Dome Bldg. 7-4463 | | John S. Martin, p J. Siegel, m Ken Keese, sm | Ed Blair, prog. m James W. Byrely, ce | Assoc. AP RCA |
| CLARKSVILLE | | | | | | |
| WJZM 1941 | 1400 250 | E. T. Campbell 411 Madison St. 2295 | MBS, KBS | E. T. Campbell, o & m J. P. Sheftall, ptrn. Joseph R. Fife, c & sls pmm Clay Cline Jr., pd, pmm, nd & fd | John H. Bailey, ce Earl Walton, sd (Mrs.) Martha Hamilton, wd | AP RCA |
| CLEVELAND | | | | | | |
| WEAC 1945 | 1340 250 | Robert W. Rounsaville Radio Center 62 | MBS | Robert W. Rounsaville, p Thad F. Fitch, sm Harry Sullivan, cm & pd | William D. Stuart, ce Edith Lasseter, wd | UP RCA |
| COLUMBIA | | | | | | |
| WKRM 1946 | 1340 250 | Middle Tennessee Bcstg. Co. Inc. P. O. Box 71 1340 | MBS, KBS Tennessee | R. M. McKay Jr., p, g & cm C. A. Ross, vp R. M. McKay Sr., secy.-treas. Al Knott, pd, pmm, fd & wd | Revis Hobbs, ce Bill Fraser, nd Joe Cutter, sd | Cap. UP RCA |
| COOKEVILLE | | | | | | |
| WHUB 1940 | 1400 250 | WHUB Inc. 315 East Spring St. 789 | CBS, KBS Continental | M. L. Medley, p & cm Joe Mabry, sm, pd & nd Stacey J. Mott, pmm George Daughtery, ce | Tom Harris, fd Edmund Zegarske, sd Emogene Stephenson, wd | UP RCA |
| DYERSBURG | | | | | | |
| WDSG 1946 | 1450 250 | State Gazette Bcstg. Co. P. O. Box 58 77 | MBS, KBS Dixie Mid-South | Russell M. D. Bruce, p Frank Armstrong, gm & sd Raymond Rush, cm Bill Ward, pd & pmm | C. W. Morrow, ce Tommy Willette, nd Martha Armstrong, wd | AP RCA |
| ELIZABETHTON | | | | | | |
| WBEJ 1946 | 1240 250 | Robert W. Rounsaville & George M. Clark Radio Center 21241 | MBS | Robert W. Rounsaville, sr. ptrn. Frazier Cochran, sm James Cox, cm | Fred Lockett, pd M. C. Bowers, ce Ruth Ritchie, wd | UP Ray. |
| FAYETTEVILLE | | | | | | |
| WEKR 1948 | 1240 250 | Fayetteville Bcstg. Co. P. O. Box 625 1240 | MBS | John R. Crowder, sr. ptrn. & gm James Porter Clark, jr. ptrn. & asst. gm Jim Tate, sm Glenn Slayton, pd | Teddy Barnes, pmm Ernest J. Tucker, ce Jerry Christopher, nd Porter Clark, sd Nancy J. Moyers, wd | UP Ray. |
| FALLATIN | | | | | | |
| WHIN 1948 | 1010 1,000-D | Sumner County Bcstg. Co. Inc. P. O. Box 28 1010 | | A. B. Perkins, p R. C. Woods, gm W. E. Stamps, cm Wes Britt, pd | W. A. Sellers, pmm E. B. Moore, ce Lottie Shaw, wd | Cap. UP WE |
| GREENEVILLE | | | | | | |
| WGRV 1946 | 1340 250 | Radio Greeneville Inc. Radio Bldg. 797 | MBS | Paul O. Metcalfe, p & gm Hugh Pickel, cm Lalle Hampton, ce | Tom Lyons, pd, nd, fd & sd | UP Ray. |
| HARRIMAN | | | | | | |
| WHBT 1947 | 1230 250 | Harriman Bcstg. Co. Devonia at Crescent 850 | MBS, KBS Continental | F. L. Crowder, o & gm Walter Scarbrough, cm John Fielder, pd | Carl Williams, pmm Kenneth Hargis, ce | SES. UP G |
| HUMBOLDT | | | | | | |
| WIRJ 1949 | 740 250-D | Gibson County Bcstg. Co. Inc. 210 North 22nd Ave. 740 | KBS, LBS Mid-South | J. Frank Warmath, ptrn. Thomas N. Hobbs, ptrn. Howard E. Byrum, gm Thomas S. Armistead, cm | Charles E. Brown, ce Howard Choate, nd Forest McBride, fd Buck Byrum, sd | L-W UP Col. |
| JACKSON | | | | | | |
| WDXI 1948 | 1310 5,000-LS 1,000 N-DA | Dixie Bcstg. Co. Williams Bldg. 7-9811 | MBS, LBS Dixie Burn-Smith | Aaron B. Robinson, p Bill Winsett, gm Jack Cecil, cm Jim Hoppers, pd Jack Murphy, pmm | James Thomas, ce Ruth O'Neill, exec. secy. Frank Melton, nd Tom Williams, fd | Cap. UP Ray. |
| WPLI 1949 | 1490 250 | George Arthur Smith P. O. Box 1321 7-8541 | McGillvra | George Arthur Smith, p Ken Cross, gm Herb Langston, cm Charles McMillin, pd, pmm, nd & fd | David B. Jordan, ce Bob Aycock, sd Geraldine Foster, wd | Assoc., L-W UP Col. |
| WTJS 1931 | 1390 1,000 DA-N | Sun Pub. Co. Jackson 7-3318 | ABC Mid-South Branham | Harris Brown, evp Frank S. Proctor, m Leslie R. Brooks Jr., asst. m | Robert M. Gordon, ce Vince Tapler, sd Mary Jo Mulherin, wd | Wld. AP RCA |
| WTJS-FM 1949 | Ch. 264 (B) 100.7mc 50kw | | | | | |
| JOHNSON CITY | | | | | | |
| WETB 1947 | 790 1,000-D | East Tennessee Bcstg. Co. Press Bldg. 2993 | LBS McGillvra | Carl A. Jones, p Cliff Goodman, gm Berney Burleson, pd E. B. Jones, ce | Ray Moore, nd Bill Miller, sd Patty Smithdeal, wd | Wld. AP Ray. |

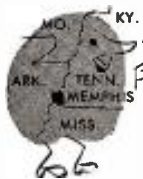
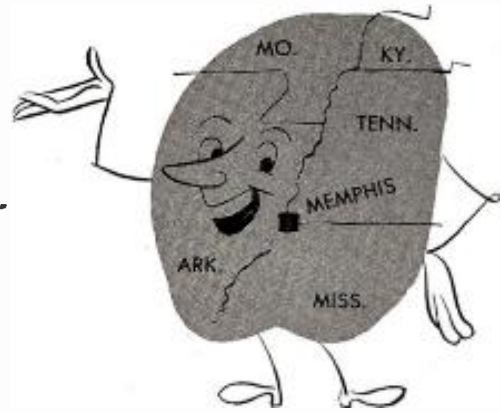
TENNESSEE—(Continued)

| City | Call Letters | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|---------------------------------|--------------|---------------------------------|--|------------------------|---|---|--|
| JOHNSON CITY—(Continued) | | | | | | | |
| 1938 | WJHL | 910 5,000-LS 1,000-N DA | WJHL Inc. 145 West Main St. 2780 | ABC Pearson | W. H. Lancaster, p & gm W. H. Lancaster Jr., vp & cm William H. Snitger III, pd & nd W. Kenneth Matthews, pmm O. K. Garland, ce | Mary Nell Sharp, traffic m Raymond Rosson, fd Ed Cowell, sd Alice F. Friberg, wd | L-W AP, UP RCA |
| 1948 | WJHL-FM | Ch. 264 (B) 100.7mc 9.7kw | | | | | GE |
| KINGSPORT | | | | | | | |
| 1940 | WKPT | 1400 250 | Kingsport Bestg. Co. 222 Commerce St. 2870 | NBC Cooke | C. P. Edwards, p A. F. Martin, gm Phil Weaver, cm | Paul L. Overbay, pd, pmm & nd Thomas Phillips, ce Paul Ridenhour, sd | St. Wld. AP WE |
| 1948 | WKPT-FM | Ch. 253 (B) 98.5mc 44kw | | | | | RCA |
| KNOXVILLE | | | | | | | |
| 1941 | WBIR | 1240 250 | Radio Station WBIR Inc. 618 S. Gay St. 4-3321 | ABC Bolling | Gilmore N. Nunn, p John P. Hart, gm, pd & pmm James A. Dick, loc. cm | J. Rex Horton, ce Jack Joyner, sd | St. UP RCA |
| 1949 | WBIR-FM | Ch. 227 (B) 93.3mc 2.85kw | | | | | WE |
| 1947 | WIBK | 800 1,000-D | Independent Bestg. Co. 406 W. Church St. 4-9866 | KBS Cooke | Marvin I. Thompson, p & gm Wm. E. Lane, cm Walter Martin, pd Margaret Covington, pmm John D. Caylor, ce | George Gilbert, nd Bud Morgan, sd Bob Johnson, fd J. Katherine Thompson, wd | AP Ray. |
| 1947 | WKGN | 1340 250 | WKGN Bestg. Co. Park Nat'l. Bank Bldg. 4-0766 | MBS Forjoe | Clarence Beaman, p & gm C. R. Watts, cm Milton L. Jones, ce | Tony Barrett, pd, pmm & nd W. E. Sorrell, sd | L-W, Cap. AP RCA |
| 1921 | WNOX | 990 10,000 DA-N | Scripps-Howard Radio Inc. 110 S. Gay St.; 3-3171 | CBS Branham | Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm Charles McMahon, pd Para Lee Brock, pmm & wd | Ray Evans, ce Howard Bowles, office m Cliff Allen, nd & fd Bill Jay, sd | St. UP WE |
| 1930 | WROL | 620 5,000 DA-2 | Montcastle Bestg. Co. 531 South Gay St. 2-7111 | NBC Avery-Knodel | Paul Mountcastle Sr., p W. H. Linebaugh, vp & gm J. T. McCloud, cm John H. Reese, pd | Fred M. Andrews, ce Lindsey Nelson, nd Allen Stout, sd Mary Walker, wd | Wid. UP RCA |
| 1948 | WROL-FM | Ch. 247 (B) 97.3mc 76kw | | | | | REL |

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I'm gonna keep you
Memphis Market Minded!

in '51 with facts
Like these ...



MEMPHIS NOW 26TH CITY IN THE NATION IN POPULATION

1950 preliminary census report shows Memphis with a population of 394,025—a gain of 100,000 since the 1940 census.

MEMPHIS 16TH CITY IN NATION IN WHOLESALE TRADE

Memphis wholesale sales in 1950 are well over the two billion dollar mark—an increase since 1940 of 379%.



AND WMC IS YOUR BEST BUY TO REACH THIS GREAT MARKET

And, of course, your best buy to reach this great market is WMC, Memphis' leading radio station since 1923.



● For WMC programs to this market with outstanding local, regional, and NBC network shows—programs that not only mean a greater audience for you, but a receptive, loyal, and responsive market.

WMC

NBC—5000 WATTS—790

M E M P H I S

**WMCF
WMCT**

260 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

National Representatives,
The Branham Company

Owned and Operated by The Commercial Appeal

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|---------------------------------|--|---------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| LEBANON | | | | | | |
| WCOR 1949 | 900 250-D | Lebanon Bcstg. Co. Inc. 106½ Cumberland St. 1540 | | Warren Gilpin, p. gm & ce G. Paul Crowder, vp Bill Barry, pd Sterling Brewer, prog. m | Dorothy B. Gilpin, secy.-treas. Bob Allen, nd Jim Ward, fd Herman Eskew, sd | Cap., St UP Ray. |
| LENOIR CITY | | | | | | |
| WLIL 1950 | 730 500-D | Arthur Wilkerson Lumber Co. Broadway at Grand 402 | | Arthur Wilkerson, o & gm R. R. Tinnel, c & pmm Bob Hutsell, nd | Johnny Redwine, pd Wm. T. Newton, ce Bob Brown, fd & sd | Cap., SES. UP G |
| WLIL-FM (CP) | Ch. 262(B) 100.3mc 8.8kw | | | | | |
| LEWISBURG | | | | | | |
| WJJM 1947 | 1490 250 | Estate of James J. Murray East Hill 780 | | Louis D. Lingner, gm J. E. Sowell, ce Ken Marston, sd | Wynona Garrett, wd | UP |
| MARYVILLE | | | | | | |
| WGAP 1947 | 1400 250 | Aluminum Cities Bcstg. Co. Blount Nat'l. Bank 2490 | KBS, LBS | F. H. Corbett, ptrn. & gm H. C. Weaver, ptrn. Tom Beam, cm | Joe Wheeler, pd & sd C. S. LaMar, ce | L-W AP Ray. |
| McMINNVILLE | | | | | | |
| WMMT 1947 | 1230 250 | McMinnville Bcstg. Co. Inc. P. O. Box 409 401 | MBS, KBS | Dr. Sam J. Albritton, p Royce E. Richards, gm & sd Georgi Overby, cm & wd Ernie Richards, pd & nd | George Martin, pmm Hobert Beasley, ce H. V. Massey, fd | UP Ray. |
| MEMPHIS | | | | | | |
| WDIA 1947 | 730 250-D | Bluff City Bcstg. Co. 2074 Union Ave. 36-2703 | Pearson | John R. Pepper, ptrn. E. R. Ferguson, ptrn. & gm Harold Walker, cm Don Kern, prod. d | Bob Sassaman, ce Marie Wathen, nd Christine Cooper, traffic & wd | UP G |
| WHBQ 1925 | 560 5,000-LS 1,000-N DA-2 | Harding College Hotel Gayoso 8-6868 | MBS Weed | John H. Cleghorn, gm William H. Grumbles, cm Gorden A. Lawhead, pd & nd W. G. Thompson, pmm | Lee McEachern, pdm Welton Roy, ce Jack Britton, sd Helen Parker, wd | Assoc. AP RCA |
| WHHM 1946 | 1340 250 | Mid-South Bcstg. Corp. Sterick Bldg. 37-4422 | LBS IMS | P. E. Furlow, p Patt McDonald, g & cm Allan Avery, pd | Wm. Marsh, ce George P. Mooney Jr., sd | L-W, Cap. AP RCA |
| WHHM-FM 1950 | Ch. 295 (B) 106.9mc 18kw | | | | | |
| WMC 1923 | 790 5,000 DA-N | Memphis Pub. Co. P. O. Box 311 8-7464 | NBC Branham | Enoch Brown, p H. W. Slavick, gm Earl Moreland, cm Walter E. Frase, publ. & pmm E. C. Frase Jr., ce | Catherine McCollouch, pdm Bob Pigue, nd Charles Sullivan, sd Walter Durham, fd Olivia Brown, wd | L-W, St. Thes. UP |
| WMC (FM) 1947 | Ch. 259 (B) 99.7mc 260kw | (WMC, AM affiliate) | | | | |

FOR FOLKS WHO KEEP THEIR EYE ON THE CASH REGISTER

Results from the Station That Hits All Segments
(not just a portion) of the Memphis Market.

WHHM

Liberty Broadcasting System

MEMPHIS, TENNESSEE

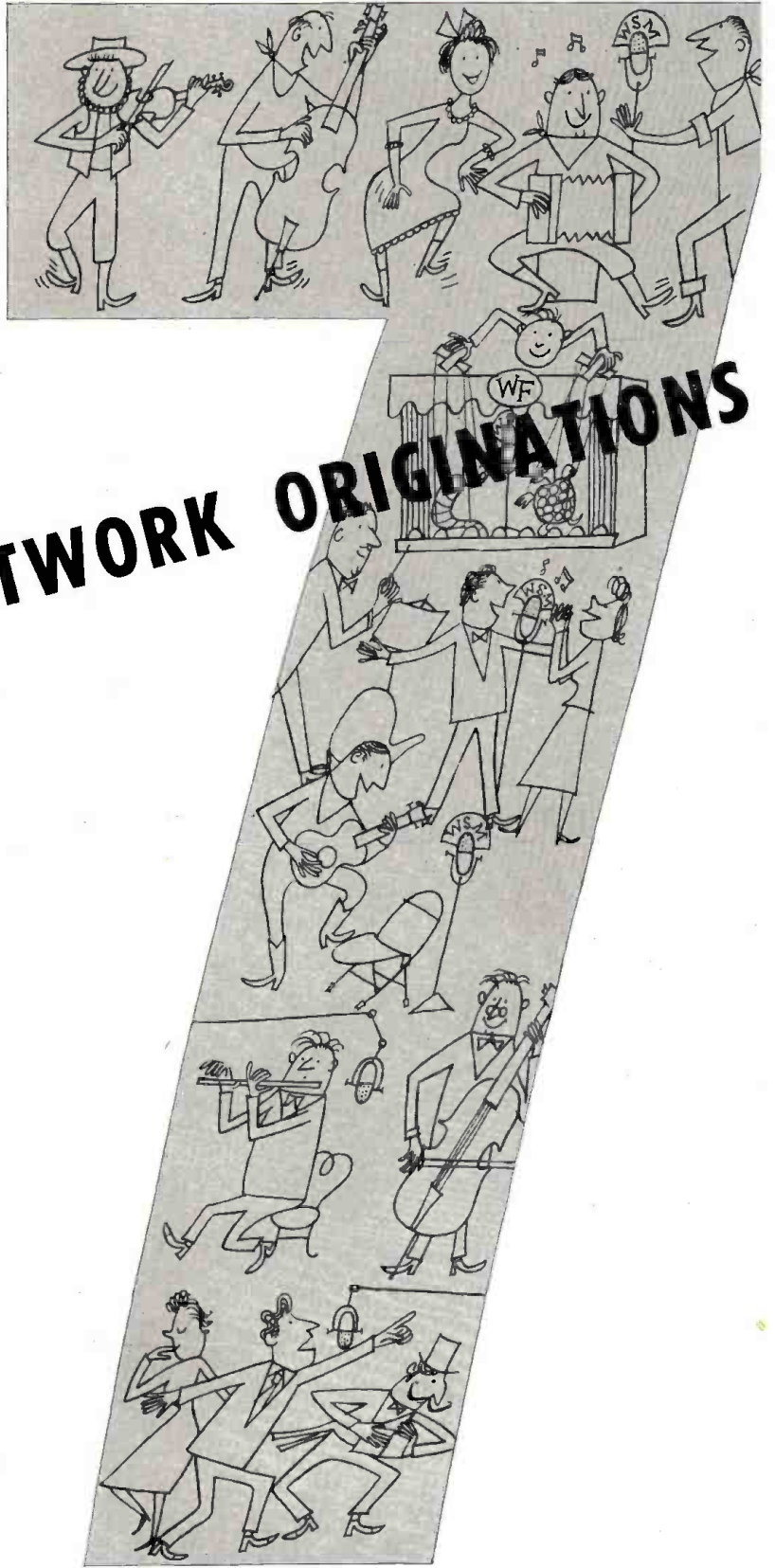
Patt McDonald, manager

Representatives: Independent Metropolitan Sales





SEVENTEEN



NETWORK ORIGINATIONS

A WEEK MUST MEAN SOMETHING....

If you want to sell the Central South most effectively and at the smallest cost, these facts warrant your careful consideration:

- WSM is currently originating seventeen network shows in addition to regular station business.
- These shows range from a delightful children's fantasy called Wormwood Forest to a hard hitting folk music show designed to move men's work shoes from dealer's shelves.
- They make use of every type of program material from comedy to serious music.
- They feature talent which is not only network quality but top network quality . . . *talent that comes from WSM's own staff of more than 200 people.*

No other single station in America can match this production know-how nor offer talent of this quality and in this quantity. And this explains, better than market figures or cold coverage data, why you cannot adequately sell the Central South without WSM.



TENNESSEE—(Continued)

| City | Call Letters | Chan. or Freq. | Name of Licensee | Network | Executive Abbreviations | News Service |
|----------------------------|--|---|----------------------------|---|---|---------------------------------|
| Established | Power | Headquarters Address | Telephone Number | Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library Transmitter |
| MEMPHIS—(Continued) | | | | | | |
| 1948 | Ch. 4 66-72mc 7.12kw aur. 13.6kw vis. | (WMC. AM affiliate) | ABC CBS DuMont NBC | Jay Scott, pdm | | |
| 1925 | 680 10,000-LS 5,000-N DA | WMPS Inc. Radio Center 5-2663 | ABC Radio Reps | Abe Plough, p Harold R. Krelstein, vp & gm George B. Faulder, pd & nd | W. B. Rudner, merchandising d Joseph G. Deaderick, ce | L-W, St., Cole AP RCA |
| 1922 | 600 5,000 DA-1 | WREC Bcstg. Service Hotel Peabody 5-1313 | CBS Katz | Hoyt B. Wooten, o & gm Hollis R. Wooten, cm Roy Wooten, pd & pmm | Wilson Raney, ce | Wid., L-W, SES. UP |
| MORRISTOWN | | | | | | |
| 1947 | 1450 250 | Cherokee Bcstg. Corp. Brown Ave. 1450 | MBS Holman | Herbert S. Walters, p Howell Ashford Jr., g & cm | John Frank McCrary, pd James A. Redden, ce | Wid. AP RCA |
| MURFREESBORO | | | | | | |
| 1947 | 1450 250 | WGNS Inc. P. O. Box 456 1450 | MBS Tennessee Holman | Cecil Elrod, p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., secy.-treas. Neil Lancaster, cm Louis Higgins, pd | John D. Hood, pmm Charles Freeman, ce John K. Williams, nd David Moore, fd | L-W, Wid. UP RCA |
| NASHVILLE | | | | | | |
| 1946 | 1240 250 | Capitol Bcstg. Co. American Nat'l. Bank Bldg.; 4-0511 | ForJoe | T. B. Baker Jr. & A. G. Beaman, ptmrs. T. B. Baker Jr., gm | Roy V. Whisnand, cm James E. McKinney, pd O. C. Griffin Jr., ce | Cap., L-W AP Col. |
| 1926 | 1510 50,000 DA-N | WLAC Bcstg. Service Third Nat'l Bank Bldg. 6-0161 | CBS Raymer | J. T. Ward, o F. C. Sowell, g & cm Paul Oliphant, pd F. D. Binns, ce | Bob Larimer, nd Gene Nobles, sd Mary Manning, wd | Wid. UP WE |
| 1948 | 1300 5,000 DA-1 | Volunteer State Bcstg. Co. Inc. The Maxwell House 4-3411 | MBS Weed | Frank W. Mayborn, p Frank M. Farris, vp Walter P. Speight Jr., g & cm & act. ce | Mrs. Ruth W. Clinard, asst. m & pd Jim Wilson, sd Clarence L. Waggoner, pmm | UP WE |
| 1949 | 1360 1,000-D | Hermitage Bcstg. Corp. James Robertson Hotel 4-7611 | KBS, LBS | Van T. Irwin Jr., p, g & cm Donn C. McInturf, pd | I. D. Byars, ce | St. G |
| 1927 | 980 5,000 DA-N | WSIX Bcstg. Station Nashville Trust Bldg. 5-5431 | ABC Katz | Jack M. Draughon, m E. S. Tanner, coml. d | | |
| 1949 | Ch. 248 (B) 97.5mc 71kw | WSIX-FM | | | | |
| 1925 | 650 50,000 | WSM Inc. 301 7th Ave. North 6-7181 | NBC Petry | John H. DeWitt Jr., p Irving Waugh, cm Jack Stapp, pd Wm. R. McDaniel, d of pub. rel | George Reynolds, tech. d & ce H. W. Eskridge, nd John McDonald, fd Dave Overton, sd | Assoc., Thes. AP, INS RCA |

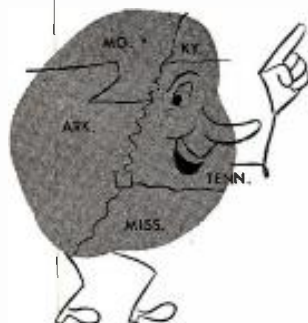
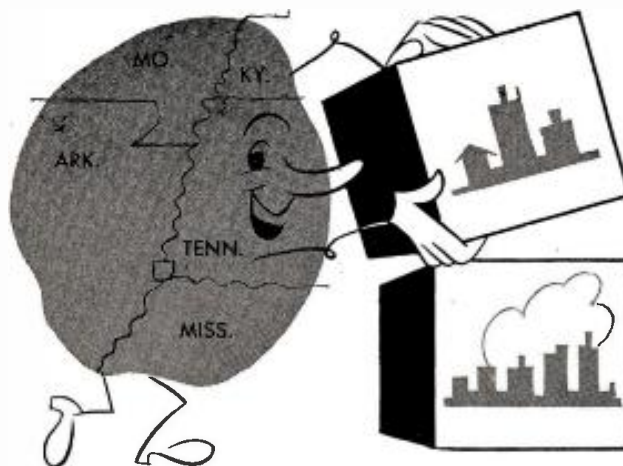
Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

We've Added a City the size of Little Rock to Memphis since 1945

Memphis housing growth since 1945 is equivalent to adding a city the size of Little Rock in five years. Building permits have increased 446% since 1940.

Since 1940, Memphis has increased from a city 289,025 to a city of 394,025—up 1.4 times!

Today, Memphis is a major market in the nation—a market that you can't afford to overlook.



MEMPHIS TV SETS Now total over 70,000

And WMCT, Memphis' first and only television station, has passed the 70,000 mark in television set ownership (according to latest distributor figures).

Here is a medium, too, you can't afford to overlook in reaching this great market. Think of it! To enjoy television in Memphis, more than 70,000 homes must see and hear it over WMCT!



National Representatives
The Branham
Company

Owned and operated by
the Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC
Also affiliated with CBS, ABC and DUMONT

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|------------------------------|--------------------------|---|--|------------------------|---|--|--|
| | | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| JASHVILLE—(Continued) | | | | | | | |
| | WSM-FM 1941 | Ch. 277 (B) 103.3mc 65kw | | | | | |
| | WSM-TV 1950 | Ch. 4; 66-72mc. 7.2kw aur.; 14.4kw vis. | | CBS DuMont | Jim McMurry, pdm Aaron Shelton, ce | | Fed. |
| AK RIDGE | WATO 1948 | 1490 250 | WATO Inc. Municipal Market Bldg. 5-3535 | MBS Burn-Smith | Marshall H. Pengra, p & gm Harry C. Weaver, cm Arthur Metzler, pd & sd | Marvin Paul, ce Bill Anderson, nd Ruth Jamieson, wd | UP Ray. |
| ARIS | WTPR 1947 | 710 250-D | Kentucky Lake Bcstg. System Inc. 100½ N. Market St. 1700 | KBS Mid-South | Dr. Elroy Scruggs, p Virgil L. Linder Jr., g & cm Floyd Horner, pd & pmm C. W. Jones, ce | Joe Edge, nd W. C. Mitchell, fd Joe Bryant, sd (Mrs.) Rita Dunlap, wd | L-W AP G |
| ULASKI | WKSR 1947 | 730 250-D | Pulaski Bcstg. Co. Patterson Bldg. 1066 | MBS | W. E. Williams, gm | | UP |
| HELBYVILLE | WHAL 1946 | 1400 250 | Shelbyville Bcstg. Co. P. O. Box 622 1400 | MBS | Harvard Smith, p Charles Christian, g & cm Frank Huber, pd, pmm & sd Timothy Marsh, ce | William Payne, secy.-treas. Charles Bragg, nd Walter Dillard, fd | UP Ray. |
| PRINGFIELD | WDBL 1950 | 1430 1,000-D | Springfield Bcstg. Co. Inc. P. O. Box 76 1287 | | Walter A. Duke, p & gm H. C. Young Jr., c & pmm J. C. Fouts, pd | Anna A. Duke, ce | L-W UP Col. |
| ULLAHOMA | WJIG 1948 | 740 250-D | Tri-Cities Bcstg. Co. West End Dr. 2607 | KBS Tennessee | R. L. Prescott Jr., p, g & cm Henry L. Wilson, vp John Collins, pd, nd & sd Jim Walkup, office m | Carl Spraggins, ce Thomas Meatchum, fd Mary Prescott, wd | Cap. UP G |
| NION CITY | WENK 1946 | 1240 250 | Union City Bcstg. Co. Inc. First & Washington 1240 | MBS Dixie Burn-Smith | Aaron B. Robinson, p Louis C. Wrather, g & pmm Edwin A. Kallenberg, cm Lee Burnette, pd | James Thomas, ce Hoyt White, nd Hank Huggins, fd Dick Unger, sd | Wld. UP WE |
| INCHESTER | WCDT 1948 | 1340 250 | Arthur D. Smith Jr. Box 1103 2201 | MBS | Arthur D. Smith Jr., p & gm Hughes H. Brewer, cm & pd | James Frank Spencer, ce | UP Ray. |

TEXAS

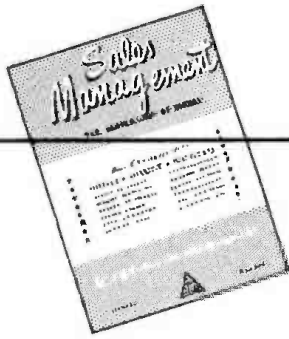
| | | | | | | | |
|----------------|--------------|---------------------------|--|---|---|---|----------------------------|
| BILENE | KRBC 1936 | 1470 5,000-LS 1,000 N-DA | Reporter Bcstg. Co. Windsor Hotel 6255 | ABC Texas State Pearson | Howard Barrett, gm & pd John A. Mings, cm Forest Lane, pmm John B. Casey, ce | Ray Sundy, fd Ken Cariker, sd Helena Clark, wd | Cap. AP Col. |
| | KWKC 1948 | 1340 250 | Citizens Bcstg. Co. 25th & Butternut 7287 | MBS Lone Star Taylor | W. P. Wright, p A. C. Etter, g & pmm Tyler Stewart, cm | Leonard L. Johnson, pd, nd & sd Gilbert Patschke, ce | Wld. AP, UP WE |
| LICE | KBKI 1947 | 1070 1,000 N-DA | Alice Bcstg. Co. Box 731 2070 | MBS | E. G. Lloyd Jr., p A. C. Lloyd Jr., gm D. C. Houston, cm J. Allen Frye, pd Nat Watson, pmm & nd | S. L. Spencer, ce Cliff DuBose, fd Chuck Farkas, sd Olga Garcia, wd | Cap. AP Col. |
| LPINE | KVLF 1947 | 1240 250 | Big Bend Bcstrs. P. O. Box 779 37 | MBS, KBS, LBS Texas State Southwest Cactus Best | Barney Hubbs, p Jack Hawkins, vp Gene Hendryx, gm & sd | Sellette Surratt, pd & wd Earl McCall, pmm Bob Hill, ce | G |
| MARILLO | KAMQ 1947 | 1010 1,000-LS 500-N DA | Top of Texas Bcstg. Co. 1301 Polk St. 2-6543 | MBS ForJoe | Walter P. Speight Jr., Hoyt Houck, vp R. D. Houck, secy.-treas. & gm Jess Richardson, cm | Ray Whitworth, pd & sd Johnny Hathcock, pmm Stewart Parsons, ce | Cap. AP Ray. |
| | KFDA 1939 | 1440 5,000-LS 1,000-N DA | Amarillo Bcstg. Corp. 109 E. 5th St. 5343 | ABC Branham | Gilmore Nunn, p W. H. Fairley, gm Vernon McCracken, pmm E. J. Watson Jr., cm, pd & sd | E. Noel Luddy, ce Kelly West, nd & fd Elizabeth Merchant, wd | Wld. UP WE |
| | KFDA-FM 1948 | Ch. 262 (B) 100.3mc 3.4kw | | | | | WE |
| | KGNC 1922 | 710 10,000 DA-2 | Plains Radio Bcstg. Co. Radio Bldg. 3-4242 | NBC Lone Star Taylor | Gene A. Howe, p Tom Kritzer, gm Calvin Handy, bus. m Bob Watson, asst. m & pd | Peggy Williamson, pmm William H. Torrey, ce Wes Izzard, nd & sd J. B. Linn, fd | L-W, Cole AP, UP RCA |
| | KLYN 1947 | 940 1,000 DA-1 | Plains Empire Bcstg. Co. 1014 N. 7th St. 2-6773 | CBS Western Blair | R. G. Hughes, p Ron Litteral, gm Wm. F. Partlow, cm Bill W. Spiller, pd Yvonne Silvey, pmm | E. L. Geomets, ce Pat Flynn, nd & fd Bill Mack Smith, sd Nancy Hession, wd | St. UP Ray. |
| THENS | KBUD 1948 | 1410 250-D | Henderson County Bcstg. Co. P. O. Box 309 2277 | | J. B. McNutt Jr., p, g & cm, pd & ce Bill Yelvington, nd & sd | | UP G |
| TLANTA | KALT 1950 | 900 1,000-D | Ark-La-Tex Bcstg. Co. Atlanta 681 | | Herman H. Wommack Jr., p David A. Wommack, gm & ce Robert Bieloh, cm | Norm Bale, pd George Dobson, sd | Cap. UP Col. |
| USTIN | KNOW 1927 | 1490 250 | Pioneer Bcstg. Co. Capital Nat'l. Bank Bldg. 26213 | ABC Texas State Pearson | Wendell Mayes, p Louis R. Cook, g & cm Warren Beaman, pd & pmm | J. E. Lewis, ce Norwood McLendon, nd Jim Gober, sd | St. AP |
| | KTBC 1939 | 590 5,000-LS 1,000-N DA | Texas Bcstg. Corp. P. O. Box 717 2-2424 | CBS Lone Star Taylor | Claudia T. Johnson, p J. C. Kellam, g & pmm Richard Pryor, pd Ben Hearn, ce | Paul Bolton, nd Reese Turner, fd Art Vickland, sd | Wld. UP WE |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---------------------------------|--|---------------------------------------|--|---|
| AUSTIN—(Continued) | | | | | |
| KTXN 1948 | 1370 1,000-D | Radio KTXN Inc. P. O. Box 1102 7-4476 | | Ed. C. James, p Frank H. Stewart, gm Joseph K. Harry, cm Manuel Escobedo, pd | Lucas V. Hill Jr., pdm Dale W. Taylor, ce Ed Idar, nd, fd & sd RCA |
| KVET 1946 | 1300 1,000-DA-N | Austin Bcstg. Co. P. O. Box 1116 8-8521 | MBS, LBS Forjoe | John B. Connally, p Willard Deason, gm H. Welborn Dunlop, asst. gm (Mrs.) Jo. Murray, exec. asst. | Charles L. Howell, cm David Smith, pd & pmm Alfred W. Scharath Jr., ce Glenn Brown, sd L-W UP WE |
| BALLINGER | | | | | |
| KRUN 1947 | 1400 250 | Runnels County Bcstg. Co. Zappe Bldg. 3151 | KBS | R. E. Bruce, p & gm R. F. McGarvey, c & pmm, nd, fd & sd | Helen Hampton, pd & wd W. C. Kelley, ce SES., St. AP G |
| BAY CITY | | | | | |
| KIOX 1947 | 1270 1,000 DA-N | Bay City Bcstg. Co. Bay City 642 | MBS KBS Girard | J. G. Long, p Hayden Curtiss, g & pmm Ford Robertson, cm, nd & sd | Virginia Lee, pd & wd Glen McClain, pmm Glen Ellis, ce Cap. AP WE |
| BAYTOWN | | | | | |
| KRCT 1947 | 650 250-D | Bay Bcstg. Co. P. O. Box 629 8251 | KBS | Jay Shepherd, gm Sylvia McKinnstry, slm C. Paul Spidell, cm George Connor, pd | Joe D. Dollar, pmm, nd & fd Emilio Rodriguez, ce Bobbie Miller, office m & wd Hal Orton, sd AP Col. |
| KREL 1947 | 1380 1,000 DA-2 | Tri Cities Bcstg. Co. P. O. Box 419 8211 | LBS Dixie Clark | Robert Matherne, p W. M. Lightfoot, gm Tommy Rochelle, cm Robert T. Nolan, pd M. E. Dougharty, ce | Dick Eason, nd Deacon Dougharty, fd Byard Sooy, sd Mary Lightfoot, wd Wid. UP G |
| KREL-FM 1948 | Ch. 221 (A) 92.1mc 0.37kw | | | | GE |
| BEAUMONT | | | | | |
| KFDM 1924 | 560 5,000 DA-N | Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758 | ABC Lone Star Free & Peters | D. A. Cannan, p C. B. Locke, gm Raymond Dorsey, cm Conrad Bering Jr., pd | H. F. Caldwell, pmm H. W. Bartlett, ce Dick MacGruder, nd Dave Russell, sd L-W, St. UP RCA |
| KPBX 1947 | 1380 1,000-D | KPBX Bcstg. Co. P. O. Box 1432 2-0201 | LBS Forjoe | J. M. Gilliam, p W. L. Hammond, gm & treas. Lynn Toney, cm | Raymond Gordon, pd & nd Lawrence Sanders, ce Lynn Gordon, wd St. AP G |
| KRIC 1938 | 1450 250 | The Enterprise Co. 130 Wall 4-9421 | Branham | O. Eugene Davis, p E. C. Davis, vp & gm Ed Henry, cm Les Ryder, sm | Virginia Ryder, pd Bob Tucker, pmm & nd M. J. Easterwood Jr., ce Neville Powell, fd Cap., Thes. AP WE |
| KRIC-FM 1948 | Ch. 258 (B) 99.5mc; 14kw | | | | RCA |
| KTRM 1947 | 990 1,000 DA-1 | KTRM Inc. 230 Orleans St. 2-8478 | Walker | Jack Neil, p, gm & nd Joe Trum, vp & pd Bill McRae, cm Ben Hughes, ce & secy. | Chas. Schmucker, fd Tommy O'Brien, sd Virginia Moon, wd Wid. INS G |
| BEEVILLE | | | | | |
| KIBL 1949 | 1490 250 | Bee Bcstg. Co. P. O. Box 650 1490 | | John D. Rossi, ptrn. & gm V. L. Rossi, ptrn. L. H. Landgraf, cm Louis B. Shaw, pd Harry W. Wardwell, ce | Charles Dunn, nd Paul Russell, fd Jimmie Goodman, sd Mary Neil Tollett, wd Cap. AP Ray. |
| BELTON | | | | | |
| *KMH(B)(FM) 1948 | Ch. 246 (B) 97.1mc 12kw | Mary Hardin- Baylor College Belton; 707 | | Mary Hardin, co Dr. Gordon G. Singleton, gm | Nellie C. Olson, pd John Pierce Bloomer, ce SES. GE |
| BIG SPRING | | | | | |
| KBST 1936 | 1490 250 | Big Spring Bcstg. Co. 702 Johnson St. 1500 | ABC Texas State Pearson | William J. Wallace, p, gm & sd William L. Cox, cm Robert M. Lindley, pd, pmm, nd & fd | Andrew M. Jones, ce Mildred Brown, wd AP WE |
| KTXC 1949 | 1400 100 | Big State Bcstg. Co. Big Spring City Park 3300 | LBS | V. T. Anderson, p Leonard R. Lyon, gm, secy.-treas., nd & sd Jim Taylor, cm | Vance Kimble, pd Earnest Dean Rodman, pmm & wd Alfred Marek, ce Bruce Frazier, fd UP G |
| BONHAM | | | | | |
| KFYN 1948 | 1420 250-D | Fannin County Bcstg. Co 903 E. Fourth St. 781 | | Frank A. Svoboda, o Woody W. Johnson, m Joe H. Morgan, ce & asst. m | (Mrs.) Faye Thornton, gen. secy. |
| BORGER | | | | | |
| KHUZ 1947 | 1490 250 | R. G. Hughes 1431 Clayton St. 1600 | MBS Girard | R. G. Hughes, o Jack Roberts, gm Bill Sercomb, cm | Bill Clark, pmm, nd & sd Herman Kreiger, ce Janet Parker, wd Wid. AP Ray. |
| BRADY | | | | | |
| KNEL 1935 | 1490 250 | G. L. Burns Brady 77 | Best | G. L. Burns, p, g & pmm J. S. Sloane, cm & nd Gene Burns, pd Cecil Nelin, ce | Richard Grote, fd Pearly Samuelson, sd M. N. Fain, wd AP Doolittle |
| BRECKENRIDGE | | | | | |
| KSTB 1947 | 1430 1,000-D | Stephens County Bcstg. Co. Inc. Miller Bldg. 1430 | KBS Best | R. W. Chapman, p & gm Sidney Foster, cm T. Drakley, pd | R. E. Smith, ce L-W AP G |
| BRENHAM | | | | | |
| KWHI 1947 | 1280 1,000-D | Tom S. Whitehead Sr. 104½ Main St. 655 | | Tom S. Whitehead Sr., p & gm J. C. Price, cm | R. D. Elder, ce L-W, SES. UP G |
| BROWNFIELD | | | | | |
| KTFY 1949 | 1050 250-D | Terry County Bcstg. Co. P. O. Box 1032 878 | LBS | David R. Worley, g & cm Nathan Daniel, pd & nd Sid McIntosh, pmm & sd | Robert B. Spear, ce Larry Chisolm, fd Vera Parker, wd St. UP Col. |
| BROWNSVILLE | | | | | |
| KBOR 1949 | 1600 1,000 DA-2 | Brownsville Bcstg. Co. P. O. Box 472 2-5677 | LBS Best | Minor J. Wilson, p & gm Vance C. Wilson, cm Bob Fowler, pd & pmm Willis A. Wilson, ce | Tom Martin, nd Bob French, sd Sunny McClanahan, wd Thes., Wid. AP |
| KVAL 1945 | 1490 250 | T. Frank Smith P. O. Box 1792 2-6452 | ABC Texas Quality Free & Peters | T. Frank Smith, p T. Frank Smith Jr., g & cm James R. Christian, ce | St. AP |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



SALES MANAGEMENT Magazine

is authority for the fact that the average Texas family spent \$2,899.00 last year in retail outlets.

... BASED ON THIS TEXAS AVERAGE AMARILLO FAMILIES SHOULD HAVE SPENT \$22,000,000.00 IN AMARILLO RETAIL OUTLETS.

INSTEAD...
AMARILLO RETAILERS RANG UP SALES TOTALING **\$104,098,000.00** IN TOTAL RETAIL SALES DURING 1949

WHERE DID THIS DIFFERENCE OF

\$82,098,000.00

(NEARLY 79%) COME FROM



LOCAL SALES

PLUS AREA BONUS

IT CAME FROM THE THOUSANDS OF FAMILIES LIVING OUTSIDE OF AMARILLO WHO CAME INTO AMARILLO TO DO THEIR SHOPPING!

Only **KCNC** REACHES *Both* GROUPS

★ THE OUT-OF-TOWN FAMILIES WHO SPEND \$ 82,098,000.00

★ THE IN-TOWN FAMILIES WHO SPEND \$ 22,000,000.00

★ THE Total IS.... \$104,098,000.00

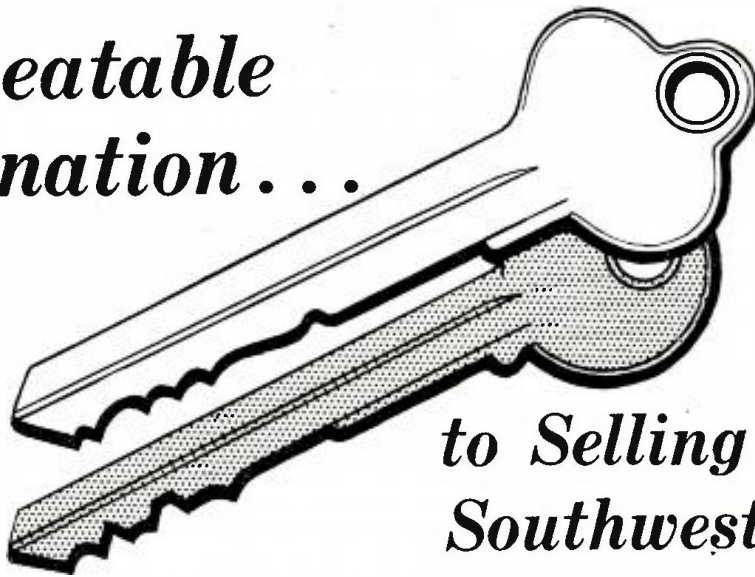
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City | Chan. or Freq. | Name of Licensee | Network | Owner; Pres. p; Exec. v; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library |
|------------------------|----------------|---------------------------|------------------|--|--------------------------|-----------------|
| Call Letters | Established | Headquarters Address | Telephone Number | Representative | | News Service |
| Established | Power | Telephone Number | Representative | | | Transmitter |
| BROWNWOOD | | | | | | |
| KBWD | 1380 | Brown County Bcstg. Co. | MBS | Wendell Mayes, p & gm | A. W. Stewart, ce | UP |
| 1941 | 1,000-LS | 800 Hawkins St. | Texas State | Joe B. Foster, cm | Bill Jamar, fd | RCA |
| | 500-N | 2401 | Walker | Wendell Mayes Jr., pd | A. D. Whisenant, sd | |
| | | | | Pat Brinkley, pmm | Eveil Bailey, wd | |
| BRYAN | | | | | | |
| KORA | 1240 | Bryan Bcstg. Co. | MBS | David C. Jones Jr., o, gm & ce | William J. Zak Jr., pd | |
| 1947 | 250 | 604 Varisco Bldg. | | Euell G. Byers, cm | Mike Mistovich, sd | Col. |
| | | 3-1240 | | | | |
| CENTER | | | | | | |
| KDET | 930 | Center Bcstg. Co. Inc. | Best | Tom E. Foster, p | Tom McLachlan, ce | St. |
| 1949 | 1,000-D | 205 Austin St. | | Joe B. Foster, cm | John Moosberg, fd | UP |
| | | 1199 | | Tolbert Foster, pd | Jack Bell, sd | Col. |
| | | | | Grant Pickens, pmm & nd | Jessie Smith McCarty, wd | |
| CHILDRESS | | | | | | |
| KCTX | 1510 | Golden West Bcstg. Co. | MBS | R. M. Hagen, p & cm | Nelle Hagan, pmm | |
| 1947 | 250-D | Inc. | Best | George D. Cowan, gm | John B. Braffett, ce | AP |
| | | 217½ N. Main St.; 1085 | | LeRoy Carter, pd & sd | | Ray. |
| CLEBURNE | | | | | | |
| KCLE | 1120 | Marti Inc. | Best | George W. Marti, p & gm | | |
| 1947 | 250-D | 919 N. Main; 1025 | | Frank H. Hardgrove, cm | | AP |
| | | | | | | |
| KCLE-FM | Ch. 232 (A) | | | | | |
| 1949 | 94.3mc; 0.32kw | | | | | |
| COLEMAN | | | | | | |
| KSTA | 1000 | Coleman County Bcstg. | Best | H. H. Jackson, p | B. B. Beach, pmm & wd | Cap. |
| 1947 | 250-D | Co. | | Floyd Shelton, gm, nd & fd | R. B. Seals, ce | UP |
| | | P. O. Box 432 | | Dan Guthrie, cm | Bill Fox, sd | Col. |
| | | 8406 | | Jean Larson, pd | | |
| COLLEGE STATION | | | | | | |
| WTAW | 1150 | A & M College of Texas | Texas State | Richard L. Webb, sm & ce | Francis Arnold, wd | Wld. |
| 1922 | 1,000-D | College Station | Texas Quality | John M. Scogin, pd & nd | Dub King, sd | AP |
| | | 6-8724 | Best | Dick Hickerson, fd | | Col. |
| COLORADO CITY | | | | | | |
| KVMC | 1320 | Colorado City Bcstg. Co. | | Marshall Formby | Walter Grubbs, cm & pd | |
| 1950 | 500-D | P. O. Box 1251 | | Eldon Mahon | Paul Brown, ce | AP |
| | | 64 | | Clint Formby | Jeannine Martin, wd | RCA |
| | | | | Clint Formby, m | | |
| CONROE | | | | | | |
| KMCO | 900 | Montgomery Bcstg. Co. | | | | |
| (CP) | 500-D-DA | | | | | |
| CORPUS CHRISTI | | | | | | |
| KEYS | 1440 | Nueces Bcstg. Co. | CBS | H. B. Lockhart | Kelly Wofford, m | |
| 1941 | 1,000-LS | P. O. Box 1460 | Lone Star | Earl C. Dunn | Harold Griffith, ce | |
| | 500-N-DA | 27411 | Taylor | Charles Rossi | | |
| | | | | E. C. Hughes | | |
| KRIS | 1360 | Gulf Coast Bcstg. Co. | NBC | T. Frank Smith, p & gm | John Rasco, nd | St. |
| 1935 | 1,000 | P. O. Box 840 | Texas Quality | Wm. Eikner, cm | Jack Lozier, fd | AP |
| | | 4-6354 | Free & Peters | Charles Nethery, pd & pmm | Weldon Robinson, sd | |
| | | | | Buster Harvey, ce | Virginia Graham, wd | |
| KSIX | 1230 | Corpus Christi Bcstg. Co. | ABC | Vann M. Kennedy, p & gm | W. K. Bridges, ce | Thes. |
| 1947 | 250 | Show Room Bldg. | Forjoe | Charles R. Manning, cm | J. K. Wright, nd | UP |
| | | 2-9242 | | Richard Warner, pd | Milton Frenkel, sd | Temco |
| | | | | Ardyce Pfanstiel, pmm | | |
| KUNO | 1400 | Community Bcstg. Co. | MBS, LBS | Leslie C. Smith, p & gm | J. H. Mayberry, ce | Cap. |
| 1950 | 100 | P. O. Box 4286 | | Herbert Garrett, cm | Glenn Hunt, nd | UP |
| | | 4-5203 | | Hank White, pd | A. D. Hayslip, fd | Col. |
| | | | | Peggy Lindsay, pmm | Homar Ruffin, sd | |
| KWBU | 1030 | Baylor U. | LBS | Carr P. Collins, gm | Ben Blackmon, pd | |
| 1944 | 50,000-D | Plaza Hotel | Branham | Roy R. Kay, sm | Nestor Cuesta, ce | AP |
| | | 4-5258 | | | | |
| CORSICANA | | | | | | |
| KAND | 1340 | Alto Inc. | KBS | J. C. West, p | | Wld. |
| 1937 | 250 | State Nat'l Bank Bldg. | Branham | Luther A. Johnson Jr., gm | | UP |
| | | 2486 | | | | |
| CROCKETT | | | | | | |
| KIVY | 1570 | Pioneer Bcstg. Co. | | Hamilton H. Callen, ptrn., gm | Charles Flagler, fd | L-W |
| 1950 | 250-D | P. O. Box 478 | | & ce | Roy Garner, sd | UP |
| | | 222 | | James H. Gibbs, ptrn., c & | Grace Arledge, wd | G |
| | | | | pmm, pd & nd | | |
| CUERO | | | | | | |
| KCFH | 1600 | A. M. Respondek | LBS | A. M. Respondek, p & gm | Carmine Anthony, nd | Wld. |
| 1949 | 500-D | Cuero | Best | Douglas Fleming, cm & pd | Sally Middleton, fd | UP |
| | | 700 | | Bill Berry, ce | | G |
| DALHART | | | | | | |
| KXIT | 1410 | Dalrad Associates | LBS | Ed. Bishop, o | Bill Smith, ce | L-W |
| 1948 | 500-D | 402½ Denrock; 740 | Best | Ken Bishop, gm & sd | | UP |
| | | | | | | G |
| DALLAS | | | | | | |
| KACE | 740 | Texas Star Bcstg. Co. | | | | |
| (CP) | 10,000-LS | | | | | |
| | 5,000-N DA-2 | | | | | |
| KIXL | 1040 | Variety Bcstg. Co. Inc. | | Lee Segall, p | Charles F. Payne, pd | Wld., St. Mac. |
| 1947 | 1,000-D | 1401 S. Akard St. | | Tom Massey, asst. m | John Wilson, pdm | AP |
| | | Riverside 4521 | | T. H. Strauss, cm | Bob Tripp, ce | |
| KIXL-FM | Ch. 283 (B) | | | | | |
| 1947 | 104.5mc; 34kw | | | | | |
| KLIF | 1190 | Trinity Bcstg. Corp. | LBS | Gordon McLendon, o & exec. d | Joe Roddy, pd | |
| 1947 | 1,000-DA-N | 2008 A Jackson St. | Pearson | L. B. O'Hill, exec. asst. | Marie Callahan, pmm | AP |
| | | Prospect 7251 | | Bill Weaver, gm | Glenn Callison, ce | Ray. |
| | | | | Ray Lewis, cm | Bill Pelham, nd | |
| KRLD | 1080 | KRLD Radio Corp. | CBS | John W. Runyon, p | A. J. Putnam, pmm | St., Cap. |
| 1926 | 50,000 DA-N | Herald Sq. | Texas | Clyde W. Rembert, mgng. d | Roy M. Flynn, ce | AP, INS |
| | | Randolph 6811 | Branham | J. W. Crocker, asst. m | Ves Box, nd & sd | WE |
| | | | | W. A. Roberts, cm | Wilson Shelley, fd | |
| | | | | Roy George, pd | | |

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*The Unbeatable
Combination...*



*to Selling the
Southwest's Largest*

MARKET

**MORE PEOPLE
MORE MONEY
MORE *Sales*—**

KRLD *and* **KRLD-TV**

THE CBS STATIONS FOR DALLAS-FORT WORTH

South's Largest Urban Area—Combined Population 960,000 Plus the Great Southwest Market Empire

KRLD, 50,000 watts, full time, saturates the great Southwest market empire, with a radio potential of 11,124,100 night time and 7,507,200 day time, with the great, top-rated Columbia Broadcasting System shows.

KRLD-TV, Channel 4 dominates the South's largest metropolitan market... more than a million in the primary coverage area, more than two million in the 100-mile radius; with the highest ranking CBS shows and KRLD-TV studio productions.

This is why

KRLD

is your best buy

AM - FM - TV

**John W. Runyon, President
Clyde W. Rembert, General Manager**

The TIMES HERALD Stations

**The Branham Company
Exclusive Representative**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|---|---|---|--|
| DALLAS—(Continued) | | | | | | |
| KRLD-FM 1948 | Ch. 223 (B) 92.5mc 46kw | | | | | |
| KRLD-TV 1949 | Ch. 4 66-72mc 7.5kw-aur.; 15.1kw-vis. | | | Nick Mueller, film d | | UP GE |
| KSKY 1941 | 660 1,000-D | Sky Bcstg. Service 2927 Maple St. Randolph 6193 | | A. L. Chilton, p & gm R. G. Terrill, c & pmm Leonard Holland, pd, nd, fd & sd | Morris M. Ming, ce Dorothy M. Smith, office m L. H. Chilton, wd | AP RCA |
| KYBS(FM) 1949 | Ch. 300 (B) 107.9mc 90kw | Baptist General Convention of Texas 303 Baptist Bldg. Randolph 2874 | | Dr. R. Alton Reed, gm Henrietta Morris, pd Roy I. Glass, ce | | Assoc. UP Col. |
| WFAA ¹ 1922 | 820 50,000 570 5,000 DA-N ST-WBAP | A. H. Belo Corp. 1122 Jackson St. Riverside 9631 | ABC, NBC Texas Quality Petry | E. M. Dealey, p Martin B. Campbell, gm Alex Keese, asst. m Kelly Maddox, pd | (Mrs.) Wynona Portwood, pmm J. Raymond Collins, ce Sid Pietzsch, nd Murray Cox, fd George White, sd | L-W, Assoc. AP, UP RCA |
| WFAA-TV 1949 | Ch. 8 180-186mc 13.5kw-aur.; 27.1kw-vis. | | ABC, DuM, NBC, Petry | Ralph W. Nimmons, sta. m Bert Mitchell, pd Lawrence E. DuPont, nd & sp. events d | E. Ashley Dawes, pdm Carlos Dodd, tech. sup. | UP DuM |
| WRR 1920 | 1310 5,000 DA-N | City of Dallas Municipal Radio Bldg. Tenison 3-6101 | MBS Texas State Blair | Dale Drake, gm Pete Teddlie, pd Durward J. Tucker, ce | Jas. Alderman, nd Eddie Hill, sd Carol Weaver, wd | Thes. AP |
| WRR-FM 1949 | Ch. 266 (B) 101.1mc 68kw | | | | | Col. |
| DEL RIO | | | | | | |
| KDLK 1946 | 1230 250 | Del Rio Bcstg. Co. P. O. Box 1162 1234 | Howard | J. A. Clements, gm Bill D. Guse, cm | | G |
| DENISON | | | | | | |
| KDSX 1948 | 1220 1,000-D | Grayson Bcstg. Corp. P. O. Box 263 3-400 | LBS | B. V. Hammond, p & gm L. L. Hendrick, vp & cm Bill Burkett, pd | Fred Weaver, ce John Clift, sd | St. AP Ray. |
| DENTON | | | | | | |
| KDNT 1938 | 1450 250 | Harwell V. Shepard Radio Center 1450 | KBS | Harwell V. Shepard, o & gm | | Thes. UP |
| KDNT-FM 1949 | Ch. 292 (A) 106.3mc 0.76kw | | | | | GE |
| DUMAS | | | | | | |
| KDDD 1948 | 800 250-D | North Plains Bcstg. Corp. P. O. Box 545 2-5000 | Best | Lucian W. Spencer, p Ken Duke, vp & gm Ray Trent, pd & nd | George Pepin, ce Bill Lask, sd Jerry Duke, wd | St. AP G |
| EDINBURG | | | | | | |
| KURV 1947 | 710 250-D | James Cullen Looney Edinburg 710 | Forjoe | James Cullen Looney, p Allan Dale, gm & nd Joe Payne, c & pmm Jack Moran, pd, fd & sd | Warren Chase, ce Elizabeth Collier, office m Mary Lou Hagedorn, wd | UP Ray. |
| KURV-FM 1947 | Ch. 285 (A) 104.9mc 1kw | | | | | GE |
| EL CAMPO | | | | | | |
| KULP 1949 | 1390 500-D | Wharton County Bcstg. Co. P. O. Box 1390 1390 | LBS | Culp Krueger, p Melbadean Wells, cm Joe Miller, ce | Red Sandlin, fd Dick Jones, sd Alice Marshall, wd | L-W UP Col. |
| ELECTRA | | | | | | |
| KELT 1949 | 1050 250-D | Oil City Bcstg. Co. 1050 Radio Rd. 1051 | | Bill Lindsay, gm & ce Frank Elkins, c & pmm & pd | Thomas Fritz, nd Myrtle Russell, wd | St. UP RCA |
| EL PASO | | | | | | |
| KCHC (CP) | 860 1,000-D | Claude H. Craig | | | | |
| KELP 1947 | 920 1,000-D | Paso Bcstg. Co. Inc. Hill Bldg. 3-3658 | KBS LBS Pearson | Raymond T. Richey, p (Mrs.) L. McCowan Chapman, g. c & pmm Richard E. Gillette, pd V. Cisneros, ce | Howard W. Davis, d William Learning, nd James Foster, sd Ruth Barbara West, wd | Cap. Ray. |
| KEPO 1948 | 690 5,000 DA | KEPO Inc. 2419 N. Piedras St. 5-2731 | ABC Blair | Kenyon Brown, evp Willard L. Kline, gm Howard W. Baldwin, cm E. O. Procter Jr., pd Cecil Sansbury, pmm & fd | E. L. Gemoets, ce Charles Amador, nd Phil Eakins, sd Alice Barry, wd | St. UP RCA |
| KROD 1940 | 600 5,000 DA-N | Roderick Bcstg. Corp. 2201 Wyoming St. 2-8551 | CBS Southwest Lone Star Taylor | Dorrance D. Roderick, p Val Lawrence, vp & gm Bruce M. Barnard, cm Ted Hunt, pd | Robert P. Canaven, pmm, nd, fd & sd Edward P. Talbott, ce Sharley Randal, wd | St. AP RCA |

¹ Note: Stations are assigned fulltime, but divide time between two channels NBC rides 820 kc clear channel. ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

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For showmanship in *Selling*



You can't top WFAA and WFAA-TV in the Dallas-Fort Worth market with a choice of two frequencies plus a combination of

FACILITIES:

28 years' programming experience in the Southwest with a complete staff for creating, writing, producing, transcribing and merchandising shows.

COVERAGE:

1,143,457 radio homes in the half millivolt area in Texas, Oklahoma and Arkansas, representing a 49 percent increase in 1949 as compared to 1940 BMB reports.

A **FAST-GROWING MARKET** where retail sales per capita in Dallas-Fort Worth amount to \$1,464...making this *number one* among 19 of America's major markets ranging from 500,000 to 1,000,000 and over*

*Standard Rate & Data—1950-51 Consumer Markets



wfaa-820

NBC, TQN—50,000 watts

wfaa-570

ABC, TQN—5,000 watts

wfaa-tv

CHANNEL EIGHT—NBC, ABC and DuMONT

Martin B. Campbell, General Manager

Radio and Television Services of THE DALLAS MORNING NEWS

Edward Petry and Company Inc.

National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transe. Library News Service Transmitter |
|----------------------------|---|----------------------|--|--|--|--|
| EL PASO—(Continued) | | | | | | |
| KSET 1949 | 1340 250 | | Sunland Bcstg. Co. 2223 Montana St. | MBS McGillvra | Edward D. Hodge, p Vincent W. McConn, gm | George R. Thady, asst. m Cap. AP |
| KTSM 1929 | 1380 1,000-LS 500-N | | Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423 | NBC Hollingbery | (Mrs.) Frances Walz Bredberg, p Karl O. Wyler, gm Roy T. Chapman, cm | J. B. Chapman, pd K. J. Walton, ce Conrey Bryson, fd Thes., Wid. UP RCA |
| FLOYDADA | | | | | | |
| KPLW (CP) | 900 250-D | | West Texas Bcstrs. | | | |
| FT. STOCKTON | | | | | | |
| KFST (CP) | 860 250-D | | Ft. Stockton Bcstg. Co. Ft. Stockton; 860 | | Leonard R. Lyon, p & gm | UP G |
| FORT WORTH | | | | | | |
| KCNC 1946 | 870 250-D | | Blue Bonnet Bcstg. Corp. 705½ Main St. Fortune 7175 | Western | J. H. Speck, p & gm J. N. Mullan, cm Jerry Hahn, pd Jack Hopkins, ce | Wm. Keck, nd Kenneth McClure, fd Caroline Drew, wd AP Ray. |
| KCUL 1949 | 1540 5,000-LS DA-1 1,000-N | | East-West Bcstg. Co. 3607 Camp Bowie Sunset 6555 | | W. Bruce Chambers, p & gm Maydell Wallace, office m Homer Hogan, cm Bill Hayter, pd | R. L. McAlister, ce Brett Allison, nd Joe McKinney, sd Assoc., Thes. UP |
| KFJZ 1922 | 1270 5,000 DA-1 | | Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474 | MBS Texas State Blair | Gene L. Cagle, p & gm Charles B. Jordan, vp D. C. Hornburg, secy.-treas. Clyde Pemberton, c & pmm | Hal Thompson, pd, nd & sd J. T. Peterson, ce Weldon Owens, fd Hazel Riley, wd Wld. AP WE |
| KWBC 1946 | 970 1,000-D | | Worth Bcstg. Co. 1003½ Houston 2-9231 | Rambeau | P. W. Seward, p Lewis Love, gm Charles Hobbie, pmm | Dean McClain, pd, nd & sd Melvin Parsons, ce Dorothy Reed, office m St. AP |
| KXOL 1947 | 1360 1,000 DA-N | | Ft. Worth Bcstg. Co. Inc. 1216 Penna. Ave. Edison 1448 | LBS Pearson | F. M. Skinner, p & treas. John R. Crouse, vp & ce Russ N. Lamb, gm & secy. Herman Clark, cm | Phil Vogel, pd Hewel Jones, pmm Joe Wills, nd Bill Hightower, sd AP Ray. |
| WBAP ² 1922 | 820 50,000 570 5,000 DA-N ST-WFAA | | Carter Publications 3900 Barnett St. Lockwood 1981 | ABC, NBC Lone Star Free & Peters | Amon Carter, p Harold Hough, d George Cranston, m Roy Bacus, cm | Jack Rogers, publ. & prom. d Ed Lally, pd R. C. Stinson, d. of engrg. James A. Byron, news editor Assoc., Cole. AP RCA |

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Biggest .. retail sales increase % in the U. S. was in
EL PASO*
Biggest .. radio audience in the El Paso Southwest
 is delivered by
KROD
 5,000 watts 600 K. C.
 KEY STATION -- SOUTHWEST NETWORK

RODERICK BROADCASTING CORP.
 Dorrance D. Roderick, Pres.
 Val Lawrence, Vice-Pres. & Gen. Mgr.
 REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

* AMONG THE NATION'S 75 LARGEST CITIES, IN THE LAST 10 YEARS (Latest Dept. of Commerce Report)

Speaking of Facilities

"After looking at them all from coast to coast, you get my vote for having the number one station set-up in the country."

WBAP LEADS THE FIELD

YOUR radio and television placements in the rich Southwest are a certainty. Just as certain, after looking over the field, will you be doing business with WBAP (WBAP-570, 5,000 watts, ABC and WBAP-820, 50,000 watts, NBC) and WBAP-TV (Channel 5, ABC and NBC).

At WBAP, as a national advertising agency executive did above, you'll find the "best set-up," the most modern facilities in the business.

To name a few things . . . six large-size radio studios to serve you . . . three great television studios . . . complete disc and Ampex tape recording facilities for the production of high quality transcriptions . . . completely equipped film commercial production department, including film laboratory for processing and developing film.

WBAP leads the Southwest on all counts. Check the station or Free & Peters for complete station and market information.



Complete
Recording
Service

Complete
Film
Service



FREE & PETERS, INC.
Exclusive National Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City | Chan. or Freq. | Name of Licensee | Network | Executive Abbreviations | Transc. Library |
|-------------------------------|--|---|------------------------------------|---|---|
| Call Letters | Power | Headquarters Address | Representative | Owner; Pres. v; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | News Service Transmitter |
| FORT WORTH—(Continued) | | | | | |
| WBAP-FM 1949 | Ch. 263 (B) 100.5mc 50kw | | | Robert Gould, pd Tommy Thompson, pdm Lynn Trammell, film trans. d | |
| WBAP-TV 1948 | Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis. | | | | |
| FREDERICKSBURG | | | | | |
| KNAF 1947 | 1340 250 | Gillespie Bcstg. Co. Inc. Security State Bank Bldg. 311 | MBS Best | Walter McKay, ptrn. & p Arthur Stehling, ptrn. & vp Norbert A. Fritz, gm & ce | Oscar Krauskopf, fd SES. AP G |
| GAINESVILLE | | | | | |
| KGAF 1947 | 1580 250-D | Gainesville Bcstg. Co. Inc. P. O. Box 222 248 | KBS | Joe M. Leonard Sr., p Joe M. Leonard Jr., gm & fd Earl Leonard, cm Jerry Talley, pd & nd | Cordell Martin, ce Frank Fancher, sd Kathryn Gaffe, wd St. AP Ray. |
| GALVESTON | | | | | |
| KGBC 1947 | 1540 1,000-LS 250 N-DA | The Galveston Bcstg. Co. Commerce Bldg. 3-4329 | | James W. Bradner Jr., p & gm Floyd Smith, cm Jesse Simms, ce | Bob Savage, nd Wes Perry, sd Frances Kay Harris, wd St. AP Ray. |
| KLUF 1922 | 1400 250 | KLUF Bcstg. Co. Inc. 300 Haden Bldg. 5-6676 | MBS, LBS Rambeau | Geo. Roy Clough, p, g & cm Lee Clough, ce | Wid. UP RCA |
| KLUF-FM 1949 | Ch. 259 (B) 98.7mc 9.5kw | | | | GE |
| GLADEWATER | | | | | |
| KSIJ 1949 | 1430 1,000-D | Gladwater Bcstg. Co. T. W. Lee Bldg. 516 | Best | T. W. Lee, p Joe M. Yowell, m Charles Stokely, pd | Loyd Johnson, ce St. UP |
| GONZALES | | | | | |
| KCTI 1947 | 1450 250 | Gonzales Bcstg. Co. 425 St. George St. 770 | Gene Grant Cooke | Lawrence M. Walshak, ptrn., g & cm David Walshak, sd | Frank Wilson Jr., ptrn., pd, pmm, ce & nd Cap. AP |
| GRAHAM | | | | | |
| KSWA 1948 | 1330 500-D | Southwestair Inc. P. O. Box 748 1200 | | Clay E. Thompson Jr., p & gm W. J. Duncan, cm & pd H. Vance Newsom, ce | Alethea Mae Albright, nd Jack Neal, sd SES. UP |
| GREENVILLE | | | | | |
| KGVL 1946 | 1400 250 | Truett Kimzey Box 1015 2066 | MBS, KBS Texas State | Truett Kimzey, p Leo Hackney, gm Paul D. Robinson, asst. m James D. Jones, pd | Tom E. Clyce, ce Bill Rust, sd Janet Bush, wd AP |
| HAMILTON | | | | | |
| KCLW 1948 | 900 250-D | Hamilton Bcstg. Co. Hamilton 646 | | Clyde L. Weatherby, p Joe W. Caldwell, g & cm Carl Knelly, ce | St. UP Col. |
| HARLINGEN | | | | | |
| KGBS 1941 | 1240 250 | Harbenito Bcstg. Co. P. O. Box 711 2200 | CBS Ra-Tel | McHenry Tichenor, p Troy McDaniel, gm Dave Bennett, cm Roy Hofheinz, p S. Harold Jones, ce | Al Beck, ce Jerry Fisher, nd Ed Keane, sd R. S. Bush, tech. sup. UP WE WE |
| KSOX (CP) | 1530 50,000-LS DA-2 10,000-N | Roy Hofheinz P. O. Box 1591 | | | |
| HENDERSON | | | | | |
| KGRI 1947 | 1000 250-D | Henderson Bcstg. Corp. P. O. Box 1111 4528 | Best | Roy B. Cannon, p W. C. Crawford, g, c & pmm James T. Reeves, pd | James Austin, ce Pat Nolan, wd Wid., SES. UP WE |
| HEREFORD | | | | | |
| KPAN 1948 | 860 250-D | Marshall Formby P. O. Box 868 860 | Best | Marshall Formby, p Don Boles, gm Jerry Drennan, cm Bob Lindsey, pd | Bob Blount, pmm John Ball, ce Don Smith, fd Phyllis Radouch, wd Thes. AP G |
| HILLSBORO | | | | | |
| KHBR 1950 | 1560 250-D | Ross Bohannan 204 E. Franklin 594 | | Ray J. Williams, p & gm J. Monroe Coston, sm, nd & fd Nelson W. Galle, cm J. K. Lane Jr., pd & sd | Frank Bershears, pmm Robert E. Thompson, ce Betsy Williams, wd UP WE |
| HOUSTON | | | | | |
| KATL 1947 | 1590 5,000 DA-N | Texas Bcstrs. Inc. State Natl. Bldg. Preston 3108 | LBS Dixie IMS | William Harry Talbot, p King Howard Robinson, vp & gm William C. Burks, cm John Edwards, pd | Robert S. Keller, pmm Edward Martin, ce Charles Walter, office m Harry Grier, nd L-W, SES. UP G |
| KCOH 1948 | 1430 1,000-D | Call of Houston Inc. 1 Main St. Charter 1888 W. Albert Lee | Pan American | William A. Smith, o Robert C. Meeker, p & gm Shirley Sporcie, pd & pmm | Ernie Levinston, ce Maxine Horne, wd Wid., Assoc. UP G |
| KLEE 1948 | 610 5,000 DA | | | | |
| KNUZ 1948 | 1230 250 | Veteran's Bcstg. Co. Blodgett & Caroline Central 8801 | Forjoe | Max H. Jacobs, p Dave Morris, gm Jack Healy, cm Walter Colvin, pd | Ednah Forrester, pmm O. C. Crossland, ce Bob Brooks, nd & fd Johnny Goodman, sd L-W UP G, WE |
| KPRC 1925 | 950 5,000 DA-N | Houston Post Co. Lamar Hotel Fairfax 7101 | NBC Texas Quality Petry | W. P. Hobby, p Jack Harris, gm Jack McGrew, cm Marsh Callaway, pmm | Francis Sullivan, pd H. T. Wheeler, ce Pat Flaherty, nd Leon Hale, fd Thes. AP RCA |
| KPRC-FM 1946 | Ch. 275 (B) 102.9mc 57kw | | Transit FM | | Cap. |
| KPRC-TV 1949 | Ch. 2 54-60mc 7.5kw-aur.; 15kw-vis. | | ABC, CBS DuMont, NBC | Terry Lee, cm Frank Partin, prod. d Paul Huhndorf, ce | GE |
| KTHHT 1944 | 790 5,000 DA-2 | Roy Hofheinz P. O. Box 2161 Keystone 5535 | MBS Texas State Avery-Knodel | Roy Hofheinz, p & co-o Bill Bennett, g & cm Ted Nabors, pd Lauri Schutt, pmm O. B. Johnson, ce | John Knapp, asst. pd Barbara Hogue, traffic m Ray Conaway, nd Loel Passe, sd UP G |

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KPRC

HOUSTON



st

In Radio...

In Television

.....

.....

KPRC  **KPRC-TV**

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, President

•

JACK HARRIS, General Manager

Represented Nationally by EDWARD PETRY & CO.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

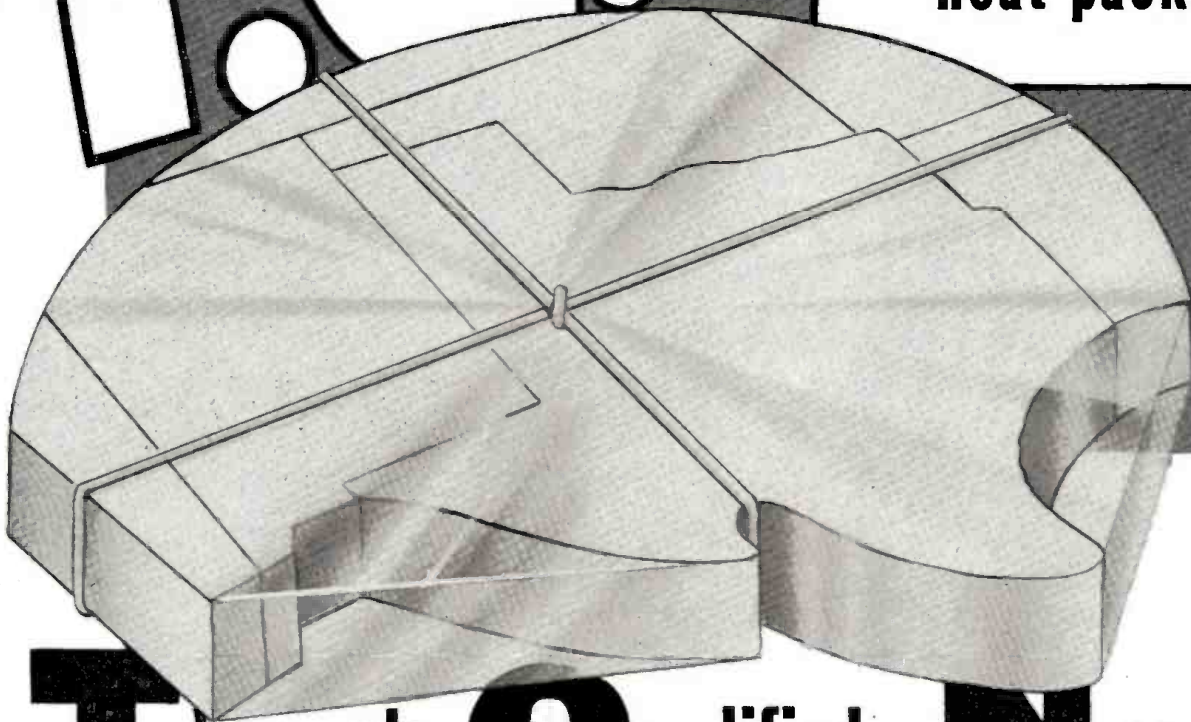
TEXAS—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|----------------------------|--------------------------|----------------------------------|--|--|---|---|--|
| HOUSTON—(Continued) | | | | | | | |
| | KTRH 1930 | 740 50,000 DA-1 | KTRH Bcstg. Co. Rice Hotel Preston 4361 | CBS Texas Blair | B. F. Orr, p & gm Ray F. Herndon Jr., m Ray Bright, sim Tom Jacobs, pd | Anna Jane Fortenberry, prom. d Lester Mullan, ce Corwin Riddell, nd George Roesner, fd | Wld. AP, INS RCA |
| | KTRH-FM 1947 | Ch. 266 (B) 101.1mc 32.3kw | | | | | GE |
| | KXYZ 1930 | 1320 5,000 DA-N | Shamrock Bcstg. Co. Gulf Bldg. Capitol 6151 | ABC Lone Star Free & Peters | Glenn H. McCarthy, p Fred Nahas, gm Howard C. Evans, cm Ted Hills, pd Jack E. Saunders, pmm | Gerald R. Chinski, ce George Peters, nd Guy Savage, sd Virginia King Mayo, wd | L-W, St. AP, UP RCA |
| | KXYZ-FM 1948 | Ch. 243 (B) 96.5mc 14kw | | | | | GE |
| HUNTSVILLE | | | | | | | |
| | KSAM 1938 | 1490 250 | H. C. Bailes & M. B. Cauthen Highway 75 South 866 | MBS, KBS | H. C. Bailes, ptrn., gm & sd M. B. Cauthen, ptrn. Roy Greer, cm | Don Gulihur, pd Al Strong, pmm & ce | Cap. AP G |
| JACKSONVILLE | | | | | | | |
| | KEBE 1946 | 1400 250 | Billy A. Laurie Pierce Lane & Lake St. 2211 | KBS | Bill Laurie, o & gm Jerry D. Spencer, sim Gary Smitherman, pd, asst. m & fd | Eugene R. Kintz, ce (Mrs.) Emo Laurie, pmm & wd Joe Mainz, nd Nick Carter, sd | L-W UP |
| JASPER | | | | | | | |
| | KTKJ 1948 | 1240 250 | Fisher/Tonahill Texas Theatre Bldg. 580 | | Joe Fisher, ptrn. Joe Tonahill, ptrn. Mason A. Lewis, gm & nd Gene Fuller, cm | Betty Klein, pd & wd Ed Keim, pmm & sd Fred Smith, ce E. V. Weiser, fd | SES., Cap. AP Col. |
| JUNCTION | | | | | | | |
| | KMBL (CP) | 1450 100 | Kimble County Bcstg. Co. | | | | |
| KERMIT | | | | | | | |
| | KERB 1930 | 600 1,000 D DA | Radio Station KERB Inc 107 South Mulberry 1080 | | George H. Cook, p & gm Clarence M. Ganes, sm & nd Jes Stanton, cm & sd Charles Van Gundy, pd | Glen Duke, pmm Marvin Bowles, ce Robert Simpson, fd Grace Hilliard, wd | L-W UP Ray. |
| KERRVILLE | | | | | | | |
| | KEVT 1948 | 1230 250 | Kerr Bcstg. Co. | Best | Dean Turner, m | | |
| KILGORE | | | | | | | |
| | KOCA 1936 | 1240 250 | Oil Capitol Bcstg. Assn. Inc. Radio Bldg. 2001 | KBS Best | Roy G. Terry, p H. A. Degner, gm Lewis W. Christie, cm Richard H. Wheeler, pd | Karem O. Soule, ce Mike Ling, sd Peggy Rose, wd | AP Col. |
| KINGSVILLE | | | | | | | |
| | KINE 1948 | 1330 1,000-D | Estate of Jack Henry Kidd Jr. 205 E. King 1317 | Best | (Mrs.) J. Pate Kidd, p Ben Glusing, gm Eston Pace, sta. & cm Jerry Fullerton, pd | R. T. Whitaker, ce Jake Trussell, sd Betty Jo Slaughter, wd | Cap. UP Ray. |
| LAMESA | | | | | | | |
| | KPET 1946 | 690 250-D | Lamesa Bcstg. Co. P. O. Box 30 690 | KBS | R. O. Parker, p Bob Bradbury, gm Clayton Barkhurst, cm | Olene Blewett, pd Eugene Cornelius, ce | AP |
| LAMPASAS | | | | | | | |
| | KHIT 1948 | 1450 250 | Lampasas Bcstg. Co. P. O. Box 226 721 | KBS, LBS Best | W. R. Pierre, o & gm C. E. Harrison, pd & sm Don Peak, ce | Wit Wheeler, sd Anita Tucker, wd | L-W UP G |
| LEVELLAND | | | | | | | |
| | KLVT 1949 | 1230 250 | Forrest Weimhold P. O. Box 866 1030 | Best | Forrest Weimhold, p Gerald H. Sanders, gm Joe Garrison, c & pmm Wayne Will, pd & fd | Joe Lazzari, ce Wayne Robison, pd Jerry Sanders, sd Donna Stevens, wd & traffic m | St. AP RCA |
| LITTLEFIELD | | | | | | | |
| | KVOW 1947 | 1490 250 | J. C. Rothwell-J. B. Mc-Shan P. O. Box 192 400 | | J. C. Rothwell, p J. B. McShan, g & cm Othell Whitson, pd & wd | James Zackery, ce Johnny Richardson, nd Jim Fisher, fd | SES. G |
| LONGVIEW | | | | | | | |
| | KFRO 1934 | 1370 1,000 DA-2 | Voice of Longview Curtis Bldg. 411 | ABC, KBS Texas State* | James R. Curtis, p | | L-W AP RCA |
| | KLTI 1948 | 1280 1,000-D | R. G. LeTourneau Inc. P. O. Box 1866 4331 | LBS Best | R. G. LeTourneau, p Lloyd Hawkins, gm Art Greene, cm & sd Lawrence Birdsong, pd & nd | Allen E. Vinson, pmm Kenneth Maxwell, ce Ruby Cooper, wd | Assoc. UP Ray. |
| | KLTI-FM 1948 | Ch. 290 (B) 105.9mc 10kw | | | | | GE |
| LUBBOCK | | | | | | | |
| | KCBD 1947 | 1590 1,000 DA-2 | Caprock Bcstg. Co. 1803 Broadway 6348 | MBS Pearson | Joe H. Bryant, p & gm Robert L. Snyder, asst. m Leroy Land, c & pmm | Frank Lee, ce Jim Black, nd & sd Gene Looper, fd | Wld. AP WE |
| | KFYO 1932 | 1340 250 | Plains Radio Bcstg. Co. 914 Ave. J. 5567 | ABC Lone Star Taylor | Gene A. Howe, p Gordon Thompson, g & cm Noel E. Thompson, pd Leete Jackson, pmm | W. S. Bledsoe, ce Bud Thompson, nd Jack Creel, fd Bill Anders, sd | St. AP, UP RCA |
| | KSEL 1946 | 950 1,000-LS 500-N-DA | Lubbock Bcstg. Co. P. O. Box 1524 6378 | Rambeau | David P. Pinkston, gm M. M. Rochester, cm Wayne Allen, pd | Roger V. Hively, ce Robert Nash, nd & fd Wesley Youngblood, sd | L-W AP Col. |

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TQN

... ties up the
booming Southwest
in **ONE**
neat package!



Thorough **Q**ualified **N**ecessary

Thorough...
BMB shows the 3 basic stations with 1,584,906 listening families in the daytime — 1,954,020 families at night... TQN stations in this rich market give blanket coverage day and night!

Qualified...
through years of aggressive leadership in coverage and programming — TQN as a network, or on an individual spot station basis is unmatched in selling effectiveness.

Necessary...
because only TQN gives the most effective coverage... reaches the folks who control the mighty buying power in a land which is young... expanding... wide open for YOUR PRODUCT!

Texas **Q**uality **N**etwork

Represented By EDWARD PETRY and Co., Inc.

WOAI
SAN ANTONIO

WFAA
DALLAS

KPRC
HOUSTON

SUPPLEMENTARY STATIONS: **KRIS** CORPUS CHRISTI **KVAL** BROWNSVILLE **KTBS** SHREVEPORT

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---------------------------------|--|---|---|--|
| LUFKIN | | | | | |
| KRBA 1938 | 1340 250 | Darrell E. Yates Lufkin | KBS Continental | Darrell E. Yates, o & pmm | |
| KRBA-FM | Ch. 238 (B) 95.5mc 2.9kw | | | | |
| KTRE 1947 | 1420 1,000 DA-N | Forest Capital Bcstg. Co. P. O. Box 701 1420 | MBS Lone Star Taylor | R. W. Wortham Jr., p Richman G. Lewin, gm Kenneth Barfield, cm Royce Christenson, pd | Hampton Keathley, pmm & fd Fred Clinton Hill, ce Laverne Jones, traffic m Murphy Martin, nd |
| MARSHALL | | | | | |
| KMHT 1947 | 1450 250 | Marshall Bcstg. Co. 109 West Rusk 7826 | MBS, KBS Texas State | F. M. Skinner, p Russ Lamb, gm Myrl Stein, cm | Bill Tompkins, pd R. L. Clay, ce Wm. Merrill, sd |
| McALLEN | | | | | |
| KRIO 1947 | 910 1,000 DA-1 | Frontier Bcstg. Co. Inc. P. O. Box 1551 1700 | ABC, MBS Texas State Weed | Ingham S. Roberts, gm Phillip D. Dixon, cm Normand Mann, pd & nd | William Meiners, ce Les Brecht, fd Stuart Graymount, sd |
| McKINNEY | | | | | |
| KMAE 1947 | 1600 1,000-D | McKinney Air Enter- prises Inc. 218 East Virginia St. 184 | | Geo. W. Smith Jr., p & gm Harry Porter, cm Denise Adkins, pd & wd | Melvin Belew, pmm C. W. Rampy, ce L. P. Johnson, sd |
| MEMPHIS | | | | | |
| (CP) | 1370 1,000-D | Blake Bcstg. Co. | | | |
| MIDLAND | | | | | |
| KCRS 1935 | 550 5,000-LS 1,000-N DA-2 | Clarence & Ruth Schar- bauer 112 W. Missouri 1080 | ABC Texas State Pearson | Clarence Scharbauer Jr., ptrn. Ruth Scharbauer, ptrn. J. M. McDonald, gm | G. L. McDonald, cm Wally Jackson, pd & nd Tom Yates, ce |
| KJBC 1950 | 1150 1,000-D | Jack Cecil Radio Station KJBC 4066 | Bowles | Jack Cecil, p, gm & ce Bill Joyce, cm John Drummond, pd & nd | Bill Mathis, pmm & sd Martha Jane Taylor, wd |
| MINERAL WELLS | | | | | |
| KORC 1946 | 1140 250-D | Raymond W. River Box 31 319 | KBS LBS Best | Raymond W. River, p & gm John Michael, cm Ada Pearson, pd Jerry Hickman, ce | Olie Carriker, nd R. J. Walton, fd Ken Tucker, sd Thelma Doss, wd |
| MONAHANS | | | | | |
| KVKM 1946 | 1340 250 | Charles Stuckey Enter- prises Inc. 317 S. Hoxie 438 | MBS, LBS Southwest Cactus Best | Charles W. Stuckey, exec. o & gm Woodrow Groves, cm Jacqui Tipton, pd & wd | Clifford E. LaGreide, ce Larry Fischer, nd, chief ann. & sd |
| MT. PLEASANT | | | | | |
| KIMP 1948 | 960 1,000-D | Mt. Pleasant Bcstg. Co. P. O. Box 990 915 | | Winston O. Ward, p & gm Jesse Fate, cm Lee Dacus, pd | Meador Lowrey, nd Ruby Stanley, wd |
| NACOGDOCHES | | | | | |
| KOSF 1947 | 1230 250 | Kelly Bell P. O. Box 8 1230 | KBS | Kelly Bell, p J. C. Stallings, g. c & pmm & pd | Frank P. Murray, ce Ed Rice, nd & sd |
| KSFA 1947 | 860 1,000-D | Nacogdoches Bcstg. Co. Inc. 1509 North St. 860 | LBS Girard | Wilbur Courtland Fouts, p, g & cm Grady Bass, pd, nd & sd Sara Jane Moon, pmm | George Middlebrook, ce & fd Violet Gordon, wd |
| NEW BRAUNFELS | | | | | |
| KGNB 1950 | 1420 1,000-D | Comal Bcstg. Co. 184 Castell 1612 | | Charles W. Scruggs, p F. T. Wilson, vp, g & cm Howard Edwards, pd & nd Lawrence Krueger, ce | Allen Crenwelge, fd Bill Burns, sd Phyllis Reininger, wd |
| ODESSA | | | | | |
| KECK 1947 | 920 1,000-LS 500-N DA | Ector County Bcstg. Co. 120 W. 3rd St. 5791 | Forjoe | Ben Nedow, o, g, c & pmm Ray A. Elsner, pd John E. Rowlett Jr., ce Glenda Huffman, traffic m & wd | Dick Mapnet, nd Tom Rollins, fd Cotton Clever, sd |
| KOSA 1947 | 1230 250 | Southwestern Bcstg. Corp. 115 West 6th St. 4301 | CBS Southwest Lone Star Taylor | Paul Moss, p C. L. Trigg, gm Jay Mehaffey, cm John Vacca, prog. m | James A. Simpson, ce Ed Costello, sta. rel., nd & sd Virginia Heffin, wd Vince Paul, fd |
| KRIG 1946 | 1410 1,000 DA-N | Oil Center Bcstg. Co. Inc. 111 E. Fifth 6871 | MBS, LBS Cactus Best | R. O. Canon, p Jack W. Hawkins, gm Jack Howard, cm Marguerita Larue, sm | Robert Smith, pd Floyd Marshall, pmm Harold Poole, ce Bill Hickey, sd |
| ORANGE | | | | | |
| KOGT 1948 | 1600 1,000 DA-N | Sabine Area Bcstg. Corp. 407 10th St. 8-4381 | Best | J. Jacobs, p Fred LeMieux, gm & ce Hugh Herrington, pd | |
| PALESTINE | | | | | |
| KNET 1936 | 1450 250 | Palestine Bcstg. Corp. Hotel O'Neil 8686 | KBS | B. A. Laurie, p (Mrs.) Jo Ann Spencer, vp (Mrs.) B. A. Laurie, secy.-treas. Don Norton, g & cm, nd, fd, sd & wd | Marvin Crain, pd LaVeda Norris, office m Jimmie Richardson, ce |
| PAMPA | | | | | |
| KPAT (CP) | 1230 250 | J. C. Daniels | | | |
| KPDN 1936 | 1340 250 | C. H. Harry & Jane Holles 212 North Ballard 1100 | MBS | C. H. Holles } Harry Holles } ptrns. Jane Holles } Coy C. Palmer, gm & pd | Elton Lathrop, cm Garth Osborne, ce Carol Mikkelson, traffic d Bert Conway, nd |
| PARIS | | | | | |
| KFTV 1950 | 1250 500-D | Lamar County Bcstg. Co. | | | |
| KPLT 1937 | 1490 250 | North Texas Bcstg. Co. Inc. Cor. S. Main & W. Austin 1124 | ABC Texas State Pearson | A. Boyd Kelley, p Fred Kincaid, g & cm & sd Lewis O. Seibert, secy.-treas. Ann Nipp, asst. m | Carol Hill, pd John Allen, pmm Paul Daniels, ce Bruce Barrett, nd |

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| PASADENA | | | | | |
| KLVL 1950 | 1480 1,000-D | Felix H. Morales Pasadena State Bank Bldg. 7261 | | Felix H. Morales, o & gm Victor Lara Ortegón, cm Alejandro Santiesteban, pmm Mrs. Felix Morales, secy.-treas. | Daniel Antoon, pd, nd, fd, sd & wd Eugene C. McNally, ce PN Col. |
| PECOS | | | | | |
| KIUN 1935 | 1400 250 | Jack Hawkins & Barney Hubbs 316 S. Cedar 135 | MBS, KBS, LBS Cactus Southwest Best | Jack W. Hawkins, p, gm & sd J. V. Davis, pmm & nd W. D. Martin Jr., cm & pd | Harry Boehnemann, ce Louise Hawkins, wd UP RCA |
| PERRYTON | | | | | |
| KEYE 1948 | 1400 250 | Great Plains Bcstg. Co. Box 96 5771 | MBS | Carl Ellis, p Irvin R. Buchanan, g & cm Zeb Williams, pd & nd | Coy Thompson, ce Harry McFarland, sd L-W, Cap. AP G |
| PLAINVIEW | | | | | |
| KVOP 1944 | 1400 250 | KVOP Inc. Veigle Bldg. 1400 | MBS, KBS | W. J. Harpole, p Kermit Ashby, evp Rial Campbell, gm Bill Harrell, cm & sd | Keith Loyd, pd Bob Zellermayer, pmm O. C. Norris, ce Cap. AP RCA |
| PLEASANTON | | | | | |
| ----- (CP) | 1380 1,000-D | Atascosa Bcstg. Co. | | | |
| PORT ARTHUR | | | | | |
| KOLE 1947 | 1340 250 | Port Arthur Bcstg. Co. P. O. Box 1126 2-9436 | LBS | Socs Vratiss, ptrn., gm & sd Mary A. Petru, ptrn. & pd Glenn Hewitt, cm Marianne Baker, pmm | Hulan Smith, ce Hal Parkes, nd Katie Pruitt, fd Juanita Roberts, wd L-W AP G |
| KPAC 1934 | 1250 5,000-LS 1,000-N DA | Port Arthur College 1515 Lakeshore Dr. 5-7458 | MBS Pearson | Marjorie R. Vickers, g & cm George Crouchet Jr., slm Corinne Enos, pd Mack Newberry, pmm | Morris Glenn Boatright, ce Glenn Earle, nd Gordon Baxter Jr., sd St. AP RCA |
| QUANAH | | | | | |
| KOLJ (CP) | 1150 500-D | Orville L. Jenkins Chickasha, Okla. 3260 | | Orville L. Jenkins, p & gm | G |
| ROSENBERG | | | | | |
| KFRD 1948 | 980 1,000-D | Ft. Bend Bcstg. Co. Inc. P. O. Box 832 980 | | Mart Cole, p Jim Halgrove, g & cm, fd & sd Bess Elder, pd, pmm & wd | Frank Wood, ce Mark Davis, nd Cap. UP G |
| SAN ANGELO | | | | | |
| KGKL 1928 | 980 5,000-LS 1,000-N-DA | KGKL Inc. St. Angelus Hotel 6715 | ABC Texas State Pearson | H. C. Ragsdale, p Lewis O. Seibert, gm William Williamson, cm Patty Scott, pd | Jane Bosworth, pmm William Poteet, ce Robert Milburn, sd AP RCA |
| KTXL 1947 | 1340 250 | Westex Bcstg. Co. P. O. Box 1565 7183 | MBS Lone Star Taylor | A. D. Rust, p Robert L. McClellan, gm & sd Walton Foster, cm & nd | Robert Benson, ce Don Phillips, pd & fd Cap. AP WE |
| SAN ANTONIO | | | | | |
| KABC 1926 | 680 50,000-LS 10,000-N DA | Alamo Bcstg. Co. Milam Bldg. Fannin 3126 | ABC Texas State Blair | Gene L. Cagle, p Charles Jordan, vp Bill Michaels, gm Earle Fletcher, asst. m | Jim Wiggins, pd & sd A. J. Zlabovsky, pmm Joseph B. Haigh, ce Barclay Russell, nd Wld. AP WH |
| KCOR 1945 | 1350 5,000-LS 1,000-N DA-2 | KCOR Inc. 310 S. Flores St. Cathedral 1301 | McKinney | R. A. Cortea, p Wm. P. Smythe, m Marvin N. Broyles, pd | |
| KEYL(TV) 1950 | Ch. 5 76-82mc 8.8kw-aur.; 17.7kw-vis. | San Antonio TV Co. Transit Tower Garfield 8151 | ABC, CBS DuMont Blair-TV | W. D. Rogers Jr., vp & gm Frank Junell, cm W. B. Robb, pd | William J. Jackson, ce Mort Dank, publ. & prom. d Tom Maloney, film d United UP DuM |
| KITE 1947 | 930 1,000-D | Charles W. Balthrope 315 Transit Tower Fannin 0335 | IMS | Charles W. Balthrope, p & gm Alec Coe, cm Alex Chesser, pd John Siercovich, ce | Pearl Brewer, office m Glen Krueger, nd Stanley Nelson, fd Frank Fallon, sd AP Col. |
| KIWW 1948 | 1540 250-D | Good Neighbor Bcstg. Co. 518 W. Houston St. Fannin 5255 | McGillvra | Joe Olivares, p M. D. Leal, gm Gene Johnson, cm Louie Muro, pd | L. E. Richards, ce & secy.-treas. F. Rubio, nd A. Lincoln, wd UP Col. |
| KMAC 1926 | 630 5,000 DA-2 | The Walmac Co. 222-224 West Commerce St. Cathedral 6211 | MBS Texas State Pearson | Howard W. Davis, gm John P. Lee, cm Tony Bessan, pd | |
| KISS(FM) 1946 | Ch. 258 (B) 99.5mc 250kw | (KMAC, AM affiliate) | | | |
| KONO 1927 | 980 5,000-LS 1,000-N DA | Mission Bcstg. Co. 317 Arden Grove Fannin 5171 | Forjoe | Eugene J. Roth, o Jack L. Pink, gm Bob Roth, asst. sm James M. Brown, cm Robert Jenkins, pd | George Ing, ce Ray Hunt, nd & sd Blake McCress, fd St. AP RCA |
| KONO-FM 1946 | Ch. 225 (B) 93.8mc 48kw | | | | GE |
| KTSA 1926 | 550 5,000 DA-N | Sunshine Bcstg. Co. Avenue E & 3rd St. Garfield 1251 | CBS Free & Peters | Frank G. Huntress Jr., p Charles D. Lutz, g & cm H. H. Carr, pd | W. G. Egerton, ce Assoc., Mac. AP, UP RCA |
| KTSA-FM 1946 | Ch. 268 (B) 101.5mc 15kw | | | | |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

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|-------------------------------------|---|---|----------------------------------|--|---|---------------------------------|
| SAN ANTONIO—(Continued) | | | | | | |
| WOAI 1922 | 1200 50,000 | Southland Industries Inc. 1031 Navarro St. Garfield 4221 | NBC Texas Quality Petry | Hugh A. L. Halff, p & treas. Arden X. Pangborn, gm Jack Keasler, cm Jerry Lee, pd Dallas Wyant, pmm | Charles L. Jeffers, ce Imogene Stanley, publ. d Henry Howell, nd Bill Shomette, fd Ed Hyman, sd | Cap., St. AP, UP, INS RCA |
| WOAI-TV 1949 | Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis. | | ABC CBS NBC Petry | J. R. Duncan, pd Dick Perry, prod. m Hull Youngblood, film m | | |
| SAN MARCOS | | | | | | |
| KCNV 1948 | 1470 250-D | Central Bcstg. Co. P. O. Box 32 888 | LBS Best | Ed C. James, p Charles S. Thomas, gm James N. Coston, pd & nd | Robert Martens, ce | Cap. |
| SEGUIN | | | | | | |
| KWED 1948 | 1580 1,000-D | Weidon Lawson, Garfield Kiel 200 S. Camp St.; 1580 | Best | Garfield Kiel, g & pmm & nd Stan McKenzie, cm & fd Henry Lehnhoff, pd | Richard Zuehl, ce John Traeger, sd Faye Chessher, wd | L-W UP WE |
| SEYMOUR | | | | | | |
| KSEY 1950 | 1230 100 | W. C. Moss Jr. P. O. Box 295 | | W. C. Moss Jr., p, g & cm A. E. Turner, ce | Elizabeth Moss, secy.-bkpr. & wd | AP G |
| SHAMROCK | | | | | | |
| KEVA 1949 | 1580 250-D | Shamrock Texas Bcstg. Co. P. O. Box 20; 620 | | Albert Cooper, p Hal Blymiller, gm Acton Tillery, ce | | L-W UP WE |
| SHERMAN | | | | | | |
| KHRV (Denison) 1938 | 910 1,000 DA-1 | Red River Valley Bcstg. Corp. 319 S. Fannin (Denison) 421 N. Crockett (Sherman) 428 (Denison); 201 (Sherman) | MBS Texas Pearson | G. H. Wilcox, p Tom E. Spellman, gm (Sherman) W. E. Wilcox, gm (Denison) Claude Cunningham, cm (Sherman) | Lynn Williams, cm (Denison) Earl Ellington, pd Ken Rowe Jr., pmm Tom Johns, ce | Assoc. Wid. UP WE |
| KTAN 1947 | 1500 250-D | Sherman Bcstg. Corp. P. O. Box 661 2910 | KBS | E. T. Fant Jr., p William A. Jaco, g & cm W. P. Phillips, ce | Jim Shelton, pd, pmm, nd & sd M. C. Followill, fd Betty Christensen, wd | AP Ray. |
| SNYDER | | | | | | |
| KSNY 1949 | 1280 500-D | John Blake Route 1 1280 | LBS Best | John Blake, p Charles R. Wolfe, gm | Don Morris, ce Betty W. Snyder, wd | L-W UP RCA |
| STAMFORD | | | | | | |
| KDWT 1947 | 1400 250 | David W. Ratliff Stamford 1400 | MBS KBS | David W. Ratliff, p, gm & nd Lahoma Dickson, cm Opal Davis, pd Wilford Dickson, pmm & fd | Ken Skillern, ce Robbie Robinson, sd Olive McDougle, wd | AP WE |
| STEPHENVILLE | | | | | | |
| KSTV 1950 | 1510 250-D | John Blake P. O. Box 102 950 | | John Blake, p Thomas Blake, gm & nd William Prince, pd & sd | Roy Johnson, ce & fd Ernestine Rodman, wd & secy. | St. UP |
| SULPHUR SPRINGS | | | | | | |
| KSST 1947 | 1230 250 | Hopkins County Bcstg. Co. Radio Rd. 1230 | MBS KBS Best | William N. Edwards, p W. E. Bradford, vp, gm, ce & fd Clovis Pinion, cm | Tom Brubaker, pd & sd Bill McDougal, pmm Margaret Thomas, nd & wd | AP G |
| SWEETWATER | | | | | | |
| KKXK 1939 | 1240 250 | Sweetwater Radio Inc. Box 570 4655 | MBS KBS Best | J. S. McBeath, p J. Harley Hubbard, gm Elwood Fritsch, cm Al Cobb, pd, pmm & nd | J. T. Allen, ce Tom Porter, fd Ed Alexander, sd | St. UP RCA |
| TAYLOR | | | | | | |
| KTAE 1948 | 1260 1,000-D | KTAE Inc. Box 191 1260 | LBS | G. G. Conoley, p, g & cm Bob Mitchell, pmm R. S. Heller, pd, nd, fd & sd | Gordon W. Rainey, ce Phyllis Heller, wd | Wid. UP Ray. |
| TEMPLE | | | | | | |
| KTSM 1936 | 1400 250 | Bell Bcstg. Co. Inc. 17 S. Third St.; 5252 | MBS | Frank W. Mayborn, p Burton Bishop, gm J. E. Callaway, cm | Curtis Casey, ce | L-W UP RCA |
| KTEM-FM 1948 | Ch. 298 (B) 107.5mc; 1.9kw | | | | | |
| TERRELL | | | | | | |
| KTER 1950 | 1570 250-D | Terrell Bcstg. Corp. Walnut & State Sts. 1710 | | Frederick I. Massengill Jr., p & gm | | SES. UP G |
| TEKARKANA | | | | | | |
| KCMC 1952 | 1230 250 | KCMC Inc. 317 Pine St. 3-6151 | ABC Texas State Taylor | Frank O. Myers, gm Thomas Dillahunty, cm Herman Cecil, pd | Harvey Robertson, ce Robert Jones, nd | L-W, Cole AP WE |
| KCMC-FM 1947 | Ch. 251 (B) 98.1mc 40kw | | | | | |
| KTFS 1948 | 1400 250 | Texarkana Bcstg. Co. 409½ State Line Ave. 35-123 | MBS Razorback Devney | David M. Segal, gm Thomas Alford, cm Dave Chapman, pd & sd | Jim Citty, pmm Orville Johnson, ce Ernest Hackworth, fd | Wid. UP Col. |
| TEXAS CITY | | | | | | |
| KT LW 1948 | 920 1,000-D | Texas City Bcstg. Service Show Boat Theatre Bldg. 5-4418 | KBS | J. G. Long, p Joe Brown, g & pmm & sd John F. Miller, sm | Randy Evans, pd & nd Melvin D. Wagner, ce | Thes., Cap. UP G |
| TYLER | | | | | | |
| KGKB 1930 | 1490 250 | (Mrs.) Lucille Buford 115 S. College 2-3875 | MBS Pearson Gene Grant | (Mrs.) Lucille Buford, o & cm J. Edwin Smith, pd Sam Mathews, pmm | Hudson Collins, ce John Lenox, sd Bonnie Lenox, wd | Wid. UP RCA |
| KGKB-FM 1947 | Ch. 268 (A) 101.5mc 1kw | | | | | GE |
| KTBB 1947 | 600 500-D CP: 500-LS 1,000-NDA | Blackstone Bcstg. Co. Blackstone Hotel 4-7278 | LBS Lone Star Taylor | S. H. Bothwell, d M. E. Danborn, g & cm Don Jackson, pd & nd Dana Adams, pmm | R. A. Wileman, ce Sam Whitlow, fd Virginia Morrow, wd | Thes. UP WE |

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IN THE **BOOMING** SOUTHWEST ... THERE'S NO SUBSTITUTE FOR ...

WOAI-TV San Antonio's first

Television station.

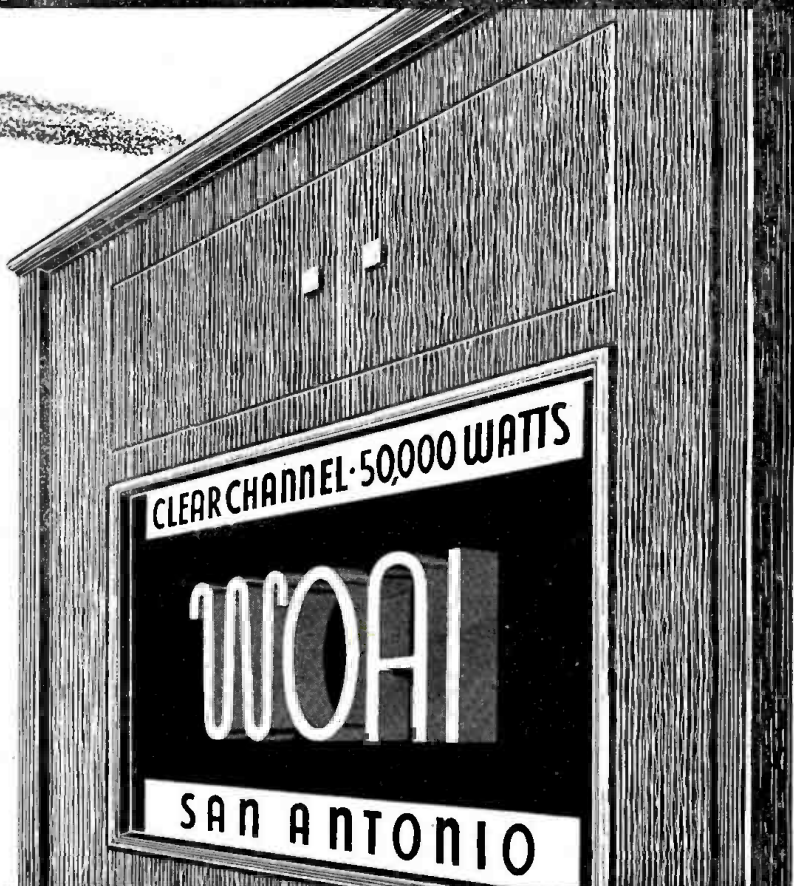
First on the air and first
in audience in the nation's
twenty-fifth city.

NBC - CBS



AND ...

WOAI Clear Channel
50,000 watts, the ONE completely
dominant advertising medium
in the prosperous San Antonio-
South Texas area. 1950
census figures show
60% population increase.
Largest gain of any major city
in Texas.
NBC - TQN



Represented Nationally by **EDWARD PETRY AND COMPANY, Inc.**
NEW YORK - CHICAGO - LOS ANGELES - ST. LOUIS - DALLAS - SAN ANTONIO - DETROIT

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|--------------------------------------|----------------------------------|--|-------------------------------|--|---|
| UVALDE KVOU 1947 | 1450 250 | Uvalde Bcstrs. 1450 Batesville Rd. 717 | MBS Continental | Edward J. Harpole, ptrn. & gm W. J. Harpole, ptrn. Joe Watson Jr., cm & sd Bob Hicks, ce | Burney Jones, pd & pmm Les Miller, nd & fd (Mrs.) E. J. Harpole, wd UP G |
| VERNON KVWC 1939 | 1490 250 | Northwestern Bcstg. Co. 1813 Wilbager St. | MBS KBS; Clark | Ken Kendrick, cm | |
| VICTORIA KNAL 1949 | 1410 500-D CP: 500 DA-N | Victoria Bcstg. Co. 190 W. Forrest St. 1410 | LBS Best | Culp Krueger, p Truman Belcher, gm Lynwood Boehm, cm | Jack Shefrin, sm, nd, fd & sd Charles Lewis, ce Wid. UP Col. |
| KVIC 1940 | 1340 250 | KVIC Bcstg. Co. Inc. P. O. Box 725 1106 | MBS | J. G. Long, p Bob Tharp, gm Jim Truheart, cm Bob Cutting, pd & pmm | Bob McCown, ce Jim Traber, nd & sd Cliff Berkman, fd Patricia Breech, wd Wid. AP WE |
| WACO KWTX 1946 | 1230 250 | KWTX Bcstg. Corp. 108½ South 6th St. 3-7331 | MBS McKinney | W. W. Callan, p Milford N. Bostick, gm J. Mack Brinegar, cm Charles Hinkle, pd & pmm | Lester R. Grubbs, ce Jarrell McCracken, sd Edna Barnard, wd Wid. AP |
| WACO 1922 | 1460 1,000 DA-N | Frontier Bcstg. Co. Amicable Life Bldg. 2-6571 | ABC Texas State Weed | Gene L. Cagle, p Charles B. Jordan, vp R. E. Lee Glasgow, gm | |
| WESLACO KRGV 1927 | 1290 5,000 DA-N | Taylor Radio & Tele- vision Corp. 201 Border 375 | NBC Lone Star Taylor | O. L. Taylor, p Byron W. Ogle, gm Aubrey Jackson, cm James D. Cook, pd | Ted Cressner, pmm O. Lewis Hartwig, ce Bob McDonald, nd Sallye Jones, wd L-W, SES. AP, UP RCA |
| WICHITA FALLS KFDX 1947 | 890 10,000 LS 1,000-N DA-2 | Wichtex Radio & TV Co. City Nat'l. Bank Bldg. 28668-9 | ABC Lone Star Taylor | Darold A. Cannan, p W. P. Hood, gm Sid Grayson, loc. cm & sd George Craig, pd, pmm & wd | John Adams, ce Mike Carpenter, nd & fd Mott M. Johnson, natl. & reg. sim Wid. AP RCA |
| KTRN 1949 | 1290 5,000-LS 1,000-N DA | Texoma Bcstg. Co. 917½ Scott St. 2-5214 | MBS Texas State Pearson | Houston Harte, ce Boyd Kelley, gm Sidney Grayson, cm & sd Bob Harmon, ce | Bill Richie, pd & nd Glenn Shelton, fd Billie Dougherty, wd Cap. AP Col. |
| KWFT 1939 | 620 5,000 DA-N | KWFT Inc. P. O. Box 420 4182 | CBS Western Blair | Kenyon Brown, p Charles E. Clough, gm Blaine Cornwell, pd A. L. Pierce, pmm | Herbert T. Wiley, ce Pat Halverson, nd Gerry Wright, wd St. UP RCA |
| KWFT-FM 1948 | Ch. 260 (B) 99.9mc; 9.7kw | | | | |

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KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

NOW

5000

WATTS

"The Voice of the Valley"

KRGV

AFFILIATED WITH

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STUDIOS AT

Weslaco, Texas

NATIONAL REPRESENTATIVES

**The O. L. TAYLOR
COMPANY**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

UTAH

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-----------------------|--------------------------|--|--|---|---|---|--|
| BRIGHAM CITY | | | | | | | |
| | KBUH 1948 | 800 250-D | Samuel L. Stephens Sr. 948 W. Forest Rd. 948 | Continental | Samuel L. Stephens Sr., p Sam L. Stephens Jr., gm & ce Wade M. Ebeling, cm & pd | Weston Vernon, nd Eloise Johnson, wd | UP |
| CEDAR CITY | | | | | | | |
| | KSUB 1937 | 590 1,000 DA-N | Southern Utah Bcstg. Co. Hotel El Escalante 398 | CBS Intermountain | Ivor Sharp, p Arthur L. Higbee, g, c & pmm, & nd | Robert L. Heyborne, pd & ce Eddy Peterson, sd | Wid. GE |
| LOGAN | | | | | | | |
| | KVNU 1938 | 610 1,000 DA-N | Cache Valley Bcstg. Co. 1393 North Main St. 1400 | MBS Intermountain Avery-Knodel | Herschel Bullen, p Reed Bullen g & pmm, nd & fd A. George Raymond, cm | Paul Coburn, pd & sd Delmonte Olesen, ce Dorene Boothe, wd | Wid. UP Col. |
| MURRAY | | | | | | | |
| | KMUR 1948 | 1230 250 | O. J. Wilkinson 4646 South State 9-9822 | | Oral J. Wilkinson, p James A. Petersen, gm & nd Howard W. Pingree, cm | Mitzi Patterson, pd & wd Fred J. Weibell, ce | L-W & Cap. UP G |
| OGDEN | | | | | | | |
| | KLO 1925 | 1430 5,000 DA-1 | Interstate Bcstg. Corp. Hotel Ben Lomond 5721 | MBS Intermountain Avery-Knodel | (Mrs.) Edris Glasmann, p George C. Hatch, gm George B. Morgan, sm C. W. Lowder, cm & pd | K. Sevillier, pmm Wayne T. Boothe, ce Dean Thueson, nd | Wid. UP |
| | KOPP 1947 | 730 1,000-D | KOPP Inc. Route 2 | KBS | King Harmon, gm | | L-W |
| | KVOG 1948 | 1490 250 | United Bcstg. Co. 1538 Gibson Ave. 27535 | Rocky Mt. Biddick | Arch G. Webb, p & gm Joe T. Johnson, cm Paula McCune, pmm & wd | L. Smith, ce Jim Neill, sd | St. WE |
| PRICE | | | | | | | |
| | KOAL 1936 | 1230 250 | Eastern Utah Bcstg. Co. Price 200 | MBS, KBS Intermountain Avery-Knodel | Jack Richards, p, g & cm, pd nd & sd Carl P. Wolfrom, pmm | Leo E. Reid, ce | UP |
| PROVO | | | | | | | |
| | KCSU 1947 | 1400 250 | Central Utah Bcstg. Co. Inc. P. O. Box 550 2802 | Rocky Mt. Biddick | Frank A. Van Wagenen, ptrn. Harold E. Van Wagenen, ptrn., pd & pmm John T. Hyde, cm | Dallin O. Oaks, ce Dale Brown, nd & sd Robert Hough, fd Barbara Ririe, wd J. D. Jones, pd Larry Steppe, pmm Kenneth Smith, ce | St. & Cap. UP |
| | KNEU 1949 | 1450 250 | Lester Taylor 307 So. 17th West 3426 | | Lester Taylor, p Myron May, gm Garn Carter, cm | Lovell Killpack, nd Chris Sanders, sd June Mower, wd | Wid. UP RCA |
| | KOVO 1939 | 960 1,000 DA-N | KOVO Bcstg. Co. 108 W. Center St. 1680 | MBS Don Lee Intermountain Avery-Knodel | Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm James Lawrence, pd & pmm & fd | | Wid. UP RCA |
| RICHFIELD | | | | | | | |
| | KSVC 1947 | 690 1,000-D | Sevier Valley Bcstg. Co. Richfield 820 | Intermountain Avery-Knodel | W. L. Warner Jr., g & cm Frank Peacock, pd & pmm Ralph A. Ross, ce | Bill King, nd Harvey Dastrup, fd | Wid., SES. UP Col. |
| SALT LAKE CITY | | | | | | | |
| | KALL 1945 | 910 1,000 DA-1 | Salt Lake City Bcstg. Co. Inc. 146 S. Main St. 4-3561 | MBS Intermountain Avery-Knodel | George C. Hatch, p Thomas H. Anderson, cm Jack S. Paige, pd Jack Goodman, pmm W. D'Orr Cozzens, ce | Lynn L. Meyer, nat'l. slm Paul Sullivan, nd Jean Paul King, fd Mal Wyman, sd | UP |
| | KDYL 1922 | 1320 5,000 DA-1 | Intermountain Bcstg. & TV Corp. 143 S. Main 5-2991 | NBC Blair | S. S. Fox, p & gm Easton Woolley, evp Geo. A. Provol, nat. slm | Emerson Smith, pd Del Leeson, pmm & nd J. M. Baldwin, ce | Assoc. Thes. UP, INS RCA |
| | KDYL-FM 1947 | Ch. 254 (B) 98.7mc 9kw | | | | | |
| | KDYL-TV 1948 | Ch. 4 66-72mc 2.3kw-aur.; 3.7kw-vis. | | Blair TV | Dan Rainger, pd | | |
| | KNAK 1945 | 1280 1,000-LS 500 N-DA | Granite Dist. Radio Bcstg. Co. 1042 South 8th West 4-3685 | Forjoe | Howard D. Johnson, p Richard F. Connor, gm Richard L. Nicholes, cm Gloria Whitney, fd & wd | Robert Crawford, pd Robert Hampton, pmm Lyle Wahlquist, ce Tom Ivory, nd, sd & asst. m | |
| | KEL 1922 | 1180 50,000 | Radio Service Corp. of Utah Union Pacific Bldg. 5-4641 | CBS Radio Sales | J. Reuben Clark Jr., p C. Richard Evans, gm Frank McLatchy, slm Edward B. Kimball, pd, sd, & wd Lynn McKinlay, pd | Sherril Taylor, pmm Vincent E. Clayton, ce Max Roby, nd Elvon Orme, fd | Wid. & Assoc. & L-W AP, UP WE |
| | KSL-FM 1948 | Ch. 262 (B) 100.3mc 5.9kw | | | | | Col. |
| | KSL-TV 1949 | Ch. 5 76-82mc 9.2kw-aur.; 18.4kw-vis. | | ABC, CBS DuMont | D. Lennox Murdoch, TV opers. d | Wayne Richards, pd | INS GE |
| | KUTA 1938 | 570 5,000 DA-1 | Utah Bcstg. & Televi- sion Co. 29 S. State St. 3-2737 | ABC Rocky Mountain Hollingbery | Frank C. Carman, p & gm S. John Schile, cm Ray Fadel, pd A. Allan Thomas, pmm | C. Wendell Bell, ce Harold Collapriest, prod. d John Barlow, nd Harry Warren, fd & sd | Wid. St. AP, UP G |
| VERNAL | | | | | | | |
| | KJAM 1947 | 1340 250 | Uintah Bcstg. Co. 120 East Main 494 | KBS Grant | James C. Wallentine, p Lee Walker, gm & wd Grant E. Parry, cm | Erwin W. Boelter, pd & ce Chuck Ferguson, pmm & fd | UP |
| BRATTLEBORO | | | | | | | |
| | WTSA 1950 | 1450 250 | Granite State Bcstg. Co. Putney Rd. 1700 | MBS Yankee Granite Boiling | W. J. Barkley, p W. F. Rust Jr., gm James Simmonds, pd | Joe Rich, ce & sd Barbara Johnson, wd | SES. UP Col. |

VERMONT

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|-------------------------|--------------------------|----------------------|--|--|---|---|--------------------------|
| BURLINGTON | | | | | | | |
| WCAX | 1931 | 620 5,000 DA-N | WCAX Bcstg. Corp. 135 Main St. 2000 | CBS Weed | C. P. Hasbrook, p & gm J. D. Swan, sm T. B. Braine, cm M. R. Slater, pd | J. W. Tierney, ce Lawrence F. Killick, nd & fd Arnold Lewis, sd Elinor Nowlin, wd Jack Barry, sd Wynne Casey, wd | Wid. UP G |
| WJOY | 1946 | 1230 250 | Vermont Bcstg. Corp. 633 Main St. 5400 | ABC Rambeau | David W. Howe, p A. E. Spokes, g & cm John C. Quill, pmm & ce | AP RCA | |
| MONTPELIER-BARRE | | | | | | | |
| WSKI | 1947 | 1240 250 | Montpelier-Barre Bcstg. Co. Inc. Union Mutual Bldg. 1740 | Grant | B. M. Jacobsen, p Paul H. Martin, vp, g & cm Robt. Bannon, pd & fd Betty Byrne, pmm & wd | L. C. Davis, ce Hartwell Daley, nd Al Anderson, sd | L-W AP Col. |
| RUTLAND | | | | | | | |
| WHWB | 1949 | 1000 1,000-D | Central Vt. Bcstg. Corp. 24½ Center St. 3200 | | Herbert Wilson, p & gm (Mrs.) Vena M. Bates, vp (Mrs.) Helen M. Wilcox, treas. Lewis L. Carter Jr., act. pd J. H. Weiss, bus. m | Willard H. Buttles, ce Robert Herr, nd Harold Andrews, fd Richard Westervelt, sd | Cap. AP Ray. |
| WSYB | 1930 | 1380 1,000 DA-N | Philip Weiss Music Co. 35 Washington St. 1247 | MBS, KBS Union Yankee McGillvra | | | |
| ST. ALBANS | | | | | | | |
| WWSR | 1941 | 1420 1,000-D | Vermont Radio Corp. 75 N. Main St. 1390 | Walker | Lloyd Squier, p Warren C. Marsden, gm, nd & fd C. Stuart Perry, pd | Theodore Boisvert, ce Frank Balch, sd Tracy Cole, wd | Wid. UP Col. |
| ST. JOHNSBURY | | | | | | | |
| WTWN | 1949 | 1340 250 | Twin State Bcstrs. Inc. Concord Ave. 2344 | McGillvra | E. Dean Finney, p & co-m James F. McKernan, vp, co-m & ce | Robert S. Webster, pd, nd & fd George Peterson, sd Marjorie Dow, wd | L-W & SES. UP Ray. |
| WATERBURY | | | | | | | |
| WDEV | 1931 | 550 1,000 DA-2 | Lloyd E. Squier 8 Stowe St. 400 | MBS Yankee Walker | Lloyd E. Squier, p, g & cm Tom Dodd, pd Theodore Boisvert, ce | Harold M. Grout, fd John F. Woods, sd Virginia C. Dodd, wd | Wid. UP RCA |

VIRGINIA

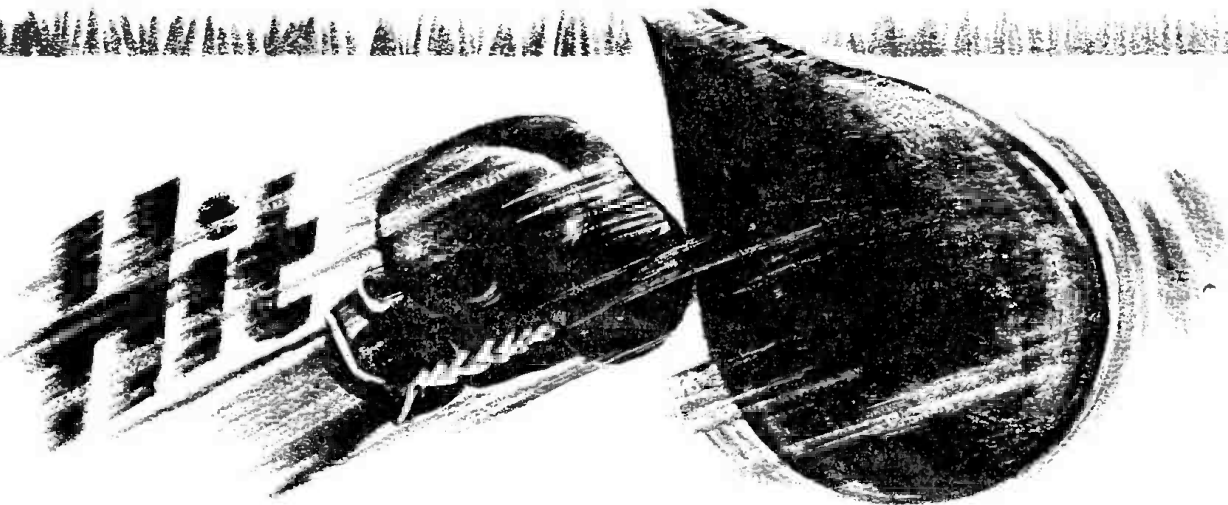
| | | | | | | | |
|------------------------|------|---|---|------------------|---|--|--|
| ALEXANDRIA | | | | | | | |
| WPIK | 1945 | 730 1,000-D | Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3000 | Schepp-Reiner | Carl L. Lindberg, p, gm & ce Ed Hudson, pd | Barbara Power, traffic m | L-W AP G |
| ARLINGTON | | | | | | | |
| WARL | 1947 | 780 1,000-D | Northern Virginia Bcstrs. Inc. 3102 N. 10th Rd. OWens 7800 | IMS | Frank U. Fletcher, co-o R. Kilbourne Castell, co-o Raymond W. Baker, gm | William W. Jefferay, cm Philip A. Long, pd John E. Strong, ce | St. & Cap. UP WE |
| WARL-FM | 1948 | Ch. 286 (B) 105.1mc 2.9kw | | | | | |
| WEAM | 1947 | 1390 5,000 DA-1 | WEAM Inc. 2030 N. 16th St. OWens 7100 | MBS Cooke | Harold H. Thoms, p Howard Stanley, g & cm Matthew Warren, pd & nd Phoebe Hudson, pmm | Sammie T. Aed, ce Jack Ridge, fd Nat Allbright, sd Marie Merkle Macpherson, wd | AP & UP Col. |
| BEDFORD | | | | | | | |
| WBLT | 1950 | 1490 250 | Bedford Bcstg. Corp. | | | | |
| BLACKSTONE | | | | | | | |
| WKLV | 1947 | 1490 250 | Nottoway Bcstg. Co. Community Bldg. 478 | MBS | H. S. Robertson, p Walter F. Wilkerson, gm Edward J. Silverman, cm James Barker, pd | T. Eddie Tatum, ce Noel Blankinship, wd Paul Cassell, fd | AP G |
| BRISTOL | | | | | | | |
| WCYB | 1946 | 680 10,000-D | Appalachian Bcstg. Corp. Front & Cumberland Sts. North 3580 | Bolling | Robert H. Smith, p & gm Fey Rogers, vp & sim W. T. Lane Jr., prog. sup., nd & sd | (Mrs.) Grace Fauson, bus. m Bob Dougherty, tech. sup. Ralph Randall, nd | Assoc., Cole Wid. AP UP Ray. |
| WFHG | 1946 | 860 1,000-D CP: 980 1,000 DA-N | Bristol Bcstg. Co. Hotel Bristol North 3620 | MBS | William L. Nininger, gm Homer Worley, cm Rex Raney, pd Jack Martin, pmm & nd | John Hughlett, ce Verlin Mays, fd & sd Gladys Vires, wd | St. UP Ray. |
| CHARLOTTESVILLE | | | | | | | |
| WCHV | 1933 | 1240 250 | Barham & Barham Rose Hill Dr. 2-5121 | ABC McGillvra | Charles Barham Jr., p & gm Bob Walker, cm R. G. Sketchley, pd Charlie Smith, pmm | Walter Gray, ce Bill Gentry, nd Frank Dill, sd Nancy Goodrich, wd Lawrence Kennedy, ce | Wid. AP Ray. |
| WINA | 1949 | 1280 1,000-D | Charlottesville Bcstg. Corp. 4th & Main Sts. 2-6177 | LBS Devney | Thomas M. Carruthers, p, g & cm Charles W. Freeman, pd | | Cap. & St. UP Ray. |
| CLIFTON FORGE | | | | | | | |
| WCFV | 1950 | 1230 250 | Clifton Forge Bcstg. Corp. Box 214 1230 | PBS | Dr. G. R. Stevens, p E. A. Schellhous, gm & pd | Nancy Johnson, cm John H. Wilson, ce | St. AP WE |
| COVINGTON | | | | | | | |
| WKEY | 1941 | 1340 250 | Earl M. Key Main St. at Bridge 8351 | ABC Devney | Earl M. Key, p & gm Kenneth Bryant, cm John Lee Davis, pd | Willis Shawver, pmm & sd John Wilson, ce | Wid. UP WE |
| CREWE | | | | | | | |
| WSVS | 1947 | 800 1,000-D | Southern Virginia Bcstg. Corp. 117 Carter St. 5000 | | Calvin S. Willis, p John E. Sadler, gm Freeman H. Stewart, cm | Bob Dickson, pd & pmm & nd & fd Everett Wilson, ce Alfred Walthall, sd | Wid. AP Ray. |
| WSVS-FM | 1949 | Ch. 284 (B) 104.7mc 14kw | | | | | AP RCA |
| CULPEPER | | | | | | | |
| WCVA | 1949 | 1490 250 | Culpeper Bcstg. Corp. Radio Bldg. 8338 | MBS | Ira C. Hopkins, p A. C. Thornton, g, c & pmm Durwood Powell, pd | Robert L. French, ce | St. UP G |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

VIRGINIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|---|---------------------------|---|--|--|
| | | | | Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| DANVILLE | | | | | | |
| WBTM 1930 | 1330 5,000-LS 1,000-N DA | Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350 | ABC Hollingbery | L. N. Dibrell, p R. Sanford Guyer, gm Edward G. Gardner, cm Betty R. Allen, pd Charles J. Holmes, pmm | Lyle C. Motley, ce Wally Ausley, nd Mack Stamps, fd Bill Howard, sd Vivien Jackson, wd | L-W AP RCA |
| WBTM-FM 1947 | Ch. 250 (B) 97.9mc 32kw | | | | | Fed. |
| WDVA 1947 | 1250 5,000-LS 1,000-N DA | Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300 | MBS Burn-Smith | John D. Prufft, p Emerson J. Pryor, gm Stover J. Morris Jr., cm Richard E. Campbell, pd Herbert F. Hodge, pmm | Rush Sawyers, ce Charles Craig, nd Frank Raymond, fd Wally Ousley, sd Jackie Sherrin, wd | St. UP Col. |
| FALLS CHURCH | | | | | | |
| WFAZ 1948 | 1220 250-D | Lamar A. Newcomb P. O. Box L 0900 | | Lamar A. Newcomb, p & gm Jeanne Russell, cm Genevieve Newcomb, pd | Ed Case, pmm & sd Emmett Murphy, ce | Thes. UP G |
| FARMVILLE | | | | | | |
| WFLO 1947 | 870 1,000-D | Colonial Bcstg. Co. 118 West Third St. 870 | Clark | Carla B. Keys, p & gm Charles R. Maillet, m Danny Shaver, pd & sd | Charles K. Chrismon, ce | Cap. & Assoc. UP Ray. |
| FREDERICKSBURG | | | | | | |
| WFVA 1939 | 1230 250 | Fredericksburg Bcstg. Corp. P. O. Box 269 1261 | ABC KBS | Richard F. Lewis Jr., evp Walter F. Harris Jr., m Charles J. Hinkle, ce | | L-W WE |
| FRONT ROYAL | | | | | | |
| WFTR 1948 | 1450 250 | Sky-Park Bcstg. Corp. P.O. Box 192 750 | MBS | Thomas J. Owens, p Kenneth Gordon, g & cm & sd Tom Gibson, pd & fd | Charles N. Jolliffe, ce Claude Jones, nd (Mrs.) Drayton Norcum, wd | Thes. UP WE |
| GALAX | | | | | | |
| WBOB 1947 | 1400 250 | Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300 | MBS, KBS | Robert V. Morris, p Joe P. Crockett, g & cm Muriel M. Bell, pd & wd W. Edward Boyer, ce | Dick Perry, nd Edward Boyer, fd Herman Reavis, sd | AP Ray. |
| HAMPTON | | | | | | |
| WVEC 1948 | 1050 250-D CP: 1490 250 | Peninsula Bcstg. Corp. P. O. Box 481 6332 | KBS | Thomas P. Chisman, p Harrol A. Brauer Jr., vp & gm Peter Edman, pd | James W. Swafford, ce L. W. Kilewer, sd | Assoc. AP Ray. |
| HARRISONBURG | | | | | | |
| WSVA 1935 | 550 1,000-DA-N | Shenandoah Valley Bcstg. Corp. Rawley Pike 875 | NBC Devney | Frederick L. Allman, p H. A. Wright, bus, m R. B. Harrington, c & pmm | Richard H. Johnson, pd & nd Warren L. Braun, ce Homer Quann, fd | UP RCA |
| WSVA-FM 1946 | Ch. 264 (B) 100.7mc 33kw | | | | | Fed. |
| HOPEWELL | | | | | | |
| WHAP 1949 | 1340 250 | Hopewell Bcstg. Co. City Point & River Rd. 801 | Cooke | Augustus Robbins Jr., p Charles M. Mark, g & bus. m | John P. Mercer, pd Robert E. Anthony Jr., ce | L-W UP |
| LEXINGTON | | | | | | |
| WREL 1948 | 1450 250 | Rockbridge Bcstg. Corp. 22 S. Main St. 6000 | MBS KBS Cooke | Marshall L. Wilmer, p Philip B. Hirsch, g & cm Andrew P. Petersen, pd & nd | Lindley H. Leggett III, ce Milton B. Henson, office m Robert Rauch, sd | Cap. AP GE |
| LYNCHBURG | | | | | | |
| WLVA 1930 | 590 1,000 DA-2 | Lynchburg Bcstg. Corp. Allied Arts Bldg. 2-1242 | ABC Hollingbery | Edward A. Allen, p Philip P. Allen, gm John P. Read Jr., secy.-treas. Joseph F. Wright Jr., cm | William H. Loren, pd & pmm John T. Orth, ce Eric Lund, fd Wayne Tyler, sd | L-W AP RCA |
| WLVA-FM 1947 | Ch. 243 (B) 97.5mc 3.7kw | | | | | GE |
| WWOD 1947 | 1390 1,000 DA | Old Dominion Bcstg. Corp. P. O. Box 918 2-3441 | MBS Walker | D. H. Dillard, p Jack Weldon, gm Norman T. Simpson, cm & sd Jay Seibel, pd & pmm | Forest Pinkerton, ce Don Jarvis, pdm & nd Lynn Roberts, wd | Wid. AP, UP Ray. |
| WWOD-FM 1948 | Ch. 261 (B) 100.1mc 0.94kw | | | | | Col. |
| MARION | | | | | | |
| WMEV 1948 | 1010 1,000-D | Mountain Empire Bcstg. Corp. Park Blvd. 9001 | LBS Cooke | Robert Lane Anderson, p Robert C. Wolfenden, g, c & pmm & ce | Mrs. Robert Wolfenden, pd & nd & wd William C. Stevens, fd & asst. pd Fran Russell, sd | Wid., Assoc. AP WE |
| MARTINSVILLE | | | | | | |
| WMVA 1941 | 1450 250 | Martinsville Bcstg. Co. Inc. Chatham Heights 2152 | NBC KBS | William C. Barnes, p John W. Shultz, gm Charles F. Adams, c & pmm Barbara Zimmerman, pd & wd | Dewey W. Muse, ce Maynard E. Dillaber, nd Paul E. Zimmerman, sd | AP Ray. |
| WMVA-FM 1950 | Ch. 242 (B) 96.3mc 2.7kw | | | | | Rel. |

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the **BIGGEST**
Virginia-Carolina

Metropolitan Market

with

WSAP

5,000

WATTS

WSAP PORTSMOUTH . . . : VIRGINIA

Covering

**PORTSMOUTH, NORFOLK, NEWPORT NEWS, HAMP-
TON, VIRGINIA BEACH, SUFFOLK, WILLIAMSBURG,
OLD POINT COMFORT AND THE RICH FARMING AND
SEAFOOD AREAS OF EASTERN MARYLAND, VIRGINIA
AND NORTH CAROLINA.**

MUTUAL'S TIDEWATER OUTLET

on the World Port of Hampton Roads

Represented by RA-TEL, Inc. • Chicago 360 N. Michigan Ave. • New York 420 Lexington Ave.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

VIRGINIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transec. Library News Service Transmitter |
|-------------------------------------|--|--|---------------------------|--|--|
| NEWPORT NEWS | | | | | |
| WGH 1928 | 1310 5,000 DA | Hampton Roads Bcstg. Corp. 114 24th St. 500 Portlock Bldg. Norfolk 27031 | ABC Free & Peters | Raymond B. Bottom, p Edward E. Bishop, gm William R. Van Buren Sr., secy.-treas. William R. Van Buren Jr., asst. secy.-treas. | Edward E. Edgar, cm Jay Caldwell, pd William A. Rhyne, pmm Lou Braun, ce AP RCA |
| WGH-FM 1947 | Ch. 243 (B) 96.5mc 35kw | | | | |
| WHYU 1947 | 1270 1,000-D | Eastern Bcstg. Corp. 114 24th St. 3-1632 | Devney | John Doley, p Frederic F. Clair, sm Tom Bradshaw Jr., pd | Maurice Charles, tech. d Cap. UP G |
| NORFOLK | | | | | |
| WCAV 1947 | 850 1,000 DA-2 | Cavalier Bcstg. Corp. Helena Bldg. 23286 | Bolling | Joseph Light, p H. A. Seville, gm A. F. Hammer, cm Earl Caton, pd | Bob Lee, pmm William M. Manrov, ce Ray Penner, nd Jimmy Riser, sd L-W UP WE |
| WNOR 1949 | 1230 250 | Norfolk Bcstg. Corp. 1019 Boissevain Ave. 56761 | Walker | L. H. Peterson, p Earl Harper, gm Bob Rogers, cm Milton Green, pd | Don Gordon, pmm Howard O. Sheets, ce Jack Harris, sd L-W AP G |
| WRVC(FM) 1948 | Ch. 273 (B) 102.5mc 7kw | Larus & Brother Co. Inc. 2712 Colley Ave. 4-1100 | CBS Radio Sales | C. T. Lucy, gm William R. Preston, pd S. T. Terry Jr., ce | Robert E. Moody, studio m Wid., L-W UP WE |
| WTAR 1923 | 790 5,000 DA-N | WTAR Radio Corp. 720 Boush St. 5-6711 | NBC Petry | Campbell Arnoux, p & gm Joel Carlson, pd Fred Lowe, pmm John C. Pepper, ce | Emileigh Maxwell, nd Blair Eubanks, sd Alice Brewer White, wd St. AP, UP RCA |
| WTAR-FM 1947 | Ch. 247 (B) 97.3mc 50kw | | | | |
| WTAR-TV 1950 | Ch. 4 66-72mc 12.25kw aur.; 24.5kw vis. | | NBC, ABC CBS, DuMont | Winston Hope, pd | |
| NORTON | | | | | |
| WNVA 1946 | 1450 250 | Blanfox Radio Co. Inc. Coalfield Progress Bldg. 700 | MBS KBS | Richard B. Helms, p Jack T. Helms, gm Bill Holland, c & pmm & pd | Gene Tommerdahl, ce Bill Stallard, nd & fd & sd L-W AP Temco |
| ORANGE | | | | | |
| WJMA 1940 | 1340 250 | James Madison Bcstg. Corp. Route 15 7263 | MBS | Welford A. Sherman Jr., p Arthur C. Livick Jr., g & cm Joseph Francis Quinn, asst. m & pd & sd | Lee Tully, pmm & nd Joseph Trivette, ce & fd Ann Butler, wd SES. UP G |

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The WGH area is Virginia's No. 1 SALES MARKET!

NORFOLK — PORTSMOUTH — NEWPORT NEWS

1. Population 747,576
2. BMB Radio Families 178,810
3. WGH Radio Families (t.w.a.) 113,720
4. Retail Sales \$580,018,000
5. Retail Sales Index 361 398 404
Norfolk Portsmouth Newport News

5000 WATTS **WGH** BASIC ABC



| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|---|---|----------------------------|--|---|
| PETERSBURG WSSV 1945 | 1240 250 | Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881 | MBS | L. H. Peterson, p Ray Moss, gm James Lowell, cm Paul Hennings, pd | N. W. Andrews, pmm Edward Schwarz, ce Joe Smith, sd Betty Nunnally, wd Cap. AF Temco |
| PORTSMOUTH WLOW 1946 | 1400 250 | Commonwealth Bcstg. Corp. P. O. Box 1429 45678 | ForJoe | E. L. Scott, p Robert E. Wasdon, vp & gm Jack Sigel, secy.-treas. & tech. d W. M. Carpenter, sm | Robert Drepperd, pd Joseph B. Matthews, cm James Campbell, loc. slm Francis Kitchen, wd L-W, Wld. Thes. UP Col. |
| WSAP 1943 | 1350 5,000 DA-2 | Portsmouth Radio Corp. 205 Professional Bldg. 7-3488 | MBS Ra-Tel | Tom E. Gilman, p Jack Norfleet, g & cm David Nelson, pd & pmm | Charles R. Sledge, ce Pete Glazer, sd UP Col. |
| WSAP-FM 1946 | Ch. 259 (B) 99.7mc 100kw | | | | Fed. |
| PULASKI WPUV 1946 | 1230 250 | Southwest Bcstg. Corp. Dora Highway 3-3931 | MBS KBS Sears & Ayer | Howard R. Imboden, p & co William R. Murray, g & cm Alfred Lee Mills, pd | Charles E. Fauson, ce Wld. AP Col. |
| RADFORD WRAD 1950 | 1340 250 | Rollins Bcstg. Inc. Radford 2461 | LBS Devney | John W. Rollins, p O. Wayne Rollins, vp & gm Wendell H. Siler, cm & nd Richard R. Morgan, pd & fd | James T. Rutherford Jr., pmm Fitzgerald McDaniel, ce Edward Marzoa, sd Thes. AP GE |
| RICHLANDS WRIC (CP) | 1050 1,000-D | Clinch Valley Bcstg. Co. | | | |
| RICHMOND WANT (CP) | 990 1,000-D | United Bcstg. Co. 1705 Colorado Ave. | | Richard Eaton, p | |
| *WBBL 1924 | 1480 5,000 SH | Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2465 | Devney | C. H. Liesfeld, gm R. W. Raabe, ce | WE |
| WLEE 1945 | 1480 5,000 DA-2 | Lee Bcstg. Corp. Broad-Grace Arcade 3-6741 | MBS ForJoe | Thomas G. Tinsley Jr., p Irvin G. Abeloff, g & cm Harvey L. Hudson, pd George W. McGuigan Jr., ce | Lud Sterling, nd Joe Mason, sd Patsy Garrett, wd L-W AP WE |
| WLEE-FM 1948 | Ch. 275 (B) 102.9mc 21.5kw | | | | |
| WMBG 1926 | 1380 5,000 DA-N | Havens & Martin Inc. 3301 W. Broad St. 5-8611 (WMBG, AM affiliate) | NBC Blair | Wilbur M. Havens, p & gm Walter A. Bowry Jr., c & pmm | Allan J. Phaup Jr., pd, nd, fd & sd James W. Kyle, ce L-W TP RCA |
| WCOD(FM) 1946 | Ch. 251 (B) 98.1mc 47kw | | | | |
| WTVR(TV) 1948 | Ch. 6 82-88mc 6.4kw aur.; 12.16kw vis. | (WMBG, AM affiliate) | NBC Blair TV | J. Conrad Rianhard, pd | |
| WRNL 1937 | 910 5,000 DA-N | Richmond Radio Corp. 111 N. 4th St. 3-3436 | ABC Petry | D. Tennant Bryan, p E. S. Whitlock, g & cm Don Martin, pd Vincent Wolstenholme, ce | Joe Storer, loc. slm Cullen Johnson, fd Howard Harrick, sd Polly Daffron, wd St. AP WE |



AGRICULTURALLY RICH



INDUSTRIALLY PROGRESSIVE



ECONOMICALLY SOUND

Richmond's **WRNL**

plus... **READY
BUYING POWER**

equals... **MORE
SALES THAN EVER**

RICHMOND, right in the Heart of this great and growing trading area, represents an outstanding market . . . Ready Buying Power! And WRNL gives you complete coverage in this Rich Richmond Market. WRNL has been on 910 KC at 5000 Watts for more than 10 years . . . and the important Buying Audience has the Listening Habit.

To Get Your Share of This Outstanding Market
Remember there's More Sell on WRNL

WRNL

5000 WATTS 910 KC
NON-DIRECTIONAL
(DAYTIME)
ABC AFFILIATE
RICHMOND, VIRGINIA



EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

VIRGINIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|---------------------------|---|--|--|
| RICHMOND—(Continued) | | | | | | |
| <i>WRNL-FM</i> 1948 | Ch. 271 (B) 102.1mc 50kw | | | | | |
| WRVA 1925 | 1140 50,000 DA-1 | Larus & Bro. Co. Inc. Hotel Richmond 3-6633 | CBS Radio Sales | C. T. Lucy, gm Barron Howard, bus. m S. S. Carey, prog. service m John L. Stone Jr., pmm William R. Preston, pd S. T. Terry Jr., ce | D. C. Woods, ce W. R. Bishop, pub. rel. m George Passage, nd & sd | Wld., L-W UP WE WE |
| WRVB(FM) 1948 | Ch. 253 (B) 94.5mc 25kw | (WRVA, AM affiliate) | | | | WE |
| WXGI 1947 | 950 1,000-D | Radio Virginia Inc. 100 W. Franklin St. 7-4684 | IMS | Graeme Zimmer, gm John Sinclair, pd Joe Guidi, pdm | | AP |
| ROANOKE | | | | | | |
| WDBJ 1924 | 960 5,000 DA-N | Times-World Corp. 124 W. Kirk Ave. 8131 | CBS Free & Peters | J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm Paul E. Reynolds, pd | Benton B. Boggs, prom. d J. Edward Newman, ce John W. Eure, nd Don F. Murray, sd | Wld., L-W AP, UP RCA WE L-W, Cap. UP WE |
| WDBJ-FM 1948 | Ch. 235 (B) 94.9mc 41kw | | | | | WE |
| WROV 1946 | 1240 250 | Radio Roanoke Inc. P. O. Box 1110 3-4444 | MBS Burn-Smith | Leo F. Henebry, p Frank E. Koehler, g & cm Gordon R. Phillips, pd & asst. m | Frank A. Hall, ce | L-W, Cap. UP WE |
| WROV-FM 1948 | Ch. 279 (B) 103.7mc 0.28kw | | | | | |
| WSLS 1940 | 610 1,000 DA-2 | Roanoke Ecstg. Corp. Shenandoah Bldg. 9227 | ABC Weed | Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, c & asst. m Bill Saunders, pd Bill Ashworth, pmm | Phillip Briggs, ce Ulysses Walsh, news editor Glenwood Howell, fd Robert Hunter, sd | Assoc. L-W. Thes. AP RCA GE |
| WSLS-FM 1947 | Ch. 256 (B) 99.1mc 4.7kw | | | | | GE |
| SOUTH BOSTON | | | | | | |
| WHLF 1947 | 1400 250 | Halifax Ecstg. Co. P. O. Box 490 2-9988 | ABC KBS LBS | John L. Cole Jr., p, g & cm Ella L. Poindexter, pd, pmm & wd John Doherty, ce | Roy Marsh, sd | Cap. AP |
| STAUNTON | | | | | | |
| WTON 1946 | 1400 250 | Charles P. Blackley Morrison Bldg. 5-5555 | ABC | Charles P. Blackley, o & gm Charles E. Seebach, cm Fulton A. King, pd, pmm & nd | Rex C. Houser, ce Robert Sterrett, fd & sd | Assoc. AP |

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The Station that Really Means Business

in

Virginia's Number One Market . . .

RICHMOND

WXGI-950 KC

"The Bright Spot"

TOPS . . . WITH GOOD PULSE RATINGS . . . **TOPS**
 . . . IN DIAL LOCATION . . .
 . . . WITH A CLEAR NON-DIRECTIONAL SIGNAL . . .

Represented Nationally by

Independent Metropolitan Sales — In New York and Los Angeles

In Chicago, Represented by

Martin J. McGeehan

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------------------|--|--------------------------------|---|---|---|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| SUFFOLK | | | | | | |
| WLPM 1940 | 1450 250 | Suffolk Bcstg. Corp. P. O. Box 626 2394 | ABC KBS Sears & Ayer | Fred L. Hart, p & gm Earl Hundley, cm & sd William Walker, pd Eleanor Williams, pmm | Veryl W. Rupp, ce Stan Ronald, nd L. E. Pettyjohn, fd Helen Buffkin, wd | Thes. AP Col. REL |
| WLPM-FM 1947 | Ch. 299 (B) 107.7mc 10.2kw | | | | | |
| WARSAW | | | | | | |
| WNNT 1949 | 690 250-D | Northern Neck & Tidewater Bcstg. Co. Warsaw 690 | Devney | Grayson Headley, p & gm William C. Redd, cm Charles E. Springer, pd, sm & nd | J. L. Bittner, ce | St. UP G |
| WAYNESBORO | | | | | | |
| WAYB 1947 | 1490 250 | Waynesboro Bcstg. Corp. 525 West Main St. 6066 | MBS KBS Cooke | Judson T. Phillips, p N. Wilbur Kidd, g & cm Richard A. Rhodes, pd & sd | Edward R. Goodwin, ce (Mrs.) Helen M. Huffman, wd | L-W UP WE |
| WINCHESTER | | | | | | |
| WINC 1941 | 1400 250 | Richard Field Lewis Jr. Winchester 4855 | ABC | Richard F. Lewis Jr., p Winslow T. Porter, gm John Carl Morgan, cm & pd | Philip B. Whitney, ce Marion Park, wd | Assoc. UP WE Fed. |
| WRFL(FM) 1946 | Ch. 223 (B) 92.5mc 14kw | (WINC, AM affiliate) | | | | |
| WYTHEVILLE | | | | | | |
| WYVE 1949 | 1280 1,000-D | Wythe County Bcstg. Co. Grubb Bldg. 840 | | A. M. Gates, p Arthur M. Gates Jr., gm Sidney Tear, cm | Charles Carter, pd, pmm & fd Aloyise Munns, wd | L-W UP G |
| WASHINGTON | | | | | | |
| ABERDEEN | | | | | | |
| KBKW 1949 | 1450 250 | KBKW Inc. 701 E. Heron St. 1015 | LBS | Ben K. Weatherwax, p & nd James M. Lawson, gm Richard D. Crombie, cm George Edgar, pd | Sam Whitacre, pmm Richard Pooley, ce Chuck Hoonan, sp. events d Tex Lawson, sd | Assoc., Wld. AP Col. UP Ray. |
| KXRO 1927 | 1320 1,000 DA-N | KXRO Inc. 207½ E. Market St. 4098 | KBS MBS Don Lee Grant | Harry R. Spence, p & gm Fred G. Goddard, cm Stanley Craft, pd, nd & sd | J. D. Johnson, pmm Philip S. True, ce Lois A. Johnson, wd | UP Ray. |
| BELLINGHAM | | | | | | |
| KPUG 1948 | 1170 1,000 DA | KPUG Inc. P. O. Box 655 6200 | MBS Cooke | Jessica L. Longston, p R. E. Pollock, gm Jeanne G. Smith, pd Donald R. Pinney, ce | John DiMeo, nd Ken Jackson, fd Norris Adams, sd | AP WE |
| KVOS 1927 | 790 1,000 DA | KVOS Inc. 1321 Commercial St. 790 | ABC McGillvra | Rogan Jones, p John Clarke, gm John Fearey, pd & pmm Ernest E. Harper, ce | J. B. Jackson, nd Hal Reeves, fd Haines Fay, sd Elaine Wise, wd | Wld. UP WE |
| BREMERTON | | | | | | |
| KBRO 1947 | 1490 250 | Bremerton Bcst. Co. 205 Washington 3-5095 | | Bruce Bartley, o Jack H. Rogers, gm & nd Robert Gleason, pd | Bertil G. Hallberg, ce Lincoln Perry, sd | Wld. AP WE |
| KGIB 1950 | 1540 1,000-D | Kitsap G. I. Bcstrs. Inc. 124 N. Callow St. 7-3757 | | G. A. Weyland, p James Munro, gm Mel Keely, c & pmm & nd | Don Edlund, pd Paul Crittenden, ce & sd Darlene Hunter, wd | St. UP Ray. |
| CENTRALIA—CHEHALIS | | | | | | |
| KELA 1937 | 1470 1,000 | Central Bcstg. Corp. P. O. Box 720 6-3321 | MBS Don Lee Grant | J. Elroy McCaw, p Joe Chytil, g & cm Eugene Miller, pd Schuyler Hill, pmm | John Kelley, ce Donna Seip, wd Robert Cleland, nd, fd & sd | UP RCA |
| COLFAX | | | | | | |
| KCLX 1950 | 1450 250 | Interstate Radio Inc. P. O. Box 710 780 | KBS Interstate Biddick | T. R. Farrier, p Bert McAllister, gm, pd, nd & fd W. L. Hopkins, cm | H. D. Young, ce Dell R. Schroeder, sd Ruth McAllister, wd | Cole, SES. AP RCA |
| ELLENSBURG | | | | | | |
| KXLE 1946 | 1240 250 | Central Wash. Bcstrs. Inc. P. O. Box 600 2-1440 | Walker | Goodwin Chase Jr., p Joe Kendall, gm Darrel Burns, cm & ce | Don Bevilacqua, pd Joe Jaeger, nd & sd | L-W UP RCA |
| EPHRATA | | | | | | |
| KULE 1950 | 730 250-D | Columbia Basin Bcstg. Co. Ephrata 730 | | M. P. Monson, m Wm. Edward Smith, ce | | UP RCA |
| EVERETT | | | | | | |
| KRKO 1922 | 1380 1,000 DA-N | Everett Bcstg. Co. Inc. KRKO Bldg. Cedar 1144 | MBS Don Lee McGillvra | William R. Taft, p, g & cm Earl Gerdon, pd & pmm Dave Foley, ce | Edna Hannaford, traffic d Shirley Bartholomew, nd Lloyd Rodstrom, sd | UP GE |
| GRAND COULEE | | | | | | |
| KFDR 1950 | 1400 250 | Carl F. Knierim | | | | |
| KELSO | | | | | | |
| KELS 1949 | 1490 250 | Northwest Public Services P. O. Box 90 4900 | | Roscoe A. Day Jr., p Claire O. Banks, gm Lowell Gibson, pd & nd | John Holmes, ce Lacey Peoples, fd Arthur Kulman, sd | Cap., St. UP Ray. |
| KENNEWICK | | | | | | |
| KWIE 1949 | 1230 250 CP:610 1,000 DA-N | KWIE Inc. P. O. Box 437 6961 | | Hal Clark, p & sm (Mrs.) Merle Thompson, cm | Marvin E. Johnston, pd C. J. McCredie, secy.-treas. & tech. d | Assoc., Wld. AP Col. |
| KIRKLAND | | | | | | |
| KRKL 1948 | 1050 250-D | Eastside Bcstg. Co. Clivic Center 5800 | Grant | Lamar Ostrander & W. A. Charness, co-o Bob Davies, gm & sd | Bert Demers, cm Jerry McCumber, pd & nd Sherwin Goodwin, ce | Cap. UP Ray. |
| LONGVIEW | | | | | | |
| KWLK 1938 | 1400 250 | Twin City Bcstg. Corp. 14th & Hudson 1500 | MBS Don Lee Grant | C. O. Chatterton, p & gm Austin Ragle, cm Ellen P. Hammond, pd Bob Moran, pmm & fd | Ralph I. Brown, ce Warren Kemper, nd & sd Frantzell Corman, wd | Wld. UP RCA |

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

WASHINGTON—(Continued)

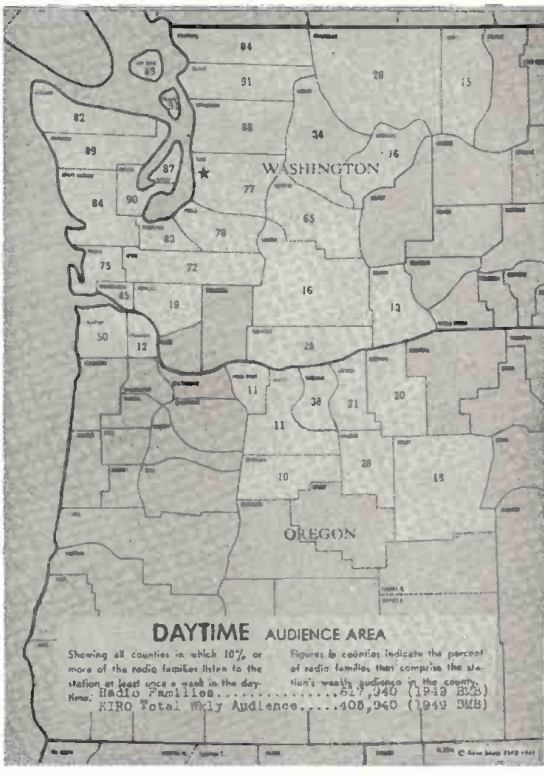
| City | Call Letters | Chan. or Freq. | Name of Licensee | Network | Executive Abbreviations | Transc. Library |
|-----------------------------|-------------------------|---|---|--|---|---|
| Established | Power | Power | Headquarters Address | Representative | Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | News Service Transmitter |
| LONGVIEW—(Continued) | | | | | | |
| | KWLK-FM 1948 | Ch. 280 (A) 103.9mc 0.41kw | | | | |
| MOSES LAKE | | | | | | |
| | KSEM 1947 | 1450 250 | KSEM Inc. P. O. Box 276 234 | KBS Cooke | Jessica L. Longston, p Don G. Bennett, g & cm (Mrs.) D. G. Bennett, pd James Jellen, pmm | Roland Kissler, ce Roy Robinson, nd & sd Ralph Walton, fd Vernie Bennett, wd Wld. UP WE |
| MOUNT VERNON | | | | | | |
| | KBRC 1946 | 1430 500-DA-N | Beckley Radio Co. P. O. Box 240 8955 | Keating | Leo H. Beckley, p & gm Fred Grant, cm Alan Miller, pd & pmm | Julie Yearsley, traffic m & wd Orris Vanerstrom, ce Marilyn Anderson, nd St. UP WE |
| OLYMPIA | | | | | | |
| | KGY 1922 | 1240 250 | Tom Olsen Rockway-Leland Bldg. 6636 | MBS Don Lee Grant | Tom Olsen, p & gm Elmer J. Holmberg, cm Joseph Hiley, pd & pmm Charles A. Roark, ce | William Fox, nd William Brenner, sd Vera Sparber, wd Wld. UP WE |
| OMAK | | | | | | |
| | KOMW 1947 | 680 1,000-D | KOMW Inc. P. O. Box 151 | Keating | R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm Nola Malone, pd | Kirk W. Springer, ce Nick Cain, nd Bert Cast, sd L-W, Cap. UP WE |
| PASCO | | | | | | |
| | KPKW 1945 | 1340 250 | Western Radio Corp. Chase & A Sts. 3337 | ABC Keating | V. B. Kenworthy, p & gm Arnold G. Sanborn, sm & sd Paul Walden, asst. gm | Walter Mott, pd Carl Swanson, ce Beverly Keller, wd Cap. UP |
| PORT ANGELES | | | | | | |
| | KONP 1945 | 1450 250 | Radio Pacific Inc. 313 W. First St. 4200 | KBS Keating | C. N. Webster, p & gm Keith E. Patterson, sm & nd | Bevin P. Roth, ce Jean Earl, wd Wld. UP WE |
| PULLMAN | | | | | | |
| | KBKH 1950 | 1150 1,000-D | Bayton & Hicks P. O. Box 356 15251 | | J. Ronald Bayton & Maynard Bayton, ptrns. J. Ronald Bayton, gm Frank Saraceno, cm | Robert Concie, pd & fd B. J. Bayton, pmm & wd David Graham, ce Mel Strom, nd L-W UP G |
| | *KWSC 1922 | 1250 5,000 ST-KTW | State College of Washington Arts Hall 9021 | | Dr. Wilson Compton, p Allen Miller, gm William Ladd, pdm Robert Baird, ce | Burton Harrison, nd Al Bond, fd Hugh Rundell, sd Assoc., Cap. Wld. AP, UP GE |
| RAYMOND | | | | | | |
| | KAPA 1950 | 1340 250 | Pacific Bcstg. Corp. | | | |
| RENTON | | | | | | |
| | KXRN 1947 | 1220 250-D | Interlake Bcstg. Corp. 7th Ave. & N. Park 5-3424 | | R. S. McCaw, p C. H. Williams, sm & sd O. W. Simpson, cm F. J. Jensen, pd & fd | D. L. Moberly, pmm F. C. Cook, ce V. Hase, nd & wd Cole UP RCA |
| RICHLAND | | | | | | |
| | KALE 1950 | 900 1,000-D | Yakima Bcstg. Corp. P. O. Box 367 Pasco 5579 | LBS Grant | Robert S. McCaw, p Laurence G. Dix, g, c & pmm Dave K. Dorris, pd & ce | Edythe Roiko, traffic m Ben T. Weaver, nd Gerald Colkitt, sd Cole UP GE Ray. |
| | KALE-FM 1950 | Ch. 280(A) 103.9mc 0.58kw | | | | |
| SEATTLE | | | | | | |
| | KING 1927 | 1090 50,000 DA-1 | KING Bcstg. Co. 2111 Smith Tower Mutual 1090 | Blair | Henry B. Owen, p (Mrs.) A. S. Bullitt, co Hugh M. Feltis, gm Roger D. Rice, nat'l slm George Freeman, ce | Grant Merrill, pd Arthur A. Schultz, ce Hal Moan, opers. d Bill O'Mara, sd Assoc. AP GE RCA |
| | KING-FM | Ch. 251 (B) 98.1mc 15kw | | | | |
| | KING-TV 1948 | Ch. 5 76-82mc 10kw-aur.; 19kw-vis. | | ABC, CBS DuMont NBC Blair TV | Al Hunter, cm Robert Priebe, opers. m | Lee Schulman, pd George Freeman, ce UP RCA |
| | KIRO 1935 | 710 50,000 DA-N | Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500 | CBS Columbia Pac. Free & Peters | Saul Haas, p Loren B. Stone, gm William F. Tucker, slm Kenneth E. Yeend, pd James B. Hatfield, ce | Maury Rider, nd Pat Hayes, sd Judith Lane, wd Antia Busek, publ. d St. UP WE |
| | KIRO-FM 1948 | Ch. 264 (B) 100.7mc 5.7kw | | | | |
| | KISW(FM) 1950 | Ch. 260(B) 99.9mc 2.1kw | Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255 | | Ellwood W. Lippincott, p & gm Robert H. Waldron, ce | RCA Mac. Ray. |
| | KJR 1923 | 950 5,000 DA-N | Totem Bcstrs. Inc. Skinner Bldg. Elliott 5890 | ABC Avery-Knodel | Marshall Field III, p J. Archie Morton, gm Arthur Gerbel Jr., slm Louis S. Bookwalter, d of engrg. | Roland Bradley, pd Don Reed, pmm Maitland Jordan, nat'l slm Bill Moshier, fd Wld. AP RCA |
| | KOL 1922 | 1300 5,000 DA-1 | Seattle Bcstg. Co. Northern Life Tower Main 2312 | LBS Headley-Reed | Archie G. Taft Sr., p Archie G. Taft Jr., g & cm Frank Anderson, pd Ruth Yohe, pmm | P. C. Lind, ce Wheeler Smith, nd Ed Scott, sd Sharon Kane, wd Wld., Cap. UP RCA |
| | KOMO 1926 | 1,000 50,000 DA-N | Fisher's Blend Station Inc. 100 4th Ave. North Seneca 6000 | NBC Petry | O. W. Fisher, p & gm Ray Baker, cm W. W. Warren, prog. m Richard E. Green, natl. slm & pmm | F. J. Brott, ce S. D. Bennett, development engr. Millard Ireland, nd Merrill Ash, fd L-W Assoc. UP RCA |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ADD WASHINGTON STATE MARKET DATA

BMB Station Audience Report—Study No. 2—Spring, 1949

KIRO* Seattle, Washington



AREA COVERAGE INDEX - RADIO

Method: Mail Ballois

Days: Sunday thru Saturday Period: Spring, 1950

Area: KIRO - 17 Counties
Radio Homes: 481,570*

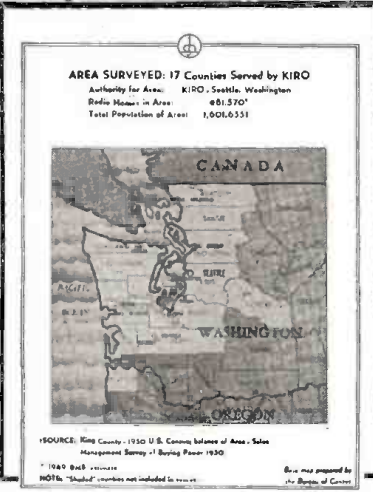
| STATIONS | % OF RADIO MENTIONS | | | | | | |
|-------------------------|---------------------|-----------|-----------|-----------|------------|-----------|--|
| | MORNING | | | AFTERNOON | | EVENING | |
| | 6 AM-8 AM | 8 AM-Noon | Noon-3 PM | 3 PM-6 PM | 6 PM-10 PM | 10 PM-Mid | |
| KIRO Seattle | 26% | 27% | 21% | 26% | 33% | 22% | |
| Station A, Seattle | 10% | 13% | 21% | 18% | 23% | 15% | |
| Station B, Seattle | 24% | 10% | 9% | 12% | 14% | 19% | |
| Station C, Seattle | 9% | 10% | 14% | 13% | 9% | 15% | |
| Station D, Seattle | 7% | 15% | 6% | 10% | 11% | 8% | |
| Station E, Seattle | 5% | 6% | 8% | 7% | † | 1% | |
| Station F, Seattle | 2% | 2% | 4% | 4% | 2% | 5% | |
| Station G, Seattle | 2% | 2% | 3% | 1% | LT | 3% | |
| Station H, Tacoma | 3% | 2% | 1% | 1% | LT | 3% | |
| Station I, Bellingham | 2% | 1% | 1% | 1% | LT | 1% | |
| Station J, Aberdeen | 2% | 1% | LT | LT | LT | LT | |
| Station K, Aberdeen | 1% | 1% | 1% | LT | LT | LT | |
| Station L, Tacoma | LT | LT | 2% | LT | † | † | |
| Station M, Astoria, Ore | 1% | LT | LT | LT | LT | LT | |
| OTHERS | 7% | 8% | 8% | 6% | 6% | 7% | |

* 1949 BMB estimate
† Does not broadcast throughout this day-part.

CAUTION: Indexes are developed within subject station's area only (see map) and should not be construed as applying to area of any other "mentioned" station.

The "Area Coverage Index-Radio" is computed from the "Station Mentions" secured from the answers to the question: "To what stations do you and your family listen MOST FREQUENTLY or THE MOST TIME?"

Because indexes show "% of Radio Mentions", (no record of Television), this is a measure of the distribution, not the size, of the audience to the respective stations.



The Hooper Area Coverage Index, Spring, 1950, covers the 16 counties of Western Washington and the area of Oregon showing 50% or better BMB Day and Night. Total population* of the area NOT surveyed and in which KIRO has 10% to 50% BMB is 421,300. Total radio homes in this area, 136,370.

* Sales Management Survey of Buying Power 1949.

The Pacific Northwest's Number One Radio Station



CBS
50,000
WATTS
710 KC

REPRESENTED NATIONALLY BY FREE & PETERS

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

WASHINGTON—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transe. Library News Service Transmitter |
|-------------------------------|------------------------------|--|---------------------------------------|---|--|--|
| SEATTLE—(Continued) | | | | | | |
| KOMO-FM 1948 | Ch. 225 (B) 98.9mc 14.4kw | | | | | |
| KRSC 1926 | 1150 1,000 | Radio Sales Corp. 2939 4th Ave. S. Elliott 2480 | | J. Elroy McCaw, p H. E. Ridalls, gm Wm. L. Simpson, cm | Ted Bell, pd, nd & sd Les Cabe, ce | L-W AP RCA |
| KTW 1920 | 1250 1,000 ST-KWSC | First Presbyterian Church 7th Ave. & Spring St. Mutual 1250 | | W. T. Whitney, p James S. Ross, gm & ce Don Bevilacqua, cm | A. G. Atworth Jr., pd. pmm & nd | |
| KVI 1928 | 570 5,000 | Puget Sound Bcstg. Co. Inc. Camlin Hotel; Seneca 4848 | MBS Don Lee Hollingbery | Laura M. Doernbecher, co Vernice Irwin, p & gm Earl T. Irwin, cm | Harry Long, pd & nd D. M. McDonough, ce | Thes. AP WE |
| KKA 1926 | 770 1,000 L-WJZ | KKA Inc. 312 Bigelow Bldg. Seneca 1000 | Rambeau | W. I. Dumm, p Lincoln W. Miller, gm Patti O'Day, pd | R. G. McArdle, natl. sm John Dubuque, ce Bob Ackerley, nd & sd | AP |
| SPOKANE | | | | | | |
| KGA 1926 | 1510 50,000 DA-N | Corp. of Gonzaga U. Radio Central Bldg. Madison 5383 | ABC Petry | Rev. Francis E. Corkery, p Harvey Wixson, g & cm Hub Warner, pd & pmm Earl S. Trumble, loc. slm A. G. Sparling, ce | John Fahey, nd Del Cody, fd Larry Doyle, sd Kay Wilson, wd | St. UP RCA |
| KHQ 1922 | 590 5,000 | KHQ Inc. Radio Central Bldg. Madison 5131 | NBC Katz | Richard O. Dunning, p, g & cm Robert H. Wesson, pd & pmm Milton O. Fritsch, treas. & asst. secy. | John Walker, ce Pat Cullen, nd Glenn Lorang, fd Margaret Smith, wd | Wld. AP WE |
| KNEW 1947 | 790 5,000 DA-1 | Coeur d'Alene Bcstg. Sprague & Wall Riverside 8035 | MBS Don Lee Hollingbery | Burl C. Hagadone, p & gm C. E. Rodell, sm W. C. Rhodes, slm | Paul Crain, pd C. W. Evans, ce | Wld. AP RCA |
| KREM 1947 | 970 1,000 DA-N | Cole E. Wylie 215 Realty Bldg. Madison 3333 | Forjoe | Cole E. Wylie, p, gm & ce Robert H. Temple, cm Erin W. Thomas, pd | Loyd Salt, sd | L-W AP RCA |
| KSP0 1922 | 1230 250 | Spokane Bcstg. Corp. 528 Riverside Ave. Riverside 8033 | PBS Headley-Reed | Louis Wasmer, p R. G. McBroom, g & cm Dave Gordon, pd | Darrel Holt, pmm Edward Antosyn, ce | Cap., Thes. UP RCA |
| KKLY 1922 | 920 5,000 | Symons Bcstg. Co. West 315 Sprague Ave. Madison 1218 | CBS Pacific Northwest Walker | E. B. Craney, p & gm B. E. Woolston, cm John Funk, pmm | George L. McGowan, pd, sd. nd & wd George E. Langford, ce E. W. Jorgenson, fd | Mac. UP |
| SUNNYSIDE | | | | | | |
| KREW 1950 | 1050 250-D CP:1230 250 | Cole E. Wylie Outlook Rd. 2277 | Forjoe | Cole E. Wylie, p C. Nat Harris, gm Sam Churchill, cm | Louise Barton, pd Donald R. Manning, ce | St. AP RCA |
| TACOMA | | | | | | |
| KMO 1922 | 1360 5,000 | Carl E. Haymond 914 1/2 Broadway Main 4144 | McGillvra | Carl E. Haymond, p Jerry Geehan, gm Ray McKenzie, c & pmm | Ted Knightlinger, pd & nd John Boor, ce Claude Doran, fd | Cap., St. UP G |
| KTBI 1941 | 810 1,000-D | Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241 | IMS Gene Grant | H. J. Quilliam, p Ed Lovelace, m A. B. Van Arsdale, cm | | Wld. Cole UP |
| KTNT(FM) 1948 | Ch. 247 (B) 97.3mc 10kw | Tribune Pub. Co. 1701 S. 11th St. Market 7181 | Transit Radio | Leonard H. Higgins, m Robert G. Boardway, pd Mar H. Bice, ce | Burke Ormsby, d of news & sp. events | Assoc., L-W AP GE |
| VANCOUVER | | | | | | |
| KVAN 1939 | 910 1,000 DA-1 | Vancouver Radio Corp. 707 1/2 Main St. 3-4717 | Keat'ng Western | Sheldon F. Sackett, p Fred F. Chitty, gm Mark F. DeLaunay, cm Rickey Bras, pd | George W. Conner, pmm & nd Edgar R. Means, ce. Jess Mason, fd Alvin Bauer, sd | St., Wld. UP Ray. |

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A Peach of a Pair
KIMA and the **YAKIMA Market**

YAKIMA COUNTY, WASHINGTON

UP 36.1% in Population

1950 U. S. census report.

UP to 5th Place

of all U. S. Counties in gross farm income.

Up too, is Listener Preference for KIMA

* Latest Hooper Station Audience Index (Share of Audience Report)

| | | SETS In Use | KIMA | Station B | Station C |
|----------------------|----------------------|-------------|------|-----------|-----------|
| Monday Thru Friday | Morning 8-12 A. M. | 25.0 | 37.9 | 36.6 | 21.6 |
| Monday Thru Friday | Afternoon 12-6 P. M. | 26.1 | 44.5 | 26.1 | 25.3 |
| Sunday Thru Saturday | Evening 6-10 P. M. | 38.5 | 41.3 | 26.2 | 24.4 |

* December 1949
Yakima Wash

KIMA
Affiliate
COLUMBIA BROADCASTING SYSTEM

WEED AND COMPANY: NATIONAL REPRESENTATIVES
NEW YORK, CHICAGO, ATLANTA, DETROIT, BOSTON, HOLLYWOOD, SAN FRANCISCO

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------------------|--|--------------------------------------|--|--|
| WALLA WALLA | | | | | |
| KUJ 1928 | 1420 5,000 DA-N | KUJ Inc. 55 E. Main St. 1230 | MBS Grant Keating | H. E. Studebaker, p & gm Don Wike, cm Howard Rhoads, pd | Thes. UP RCA |
| KWVB 1946 | 1490 250 | Walla Walla Bcstg. Co. Book Nook Bldg. 4103 | ABC | John W. Kendall Jr., p Elliot Behrens, gm Don Parks, pd Don Harris, pmm | Wld. AP |
| WENATCHEE | | | | | |
| KPQ 1929 | 560 1,000 DA-N CP: 5,000 DA-N | Wescoast Bcstg. Co. Inc. 2nd & Columbia 2757 | ABC McGillvra Keating | Rogan Jones, p James W. Wallace, vp Pat O'Halloran, sls. & pmm Emerson Elder, prog. m | Cole, Wld. UP WE |
| KWNW 1948 | 1340 250 | Apple-Land Bcstg. Inc. 1119 N. Wenatchee Ave. 2468 | MBS Biddick | James B. Hatfield, p James W. Thain, gm & nd Ron Satterwhite, cm Virginia Thompson, pd, pmm & wd | St. AP RCA |
| YAKIMA | | | | | |
| KIMA 1944 | 1460 1,000-LS 500-N | Cascade Bcstg. Co. Inc. 210 Ward Bldg. 6197 | CBS Columbia Pac. Weed | A. W. Talbot, p R. Lee Black, gm Ted Morrow, cm Thomas C. Bostic, pd, sd & d of sta. opers. | L-W, SES. AP WE |
| KIT 1929 | 1280 5,000-LS 1,000-N | Carl E. Haymond 414½ E. Yakima Ave. 8115 | ABC, NBC McGillvra Hollingbery | Carl E. Haymond, p James A. Murphy, g & cm James W. Nolan Jr., pd William Moody, pmm H. B. Murphy, ce | Cap. UP G |
| KYAK 1947 | 1400 250 | Yakima Bcstg. Co. P. O. Box 172 2-7143 | MBS Grant | Robert S. McCaw, p H. G. Fearnhead, g & cm Gerald Webb, pd Donald E. Gardner, ce | Wld. UP RCA |

WEST VIRGINIA

| | | | | | |
|-------------------|---------------------------------|---|------------------------------|--|-----------------------------------|
| BECKLEY | | | | | |
| WCFC 1950 | 730 250-D | Beckley Newspapers Bcstg. Service 305 Reservoir Rd. 8361 | KBS, PBS | Charles Hodel, p E. J. Hodel, gm George W. Yazell, cm | Assoc. AP WE GE |
| WCFC-FM 1946 | Ch. 267 (B) 101.3mc 35kw | | | | |
| WJLS 1939 | 560 1,000-LS 500-N DA | Joe L. Smith Jr. Inc. WJLS Bldg. 7311 | CBS Weed | Joe L. Smith Jr., p Virginia N. Cooper, sm Robert R. Brown, pd | Cole UP WE |
| WJLS-FM 1946 | Ch. 258 (B) 99.5mc 34kw | | | Willis Seaman, engr. | Fed. |
| WWNR 1946 | 620 1000-LS 500 DA-N | Rahall Bcstg. Co. 1585 Harper Rd. 9300 | MBS | N. Joe Rahall, p Tom Douds, g & cm Don Hays, pd, nd & fd William G. Francks, traffic d | L-W AP WE |
| BLUEFIELD | | | | | |
| WHIS 1928 | 1440 5,000 DA-N | Daily Telegraph Print- ing Co. 623 Commerce St. 7114 | NBC Katz | P. T. Flanagan, g & cm & ce B. H. Nash, prod. d. William Hostetter, pd, pmm & nd | Wld. & Cole AP Fed. |
| WKOY 1948 | 1240 250 | WKOY Inc. West Virginian Hotel 7405 | MBS Devney | J. Lindsey Alley, p, co & gm E. E. Ebersole, pd & sd | Assoc. UP Col. |
| CHARLESTON | | | | | |
| WCAW 1947 | 1400 250 | Capitol Bcstg. Co. P. O. Box 2791 | McGillvra | G. F. Wilkinson, p John S. Phillips, gm Selma Pierson, cm Al Walker, pd | L-W AP Col. |
| WCHS 1927 | 580 5,000 DA-N | The Tierney Co. 1016 Lee St. 28-131 | CBS Branham | Lewis C. Tierney, p John T. Gelder Jr., g & cm Morton S. Cohn, pd Frank Annand, asst. pd | St. AP, UP Col. |
| WGKV 1939 | 1490 250 | Kanawha Valley Bcstg. Co. P. O. Box 2909 3-7541 | NBC Meeker | R. M. Venable, p B. W. Venable, vp Henry V. Diefenbach, gm Charles High, cm C. P. Vogel Jr., pd & nd | Thes. AP Col. |
| WGKV-FM 1949 | Ch. 253 (A) 98.5mc 5kw | | | | REL |
| WKNA 1947 | 950 5,000-LS DA-2 1,000-N | Joe L. Smith Jr. 804 Kanwha Blvd. 3-9971 | ABC Weed | Joe L. Smith Jr., p George J. Gray, sm C. Alden Baker, cm | AP |
| WKNA-FM 1949 | Ch. 248 (B) 97.5mc; 22kw | | | | |
| WTIP 1946 | 1240 250 | Chemical City Bcstg. Co. Capitol at Fife St. 23-136 | MBS Forjoe | Gus Zaharis, p & co Berton Sonis, g & cm Joseph J. Herget, pd & nd | UP RCA |
| CLARKSBURG | | | | | |
| WBLK 1937 | 1400 250 | Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571 | NBC Branham | Austin Wood, p George Clinton, gm Fred Zimmerman, sm Russell Bonasso, pd & sd | L-W AP Col. |
| WHAR 1947 | 1340 250 | Mountain State Bcstg. Radio Plaza 45525 | MBS, ABC KBS McGillvra | Glacus G. Merrill, p & gm F. T. Gregg, cm James Harper, pd | UP G |

WEST VIRGINIA—(Continued)

| City | Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
|-------------------------------|---------------------------|-------------------------------------|--|----------------------------|---|--|--|
| CLARKSBURG—(Continued) | | | | | | | |
| | WPD ^X 1947 | 750 1,000-D | Clarksburg Bcstg. Corp. 339 West Main St. 4-6425 | | O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, cm Dewitt H. Wyatt, pd & fd | R. D. Hough, ce Jack Little, nd & sd Nancy Wheeler, wd | Wid. UP Ray. |
| | WPD ^X -FM 1948 | Ch. 236 (B) 95.1mc 2kw | | | | | WE |
| ELKINS | | | | | | | |
| | WDNE 1948 | 1240 250 | West Va. Radio Corp. P. O. Box 987 1300 | MBS | (Mrs.) Angas J. Reeves Greer, p G. C. Blackwell, gm William F. Wilson, cm | Clarence Rulong, ce Bill Wilson, nd Bus Leake, sd | Wid. UP G |
| FAIRMONT | | | | | | | |
| | WMMN 1928 | 920 5,000 DA-N | Fort Industry Co. 208 Adams St. 3100 | CBS Katz | George B. Storer, p Allen L. Hald, vp & gm Charles E. Smith, cm Frank Lee, pd & sd | William W. Powell, pmm & nd Joseph Strelauski, ce Francis Lauzau, fd Mary Haid, wd | L-W & Cole UP WE |
| | WVWV 1948 | 1490 250 | Fairmont Bcstg. Co. 119 Fairmont Ave. 5000 | ABC MBS Cooke | J. Patrick Beacom, p Numa Fabre Jr., gm Robert M. Drummond, c & pmm Harry Riley, pd & sd | Harry J. Drummond, ce Charles Faulkner, nd Richard McBride, fd Rosemary Pearson, wd | Wid. AP G |
| | WJPB(FM) 1950 | Ch. 222 (B) 92.3mc 4.8kw | (WVWV, AM Affiliate) | | | | WE |
| HUNTINGTON | | | | | | | |
| | WHTN 1947 | 800 1,000-D | Greater Huntington Radio Corp. 1112½ 4th Ave. 33453 | LBS IMS | A. B. Hyman, p Lan Singer, gm & sd Dean Sturm, pd & nd | Harold F. Sturm, ce | St. UP RCA |
| | WHTN-FM 1947 | Ch. 263 (B) 100.5mc 53kw | | | | | |
| | WPLH 1946 | 1450 250 | Huntington Bcstg. Corp. 1105 4th Ave. 33421 | MBS Transit Radio Walker | F. J. Evans, p Ralph S. Hatcher, m Charles T. Snowdon, pd & sd | William R. Haldane, ce Bill Austin, nd | Cap. AP WE |
| | WPLH-FM 1947 | Ch. 273 (B) 102.5mc 41kw | | | | | |
| | WSAZ 1923 | 930 5,000-LS 1,000-N DA | WSAZ Inc. 912½ Third Ave. 38401 | ABC Branham | Col. J. H. Long, p Marshall Rosene, gm Tom Garten, cm Ted Eiland, pd & fd | Jack Gary, pmm Leroy Kilpatrick, ce Ron Miller, nd Jack Bradley, sd | L-W, SES. AP Col. |
| | WSAZ-TV 1948 | Ch. 5 76-82mc 8.5kw aur.; 12kw vis. | West Virginia Bldg. 3-9441 | ABC, CBS, DuMont, NBC Katz | Lawrence H. Rogers II, TV sm James H. Ferguson, pd | Naseeb S. Tweel, pdm Elizabeth Conaty, traffic m | Flamingo RCA |

Data corrected to Dec. 5, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WHTN has—

1. LIBERTY BROADCASTING SYSTEM . . . A New Network
(and are we pleased!)
2. INDEPENDENT METROPOLITAN SALES . . . A New "Rep"
(we like them—you will too!)
3. AVAILABILITIES ON MAJOR LEAGUE BASEBALL
(thanks to L.B.S.—see our "Rep.")
4. LARGE COVERAGE . . . GOOD AUDIENCE . . . LOW PRICES

Represented by
INDEPENDENT METROPOLITAN SALES
55 W. 42nd Street,
New York City

1000 w.
800 kc AM **WHTN** FM 53,000 w.
HUNTINGTON **W. VA.** 100.5 mc.

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|--|--|---------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| LOGAN | | | | | | |
| WLOG 1940 | 1230 250 | Clarence H. Frey & Robert O. Greever P. O. Box 720 540 | | | | Wld. UP WE |
| WLOG-FM 1949 | Ch. 277 (B) 103.3mc 2.7kw | | | | | |
| WVOW (CP) | 1290 5,000-LS DA-1 1,000 N | Logan Bcstg. Corp. | | | | |
| MARTINSBURG | | | | | | |
| WEPM 1946 | 1340 250 | Martinsburg Bcstg. Co. People's Trust Co. Bldg. 5252 | Burn-Smith | C. M. Zinn & C. Leslie Golliday, ptnrs. C. Leslie Golliday, gm Ames L. Harper, cm | Charles Rand, pd Robert Brown, pmm & sd Sterling H. Heil, ce Oscar Luria, nd & fd | Wld. AP G |
| WEPM-FM 1948 | Ch. 232 (A) 94.3mc 0.81kw | | | | | |
| MONTGOMERY | | | | | | |
| WMON 1948 | 1340 250 CP: 790 1,000-LS 500-N DA | Fayette Associates Inc. 1028 First Ave. 620 | MBS | Arnold M. Vickers, p Andrew W. Vickers, c & pmm Ted Nelson, pd J. C. Craver, ce | John Evans, nd Jack Moran, sd Betty Kitchen, wd | Wld. AP Col. |
| MOOREFIELD | | | | | | |
| WFGG (CP) | 790 1,000-D | Lost River Bcstg. Corp. Moorefield 15 | | R. E. Fisher, p & gm J. George Freeland, ce | | |
| MORGANTOWN | | | | | | |
| WAJR 1940 | 1230 250 | West Virginia Radio Corp. 446 Spruce St. 9488 | MBS | Mrs. A. J. R. Greer, p Ford Billings, gm John W. Johns, cm Bos Johnson, pd & nd | Clarence Rulong, ce Nick Bassò, fd Jack Fleming, sd | Wld. UP RCA |
| WAJR-FM 1948 | Ch. 257 (A) 99.3mc 1kw | | | | | |
| MOUNDSVILLE | | | | | | |
| WMOD 1950 | 1470 1000-D | James D. Sinyard Box 308 1730 | | James D. Sinyard, p, g & cm Bob Clark, pd Helen Sandy, pmm & wd | Jerry Boles, ce & sd Andrew H. Kovlan, tech. sup. Bill Hawley, nd & fd | UP |
| OAK HILL | | | | | | |
| WOAY 1947 | 860 1,000-D CP: 5,000-D | Robert R. Thomas Jr. Oak Hill 651 | PBS | Robert R. Thomas Jr., p, gm & ce Chuck Balding, sd | Phyllis Stull, wd | Cap. AP Col. |
| WOAY-FM 1948 | Ch. 231 (B) 94.1mc 20kw | | | | | |
| PARKERSBURG | | | | | | |
| WCOM 1947 | 1230 250 | Parkersburg Bcstg. Co. 317 9th St. 7-4491 | ABC, LBS McGillvra | Joseph M. Handlan, p Richard S. Cotterman, gm & pd | Audra N. Archer, cm Buford Barickman, ce | Wld. UP WE |
| WPAR 1935 | 1450 250 | Ohio Valley Bcstg. Corp. 211½ 5th St. 75475 | CBS Branham | Austin V. Wood, p George H. Clinton, vp, g & cm Sherman Grimm, pd, nd & fd Joyce S. Burdette, pmm | V. G. Brooks, ce Don Hill, sd Ruth McGeary, wd | Thes. AP Col. WH |
| WPAR-FM 1948 | Ch. 293 (B) 106.5mc 8.9kw | | | | | |
| PINEVILLE | | | | | | |
| WWYO 1949 | 970 1,000-D | Wyoming Bcstg. Co. Inc. P. O. Box 184 2711 | | R. D. Bailey, p Jack Shipman, evp Ted Wolfe, pd Erle G. Howery, g & cm & nd | William Stone, ce Paul Scott, sd Evelyn Hickman, wd | Mac., Cole UP Col. |
| PRINCETON | | | | | | |
| WLOH 1947 | 1490 250 | Mountain Bcstg. Service Lilly Grove Addit. 2151 | LBS | H. P. Hunnicutt, p Melvin F. Barnett, gm & nd James M. Angel, cm James H. Mayes, pd & fd | Duke Bowman, pmm Earl Graham, ce Skip Erwin, sd | L-W UP WE |
| RONCEVERTE | | | | | | |
| WRON 1947 | 1400 250 | William E. Blake Shanklin Bldg. 300 | MBS McGillvra | William E. Blake, gm Carl E. Lipps, cm | | AP |
| WEIRTON | | | | | | |
| WEIR 1950 | 1430 1,000 DA-2 | The Tri-State Bcstg. Co. 243 No. 4th St. Steubenville, Ohio Steubenville 2-9721 | | Thomas E. Millsop, p Paul G. White, gm Charles H. McFarland, cm James M. Flenniken, pd & pmm | Frank W. Schaefer Jr., ce Paul Harris, nd Dick Jackson, sd Leslie Young, wd | Assoc., Thes. AP WE |
| WELCH | | | | | | |
| WBRW 1940 | 1340 250 | McDowell Service Co. 10 Riverside Dr. 818 | MBS | J. G. Hunt, p Ellis Landreth, g, c & pmm | John J. Villani, pd & sd Dallas P. Boyd, ce | St. AP G |
| WELC 1950 | 1150 1,000-D | Pocahontas Bcstg. Co. King Coal Bldg. 1150 | McGillvra | Howard R. King, p & ce Sammy Sidote, vp Tom Hicks, gm | Luther G. Bassett, cm Jim Runyon, pd & sd D. C. Bradberry, secy.-treas. | Cap. UP |
| WESTON | | | | | | |
| WHAW 1948 | 1450 250 | Lewis Service Corp. 170 Main Ave. 1555 | KBS Cooke | Harold McWhorter, p & gm Ben Homel, cm Carl Loose, pd, nd & sd | Delores Homel, pmm George Waggoner, ce Louise L. Lawson, wd | Assoc., Wld. AP G |
| WHEELING | | | | | | |
| WHLL 1949 | 1600 5,000-D | Wheeling Bcstg. Co. P. O. Box 989 6700 | | Kenneth H. Forney, p & gm Paul Miles, cm William H. Hausman, pd | Stanley Skoff, ce | Cap. UP G |
| WKWK 1941 | 1400 250 | Community Bcstg. Inc. 16th & Market Sts. 5320 | ABC Weed | Joe L. Smith, p John E. Reynolds, gm Alfred C. Ihlenfeld, cm Nancy A. Hilmes, pd | Raymond A. Vingli, pmm & sd Fred A. Baker, ce Dale Schussler, nd Evelyn Haden, wd | UP RCA |
| WKWK-FM 1948 | Ch. 247 (B) 97.3mc 16kw | | | | | Fed. L-W, Cole AP RCA |
| WWVA 1926 | 1170 50,000 DA-N | The Fort Industry Co. Hawley Bldg. 5383 | CBS Petry | George B. Storer, p William E. Fine, vp & mgng. d Paul J. Miller, asst. mgng. d | Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce William McGlumphy, asst. ce | L-W, Cole AP RCA |

WEST VIRGINIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner; Pres. p; Exec. op evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Executive Abbreviations | Transc. Library News Service Transmitter |
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| WHEELING—(Continued) WVVA-FM 1947 | Ch. 25.4 (L) 98.7mc 15.3kw | | | | | |

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| WILLIAMSON WBTH 1939 | 1400 250 | Williamson Bcstg. Corp. 5½ East Second Ave. 1241 | MBS | Clarence Lovitch, co Alice Shein, co, g & em John T. Blair Jr., pd | Robert W. Bullis, ce | UP Col. |
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WISCONSIN

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|-------------------------------|--------------|---|--|----------------------|--|----------|
| ANTIGO WATK 1948 | 900 250-D | Antigo Bcstg. Co. 533 Superior St. 33 | | A. F. Berner, p & gm | | L-W G |
|-------------------------------|--------------|---|--|----------------------|--|----------|

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|---------------------------------|-------------|--|------------------------------|---|---|------------------|
| APPLETON WBHY 1925 | 1230 250 | WBHY Inc. 600 S. Lawe St. 3-6639 | MBS Wisconsin McKinney | Earl H. Huth, g & cm Robert Petrie, pd Richard Moore, pmm George Merkl, ce | Leo Dudek, nd Harry Krane, fd Bob Lloyd, sd Ann Rohowetz, wd | L-W AP RCA |
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| ASHLAND WATW 1940 | 1400 250 | Upper-Mich.-Wisc. Bcstg. Co. Inc. Northern State Bank Bldg. 1680 | MBS Walker | William L. Johnson, p Donald R. Hoover, gm Terrence G. Hogan, sm Mary Jean Anno, pd & wd | Arnold Peterson, pmm & nd Otto Link, ce Todd Hogan, sd | Wld. UP G |
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| BEAVER DAM WBEV (CP) | 1430 1,000-D | Beaver Dam Bcstg. Co. | | | | |
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| BELOIT WBEL 1948 | 1380 1,000-D | Beloit Bcstrs. Inc. 335 E. Grand Ave. College 1380 | | Lloyd Burlingham, p L. O. Fitzgibbons, gm John Rhodes, pd & nd Leo Wilson, ce | Bob Scholz, fd Joe Moen, sd Christie Thomsen, wd | AP Ray. |
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| WGEZ 1948 | 1490 100 | Beloit Bcstg. Co Hotel Hilton College 6024 | MBS Wisconsin Rambeau | Sidney H. Bliss, p, g & cm Bob Brown, pd & nd Stanley Holmes, ce | Grant Ritter, fd Bob Noe, sd | Wld. AP WE |
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|-----------------------------------|-------------------|---|----------------------------|--|--|----------------------------|
| EAU CLAIRE WBIZ 1947 | 1400 250 | WBIZ Inc. 609 Cameron St. 5111 | ABC | James J. Conroy, p Alvina M. Britz, sm Kenneth Bergum, ce | Jack Davis, pd, pmm & nd Bob Cavanaugh, sd | UP RCA |
| WEAU 1937 | 790 5,000 DA-N | Central Bcstg. Co. 203 So. Barstow St. 6149 | NBC Arrowhead Ra-Tel | W. C. Bridges, p Harry S. Hyett, g & cm Robert E. Nelson, pd | T. O. Jorgenson, ce Richard Vogl, nd Carl M. Johnson, fd | Assoc., L-W, Wld. UP |

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**"WE MAY BE ON THE OUTSIDE LOOKING IN —
BUT MY WHAT BIG EYES WE HAVE"**

WBEL

**BELOIT, WIS.
1000 WATTS AT 1380**

JANESVILLE

BELOIT

**LOWEST RATES ALONG THE
WISCONSIN-ILLINOIS
STATE LINE**

L. O. FITZGIBBONS, MGR.

**OUR SIGNAL
BLANKETS THE
METROPOLITAN AREA**

**ONLY Station With Primary Signal In
ALL THREE CITIES**

ROCKFORD—16 MILES—BELOIT—9 MILES—JANESVILLE

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transe. Library News Service Transmitter |
|-------------------------------------|--|---|-----------------------------|--|---|
| EAU CLAIRE—(Continued) | | | | | |
| WEAU-FM 1948 | Ch. 231 (B) 94.1mc 80kw | | | Zora E. Guenard, pd | GE |
| WRFW 1948 | 1050 1,000-D | Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629 | Forjoe | Thomas K. Werner, p Jack Kelly, gm, nd & fd R. K. Werner, cm Robert Froemming, pd | Oscar Sielaff, ce James Cottrell, sd Heather Jean Snoddy, wd St. AP G |
| FOND DU LAC | | | | | |
| KFIZ 1922 | 1450 250 | KFIZ Bcstg. Co. 18 W. First St. 356 | MBS Wisconsin Holman | A. H. Lange, p Emery W. Martin, evp Lynn N. Fairbanks, g & cm Lucille A. Fairbanks, pd & wd | Wendell Meyers, ce Elliott Scoville, nd Ron Bothe, fd Joe Goeser, sd UP RCA |
| GREEN BAY | | | | | |
| WBAY 1925 | 1360 5,000 DA-N | WHBY Inc. Bellin Bldg. Adams 1 | CBS Weed | Rev. M. J. Beemster, mgng, d Haydn R. Evans, gm Lee Stinson, cm Clair Stone, pd | Karl Gorsche, pmm Wallace Stangel, ce Roger Mueller, pdm Michael Griffin, nd AP RCA |
| WDUZ 1947 | 1400 250 | Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300 | ABC Taylor | Ben A. Laird, p Robert C. Nelson, sm John Harvey, cm Don Arthur, pd & sd | Ken Peterson, pmm Paul Tyrrell, ce Robert C. Houle, nd Betty Quintal, wd L-W UP G |
| WJPG 1947 | 810 1,000-D CP: 1440 1,000-LS 500-N DA-2 | Green Bay Newspaper Co. Green Bay Adams 4400 | Wisconsin | Andrew B. Turnbull, gm John M. Walker, sm Glen R. Holzrecht, cm Bob Kelly, pd Ann Weizenegger, pmm | Elmo Reed, ce James Bartelt, nd Les Sturmer, fd Earl Gillespie, sd St. AP RCA |
| WJPG-FM 1947 | Ch. 260 (B) 101.1mc 14.4kw | | | | |
| HARTFORD | | | | | |
| WTKM (CP) | 1540 500-D | Kittle-Moraine Bcstg. Co. | | | |
| JANESVILLE | | | | | |
| WCLO 1930 | 1230 250 | Southern Wisconsin Radio Inc. 200 E. Milwaukee St. 2316 | MBS Wisconsin Rambeau | Sidney H. Bliss, p Vern W. Williams, gm Charles W. Bessire, cm Joseph G. Urban, asst. m | Wayne Clay, ce Grant A. Ritter, fd Don Boyd, sd Adeline Dunlap, wd Wld., Cap. AP WE |



**EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS
SERVING 355,000 PEOPLE**

**PROOF OF EFFECTIVENESS
Is Volume Patronage at Card Rates**

187 Area advertisers on long term contracts.

38 national spot and network clients.

Radio listings and consistent newspaper advertising promotion in the Janesville Daily Gazette ABC circulation 20,269 and the Beloit Daily News ABC circulation 17,592.

Write for Market Data and Combination rates

Vern Williams Executive Office Janesville, Wis.

**AFFILIATED with MBS and WISCONSIN NETWORK
William G. Rambeau NATIONAL REPRESENTATIVE**

WISCONSIN—(Continued)

Executive Abbreviations

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|--|---------------------------|---|---|
| JANESVILLE—(Continued) | | | | | |
| WALO-FM 1947 | Ch. 260 (B) 99.9mc 15.5kw | | | | |
| KENOSHA | | | | | |
| WLIP 1947 | 1050 250-D | William L. Lipman 625 57th St. 6162 | McKinney | William L. Lipman, o Hugh L. Gately, sm Jerome Golden, pd | Casimir J. Lubinski, ce V. Taylor, nd Irene Buri, wd Wid. UP Ray. |
| LA CROSSE | | | | | |
| WKBH 1923 | 1410 5,000 DA-N | WKBH Inc. Radio Bldg. 2-4678 | NBC Taylor | Howard Dahl, p & gm Berneice Callaway, pd Paul Ziemer, pmm & nd | Al Leeman, ce Leonard G. Anderson, pdm Jack Martin, sd Wid. AP RCA |
| WKTY 1948 | 580 1,000 | LaCrosse Bcstg. Co. 112 N. Fourth St. 2-6042 | ABC Weed | Verl Bratton, evp, g & cm John Bondeson, pd & pmm J. Harold White, ce | Richard L. Hansen, nd Charlie Kearns, sd Thes. UP RCA |
| WLCX 1947 | 1490 250 | Bermac Radio Inc. State Bank Bldg. 4-4521 | MBS | James J. Conroy, p Milo G. Knutson, gm Jerry Moen, cm Stan Torgerson, pd & sd Paul G. Osborne, pmm | Elphin Rinn, ce Dean Osmundson, nd Clifford Lue, fd Rosemary Castor, wd St. UP Col. |
| LADYSMITH | | | | | |
| WLDY 1948 | 1340 250 | Flambeau Bcstg. Co. West Lake Ave. 584 | KBS Clark | O. J. Falge, p A. T. Shields, gm R. I. Foreman, cm Joseph Dahlvig, pd Corinne Kopp, pmm | Darrel Holbrook, ce Jeff Evans, nd Orrin Garwood, fd Tom Anderson, sd Wid. UP GE |
| MADISON | | | | | |
| WFOV(FM) 1948 | Ch. 285 (A) 104.9mc 0.93kw | Earl W. Fessler 2047 Winnebago St. 4-2847 | | Earl W. Fessler, o & gm Robert Culp, cm Marion Weisensel, pd | Elmer Weisensel, ce UP Col. |
| *WHA 1919 | 970 5,000-D | University of Wisc. Radio Hall 5-2988 | | H. B. McCarty, gm W. G. Harley, pd H. A. Engel, pmm John H. Stiehl, ce | Roy Vogelmann, nd Milt Bliss, fd Aline Hazard, wd Assoc. UP |
| WIBA 1925 | 1310 5,000 DA-N | Badger Bcstg. Co. 3800 Regent St. 3-5311 | NBC Avery-Knodel | William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, bus. m Robert N. Dick, pd | Norman Hahn, ce Jack Newman, nd & sd Frank Mayfield, fd Thes. AP WE |

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COVERING A SOLID SECTION OF A RICH MARKET



WIBA

MADISON, WISCONSIN

PROVED BY EVERY SURVEY THE DOMINANT STATION IN METROPOLITAN MADISON FOR 25 YEARS.

OCTOBER-NOVEMBER, 1950

| | WIBA | STATION B | STATION C | STATION D |
|--------------------------|------|-----------|-----------|-----------|
| MORNING (MON THRU FRI) | 34.1 | 8.0 | 15.2 | 13.4 |
| AFTERNOON (MON THRU FRI) | 38.3 | 12.3 | 13.6 | 8.3 |
| NIGHT (SUN THRU SAT) | 42.4 | 8.9 | 9.6 | 7.3 |

PERCENTAGES FOR MADISON ONLY COMPILED BY ECONOMIC RESEARCH AGENCY, MADISON, WIS.

REPRESENTED BY AVERY-KNODEL, INC.

NBC 5000 WATTS ON 1310

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|-----------------------------------|--|----------------------------|--|---|
| MADISON—(Continued) | | | | | |
| WIBA-FM 1948 | Ch. 268 (B) 101.5mc 207kw | | | | |
| WISC 1948 | 1480 1,000 DA-1 | Radio Wisconsin Inc. Commercial State Bank Bldg. 7-2588 | MBS Arrowhead Ra-Tel | Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm Richard Nickeson, cm Robert Swanson, pd | Charles Dickoff, pmm W. M. Greely, ce Michael Hinn, nd John McGeehan, sd |
| WISC-FM 1948 | Ch. 251 (B) 98.1mc 52kw | | | | GE |
| WKOW 1948 | 1070 10,000-LS 5,000-N DA-2 | Monona Bcstg. Co. 215 W. Washington St. 7-2261 | CBS Headley-Reed | Stewart Watson, p Michael Henry, g & cm & pmm Mary Casey, pd Vincent Vanderheiden, ce | Jack Davis, nd Roy Gumtow, fd Pat Hernon, sd Luella Mortenson, wd |
| MANITOWOC | | | | | |
| WOMT 1926 | 1240 250 | Francis M. Kadow Radio Bldg. 6015 | MBS Wisconsin Ra-Tel | Francis M. Kadow, p & gm, & pmm John Kadow Jr., cm Geo. H. Erdman, pd, nd & fd | W. F. Duben, ce Leslie Mangin, sd Donna Wodak, wd |
| WWOC (CP) | 980 500-D | Manitowoc Bcstg. Co. | | | UP |
| MARINETTE | | | | | |
| WMAM 1939 | 570 250-LS 100-N | M. & M. Bcstg. Co. Radio Park 2-6631 | NBC Meeker | William E. Walker, p Joseph D. Mackin, gm Howard Emich, cm Robert Southard, pd Pat Kehoe, pmm | Leo Stuart, ce Robert McCauley, nd Bill LeJoyce, sd Ruthe Mensing, wd |
| MARSHFIELD | | | | | |
| WDLB 1947 | 1450 250 | Dairyland's Bcstg. Service Inc. 1710 N. Central Ave. 1212 | KBS | Lloyd L. Felker, p Robert W. Behling, g & pmm Duane Allen, cm Bob Hansen, pd | Jerry Boos, ce Robert Grossbier, bus. m Ted Moore, nd & sd Larry Sundquist, fd |
| WDLB-FM 1949 | Ch. 280 (A) 103.9mc 0.25kw | | | | GE |

LOOK WHO'S "BOSS" IN WISCONSIN



ONLY **WKOW** DELIVERS
YOU THE "MOO-LA" FROM
AMERICA'S DAIRY CAPITAL

Wisconsin has as many dairy cows as human beings—3 million of them—and the milk checks total half a billion dollars every year. WKOW-CBS delivers this buying power with Wisconsin's most powerful radio signal, located in the heart and capital of "America's Dairyland."

WKOW'S half millivolt listening area includes:

- 874,000 people, who spent 875 million dollars in 1949.
- 40% of Wisconsin's farm buying power, with an average family income of \$6,324.
- 9 of the 200 richest farm counties in the nation.

WKOW-CBS gives you not only primary coverage of 13 prosperous counties, but a proven listening audience throughout the state, proven large and responsive. Wisconsin turns to WKOW for America's most popular programs on CBS, and for the favorite local shows of 27 counties, as shown by independent surveys.

WISCONSIN'S ONLY
10,000 WATT
RADIO STATION
1070 kc.

Your best 3-way advertising buy
in Wisconsin is
WKOW — CBS — 10,000 watts

WKOW

WKOW-CBS — WISCONSIN'S MOST POWERFUL STATION

WISCONSIN—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|---|--|---------------------------|---|---|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| MEDFORD | | | | | | |
| WIGM 1941 | 1490 250 | George F. Meyer Medford 5147 | MBS, KBS Continental | George F. Meyer, p, g, c & pmm Irma Meyer, pd & wd | Raymond Bohnert, ce Dean Lybeck, sd | SES. UP RCA |
| MENOMONIE | | | | | | |
| WMNE (CP) | 1360 500-D | Capital City Bcstg. Co. | | | | |
| MERRILL | | | | | | |
| WLIN 1948 | 730 1,000-D CP: 550 1,000-DA-N | Alvin E. O'Konski Merrill 1444 | ABC Rambeau | Alvin E. O'Konski, o & p Chris Zercher, ce | | Cap., St. AP Col. |
| WLIN-FM 1947 | Ch. 264 (B) 100.7mc 22.3kw | | | | | |
| MILWAUKEE | | | | | | |
| WEMP 1935 | 1340 250 | Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722 | Headley-Reed | Glenn D. Roberts, p Hugh Boice, g & cm Tom Shanahan, pd & sd | John Gagliano, prom. & slm Rolland Paske, ce Hal Prey, nd | Wid. UP |
| WEMP-FM 1948 | Ch. 231 (B) 94.1mc 35kw | | | | | |
| WFOX 1946 | 860 250-D | Wisconsin Bcstg. System Inc. 739 North Broadway Broadway 2-1272 | Ra-Tel | Charles J. Lanphier, p, g, c & pmm John Van Osch, pd | George Dodge, ce Neil K. Searles, sd | AP WE |
| WISN 1922 | 1150 5,000 DA-1 | Hearst Radio Inc. 540 N. Plankinton Ave. Division 2-3000 | CBS Katz | Charles B. McCabe, p Tom A. Brooks, vp & gm Gaston W. Grignon, vp, sta. & cm George DeGrace Jr., pmm | Jack Raymond, pd, nd & sd Donald A. Weller, ce Frances Haggerty, fd Mary Ann Lemay, wd | Wid. UP, INS. RCA |
| WISN-FM 1948 | Ch. 275 (A) 102.9mc 55kw | | | | | |
| WMAW 1948 | 1250 5,000 | Midwest Bcstg. Co. 723 N. Third St. Daly 8-2154 | ABC Bolling | Clifford A. Randall, p Jack Bundy, gm Donald McClellan, pd Lou Rtepenhoff, pmm & nd | Raymond Host, ce Hal Walker, sd Helen Day, wd | UP Col. |
| WMIL 1947 | 1290 1,000-D | Cream City Bcstg. Co. 2675 W. Wisconsin Ave. West 3-1290 | Forjoe | Gene Posner, p Jerome Sill, gm Gino Monaco, ce | Arthur Vogel, nd Mary Karr, wd | SES., Cole UP Col. |

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Best Milwaukee Buy — And Here's Why

1. High Hoopers * — 7th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning, Afternoon and Evening. No. 1 on individual program ratings competitive to National Network Shows.

2. Lower Costs — No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250ti frequency, \$9.75 buys a Nighttime minute — \$7.80 a daytime minute.

3. Top Programming — 24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4. Personnel — Highest Paid Program Staff with exception one Network Station. Air Salesmen — not announcers. Full time local news staff.

* Based on 1950 May-September Hooperatings and 1950 October-November Index.

WEMP

24 Hours of Music, News and Sports

HEADLEY REED, Nat'l Reps.

HUGH BOICE, Gen'l Mgr.

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| MILWAUKEE—(Continued) | | | | | | |
| WOKY 1947 | 920 1,000-DA-1 | Bartell Bcstrs. Inc. 710 N. Plankinton Ave. Broadway 1-8428 | Weed | Gerald A. Bartell, p & gm | | |
| WTMJ 1927 | 620 5,000 DA-N | The Journal Co. 720 E. Capital Dr. Marquette 8-6000 | NBC Petry | Walter J. Damm, vp & gm L. W. Herzog, asst. gm R. G. Winnie, sm George Comte, asst. to m George Nicoud, asst. to m Neale V. Bakke, loc. slm | Frank Bignell, traffic m Phillip B. Laeser, m of radio & TV engrg. Bruce Wallace, m, pub. service bst. & prom | AP WE |
| WTMJ-TV 1947 | Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis. | | ABC, CBS, NBC DuMont H, R & P | James Robertson, prog. m | | RCA |
| NEENAH | | | | | | |
| WNAM 1947 | 1280 1,000 DA-N | Neenah-Menasha Bcstg. Co. 101 East Wisconsin 2-2871 | Devney | Don C. Wirth, vp, gm & nd Fred W. Sample, slm Russ Ryan, sup. of ops. & pmm | E. W. Fliegel, ce Bob Cole, sd | Assoc. UP |
| WNAM-FM 1947 | Ch. 253 (B) 98.5mc 3.1kw | | | | | |
| OSHKOSH | | | | | | |
| WOSH 1941 | 1490 250 | Oshkosh Bestg. Co. Bowen St. Rd. Stanley 4580 | ABC Cooke | William F. Johns Jr., p Allen Embury, g & cm Warren Haines, pd Charles Dargan, pmm Oscar Oren, ce | William Jones, nd William McDonald, sd Allen Sampson, fd Edith Boch, wd | Wld. RCA |
| WOSH-FM 1947 | Ch. 225 (B) 92.9mc 4.4kw | | | | | UP WE |
| POYNETTE | | | | | | |
| WIBU 1925 | 1240 250 | William C. Forrest Poynette 98 | KBS Wisconsin Burn-Smith | William C. Forrest, p, g & cm & fd Sarah Forrest, pd Doris MacPherson, pmm & wd | L. Stanley Sadler, ce Clifford Conohan, nd Sturat Armstrong, sd | St. SES. UP Col. |
| WWCF(FM) 1947 | Ch. 235 (B) 94.9mc 37kw | (WIBU, AM affiliate) | | | | WE |
| RACINE | | | | | | |
| WRAC 1950 | 1460 500-D | Bell City Bcstg. Co. 423 Main St. 2-1627 | Cooke | Jerome Sill, p & gm Gene Posner, secy.-treas. Herschell Lewis, cm Bert Mulroy, pd | Gino Monaco, ce Howard Immekus, engrg. sup. Bill Gumm, nd Geo. Brenard, sd | UP GE |

**IF YOU'RE
INTERESTED
IN FACTS...**

**WISN IS THE BEST RADIO BUY IN
THE ENTIRE MILWAUKEE MARKET . . .**

**WHY? . . . Because WISN Gives You More Listeners
for Less Money Than Any Other Milwaukee Network
Radio Station (According to Current City Hooperatings)**

IN MILWAUKEE
THEY LIS'N TO
WISN

5000 WATTS

Represented by
KATZ Agency

CBS

WISCONSIN—(Continued)

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| RACINE—(Continued) | | | | | | |
| WRJN 1928 | 1400 250 | Racine Bcstg. Corp. 441 Main St. 4-3311 | ABC Wisconsin Walker | Harry R. LePoidevin, gm Harold J. Newcomb, sm Gerald D. Nelson, cm Lyman Merens, pd & nd | Amelia French, pmm F. Lee Dechant, ce Bill Brook, sd Marjorie Allen, wd | AP RCA |
| WRJN-FM 1948 | Ch. 264 (B) 100.7mc 15kw | | | | | |
| RHINELANDER | | | | | | |
| WOBT 1947 | 1240 250 | Oneida Bcstg. Co. Rhinelanders 1240 | MBS KBS Cooke | John R. Tomek, p Don Mortwedt, g & cm & nd Bill Neal, pd | Bruce Radder, pmm Charles Bresette, ce Bart Curran, sd | Wid. UP G |
| RICE LAKE | | | | | | |
| WJMC 1938 | 1240 250 | WJMC Inc. 1615 South Main St. 550 | MBS Arrowhead Ra-Tel | Walter C. Bridges, p Russell J. Brown, g & cm | Paul Albrecht, pd, pmm, nd & sd Robert Kolsky, ce | Wid. UP RCA |
| WJMC-FM 1947 | Ch. 242 (B) 96.3mc 4.4kw | | | | | |
| RICHLAND CENTER | | | | | | |
| WRCO 1948 | 1450 250 | Richland Bcstg. Corp. P. O. Box 192 20 | | Arthur Overgood, p Thomas R. Kelley, g & cm Joseph Koelsch, nd | Robert J. Bodden, pd & pmm Donald Northrop, ce | L-W, SES. UP RCA |
| SHAWANO | | | | | | |
| WTCH 1948 | 960 1,000-D | Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666 | Schepp-Reiner | J. P. Heal, gm D. W. Hodgins, sm | | Wid. UP |
| SHEBOYGAN | | | | | | |
| WHBL 1924 | 1330 1,000-LS 250-N | WHBL Inc. Press Bldg. 4844 | ABC Wisconsin Taylor | A. Matt. Werner, p G. P. Richards, g & cm Glen James, pd & nd Doris Domnie, pmm | Herbert J. Mayer, ce Hal O'Halloran, sd Marion Heiden, wd | AP RCA |
| WHBL-FM 1948 | Ch. 262 (B) 100.3mc 15kw | | | | | |
| STEVENS POINT | | | | | | |
| *WLBL | 930 5,000-D | State of Wisc. Depart- ment of Agri. | | | | |
| WTWT 1948 | 1010 250-D | Stevens Point Bcstg. Co. 414 Main St. 2744 | Holman | L. Larry Zurawski, g & cm Rikk Riley, pd, pmm & nd Justin Sloniker, ce | Violet Oksiuta, wd | SES. UP G |

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MILWOKY'S MOST POWERFUL FULLTIME INDEPENDENT

More than 1,500,000 listeners come within the WOKY power saturation area. 1000 watts on 920 blankets Wisconsin's richest markets.

Milwaukee's biggest advertisers are moving to WOKY with programs . . . Miller Beer, Boston Store, Roundy-Peckham & Dexter, National Food Stores, The Borden Company, Schuster's, North Western-Hanna, The Speed Queen Corporation . . . the largest volume of local business.

MilwokY personalities have captivated the audience . . . slow-speaking, heart-warming Josh Adams, The Women's Home Companion . . . and Lucky Logan—one of Milwaukee's top salesmen—spinning records with solid, persuasive salesmanship. And Big John Reddy . . . ace sportscaster . . . for America's largest advertisers . . . can sell your products.

Successful programs that do a selling job for advertisers . . . Boston Blackie . . . Meet the Menjou's . . . Alan Ladd in Box 13 . . . Jerry Bartell's PlayTime for Children . . . to mention a few of the many prestige programs.

Represented by WEED & CO.

. . . and 920 on your dial . . .

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| STURGEON BAY | | | | | | |
| WSTB (CP) 1939 | 1050 250-D | Door County Radio Co. | | | | |
| SUPERIOR | | | | | | |
| WDSM 1939 | 710 5,000 DA-2 | Ridson Inc. 921 Tower Ave. 4451 | ABC Free & Peters | Robert Ridder, p Prevost Coulter, gm William Kirby, cm & sd | Lewis Martin, pd Melvin Lasky, ce James Payton, nd | St. UP |
| WATERTOWN | | | | | | |
| WFTN 1950 | 1580 250-D | Watertown Radio Inc. 104 W. Main St. 2215 | KBS Devney | Albert B. Gale, p Carl V. Kolata, pd Willard James, nd | | UP G |
| WAUKESHA | | | | | | |
| WAUX 1947 | 1510 250-D | Waukesha Bcstg. Co. 319 W. Main St. 6619 | McGeehan & Omara Ra-Tel | Carl Taylor, p Mig Figi, g & cm Charles E. Williams, pmm | Donald Froehlich, pd & fd Adin Randall, ce Paul Clifford, nd | L-W AP G Col. |
| WAUX-FM 1948 | Ch. 237 (A) 95.3mc 0.25kw | | | | | Col. |
| WAUSAU | | | | | | |
| WSAU 1937 | 1400 250 | The Journal Co. 714 Fifth St. 6521 | NBC Meeker | Ben F. Hovel, p R. J. Topinka, pd R. W. Richardt, ce | Keith Jacobs, nd | Thes. AP GE |
| WEST BEND | | | | | | |
| WBKV 1950 | 1470 500-D | West Bend Bcstg. Co. Decorah Rd & S. Indiana Ave. | | Paul J. Mueller p, g & cm August C. Berkholtz, chmn. of bd. Wendell S. Ciganic, vp | Carl H. Rhode, treas. Paul J. Ripple, secy. & ce Edward Ruetz, pd | Cap. UP G |
| WISCONSIN RAPIDS | | | | | | |
| WFHR 1940 | 1340 250 | Wm. F. Huffman Radio Inc. 143 West Grand Ave. 1340 | MBS Wisconsin | (Mrs.) Louise Huffman, p Geo. T. Frechette, g & pmm Bruce G. Beichl, cm James Tighe, pd & nd | Gordon Miller, ce Arnie Strobe, fd Ed Hanson, sd Charlotte Bruener, wd | Cap. AP Col. GE |
| WFHR-FM 1948 | Ch. 277 (B) 103.3mc 2.1kw | | | | | GE |
| WYOMING | | | | | | |
| CASPER | | | | | | |
| KSPR 1930 | 1470 1,000 | Donald Lewis Hathaway 1st & Lennox 407 | MBS Intermountain Sears & Ayers | Donald L. Hathaway, p & gm Frederic W. Hufsmith, cm Marcus R. Nichols, pd William F. Shutts, pmm | Duane W. Simons, ce Jean Ann Dunn, nd Frances Cullen, women's editor Jack Moses, sports editor | Wld. UP RCA |
| KVOC 1946 | 1230 250 | KVOC Bcstg. Co. 1540 S. Wolcott St. 130 | ABC | Jack W. Perry, p John R. Bailey Jr., g & cm E. L. Peiss, pd | John Mursu, ce Frank Nagel, nd Barbara Davies, wd | Thes. AP G |
| CHEYENNE | | | | | | |
| KFBC 1940 | 1240 250 CP: 710 10,000-LS 1,000-N DA-2 | Frontier Bcstg. Co. Plains Hotel 4461 | ABC McGillvra | Tracy S. McCracken, p W. C. Grove, gm Frank Flynn, cm | | |
| CODY | | | | | | |
| KODI 1947 | 1400 250 | Absaroka Bcstg. Co. P.O. Box 319 444 | | William J. Garlow, p James A. Dumas, gm Mary J. LeClere, cm | Philip Barnhart, pd & ce Joe Proff, pmm | L-W, Wld. AP RCA |
| LANDER | | | | | | |
| KOVE 1950 | 1230 250 | Edward J. Breece P. O. Box 436 488 | MBS, KBS Intermountain | Edward J. Breece, p Frank Toomey, gm & ce Maurice Fitzgerald, cm | Clayt Holm, pd & nd (Mrs.) Del McOmie, wd | Cap. UP Col. |
| LARAMIE | | | | | | |
| KOWB 1948 | 1340 250 | Snowy Range Bcstg. Co. Inc. P.O. Box 972 4888 | MBS Intermountain Grant | F. O. Rice, p L. O. Smith, gm & pd John Steele, c & pmm & pd | Bob Libbey, ce Eileen Carroll, nd & wd Britt Davis, fd | St. AP Col. |
| POWELL | | | | | | |
| KPOW 1941 | 1260 1,000 DA-N | Albert J. Meyer 243 E. 2nd St. 222 | MBS, KBS Intermountain Avery-Knodel | Albert J. Meyer, p, g & pmm & sd Mel Whitmire, cm | Mary Meyer, pd & wd | SES., Cole UP G |
| RAWLINS | | | | | | |
| KRAL 1947 | 1240 250 | Rawlins Bcstg. Co. Box 511 1003 | ABC Columbine | Wm. C. Grove, p Dwight A. Fisher, g & cm Evelyn Barlow, pd | Gordon E. Clark, ce Jack Vagner, sd Jeri Micheal, wd | AP RCA |
| RIVERTON | | | | | | |
| KWRL 1948 | 1450 250 | Joseph P. Ernst Radio Station KWRL 789 | | J. P. Ernst, o, gm, pd, ce, nd, fd & sd | Mildred V. Ernst, c & pmm & wd | AP Col. |
| ROCK SPRINGS | | | | | | |
| KVRS 1938 | 1360 1,000-LS 500-N DA | Wyoming Bcstg. Co. 1307 Wyoming St. 93 | MBS Intermountain | (Mrs.) Marjorie L. McCracken, p & gm Michael Reid, cm & sd | Inogene Parr, pd & pmm Gilbert Mueller, ce John Hardaway, nd | St. AP Col. |
| SHERIDAN | | | | | | |
| KWYO 1934 | 1410 1,000-LS 500-N | Big Horn Bcstg. Co. 21 N. Main St. 601 | MBS Intermountain Avery-Knodel | Jim Carroll, p & gm Don Tannehill, cm Bob Wilson, pd, pmm & nd | Bob Crosthwaite, ce Lew Shank, sd Nova Spracklin, wd | L-W UP RCA |
| TORRINGTON | | | | | | |
| KGOS 1950 | 1490 250 | Joseph P. Ernst Radio Station KGOS 567 | | Joseph P. Ernst, o, cm, pd, pmm, ce, nd, fd, sd & wd | | UP Col. |
| WORLAND | | | | | | |
| KWOR 1946 | 1490 250 | Joseph P. Ernst P.O. Box 92 303 | KBS | Joseph P. Ernst, o Mildred V. Ernst, cm | | |

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1950)

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| ANCHORAGE | | | | | | |
| KBYR 1948 | 1240 250 | Aleutian Bcstrs. Box 1980 3-4433 | Cooke | Douglas Sparks. d | | Cap., Mac INS, UP |
| KENI 1948 | 550 5,000 | Midnight Sun Bcstg. Co. Lathrop Bldg. 20301 | ABC, MBS, NBC Don Lee Young | Miriam Dickey, p A. C. Hiebert, gm Frank O. Brink, pd & pmm Jack M. Walden, ce | Jack Borges, nd Ed Stevens, sd Ruth Briggs, wd | Assoc. AP, UP RCA |
| KFQD 1924 | 790 5,000 | Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333 | CBS, NBC, KBS Pan American & Scott | Wm. J. Wagner, o & gm Wm. Warner, asst. m Chas. Mohler, ce | | L-W AP RCA |
| FAIRBANKS | | | | | | |
| KFAR 1939 | 660 10,000 | Midnight Sun Bcstg. Co. Lathrop Bldg. East 380 | ABC, MBS, NBC Young | Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm Audree Vance, pmm | Richard Greuel, pd Jay Bickel, ce Gilbert Wellington, nat'l slm Loren T. Oldroyd, fd | Cap. AP, UP RCA |
| KFRB 1948 | 1290 5,000 | Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333 | CBS, NBC, KBS Pan American Scott | Wm. J. Wagner, o & gm Jack MacCahill, sm | | L-W AP RCA |
| JUNEAU | | | | | | |
| KINY 1935 | 1460 5,000 | Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333 | CBS, NBC KBS Pan American Scott | Wm. J. Wagner, o & gm John Ashbaugh, sm Richard Peter, pd | Charles Gray, ce | L-W AP |
| KETCHIKAN | | | | | | |
| KTKN 1942 | 930 1,000 | Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333 | CBS, NBC KBS Pan American Scott | Wm. J. Wagner, o, & gm James Kemp, ce | | L-W AP Col. |

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VITAL SALES VOICES of the **NEW ALASKA!**



KFAR
Fairbanks

KENI
Anchorage

AFFILIATES
NBC - ABC - MUTUAL DON LEE

MIDNIGHT SUN BROADCASTING CO.

KFAR, FAIRBANKS
10,000 Watts, 660 KC

KENI, ANCHORAGE
5,000 Watts, 550 KC

(Sold separately—or in Combination at 20% Discount)

GILBERT A. WELLINGTON, Nat'l Adv. Mgr. ADAM J. YOUNG, Jr., Inc., East. Rep.
5546 White-Henry-Stuart Bldg., Seattle New York • Chicago

Most potent sales force in all Alaska is the powerful KFAR-KENI combination. No other advertising medium can as effectively tap the new riches of this fast-growing new market of above average consumers.

* NEW people . . . NEW money . . . and growing bigger and bigger! The Census Bureau reports Alaska's population gain over the last 10 years at 77% (56,119 to 128,643). A 14-story skyscraper approaches completion in Anchorage. Building activity in Fairbanks increased 2000%, 1950 over 1949. As of December, 1950, contracts for \$179,000,000 additional defense projects had been announced—and more to come! . . . all permanent construction with about one-half the money going directly into wages. It's the Gold Rush again for sure. Stake your claim now—on KFAR-KENI, covering 78% of Alaska's total population in an area that accounted for 95% of Alaska's phenomenal growth over the last ten years.

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|-------------------------------|-----------------------|--|--|---|--|
| SEWARD | | | | | |
| KIBH 1948 | 1340 250 | Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333 | CBS, NBC KBS Pan American Scott | Wm. J. Wagner, o, g & cm Justin Stauter, sm Al Horton, ce | AP RCA |
| SITKA | | | | | |
| KALA 1950 | 1400 250 | Baranof Enterprises Inc. | | | |
| KIFW 1949 | 1230 250 | Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333 | CBS, NBC KBS Pan American Scott | Wm. J. Wagner, o & gm Von Postel, sm Richard M. Nicholas, ce | L-W AP RCA |
| HAWAII | | | | | |
| HILO | | | | | |
| KHBC 1936 | 970 1,000 | Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616 | CBS Free & Peters | J. Howard Worrall, p C. T. Thrumston, sm D. W. Rose, cm | Robert W. Moore, ce Wld., St. UP, UP, INS RCA |
| KILA (CP) | 850 1,000 | Island Bcstg. Co. | | | |
| KIPA 1947 | 1110 1,000 | Big Island Bcstg. Co. Ltd. 140 Haili St. 2177 | Aloha Walker | A. H. Green, p, g & cm Wright Esser, pd Harold Marques, ce | Chas. Crockett, nd Joe Rose, sd L-W UP RCA |
| HONOLULU | | | | | |
| KGMB 1929 | 590 5,000 | Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 90914 | CBS Free & Peters | J. Howard Worrall, p Fitz Donnell, sm | St., Wld. |
| KGU 1922 | 760 2,500 L-WJR | Advertiser Pub. Co. Ltd. P. O. Box 311 52977 | NBC Katz | Lorin P. Thurston, p Marion A. Mulrone, gm & ce William O. Paine, cm Owen Cunningham, pd | Margaret Taff, pmm John Torbert, nd Lee Hirshland, sd Jane Allen, wd Thes. UP |
| KHON 1946 | 1380 5,000 | Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295 | Aloha Walker | R. M. Fitkin, p Ira G. Mercer, sm & ce (Mrs.) Lynn Soon, pd | Rex Wills, nd Joe Rose, sd Christmas Early, wd Cap., L-W UP RCA |
| KIKI 1950 | 860 250 | KIKI Ltd. P. O. Box 692 50666 | Forjoe | Royal V. Howard, o, p, gm & ce Wm. B. Meyers, asst. g & cm A. R. Goodwin, pmm | Clair Weidenaar, pd L-W AP GE |
| KPOA 1946 | 630 5,000 | Island Bcstg. Co. Box 3499 55911 | MBS, LBS Hollingbery | John D. Keating & J. Elroy McCaw, plnrs. John Keating, gm Fin Hollinger, cm | Frank Valenti, pd & sd Carlos Rivas, pmm Bob Bird, ce UP WE |
| KULA 1947 | 680 10,000 | Pacific Frontier Bcstg. Co. Ltd. 1525 Kapiolani Blvd. 90926 | ABC Avery-Knodel | Jack Burnett, p & gm Irving Phillips, loc. sim Hugh LaRue, pd Charles Christianson, pmm | Richard S. Smith, ce Bill Daniels, nd & sd Jacquelyn Gray, wd St. UP RCA |
| LIHUE | | | | | |
| KTOH 1940 | 1490 250 | Garden Island Pub. Co. Box 1748 361 | Walker Aloha | Charles J. Fern, p & gm Dwight Mossman, cm Raymon K. Sasaki, pd Katashi Nose, ce | Clarence Mike Ashman, sm Charles E. Cherry, sd Sabine Ehlers, wd St. UP Col. |
| WAILUKU | | | | | |
| KMVI 1947 | 550 1,000 | Maui Pub. Co. Ltd. Box 374 981 | Aloha Walker | J. Walter Cameron, p Ezra J. Crane, gm Charles C. Young, cm Richard E. Mawson, pd W. J. Belknap, pmm | Ronald Miyahira, ce Earl Tanaka, nd Wilson P. Cannon Jr., sd Phyllis Bradley, wd L-W, St., Cole UP RCA |
| WAIPAHO | | | | | |
| KAHU 1950 | 920 1,000 | Rural Bcstg. Co., Ltd. 420 National Bldg. 412-835 | O'Connell | Victor Eckland, p & gm Arthur Sedgwick, cm Ed Marion, pd Frank W. Fitch Jr., ce | Harry En Chu, treas. Curt Butler, nd Louis Fuffa, sd Cap. AP RCA |
| PUERTO RICO | | | | | |
| AQUADILLA | | | | | |
| WABA (CP) | 1240 250 | Hector Reichard | | | |
| ARECIBO | | | | | |
| WCMN 1947 | 1280 1,000 | Caribbean Bcstg. Corp. P. O. Box 755 589 | | Aristides Santoni, p Nabal Barreto, gm Francisco López Oronoz, cm | Rafael Escribano Jr., pd José Soler, ce Ray. |
| WKUM 1946 | 1070 25,000 DA-1 | American Colonial Bcstg. Corp. | | | |
| BAYAMON | | | | | |
| WENA 1947 | 1560 250 | Bayamon Bcstg. Corp. Box 157 161 | | Dr. Alberton Diaz Atilas, p D. Diaz Alejandro, g & cm Juan Alfredo Arias, ce | G |
| CAGUAS | | | | | |
| WJFR (CP) | 1240 250 | Jorama—Fer Radio Corp. | | | |
| WRIA 1947 | 1450 250 | Inter-American Radio Corp.; Caguas; 678 | | | |
| WVJP 1947 | 1110 250 | Boringuen Bcstg. Co. Box 207 789 | | Hector Pereira Buonomo, gm Alicia P. Graf, asst. gm Jorge Luis Arzuaga, cm Ramon Mojica Sola, pd | Federico E. Virella, pmm Pedro Luis Jimenez, ce Cruz Iglesias, nd Juan Rodriguez Diaz, fd Wld. RCA |
| FAJARDO | | | | | |
| WMDD 1947 | 1490 250 | Madrado & Diaz P. O. Box 187 132 | | Agustin R. Camunas, gm | |
| GUAYAMA | | | | | |
| WXRJ 1948 | 1590 1,000 | Rafael Fuster Calle Hostos #42 243 | | Rafael Fuster, o Charles Cordero, gm Jose Colon Melendez, pd | J. H. Conesa, act. ce G |

PUERTO RICO—(Continued)

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| MAYAGUEZ WAEI 1948 | 1400 250 | Mario Acosta Iglesia No. 12 789 | | Mario Acosta, o & m Alfonzo Pagan, pmm | | |
| WKJB 1946 | 710 1,000-LS 500-N | Jose A. Bechara Jr. Box 1293 983 | Inter- American | José A. Bechara Jr., p Arturo Cortes, gm Jimmy Sanjurjo, cm Alberto Basora Suárez, pd | Rafael Colón Díaz, pmm Henry Fischback, ce Isauro Román, studio tech. | RCA |
| WORA 1947 | 1150 1,000 CP: 5,000 DA | Radio Americas CoPd. 1150 Guanajibo Ave. 1150 | Guzman | Alfredo Ramirez de Arellano Jr., p & gm María Alvarez de Moran, cm Ramón S. Olivencia, pd | Reinaldo M. Dupont, asst. m Edgar S. Olivieri, ce Osvaldo Avilés Rodriguez, pmm | AP GE |
| WPRA 1937 | 990 10,000 DA-1 | Puerto Rico Adv. Co., Inc. Box 869; 869 | | Andres Camara, p & gm Virginia Di Cristina, cm Ismael Torrellas, pd Esteban Rosado Baez, pmm & nd | Luis E. Freyre, ce & sd Tim Rodriguez, ce | |
| WTIL (CP) | 1,300 1,000 | Mayaguez Radio Corp. | | | | |
| PONCE WPAB 1940 | 1370 5,000 CP: 550 5,000-LS 1,000-N | Porto Rican American Bcastg. Co. Inc. P. O. Box 786; 783 | Inter- American | Carlos C. Clavell, p A. Giménez-Aguayo, gm Radames Mayoral, cm | Eliseo Borrero, pd Carlos R. Mercado, ce | AP RCA |
| WPRP 1950 | 910 5,000 DA-1 | Voice of Porto Rico Inc. P. O. Box 430 1015 | Guzman | Guillermo Marqués, p Celso E. Garcia, gm Antonio Miro, c & pmm | Harold Zayas Torres, pd Jose Arzuaga, ce Pedro Juan García T., sd Nilda de Gonzalez, wd | G |
| RIO PIEDRAS WRIO 1949 | 1140 1,000-LS 500-N CP: 1320 1,000 | The Master Bcastg. Corp. Gomez Bldg. Hato Rey 1096 | | Isidro Quinones Vidal, p Julio Morales Ortiz, vp & m & ce José R. Camacho Rabelo, adm. asst. to vp & nd | Waldemar Pillot Picon, adm. asst. to vp Carlos de Jesús, sd Alicia Moreda Tuya, wd | Col. |
| WWWW 1949 | 1520 250 | Frank A. Gandia Box 935 1098 | | Frank A. Gandia, p, g & cm & pd Fernando Salazar, ce Oscar Gandia, sd | | |
| SAN JUAN WAPA 1947 | 680 10,000 | Jose Ramon Quinones 357 Ponce de Leon Ave. 3-0100 | ABC, MBS Clark | José Ramón Quinones, p Harwood Hull Jr., gm Segismundo Quinones, cm Emilio H. Medrano, pd Jose A. Fernandez, ce | Jose Arnaldo Meyners, nd Guillermo Atilés, fd Pedro Vázquez, sd Vilma Carbia, wd | Thes. RCA |

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WITH **WORA**, MAYAGUEZ

To sell the rich WORA area, you must advertise there! And rich indeed is this market of 26 counties—with 29% of the island's population, 23% of the radio homes, 21% of the refrigerators—and 26% of the island's entire retail sales!

Station WORA stresses **good programming, full and immediate news coverage, sales action** for your advertising!

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Mayaguez, Puerto Rico

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New York 20
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Advertising Representative
in U. S. and Canada

JUST OUT! New WORA Market Brochure . . . 16 pages of timely, fact-packed data on marketing and advertising in Western Puerto Rico. Yours for the asking!

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PROGRAMS ... PERFORMANCE**

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... and Puerto Rico, 1st. in number of radio homes per 1000 in the Caribbean, is a 1st. class market buying over \$350,000,000 worth of U. S. goods annually.

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DIRECTORY OF AM & FM STATIONS OF U. S. POSSESSIONS AND TERRITORIES

PUERTO RICO—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------|--|---------------------------|---|--|--|
| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| SAN JUAN—(Continued) | | | | | | |
| WIAC 1942 | 580 5,000 | Radio Station WIAC Inc. Ponce de Leon 654 2-0014 | Guzman | (Mrs.) Urania Abarca, p Tomas Muniz, g & cm Francisco Rodriguez, pd Ester Pales, pmm & wd Alfonso Sanchez, ce | Enrique Abarca, vp José Perez Muros, nd Juan Maldonado, sd | St. RCA |
| WIPR 1949 | 940 10,000-DA-1 | Dept. of Education 1310 Ponce de Leon Ave. 2-3218 | | Mariano Villaronga Toro, p José A. Buitrago, sta. d Francisco Arrivi, pd Pedro Luis Jiménez, ce | Olga H. Gómez, adm. asst. Ismael Delgado, nd Isabel Cortés, wd | Wld. R WH |
| WITA 1947 | 1400 250 | Electronic Enterprises Inc.; P. O. Box 3726 | | William H. Montalvo, cm | | |
| WKAQ 1922 | 620 5,000-DA-1 | Angel Ramos P. O. Box 3746 2-2023 | CBS Inter- American | Miquel Cuetara, gm | | Assoc. UP |
| WNEL 1934 | 860 5,000 DA-1 | WNEL Inc. 960 Ponce de Leon Ave. | NBC Weed | Juan Piza, p & gm R. Blanco, m C. Fraticelli, slm | | L-W |
| SANTURCE | | | | | | |
| WIBS 1947 | 740 10,000 DA-1 | WIBS Inc. P. O. Box 4809 2-1538 | Pan American | Manuel S. Martinez, g & cm Jose Luis Torregrosa, pdm | | |
| WIPR 1949 | 940 10,000 DA-1 | P. R. Communications Authority Santurce; 2-3010 | | Jose A. Buitrago, sta. d | | Wld. R |

VIRGIN ISLANDS

| | | | | | | |
|-------------------------------------|-------------|------------------------------------|--|--|---------------------------|-----------------|
| CHARLOTTE AMALIE, St. Thomas | | | | | | |
| WIVI (CP) | 1230 250 | Radio American West Indies | | Edward M. Vickers, Gen. Mgr. & Tech. Supvtr. | R. E. Higdon, Chief Engr. | |
| WSTA (CP) | 1340 250 | William N. Greer Box 538 489 | | Wm. N. Greer, o, m & ce Nellie Greer, cm Ron de Lugo, pd | Carbys Saxe, pmm | SES., L-W AP |
| WSTB (CP) | 1090 250 | John W. Boler | | | | |

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Directory of
BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1950)

ALBERTA

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| | | | | Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| CALGARY | | | | | | |
| CFAC 1922 | 960 5,000 DA-N | Calgary Bcstg. Co. Ltd. Greyhound Bldg. 61036 | CBC All-Canada Weed | H. R. Carson, gm A. M. Cairns, m A. R. MacKenzie, cm Don MacMillan, pd R. J. Tregillus, pmm | Earl Connor, ce Joe Carbury, sd Larry Heywood, nd Brenda Cordwell, wd | Assoc. Thes. Wld. PN, BUP RCA |
| CFCN 1922 | 1060 10,000-DA-N | The Voice of the Prairies Ltd. Toronto General Trusts Bldg. 2-1161 | CBC Radio Representa- tives Young | H. G. Love, p & gm E. H. McGuire, cm Jas. A. Love, pd G. L. Carter, pmm | R. W. Lamb, ce John Stout, nd Henry Viney, sd Dora Dibney, wd | St., L-W, Cap. PN, BUP RCA |
| CKXL 1927 | 1140 1,000 | Albertan Bcstg. Co. 210 9th Ave. West 61140 | Cooke | G. Maxwell Bell, p Fred R. Shaw, gm E. K. Elton, cm John R. Stewart, pd | Peter Webb, pmm Ross L. Craig, ce F. R. Turner, office m | BUP RCA |
| EDMONTON | | | | | | |
| CBX 1946 | 1010 50,000 | Canadian Bcstg. Corp. Macdonald Hotel | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Dan E. Cameron, m Ron C. Fraser (CBC), d press & info. ser. | D. C. McArthur (CBC), nd Gordon W. Olive (CBC), d gen. engng. A. R. Kemp, (CBC) fd | BUP, R, CP |
| CFRN 1934 | 1260 5,000 | G. R. A. Rice 109 CPR Bldg. 22101 | CBC Radio Repre- sentatives Young | G. R. A. Rice, p & gm A. J. Hopps, asst. m G. A. Duffield, prod. m F. G. A. Makepeace, ce | D. Atkinson, secy.-treas. Eve Henderson, wd A. G. Williams, sd & nd | St., L-W, United PN, BUP RCA |
| CHFA 1949 | 680 5,000 DA-1 | Radio Edmonton Ltd. 10012-109 St. 42157 | Renaud Inland | Dr. L. O. Beauchemin, p J. A. Gallant, gm Louis Hiller, cm | Fernand Ippersiel, pd Gordon L. Sadler, ce | PN RCA |
| CJCA 1922 | 930 5,000 DA-N | Edmonton Bcstg. Co. Ltd. 10113-104th St. 26131 | CBC All-Canada Weed | Gerry Gaetz, gm Rolfe Barnes, asst. m Dalt Elton, pd | Win Sutton, pmm Joe MacKenzie, cm Frank Hollingsworth, ce | Wld. Thes., St. PN, BUP Marc. |
| CJCA-FM 1949 | Ch. 258 99.5mc 0.414kw | | | | | |
| *CKUA 1927 | 580 1,000 | University of Alberta Provincial Bldg. 22191 | | John G. Langdon, gm Ivor D. Roberts, pd William Pinko, ce | A. A. Ward, sd R. G. Nightingale, nd | Assoc. PN RCA |
| CKUA-FM 1948 | Ch. 251 98.6mc 0.25kw | | | | | GE |

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| GRANDE PRAIRIE | | | | | | |
| CFGP 1937 | 1050 1,000 | Northern Bcstg. Corp. Grande Prairie 611 | CBC All-Canada Weed | A. J. Balfour, gm Jack Soars, cm John Wilson, pd & sd | Margaret Wilson, pmm Art Williams, ce Gordon Percy, nd | Wld., Cole, SES. PN Marc. |
| LETHBRIDGE | | | | | | |
| CJOC 1928 | 1220 5,000 DA-N | Lethbridge Bcstg. Ltd. 1015 3rd Ave. S. 3161 | CBC Weed All-Canada | H. R. Carson, p W. M. Guild, gm C. A. Perry, cm G. A. Brown, pd E. Conville, pmm | R. A. Reagh, ce W. Skelton, nd H. Harris, sd L. Bowman, wd O. Broughton, fd | Assoc., L-W, Thes. PN, BUP Marc. |
| MEDICINE HAT | | | | | | |
| CHAT 1946 | 1270 1,000 | Monarch Bcstg. Co. Ltd. 320 First St. 2821 | CBC All-Canada Weed | J. H. Yuill, p R. J. Buss, g & cm Eleanor McDougall, pmm Ian Carson, ce | Stan Weiler, nd Don Carter, sd Mary Hamilton, wd | St. PN RCA |
| RED DEER | | | | | | |
| CKRD 1949 | 1230 250 | Central Alberta Bcstg. Co. Ltd. Foster Block 2083 | Radio Repre- sentatives Young | Gordon S. Henry, p & gm John D. Makin, cm Ned Corrigan, pd & sd | W. Frost, ce Cliff Bowers, nd Peggy Hart, wd | St. BUP UP Marc. |
| BRITISH COLUMBIA | | | | | | |
| CHILLIWACK | | | | | | |
| CHWK 1927 | 1270 1,000 DA-1 | Fraser Valley Bcstg. Ltd. 50 Yale Rd. East 7511 | CBC All-Canada Weed | C. Casey Wells, p & bus. d Jack Pilling, mng. d & pmm W. G. Teetzel, cm | J. M. MacLachlan, pd, sd & fd Marjorie Jamieson, wd Geoff Holmes, nd | Cole BUP GE |
| DAWSON CREEK | | | | | | |
| CJDC 1947 | 1350 1,000 | Radio Station CJDC Ltd. 2nd Ave. & 9th St. | CBC Radio Repre- sentatives Cooke | W. B. Michaud, p Lewis R. Roskin, gm Stan Solberg, pd O. Rudko, pmm | John A. Holmes, ce Roy Darling, nd John Symonds, sd Pat Smith, wd | Assoc. PN Marc. |
| KAMLOOPS | | | | | | |
| CFYC 1926 | 910 1,000 | Sentinel Pub. Co. 310 St. Paul St. 1021 | CBC All-Canada Weed | Ian G. Clark, gm Robert J. Innes, c & pmm Walter Harwood, pd, nd & fd | George G. Henderson, ce Lundy Sanderson, sd Minnie Evans, wd | United PN NE |
| KELOWNA | | | | | | |
| CKOV 1931 | 630 1,000 | Okanagan Bcstg. Ltd. Radio Bldg. 1331 | CBC All-Canada Weed | J. W. B. Browne, p & sm D. Reid, traffic m J. Fred Weber, ce | J. D. Bews, nd J. Pantou, sd (Mrs.) M. Bews, wd | L-W, Thes., Wld. PN Marc. |
| NANAIMO | | | | | | |
| CHUB 1949 | 1480 1,000 | George Randall Malaspina Hotel | Nat'l Bcstg. Sales Hunt Cooke | George Randall, p (Mrs.) Mary Sutherland, cm | | Wld. PN |
| NELSON | | | | | | |
| CKLN 1939 | 1240 250 | News Pub. Co. Ltd. 226 Baker St. 19 | CBC Stovin, Young Hunt | Alan R. Ramsden, g & cm. pd & pmm H. J. Worsfold, ce | Bill Anderson, nd & sd Dora Carney, wd | PN RCA |
| NEW WESTMINSTER | | | | | | |
| CKNW 1944 | 1320 1,000 DA-N | William Rea Jr. 227 Columbia St. 3000 | Natl. Bcst. Sales Forjoe | William Rea Jr., p & gm Phil Baldwin, nat'l. adv. d Sheila Hassell, prom. d Hal Davis, pd | Bill Collins, ce Bill Hughes, nd Jim Cox, sd | Wld., Assoc., Cole RCA |
| PENTICTON | | | | | | |
| CKOK 1948 | 800 1,000-LS 500-N | CKOK Ltd. 152 Main St. 800 | Radio Repre- sentatives Hunt, Cooke | Maurice P. Finnerty, gm Harry O. Watts, sm Fred MacDowell, pd | James English, ce Vince Duggan, nd Dave Roegele, sd | St. PN GE |
| PORT ALBERNI | | | | | | |
| CJAV 1946 | 1240 250 | CJAV Ltd. 735 Third Ave. N. 604 | Radio Repre- sentatives | Harold E. Warren, p C. J. Rudd, gm Ken Hutcheson, cm Tom Rannie, pd | Bob Hall, pmm, sd & nd Hugh Hollway, ce (Mrs.) June Frost, wd | L-W, Cole PN NE |
| PRINCE GEORGE | | | | | | |
| CKPG 1946 | 550 250 | CKPG Ltd. Ritz-Keifer Hall 140 | CBC All-Canada Weed | Frank H. Elphicke, p Cecil G. Elphicke, gm Jack Carbutt, cm | Art Hall, pd John Boates, pmm Ralph Spencer, ce | Marc. |
| PRINCE RUPERT | | | | | | |
| CFPR 1938 | 1240 250 | Northwest Bcst. & Serv- ice Co. Ltd. 335 Second Ave. 863 | CBC Stovin | Dr. Augustin Frigon (CBC), gm C. H. Insulander, sm | | BUP, P, CP |
| TRAIL | | | | | | |
| CJAT 1932 | 610 1,000 | Kootenay Bcstg. Co. 815 Victoria St. 1840 | CBC Weed All-Canada | E. W. Hazlewood, p John W. Loader, m Don Marshall, slm | J. P. Kobluk, pdm J. D. Hepburn, ce | PN RCA |
| VANCOUVER | | | | | | |
| CBR 1936 | 1130 5,000 | Canadian Bcstg. Corp. 701 Hornby St. Marine 6121 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Kenneth Caple, reg. rep. Ron C. Fraser (CBC), d press & info. ser. | Gordon W. Olive (CBC), d gen. engng. W. Gil Clark, press & info. rep. D. C. McArthur (CBC), nd A. R. Kemp (CBC), fd | BUP, R, CP |
| CBR-FM | Ch. 289 105.7mc 1.4kw | | | | | |
| CJOR 1926 | 600 5,000 DA-1 | CJOR Ltd. 846 Howe St. Marine 6464 | CBC Stovin Young | G. C. Chandler, p Dorwin Baird, pdm Don E. Laws, cm Ross Mortimer, pd Kay V. Cronin, pmm (Mrs.) R. J. Sprott, p (Mrs.) K. M. Willis, gm & wd Al Goodwin, asst. slm Wally Garrett, pd | A. H. Chandler, ce Keith Cutler, nd Hal Rodd, sd Laddie Watkis, wd | UP, PN, BUP |
| CKMO 1926 | 1410 1,000 | B. C. Bcstg. System Ltd. 812 Robson St. Marine 1271 | CBC Nat'l Bcst. Sales Cooke | (Mrs.) R. J. Sprott, p (Mrs.) K. M. Willis, gm & wd Al Goodwin, asst. slm Wally Garrett, pd | M. H. McKenzie, ce Bruce Arundel, vp Roy Jacques, nd & sd | St. Assoc., SES. BUP, PN RCA |
| CKWX 1923 | 980 5,000 DA-1 | Western Bcstg. Co. Ltd. 543 Seymour St. Marine 3344 | MBS All-Canada Weed | Arthur Holstead, p Frank H. Elphicke, gm John L. Sayers, cm Laurie Irving, prog. m Ken Hughes, pmm | Charles R. Smith, ce (Mrs.) Nine Anthony, wd A. G. Canning, nd Sam G. Ross, asst. m | L-W, Wld. AP, UP, PN, BUP RCA |

DIRECTORY OF AM and FM STATIONS OF CANADA

BRITISH COLUMBIA—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------|--|----------------------------|--|--|
| VERNON CJTB 1947 | 940 1,000 | Interior Bcstrs. Ltd. 3330 Barnard Ave. 900 | CBC Cooke | J. T. Mutrie, p Howard Thompson, g & cm Don McGibbon, pd Michael Eayrs, pmm Loren A. Merriman, ce | Stan Jones, nd C. H. Pitt, fd Dagmar Kilpatrick, wd Aileen Farmer, traffic m Assoc. AF, FN RCA |
| VICTORIA CJVI 1940 | 900 1,000 | Island Bcstg. Co. 620 View St. Garden 2014 | CBC All-Canada Weed | M. V. Chesnut, gm Lee Hallberg, cm Richard T. Batey, pd James S. Crawford, pmm | Joe Sommers, ce Ted Reynolds, sd Ida Bianco, wd Bruce Lowther, nd Wld., Theas. FN RCA |
| CKDA 1950 | 1340 250 | David M. Armstrong Douglas Hotel | Radio Repre- sentatives | David M. Armstrong, p | |

MANITOBA

| | | | | | |
|-------------------------------------|------------------------------|---|--|--|---|
| BRANDON CKX 1928 | 1150 1,000 | Western Manitoba Bcstrs. Ltd. 8th St. & Princess Ave. 4532 | CBC Radio Repre- sentatives Cooke | John B. Craig, mgng. d E. D. Holland, cm Eric Davies, pd | Archie Olson, pmm Humphrey Davies, ce Ken Milton, sd Wld., Theas. FN NE |
| DAUPHIN CP | 1230 250 | Dauphin Bcstg. Co., Ltd | | | |
| FLIN FLON CFAR 1937 | 590 1,000 | Arctic Radio Corp. Ltd. 75 Hill St. 590 | CBC Stovin Young | C. H. Witney, m Ken Wright, coml. d Tom Nelson, pd Ev Smallwood, prom. & nd | Gordon Woodward, ce Jimmy Wardle, sd Bev Nichols, wd L-W FN GE |
| ST. BONIFACE CKSB 1946 | 1250 1,000 DA-1 | Radio St. Boniface Ltd. 607 Langevin St. 204-865 | Renaud McGillvra | Paul L'Heureaux, p Roland Couture, gm Rene Dussault, asst. & pmm Léo Remillard, pd & fd | Doug R. Thomson, ce Rosemarie Bissonnette, wd Louis Souchon, nd Etienne Bohemier, sd Assoc., Wld. BUP NE |
| WINNIPEG CBW 1948 | 980 50,000 | Canadian Bcstg. Corp. 300 Manitoba Telephone Bldg. 922191 | CBC | Dr. Augustin Frigon (CBC), gm James R. Finlay (CBC), reg. rep. Gordon W. Olive (CBC), d gen. engrg. E. A. Weir (CBC), cm | Ron C. Fraser (CBC), d press & info. ser. Nairn Mogridge, sm C. E. L'Ami, press & info. rep. D. C. McArthur (CBC), nd BUP, R, CP |
| CJOB 1946 | 1340 250 | Blick Bcstg. Ltd. Lindsay Bldg. 9-6374 | Radio Repre- sentatives Cooke | Jack O. Blick, p & gm A. J. Messner, cm C. E. Farey, pd | George Davies, pmm R. V. Durio, ce Assoc., St., Wld. United PN, BUP |
| CJOB-FM 1948 | Ch. 276 103.1mc 0.25kw | | | | |
| CKRC 1934 | 630 5,000 | Trans-Canada Communications Free Press Bldg. 922 | CBC Weed All-Canada | V. Sifton, p W. A. Speers, gm B. M. Pirie, cm J. Hill, pd | F. M. Desourdy, pmm A. W. Hooper, ce Ev. Dutton, nd L-W, St. BUP RCA |
| CKY 1949 | 580 5,000 | Bcstg. Station CKY Ltd. 432 Main St. 931531 | Stovin Young | Lloyd E. Moffat, p & gm Marsh Ellis, cm Wilf E. Cullier, pd Maurice Bunn, pmm | John Edwards, ce Lionel Moore, fd Wendy Warren, wd Cap., SES., Wld. BUP NE |

NEW BRUNSWICK

| | | | | | |
|------------------------------------|------------------------------|--|----------------------------|---|--|
| CAMPBELLTON CKNB 1939 | 950 1,000 DA-1 | Restigouche Bcstg. Co. Ltd. P. O. Drawer 226 8 | CBC All-Canada Weed | J. Wesley MacDonald, p Dr. Charles Houde, gm C. S. Chapman, sm Bob Richards, pd | Bill Harper, pmm L. P. Paquet, ce Margaret Taylor, wd NE |
| EDMUNDSTON CJEM 1944 | 1230 250 | Edmundston Radio Ltd. 91 Canada Rd. 880 | CBC Stovin Young | Hon. J. A. Brillant, p Maurice Lacasse, g & pmm & pd Georges Guerrette, cm Yvon Roy, ce | Hermel Dumont, sd Reynald Teasdale, nd Leopold Beard, fd Wld. NE |
| FREDERICTON CFNB 1923 | 550 5,000 DA-N | Jas. S. Neill & Sons Ltd. York St. 5501 | CBC All-Canada Weed | D. Malcolm Neill, gm C. Austin Moore, c & pmm J. T. H. Fenety, pd | D. G. Love, ce St. Theas. FN, BUP Marc. |
| MONCTON CKCW 1934 | 1220 5,000 DA-N | Moncton Bcstg. Ltd. Knights of Pythias Bldg. 9111 | CBC Stovin McGillvra | F. A. Lynds, p & gm F. A. Bestall, cm R. R. Rowlands, pd A. T. Parkes, pmm | J. A. White, ce E. B. Ross, sd D. F. Crosby, nd E. Spencer, wd Wld. BUP, RP RCA |
| NEWCASTLE CKMR 1949 | 1240 250 | Miramichie Bcstg. Co. Ltd., Castle St. 690 | Wright | W. Flett, p J. H. Coalston, gm Wm. Murray, pd Robert Wallace, ce | Marg Braken, traffic m Bernie Curran, sd Graham Galloway, nd St. BUP Marc. |
| SACKVILLE CBA 1939 | 1070 50,000 | Canadian Bcstg. Corp. 100 Sackville St. Halifax, N. S. 3-6188 | CBC | Dr. Augustin Frigon (CBC), gm W. E. S. Briggs, reg. rep. Gordon W. Olive (CBC) d gen. engrg. E. A. Weir (CBC), cm | Ron C. Fraser (CBC), d press & info. ser. Wyn Rhydwyn, press & info. rep. H. M. Smith, reg. engr. D. C. McArthur (CBC), nd CP, BUP, R |
| SAINT JOHN CFBC 1946 | 930 5,000 DA-1 | Fundy Bcstg. Co. Ltd. 4 Carleton St. 3-2421 | CBC Alexander Weed | Dr. A. M. A. McLean, p Robert T. Bowman, m C. F. Bedford, slm W. N. Anderson, pd R. J. Gallagher, pmm | H. M. Stout, ce G. Smith, sd M. E. Williams, wd F. C. Church, pdm D. Rogers, nd St. BUP, RP RCA |
| CHSJ 1934 | 1150 5,000 DA-N | New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-3304 | CBC Stovin Young | George A. Cromwell, gm Clare Stillwell, pd Herman Covey, pmm John G. Bishop, ce T. R. Dowling, engr. | Fred Blizzard, sd Ruth Crosbie, wd L. C. Rudolf, fd Wld., L-W, Assoc. NE |
| CHSJ-FM 1947 | Ch. 263 100.5mc 0.55kw | | | | PN GE |

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DIRECTORY OF AM and FM STATIONS OF CANADA

NOVA SCOTIA

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|-----------------------------|--|--|--|---|--------------------------------------|
| ANTIGONISH | | | | | | |
| CJFX 1943 | 580 5,000 DA-1 | Atlantic Bcstrs. Ltd. St. Ninian St. | CBC Young Nat'l Bcst. Sales | J. Clyde Nunn, gm R. J. Ricketts, cm James Boroughs, pmm | L-W, United PN | |
| BRIDGEWATER | | | | | | |
| CKBW 1947 | 1000 1,000 DA-N | Acadia Bcstg. Co. Ltd. 399 King St. 445 | CBC Radio Repre- sentatives Cooke | C. J. Morrow, p J. F. Hirtle, gm H. E. MacLean, cm J. A. MacLeod, pd & nd | B. R. Rafuse, pmm & sd D. B. Hirtle, ce Ruth MacGillivray, wd | Assoc. PN RCA |
| HALIFAX | | | | | | |
| CBH 1944 | 1330 100 | Canadian Bcstg. Corp. 100 Sackville St. 3-6188 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm W. E. Briggs, reg. rep. Ron C. Fraser (CBC), d press & info. ser. | Wyn Rhydwen, press & info. rep. Gordon W. Olive (CBC), d gen. engrg. S. R. Kennedy, sm | CP, BUP, R |
| CHNS 1926 | 960 5,000 DA-N | Maritime Bcstg. Co. 10 Tobin St. 3-8318 | CBC Weed All-Canada | Andrew R. Robb, p W. C. Borrett, gm G. J. Redmond, cm & pd | D. LeBlanc, pmm Arthur W. Creig, ce | Wld., L-W, Thes. PN, BUP NE |
| CHNS-FM 1949 | Ch. 241 96.1mc 0.25kw | | | | | |
| CJCH 1944 | 920 5,000 | The Chronicle Co. Ltd. Lord Nelson Hotel 3-7311 | Nat'l Bcst. Sales Cooke Mulvihill | Hon. F. B. McCurdy, p B. P. McCurdy, vp E. Finlay MacDonald, gm Clair L. Chambers, cm | A. Reginald MacWilliams, ce Howard E. Gerard, traffic m Cyril Lynch, nd Daniel L. Gallivan, sd | St., Assoc. PN NE |
| KENTVILLE | | | | | | |
| CKEN 1948 | 1490 250 | Evangeline Bcstg. Co. Radio Center Ltd. 400 | Alexander | A. M. Bishop, p & ce J. A. C. Lewis, gm S. D. Kerr, cm | W. A. Bishop, pd Jack Pineo, nd Bob Huggins, sd | United PN GE |
| SYDNEY | | | | | | |
| CBI 1948 | 1570 1,000 | Canadian Bcstg. Corp. 247 Charlotte St. | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Gordon W. Olive, d gen. engrg. Ron C. Fraser (CBC), d press & info. ser. | L. B. McDonald, sm D. C. McArthur (CBC), nd A. R. Kemp (CBC), fd Elizabeth D. Long, (CBC), wd | CP, BUP, R |
| CJCB 1929 | 1270 5,000-LS 1,000-N | Eastern Bcstrs. Ltd. Radio Bldg. 5596 | CBC All-Canada Weed | J. M. Nathanson, p & gm C. J. McDougall, c & pmm T. C. Robertson, pd A. Vernon, ce | R. E. Bennett, nd P. Connolly, sd Ann Terry, wd | Thes., L-W, United PN Marc. |
| CJCB-FM 1948 | Ch. 235 94.9mc 0.25kw | | | | | GE |
| TRURO | | | | | | |
| CKCL 1947 | 1490 250 | Truro Bcstg. Co. Ltd. 7 Pleasant St. 491 | Wright | J. A. Manning, p & gm A. Thomson, sm E. S. Bernasconi, ce | Shirley McPhail, nd | Assoc. BUP, RP NE |
| WINDSOR | | | | | | |
| CFAB 1945 | 1450 250 | Evangeline Bcstg. Co. Windsor Radio Center Ltd. 498 | Alexander | A. M. Bishop, p & ce J. A. C. Lewis, gm S. D. Kerr, cm | W. A. Bishop, pd Jack Pineo, nd Bob Huggins, sd | United PN NE |
| YARMOUTH | | | | | | |
| CJLS 1934 | 1340 250 | Gateway Bcstg. Co. Ltd. 222 Main St. 500 | CBC All-Canada Weed | Donald L. Smith, p, g & cm & ce John J. Hall, pmm | Denny Comeau, pd, nd & sd Gene Alton, wd | L-W, United PN NE |

ONTARIO

| | | | | | | |
|-------------------|------------------------------|---|-------------------------------|--|---|-------------------------|
| BARRIE | | | | | | |
| CKBB 1948 | 1230 250 | Ralph T. Snelgrove 26 Elizabeth St. 5585 | Young Nat'l Bcst. Sales | Ralph T. Snelgrove, p & gm Richard S. Snelgrove, pd Jack Mattenley, ce R. J. Snelgrove, office m | Bill Maynard, nd & fd Dave Wright, sd Barbara Wheeler, wd | PN RCA |
| BELLEFLE | | | | | | |
| CJBB 1946 | 1230 250 | Quinte Bcstg. Co. Ltd. 11 Victoria Ave. 3200 | CBC Stovin Young | A. M. Haig, p W. H. Stovin, gm J. H. MacDonald, cm W. E. Arnold, pd Glen Marsh, pmm | J. B. Buchanan, ce Phil Flagler, fd Jack Devine, sd Cathy Myers, wd | Thes., Wld. PN NE |
| BRANTFORD | | | | | | |
| CKPC 1923 | 1380 1,000 DA-N | Telephone City Bcst. Ltd. 525 Colborne St. 32684 | Alexander | (Mrs.) F. M. Buchanan, p Huga Brommer, cm Wally Shubat, pd Ken Stewart, ce | Frank Kovacs, nd Bill Irving, sd Maidie Frowe, wd | Wld. BUP WE |
| CKPC-FM 1948 | Ch. 231 94.7mc 0.42kw | | | | | GE |
| BROCKVILLE | | | | | | |
| CFJR 1943 | 1450 250 | Jack R. Radford 7 King St. 4328 | CBC Stovin Young | Jack R. Radford, p, g & cm & nd L. J. Byr, ce, pd Tom Statham, pmm & sd | John G. Brasford, ce Edgar Clow, fd Helen Everett, wd | BUP G |
| CHATHAM | | | | | | |
| CFCO 1926 | 630 1,000 | John Beardall 42 King St. W. 2626 | CBC | John Beardall, p & gm P. A. Kirkey, coml. d Geo. Sulman, pd | Go. do. D. Brooks, ce | Cole BUP NE |
| CORNWALL | | | | | | |
| CKSF 1945 | 1230 250 | Standard-Freholder Ltd. 36 Pitt St. 1703 | CBC Stovin McGillivra | Phillip S. Robertson, p H. Harrison Flint, g & cm Fred H. Pemberton, pd Howard H. Bailey, pmm & nd Howard H. Bailey, prod. d | Wahlon Clark, ce Charles Doering, fd Carl C. Fisher, sd Ruth Welsh, wd | Wld. PN Marc. |
| CKSF-FM 1949 | Ch. 283 104.5mc 0.52kw | | | | | |

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| City Established | Call Letters | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|----------------------|-----------------------------|--|--|--|--|--|--|
| | | | | | Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| FORT FRANCES | | | | | | | |
| CKFI 1944 | 1340 250 | J. G. McLaren 240 Scott St. 200 | CBC Alexander Hunt | W. H. McLellan, g & cm & ce J. G. McLaren, mgng. d, pd. pmm. nd & fd | Bill Brady, sd Joyce Taylor, wd | | Wld. PN NE |
| FORT WILLIAM | | | | | | | |
| CKPR 1930 | 580 1,000 | Dougall Motor Car Co. Ltd. 414 Victoria Ave. 3-3477 | CBC Radio Repre- sentatives All-Canada Stovin Young | H. F. Dougall, p & gm G. D. Jeffrey, cm J. Friesen, pmm & nd | W. T. Ross, ce | | Thes., United PN RCA |
| CKPR-FM 1948 | Ch. 232 93.4mc 0.25kw | | | T. M. Ross, ce | | | |
| GUELPH | | | | | | | |
| CJOY 1948 | 1450 250 | CJOY Ltd. Bond Bldg. 555 | Radio Repre- sentatives Cooke | Wallace O. Slatter, sm Frederick T. Metcalf, cm Don LeBlanc, pd D. A. Page, ce | Bill Montgomery, nd Hugh Bowman, sd Kaye Knights, wd | | L-W PN RCA |
| HAMILTON | | | | | | | |
| CHML 1926 | 900 5,000 DA-N | Maple Leaf Bcstg. Co. Ltd. 848 Main St. E. 9-2411 | CBC Nat'l. Bcst. Sales Young | Kenneth D. Soble, p Tom E. Darling, m & pd W. Dennis Whitaker, cm Daryl Wells, pmm Phil Tahany, ce | Hugh Potter, ce Arthur Hill, nd & fd Victor Copps, sd Edna Forman, wd | | St., Assoc. BUP RCA |
| CHML-FM 1948 | Ch. 234 94.1mc 0.36kw | | | | | | |
| CJSH(FM) 1949 | Ch. 275 102.9mc 9.2kw | Hamilton Spectator 163 Jackson St. W. 7-1141 | | David I. Ker, g & cm G. B. Quinney, asst. m & pd C. J. Miller, ce | Norman James, news editor Bill Moyer, sports editor | | Assoc. PN GE |
| CKOC 1922 | 1150 5,000 DA-1 | Wentworth Radio Bcstg. Co. Ltd. 32 John North 7-4483 | CBC All-Canada Weed | W. T. Cranston, m J. L. Potts, asst. m L. A. Westmoreland, cm J. D. Stone, pd W. Edge, pmm | L. Horton, ce W. Leckie, nd P. Allen, sd J. Pritchard, wd | | Thes., Wld., L-W PN Marc. |
| KENORA | | | | | | | |
| CJRL 1938 | 1220 1,000 | Kenora Bcstg. Co. Ltd. Johnson Block 6212 | CBC Stovin Cooke | (Mrs.) James Richardson, p George A. McLean, g & cm Kenneth Mesbur, pd Paul Hack, pmm & sd | Frederick J. Hackett, ce Irv. Stein, nd J. Bourke, fd (Mrs.) E. L. Holmes, wd | | Thes. CP NE |
| KINGSTON | | | | | | | |
| CFRC 1942 | 1490 100 | Queen's U. Fleming Hall | | | | | |
| CKWS 1942 | 960 5,000 DA-1 | The Brookland Co. Ltd. King St. 4404 | CBC Nat'l Bcst. Sales | Hon. W. R. Davies, p R. H. Thomson, vp R. W. Hofstetter, gm | E. L. Jones, cm J. Pollie, pd B. Cobb, ce | | L-W, Wld. PN RCA |
| CKWS-FM 1947 | Ch. 242 96.3mc 0.25kw | | | | | | |
| KIRKLAND LAKE | | | | | | | |
| CJKL 1934 | 560 5,000 DA-N | Northern Bcstg. Co. Govt. Rd. West 27 | CBC Nat'l Bcst. Sales Cooke | Roy Thomson, p Harry M. Edgar, m Donald R. Lawie, cm | Cliff M. Harrison, pd Leceister Oliver, ce | | L-W, St., Thes. PN RCA |
| CJKL-FM 1948 | Ch. 229 93.7mc 0.25kw | | | | | | |
| KITCHENER | | | | | | | |
| CFCA(FM) 1949 | Ch. 291 106.1mc 10kw | C. A. Pollock 47 King St. W. | | C. A. Pollock, p & gm Chris Fairly, cm | | | Cole, L-W, Wld. PN |
| CKCR 1929 | 1490 250 | Kitchener-Waterloo Bcstg. Co. Ltd. 125 King St. W. 3-3628 | CBC Wright Young | W. C. Mitchell, ptrn. & gm G. Liddle, ptrn. & cm Ed. Manning pd Bill Marchand, ce | John Langton, fd Don Martz, sd Madeline Bailey, wd | | Assoc., United PN RCA |
| CKCR-FM 1948 | Ch. 244 96.7mc 0.24kw | | | | | | |

DIRECTORY OF AM and FM STATIONS OF CANADA

ONTARIO—(Continued)

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|--------------------------------------|--------------------------------|--|--------------------------------------|---|--|--|
| LONDON CFPL 1922 | 980 5,000 DA-N | London Free Press Printing Co. 442 Richmond St. Metcalfe 5200 | CBC All-Canada Weed | W. J. Blackburn, p & mgng. d M. T. Brown, gm K. S. Chase, cm R. A. Reinhart, pd | D. C. Trowell, pmm G. A. Robitaille, ce John V. Trethewey, nd Roy Jewell, fd | L-W, St. PN RCA |
| CFPL-FM 1948 | Ch. 240 95.9mc 4.44kw | | | | | GE |
| NIAGARA FALLS CHVC 1947 | 1600 5,000-LS 1,000-N DA | Radio Station CHVC Ltd. Rainbow Bridge 4110 | Alexander Cooke | B. Howard Bedford, p M. Budd White, m R. H. Hamilton, slm A. W. Blakely, prod. d George S. Slinn, ce | Bob Douglas, nd Bill Killough, fd Shane Rimmer, sd Ruth Chantrey, wd | Wld. BUP WE |
| NORTH BAY CFCH 1936 | 600 1,000 DA-N | Northern Bcstg. Co. Ltd. Fraser & First 2400 | CBC Nat'l Bcst. Sales Cooke | R. H. Thomson, p J. M. Davidson, gm C. O. Pickrem, sm K. Packer, cm P. Clayton, pd | M. Rainville, pmm J. Barnaby, ce A. Cupples, nd J. Tyrell, fd | St., L-W PN RCA |
| CFCH-FM 1949 | Ch. 292 106.3mc 0.25kw | | | | | |
| ORILLIA CFOR 1945 | 1570 1,000 | Gordon E. Smith 101 Mississauga St. E. 3511 | CBC Stovin Young | Gordon E. Smith, p & gm Alex C. Gilmour, cm Jim Sullivan, pd, nd & sd | Russ Waters, pmm Pete McGarvey, fd Nora North, wd | Cole BUP RCA |
| OSHAWA CKLB 1950 | 1240 100 | Lakeland Bcstg. Co. Ltd. 16 Centre St. 4481 | Alexander | Alfred H. Collins, p & gm Michael Hopkins, m & cm Bill Swinton, pd Bernie Barris, pmm Bert McCollum, ce | Graham Bickle, traffic m Mac Lipson, nd & fd Ross Drew, sd Sophie Sobanski, wd | Wld., United PN RCA |
| OTTAWA CBO 1924 | 910 1,000 | Canadian Bcstg. Corp. Chateau Laurier 2-1151 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm C. P. Wright, sm Ron C. Fraser (CBC), d press & info. ser. | D. C. McArthur (CBC), nd Gordon W. Olive (CBC), d gen. engrg. A. R. Kemp (CBC), fd | CP, BUP, R |
| CBO-FM | Ch. 277 103.3mc 0.38kw | | | | | |
| CFRA 1947 | 560 1,000 DA-2 | Radio Station CFRA Catherine St. 3-6241 | Weed All-Canada | Frank Ryan, p, gm & fd E. W. Atkinson, asst. m George Gowling, cm Fred Davis, pd | Terry Kielty, sp. events d Brian O'Connell, nd Tom Foley, sd Lillian E. Wadsworth, wd | St., Wld., Cole, Cap. BUP RCA |

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CONSIDER THIS WHEN YOU'RE READY TO BUY!

the **LONDON** (City) and Middlesex County Market
is to **CANADA**
what **CLEVELAND** (City) and Cuyahoga County Market
is to the **UNITED STATES**

And....the London Middlesex Market (with a BIG PLUS of 14
other wealthy Western Ontario
counties is... **DOMINATED BY**

CFPL
LONDON

Here are some figures....

CFPL in London came up with an average daytime audience of 52.6% (Elliott-Haynes November, 1950 ratings); an average nighttime audience of 45.0% (E.H. October, 1950 ratings); and a B.B.M. indicating daytime circulation of 73,810 radio homes and a nighttime circulation of 61,920 radio homes.

Contact:
ALL-CANADA RADIO FACILITIES, in Canada
WEED & COMPANY, in the United States

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|-------------------------------------|--------------------------------|--|--|--|--|
| OTTAWA—(Continued) | | | | | |
| CFRA-FM 1948 | Ch. 230 93.8mc 0.25kw | | | E. W. Atkinson, asst. m & secy-treas. | Jack Church, ce |
| CKOY 1949 | 1310 5,000-LS 1,000-NDA | CKOY Ltd. 272 Somerset St. W. 3-5658 | CBC Cooke Nat'l Bcst. Sales Hunt | Ducan K. MacTavish, p J. Edgar Guest, m Dan V. Carr, cm Jack Alexander, pd & nd | Jack Pond, ce Brian Brown, traffic m Ted Root, sd L-W. Assoc. PN, BUP RCA |
| OWEN SOUND | | | | | |
| CFOS 1940 | 1470 1,000 DA-N | Grey & Bruce Bcstg. Co. Ltd. Ninth St. E. 1940 | CBC Stovin Young | Howard Fleming, p W. N. Hawkins, gm D. Ferry, cm E. Smith, pd Wm. Fulton, pmm & nd | R. Turnpenny, ce Wm. MacKenzie, fd W. Danl, sd (Mrs.) R. Ellinghouser, wd PN RCA |
| PEMBROOKE | | | | | |
| CHOV 1942 | 1350 1,000 DA-1 | Ottawa Valley Bcstg. Co. Ltd. 197 Albert St. 1350 | CBC Stovin Young | E. Gordon Archibald, p, gm & fd R. Malcolm Hope, secy.-treas. Ramsay F. Garrow, cm William K. Kutschke, pd & sd | Marguerite Miller, pmm & wd W. Edwin Schmidt, ce William Kehoe, nd Thes., SES. BUP RCA |
| ETERBOROUGH | | | | | |
| CHEX 1942 | 1430 1,000 DA-2 | The Brookland Co. Ltd. Examiner Bldg. 2-0451 | CBC Nat'l Bcst. Sales Cooke | Rupert Davies, p R. H. Thompson, vp Russ Baer, gm E. Bowser, cm | W. Rewegan, pd & sd A. E. Crump, ce Irv Morrison, nd & fd Kay Doris, wd L-W. Wid. PN RCA |
| CHEX-FM 1949 | Ch. 268 101.5mc 0.25kw | | | | GE |
| PORT ARTHUR | | | | | |
| CFPA 1944 | 1230 250 | Ralph H. Parker Public Utilities Bldg. 5-7651 | CBC Weed Alexander Broadcast Representatives | Ralph H. Parker, o & gm R. P. MacGowan, cm Ken Beal, pd | St., L-W RCA |
| ST. CATHARINES | | | | | |
| CKTB 1930 | 620 1,000 | The Niagara District Bcstg. Co. Ltd. 12 Yates St. 5-7351 | CBC McGillvra Nat'l Bcst. Sales | W. B. C. Burgoyne, p W. C. Wingrove, gm, pd & pmm V. A. Lococo, cm W. H. Allen, ce | W. C. Wheeler, pdm J. Morrison, nd C. S. McKnight, fd Rex Stimers, sd Thes., United PN RCA |
| CKTB-FM 1930 | Ch. 249 97.7mc 0.25kw | | | | GE |
| ST. THOMAS | | | | | |
| CHLO 1948 | 680 1,000 DA-1 | Radio Station CHLO Ltd. Radio Centre 3696 | CBC Radio Representatives Cooke | Clarence Nichols, p John C. Warder, gm & ce George N. Miller, cm | Len C. Evans, pd & sd L-W. Assoc. CF NE |
| SARNIA | | | | | |
| CHOK 1946 | 1070 5,000-LS 1,000-N DA | Sarnia Bcstg. Co. Ltd. 148½ North Front St. Digby 1121 | CBC Nat'l Bcst. Sales Cooke | H. M. Hueston, p Karl E. Monk, sm Claude R. Irvine, mgng. d Gerald Hall, cm J. Grant Webber, pd & fd | George Rich, pmm Robert F. Cooke, ce D. Graham Emslie, nd Johnnie Bell, sd St., L-W PN RCA |
| CHOK-FM 1947 | Ch. 248 97.5mc 0.25kw | | | | |
| SAULT STE. MARIE | | | | | |
| CJIC 1947 | 1490 250 | Hyland Bcstg. Co. Windsor Hotel 3500 | CBC Alexander McGillvra | J. G. Hyland, p, g & cm J. B. Scully, pd & pmm | I. Marinelli, ce Wld. PN |
| CJIC-FM 1947 | Ch. 263 100.5mc 0.25kw | | | | |
| STRATFORD | | | | | |
| CJCS 1947 | 1240 250 | Frank M. Squires Reynolds Bldg. 1675 | CBC All-Canada Weed | F. M. Squires, p & gm Stanley E. Tapley, cm Alex L. Smith, pd & pmm | John Grigg, ce Wld. UF, BUP G |
| SUDBURY | | | | | |
| CHNO 1947 | 1440 1,000 DA-1 | The Sudbury Bcstg. Co. Ltd. 166 Elm St. W. 6-6416 | CBC Wright Young | F. B. Ricard, p & gm Rene Riel, sta. & cm Don Killoran, pd Jim Boyd, pmm G. A. Wilson, ce | M. E. Bond, slm Jean Dutil, fd Bill McGee, sd Bea Lepage, wd Assoc. PN RCA |
| CKSO 1935 | 790 5,000 DA-N | CKSO Sudbury Ltd. 21 Elgin St. 77-505 | CBC All-Canada Weed | G. M. Miller, p W. J. Woodill, gm Ken Dobson, cm | Bob Alexander, pd J. McRae, trans. engr. R. Forbom, studio engr. Thes., Wld. PN Marc. |
| TIMMINS | | | | | |
| CKGB 1933 | 680 5,000 DA-N | Northern Bcstg. Co. Ltd. Thomson Bldg. 1500 | CBC Nat'l Bcst. Sales Cooke | Roy H. Thomson, p Harvey C. Freeman, m Gordon W. Burnett, cm | Jesse French, pd Ernie Mott, ce Cecil Linder, sd St., L-W PN RCA |
| CKGB-FM 1947 | Ch. 233 94.5mc 0.25kw | | | | |
| TORONTO | | | | | |
| CBL 1927 | 740 50,000 | Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm E. L. Bushnell, gen. pd Ron C. Fraser, (CBC) d press & info. ser. | Harry J. Boyle, pd Gordon W. Olive (CBC) d gen. engrg. D. C. McArthur (CBC), nd CF, BUP, R |
| CBL-FM 1947 | Ch. 256 99.1mc 5.58kw | | | | |
| CFRB 1927 | 1010 50,000 DA-2 | Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Princess 5711 | CBS All-Canada Young | Harry Sedgwick, p J. Ellsworth Rogers, vp Lloyd Moore, gm Waldo Holden, cm | Wes McKnight, pd, nd & sd Ken Marsden, pmm Clive Eastwood, ce Rex Frost, fd Assoc., Wld., Thes. PN, BUP RCA |
| CFRB-FM 1949 | Ch. 260 99.9mc 1kw | | | | |

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ONTARIO—(Continued)

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| TORONTO—(Continued) | | | | | | | |
| CHUM | 1050 | 1,000-D | York Bcstrs. 225 Mutual St. Elgin 4271 | McGillvra | John Q. Part. p Robert L. Lee. g & cm Leigh Stubbs. pd | Phil Stone. pmm & sd Aurelle Boisvert. ce Adele Evans. wd | St., L-W BUP WE |
| CJBC | 860 | 50,000 | Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481 | CBC Stovin | Dr. Augustin Frigon (CBC), gm Ron C. Fraser (CBC), d press & info. ser. Gordon W. Olive (CBC), d gen. engrg. | H. G. Walker. m E. A. Weir (CBC), cm Bob McCall. pd E. L. Bushnell. gen. pd | CP, BUP, R |
| *CJRT (FM) | Ch. 233 | | Byerson Inst. of Tech. 50 Gould St. Waverley 2631 | | Eric L. Palin, gm E. A. Weir, cm John W. Barnes, pd | Andrew Kufuk, ce | |
| CKEY | 580 | 5,000-LS 1,000-N DA-2 | Toronto Bcstg. Co. Ltd 444 University Ave. Waverly 3881 | Nat'l Bcst. Sales Cooke | Jack Kent Cooke. p & gm H. E. Cooke, sm Jack Turrall. cm Don Insley. pd | Wm. Houston. pmm E. O. Swan, ce Harry Rasky, nd Joe Crysdale, sd | Assoc., Wld. L-W, St. UP, PN, BUP Marc. |
| CKFH | 1400 | 250 | Foster Hewitt Maple Leaf Gardens | | Foster W. Hewitt. p | | |
| WINDSOR | | | | | | | |
| CBE | 1550 | 10,000 | Canadian Bcstg. Corp. Security Bldg. | CBC | Dr. Augustin Frigon (CBC), gm Ron C. Fraser (CBC), d press & info. ser. E. A. Weir (CBC), cm M. L. Poole, sm | Gordon W. Olive (CBC), d gen. engrg. D. C. McArthur (CBC), nd A. R. Kemp (CBC), fd | CP, BUP, R |
| CKLW | 800 | 50,000 DA-2 | Western Ont. Bcstg. Co Ltd. Canada Trust Bldg. 4-1155 Cadillac 7200 (Detroit) | MBS, CBC Young Stovin | J. E. Campeau, p & gm E. Wilson Wardell, cm S. Campbell Ritchie, pd | A. R. Gloster, pmm W. C. Carter, ce | St., Wld., United UP, INS RCA |
| CKLW-FM | Ch. 230 | | | | | | |
| WINGHAM | | | | | | | |
| CKNX | 920 | 1,000 DA-N | Radio Station CKNX Ltd. Josephine St. 158 | Alexander Young | W. T. Cruickshank, gm J. J. Cruickshank, cm G. W. Cruickshank, asst. m Vin Dittmer, pmm Scott Reid, ce | John Strong, nd Bob Carbert, fd M. L. Gregg, sd Margaret Brophy, wd | Wld., L-W, Cole BUP RCA |
| WOODSTOCK | | | | | | | |
| CKOX | 1340 | 250 | Oxford Bcstg. Co. Ltd. 389 Hunter St. 2400 | Wright | M. J. Werry, p & gm W. Whiting, pd | | Wld., L-W BUP RCA |
| CKOX-FM | Ch. 295 | | | | | | |

PRINCE EDWARD ISLAND

| | | | | | | | |
|----------------------|------|-------------|---|--------------------------------|---|---|--------------------|
| CHARLOTTETOWN | | | | | | | |
| CFCY | 630 | 5,000-DA-N | Island Radio Bcstg. Co. Ltd. 85 Kent St. 741 | CBC Weed All-Canada | K. S. Rogers, p & mgng. d R. F. Large, sm W. A. MacMillan, traffic sup. W. J. Brown, prom. d A. L. Finley, tech. sup. | A. S. Dickson, nd C. Cooper, fd W. J. Brown, sd Jane Weldon, wd | Assoc. PN GE |
| SUMMERSIDE | | | | | | | |
| CJRW | 1240 | 250 | Gulf Bcstg. Co. 218 Water St. 2201 | Radio Representatives | J. K. Curran, p A. G. Rogers, gm & ce R. C. Schürman, pd & sd | C. L. Fitzpatrick, nd (Mrs.) Fran Mollison, wd | Wld. BUP G |
| QUEBEC | | | | | | | |
| AMOS | | | | | | | |
| CHAD | 1340 | 250 | Northern Radio Inc. Rouyn, Que. | Renaud Weed | David Armand Gourd, p Joseph Duguay, sta. m | | Assoc., Wld. PN |
| CHICOUTIMI | | | | | | | |
| CBJ | 1580 | 10,000 DA-1 | Canadian Bcstg. Corp. 286a rue, Racine 155 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Marcel Ouimet, d Ron C. Fraser (CBC), d press & info. ser. | V. Fortin, sm Gordon W. Olive (CBC), d gen. engrg. J. Saint-Georges, sup. Press & info. | CP, BUP, R |
| GRANBY | | | | | | | |
| CHEF | 1450 | 250 | Granby Bcstg. Co. Ltd. 7 Johnson St. 353 | Renaud | Gerald La Liberte, gm | | United, Wld. PN |
| HULL | | | | | | | |
| CKCH | 970 | 1,000 DA-N | La Cie Radiodiffusion CKCH 121 Notre Dame St. 2-1701 | CBC Renaud McGillvra | Jean-Paul Lemire, g & cm Henri Bergeron, pd & pmm Max Gebhardt, ce | Hilda Trudeau, nd Gerry Renaud, sd Madeleine Duhamel, wd | PN Marc. |
| JONQUIERE | | | | | | | |
| CKRS | 1240 | 250 | Radio Saguenay Ltd. 359 St. Dominique St. 720 | Trans-Quebec Hardy Young | Henri Lepage, p Tom Burham, sm Paul Fortier, ce | Ray Maynard, nd & sd (Mrs.) Lehir, wd | Wld. UP G |
| LA SARRE | | | | | | | |
| CKLS | 1240 | 250 | Radio La Sarre Inc. | Renaud | Jean Senecal, sm | | |
| MATANE | | | | | | | |
| CKBL | 1250 | 1,000 DA-1 | La Cie de Radiodiffusion 144 St. Jerome Ave. 355 | Hardy | Rene Lapointe, p & gm Octave Lapointe, cm Jean Berger, pd, nd & sd | Marcel Houle, pmm Paul Duberger, ce Marcelle Desjardins, wd | Assoc. PN NE |

Data corrected to Dec. 8, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

IN CANADA

From 1944 to 1949, radio homes increased almost 50%. During 1950, there has been a further increase of 10%, making the present total nearly 3,500,000 homes.

In Canada day-time "sets-in-use" have risen from 22% in 1944 to almost 25% in 1949 (Elliott-Haynes), while night-time "sets-in-use" during the same period have risen from 38% to 43%. These figures are substantially higher than those for radio "sets-in-use" for the United States and this disparity is now becoming even more accentuated. "Sets-in-use" in French Canada are the highest in North America.

In Canada radio has an intensity of listening and a concentration of interest enjoyed in few other places or by other media. CBC Network Schedules combine the top-ranking programs from American networks with a wide variety of highly popular home features insuring consistently faithful audiences.

In Canada both day-time and night-time radio are outstanding buys compared with any other media.



CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street,
Toronto 5, Ontario

1425 Dorchester Street W.,
Montreal 25, P. Q.

DIRECTORY OF AM and FM STATIONS OF CANADA

QUEBEC—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Transc. Library News Service Transmitter | |
|-------------------------------------|-----------------------------|--|--|--|---|---|
| MONTREAL | | | | | | |
| CBF 1937 | 690 50,000 | Canadian Bcstg. Co. Radio Canada Bldg. Plateau 7161 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Marcel Ouimet, d J. Saint-Georges, sup. press & info. | Gordon W. Olive (CBC), d gen. engrg. Ron C. Fraser (CBC), d press & info. ser. E. R. Bertrand, nd | CP, BUP, R |
| CBF-FM 1947 | Ch. 236 95.1mc 10kw | | | | | |
| CBM 1937 | 940 50,000 DA | Canadian Bcstg. Co. Radio Canada Bldg. Plateau 7161 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Marcel Ouimet, d W. J. L'Reilly, pd E. R. Bertrand, nd | Gordon W. Olive (CBC), d gen. engrg. Ron C. Fraser (CBC), d press & info. ser. | CP, BUP, R |
| CBM-FM 1947 | Ch. 299 100.7mc 5kw | | | | | |
| CFCF 1919 | 600 5,000 DA-1 | Canadian Marconi Co. 1231 St. Catherine St., W. Plateau 2575 | CBC ABC All-Canada Weed | W. Victor George, bcstg. m J. A. Hammond, sm T. J. Quigley, cm J. A. Howlett, fd & prod. sup. | Frank Jones, pmm J. N. Gettenby, ce A. B. Clapp, studio sup. | St. BUP Marc. |
| CFCF-FM 1947 | Ch. 293 106.5mc 3kw | | | | | |
| CHLP 1933 | 1410 1,000 DA-1 | La Cie de Pub. "La Patrie" Sun Life Bldg. Plateau 5225 | Alexander McGillvra Hunt CBS | Hon. P. R. DuTremblay, p & gm Charles-Arthur Berthiaume, cm Fernand E. Bergevin, asst. mngng. d | Andre Chabot, pd & sd Alphonse Cloutier, ce Armand Goulet, nd & sd | Assoc. PN GE |
| CJAD 1945 | 800 5,000 DA-1 | CJAD Limited 1191 Mountain St. Plateau 1805 | Radio Time Sales Young | J. Arthur Dupont, p. g & cm Ron J. Morrier, pd & sports editor | A. K. Taylor, ce | Assoc., L-W Cap., Thes. Wid. PN, BUP NE |
| CKAC 1922 | 730 10,000-LS 5,000-N | La Cie de Pub. "La Presse" 980 Ste. Catherine St. W. Marquette 3811 | CBS Trans-Quebec Wright Young | Hon. P. R. DuTremblay, p Phil. Lalonde, gm Roy Makouin, asst. m Geo. Bourrassa, cm Ferdinand Biondi, pd | Claude Lapointe, pmm Len Spencer, ce Gabriel LaSalle, nd Andre Robert, sd | Wid., Assoc. L-W PN, BUP RCA |
| NEW CARLISLE | | | | | | |
| CHNC 1933 | 610 5,000 DA-2 | Gaspesia Radio Bcstg. Main St. 64 | CBC Hardy Young | Dr. Charles E. Dumont, p Dr. Charles H. Houde, gm Viateur Bernard, cm | G. S. Coleman, ce W. R. V. Quinn, sd | NE |

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.
 FMs in *italic*. *—Non-Commercial Station; CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.


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MONTREAL'S

FIRST STATION
IN ENTERTAINMENT
NATIONAL ADVERTISERS
ESTABLISHED SALES RESULTS
STRONG PROGRAMMING APPEAL
TOP SPONSOR PROMOTION

REPS: In Canada: ALL CANADA RADIO FACILITIES LTD.—In U. S.: WEED AND CO.

ABC AND DOMINION NETWORK AFFILIATE



| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | Transc. Library News Service Transmitter |
|-------------------------------------|----------------------------------|---|--------------------------------|---|---|--|
| | | | | Owner o; pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | | |
| QUEBEC | | | | | | |
| CBV 1939 | 980 1,000 | Canadian Bcstg. Corp. Palais Montcalm 5-8155 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Marcel Ouimet, d Ron C. Fraser (CBC), d press & info. ser. | Guy Dumais, sm Gordon W. Olive (CBC), d gen. enrg. J. Saint-Georges, sup. press & info. | |
| CHRC 1926 | 800 5,000 DA-1 | CHRC Limitee 39 St. Jean 2-8177 | Trans-Quebec Young Hardy | Herve Baribeau, p Henri Lepage, gm Aurele Pelletier, cm | Magella Alain, pd & pmm Arsene Nadeau, ce | L-W, Thes. PN, BUP Marc. |
| CHRC-FM 1949 | Ch. 251 98.1mc 0.25kw | | | | | |
| CJNT 1949 | 1340 250 | Goodwill Bcstrs. Co. of Quebec Inc. 405 Blvd. Hamel 5-6119 | CBC Alexander McGillvra | J. Narcisse Thivierge, p & gm A. Mercier, pd G. Verreault, ce | Mark Mullins, traffic m Gordon Breen, sd (Mrs.) W. H. Delaney, wd | SES. Marc. |
| CKCV 1926 | 1280 1,000 DA-N | CKCV Ltd. 142 St. John St. 2-1585 | CBC Weed Renaud | Gaston Pratte, p Paul Lepage, g & cm Marie-Paule Vachon, asst. m Marcel Leboeuf, pd | Jean Bender, pmm Albert Duberger, ce Laurent Chateaneuf, nd Rene Collard, sd | Wld., United PN Marc. |
| RIMOUSKI | | | | | | |
| CJBR 1937 | 900 5,000 DA-N | Central Public Service Corp. St. John St. 396 | Stovin Young | Hon. J. A. Brilliant, p Guy Caron, gm Andre Lecomte, cm | Guy Ross, pd & pmm Cecil Doak, ce | St., United PN NE |
| CJBR-FM 1947 | Ch. 266 101.5mc 0.57kw | | | | | |
| RIVIERE DU LOUP | | | | | | |
| CJFP 1947 | 1400 250 | Radio Temiscouata Ltee 203 Lafontaine St. 536 | CBC Renaud Young | Armand Belle, p Bertrand Potvin, gm Lue Simard, cm | Lucien Emond, pd Raymond Lavoie, ce | TP RCA |
| ROBERVAL | | | | | | |
| CHRL 1949 | 1340 250 | Radio Roberval Inc. Hotel Maison Blanche | Renaud | Fernand Levesque, p L. Morin, gm | | PN |
| ROUYN | | | | | | |
| CKRN 1939 | 1400 250 | Northern Radio Inc. Reilly Block | CBC Renaud | David Armand Gourd, Jr., p & gm | Maurice Dobbis, pd George Pope, ce | Assoc., Wld. PN |
| STE. ANNE DE LA POCATIERE | | | | | | |
| CHGB 1938 | 570 1,000 DA-N | G. Thomas Desjardins Main St. 101 | CBC Renaud McGillvra | G. T. Desjardins, p, gm & ce P. E. Hudon, pd & pmm | A. Dube, ce Ls. de. G. Fortin, fd | L-W, SES. PN Marc. |
| SHAWINIGAN | | | | | | |
| (CP) | 1220 1,000 | Shawinigan Falls Bcstg. Co. Ltd. | | | | |
| SHERBROOKE | | | | | | |
| CHLT 1937 | 900 1,000 DA-N | La Tribune Limited 3 Marquette St. 3-2525 | CBC Young | Hon. Jacob Nicol, p Alphee Gauthier, gm Jean-Louis Gauthier, pd | Romeo Paquette, ce Jean-Paul Laine, sd Mary Hall, wd | Wld., Thes., United PN, AP Marc. |
| CKTS 1946 | 1240 250 | Telegram Printing & Pub. Co. Ltd. 3 Marquette St. 2071 | CBC Hardy Young | Hon. C. B. Howard, p Alphee Gauthier, gm Gordon Beerworth, cm | Jane-Louis Gauthier, pd & pmm | Thes., Wld. Marc. |
| SOREL | | | | | | |
| CJSO 1945 | 1320 1,000 | Radio Richelieu Ltd. 70 du Roi St. 3318 | CBC Renaud | J. A. Villeneuve, p Maurice Boulianne, gm Henri Olivier, secy.-treas. Wilfrid Mondoux, pd Joseph Cardin, ce | Guy Morgan, nd Gaston Auclair, sd Claire Thibodeau, wd | PN G |
| THREE RIVERS | | | | | | |
| CHLN 1937 | 550 1,000 DA-2 | La Nouvelliste Ltd. Chateau de Blois Hotel 4500 | Hardy Young | Leon Pretanrer, sta. m | | United, Wld. PN |
| VAL d'OR | | | | | | |
| CKVD 1939 | 1230 100 | Northern Radio Inc. Reilly Block Rouyn, Que. | Renaud Weed | David Armand Gourd, p Louis Hiller, sta. m | | |
| VERDUN | | | | | | |
| CKVL 1946 | 980 1,000 DA-1 | Jack Tietolman 211 Gordon Ave. Trenmore 2525 | Stovin Cooke | Jack Tietolman, p Corey Thomson, c & pmm | Judah Tietolman, cm J. C. Charlebois, ce | L-W, United Marc. |
| VICTORIAVILLE | | | | | | |
| ---- CP | 1380 1,000-DA-N | Pierre Brisson Victoriaville | | | | |
| SASKATCHEWAN | | | | | | |
| MOOSE JAW | | | | | | |
| CHAB 1922 | 900 5,000 DA-1 | Radio Station CHAB Ltd. Grant Hall Hotel 3282 | CBC Stovin Weed | J. Slight, p J. S. Boyling, gm L. Crittenden, cm | J. A. E. Cloak, pd Bernice Ward, pmm M. Pickford, ce | L-W, Cole BUP Marc. |
| NORTH BATTLEFORD | | | | | | |
| CJNB 1947 | 1240 250 CP: 1470 1,000 | Northwestern Bcstg. Co. Ltd. 66 E. 1st Ave. 2373 | Stovin | Hume A. Lethbridge, gm Allen H. Klassen, cm A. Clinton Nichol, ce | Elva C. Baldock, wd | Wld., Cap. BUP NE |
| PRINCE ALBERT | | | | | | |
| CKBI 1932 | 900 5,000 DA-2 | Central Bcstg. Co. Ltd. Sanderson Bldg. 2621 | CBC All-Canada Weed | E. A. Rawlinson, gm F. F. Rawlinson, asst. m G. M. Prest, c & pmm J. J. Cannon, pd Tom Van Nes, ce | Francis Church, nd Benny Blacklock, fd Nick Roche, sd Marion Sherman, wd | Thes. BUP NE |
| REGINA | | | | | | |
| CKCK 1922 | 630 5,000 DA-N | The Leader Post Ltd. Leader Post Bldg. 8525 | CBC All-Canada Weed | Victor M. Sifton, p Harold A. Crittenden, gm A. Gilbert Seabrook, cm Donald R. Dawson, pdm | Allan Edwardson, pmm Ernest A. Strong, ce Jim McLeod, nd Jim Grisenthwaite, fd | Wld. PN, BUP RCA |

DIRECTORY OF AM and FM STATIONS OF CANADA

SASKATCHEWAN—(Continued)

| City Call Letters Established | Chan. or Freq. Power | Name of Licensee Headquarters Address Telephone Number | Network Representative | Executive Abbreviations | | | Transc. Library News Service Transmitter |
|-------------------------------------|-------------------------|---|---|---|---|---|--|
| | | | | Owner o; cm; Sales Mgr. sm; | Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. | Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cmm; | |
| REGINA—(Continued) | | | | | | | |
| CKRM 1925 | 930 5,000-DA-N | Transcanada Communi- cations Ltd. 1819 Cornwall St. 7631 | CBC All-Canada Weed | N. Botteril, sta. m D. Oaks, cm Wm. Walker, pd | | F. Laight, pmm Wm. McDonald, ce | L-W PN, BUP |
| SASKATOON | | | | | | | |
| CFQC 1923 | 600 5,000 DA-N | A. A. Murphy & Sons Ltd. 216 1st Ave. N. 7917 | CBC Young Radio Representative | A. A. Murphy, p Vern Dallin, gm Blair Nelson, cm Wilf. Gilbey, pd | | Lyn. Hoskins, ce Margaret Barton, traffic d Godfrey Hudson, nd | L-W, St. Cole PN, BUP Marc. |
| WATROUS | | | | | | | |
| CBK 1939 | 540 50,000 | Canadian Bestg. Corp. Telephone Bldg. Winnipeg, Man. 922 | CBC | Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm James R. Finlay, reg. rep. Ron C. Fraser (CBC), d press & info. ser. | | C. E. L'Ami, press & info. rep. Gordon W. Olive (CBC), d gen. enrg. Nairn Mogridge, sm | CP, BUP, R |
| YORKTON | | | | | | | |
| CJGX 1927 | 940 1,000 | Yorkton Bestg. Co. Ltd. Broadway 258 | CBC Stovin Young | Dawson Richardson, p F. K. Tully, vp L. J. Ham, secy.-treas. | | A. Mills, gm & ce J. Shortreed, cm N. Runtz, pd & pmm Wayne Haddad, sd | Wld. PN Marc. |

NORTHWEST TERRITORY

| | |
|---------------------|-------------|
| HAY RIVER | |
| CFHR (CP) | 1490 100 |
| NORMAN WELLS | |
| CFNW (CP) | 1240 100 |
| YELLOW KNIFE | |
| CFYK (CP) | 1450 150 |

Department of Nat'l
Defense

YUKON TERRITORY

| | |
|--------------------|-------------|
| DAWSON CITY | |
| CFYT | 1400 100 |

Note: Under third NARBA all stations are reported on file for 250w proposed operations.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1950

(Compiled for the 1951 BROADCASTING • TELECASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

| | Total Sets Sold | | Total Tubes Sold | | Auto Sets Sold | | Total Sales of Broadcast Re- ceivers, Tubes, Batteries, Parts | Homes with Radio Sets | Auto Sets in Use | Total Radio Sets in U. S. |
|-----------|-----------------|-------------|------------------|-------------|----------------|-------------|--|--------------------------|---------------------|------------------------------|
| | Number | Value | Number | Value | Number | Value | | | | |
| 1922..... | 100,000 | \$5,000,000 | 1,000,000 | \$6,000,000 | | | \$60,000,000 | 60,000 | | 400,000 |
| 1923..... | 550,000 | 15,000,000 | 4,500,000 | 12,000,000 | | | 136,000,000 | 1,000,000 | | 1,100,000 |
| 1924..... | 1,500,000 | 100,000,000 | 12,000,000 | 36,000,000 | | | 358,000,000 | 2,500,000 | | 3,000,000 |
| 1925..... | 2,000,000 | 185,000,000 | 20,000,000 | 48,000,000 | | | 430,000,000 | 3,500,000 | | 4,000,000 |
| 1926..... | 1,750,000 | 200,000,000 | 30,000,000 | 58,000,000 | | | 506,000,000 | 5,000,000 | | 5,700,000 |
| 1927..... | 1,350,000 | 168,000,000 | 41,200,000 | 67,300,000 | | | 425,600,000 | 6,500,000 | | 7,000,000 |
| 1928..... | 3,281,000 | 400,000,000 | 50,200,000 | 110,250,000 | | | 690,550,000 | 7,500,000 | | 8,500,000 |
| 1929..... | 4,428,000 | 600,000,000 | 69,000,000 | 172,500,000 | | | 842,548,000 | 9,000,000 | | 10,500,000 |
| 1930..... | 3,827,800 | 300,000,000 | 52,000,000 | 119,600,000 | 34,000 | \$3,000,000 | 496,432,000 | 12,048,782 | | 13,000,000 |
| 1931..... | 3,420,000 | 225,000,000 | 53,000,000 | 69,550,000 | 108,000 | 5,940,000 | 300,000,000 | 14,000,000 | 100,000 | 15,000,000 |
| 1932..... | 3,000,000 | 140,000,000 | 44,300,000 | 48,730,000 | 143,000 | 7,150,000 | 200,000,000 | 16,809,562 | 250,000 | 18,000,000 |
| 1933..... | 3,806,000 | 180,500,000 | 59,000,000 | 49,000,000 | 724,000 | 28,598,000 | 300,000,000 | 20,402,369 | 500,000 | 22,000,000 |
| 1934..... | 4,084,000 | 214,500,000 | 58,000,000 | 36,600,000 | 780,000 | 28,000,000 | 350,000,000 | 21,456,000 | 1,250,000 | 26,000,000 |
| 1935..... | 6,026,800 | 330,192,480 | 71,000,000 | 50,000,000 | 1,125,000 | 54,582,500 | 370,000,000 | 22,869,000 | 2,000,000 | 30,500,000 |
| 1936..... | 8,248,000 | 450,000,000 | 98,000,000 | 69,000,000 | 1,412,000 | 69,188,000 | 500,000,000 | 24,600,000 | 3,500,000 | 33,000,000 |
| 1937..... | 8,064,780 | 450,000,000 | 91,000,000 | 85,000,000 | 1,750,000 | 87,500,000 | 537,000,000 | 26,666,500 | 5,000,000 | 37,600,000 |
| 1938..... | 6,000,000 | 210,000,000 | 75,000,000 | 93,000,000 | 800,000 | 32,000,000 | 300,000,000 | 28,000,000 | 6,000,000 | 40,800,000 |
| 1939..... | 10,500,000 | 354,000,000 | 91,000,000 | 114,000,000 | 1,200,000 | 48,000,000 | 375,000,000 | 28,700,000 | 6,500,000 | 45,300,000 |
| 1940..... | 11,800,000 | 450,000,000 | 115,000,000 | 115,000,000 | 1,700,000 | 60,000,000 | 584,000,000 | 29,200,000 | 7,500,000 | 51,000,000 |
| 1941..... | 13,000,000 | 460,000,000 | 130,000,000 | 143,000,000 | 2,000,000 | 70,000,000 | 610,000,000 | 29,700,000 | 8,500,000 | 56,000,000 |
| 1942..... | 4,400,000 | 154,000,000 | 87,700,000 | 94,000,000 | 350,000 | 12,250,000 | 360,000,000 | 30,800,000 | 8,750,000 | 59,340,000 |
| 1943..... | 700,000 | 24,000,000 | 17,000,000 | 19,000,000 | | | 75,000,000 | 32,500,000 | 8,000,000 | 57,000,000 |
| 1944..... | | | 22,000,000 | 25,000,000 | | | 85,000,000 | 33,100,000 | 7,000,000 | 55,000,000 |
| 1945..... | 500,000 | 20,000,000 | 30,000,000 | 35,000,000 | | | 105,000,000 | 34,000,000 | 8,000,000 | 58,000,000 |
| 1946..... | 14,000,000 | 700,000,000 | 170,000,000 | 200,000,000 | 150,000 | 9,000,000 | 825,000,000 | 35,000,000 | 8,000,000 | 60,000,000 |
| 1947..... | 17,000,000 | 800,000,000 | 220,000,000 | 260,000,000 | 2,500,000 | 150,000,000 | 1,100,000,000 | 37,000,000 | 9,000,000 | 68,000,000 |
| 1948..... | 18,000,000 | 600,000,000 | 200,000,000 | 230,000,000 | 3,500,000 | 210,000,000 | 950,000,000 | 40,000,000 | 11,000,000 | 74,000,000 |
| 1949..... | 10,000,000 | 500,000,000 | 200,000,000 | 350,000,000 | 3,500,000 | 240,000,000 | 1,500,000,000 | 42,000,000 | 14,000,000 | 81,000,000 |
| 1950..... | 14,000,000 | 650,000,000 | 380,000,000 | 615,600,000 | 4,060,000 | 261,874,000 | 2,800,000,000 | 45,000,000 | 17,000,000 | 90,000,000 |

Figures for sets give value with tubes in receivers. Whereas in normal years, replacement tubes have run 25% to 40% of total tube production, the figure for replacement is currently between 15% and 20%. All figures are at retail values. (Statistics copyrighted by Caldwell-Clements Inc.)

NATIONAL AND REGIONAL RADIO AND TV ADVERTISERS

AND THEIR AGENCIES

United States and Canada

N Network programs
S Spot programs and announcements
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D-C Dealer Cooperative

A

AC SPARK PLUG DIV., General Motors Corp., Flint 2, Mich., spark plugs, oil filters, fuel pumps. S. Agency: D. P. Brother & Co., Detroit.

A. M. R. CHEMICAL CO., New York. A. M. R. Lighter Fuel. S. Agency: Diener & Dorskind, Inc., N. Y.

ABBOTT'S DAIRIES Inc., Philadelphia, Pa., dairy products, ice cream. Adv. Exec.: George Diffenback. S.T.V.S. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Lee Hood.

ABELSON'S Inc., N. Y., chain of jewelers & opticians. Adv. Exec.: Mort S. Abelson. S.D.-C., TVS. Agency: Frank B. Sawdon, Inc., N. Y. Acct. Exec.: Jerry Bess.

ABLON & Co., Dallas, Texas, gift novelty cosmetics. Adv. Exec.: Meyer Ablon. S. Agency: Direct.

ABRAHAM & STRAUS, Brooklyn, N. Y., department store. Adv. Exec.: Edgar Berman. S. Agency: Kiesewetter, Weiterau & Baker Inc., N. Y.

THE ABSORENE MFG. Co., St. Louis, Mo., household cleaners and cleanser. Adv. Exec.: Charles J. Detrich. S. Agency: Ross-Gould Co., St. Louis, Mo.

ACCUSTICON (hearing aids). Adv. Exec.: Edw. Kushins. S. D.-C. Agencies: Atherton Adv., L. A. Maxwell-Sackheim, Nat'l.

ACCURATE MACHINE PRODUCTS Co., Los Angeles, Calif. I. G. C. Relief Grinder. Mfg. Patented grinding fixtures. Adv. Exec.: J. W. Boening. S. Agency: Direct.

ACME BREWERIES, San Francisco. Adv. Exec.: Elliot Stoutenburgh. S. Agency: Foote, Cone & Belding, San Francisco.

ACME-EVANS Co. Inc., Indianapolis, Ind., E-Z Bake All Purpose Flour, Angelite cake flour, White Plum cake flour, White Rose flour, E-Z Bake white and yellow corn meal, Acme mixed feeds, Acme corn meal, Producer mixed feeds. Adv. Exec.: C. A. Cox. S. Agency: Caldwell, Larkin & Co., Indianapolis, Ind. Acct. Exec.: John Merkle.

ACME FEEDS Inc., Forest Park, Ill., livestock feeds. Adv. Exec.: G. E. Simpson. S. Agency: De Munn & McGuinness, Inc., Chicago.

ACME WHITE LEAD & COLOR WORKS, Detroit, Mich., Lin-X Clear Gloss, self-polishing wax, cream polish, Kem-Tone. Adv. Exec.: F. J. Schulte. N. Agencies: Henri, Hurst & McDonald, Chicago; Holden-Clifford Flint Inc., Detroit, D.-C.

ACQUIN PHARMACAL Co., St. Louis, Mo., Aquin tablets. Adv. Exec.: Gottlieb Bass. S. Agency: Ralph Moore Inc., St. Louis, Mo.

ADAM HAT STORES, N. Y., Adam hats. Adv. Exec.: Joe Leff. S. Agency: Wm. H. Weintraub & Co. Inc.

ADAM HATS, Ltd., Toronto, Canada. Agency: Russell T. Kelly. Acct. Exec.: R. T. Kelly.

ADAMS Corp., Korn Kurls Div., Beloit, Wis., Adams Korn Kurls, Adams Kornfections, Adams Kurley Kues. Adv. Exec.: Arthur Hudson. S. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Montgomery McKinney.

ADELPHI PAINT & COLOR WORKS Inc., Ozone Park, N. Y., Red-Blend paints. Adv. Exec.: Mrs. Carol Einhorn. S. Agency: Gordon & Rudwick Inc., N. Y. Acct. Exec.: Roy Gordon.

ADELPHIA HOTEL, Philadelphia, Pa., rooms, restaurants. Adv. Exec.: William Harned. S. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Henry Haas.

ADMIRACION LABS. Division of Pharmaco, Inc., Newark, N. J., Admiracion Shampoo. Adv. Exec.: Alan Brown. S. Agency: Grey Advertising Agency, Inc., N. Y. Acct. Exec.: James Morgenthal.

ADMIRAL CORP., Chicago, Admiral Radios, Television Receivers, Refrigerators. Adv. Exec.: Seymour Mintz. S. N. TV. Agencies: Cruttenden & Eger &

Tatham-Laird, Chicago; Kudner Agency, Chicago; Irwin Vladimir & Co. of Ill. Inc., Chicago, Ill. D.-C.

ADOLPH'S FOOD PRODUCTS, Los Angeles, Adolph's seasoned meat tenderizer. S.T.V.S. Agency: Mayers Co. Inc., L. A. Acct. Exec.: James Shelley.

AERMOTOR Co., Chicago, windmills. Adv. Exec.: D. R. Scholes. S. Agency: Fensholt Co., Chicago.

AEROLUX LIGHT Corp., New York, N. Y., Aerolux Lights. Adv. Exec.: P. J. Kayatt. S. Agency: Direct.

AETNA PLYWOOD & VENEER Co., Chicago, plywood, veneers, tile board, doors, plastic sheets. Adv. Exec.: Ralph Stanford. S. Agency: Wamsley & Heer, Chicago. Acct. Exec.: Lou Didier.

AFFILIATED PRODUCTS Inc., Toronto, Anacim. S. Agency: Young & Rubicam, Toronto.

AFTA SOLVENTS CORP., New York, N. Y., Afta fabric & leather cleaner. Adv. Exec.: Harold Sigmund. S. direct.

AIR AMERICA Inc., Burbank, Cal., passenger airline. Adv. Exec.: A. Frye. S.T.V.S. Agency: Wilson-Andrews, Beverly Hills, Cal. Acct. Exec.: Paul Andrews.

AIRADIO INC., Stamford, Conn., Aircraft communication equip. Adv. Exec.: W. L. Gustavson. S. Agency: Hugh Graham & Assoc. Inc., New Britain, Conn.

AIR ENGINEERING Inc., San Francisco, Cal., "Nite-Wick." Adv. Exec.: L. A. Sauer. S. Agency: Roy S. Durstine Inc., San Francisco, Cal. Acct. Exec.: Sidney Silvers.

AIR KING PRODUCTS Co., Brooklyn, N. Y., radios, television & wire recorders. Adv. Exec.: David H. Cogan. S. Agency: Joseph Katz Co., New York, N. Y. Acct. Exec.: Phil Thompson.

AIRLINE FOODS Corp., Linden, N. J., Maxams-H. Baron Div. Adv. Exec.: Fred Mattheil. S. Agency: Chambers & Wiswell, Boston.

AIRPORT EQUIPMENT Corp., Chicago, Ill., mfg. airport equipment. Adv. Exec.: V. C. Rasmussen. S. Agency: Van Hecker Inc., Chicago, Ill.

ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala., syrup. Adv. Exec.: J. E. Griggs. S. Agency: Fitzgerald Adv., New Orleans, La.

ALADDIN INDUSTRIES Inc., Nashville, Tenn., vacuum bottles, picnic kits. Adv. Exec.: W. H. Adler. S. Agency: William Hart Adler, Chicago. Acct. Exec.: William Adler.

ALAMEDA CHAMBER OF COMMERCE, Alameda, Cal., industrial sites. Adv. Exec.: George McNutt. S. Agency: George C. McNutt Adv., Oakland, Cal.

ALASKA STEAMSHIP Co., Seattle, Wash., passenger, freight service, Bering Sea transportation. Adv. Exec.: F. A. Zeulus. S. Agency: Frederick E. Baker & Assoc., Seattle, Wash.

ALBATROS Inc., Caribou, Me., Albatros granular fertilizer. Adv. Exec.: Thomas Driscoll. S. Agency: R. Neilly Assoc. Inc., Boothbay Harbor, Me. Acct. Exec.: Hartley Baxter.

ALBERS MILLING Co., Los Angeles, Calif., feeds, Friskies dog food, Cereal Products. Adv. Exec.: W. N. Huse. S. N. Agency: Erwin, Wasey & Co., Los Angeles.

ALBERTA TRAVEL BUREAU, Edmonton, Can., resort development. Adv. Exec.: Dan Campbell. S. Agencies: J. J. Gibbons Ltd., Alberta, Can.; Stewart-Lovick & MacPherson Ltd., Edmonton, Alta.

ALBERTS PRODUCTS Co., Portland, Ore., Portland Punch. Adv. Exec.: M. Sidell. D.-C.

ALBIN ENTERPRISES, Beverly Hills, Cal., Dybasik dentifrices. Adv. Exec.: Walter Frisk. S.T.V.S. Agency: Walter McCreery Inc., Beverly Hills, Cal.

ALDEN-WONDERALL Co., Minneapolis, Minn., infants' wear, children's wear. Adv. Exec.: Alden Elstrom. S. Agency: MacKenzie Inc., Minneapolis.

ALDENS Inc., Chicago, Ill., retail mail order. Adv. Exec.: J. C. Wenckus. S. Agency: Ruthrauff & Ryan Inc., Chicago, Ill.

ALDON RUG MILLS, New York, N. Y., Beauty Tred Rugs. Adv. Exec.: James J. Delaney. S. Agency: Norman D. Waters & Assoc. Inc., New York, N. Y. Acct. Exec.: Chester A. Gore.

ALKINE Co., New Brunswick, N. J., Flem-O-Lyn. Agency: Chas. W. Hoyt Co., Inc., N. Y.

ALL-AMERICAN DRINKS Corp., N. Y., Joe Louis soft drinks. Adv. Exec.: William Graham. S. Agency: W. B. Graham & Assoc. Inc., N. Y. Acct. Exec.: V. H. Cooke.

ALLOCOK MFG. Co., Ossining, N. Y., Allock's corn plasters, porous plasters, Brandreth's pills, Manicare, Havahart. Adv. Exec.: F. B. Conner. S. Agency: Robert Otto & Assoc., N. Y. Acct. Exec.: H. Dalmases.

ALLEGHENY LUDLUM STEEL Corp., Pittsburgh, Pa., stainless, tool and electrical steels and carbide metals. Adv. Exec.: C. B. Templeton. Agency: Walker & Downing, Pittsburgh. Acct. Exec.: C. P. Richardson.

ALLEN EDMONDS SHOE Corp., Belgium, Wis., Allen Edmonds shoes. Adv. Exec.: R. Allen. S. Agency: Jim Baker Assoc. Inc., Milwaukee, Wis. Acct. Exec.: H. A. Dillon.

ALLEN MFG. Co., Nashville, Tenn., Heating Appliances. Adv. Exec.: M. M. Dowlen. S. Agency: C. P. Clark Inc., Nashville, Tenn.

ALLEN-J. P., & Co., Atlanta, Ga., women's apparel. Adv. Exec.: Sara-belle Slicer. S.T.V.S. Agency: Spadea Inc., N. Y. Acct. Exec.: James Spadea.

ALLERGY & MEDICAL PRODUCTS Co., Cincinnati, O., electric mask, inhalers, respirators, hay fever medicine, asthma medicine. S. Agency: Reiser-Ernest & Assoc., Cincinnati.

ALLES & FISHER, Boston, J. A. Cigars. 63 Cigars. Adv. Exec.: Simon Hyneman. S. Agency: L. B. Hawes General Adv. Agency, Boston.

ALLIANCE MFG. CO., Alliance, Ohio. (T.V. accessory equipment). Adv. Exec.: John Benta. TV. Agency: Foster & Davies Inc., Cleveland. Acct. Exec.: Miles McKearney.

ALLIED FLORISTS ASSN. OF ILLINOIS, Chicago, Ill., florist advertising. Adv. Exec.: Arthur Clemensen. S. Agency: Ruthrauff & Ryan, Chicago, Ill. Acct. Exec.: Jack Fleisch.

ALLIED MILLS Inc., Chicago, Livestock and poultry feeds. Adv. Exec.: John L. Richardson. Agency: Western Adv. Agency Inc., Chicago. Acct. Exec.: Lee Hammett.

ALLIED SCHOOL OF MECHANICAL TRAINING, Chicago, Ill., machine shot trades course. Adv. Exec.: Harry Lebeson. S. Agency: Lou Hangel Adv. Agency, Chicago, Ill.

ALLIS-CHALMERS MFG. Co., Milwaukee. Adv. Exec.: R. L. Smith. N.T.V.N. Agency: Bert S. Gittins, Milwaukee. Acct. Exec.: G. L. Seaman.

ALLSTATE INSURANCE Co., Chicago, automobile insurance. Adv. Exec.: R. E. Gorman. S. Agency: Goodkind, Joyce & Morgan Inc., Chicago.

ALL-STEEL EQUIPMENT Inc., Aurora, Ill., A-S-E steel office equipment, Froz-N-Food Lockers, Raco-All-Steel electrical products. Adv. Exec.: Al Sager. S. Agency: Fuller & Smith & Ross Inc., Chicago. Acct. Exec.: Cy Ceperly, Reed Drummond, Jerry Biemer.

ALSTON-LUCAS PAINT Co., Chicago, paint, varnish, enamels. Adv. Exec.: Joe Blanchard. S. Agency: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: Noel Turner.

ALTA VINEYARDS Co., Fresno, Cal., Alta Wines, Mattel, and St. Charles wines. S. Agency: Carl C. Wakefield Adv., S. F.

THE HARRY ALTER Co., Chicago, Ill., refrigeration parts. Adv. Exec.: Jos. Novotny. TVS. Agency: Julian, Frank & Associates, Chicago, Ill.

ALTES BREWING CO., San Diego. Altes Lager Beer. Adv. Exec.: Francis Congdon. N.S.T.V.S. Agency: Zeder-Talbot, Hollywood; McCann-Erickson Inc., Detroit, Mich. Acct. Exec.: P. Townsend.

ALTORFER BROS. Co., Peoria, Ill., ABC Washers and Ironers. Adv. Exec.: Guy C. Cyr. S. Agency: Cramer Krasselt, Milwaukee. Acct. Exec.: Carl Brehm.

ALUMINUM CO. OF AMERICA, Pittsburgh, Institutional. Adv. Exec.: Hay M. Sharp. N. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: John C. Ray.

ALVA RESEARCH LABORATORIES, Chicago, Allergyn hay fever medicine. Adv. Exec.: E. H. Gershenson. S.T.V.S. Agency: Louis Block Adv., Chicago.

AMANA SOCIETY, REFRIGERATION DIV., Amana, Iowa., freezers & refriger. equip. Adv. Exec.: M. E. Morris. S. TVS. Agency: Maury & Marshall, N. Y. Acct. Exec.: Maury Bergman.

AMBASSADOR HOTEL, Los Angeles, Calif. Adv. Exec.: August V. Tozzi. S. Agency: Robert W. Orr & Assoc. Inc., New York, N. Y.

FRED W. AMEND CO., Chicago. Chuckles. Adv. Exec.: Fred W. Amend. S. Agency: Henri, Hurst & McDonald, Inc., Chicago, Ill.

AMERICAN AGRICULTURAL CHEMICAL CO., N. Y., fertilizers, chemicals. Adv. Exec.: Gerard Gaffney. S. Agency: Cowan & Dangler Inc., N. Y.

AMERICAN BAKERIES, Atlanta, Merita Breads, Cakes, and Crackers. Adv. Exec.: W. E. Tompkins. S. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BEAUTY MACARONI Co., Kansas City, Mo., macaroni, spaghetti, vermicelli, Shel-Roni, Elbo-Roni, Big-Roni egg noodles. Adv. Exec.: Ralph Sarli. S. Agencies: Simmonds & Simmonds Inc., Chicago; Dan B. Miner Co., L. A.

AMERICAN BIRD PRODUCTS, Chicago. Vees Bird Products. Adv. Exec.: H. R. Wagner. S. Agency: Weston-Barnett, Chicago.

AMERICAN BISCUIT & CRACKER Co., Seattle, Wash., A.B.C. crackers, cookies. Adv. Exec.: Gifford Neil. S. Agency: Strang & Prosser Adv., Seattle. Acct. Exec.: Gordon Bennett.

AMERICAN BLOWER Corporation, Detroit, Mich., heating & ventilating appliances. Adv. Exec.: C. P. Shaw. TVS. Agency: Brooke, Smith French & Dorrance Inc., Detroit, Mich. Acct. Exec.: J. G. Williams.

AMERICAN BREWING Co., New Orleans, La., Regal beer. Adv. Exec.: Arthur Williams. S. Agency: Walker Sausy Adv., New Orleans.

AMERICAN BREWING Co. of Rochester, N. Y. Inc., Rochester, Tam O'Shanter lager beer and ale. Adv. Exec.: J. H. Kraus. S. Agency: Hutchins Adv., Rochester. Acct. Exec.: John McCarthy.

AMERICAN BROADCASTING CO., New York. Radio broadcasting. Adv. Exec.: Mitchell B. Dagroot Jr. S. Agency: Batten, Barton, Durstine & Osborn, New York, N. Y. Acct. Exec.: Thayer Cummings.

AMERICAN-BURLINGTON BUSLINES, Inc. Adv. Exec.: A. F. Baldus. N.S. Agency: Grant Adv. Inc., Chicago. Acct. Exec.: Hill Blackett Jr.

AMERICAN CHEMICAL PAINT Co., Ambler, Pa., ACP chemicals, Deoxidine, Rodine, Cuprodine, Fiosol, Lithoform, Rootone, Fruitone, Transplatione, Weedone. Adv. Exec.: Norman Gentile. S. Agencies: May Adv., Philadelphia; Gray & Rogers, Philadelphia.

AMERICAN CHICLE Co., Long Island City, New York. Beemans, Dentyne, Chiclets and Black Jack chewing gums. Adv. Exec.: R. L. Harris. S.T.V.S. Agencies: Badger, Browning & Hershey, N. Y. Acct. Exec.: R. W. Hershey. Baker Adv. Agency. Ltd., Toronto.

AMERICAN CHIROPRACTIC ASSN., Los Angeles. S. Agency: Tullis-Victor Co., Los Angeles.

(Continued on page 350)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, Television TV, D-C Dealer Cooperative

(Continued)

AMERICAN CIGARETTE & CIGAR Co., New York, Pa. Mail cigarettes. Adv. Exec.: Alan C. Garratt. N. TVN'S. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: William M. Spire.

AMERICAN COFFEE Co. Inc., New Orleans, La., French Market, French Opera, Morning Joy, St. Charles coffees. Adv. Exec.: Earl Bartlett. S. Agency: Robert Kottwitz Adv., New Orleans.

AMERICAN CRANBERRY EXCHANGE, New York, N. Y. Eatmor Cranberries. Adv. Exec.: Elizabeth I. McNally. S. Agency: Batten, Barton, Durstine & Osborn Inc., New York, N. Y. Acct. Exec.: L. H. Sherill.

AMERICAN CYANAMID Co., New York. Textile Resin Department. Adv. Exec.: Miss B. Bonner. TVS. Agency: W. S. Durstine, Inc. Acct. Exec.: C. R. Kohlman. Agricultural Chemicals Division. Adv. Exec.: F. H. Cappy. S. Hazard Advertising Co. Acct. Exec.: J. Cornwall.

AMERICAN DAIRY ASSN., Chicago, dairy products. Adv. Exec.: O. M. Richards. TVN. Agency: Campbell-Mithun, Chicago. Acct. Exec.: Lester Will.

AMERICAN EXPRESS Co., New York, N. Y. International travel & financial and shipping services. Adv. Exec.: James K. McArthur. S. Agencies: Caples Co., New York, N. Y.; Benton, & Bowles Inc., New York, N. Y.; Kelly, Nason Inc., New York, N. Y.; Cecil & Presbrey, Inc., New York, N. Y.

AMERICAN EXPRESS Co., N. Y., travel, travelers checks, money orders, foreign exchange, import-export, shipping. Adv. Exec.: Robert Mathews. S. Agencies: Benton & Bowles, N. Y.; The Caples Co., N. Y.; Kelly-Nason Inc., N. Y. Acct. Exec.: John Morris; Cecil & Presbrey Inc., N. Y. Acct. Exec.: Terence McGrath.

AMERICAN FEDERATION OF LABOR and Labor's League for Political Education, Washington, D. C., Adv. Exec.: Philip Pearl. N. Agency: Furrman & Feiner, New York. Acct. Exec.: Norris Novik.

AMERICAN FLURESIT Co. Inc., Cincinnati, O., waterproofing compound. Adv. Exec.: James Klee. S. Agency: Direct.

AMERICAN FRIGID DOUGH INC., Chicago, Ill. Frigid-Dough. Adv. Exec.: Marvin R. Polkov. S. Agency: Schwimmer & Scott Inc., Chicago, Ill.

AMERICAN FRUIT GROWERS, Los Angeles. Blue Goose fresh & processed foods. Adv. Exec.: N. H. Black. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: Norton W. Mogge.

AMERICAN GAS ASSOCIATION, New York, N. Y., gas service & appliances. Adv. Exec.: Chas. W. Person. S. Agencies: McCann-Erickson, N. Y.; Ketchum, MacLeod & Grove Inc., Pittsburgh, Pa.

AMERICAN GREASE STICK Co., Muskegon, Mich., specialized lubricants. Adv. Exec.: Harold Rosen. S. Agency: Almon Brooks Wilder Inc., Chicago. Acct. Exec.: C. O. Brewer.

AMERICAN GUERNSEY CATTLE CLUB, Peterborough, N. H., promotion of Guernsey cattle and products. Adv. Exec.: Elsworth Bunce. S. Agency: Badger, Browning & Parger, Boston. Acct. Exec.: C. P. Parger.

AMERICAN HARD RUBBER CO., New York, N.Y. Ace Hard rubber and other plastics. Adv. Exec.: F. D. Hendrickson. S. Agencies: E. T. Howard Co. Inc., New York, N.Y.; W. L. Towne Co., New York, N.Y.

AMERICAN HOME PRODUCTS Corp., New York. Anacin, Bisodol & Kolyons. Duffs Ready-to-Bake Mixes. Adv. Exec.: William M. Stedman. N. TV. Agencies: W. Earl Bothwell, Pittsburgh; Stauffer, Colwell & Bayles, New York. Acct. Exec.: Clemens Hathaway; McCann-Erickson, New York. John F. Murray Adv. Agency, N.Y. Acct. Exec.: Robt A. McNeill; Duane Jones Co. N.Y. Acct. Exec.: C. F. Bell; Joseph Katz Co. N.Y.; Blow Inc. N.Y.; Foote, Cone & Belding, New York, N.Y.; Lewis & Gilman, Philadelphia, Pa.; Ted Bates & Co. New York, N.Y.; Lynn Baker Inc. N.Y. Acct. Exec.: Robert I. Garver.

AMERICAN INDEMNITY Co., Galveston, Texas, fire insurance, casualty insurance. Adv. Exec.: C. S. Kuhn. S. Agency: Direct.

AMERICAN KITCHEN PRODUCTS, Ozone Park, New York. Noxon Polish.

Adv. Exec.: John L. Swarts. N. D.-C. S. Agency: Rose-Martin Inc., New York. Acct. Exec.: Irl Rose Sr.

AMERICAN LADY INC., N.Y., American Lady, American Girl, Artist Model, Miss Today foundation garments, brassieres. Adv. Exec.: L. V. Dougherty. S. Agency: Ray Austrian & Assoc. Inc., N.Y.

AMERICAN LICORICE CO., Chicago, Ill. Wins licorice confection. Adv. Exec.: P. F. Shock. S. Agency: Direct.

AMERICAN LIFE & ACCIDENT INSURANCE Co., St. Louis, Mo. insurance. Adv. Exec.: S. B. Hunt. S. Agency: Advertising-Radio Service Co., St. Louis.

AMERICAN LUGGAGE WORKS INC., Providence, R.I., luggage. Adv. Exec.: Herman Koffler. S. TVS. Agency: Hirsch-Garfield Inc., Boston. Acct. Exec.: Sidney Dunne.

AMERICAN MAIZE PRODUCTS Co., N.Y., Amalzo bulk syrups, sugars, starches, oils, Amazo instant dessert, syrups, corn starch, liquid laundry starch, dry laundry starch. Adv. Exec.: James Melick. S. Agency: Kenyon & Eckhardt Inc., N.Y.

AMERICAN-MARETTA CO., Chicago, Ill. Valdura Paint Manufacturers. Adv. Exec.: W. F. Richer. S. Agency: Turner Adv. Agency, Chicago, Ill. Acct. Exec.: Lee Boyd.

AMERICAN MEAT INSTITUTE, Chicago. Institutional. Adv. Exec.: Vernon E. Schweaegerle. Agency: Leo Burnett Co., Chicago. Acct. Exec.: C. O. Hustung.

AMERICAN MERCHANDISE Co., Montgomery, Ala. Electrical appliances. Agency: O'Neil, Larson & McMahon, Chicago.

AMERICAN MOLASSES Co., N.Y. Grandma's Old Fashioned Molasses. Adv. Exec.: John Jones. S. Agency: McCann-Erickson Inc., N.Y. Acct. Exec.: Arthur Esslinger.

AMERICAN OIL Co., American Bldg., Baltimore, Md. Amoco, American Gas. Adv. Exec.: E. F. Kalkhof. N. TVS. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: J. T. McHugh.

AMERICAN POP CORN Co., Sioux City, Iowa, Jolly Time Volunized Pop Corn. Adv. Exec.: S. A. Thatcher. S. Agency: Buchanan-Thomas Adv., Omaha, Neb. Acct. Exec.: L. H. Thomas.

AMERICAN POULTRY JOURNAL, Chicago. S. Agency: Shaffer, Brennan, Margulis Adv., St. Louis.

AMERICAN PRODUCTS Co., Cincinnati, Jiffy Starch, Swish. S. Agency: Franklin Bruck Corp., New York.

AMERICAN RED CROSS (Joint Sponsorship), Washington, D. C. Service. N. Agency: Cecil & Presbrey, New York.

AMERICAN RICE GROWERS CO-OPERATIVE ASSOCIATION, Lake Charles, La. Blue Ribbon rice, White House rice. Adv. Exec.: Homer Brinkley. S. Agency: Greer, Hawkins & Allen, Houston. Acct. Exec.: W. E. Allen.

AMERICAN SAFETY RAZOR Corp., Brooklyn, Gem Razor Blades. Adv. Exec.: Chas. Solomon. S. TVS. Agencies: Federal A.A. Inc., N.Y. Acct. Exec.: Jules Singer; Ruthrauff & Ryan Inc., N.Y. McCann-Erickson Inc., N.Y.; National Export Advertising Service, N.Y. N. Agencies: Federal Adv. Agencies, New York; Ruthrauff & Ryan, N.Y.; Dorland, Inc., N.Y. (export adv.); F. H. Hayhurst, Ltd., Toronto.

AMERICAN SCHOOL, Chicago, Ill., home study courses. Adv. Exec.: C. M. Elliott. S. Agencies: Reincke, Meyer & Finn Inc., Chicago; Equity Adv., N.Y.; Doremus & Co., Chicago. Acct. Exec.: Charles Greene.

AMERICAN SPONGE & CHAMOIS Co., Inc., N.Y., Tot, Plex cellulose sponges. Adv. Exec.: A. J. Sloss. S. Agency: William B. Golovin Corp., N.Y.

AMERICAN STORES Co., Philadelphia. Foods. Adv. Exec.: J. S. Kraemer. S. Placed direct.

AMERICAN STOVE CO., St. Louis, Mo., oil stoves, heaters & furnaces. Adv. Exec.: Tom Gibbons. S. Agency: Krupplek & Assoc. Inc., St. Louis, Mo. Acct. Exec.: Tom J. Connelly.

AMERICAN STUDIOS, La Crosse, Wis., mail-order photo finishing, Christmas cards. Adv. Exec.: Louis Ballin. S. Agency: Shaffer, Brennan, Margulis Adv., St. Louis, Mo. Acct. Exec.: S. I. Rosenfeld.

AMERICAN SUGAR REFINING Co., New York, N.Y. Domino, Franklin & Sunny Cane sugars. Adv. Exec.: Paul

Allen. S. Agency: Ted Bates & Co., New York, N.Y.

AMERICAN TEA & COFFEE Co., Nashville, Tenn., American Ace coffee. Adv. Exec.: M. R. Bubis. S. Agency: Simon & Gwynn, Memphis, Tenn.

AMERICAN TELEPHONE & TELEGRAPH Co., N.Y. Bell Telephone System. Adv. Exec.: Harry W. Wilcox. N. S. Agencies: Cunningham & Walsh Inc., New York, N.Y. N. W. Ayer & Son, Phila.

AMERICAN TOBACCO Co., New York. Tobacco, Lucky Strike, Herbert Tareyton, cigars. Adv. Exec.: Louis J. Riglio. N. TVN. Agencies: Batten, Barton, Durstine & Osborn Inc., N.Y.; M. H. Hackett Co., N.Y.; Lawrence C. Gumbinner Adv. Agency Inc., N.Y.

AMERICAN TRANSIT ASSOCIATION, N.Y., transit promotion. Adv. Exec.: J. C. Cropper. S. Agency: Direct.

AMERICAN WINE Co., Beverly Hills, Cal., Cook's Imperial champagnes, wines, imported liquors. Adv. Exec.: Milton Figen. TVS. Agency: Foote, Cone & Belding, L.A.

AMERICA'S FUTURE Inc., New York. Producers and distributors of Free Enterprise Transcriptions. Adv. Exec.: Isabel Scott Rumely. N. TVN.

ELIZABETH AMES INC., New York. Purse, satchels. Adv. Exec.: Al Hershon. D.-C. TV. Agency: Roy-Hirsch Co., N.Y.

AMINO PRODUCTS DIV. of International Minerals & Chemical Corp., Chicago, Ill. Accent protein derivative. Adv. Exec.: Don Swanson. S. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: T. Weldon.

AMRED PRODUCTS Co., Omaha, Neb. Extracts, cereals. Adv. Exec.: F. L. Kessler. S. TVS. Agency: Buchanan-Thomas, Omaha.

AMUROL PRODUCTS Co., Chicago. Amurol Ammoniated tooth powder, tooth paste. Adv. Exec.: B. S. Perfrulls. S. TVS. Agency: Jones Frankel Co., Chicago. Acct. Execs.: A. G. Gaines, J. B. Frankel.

ANAHIST Co. Inc., Yonkers, N.Y., Anahist anti-histamine tablets. Adv. Exec.: W. H. Glistold. S. Agency: Foote, Cone & Belding, N.Y. Acct. Exec.: John Lekie.

ANCHOR HOCKING GLASS Corp., Lancaster, O. Anchorglass containers and tableware. Adv. Exec.: J. H. Gilluley. TVS. Agencies: Wm. H. Weintraub & Co., N.Y.; Griswold-Eshleman Co., Cleveland.

ANDERSON-BEN H., MFG. Co., Wisconsin Dells, Wis., milking machines, water heaters, milk coolers, grain corn, baled hay elevators, hay crushers, crop pulverizers, cleaning solutions. Adv. Exec.: R. A. Neuman. S. Agency: Ralph Timmons Inc., Madison, Wis.

E. O. ANDERSON Co., Santa Monica, Calif., shontex shampoo. Agency: Barton A. Stebbins Adv., Los Angeles.

ANDERSON-LITTLE Co. Inc., Fall River, Mass., men's wear. Adv. Exec.: Lawrence Anderson. S. TVS. Agency: Bo Bernstein & Co. Inc., Providence, R.I. Acct. Exec.: Joseph Bernstein.

ANDREA RADIO CORP., Long Island City, N.Y. Adv. Exec.: Jack L. Hobby. D.-C. Agency: Royal & de Guzman, New York. Acct. Exec.: Frank Beckert.

ANDRESEN-RYAN COFFEE Co., Duluth, Minn. Arco Coffee. S. Agency: Stewart-Taylor Co., Duluth.

ANDRUS SCOFIELD Co., Columbus, Ohio, Capitol Honey peanut butter. Adv. Exec.: A. W. Jaeger. S. Agency: Byer & Bowman, Columbus. Acct. Exec.: Gene Hameroff.

ANDY ANDERSON SPORTING GOODS Co., 120-124 West Grand Ave., Oklahoma City 2, Okla., Polychoke, Weaver Choke, sporting goods. Adv. Exec.: S. E. White. S. Agency: Galloway-Wallace Adv., Oklahoma City.

ANGELIQUE & Co. Inc., Wilton, Conn., Black & White Satin perfume. Adv. Exec.: Marie Travers. S. Agency: Direct.

ANGLO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO, San Francisco, Calif., banking services. Adv. Exec.: Monroe Bloom. S. Agency: Foote, Cone & Belding, San Francisco. Acct. Exec.: Sherwood Armstrong.

ANGOSTURA - WUPERMANN Corp., New York, Angostura Bitters, S. Agencies: Robt. W. Orr & Assoc., N.Y. Acct. Execs.: Joseph Joyce, Robt. W. Orr; Cockfield, Brown & Co., Ltd., Montreal.

ANIMAL FOUNDATION Inc., Sherburne, N.Y., Hunt Club dog food. Adv. Exec.: Kenneth Duffes. S. Agency:

Comstock Duffes & Co., Buffalo, N.Y. Acct. Exec.: K. L. Duffes.

ANNIS FURS, Detroit, Mich., furs. Adv. Exec.: R. H. Webster. S. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: Feliz Hower.

ANNIS OF N.Y. Inc., N.Y., swim suits. Adv. Exec.: Sam Annis. S. Agency: Hirsch-Garfield Inc., N.Y. Acct. Exec.: A. Hirschon.

ANSON Inc., Providence, R.I., Anson men's jewelry. Adv. Exec.: F. R. von Storch. S. TVS. Agency: Thorndike-Hoen Adv., Providence. Acct. Exec.: Lewis Hoen.

ANTHRACITE INSTITUTE, N.Y., Pennsylvania anthracite coal. Adv. Exec.: E. H. Walker. S. Agency: J. Walter Thompson Co., N.Y.

ANTI DECAY DRUG CORP., New York, N.Y. Anti DK Acid. Adv. Exec.: Eugene Faecher. S. Agency: Dunay & Rader, New York, N.Y.

ANTI-HYDRO WATERPROOFING Co., Newark, N.J., building materials specialties. Adv. Exec.: M. W. Meyer. S. Agency: The Arlington Co., N.Y.

APEX ELECTRICAL MFG. CO., Cleveland, O. Apex cleaners, washers & ironers. Adv. Exec.: Frank S. Ryan. S. TVS. Agency: Meldrum & Fewsmith, Inc., Cleveland, O. Acct. Exec.: H. W. Cooper.

APEX TIRE & RUBBER Co., Pawtucket, R. I., shoe repairing materials, tire repairing materials, new tire distributors. Adv. Exec.: Frederick Glassman. S. Agency: Joseph Maxfield Co., Providence, R.I. Acct. Exec.: Joseph Finkle.

ARABIAN AMERICAN OIL Co., N. Y. Adv. Exec.: H. O. Thompson. Agency: Kudner Agency, N.Y.

K. ARAKELIAN Inc., Madera, Calif. Madera wines. Adv. Exec.: C. R. Toomey. S. Agency: Young and Rubicam, S.F.

ARCADY FARMS MILLING Co., Chicago. Arcady feeds. Adv. Exec.: Jay Dusek. S. Agency: Triangle Adv., Chicago. Acct. Exec.: Harold Doll.

ARCH HEELER Co., Council Bluffs, Iowa. Adv. Exec.: Millard Krasne. S. Agency: Buchanan-Thomas Adv., Omaha, Nebr.

ARCO PUBLISHING Co., New York, books. Adv. Exec.: David Turner. S. Agency: Maxwell Sackheim & Co., N.Y.

ARDEN FARMS, Los Angeles, dairy products. Adv. Exec.: W. L. Busby. TVS. Agencies: Productive Adv., Los Angeles. Allied Adv. Agencies, Los Angeles. Acct. Exec.: Stuart Helmann.

ARENA-V. & SONS Inc., Norristown, Pa., macaroni, spaghetti; noodles. Adv. Exec.: Saverio Arena. S. Agency: St. Georges & Keyes Inc., Baltimore, Md. Acct. Exec.: Peter Torrieri.

AR-EX COSMETICS INC., Chicago, Ill. Ar-Ex toilet preparations. Adv. Exec.: Julius B. Kahn. S. Agency: Industrial Adv. Associates, Chicago, Ill. Acct. Exec.: Milton Peterson.

ARIS GLOVES INC., New York, N.Y. Mfg. & Wholesale of women's gloves. Adv. Exec.: Robert Stanton. S. Agency: The Albert Woodley Co., New York, N.Y. Acct. Exec.: Miss McLaughlin.

ARIZONA BREWING Co. Inc., Phoenix, Ariz., A-1 Pilsner Beer. Adv. Exec.: J. F. Lanser Jr. S. Agency: Advtg. Counselors of Ariz., Phoenix. Acct. Exec.: Ivan Shun.

ARKANSAS FUEL OIL Co., Shreveport, La., gasoline, motor oil, tires, accessories. Adv. Exec.: Lester Moore. S. Agency: Direct.

ARKANSAS SOFT PINE BUREAU, Little Rock, Ark., lumber, woodwork, paneling. Adv. Exec.: Fred Dierks. S. Agency: The Brooks-Pollard Co., Little Rock. Acct. Exec.: R. H. Brooks.

ARKAY JUNIOR FROCKS Inc., N.Y., Arkay dresses. Adv. Exec.: Rose Herwitz. S. TVS. Agency: Sterling Adv., N.Y. Acct. Exec.: Irwin Englemore.

ARLINGTON CHEMICAL Co., Yonkers, N.Y., ethical pharmaceutical preparations. Adv. Exec.: Charles Egrv. S. Agency: Paul Klemtner & Co., Newark, N.J. Acct. Exec.: Paul Klemtner.

ARMAND Co., Des Moines, Iowa. Pearls in Wine Lipstick. Adv. Exec.: E. D. Weeks. S. Agency: Ivan Hill Agency, Chicago.

ARMEN Inc., N.Y. Plastic embedments and castings. Adv. Exec.: Nils Johansen. TVS. Agency: Bliss & Marcs Inc., N.Y. Acct. Exec.: Miss Marces.

ARMOUR & Co., U. S. Yards, Chicago, canned meats, sausage products. Adv. Exec.: John A. Reilly. N.S. TVN. S. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Carl Hertzberg.

ARMSTRONG CORK Co., Lancaster, Pa. Armstrong's Quaker Rugs, Armstrong's Floors & Walls, Acoustical Materials and Building Materials. Adv. Exec.: Cameron Hawley. N.TVN. Agency: BBDO, N.Y. Acct. Exec.: Paul Markman.

ARMSTRONG PACKING Co., Ft. Worth, Texas, Bird-Brand shortening, Bird-Brand salad oil. Adv. Exec.: T. A. Platt. S. Agency: Couchman Adv., Dallas. Acct. Exec.: Albert Couchman.

ARMSTRONG RUBBER Co., West Haven, Conn., Armstrong tires, tubes, batteries. Adv. Exec.: Leo Sklarz Jr. S. Agency: Maxon Inc., N.Y.

ARNOLD & ABORN Inc., N.Y., Aborn's, Putnam's coffee. Adv. Exec.: Edward John S. TVS. Agency: Donahue & Joe Inc., N.Y.

ARNOLD BAKERS Inc., Port Chester, N.Y., Arnold bread, rolls, cookies. Adv. Exec.: J. D. Calhoun. S. TVS. Agency: Benton & Bowles Inc., N.Y. Acct. Exec.: Lester Rounds.

ARROW MILLS Inc., Houston, Tex., American Maid flour, Arrow feeds, Elco feeds. Adv. Exec.: Tom Vannerson. S. Agency: Aylin Adv., Houston. Acct. Exec.: Robert Aylin.

ARTISTIC FOUNDATIONS INC. New York, N.Y. girdles, corsets, combinations. Brassieres. Adv. Exec.: Mack Cahn. S. Agencies: Thomas & Delahanty Inc., New York, N.Y. Acct. Exec.: Mrs. Irene Sims; Irwin Vladimir & Co. Inc., New York, N.Y. Acct. Exec.: Daniel C. Kaufheer.

ARTHA COSMETICS, Montclair, N.J. Jutra sun lotion & cream. Adv. Exec.: Ioss M. Legler. S. Agency: Kelly-Nason, N.Y. Acct. Exec.: Jordan Harrove.

ARTVOGUE OF CALIFORNIA Inc., San Francisco, neckwear, men's sport-hirts. Adv. Exec.: Aubrey Mendler. S. TVS. Agency: Elliott, Daly & Schnitzer, San Francisco. Acct. Exec.: Leonard Schnitzer.

ARVEY CORP., Chicago, R-V-Lite. Adv. Exec.: S. Straus. TVS. Agency: Burlingame & Grossman, Chicago. Acct. Exec.: S. W. Grossman.

ASHLAND OIL & REFINING Co. Inc., Ashland, Ky., Ashland gasoline, motor oils, greases, naphthas, kerosene, asphalt, road oils. Adv. Exec.: F. W. Munro. S. Agency: Byer & Bowman Adv., Columbus, O.

ASKEF Co., Stamford, Conn., Askef, Ealdon proprietary medicines. Adv. Exec.: Irvin Fitterman. S. Agency: Seymour Blum Adv., N.Y.

ASSOCIATED BULB GROWERS OF IOLLAND, N.Y., Dutch tulips. Adv. Exec.: Walter Roozen. S. Agency: J. J. Bull Inc., N.Y.

ASSOCIATED DENTAL SUPPLY Co., San Francisco, Tooth paste & powder. Adv. Exec.: F. D. French. S. Agency: Brisacher, Wheeler & Staff.

ASSOCIATED LABORATORIES INC., New York, N.Y. drugs & cosmetics. Adv. Exec.: James T. Gates. S. Agency: Grady & Wagner Inc., New York.

ASSOCIATED OIL Co., Los Angeles, Isoline. N. Agency: Buchanan & Co., A.

ASSOCIATED SALMON CANNERS OF BRITISH COLUMBIA, Vancouver, B.C., canned salmon. Adv. Exec.: J. Macdonald. S. Agency: James Lovick & Co. Ltd., Vancouver, B.C.

ASN. OF AMERICAN RAILROADS, Wash., D. C. Adv. Exec.: Robert S. Ferry. N. Agency: Benton & Bowles, J.Y. Acct. Exec.: John L. Cobbs.

ASTAIRE-FRED, DANCE STUDIOS Corp., N.Y., dancing instruction. Adv. Exec.: Robert Cease. S. TVS. Agency: Iuber Hoge & Sons, N.Y.

ASTATIC CORPORATION, Conneaut, Ohio broadcast equlpt. Adv. Exec.: W. J. Doyle. TVS. Agency: Wearstler Adv. nc., Youngstown, O. Acct. Exec.: A. Wearstler.

ASTRUP Co., Cleveland, O. fabrics, waning hardware, rope, webbing. Adv. Exec.: F. A. Sinkler. S. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

ATCHISON, TOPEKA & SANTA FE RAILWAY, Chicago, Ill. railroad transportation. Adv. Exec.: Arthur A. Jolley. S. Agency: Leo Burnett Co. nc., Chicago, Ill.

ATLANTA BAKING Co., Atlanta, Ga., Betsy Ross bread, Holsum bread. Adv. Exec.: A. D. Strochi. S. Agencies: Calvin Stanford Adv., Atlanta, Ga. Acct. Exec.: Calvin Stanford; W. E. Long Co., Chicago.

ATLANTIC BREWING Co., Chicago, Tavern Pale Beer. Adv. Exec.: Leo M.

Lederer, S. TVS. Agency: W. B. Doner & Co., Chi. Acct. Exec.: Marvin Frank.

ATLANTIC COAL COMPANY OF MASSACHUSETTS, Boston, Mass., Atlantic coal. Adv. Exec.: L. C. Ingram. S. Agency: John C. Dowd Inc., Boston.

ATLANTIC COAST FISHERIES Co., Boston, Nordic, Atco frozen fish, Atco fresh fish, Atco fox food. Adv. Exec.: L. T. Hopkinson. S. Agency: Direct.

ATLANTIC HOTEL, Chicago, Ill. Adv. Exec.: Max L. Teich. S. Agency: Brandt Adv. Co., Chicago, Ill. Acct. Exec.: Edward S. Brandt.

ATLANTIC REFINING Co., Philadelphia, Pa., Atlantic Hi-Arc, White Flash gasolines, Atlantic motor oil. Adv. Exec.: Dwight Colley. S. TVS. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: Norton Cotterill.

ATLANTIC SYRUP REFINING Corp., Philadelphia, Pa., Quaker Maid syrup. Adv. Exec.: E. D. Burns. S. Agency: J. Robert Mendte Inc., Philadelphia.

ATLANTIS SALES CORP., Rochester, N. Y., French's instant potatoes. Adv. Exec.: O. L. Westgate. S. TVS. Agencies: J. Walter Thompson Co., N. Y. Acct. Exec.: William Resor; Richard A. Foley Adv., Phila. Acct. Exec.: Charles Eyles.

ATLAS BREWING Co., Chicago, Atlas Prager beer, Atlas All-American beer. Adv. Exec.: August Gomer. S. TVS. Agency: Oilan Adv., Chicago.

ATLAS CANNING Co. Inc., Brooklyn, N.Y. Rex, Laddieboy, Feedwell dog food, cat food. Adv. Exec.: N. Pearlstein. S. Agency: Adair & Director Adv., N.Y.

ATLAS CHICK Co., St. Louis, Mo., baby chicks, feed. Adv. Exec.: Miss Miller. S. Agency: Christy Humburg Adv., St. Louis. Acct. Exec.: C. C. Humburg.

ATLAS LABORATORIES, Akron, Ohio, I-O-Sal. S. Agency: McDaniel-Fisher & Spelman. Acct. Exec.: Fred E. Spelman.

ATWOOD COFFEE Co., Minneapolis, Minn., coffee, Adv. Exec.: Harry Riley. S. Agency: Campbell-Mithun Inc., Minneapolis.

AUGSTEIN-S. & Co., N.Y., Sacony sportswear. Adv. Exec.: Robert Dorfman. TVS. Agency: Morton Freund Adv., N.Y.

AUGUSTA KNITTING Corp., Utica, N.Y., Jones Health underwear. Adv. Exec.: Rodney Jones Jr. S. Agency: Peter Hilton Inc., N.Y. Acct. Exec.: Peter Hilton.

AUSTIN, NICHOLS Co., Brooklyn, N.Y., Mouquin Wines. Adv. Exec.: Fred Bassett. S. TVS. Agency: Alfred Lilly Co., N.Y. Acct. Exec.: Charles Mosler.

AUTOMATIC BURNER CORP., Chicago, Ill. oil burners. Adv. Exec.: Joseph Hearst. S. Agency: Oilan Adv. Co. of Chicago, Chicago, Ill.

AUTOMATIC EQUIPMENT MFG. Co., S. Sioux City, Neb., Tractorbabs, hydraulic brakes, power sprayers, automatic currying machines, dipping machines. Adv. Exec.: R. M. Bartels. S. Agency: Ayres Adv. Inc., Lincoln, Neb. Acct. Exec.: W. J. Ayres.

AUTOMATIC WASHER Co., Newton, Iowa, electric washers. Adv. Exec.: J. Wesley George. S. Agency: Rogers & Smith, Chicago, Ill. Acct. Exec.: Walter E. Smith.

AUNT MID Co., Chicago, Cello packed spinach, cole slaw, tossed salad. Adv. Exec.: Russell La Mantia. S. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Eugene Colin.

AVALON LANE Co., New York, Lash-een, Lashloof, Belador Formula No. 7. Adv. Exec.: Henry B. Gottlieb. S. TVS. Agencies: Reuben Barkow, N.Y., World Wide Traders, Export Agts., N.Y.

AVCO CROSLLEY DIV., Adv. Exec.: W. A. Blees. N. S. TVN. S. Agency: Benton & Bowles, N.Y.

AVERY-B. F. & SONS Co. Inc., Louisville, Ky., farm machinery. Adv. Exec.: W. W. Emrich. S. Agency: Doe-Anderson Adv., Louisville, Ky. Acct. Exec.: Elmer Doe.

AVOSET Co., San Francisco, Cal., Avo-set sterilized dairy cream. Adv. Exec.: William Muller. S. Agency: Harrington, Whitney & Hurst, San Francisco. Acct. Exec.: Dan Lewis.

AYERST, McKENNA & HARRISON Ltd., New York, N.Y. pharmaceutical products. Adv. Exec.: Lorne E. Simpson. S. Agency: Cortez F. Enloe Inc., New York, N.Y. Acct. Exec.: Dr. C. F. Enloe, Jr., MD.

AYRES-L. S. & Co., Indianapolis, Ind., women's, children's, men's furnishings. Adv. Exec.: Theodore Griffith. S. Agency: Direct.

N.S.D.-C., TVN.S. Agency: Wm. Zalken & Assoc., St. Louis.

B. B. PEN Co., Hollywood, S. TV. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: Sherman Slade.

BAYES MFG. N. Y., Toolmaster. Adv. Exec.: Louis Strauss. S.TVS. Agency: Moss Assoc. Acct. Exec.: Joseph H. Moss.

B. C. ELECTRIC Co., Vancouver (public utility). Adv. Exec.: E. F. Campbell. S. Agency: Cockfield Brown Co., Vancouver.

B. C. REMEDY Co., Durham, N. C., Headache powders. Adv. Exec.: C. T. Council. S. Agencies: Harvey-Massengale Co., Durham, N. C. Acct. Exec.: C. Knox Massey. Chas. W. Hoyt Co., N. Y.

B. T. BABBITT Inc., New York, Bab-o cleaner, Glim, Swerl, Lycons. N.S.D.-C. Adv. Exec.: Robert Brenner. Agencies: William H. Weintraub & Co. (Bab-o & Glim). Acct. Exec.: Norman B. Norman, Kenyon & Eckhardt (Swerl). Acct. Exec.: Ralph Linder.

BABIJUICE Corp., Boston, orange juice. Adv. Exec.: M. A. Albertson. S. Agency: John C. Dowd Inc., Boston.

BABSON BROS. Co., Chicago, Dairy farm equipment. Adv. Exec.: George Mather. S. Agency: Ross Roy-Fogarty Co., Chicago. Acct. Exec.: John G. Fogarty.

BADGER PAPER MILLS, Peshigo, Wis., Freshrap Waxed paper. Adv. Exec.: E. A. Meyer. S. Agency: Scott Inc., Milwaukee. Acct. Exec.: Harry H. Scott.

CHESTER A. BAKER Inc., Boston, Mass., "Baker's" special shampoo. Adv. Exec.: Joseph V. Argus. S. Agency: Chambers & Wiswell Inc., Boston. Mass. Acct. Exec.: John T. Burke.

BALLAN ICE CREAM Co., South Gate, Calif., Franilla Ice Cream. Adv. Exec.: Willard D. Bretz. S.TVS. Agency: Tullis Co., L. A. Acct. Exec.: Howard Tullis.

BALL BROTHERS Co., Muncie, Ind., Ball Fruit Jars, Caps, Rubbers and Jelly Glasses. Adv. Exec.: Earl A. Sheffield. TV. Agencies: Applegate Adv., Muncie, Ind. Acct. Exec.: Harry Bird, Vander Co., Chicago.

BALL HEALTH SCHOOL, Excelsior Springs, Mo. Adv. Exec.: C. B. Ball. S. Agency: Phillips-Reick-Fardon, Kansas City. Acct. Exec.: Ralph Page.

P. BALLANTINE & SONS, Newark, Beer and Ale. TVS. Agency: J. Walter Thompson Co., New York.

BALLARD & BALLARD, Louisville, Oven Ready Biscuits, Ballard's Obelisk Flour and other milling products. S. N. Agency: Henri, Hurst & McDonald, Chicago. D-C.

L. BAMBERGER & Co., Newark, department store. Adv. Exec.: Miss Nan Findlow. S. Agency: Direct.

BANK OF AMERICA N. T. & S. A., San Francisco. Adv. Exec.: L. E. Townsend. S.TVS. Agency: Charles R. Stuart, San Francisco. Acct. Exec.: C. P. Johnson.

BANKERS LIFE & CASUALTY Co., Chicago, Adv. Exec.: Robert T. Herz. S. Agency: Weiss & Geller, Chicago. Acct. Exec.: John Clayton.

BANQUET BETTER FOODS, Salt Lake City, butter, eggs, cheese. Adv. Exec.: J. A. Nelson. S. Agency: Francom Adv. Salt Lake City. Acct. Exec.: E. Hoggan.

BANTAM BOOKS, N. Y., books. Adv. Exec.: Arthur Hale. S. Agency: BBDO, N. Y. Acct. Exec.: Henry Clay Klein.

BARBARA-JOAN TOGS, New York, N. Y., children's dresses. Adv. Exec.: N. Chasser. S. Advertising direct.

BARBASOL Co., Indianapolis, Barbasol. Adv. Exec.: E. M. McNally. N.S.TVS. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: G. E. Wasey.

BARCALO MFG. Co., Buffalo, summer furniture. TV. Agency: BBDO, N. Y.

BARCALO MFG. Co., Buffalo, Six Way Pillows, upholstered furniture. Adv. Exec.: Nelson M. Graves. TVS. Agency: BBDO, New York.

BARECO OIL Co., Tulsa, Okla., petroleum products. Adv. Exec.: B. H. Clary. S. Agency: Direct.

BARKIN, LEVIN & Co., New York, women's coats. Adv. Exec.: Morton S. Levin. S. Agency: A. A. Sterling Inc., N. Y. Acct. Exec.: Joel Kaplan.

BAR MART, N. Y., bar furniture. Adv. Exec.: I. Arthur Ganger. TVS. Agency: direct.

BARNEY'S CLOTHES Inc., N. Y., men's clothing. Adv. Exec.: Fred Pressman. S. Agency: Emil Mogul Co., N. Y. Acct. Exec.: Milton Guttenplan.

F. E. BARR & Co., Chicago, Ill. Baracene Mouth Wash, Tooth Powder. Adv. Exec.: A. L. Barr. S. Advertising direct.

G. BARR & Co., Chicago, Balm Barr Lotion, Balm Barr Creme Shampoo. Adv. Exec.: Geo. Barr. S. Agency: H. W. Kastor & Son, Chicago. Acct. Exec.: Herman W. Kastor.

BARRINGER HOTELS, Columbia, S. C. Adv. Exec.: R. W. Woodham. S. Agency: Direct.

BARRON-GRAY PACKING Co., San Jose, Eveready Vegetable Juice. Adv. Exec.: K. F. Boucher. S. Agency: N. W. Ayer & Son, S. F. Acct. Exec.: Carl Zachrisson.

BARTMANN & BIXER Inc., New York, N. Y., Kenneth Curtains. Adv. Exec.: S. A. Dix. S. Agency: Kelly Nason Inc., New York. Acct. Exec.: A. Sachtleben.

BARTON MFG. Co., St. Louis, Dyan-shine polish. Adv. Exec.: R. K. Barton. S. Agency: Gardner Adv., St. Louis. Acct. Exec.: Paul Fitzgibbons.

HERMAN BASCH Co., New York, Hammer brand fur dressing & dying. Adv. Exec.: J. Basch. S. N. Agency: Kelley-Nason, New York. Adv. Exec.: John F. McCormick.

C. J. BATES & SON, Chester, Conn., manicare sets & implements, knitting & crocheting implements. Adv. Exec.: Wells Bates. S. Agency: George Kahn & Co. Inc., New York, N. Y.

BATES FABRICS Inc., N. Y. Adv. Exec.: H. D. Ruhm Jr. TVS. Agency: James P. Sawyer Inc., N. Y.

BAUER & BLACK, Div. of The Kendall Co. Chicago, Ill., surgical dressings, elastic goods & allied products. Adv. Exec.: George Percy. S. Agency: Leo Burnett Co. Inc., Chicago, Ill.

BAUMANN, LUDWIG, N. Y., furniture, clothing, etc. Adv. Exec.: W. S. Baumann. S. Agency: Kiesewetter, Wetterau & Baker, N. Y.

BAUMER FOODS, New Orleans, foods. Adv. Exec.: A. A. Baumer. S. Agency: Stone-Stevens, N.O. Acct. Exec.: Helion Dickson.

H. C. BAXTER & BRO., Brunswick, Me., foods. Adv. Exec.: F. Webster Browne. S. Agency: James Thomas Chirug Co., Boston. Acct. Exec.: E. Gordon Lane.

THE BAYER Co., N. Y. (Bayer Aspirin). Adv. Exec.: Harvey M. Mauss, N. S. TVN. Agencies: Dancer-Fitzgerald-Sample, N. Y.; Thompson-Koch Co., N. Y. Acct. Exec.: George G. Tormey.

BAYES MFG. Co. Inc., New York, N. Y., Tool Master. Adv. Exec.: Louis Strauss. S. Agency: Moss Associates, New York, N. Y. Acct. Exec.: Joseph H. Moss.

BAYUK CIGARS, Inc., Philadelphia, Pa., Phillies cigars. N. Agency: Neal D. Ivey Co., Phila.

BEAR BRAND HOSIERY, Chicago, hosiery. Adv. Exec.: Floyd J. Gray. S. TVS. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: A. E. Tatham.

J. W. BEARDSLEY'S SONS, Newark, foods. Adv. Exec.: Leonard de S. Beardsley. S. Agency: Tracy-Kent & Co., N. Y.

BEATRICE FOODS Co., Chicago, Meadow Gold dairy products. Adv. Exec.: W. H. East Jr. S. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: R. H. Oliphant.

CLYDE BEATTY CIRCUS, Los Angeles, S. Agency: Allied Adv. & Ted H. Factor, L. A.

BEAU BRUMMEL TIES Inc., Cincinnati, O., ties. Adv. Exec.: Harry J. Weisbaum. S. Agency: Louis A. Smith, Chicago.

DR. BEAUCHAMP, L. A. (dentist) S. Agency: Charles N. Stahl Adv., L. A.

BEAUMONT Co., St. Louis, Four-Way Cold Tablets. Adv. Exec.: Robert J. Piggott. S.TVS. Agency: Harry B. Cohen Inc., N. Y. Acct. Exec.: Harry B. Cohen.

BEAVER DAM MILLING CO., Beaver Dam, Ky., feed and flour. Adv. Exec.: J. Porter Barnes. S. Agency: M. R. Kopmyer Co., Louisville, Ky.

BECK, ARTHUR Co. Chicago, meat baster. Adv. Exec.: V. B. Nyhan. S. Agency: Kaufman & Assoc., Chicago. Acct. Exec.: R. R. Kaufman.

A. S. BECK SHOES, Adv. Exec.: J. E. Hirschfeld. N. Y. N. TV. Agency: Dorland Inc., N. Y. Acct. Exec.: Atherton Pettingell.

BEECHAMS PILLS INC. (Scott & Bowne, J. C. Eno Inc., County Perfumery Co.), Bloomfield, N. J., Beecham's laxative pills, Scott's Emulsion, Brylcreem Hair Dressing, Scott's Ointment, Eno Salts, MacLeans Toothpaste. Adv. Exec.: Robt. I. Trudeau. S. Agency: Atherton & Currier, New York.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

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(Continued)

BEECHNUT PACKING CO., Canajoharie, N. Y. Gum & Food Products. Adv. Exec.: Ralph Foote. S. TV. Agency: Kenyon & Eckhardt. Acct. Exec.: Geo. McGregor.

BEE MAN'S LABORATORY, Atlanta. Beeman's B-Q-R & B-G-O. Adv. Exec.: C. P. Lassetter. S. Agency: Harvey-Massengale Co. Atlanta.

BEER SHAMPOO INC., Chicago Ill. Beer shampoo, Beauty Brew, Shampoo Beer Shampoo. Adv. Exec.: Marry McKee. S. Agency: Harry J. Lazarus & Co. Acct. Exec.: Harry J. Lazarus.

PAUL F. BEICH CO., Bloomington, Ill. candy. Adv. Exec.: Paul M. Beich. S. TV. Agency: Olian Adv., Chicago.

BEKINS VAN & STORAGE CO., Seattle, Los Angeles. Storage. Adv. Exec.: Claude Bekins. N. Brooks Adv. Agency. L. A. Acct. Exec.: A. R. Brooks.

BELL & CO., Orangeburg, N. Y. "Bellans". Adv. Exec.: Joseph C. Dodge. S. Agency: Redfield-Johnstone Inc. N.Y.

BELL BAKERIES, N. Y., bread, cake. Adv. Exec.: Miss F. V. Peterson. S. Agency: The Caples Co., Omaha, Neb.

BELL BRANDS FOODS, L. A., potato chips, peanut butter etc. Adv. Exec.: Cyril C. Nigg. S. TV. Agency: McCann-Erickson, L.A. Acct. Exec.: Wm. Lee.

BELL TELEPHONE SYSTEM, New York. Telephone Service Adv. Exec.: Will Whitmore. N. Agency: N. Y. Ayer & Son, New York. Acct. Exec.: John B. Hunter.

BELL VERNON MILK CO., Cleveland, dairy products. Adv. Exec.: F. W. Edwards. S. TV. Agency: Edward Howard & Co., Cleveland. Acct. Exec. Edward Howard.

WM. G. BELL CO., Boston., seasoning. Adv. Exec.: Norman S. Dillingham. S. Agency: H. B. LeQuatte, N.Y. Acct. Exec.: H. B. LeQuatte.

BELLIN-WONDERSTOEN CORP., New York, N.Y. "Bellin's Wonderstoen" hair eraser. Adv. Exec.: Fred S. Foster. S. Direct.

BELMONT RADIO CORP., Chicago. Raytheon radios, television. Adv. Exec.: Allen Henry N.S.TV.S. Agency: Henri Hurst & McDonald. Chicago. Acct. Exec.: K. W. Sickinger.

BELTONE HEARING AID CO., Chicago. Adv. Exec.: David H. Barnow. S. Agencies: Ruthrauff & Ryan, Chicago. Acct. Exec.: Henry Flarsheim.

E. H. BENDICKSON CO., South Bend, Wash., oysters. Adv. Exec.: E. H. Bendickson. S. TV. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: J. P. Heverly.

BENDIX AVIATION, Detroit. aviation, automobile, marine, industrial products. Adv. Exec.: W. A. Mara. Agency: MacManus, John & Adams, Detroit. Acct. Exec.: Hovey Hagerman.

BENDIX HOME APPLIANCES Inc., South Bend, Ind., Bendix Automatic Home Laundry, Home Ironer, Home Dryer Adv. Exec.: Frank S. Ryan S. D.-C., TVN.S. Agency: Tatham-Laifrd Inc., Chicago. Acct. Exec.: C. R. Standen.

BENEFICIAL MANAGEMENT CORP., Newark, N. J. loans & financing. Adv. Exec.: Chas. M. Cawley. S. Agency: Chas. Dallas Reach Co., Newark.

BEN-GEE PROD., Oak Lawn, Ill., chop suey, Adv. Exec.: B. E. Zaremba. S. Agency: Newby & Peron, Chicago. Acct. Exec.: E. J. Lewinski.

BEN HUR PRODUCTS Inc., Los Angeles, Coffee, Spices & Extract. Adv. Exec.: R. R. Chaney. S. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: A. R. Mogge.

BENJAMIN FRANKLIN HOTEL CO., Philadelphia, Adv. Exec.: Ralph W. Temple. S. TV. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BEN MONT PAPERS, Bennington, Vt., draperies, Adv. Exec.: Dan Hurlbut. S. Agency: Hicks & Griest, N. Y. Acct. Exec.: John Drake.

BENRUS WATCH CO., New York, watches. Adv. Exec.: Harvey M. Bond.

S. TVN.S. Agency: J. D. Tarcher Co. N. Y. Acct. Exec.: Len Tarcher.

BENSON & HEDGES, New York. Parliament Cigarettes. Adv. Exec.: C. V. Schuchard. TV. Agency: Kudner, N. Y. Acct. Exec.: C. M. Rohrabough.

BERKE BROS. DISTILLERIES INC., Boston. Mass. Liqueur. Adv. Exec.: E. S. Berkowitz. S. TV. Agency: Reingold Co. Inc. Boston Mass. Acct. Exec.: Harold Reingold.

BERKELEY INDUSTRIES, N.Y., blades, lighters, knives. Adv. Exec.: Murray Herman. S. Agency: Franklin Bruck Adv., N.Y. Acct. Exec.: Herbert Gold.

BERK-RAY CORP., New York N.Y. men's & boys sportswear. Adv. Exec.: M. S. Berk. S. Agency: Henry Bach Associates New York, N.Y.

BERLEW MFG., Freeport, N.Y. Adv. Exec.: Reginald Berkowitz. S. Agency: Chelsea Adv. N.Y. Acct. Exec. Max Sinowitz.

BERLOU MFG. CO., Marion, O. Berlou mothproof. Adv. Exec.: E. J. Frank. S. Agency: Jay H. Maish Co., Marion.

BEROLIO IMPORT CO., New York (olive oil). Adv. Exec.: Albert N. Cory. S. Agency: Emil-Mogul Co., N. Y.

BERRY SEED CO., Clarinda, Iowa. Seeds. Adv. Exec.: Charles E. Sinn. S. Agency: Lessing Adv., Des Moines.

BERWICK CAKE CO., Boston, cake. Adv. Exec.: Walter Kilvert. S. Agency: L. B. Hawes, Boston.

BEST FOODS Inc., New York, Shinola shoe polish and Rit Dyes. Adv. Exec.: Albert Brown S. TV. Agency: Earl Ludgin & Co., Chicago. Acct. Exec.: Vincent R. Bliss.

BETTAR ICE CREAM CO., Baltimore, ice cream etc. Adv. Exec.: Elsie B. Carliner. S. TV. Agency: Theodore A. Newhoff Adv., Baltimore. Acct. Exec.: Marx S. Kaufman.

BETTER VISION INST., N. Y. Adv. Exec.: M. J. Julian. S. Agency: Cowan & Dangler, N.Y.

BEVERWYCK BREWERIES, ALBANY, N. Y. Beer, R. S. Agency: McCann-Erickson, N. Y.

BEWLEY MILLS, Fort Worth, flour, feeds. Adv. Exec.: W. P. Bomar. S. Agency: Glenn Adv. Inc., Ft. Worth. Acct. Exec.: Ray K. Glenn.

BIB CORP., Lakeland, Fla., orange juice. Adv. Exec.: S. S. Glaxson. S. Agency: Direct.

D. J. BIELZOFF PRODUCTS CO., Chicago Ill. rums, cordials. Adv. Exec.: M. Gordon. TV. Agency: Atlas A.A. Inc. Chicago Ill. Acct. Exec.: F. Brodie.

BIGELOW-SANFORD CARPET CO., New York. Adv. Exec.: R. F. Carlier. TV. Agency: Young & Rubicam. Acct. Exec.: Paul Richardson.

BINYON OPTOMETRISTS CO., Seattle Wash. Adv. Exec.: M. T. Dunning. S. Agency: Wallace Mackay Co. Acct. Exec.: Wallace Mackay.

BIRDS EYE-SNIDER, New York. Birds Eye frosted foods. N. Agency: Young & Rubicam, N. Y.

BIRGE CO., Buffalo. Adv. Exec.: George K. Birge. S. Agency: Lloyd Mansfield Co., Buffalo.

HENRY BIRKS & SONS, Toronto, Shops. Adv. Exec.: C. G. Winsor. S. Agency: Locke, Johnson & Co., Toronto.

BISCEGLIA BROS. WINES CORP., Long Island City, N. Y. "Paradise" wines. Adv. Exec.: Bruno T. Bisceglia. S. TV. Agency: St. Georges & Keyes Inc., New York. Acct. Exec.: Stanley J. Keyes.

BISMARCK HOTEL, Chicago. Adv. Exec.: James H. Brundage. S. Agency: Reincke, Meyer & Finn. Chicago.

BITUMINOUS COAL INST., Washington, D. C. National coal association. Adv. Exec.: Ralph C. Mulligan. N. S. Agency: Benton & Bowles, N.Y. Acct. Exec. Frank Whalen.

BLACK, SIVALIS & BRYSON, Kansas City, Mo. Adv. Exec.: M. R. Waddell. S. Agency: Potts-Turnbull. Adv.: K.C. Acct. Execs.: W. B. Stone and B. W. Schnabel.

BLACK, STARR & GORHAM INC., New York N.Y. Jewelers, silversmiths & stationers. Adv. Exec.: Miss Germaine Garnett. S. Agency: Casimir Adv. Co. Inc. New York, N. Y.

BLACKTON-FIFTH AVE., N.Y. corsets, lingerie, hosiery. Adv. Exec.: Louis A. Blackton. TV. Agency: Direct.

BLANTON Co., St. Louis, Creamo margarine. Adv. Exec.: H. E. Threlkeld. S. TV. Agency: Wesley K. Nash Co. St. Louis.

BLATCHFORD CALF MEAL CO., Waukegan, Ill. Calf meal, pellets, Vitadine Adv. Exec.: M. C. Haupt. S. Agency: Lloyd Larson & Assoc., Chicago. Acct. Exec.: Lloyd Larson.

BLATZ BREWING Co., Milwaukee (Blatz Beer) Adv. Exec.: Val A. Schmitz. N.S.TV.N.S. Agencies: Kaster Farrell, Chesley & Clifford, N. Y. Acct. Exec.: Wm. Chesley; Wm. Weintraub & Co., N. J. Acct. Exec.: Charles Hig gins.

BLISTEX INC., Chicago Ill. Blistex for cold sores. S. Agency: O'Neil, Larsoi & McMahon, Chicago, Ill. Acct: Exec R. Smasal.

WM. H. BLOCK CO., Indianapolis. Wm. S. specialties. Adv. Exec.: M. S. Block. S. Agency: Albert Woodley Co. N.Y.

BLOCK DRUG Co., Jersey City. Amm i-dent, Minipoo, Polident, Poli-grip Omega Oil, Poslam, Alkaid, Py-Co-Pay etc. Adv. Exec.: George J. Abrams. S. TVN.S. Agencies: Cecil & Presbrey Acct. Exec.: Sam Dalsimer Dowd, Red field-Johnstone; Joseph Katz Co. N. Y. Noyes & Sproul Inc., N. Y.

BLUE BUS LINES, Terminal Bldg., Ba ravia, N. Y., Adv. Exec.: L. H. Shultz. S. Agency: Hart-Conway Co Rochester. Acct. Exec.: Joe Brown

BLUE CROSS PLAN, N. Y. insurance Adv. Exec.: Alfred L. Golden. TV. Agency: J. Walter Thompson, N.Y.

BLUE DEW CORP., Buffalo, bluin products. Adv. Exec.: Frank Genco. S. Agency: Bowman & Block, Buffalo.

BLUE MAGIC INC., Ardmore, Pa Adv. Exec.: Wm. H. Huplits Jr. S. Agency: Julian G. Pollock Co., Phila delphia. Acct. Exec.: Frank Itgen.

BLUE MOON FOODS, Thorp, Wis cheese spread, Golden Rich Cheese Acct. Exec.: Harold Oldroyd. S. Agency Reincke, Meyer & Finn, Inc., Chicago Acct. Exec.: Gordon Taylor.

BLUE RIBBON BAKEWARE, Downer Grove, Ill. Adv. Exec.: Kenneth W Walker. S. Agency: Kane Adv., Bloom ington, Ill. Acct. Exec.: Edmund F Kane.

BLUE RIBBON CORP., Toronto, Canne food vacuum sealed jars, S. Agency Cockfield Brown & Co., Toronto.

BLUEBIRD DIAMOND SYNDICATI, Chicago, Ill., Bluebird rings, Adv. Exec.: Rudolph Samuels. S. Agency Newby & Peron, Inc., Chicago, Ill. Acct. Exec.: A. Herbert Peron, Chicago.

BLUHILL FOODS, Denver, cheese, pea nut butter, preserves, Adv. Exec.: J. J. Vawter. S. Agency: Wayne Weid Denver.

HARRY BLUM'S NATURAL BLOOI, INC. Passaic, N.J., cigars, Adv. Exec. Julius J. Blum. S. Agency: Lester Har rison, N.Y.

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BOHEMIAN DISTRIBUTING CO., L. Angeles, Calif. wines, liqueurs, bee Adv. Exec.: Paul Taranto. S. TV. Agency: Foote, Cone & Belding, L. Angeles, Calif. Acct. Exec.: Sherma Slade.

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BOOTH FISHERIES CORP, Chicago, Ill. Fresh, frozen, smoked, pickled fish, frozen vegetables. Adv. Exec.: Harvey Steen. S. Agency: Gordon Best Co. Inc. Chicago, Ill.

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BRAVO MACARONI COMPANY, Rochester, N.Y., spaghetti, macaroni, egg noodles. Adv. Exec.: Horace Gloia. S. Agency: Feldman-Leffer, Inc., N. Y. Acct. Exec.: Samuel H. Feldman.

BREAKFAST CLUB COFFEE, L. A., coffee. Adv. Exec.: Andrew S. Moseley. S. Agency: Brisacher, Wheeler & Staff, L. A. Acct. Exec.: Herb B. Beaven.

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BREATHEASY DISTRIBUTORS, Seattle, medical. Adv. Exec.: D. V. Bell. S. Agency: Strang & Prosser Adv., Seattle.

JOHN H. BRECK Inc, Springfield, Mass., shampoo. Adv. Exec.: John R. Gilman Jr. S. TVS. Agency: Charles Sheldon Adv., Springfield. Acct. Exec.: Charles Sheldon.

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BRITISH COMMONWEALTH PACIFIC AIRLINES, Sydney, Australia. Adv. Exec.: L. M. Lewis. S. Agency: Goldberg Adv., Sydney. Acct. Exec.: R. Wilford.

BROADMOOR HOTEL Inc., Colorado Springs, Col. Ice Skating, Ice Shows and Revues, Scenic Trips, Broadmoor Tavern. Adv. Exec.: T. Ortis Johnston. S. Agency: To be announced.

THE BROADWAY, N.Y., women's apparel. Adv. Exec.: Dorothy Skaar Hansen. S. TVS. Agency: McCann Erickson, N.Y.

BROCK & Co., Inc., Philadelphia, Pa. Frozen French fried potatoes. Adv. Exec.: Walter E. Buechele. S. TVS. Agency: The Richard A. Foley Adv. Agency, Inc., Philadelphia Pa. Acct. Exec.: James L. Tabor.

BROCK CANDY CO., Chattanooga, Tenn., Brock candy bar. Adv. Exec.: W. E. Brock. S. Agency: Liller, Neal & Battle Adv., Atlanta, Ga.

BROMO-SELTZER LTD., Toronto. (Bromo-Seltzer). S. Agency: F. H. Hayhurst Co., Toronto.

BROOKSIDE DISTILLING PRODUCTS CORP, Scranton, Pa., liquor, wine. Adv. Exec.: Jos. M. Gentile. S. Agency: Henry W. Gann A. A., Scranton, Pa.

BROTHERHOOD OF RAILROAD TRAINMEN, N. Agency: William Von Zehle & Co., N. Y.

BROWN & HALEY, Tacoma, Wash., Almond Roca, Mountain Bars, package chocolates. Adv. Exec.: Fred T. Haley. S. TVS Agency: Honig-Cooper, Seattle. Acct. Exec. Charlotte Smith.

BROWN SHOE Co., St. Louis, Shoes. Adv. Exec.: R. G. Stolz. N. S. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Donald Colvin.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Raleigh & Life Cigarettes, Sir Walter Raleigh Tobacco, Kool Cigarettes. Adv. Exec.: Wm. S. Cutchins. N.S. TVN. S. Agencies: Russel M. Seeds, Chicago. Acct. Exec.: Freeman Keyes. Ted Bates, Inc. N.Y. Acct. Exec.: Thomas Harrington.

E. T. BROWNE DRUG Co., N.Y., Palmer's soap, ointment, bleach cream. Adv. Exec.: E. T. Browne. S. Agency: Cole & Co., Memphis. Acct. Exec.: A. E. Cole.

BROWNELL-FIELD Co., Providence, R. I. (Autocrat coffee). Adv. Exec.: Richard M. Field. S. TVN. Agency: Horton-Noyes, Providence. Acct. Exec.: Tod Williams.

BROWN FENCE AND WIRE Co., Cleveland, O. Adv. Exec.: R. C. Burton. S. Agency: Direct.

BROWNSTEIN-LOUIS Co., Los Angeles. Shirts. TV S. Agency: The Mayers Co., Los Angeles.

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BRUCE PHARMACEUTICAL DIST. Co., Chicago, "QRD". Adv. Exec.: Doris Mann. S. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Marshall Kissell.

BRUNER-RITTER Inc., (jewelry). Agency: Raymond Specter Co., N. Y.

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BRYANT HEATER DIV. OF AFFILIATED GAS EQUIPMENT, Cleveland. Gas-fired heating equipment, automatic water heaters. Adv. Exec.: L. C. Har-

vey. Agency: Fuller, Smith & Ross, Cleveland. Acct. Exec.: A. C. Schnieder.

LANE BRYANT INC., N. Y., women's apparel. Adv. Exec.: Robert Wadsworth. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Murrey Schneiderman.

S. BUCHSBAUM & CO., Chicago, Elastiglass, Style King, Style Princess, Stratoline, Mirth, Color King. Adv. Exec.: Howard Gold. S. Agency: Irving J. Rosenbloom, Chicago. Acct. Exec.: Irving Rosenbloom.

W. K. BUCKLEY, INC., Chicago. S. Agency: Grant Adv., N. Y.

W. K. BUCKLEY & Co., Toronto, proprietary. Agency: Grant Adv., Toronto.

BUDGET FINANCE PLAN, L. A. TVS. Agency: Pardee Co., Hollywood. Acct. Exec.: Wm. S. Pardee.

BUDGET PACK, L. A., beans, rice, dried fruit, candy, macaroni, spices, desserts. Adv. Exec.: Martin Gordon. S. TVS. Agency: Direct.

BUFFALO OPTICAL Co., Buffalo, N.Y., "C-Far" Field Glasses. Adv. Exec.: O. W. Cleal. S. Agency: Ellis Adv. Co. Buffalo, N. Y.

BUITONI PRODUCTS, Inc., New York, N. Y., macaroni. Adv. Exec.: Charles Cuneo. S. Agency: Harold J. Siesel Co., New York, N. Y.

BULOVA WATCH CO., New York, watches. Adv. Exec.: Raymond F. Warren. S. TVS. D.-C. Agency: Blou Co., N.Y. Acct. Exec.: C. T. Clyne.

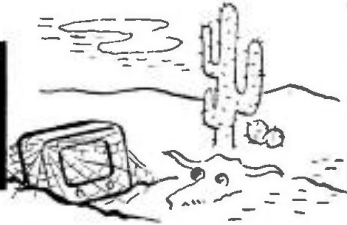
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- BUTLER BROS.**, Chicago. Adv. Exec.: Herbert S. Cline. S. Agency: Reiss Adv., N. Y.
- BUTLER PACKING CO.**, Oakland, Calif. (Dennis's Foods) N. Agency: Brissacher, Wheeler & Staff, S. F.
- BUXTON INC.**, Springfield, Mass. Buxton leather goods. Adv. Exec.: Robt. H. Chapman. S. Agency: J. Walker Thompson, N. Y. Acct. Exec.: Samuel Dobbs.
- CABANY PRODUCTS Inc.**, Los Angeles, Cabany Oriental Cleaner. Adv. Exec.: Mrs. Mildred Cabany. S. Agency: Mogge-Privett, Los Angeles. Acct. Exec.: Snowden Hunt, Jr.
- CAHOKIA FLOUR CO.**, St. Louis. Adv. Exec.: R. R. Zimmerman. S. Agency: Harold Kirsch Co., St. Louis.
- CALIFORNIA ARTIFICIAL FLOWER Co.**, Providence, R. I., Calart flowers. Adv. Exec.: H. W. Christopher. S. Agency: Knight & Gilbert, Providence.
- CALIFORNIA FLYERS**, School of Aeronautics, Inglewood, Cal., aviation mechanics training course. Adv. Exec.: Leroy S. Jarrett. S. Agency: John H. Riordan Co., Los Angeles. Acct. Exec.: John H. Riordan.
- CALIFORNIA FRUIT BREAD Inc.**, Los Angeles, California fruit bread. Adv. Exec.: Wm. H. Corbett. S. Agency: Elwood J. Robinson, Los Angeles. Acct. Exec.: Elwood J. Robinson.
- CALIFORNIA PACKING CORP., S. F.** (Del Monte foods) Adv. Exec.: Earle Ullsh. N. S. TVS. Agency: McCann-Erickson, S. F. Acct. Exec.: F. H. McCrea.
- CALIFORNIA PET FOODS Co.**, Sacramento, Bonnie Dog & Cat Food. Adv. Exec.: Allan D. Lynn. S. Agency: Chapin-Damm, Sacramento.
- CALIFORNIA PRUNE & APRICOT GROWERS ASSN.**, San Jose, Cal., Sun-sweet. Adv. Exec.: E. N. Thayer. S. TVN. S. Agency: Long Adv. Service, San Jose.
- CALO DOG FOOD Co. Inc.**, Oakland, Cal., Calo dog food, dog biscuits, Calo cat food, Victory Brand, Our Best Friend, His Master's Choice cat and dog food products. Adv. Exec.: P. S. Turnbull. S. Agency: Frank Wright Adv., San Francisco.
- CALORIC STOVE CORPORATION**, Phila., gas ranges. Adv. Exec.: Julius Klein. S. Agency: Neal D. Ivey Co., Phila. Acct. Exec.: G. W. Miller.
- CALSO WATER CO.**, San Francisco, Calso water. Adv. Exec.: C. R. Kelly. S. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Heber H. Smith.
- CAMERON-WM. & Co.**, Waco, Texas, bldg. matrls., home equipment. Adv. Exec.: A. E. Quinn. S. Agencies: Richard Bush Adv., Waco; Earle Racy Adv., Dallas.
- CAMP & CO.**, S. H., Jackson, Mich., Camp surgical supports for women, men & children. Adv. Exec.: Charles A. Snyders. S. Agency: Frank H. Kaufman & Co., N. Y. Acct. Exec.: Frank H. Kaufman.
- CAMP, WILLIAM A.—Co. Inc.**, N. Y., American Beauty brazil nuts, American Beauty mixed nuts. Adv. Exec.: Joseph T. McGuire. S. Agency: Peter Hilton Inc., N. Y.
- CAMP CHEMICAL Co. Inc.**, Brooklyn, septic tank chemicals. Adv. Exec.: Albert Young. S. Agency: Powerad Co., N. Y.
- CAMPANA SALES CO.**, Batavia, Ill., cosmetics and toilet goods. Adv. Exec.: Richard M. Crull. N. TVN. S. Agencies: Wallace-Ferry-Hanly, Chi.; H. W. Kastor & Sons, Chi.; The Clements Co., Phila.; Morey, Humm & Johnstone, N. Y.; Street & Finney, N. Y.; Cockfield, Brown & Co., Ltd., Toronto.
- CAMPBELL—A. S. Co.**, East Boston, Mass., automobile accessories. Adv. Exec.: W. E. Porter. S. Agency: T. S. Brown. Acct. Exec.: E. J. Goulston.
- CAMPBELL CEREAL Co.**, Minneapolis, Malt-o-Meal. Adv. Exec.: Rosalie Kretschmer. S. TVS. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Art Lund.
- CAMPBELL, H. D.—Co.**, Rochelle, Ill., farm supplies, poultry equipment stock tank heaters and waterers. Adv. Exec.: H. D. Campbell. S. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: W. W. Jones.
- CAMPBELL SOUP Co.**, Camden, N. J., soup. Adv. Exec.: W. B. Nixon. N. S. TVS. Agencies: Ward Wheelock Co., Philadelphia; Cockfield, Brown & Co., Toronto; Dancer-Fitzgerald-Sample, N. Y.
- CANADA DRY GINGER ALE Inc.**, New York, gingerale. Adv. Exec.: W. S. Brown. S. TVN. S. Agency: J. M. Mathes Inc., N. Y. Acct. Exec.: Carl Suber.
- CANADA STARCH Co.**, Montreal 2, Que., Crown Brand Corn Syrup, Karp, Benson's Corn Starch, Canada Corn Starch, Mazola oil, Limit starch. Adv. Exec.: C. R. Norwood. S. Agency: Vickers & Benson, Ltd., Montreal. Acct. Exec.: R. E. Gourlay.
- CANADIAN ACE BREWING Co.**, Chicago. Adv. Exec.: J. A. Roberts. S. TVS. Agency: Louis Weitzman Agency, Los Angeles. Acct. Exec.: Louis Weitzman.
- CANADIAN CANNERS Ltd.**, Hamilton, Ont., Aylmer Products Canned Foods. Adv. Exec.: R. D. Anos. S. Agency: F. H. Hayhurst Co., Toronto. Acct. Exec.: W. P. Hayhurst.
- CANADIAN INTERNATIONAL TRADE FAIR**, Toronto, Can. Adv. Exec.: R. M. Williams. S. Agency: Walsh International Adv. Ltd., Toronto. Acct. Exec.: Roger Irwin.
- CANDO Co.**, Boston, Mass., Cando Silver Polish, Cando Metal Polish. Adv. Exec.: James A. Byrne. Agency: Chambers & Wiswell, Boston. Acct. Exec.: George J. Chambers.
- CANDY CORP. OF AMERICA**, Los Angeles, Bergen's Better Bubble Gum. Adv. Exec.: M. L. Merrick. S. Agency: Direct.
- CANFIELD, A. J.—Co.**, Chicago, Ginger ale and carbonated beverages. Adv. Exec.: C. T. Jegan. S. Agency: William Hart Adler Inc., Chicago. Acct. Exec.: K. C. Ring.
- CANFIELD OIL Co.**, Cleveland, Ohio, motor oils, gasolines. Adv. Exec.: A. L. Bailey. S. Agency: Frank M. Wulf Assoc., Cleveland. Acct. Exec.: Frank M. Wulf.
- CAPITAL AIRLINES**, Washington, Adv. Exec.: J. H. Carmichael. S. TVS. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: Robt. Cory.
- CAPITAL CITY PRODUCTS Co.**, Columbus, Dixie Margarine, Kingtaste Dressings. Adv. Exec.: H. A. Patzer. S. Agencies: R. W. Knopf Co., Columbus. O.; Acct. Exec.: R. W. Knopf; Clark & Rickerd, Detroit, Mich. Acct. Exec.: C. E. Rickerd.
- CAPPER PUBLICATIONS Inc.**, Topeka, Kansas, publications—Household, Capper's Farmer, Kansas Farmer, Topeka Daily Capital, Capper's Weekly. Adv. Exec.: Phil D. Walker; N. H. McCormack; R. R. Moore; F. B. Cunningham; O. C. Thompson. S. Agencies: Buchen Co., Chicago; R. J. Potts-Calkins & Holden, Kansas City, Mo.; Harvey Adv., Topeka.
- CAPPS & SONS, J. Ltd.**, Jacksonville, Ill., Capps clothes for men. Adv. Exec.: James Wood. S. Agency: Prater Adv. Agency, St. Louis, Mo. Acct. Exec.: G. L. Prater.
- CAPUDINE CHEMICAL Co.**, Raleigh, N. C., medical supplies. Adv. Exec.: Edwin W. Yates. S. Agency: Dillard Jacobs Adv., Atlanta, Ga.
- CARBOLA CHEMICAL Co.**, Natural Bridge, N. Y., CCC louse killer, Hylite water putty, Carbola. Adv. Exec.: H. T. Koehn. S. Agency: Armand S. Weil, Buffalo, N. Y.
- CARBONA PRODUCTS Co.**, Long Island City, N. Y., Carbona cleaning fluid, shoe whitener, shoe polishes, soapless lather, Wall-Wipe. Adv. Exec.: Andrew Warren. S. Agency: Friend, N. Y.
- CARDINAL DIAMOND SYNDICATE**, St. Louis, Mo., diamond engagement and wedding rings. Adv. Exec.: R. E. Heugens. S. Agency: Olian Adv. Co., St. Louis, Mo.
- CARDINET CANDY Co.**, Oakland, Calif., U-No Bars, Baffle Bars. Adv. Exec.: Geo. H. Cardinet. S. Agency: Elliott, Daly & Sherman, San Francisco.
- CARDWELL, ALLEN D.—MFG. Corp.**, Plainville, Conn., electronic devices, variable air capacitors. Adv. Exec.: W. J. Hahlbohm. S. Agency: Direct.
- CAREY SALT Co.**, Hutchinson, Kans. Carey Salt. Adv. Exec.: Warren K. Rodat. S. Agency: R. J. Potts, Calkins & Holden, Kansas City, Mo. Acct. Exec.: Gerald Uptide.
- CARGILL Inc.**, Minneapolis, feeds and seeds, Blue Streak Dog Food. Adv. Exec.: Julius Hendel. S. TVS. Agency: Bruce B. Brewer & Co., Minneapolis. Acct. Exec.: Quentin V. Brewer.
- HAMILTON CARHARTT OVERALL Co.**, Detroit, Carhartt Overalls. Adv. Exec.: Wylie Carhartt. S. Agency: Aarons, Sill & Caron, Inc., Detroit.
- CARLAY Co.**, Batavia, Ill., Ayds vitamin candy. Adv. Exec.: R. M. Crull. S. TVS. Agencies: Wallace-Ferry-Hanly Co., Chicago; Presbra, Fellers & Presbra, Inc., Chicago; H. W. Kastor & Sons Adv., Chicago.
- CARMO SHOE MFG. Co.**, Union, Mo., Sub. of Wolf-Tober Shoe Mfg. Co., Carmelletes, women's novelty shoes. Adv. Exec.: J. I. Kaplan. S. TVS. Agency: Datche Adv. Co., St. Louis, Mo.
- CARNATION Co.**, Los Angeles, Evaporated Milk, Friskies dog food, malted milk. Adv. Exec.: P. H. Willis. N. S. TVN. S. Agency: Erwin, Wasey & Co., Chicago & L. A. Acct. Exec.: N. Best.
- CARNATION MILK CO. LTD.**, Toronto (evaporated milk). Adv. Exec.: Jack Horler. N. Agency: Baker Adv., Toronto. Acct. Exec.: W. E. Trimble.
- CARNEY Co. Inc.**, Mankato, Minn., masonry cement, lime, natural cement, insulation products. Adv. Exec.: H. E. Carney Jr. S. Agency: Alfred Cole Co., Minneapolis. Acct. Exec.: Alfred Cole, Gene Fowler.
- CAROLENE PRODUCTS Co.**, Litchfield, Ill., "Milno" milk compounds. Adv. Exec.: Martin Hauser. S. Agency: Henri, Hurst & McDonald, Inc., Chicago. Acct. Exec.: R. E. White.
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CHASE NATIONAL BANK, N. Y., bank. Adv. Exec.: Percy J. Ebbott. S. Agencies: Albert Frank-Guenther Law Inc.; N. Y. Acct. Exec.: Emmett Corrigan; Doremus & Co., N. Y.

CHATHAM MFG. Co., Elkin, N. C. Blankets. Adv. Exec.: G. Martin Coffyn. N. Agencies: M. H. Hackett Co., N. Y.

CHATTANOOGA MEDICINE Co., Chattanooga. Black Draught, Cardui. Adv. Exec.: Frank Walsh. S. Agencies: Harry B. Cohen Adv. Co., N. Y. Acct. Exec.: Harry B. Cohen; Street & Finney, N. Y. Acct. Exec.: Robert Finney.

CHELSEA MILLING Co., Chelsea, Mich. Jiffy biscuit mix and pie crust. Adv. Exec.: Howard Holmes. S. Agency: Morris F. Tandy Adv., Detroit. Acct. Exec.: Morris F. Tandy.

CHEMICALS Inc., Oakland, Cal., Starch, bleach. Adv. Exec.: Herman Harris. S. N. Agency: Garfield & Child, S.F. Acct. Exec.: Wm. E. Morrison.

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med. Hobbs Inc., Minneapolis. Acct. Exec.: Louis Melamed.

CHRISTIAN HERALD ASSN., New York. Adv. Exec.: Phelps Pratt. S. Agency: Direct.

CHRISTIAN SCIENCE PUB. SOCIETY, Boston, Christian Science Monitor. Adv. Exec.: M. Alvah Blanchard. N.S. Agency: H. B. Humphrey Co., Boston.

CHRISTIE, BROWN & Co., Ltd., Toronto, biscuits. Adv. Exec.: F. M. MacNicol. S. Agency: MacLaren Adv., Toronto.

CHRISTMAS CLUB Corp., New York. Adv. Exec.: R. E. Rawl. N. Agency: Brooke, Smith, French & Dorrance, N. Y. Acct. Exec.: H. Pengel.

CHRYSLER CORP.—AIRTEMP DIVISION, Dayton, O., heating, air conditioning & commercial refrigeration products. Adv. Exec.: Wm. B. Magill. S. TV.S. Agency: Grant Adv. Inc., Detroit. Acct. Exec.: R. W. Zarker.

CHRYSLER Corp., Detroit, Plymouth, Dodge, De Soto, Chrysler cars, Dodge trucks. Adv. Exec.: Herman L. Weckler S. Agencies: Ruthrauff & Ryan, N. Y.; McCann-Erickson, Detroit; N. W. Ayer & Son, Phila.; BBDO, N.Y.; Grant Adv., Detroit.

CHUNK-E NUT PRODUCTS Co., Pittsburgh, Chunk-E-Nut peanut butter, vacuum packed peanuts and nutmeats. Adv. Exec.: T. B. Levine. S. TV.S. Agency: Joseph Katz Co., N. Y. Acct. Exec.: A. R. Bochrach.

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CINCH PRODUCTS Inc., Los Angeles, Cinch Cake & corn bread mixes. Adv. Exec.: Jack Taylor. S. TV.S. Agency: Elwood J. Robinson, Los Angeles, Acct. Exec.: Mel Jensen.

THE CINCINNATI BREWING Co., Reading, Ohio, beer. Adv. Exec.: Morton Lipman. S. Agency: Direct.

CINCY PRODUCTS Co., Cincinnati, wallpaper cleaner. Adv. Exec.: J. E. Skidmore. S. Agency: Ralph H. Jones Co., Cincinnati.

CITIES SERVICE Co., New York, fuels, lubricants, accessories. Adv. Exec.: Tom DeBow. N.S. Agency: Ellington & Co., N.Y. Acct. Exec.: C. L. Landon.

CITIZEN'S NATIONAL TRUST & SAVINGS BANK OF LOS ANGELES. Adv. Exec.: Harry E. Peterson. S. TV.S. Agency: Hixson & Jorkensen Inc., L.A. Acct. Exec.: Dorr Walsh.

CITY OF ATLANTIC CITY, Atlantic City, N. J., resort. Adv. Exec.: Mail W. Dodson. S. Agency: Dorland Adv., Atlantic City. Acct. Exec.: Edward Wallis.

CITY BAKING Co., Baltimore, Rice's Bread. Adv. Exec.: Duane Rice. S. Agency: Direct.

CITY PRODUCTS Corp., Chicago, ice, fuel, refrigerators, cold storages, beer, ice cream, dairy products. Adv. Exec.: T. J. Beck. S. Agency: Cruttenden & Eger Adv., Chicago. Acct. Exec.: Leon H. Lewis.

CLAIROL Inc., New York, Miss Clairol Hair Color Bath, Clairol hair coloring products. Adv. Exec.: Jack Shor. S. TV.S. D.-C. Agency: Shevko Associates, N.Y. Acct. Exec.: Allen Shevko.

CLARIDGE HOTEL, Atlantic City, N. J., hotel. Adv. Exec.: Ada Taylor. S. Agency: Dorland Adv., Atlantic City. Acct. Exec.: E. A. Wallis.

CLARIDGE—HOTEL, Memphis, Tenn. Adv. Exec.: Charles F. Levy. S. Agency: Warren Billingsley, Memphis.

CLARK-BABBITT FOODS Inc., West Hanover, Mass., Adv. Exec.: E. V. Babbitt. S. Agency: Direct.

CLARK BROS. CHEWING GUM Co., Pittsburgh, gum. Adv. Exec.: Chas. Clark. N.S. Agencies: McCann-Erickson, N. Y.

CLARK FARM EQUIPMENT DIVISION, Oriskany, Hartford, Conn., Clark Cutaway harrows, Wonder Diskers. Adv. Exec.: Richard F. Brush. S. Agency: John B. Fairbairn, Adv., Hartford, Conn. Acct. Exec.: John B. Fairbairn.

D. L. CLARK Co., Pittsburgh, Candy. Adv. Exec.: L. A. Daly. N. Agency: BBDO, Pittsburgh.

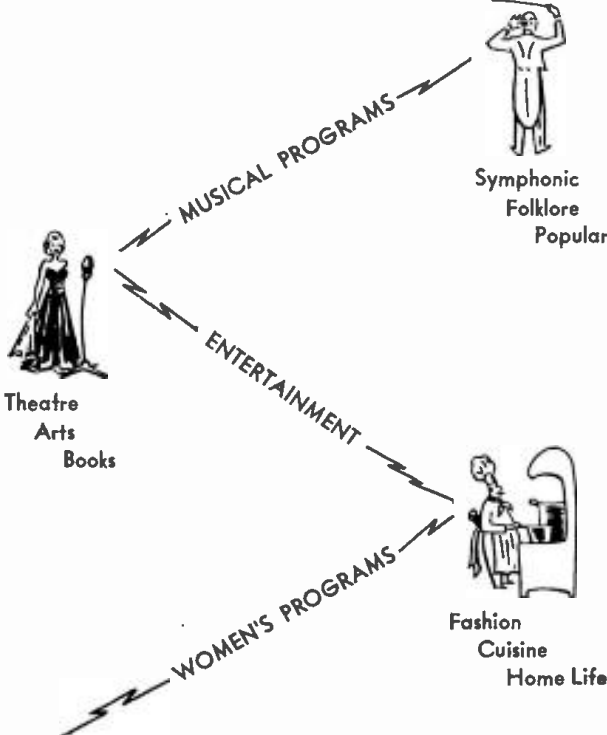
CLARY MULTIPLIER Corp., San Gabriel, Calif. Flo-Ball Pen. Adv. Exec.: Whitney Drayton. N.S. TV.S. D.-C. Agency: BBDO, L.A. Acct. Exec.: Robert Schmelzer.

(Continued on page 356)



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CLEARSITE LABS, Pittsburgh, Clear-site chemically treated cloth for fog-proofing. Adv. Exec.: T. A. O'Leary. S. Agency: Freelance Adv. Assoc., Pittsburgh.

CLEARWATER—H. P. Hallowell, Me., proprietary medicines. Adv. Exec.: C. E. Stevens. S. Agency: Stoneton Adv., Hallowell, Me.

CLEVELAND & BUFFALO STEAMSHIP Co., Chicago, Lake Cruises. Adv. Exec.: T. J. McGuire. S. Agency: Walter L. Rubens & Co., Chicago.

CLEVELAND-SANDUSKY BREWING Corp., Cleveland, Brewmaster Premium beer and Crystal Rock beer; Old Timers ale. Adv. Exec.: Dorothy E. Schlect. S. TVS. Agency: The Carpenter Adv. Co., Cleveland.

CLICQUOT CLUB Co., Mills, Mass., Adv. Exec.: Frank Weston. S. Agency: N. W. Ayer & Son. Boston. Acct. Exec.: E. C. Griener.

CLIFTON MFG. Co., Waco, Texas, auto seat covers. Adv. Exec.: Geo. T. Brown. S. Agency: Direct.

CLIMAX INDUSTRIES Inc., Cleveland, Clorox household bleach & disinfectant. Adv. Exec.: George Braden. S. Agency: Carr Liggett Adv., Cleveland. Acct. Exec.: Leonard W. Smith.

CLOVERDALE SPRING Co., Inc., Baltimore, Md., ginger ale and sparkling water. Adv. Exec.: Gilbert B. Redman. S. Agency: Direct.

CLOVER LEAF CREAMERY Co., Minneapolis, Cloverleaf milk. Adv. Exec.: H. Newline. S. Agency: Graves & Associates, Minneapolis.

CLUB ALUMINUM PRODUCTS Co., Chicago, Hammercraft cookware, glassware, cleaners, polishes. Adv. Exec.: M. R. Bodell. N. Agencies: Leo Burnett Inc., Chi. Acct. Exec.: George Rink.

CLUETT-PEABODY Co., New York, Manufacturer of men's shirts. Adv. Exec.: G. A. Phillips. N. TV. Agency: Young & Rubicam, N. Y.

COCA COLA Co., Atlanta, Ga., Adv. Exec.: Felix W. Coste. N. S. Agency: D'Arcy Advertising Co. N. Y.

COCHRAN, JACQUELINE, New York; Jacqueline Cochran cosmetics and Wini Ricci perfumes. Adv. Exec.: Rita Winstanley. S. Agency: Dorland, Inc., N. Y. C. Acct. Exec.: Walter S. Maas.

COCILANA, Inc., Brooklyn, Cough-drops. Adv. Exec.: Lou Scharf; S. Agency: Direct.

COHN-GOLDWATER MFG. Co., Inc., Los Angeles, Palmday shirts. S. Agency: Hugo Scheibner Inc., Los Angeles. Acct. Exec.: Hugo Scheibner.

COKER'S PEDIGREED SEED Co., Hartsville, S. C., seeds. Adv. Exec.: Robert R. Coker. S. Agency: Direct.

COLD SPRING BREWING Co., Lawrence, Mass., Five X Ale, Amberlite Ale and Lager Beer. Adv. Exec.: Albert I. Richmond. S. Agency: Direct.

COLE HOT BLAST MFG. Co., Chicago, gas, oil, coal & wood heating stoves. Adv. Exec.: A. F. Wedderpoon. S. Agency: Campbell, Reynolds & Evans, Chicago.

COLE MILLING Co., Chester, Ill., Omega flour. Adv. Exec.: Austin Cole Jr. D.-C. Agency: Direct.

COLGATE - PALMOLIVE - PEET Co., Jersey City, Colgate's Dental Cream, Super Suds, Palmolive Soap, Vel, Colgate and Palmolive Shaving Creams, Ajax Cleanser, Cashmere Bouquet Soap and toilettries, Halo Shampoo, Fab, Lustre Creme Shampoo, Colgate Regular and Ammoniated Tooth Powder, Veto Deodorant, Coleo Denture Cleanser. Adv. Exec.: James C. Douglass. N. S. TVN - S. D.-C. Agencies: Ted Bates, Inc. N.Y. Acct. Exec.: D. R. Parman; Sherman & Marquette, N.Y.; Acct. Exec.: Wm. Breen, Wm. Esty & Co., Inc., N. Y. Acct. Exec.: James Houlihan; Lennen & Mitchell, N.Y.; Acct. Exec.: Gordon Cates, Cunningham & Walsh, N.Y. Acct. Exec.: Edward Franklin.

COLGATE - PALMOLIVE - PEET Co., Toronto, Adv. Exec.: Robert E. Jones. N.S.D.-C. Agencies: Spitzer & Mills, Ltd. Toronto. Acct. Exec.: Joe Charles; Harry E. Foster Agencies, Toronto. Acct. Exec.: Bob Cavley; L. J. Heagerty Ltd., Toronto. Acct. Exec.: Lee Heagerty; Grant Advtg. of Canada, Ltd. Acct. Exec.: Jim Aldworth.

COLLEGE INN FOOD PRODUCTS Co., Chicago, soup, juices, chicken. Adv. Exec.: Paul F. Tevis. Agency: Weiss & Geller, Chicago. Acct. Exec.: Bernard Gross.

COLONIAL AIRLINES Inc., N.Y., air transportation. Adv. Exec.: Alfred M. Hudson. S. Agency: Redfield-Johnstone Inc., N.Y.

COLONIAL DAMES, Inc., Hollywood, cosmetics. Adv. Exec.: H. W. P. Willets. S. N. Agency: David S. Hillman Inc. L. A. Acct. Exec.: D. S. Hillman.

COLONIAL PROVISION Co., Colonial Master Smoked Shoulders. Adv. Exec.: William C. Waugh. S. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

COLONIAL RADIO Corp., Buffalo, N.Y., Sylvania television. Adv. Exec.: Bernard Holsinger. S. Agency: Kenyon & Eckhardt, N. Y. Acct. Exec.: M. V. Odquist.

COLORADO MILLING & ELEVATOR Co., Denver, Family Flour, Poultry and Livestock Feeds, Farm Supplies, Adv. Exec.: Forrest G. Meyer, S.T.V.S. D.-C. Agencies: Ed. M. Hunter, Denver. Acct. Exec.: Edward Hunter, Arthur G. Rippey & Co., Denver. Acct. Exec.: Vern Ewing.

COLORADO POTATO FLAKE & MFG. Co., Denver, Red Seal potato chips, vacuum packed shoestring potatoes. Adv. Exec.: Frank McColm. S. Agency: Curt Freiberger & Co., Denver. Acct. Exec.: C. J. Freiberger.

COLORADO STATE Adver. & Publicity Committee, Denver, tourist information. Adv. Exec.: Lewis R. Cobb. S. Agencies: Galen E. Broyles Co. Inc., Denver; Curt Freiberger & Co., Denver; Ed. M. Hunter & Co., Denver.

COLT SHOES, Inc., Boston, Foot-Balance, Lord-Bristol shoes. Adv. Exec.: Jos. G. Traeger. Agency: Goulston Co., Inc. Acct. Exec.: Harry L. Barnett.

COLUMBIA BROADCASTING SYSTEM, Inc., New York, Adv. Exec.: John Cowden, N.S.T.V.S.N. Agency: McCann-Erickson Inc., New York. Acct. Exec.: Arthur Kemp.

COLUMBIA DIAMOND RINGS, Div. of Axel Bros., Inc., Long Island City, N.Y., diamond rings. Adv. Exec.: C. Benjamin Axel. S. TVS. Agency: Direct.

COLUMBIA PICTURES Corp., New York, pictures. Adv. Exec.: Sidney Schaefer. S. TVS. D.-C. Agency: Weiss & Geller, N.Y.

COLUMBIA RIVER PACKERS ASSN., Inc., Astoria, Ore., canned salmon, tuna, and crabmeat. Adv. Exec.: Fred Sandoz. S. Agencies: Botsford, Constantine & Gardner, Portland, Ore. Acct. Exec.: M. Manly; Arthur Cohn & Assoc., N.Y. Acct. Exec.: Arthur Cohn.

COLVIN Corp., N.Y., juvenile furniture. Adv. Exec.: Harold R. Colvin. S. Agency: George N. Kahn Co. Acct. Exec.: Harold Levine.

COMET RICE MILLS, Beaumont, Tex., Comet rice. Adv. Exec.: Neil D. Simon. S. Agency: Leche & Leche, Dallas. Acct. Exec.: Miles F. Leche.

COMMERCIAL CREDIT Co., Baltimore, Adv. Exec.: M. Shehan. S. Agencies: Sheldon, Quick & McElroy, N.Y.; Van Sant Dubdale, Inc., Balt.; Walsh Adv., Ltd., Toronto.

COMMONWEALTH EDISON Co., Chicago, Adv. Exec.: Harold J. Beeby. S. Agency: J. R. Pershall Co., Chicago. Acct. Exec.: G. B. Bogert.

COMPAGNIE PARISIENNE, Inc., San Antonio, Tex., Perfumes. Adv. Exec.: H. U. Rhodius. S. Agencies: Collins-Cusick-Schwerke & Wild, San Antonio. Acct. Exec.: C. R. Cusick.

COMSTOCK CANNING Corp., Newark, N.Y., pie sliced apples. Adv. Exec.: Harold J. Torrey. S. Agency: Leo Burnett Co. Inc. Acct. Exec.: Howard H. Bede.

COMSTOCK—W. H. Co., Ltd., Morris-town, N.Y., Morses pills, Comstock's worm pellets, Comstock's liniment. Adv. Exec.: A. J. Baylis. S. Agencies: Foreign Adv. & Service Bureau, N.Y.; Tandy Adv. Ltd., Toronto, Ont.

CONFRECTIONS INC., Chicago, Candy and Snacks, Karmel Korn. Adv. Exec.: C. P. Binner. Agency: Direct.

CONGRESS CIGAR Co., N. Y., La Palma cigars. Adv. Exec.: D. A. Jenks. S. Agency: Schwimmer & Scott, Chicago.

CONMAR PRODUCTS Corp., Newark, N.J., slide fasteners. Adv. Exec.: B. P. Fischer. S. TVS. Agency: Wm. H. Weintraub & Co., New York. Acct. Exec.: James Eysler.

CONRO MFG. Co., Dallas, overalls, work clothes, uniforms. Adv. Exec.: J. Scott De Lee Jr. N.D.-C. Agency: Erle Racey Associates, Dallas. Acct. Exec.: R. B. Moreland.

CONSOLIDATED CIGAR Corp., N.Y., Dutch Masters, Harvester cigars. Adv. Exec.: S. J. Silberman. S. Agency: Erwin, Wasey & Co., N.Y.

CONSOLIDATED DAIRY PRODUCTS Co., Seattle, Darigold evaporated milk, butter, cheese, and milk powder. Adv. Exec.: J. C. Hubbard, Jr. S. Agency: Mac Wilkins, Cole & Weber, Portland, Ore.

CONSOLIDATED EDISON Co. OF NEW YORK Inc., N.Y., gas, steam, and electric service. Adv. Exec.: Clarence L. Law. S. Agency: B.B.D.&O., N.Y.

CONSOLIDATED PRODUCTS Co., Danville, Ill., Semi-Solid Chick-Emulsion, Semi-Solid "E" Emulsion, Semi-Solid Pig Emulsion, Kaff-A Semi-Solid Sow Emulsion, Barx. Adv. Exec.: Frank A. South. S. Agency: Dancer, Fitzgerald, Sample, Chicago. Acct. Exec.: Sewall Gardner.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago, Peruna, Kolor-Bak, Zymol, Trokeys, Acidene, Hamilins, Krank's Shave-Kreem. Adv. Exec.: R. H. Ryner. S. Agencies: O'Neil Larson & McMahon, Adv., Chi.; Acct. Exec.: Harry O'Neil, Rutherford & Ryan, Chicago.

CONSOLIDATED TEA Co., N.Y., Sweet-Touch-Neer tea. Adv. Exec.: Jacob Zechnowitz. S. Agency: Leonard Gussow-James Hyman, N.Y.

CONTINENTAL AIR LINES, Stapleton Airfield, Denver, air transportation. Adv. Exec.: S. O. Halbergh. Agency: Galen E. Broyles Co., Denver. Acct. Exec.: Robert McWilliams.

CONTINENTAL BAKING Co., Inc., New York, Wonder Bread & Hostess Cake. Adv. Exec.: Lee Mack Marshall. N.S.T.V.S. Agency: Ted Bates Inc., N.Y. Acct. Exec.: Walker G. Everett.

CONTINENTAL FOODS Inc., Hoboken, N.J., packaged soup mixes. Adv. Exec.: W. B. Smith. S.T.V.S. Agency: Young & Rubicam, N.Y. Acct. Exec.: Edward Bond.

CONTINENTAL—HOTEL, Kansas City, Mo., Adv. Exec.: R. E. McEachin. S. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City, Mo. Acct. Exec.: Ed Warner.

CONTINENTAL MILLS Inc., Seattle, Krusteez pie crust and hot roll mix. Adv. Exec.: John Helly. S. Agency: Honig-Cooper Adv., Seattle.

CONTINENTAL MOTORS Corp., Muskegon, Mich., Continental and Red Seal engines for autos, trucks, tractors, boats, industry, aircraft, buses, oil field operations, Tiny Tim portable plants and barn lighting plants, small air-cooled engines, multi-tool portable gasoline power unit. Adv. Exec.: C. Wheeler Johnson. S. Agency: Cummins & Hopkins, Detroit.

CONTINENTAL OIL Co., Ponca City, Okla., Oil. Adv. Exec.: W. A. Morgan. S. TVS. Agency: Geyer, Newell & Ganger Inc., N. Y. Acct. Exec.: C. A. Brocker.

CONTINENTAL RECORD Co., Inc., N. Y., phonograph records. Adv. Exec.: Donald H. Gabor. S. Agency: Knickerbocker Adv. Co., N.Y. Acct. Exec.: Robert Mernit.

CONTINENTAL SOAP Corp., Chicago, Fazi All Purpose Deodorizer, All N-1 shampoo. Adv. Exec.: John W. Glasier. S. Agency: Schwimmer & Scott Inc.

CONTINENTAL TRAILWAYS BUS SYSTEM, Dallas, Texas, bus service. Adv. Exec.: M. E. Moore. S. Agency: Lannan & Sanders Adv., Dallas. Acct. Exec.: George S. Lannan; J. M. Sanders; A. E. Palmer; I. E. Gilbert.

COOK CHEMICAL Co., Kansas City, Mo., Cook-Kill Bug-Killer, Stock & Barn Insect Killer, Chlordane emulsion concentrate. Adv. Exec.: James R. Groebe. S. Agency: Gargner Adv., St. Louis.

F. W. COOK Co., Inc., Evansville, Ind., Cook's Goldblume beer and ale. Adv. Exec.: George Vonderlin. S. Agency: BBDO. Acct. Exec.: Fred Williams.

COOK—MAX, SPORTING GOODS Co., Denver, sporting goods. S. Agency: Ted Levy Adv., Denver.

COOK PAINT & VARNISH Co., Paint, wall paper. Kansas City, Mo. Adv. Exec.: C. O. Bratten, Jr. S. Agency: R. J. Potts, Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

COOK—THOS. & SON, Inc., N.Y., travel service. Adv. Exec.: W. H. White. S. Agency: Cunningham & Walsh, N.Y.

COOPER—O. A. Co., Humboldt, Nebr., formula feeds and flour. Adv. Exec.: Guy L. Cooper Jr. S. Agency: Universal Adv., Omaha. Acct. Exec.: Millard Rosenberg.

COOPER TIRE & RUBBER Co., Findley, O., tires, tubes, and accessories. Adv. Exec.: F. J. Patterson. S. Agency: Mumm, Mulla & Nichols Inc., Columbus, Ohio. Acct. Exec.: H. W. Amburn.

COOPER, WELLS & Co., St. Joseph, Mo., Admiralty hosiery. Adv. Exec.: Kenneth I. Wallis. S. TVS. Agency: M. E. Recu, Chicago.

COOPERATIVE G. L. F. EXCHANGE, Terrace Hill, Ithaca, N. Y., feed, seed fertilizer, farm supplies. Adv. Exec.: E. J. Biggie. N.S.D.-C. Agency: Direct

ADOLF COORS Co., Golden, Colo., beer and malted milk. Adv. Exec.: Paul G. Reeves. S. Agency: W. W. MacGruder Inc., Denver.

COOTER Co., Chicago, food products soap, cleansers. Adv. Exec.: Leroy Pankratz. S. Agency: C. L. Miller Co., Chicago. Acct. Exec.: Irving M. Tuteur

CORAL, Inc., New York, Beacon Hill sportswear. Adv. Exec.: Sanford Worth S. Agency: William L. Sloan, New York.

COROAIRE HEATER CORP., Cleveland, Coroaire heater. Adv. Exec.: A. W. Conley. S. Agency: Griswold-Eshleman, Cleveland.

COTT BEVERAGE Corp., New Haven Conn., Adv. Exec.: Albert Cott. Agency John C. Dowd, Inc., Boston.

COTTON PRODUCTS Co., Inc., Opelousa, La., Lou Ana shortening. Adv. Exec.: J. P. Doherty. S. Agency: Wm G. Teters Adv., Baton Rouge, La. Acct. Exec.: W. G. Teters.

COUCH BROS. Mfg. Co., East Point Ga., horse collars, backbands, canvas goods, tents, awnings, venetian blinds. Adv. Exec.: J. D. Couch. S. Agency: Groves-Keen Inc., Atlanta. Acct. Exec.: J. L. Groves Jr.

G. N. COUGHLAN Co., West Orange, N. J., Chimney Sweep Soot Destroyer. Adv. Exec.: C. H. Wolfe. N.S.D.-C. TVN S. Agency: A. W. Lewin Co., Newark. Acct. Exec.: Richard Gulick.

CRACKER JACK Co., Chicago, Adv. Exec.: F. A. Werner. S. Agency: Roger & Smith Adv., Chicago. Acct. Exec.: Ray H. Reynolds.

CRAG PRODUCTS Inc., Newark, N. J. Model-Weld hobby cement. Adv. Exec.: B. F. Ames. S. Agency: Franklin Fink Co., Newark, N.J. Acct. Exec.: Frank Iln Fader.

CRAWFORD DOOR Co., Detroit, garage doors, electric operators. Adv. Exec.: G. W. Messer. TVS. Agency: Clark & Rickard, Detroit. Acct. Exec.: John Dow.

CRAWFORD'S, Inc., Kansas City, Mo maternity apparel. Adv. Exec.: Tom F Crawford. S. Agency: Allmayer-Fo. Agency, Kansas City. Acct. Exec.: Eli ror Fox.

CRAZY WATER Co., Inc., Mineral Well, Texas, Crazy Water crystals, Nex brushless shaving cream, Oxidine malarial tonic, Garlex garlic extract. Adv. Exec.: H. B. Bickers. S. Agency: J. David Rutledge, Dallas.

CREAMETTE Co., Minneapolis, Cream ettes, Mother's Macaroni. Adv. Exec.: C. L. Norris. S. Agency: Martin-Williams Inc., Minneapolis. Acct. Exec.: Royce Martin.

CREAM OF WHEAT Corp., Minneapolis, Cream of Wheat Cereal. Adv. Exec.: Dan F. Bull. S. Agencies: BBDO, Minn. Acct. Exec.: Edward Cashin; Robert Otto & Assoc., N.Y.

CREMO BREWING Co., Inc., New Britain, Conn., beer. Adv. Exec.: David L. Nair. S. Agency: Direct.

CONRO MFG. Co., Dallas, overalls, work clothes, uniforms. Adv. Exec.: J. Scott De Lee Jr. N.D.-C. Agency: Erle Racey Associates, Dallas. Acct. Exec.: R. B. Moreland.

CONSOLIDATED CIGAR Corp., N.Y., Dutch Masters, Harvester cigars. Adv. Exec.: S. J. Silberman. S. Agency: Erwin, Wasey & Co., N.Y.

CONSOLIDATED DAIRY PRODUCTS Co., Seattle, Darigold evaporated milk, butter, cheese, and milk powder. Adv. Exec.: J. C. Hubbard, Jr. S. Agency: Mac Wilkins, Cole & Weber, Portland, Ore.

CONSOLIDATED EDISON Co. OF NEW YORK Inc., N.Y., gas, steam, and electric service. Adv. Exec.: Clarence L. Law. S. Agency: B.B.D.&O., N.Y.

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CONSOLIDATED ROYAL CHEMICAL Corp., Chicago, Peruna, Kolor-Bak, Zymol, Trokeys, Acidene, Hamilins, Krank's Shave-Kreem. Adv. Exec.: R. H. Ryner. S. Agencies: O'Neil Larson & McMahon, Adv., Chi.; Acct. Exec.: Harry O'Neil, Rutherford & Ryan, Chicago.

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CONTINENTAL RECORD Co., Inc., N. Y., phonograph records. Adv. Exec.: Donald H. Gabor. S. Agency: Knickerbocker Adv. Co., N.Y. Acct. Exec.: Robert Mernit.

CONTINENTAL SOAP Corp., Chicago, Fazi All Purpose Deodorizer, All N-1 shampoo. Adv. Exec.: John W. Glasier. S. Agency: Schwimmer & Scott Inc.

CONTINENTAL TRAILWAYS BUS SYSTEM, Dallas, Texas, bus service. Adv. Exec.: M. E. Moore. S. Agency: Lannan & Sanders Adv., Dallas. Acct. Exec.: George S. Lannan; J. M. Sanders; A. E. Palmer; I. E. Gilbert.

COOK CHEMICAL Co., Kansas City, Mo., Cook-Kill Bug-Killer, Stock & Barn Insect Killer, Chlordane emulsion concentrate. Adv. Exec.: James R. Groebe. S. Agency: Gargner Adv., St. Louis.

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CONTINENTAL RECORD Co., Inc., N. Y., phonograph records. Adv. Exec.: Donald H. Gabor. S. Agency: Knickerbocker Adv. Co., N.Y. Acct. Exec.: Robert Mernit.

CONTINENTAL SOAP Corp., Chicago, Fazi All Purpose Deodorizer, All N-1 shampoo. Adv. Exec.: John W. Glasier. S. Agency: Schwimmer & Scott Inc.

CONTINENTAL TRAILWAYS BUS SYSTEM, Dallas, Texas, bus service. Adv. Exec.: M. E. Moore. S. Agency: Lannan & Sanders Adv., Dallas. Acct. Exec.: George S. Lannan; J. M. Sanders; A. E. Palmer; I. E. Gilbert.

COOK CHEMICAL Co., Kansas City, Mo., Cook-Kill Bug-Killer, Stock & Barn Insect Killer, Chlordane emulsion concentrate. Adv. Exec.: James R. Groebe. S. Agency: Gargner Adv., St. Louis.

CONRO MFG. Co., Dallas, overalls, work clothes, uniforms. Adv. Exec.: J. Scott De Lee Jr. N.D.-C. Agency: Erle Racey Associates, Dallas. Acct. Exec.: R. B. Moreland.

CONSOLIDATED CIGAR Corp., N.Y., Dutch Masters, Harvester cigars. Adv. Exec.: S. J. Silberman. S. Agency: Erwin, Wasey & Co., N.Y.

CONSOLIDATED DAIRY PRODUCTS Co., Seattle, Darigold evaporated milk, butter, cheese, and milk powder. Adv. Exec.: J. C. Hubbard, Jr. S. Agency: Mac Wilkins, Cole & Weber, Portland, Ore.

CONSOLIDATED EDISON Co. OF NEW YORK Inc., N.Y., gas, steam, and electric service. Adv. Exec.: Clarence L. Law. S. Agency: B.B.D.&O., N.Y.

CONSOLIDATED PRODUCTS Co., Danville, Ill., Semi-Solid Chick-Emulsion, Semi-Solid "E" Emulsion, Semi-Solid Pig Emulsion, Kaff-A Semi-Solid Sow Emulsion, Barx. Adv. Exec.: Frank A. South. S. Agency: Dancer, Fitzgerald, Sample, Chicago. Acct. Exec.: Sewall Gardner.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago, Peruna, Kolor-Bak, Zymol, Trokeys, Acidene, Hamilins, Krank's Shave-Kreem. Adv. Exec.: R. H. Ryner. S. Agencies: O'Neil Larson & McMahon, Adv., Chi.; Acct. Exec.: Harry O'Neil, Rutherford & Ryan, Chicago.

CONSOLIDATED TEA Co., N.Y., Sweet-Touch-Neer tea. Adv. Exec.: Jacob Zechnowitz. S. Agency: Leonard Gussow-James Hyman, N.Y.

CONTINENTAL AIR LINES, Stapleton Airfield, Denver, air transportation. Adv. Exec.: S. O. Halbergh. Agency: Galen E. Broyles Co., Denver. Acct. Exec.: Robert McWilliams.

CONTINENTAL BAKING Co., Inc., New York, Wonder Bread & Hostess Cake. Adv. Exec.: Lee Mack Marshall. N.S.T.V.S. Agency: Ted Bates Inc., N.Y. Acct. Exec.: Walker G. Everett.

CONTINENTAL FOODS Inc., Hoboken, N.J., packaged soup mixes. Adv. Exec.: W. B. Smith. S.T.V.S. Agency: Young & Rubicam, N.Y. Acct. Exec.: Edward Bond.

CONTINENTAL—HOTEL, Kansas City, Mo., Adv. Exec.: R. E. McEachin. S. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City, Mo. Acct. Exec.: Ed Warner.

CONTINENTAL MILLS Inc., Seattle, Krusteez pie crust and hot roll mix. Adv. Exec.: John Helly. S. Agency: Honig-Cooper Adv., Seattle.

CONTINENTAL MOTORS Corp., Muskegon, Mich., Continental and Red Seal engines for autos, trucks, tractors, boats, industry, aircraft, buses, oil field operations, Tiny Tim portable plants and barn lighting plants, small air-cooled engines, multi-tool portable gasoline power unit. Adv. Exec.: C. Wheeler Johnson. S. Agency: Cummins & Hopkins, Detroit.

CONTINENTAL OIL Co., Ponca City, Okla., Oil. Adv. Exec.: W. A. Morgan. S. TVS. Agency: Geyer, Newell & Ganger Inc., N. Y. Acct. Exec.: C. A. Brocker.

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CONTINENTAL—HOTEL, Kansas City, Mo., Adv. Exec.: R. E. McEachin. S. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City, Mo. Acct. Exec.: Ed Warner.

CONTINENTAL MILLS Inc., Seattle, Krusteez pie crust and hot roll mix. Adv. Exec.: John Helly. S. Agency: Honig-Cooper Adv., Seattle.

CONTINENTAL MOTORS Corp., Muskegon, Mich., Continental and Red Seal engines for autos, trucks, tractors, boats, industry, aircraft, buses, oil field operations, Tiny Tim portable plants and barn lighting plants, small air-cooled engines, multi-tool portable gasoline power unit. Adv. Exec.: C. Wheeler Johnson. S. Agency: Cummins & Hopkins, Detroit.

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REOMULSION Co., Atlanta. Proprietary medicine. Adv. Exec.: W. K. Rivers. S. Agency: Harvey-Massengale Co., Atlanta. Acct. Exec.: R. W. Harvey.

RESCENT ELECTRIC SUPPLY Co., Dubuque, Iowa (Gen. Elec. distributor). Adv. Exec.: Raymond F. Fessler. TVSD.-C. Agency: W. D. Lyon Co., Cedar Rapids. Acct. Exec.: Robert W. reswell.

REST SPECIALTY, Chicago. Spiffy collar stays, Reel pipe cleaners, Extension Ty-Racks, Crest plastic linoleum, Baby Dinette feeding sets, Terry-Go-Bank game, Topy Bank, Crest lastic shelf edging, Puppy Tu feeding sets. Adv. Exec.: S. S. Elliot. S. Agency: Edward A. Grossfeld & Staff, Chicago. Acct. Exec.: A. E. Grossfeld.

RETE MILLS, Crete, Nebr., wheat flour, pancake flour, cereals, corn meal, ictor stock and poultry feeds. Adv. Exec.: B. L. Johnson. S. Agency: R. A. Foritz Co., Davenport, Ia.

RIBBEN & SEXTON Co., Chicago, Universal Gas Ranges. Adv. Exec.: John J. randt. S.TVS. Agency: Christiansen dv., Chicago.

RISTY CHEMICAL CORP., Worcester, Mass. (Cristy Drygas, automotive istorical). Adv. Exec.: Quintin J. Crisr, N.S.D.-C. Agency: Meissner & Culr Inc., Boston. Acct. Exec.: Edward Culver.

ROCKER FIRST NATIONAL BANK F SAN FRANCISCO, San Francisco, al., bank. Adv. Exec.: Lloyd Wiseman. Agency: Doremus & Co., San Francisco. Acct. Exec.: Ronald C. Brindley.

ROFT BREWING Co., Boston. Croft team Ale. Adv. Exec.: Wm. F. Bentst. S. Agency: Albert Frank-Guener Law Inc., Boston.

ROSLEY DIV.—Avco. Mfg. Co., Cincinnati, radio, tv. other appliances. dv. Exec.: J. E. Simons. N.S.TVNS. Agency: Benton & Bowles, N.Y. Acct. ec.: H. E. Warren.

ROSMAN ARMS Co. Inc., Rochester, Y., air rifles, pellets, and targets. dv. Exec.: Stephen Hahn. S. Agency: rivener, Lewis & Co., Rochester. ct. Exec.: Al Scrivener.

ROSS CANADA SALES, Toronto. oss-Tarch plastic starch. Adv. Exec.: . Cross. S. Agency: Tandy Adv., Tonto. Acct. Exec.: W. H. Wilkes.

ROSSE & BLACKWELL Co., Baltimore. Adv. Exec.: T. J. Finwean. S. TVN-S D-C Agencies: Van Sant Dugle & Co., Balt. Acct. Exec.: C. M. uchanan; Erwin Wasey & Co., N. Y. ct. Exec.: Bruce Logie. Emery Adv.), Balt. Acct. Exec.: H. S. Schuckie.

ROSSE & BLACKWELL Co., Toronto. dv. Exec.: T. J. Finwean. D.-C. gency: McKim Adv., Toronto. Acct. ec.: E. W. Brodie.

ROWN LUGGAGE Co., Inc., Baltimore, Md., Plasti-Hide, Ski-Lite, Bendi and Deep Tone luggage. Adv. Exec.: W. Katz. TVS. Agency: Theo. A. ewhoff, Baltimore. Acct. Exec.: T. A. ewhoff.

ROWN MILLS, Portland, Ore. Adv. ec.: D. A. MacGregor. S.D.-C. Ageny: Richard G. Montgomery & Assoc., ortland.

JBAN NATIONAL TOBACCO COMMISSION, Havana, Cuba. Havana cigs, Cuban cigarettes and tobacco. dv. Exec.: Jose Perdomo. S. Agency: ndicato de Publicidad International, vana; Grant Adv., S. A., Havana.

JBISON MELBA TOAST & CRACK- t Co., Los Angeles, Melba Toast, Melts, Zwieback, Dunkerettes, Soya east, soya and wheat soda crackers, illywood Cup flourmix. Adv. Exec.: rld D. Overholt. S. Agency: Larry ymond Adv. Co., Los Angeles. Acct. ec.: L. Raymond.

JDAH Y PACKING Co., Chicago. Old tch Cleanser. Adv. Exec.: L. G. emblay. S. Agency: Grant Adv., Chi. ct. Exec.: W. R. Watson.

JLLIGAN ZEOLITE Co., Northbrook, . Soft Water Service, Culligan rust ntrol service and permanent home ater softeners. Adv. Exec.: A. T. Franz. TVS. Agency: Frederick, Franz, & acCowan, Chicago. Acct. Exec.: Alex anz.

JMBERLAND BREWING Co., Cum- rland, Md., Old Export beer. Adv. ec.: G. W. Bibby. S. Agency: Harry igenous Adv. Agency, Philadelphia. ct. Exec.: Leonard Schoor.

JMMINS, GILBERT—& Co. Inc., Bal- nore, Cummins silver polish. Adv. ec.: Gilbert Cummins. S. Agency: I. Goldman & Co., Baltimore.

JNARD STEAMSHIP Co. Ltd., N.Y., amship line. Adv. Exec.: Wm. J. ulligan. S. Agencies: Cecil-Pres- ey Inc., N.Y.; Kelly, Nason Inc., N.Y.; exander Adv., N.Y.

CUNNINGHAM—JAMES, SON & CO., Rochester, N.Y., garden tractors, power lawn mowers, engines, sicklebar mowers. Adv. Exec.: P. F. Cunningham. S. Agency: Campbell-Sanford Adv. Co., Chicago. Acct. Exec.: Don McGuiness. CUPRINOL DIVISION DARWORTH Inc., Simsbury, Conn., Cuprinol wood, rope, and fabric preservatives. Adv. Exec.: Halsey H. Mills. S. Agency: J. C. Bull Inc., N.Y. Acct. Exec.: R. A. Gibney.

CURTICE BROS. Co., Rochester, N.Y., Blue Label Ketchup. Adv. Exec.: F. J. Miller. S. Agency: Duane Jones Co., N.Y. Acct. Exec.: Paul A. Werner.

CURTIS CIRCULATION Co., Philadel- phia. Sat. Eve. Post, Holiday, Ladies Home Journal. Adv. Exec.: Don Van Metre. S.TVS. Agency: BBDO, Phil. Acct. Exec.: Oliver Presbrey.

HELENE CURTIS INDUSTRIES, Chi- cago, cosmetics. Adv. Exec.: George M. Factor. TVS. Agency: Gordon Best & Co., Chicago. Acct. Exec.: Bertran Feldman.

CURTIS PUB. Co., Philadelphia. Sat. Evening Post, Holiday, Ladies Home Journal. Adv. Exec.: Arthur W. Kohler. N. S. Agencies: BBDO, N.Y.; N. W. Ayer & Son Inc., Phila.; Lamb, Smith & Keen Inc., Phila.

CURTISS CANDY Co., Chicago. Butter- finger & other candy products. Adv. Exec.: C. B. Lohon. N. Agency: C. L. Miller Co., Chicago. Acct. Exec.: I. M. Tuteur.

CUSENBARY SALES Co., Cunningham, Kansas, Sheldon tractor filler pump, Economy stock rack, Sheldon trip rope hitch, Poland land level. Adv. Exec.: Leal Cusenbary. S. Agency: Donald B. Schall & Assoc., Wichita. Acct. Exec.: Jim Whitaker.

CYCLOID Corp., Chicago, sporting goods. Adv. Exec.: A. H. Bruning. S. Agency: Bennett, Petesch, & O'Connor, Chicago. Acct. Exec.: Thomas J. O'Con- nor.

CYMA WATCH Co., New York; Cyma- Tavannes watches, Cyma clocks. Adv. Exec.: Jerry T. Agate. S. Agency: Al- ley & Richards, Inc., New York.

CYNTHIA SWEETS Co., Boston, can- dy. Adv. Exec.: Monroe L. Sharaf. S. D.-C. Agency: Riseman-Lasker Inc., Boston. Acct. Exec.: George Riseman.

D

D.D.D. Corp., Batavia, Ill., DDD pre- scriptions, soap and cream. Adv. Exec.: I. Willard Crull. S. Agencies: Street & Finney Inc., Chicago; McKim Adv. Ltd., Montreal, Que.

D. L. & W. COAL Co., Toronto (Blue Coal) Adv. Exec.: Howard C. Caine. S. Agencies: Vickers & Benson, Toronto; Birmingham, Castleman, Pierce, New York. Ruthrauff & Ryan, N. Y.

D-W-G CIGAR Corp., Detroit, El Verso, Dubonnet, Emerson, R. G. Dun cigars. Adv. Exec.: Ralph E. Folz. S. Agency: Century Adv., Detroit.

DACAR CHEMICAL PRODUCTS Co., Pittsburgh, Motortuner. Adv. Exec.: Earl B. Shaw. S. Agency: Cabbot & Coffman Inc., Pittsburgh.

DAD'S ROOT BEER Co., Chicago, Dad's Old Fashioned Root Beer. Adv. Exec.: Russell Brown. N. TVS. Agency: Mal- colm-Howard, Chicago. Acct. Exec.: Arthur Holland.

DAGGETT CHOCOLATE Co., Cam- bridge, Mass., Page & Shaw, Apollo, Walter M. Lowney and Daggett choco- lates and candy, Gobelin chocolates. Adv. Exec.: F. L. Daggett. S. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

DAILEY MILLS, Olean, N. Y., animal, poultry feeds. Adv. Exec.: J. H. Skin- ner Jr. S. D.—C. Agency: Birmingham, Castleman & Pierce, New York. Acct. Exec.: George Castleman.

DAIRY ASSOCIATION Co. Inc.; Lyn- donville, Vt., Kow Kare, Bag Balm, Bag Balm dilators. Adv. Exec.: Walter A. Myers. S. Agency: Hays Adv., Bur- lington, Vt.

DAIRY DREAM FARMS, Inc., New York. Dairy Dream cream. Adv. Exec.: Paul A. Kovacs. S. Agency: Direct.

DAIRYMAN'S LEAGUE COOPERA- TIVE Assn., Inc. New York. Dairylea, Weckerle, Bartholomay, milk and milk products; Dairylea dried skim milk. Adv. Exec.: T. W. Greenway. S. Agency: A. A. Barlow, Inc., Syracuse, N. Y. Acct. Exec.: E. S. Barlow.

DALLAS-FORT WORTH BREWING Co., Dallas, Bluebonnet Beer. Adv. Exec.: Joseph Heutel. S. Agency: J. B. Taylor Inc., Dallas.

DALLAS MORNING NEWS, Dallas, newspaper, radio stations WFAA, WFAA-FM, Texas Almanac. Adv. Exec.:

Joe A. Lubben. S. Agency: Wilhelm- Lehigh-Wilson & Assoc., Houston. Acct. Exec.: Don Baxter.

DALY BROS. SHOE Co., Boston, Air- O-Magic men's shoes. Adv. Exec.: Philip Mulvihill. S. Agency: Direct.

DANCO Corp., N. Y., Danco pipes and smokers articles. Adv. Exec.: Daniel Colman. S. Agency: A. M. Snelder & Co., N. Y. Acct. Exec.: A. M. Snelder.

DANIEL—JOHN E., Inc., Atlanta, Ga., Pasadena Cheney's expectorant. Adv. Exec.: F. L. Fleming. S. Agency: Dill- ard, Jacobs Adv., Atlanta.

DAN RIVER MILLS, Inc., New York; clothing fabrics—Ray-O-Kool, River- cool, Riverbreeze; dress goods—Dan- tone, Cordspur, Pride, Starspun, Combed Gingham; shirting fabrics—Spunray, Prince Oxford, Sovereign, Broadclothes, Dan-Plaids, Checkspur; stormwear fabrics—Nuggett Poplin, Dantwill, LaBelle Plaids; Wrinkl-Shed fabrics; sheets and pillow cases. Adv. Exec.: L. H. Browder, N. TVNS. Agency: John A. Cairns & Co., Inc., New York. Accts. Exec.: Jos. Smith.

DARLINGTON NURSERY OF PITTS- BURGH, Pittsburgh, Pa., nursery stock. Adv. Exec.: Michael Closkey. S. Agency: Wiltman & Callahan Inc., Pittsburgh.

D'ARRIGO BROS. Co., Boston; Sub. of D'Arrigo Bros. Co., San Jose, Calif. Andy Boy Brand Broccoli, Pasqual Celery, Chefs-Salad. Adv. Exec.: An- drew D'Arrigo. S. Agencies: James Thomas Chirung Co., Inc., Boston; Ingalls-Miniter Co., Boston.

KAY DAUMIT Inc., Chicago, Lustre- Creme Shampoo. Adv. Exec.: Robt. E. Kealy. S. TVN. S. Agency: Lennen & Mitchell Inc., N. Y. Acct. Exec.: Gordon Cates.

JOHN DAVID, Inc., New York, men's clothing, furnishings, hats and shoes. Adv. Exec.: Harry R. Sanders. TVS. Agency: Direct.

H. B. DAVIS Co., Baltimore, Md., Paint products. Adv. Exec.: Harry W. Buddemeier. S. TVS. D.-C. Agency: H. W. Buddemeier Co., Balt. Acct. Exec.: Harry W. Buddemeier.

DAVISON-PAXON Co., Atlanta, Ga., department stores. Adv. Exec.: Rosa- lind Williams. S. Agency: Direct.

DAWE'S PRODUCTS Co., Chicago, Vit- amin products, drug, bakery, & feeds. Adv. Exec.: Earl Pivan. S. Agency: Robert Archer & Co., Chicago. Acct. Exec.: R. O. Archer.

DAWSON'S BREWERY, Inc., Bedford, Mass., ale and lager beer. Adv. Exec.: Bennett Rockman. Agency: Bresnic and Solomon, Boston.

DAY & NIGHT MFG. Co., Monrovia, Calif., water heaters and equipment. Adv. Exec.: Gene B. MacFarland. S. TVS. D.-C. Agency: Hixson-Jorgensen Adv., L. A. Acct. Exec.: Dorr Walsh.

DAY AND YOUNG, Santa Clara, Calif. Bittersweet Fruit Packages. Adv. Exec.: Lee J. Ridley. S. Agency: Direct.

DAY'S TAILOR-D CLOTHING, Inc., Tacoma, Wash., work and dress trou- sers, industrial uniforms. Adv. Exec.: Norman Runions. S. Agency: Robert Sconce Adv., Tacoma. Acct. Exec.: George Gardner.

DAYTON BREAD Co., Dayton, Ohio, Miami Maid Bread. Adv. Exec.: Wm. J. Weisbrod. S. TVS. Agency: A. A. Hutzler. Acct. Exec.: H. H. Hutzler.

DAYTON RUBBER Co., Dayton, O., tires, tubes, belts, printers' rollers, textile spinning cots and loom supplies, foam rubber products. Adv. Exec.: R. L. Wetzel. Agency: Geyer, Newell & Ganger Inc., N. Y.

DAYTON SPICE MILLS Co., Dayton, O., Old Reliable coffee, tea, and tea bags. Adv. Exec.: C. F. Spicker. S. Agency: Advertising - Merchandising Assos., Dayton.

DAZEY CORP., St. Louis, Kitchen aids and gadgets. Adv. Exec.: Fred L. Yont. S. Agency: Giese R. Stocker & Assoc., St. Louis. Acct. Exec.: G. R. Stocker.

DEAN MILK Co., Chicago. Adv. Exec.: John M. Rockwood. TVN. Agency: Leo Burnett Inc., Chicago. Acct. Exec.: Philip Bash.

DEAN STUDIOS, Des Moines, Ia., photo finishing and enlargements. Adv. Exec.: Clark H. Geppert. S. Agency: Lessing Adv. Co., Des Moines. Acct. Exec.: D. L. Dungan.

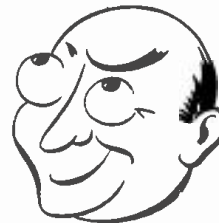
DEARBORN STOVE Co., Dallas, stoves and coolers. Adv. Exec.: C. K. Folsen. S. Agency: Rogers & Smith, Dallas. Acct. Exec.: Wilson Goss.

DECORATIVE CABINET Co., New York E-Z-Do wardrobes & chests. Adv. Exec.: Harry Derman. Agency: Reiss Adv., New York. Acct. Exec.: Joe Reiss.

(Continued on page 352)

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- DEKALB AGRICULTURAL ASSOC., DeKalb, Ill., Hybrid Corn and Seed. Adv. Exec.: Leo B. Wilson. S. Agency: Western Adv., Chicago. Acct. Exec.: Paul W. Limerick.
- DELAVALU—J. W. S., Co. Inc., Philadelphia, Pa., Delavalu cough syrup. Adv. Exec.: D. M. Luff. S. Agency: Direct.
- DELAWARE, LACKAWANNA & WESTERN COAL Co., New York, Blue Coal. Adv. Exec.: Wm. Englehart Jr. S. D.-C. Agency: Ruthrauff & Ryan, New York. Acct. Exec.: Edward Simmons.
- DELAWARE PUNCH OF AMERICA, San Antonio, Tex. Adv. Exec.: W. V. Ballew. S. Agency: Direct.
- DELCO APPLIANCE DIV., General Motors Corp., Rochester, N. Y. Adv. Exec.: Stuart Rice. S. TV. D.-C. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: William Steele.
- DELICIA CHOCOLATE & CANDY Co., Inc., N. Y., candy. Adv. Exec.: Miss Jeanette Beaver. S. Agency: H. B. LeQuatte, N. Y.
- DELMARVA BREWING Co., Wilmington, Del., beer. Adv. Exec.: Eric S. Heyman. S. Agency: Direct.
- DELMONICO FOODS, Inc., Louisville, Ky., Delmonico Spaghetti & Macaroni products. Adv. Exec.: Don A. Cotton. Agency: Harson & Huff Adv. Agency, Louisville, Acct. Exec.: J. Seaton Huff.
- DELMONICO—HOTEL, N. Y. Adv. Exec.: Ernest Gordon. S. Agency: Winston Adv., N. Y.
- DELTA AIR LINES Inc., Atlanta, Ga., Delta airlines. Adv. Exec.: J. H. Cobb Jr. S. TV. S. Agency: Burke Dowling Adams Inc., Montclair, N. J.
- DELTA CHEMICAL Mfg. Co., Baltimore, Deltox cleanser and bleacher. Adv. Exec.: D. H. Koumjian. S. Agency: Frank D. Webb Adv., Baltimore.
- DENALAN Co., Inc., San Francisco, Denalan Dental Plate Cleaner, Adv. Exec.: Milton I. Griese. S. Agency: Rhoades and Davis, S.F. Acct. Exec.: Robt. Davis.
- DENNIS CANDY FACTORY Inc., Rochester, N. Y., Dennis Pops. S. Adv. Exec.: C. P. MacGuire. S. Agency: Kamb, Meteyer Adv., Rochester.
- DENNISON'S FOODS, Oakland, Calif. (Dennison's Catsup & Chili Sauce) Adv. Exec.: Carl F. Roberts. S. Agency: Brisacher Wheeler & Staff, S.F.
- DENVER CHEMICAL MFG. Co., N. Y., Antiphlogistine Poultice, Galatase, Acetone Test, Antiphlogistine Rub A-535. Adv. Exec.: Gene McMasters. S. Agencies: Sheldon, Quick & McElroy Inc., N. Y. Acct. Exec.: J. F. Quick; McKim Adv. Ltd., Montreal, Que.; Gotham Adv., N. Y. Acct. Exec.: A. A. Kron.
- DENVER AND RIO GRANDE WESTERN RAILROAD Co., Denver, Colo., railroad transportation. Adv. Exec.: C. T. Sills. S. Agency: Axelson Adv., Denver. Acct. Exec.: Thos. H. Axelson.
- DEPARTMENT OF COMMERCE—PENNSYLVANIA, Harrisburg, Pa., industrial and recreational facilities of Pa. Adv. Exec.: Walter D. Roos. S. Agencies: Gray & Rogers, Phila.; Benjamin Eshleman Co., Phila.; Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec.: Vincent Drayne.
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- DEPARTMENT OF TRADE & COMMERCE, Ottawa, Can. Adv. Exec.: B. C. Butler. S. Agency: Walsh Adv. Co. Ltd., Toronto.
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- H. C. DERBY Co. Div. of Swift & Co., Philadelphia, Pa. Table Ready Meats. Adv. Exec.: W. F. Hyland. N. Agency: Aitken-Kynett Co., Phila.
- DERBY FOODS Inc., Chicago, Adv. Exec.: J. W. Dickinson. N. S. TV. D.-C. Agency: Needham, Louis & Brorby, Chicago. Acct. Exec.: Philip White.
- DERBY OIL Co., Wichita, Kans., Derby's Flexgas ethyl gasoline, Derby Vitalized amber gasoline, Derby Vitalized motor oil and greases, burning oils, fuel oils, asphalt. Adv. Exec.: C. A. Keller. S. Agency: McCormick-Armstrong Co., Wichita.
- DERMO-G, N. Y., Dermo-G. Adv. Exec.: L. D. Greenfield. S. Agency: Sternfield-Godley Inc., N. Y.
- DESCO SHOE Corp., Long Island City, N.Y., casuals and house slippers. Adv. Exec.: Fred J. Diamant. S. Agency: Siltan Bros., Inc. Acct. Exec.: Mike Siltan.
- DES MOINES REGISTER AND TRIBUNE, Des Moines, Iowa, newspaper. Adv. Exec.: Charles J. Feldmann. Forrest R. Geneva. S. Agency: Buchen Co., Chicago.
- DE SOTO CHEMICAL Co., Arcadia, Fla., Gator roach hives. Adv. Exec.: Lowndes Treadwell. S. Agency: R. E. McCarthy, Tampa, Fla.
- DESOTO-PLYMOUTH DEALERS of America, Detroit. Adv. Exec.: K. Bronson. N. TV. Agency: BBDO, Detroit. Acct. Exec.: R. Anderson.
- DETECTO SCALES INC., Brooklyn, Detecto bathroom scales, baby scales, physician scales, dietetic scales, Detectogram and Jacobs Post-O-Meter parcel Post computing scales, industrial and commercial scales, Detecto aluminum hampers. Adv. Exec.: M. Rapp. S. TV. S. Agency: Gordon & Rudwick, N.Y.
- DETROIT EDISON Co., Detroit, institutional advtg. Adv. Exec.: Paul L. Penfield. Agency: Campbell-Ewald Co. Inc., Detroit. Acct. Exec.: William Gage Jr.
- DETROIT NEWS, Detroit, Mich., newspaper. Adv. Exec.: Max J. Gerstman. S. TV. S. Agency: W. B. Doner Co., Detroit. Acct. Exec.: Felix Hower.
- DEVOE & RAYNOLDS Co., Inc., N.Y., paints, stains, enamels, artists' supplies, Jacquers. Adv. Exec.: D. E. Detweiler. S. Agency: J. Walter Thompson Co., N.Y.
- DIAMOND FERTILIZER Co., Sandusky, Ohio, commercial fertilizer, mineral feeds. Adv. Exec.: A. W. Sprow. S. Agency: Gregory & House Inc., Cleveland, Ohio.
- DIAMOND STATE BREWERY, Inc., Wilmington, Del., Stockle and Diamond State beer. Adv. Exec.: Harry Wachtel. S. Agency: McLain-Dorville, Inc., Philadelphia. Acct. Exec.: Fred Fielding.
- DIAPERWITE Inc., New York, Diaperwite, a detergent. Agency: Victor Van Der Linde, N.Y. Acct. Exec.: Victor Van Der Linde.
- DIF CORP., Garwood, N.J. (Dif hand cleaner, washing powder) Adv. Exec.: Robert L. Kaiser. S. TV. S. Agency: French & Preston Inc., N.Y. Acct. Exec.: Charles Tanton.
- DIME SAVINGS BANK OF BROOKLYN, Brooklyn, N. Y., bank. Adv. Exec.: George C. Johnson. S. Agency: H. J. Gerdtis Co. Inc., N.Y.
- DINA-MITE FOOD CO. OF CALIFORNIA, San Gabriel, Cal., Dina-Mite breakfast food. Adv. Exec.: F. P. Powell. S. Agency: Coleman-Jones, Los Angeles, Cal.
- DISABLED AMERICAN VETERANS SERVICE FOUNDATION, Wash., D.C., puzzle contest. Adv. Exec.: Millard W. Rice. S. Agency: C. L. Miller Co., N.Y. Acct. Exec.: C. L. Miller.
- DISNEY HATS, New York, men's hats. Adv. Exec.: John Beltaire. TV. S. Agency: Grey Adv., N.Y.
- DIVERSEY Corp., Diversol, Protex Metallum, Relion, D-Lux, cleaners and disinfectants for food plants, Enoz moth products and industrial insecticide, 909 and 505, Aqualic oil absorbent, Plyowax floor wax. Adv. Exec.: Lynn A. Saylor. S. Agency: Crutten & Eger, Chicago. Acct. Exec.: Robert Ware.
- DIXIE BREWING Co., Inc., New Orleans, beer. Adv. Exec.: H. H. Neguelou. S. Agency: Sewell, Thompson & Caire, New Orleans.
- DIXIE COFFEE Co., Birmingham, Ala., Dixie Club coffee and tea. Adv. Exec.: R. A. Schneider. S. Agency: Keegan Adv., Birmingham.
- DIXIE MILLS Co., East St. Louis, Ill., poultry, livestock, rabbit and dog feeds. Adv. Exec.: Robert F. Lung-
- stras. S. Agency: Oakleigh R. French & Assoc., St. Louis.
- DOBLER BREWING Co., Albany, N. Y., Dobler Private Seal Lager Beer, Dobler Ale. Adv. Exec.: Douglas Gordon. S. Agency: Woodard & Fris, Inc., Albany. Acct. Exec.: David Fris.
- DR. JESPERSEN'S LABORATORIES, Spencer, Ia., poultry and swine aids. Adv. Exec.: C. W. Crane. Agency: Lessing Adv., Des Moines. Acct. Exec.: Con Flynn.
- DODGE DIVISION, CHRYSLER Corp., Detroit. Adv. Exec.: A. E. Horn. Agency: Ruthrauff & Ryan, Inc., New York.
- PETER DOELGER, Harrison, N. J., Malt Products Corp. S. Agency: Direct.
- DOESKIN PRODUCTS, Inc., New York, Sanettes mentholated kerchiefs, San-Nap-Pac sanitary napkins, Doeskin facial tissues and dinner napkins. S. TV. S. Agency: Federal Adv. Agency, Inc., N.Y.C. (Facial tissues and napkins); Harry P. Cohen Adv. Co., Inc., N.Y.C. (San-Nap-Pac sanitary napkins).
- DORAN HANDBAG Co., Inc., New York. Adv. Exec.: R. E. Sommers. S. Agency: Direct.
- DOLCIN CORP., N.Y. (pharmaceuticals), N.S. TV. S. Agency: Victor Van Der Linde Co., N.Y.
- DOMESTIC FINANCE Corp., Chicago, personal finance service. Adv. Exec.: W. K. Schaffer. S. Agency: Albert Frank-Guenther Law Inc., Chicago. Acct. Exec.: G. H. Knott.
- DOMINION SEVEN-UP Co., Toronto, 7-Up beverages. Adv. Exec.: Howard C. Caine. S. Agency: Vikers & Benson, Toronto.
- DON JUAN LIPSTICK Co., New York, Lipstick. Adv. Exec.: F. D. Crosby. S. D.-C. Agency: Craven & Hedrick Inc., N.Y. Acct. Exec.: Paul Hedrick.
- DONOVAN COFFEE, Birmingham, Ala., Red Diamond Coffee. Adv. Exec.: Wm. S. Donovan. S. TV. S. Agency: Barnett & Barnett, Birmingham. Acct. Exec.: Ed Willis Barnett.
- DOR-FILE Mfg. Co., Portland, Ore., Dor-File racks. Adv. Exec.: T. G. Merkle. S. Agencies: Henry J. Morton Adv., Portland, Ore.; VIP Service Inc., N.Y.
- D'ORSAY SALES Co., New York, D'Orsay perfume and toilet preps. Adv. Exec.: J. I. Poses. S. Agency: Morton Freund Adv., Inc.
- DORSET FOODS, Ltd., Long Island City, N.Y., Canned & glass packed chicken, turkey, meat products and fancy soups. Adv. Exec.: Emanuel Ebin. S. Agency: The Zlowe Co., N.Y.
- DOT LINE Co., Marion, Mass., Golden Dot Line fishing line. Adv. Exec.: Joseph Barnes. S. Agency: Hoag & Provandie, Boston.
- DOUBLE-COLA Co., Chattanooga, Tenn., Double Cola soft drinks. Adv. Exec.: J. M. Geestlin. S. Agency: Audrey Moore & Wallace, Inc. Acct. Exec.: L. B. Krick.
- DOUBLEDAY & Co., New York, Adv. Exec.: A. Milton Runyon. S. N. Agency: Franklin Spier Inc., N.Y.
- DOUGHBOY Industries Inc., New Richmond, Wis., Durum Pitt, Poultry, & Animal Feeds, heat sealing machines, inflated plastic toys. Adv. Exec.: Herst Kane. N.S. D.-C. Agencies: Dwyer & Devoy, Minneapolis; Monroe Green-thall, N.Y. Acct. Exec.: Al Reintz.
- DOUGLAS AIRCRAFT Corp., Santa Monica, Cal., employment advertising. Adv. Exec.: C. P. Miller. TV. S. Agency: J. Walter Thompson, L.A. Acct. Exec.: Leon Benson.
- DOUGLAS OIL Co. of California, Clearwater, Cal., petroleum products. Adv. Exec.: Sam Goldman. S. Agency: Direct.
- DOW-CORNING Corp., Midland, Mich., Sight Savers Eye Glass Wipers. Adv. Exec.: L. S. Putnam. S. Agency: Don Wagnitz Adv., Midland, Mich. Acct. Exec.: Don Wagnitz.
- DOYLE PACKING Co., Long Branch, N. J. (Strongheart Dog Food). Adv. Exec.: Wm. B. Linn. S. TV. D.-C. Agency: John H. Riordan Co., Los Angeles. Acct. Exec.: John H. Riordan.
- DRACKETT Co., Cincinnati (Drano & Windex) Adv. Exec.: L. A. Ave. S. TV. S. Agencies: Young & Rubicam, N.Y. Acct. Exec.: Brooks Emory; Ralph H. Jones Co., Cinn.
- DRESS-OF-THE-MONTH CLUB, Inc., Chicago, women's apparel. Adv. Exec.: Robert Hirschheimer. Agency: Kaufm & Assoc., Chicago. Acct. Exec.: J. Rovin.
- THE DREWRY'S, Ltd., U.S.A., In South Bend, Ind., beer and ale. Acct. Exec.: Dick Schoenberger. S. Agency: Maxon, Inc., Detroit, Mich. Acct. Exec.: William Laurie.
- DRY DOCK SAVINGS BANK, N.Y. bank. Adv. Exec.: Leroy Van Dine. Agency: Campbell-Ewald Co. Inc., N. Y. Acct. Exec.: Lynn B. Dudley.
- DUDE RANCH FOODS, Los Angeles, Preserves, syrups and jams. Adv. Exec.: Arthur Tracey. S. Agency: J. G. Steens, Hollywood.
- DUFFY-MOTT Co., New York, App Juice and other processed fruit. Acct. Exec.: Page McGirr. N.S. Agency: Young & Rubicam, New York.
- DUKANE COMPANY, Inc., Chicago, rug makers. Adv. Exec.: Robert Nath S. Agency: O'Neil, Larson & McMah. Chicago. Acct. Exec.: Walter Zivi.
- DUKE POWER Co., Charlotte, N.C., public utilities, services, appliance electricity and gas. Adv. Exec.: J. Lucas Jr. S. Agencies: Ayer & Gill, Inc., Charlotte. Acct. Exec.: M. B. G. Lett; J. Carson Brantley Adv., Salisbury, N.C.
- DULUTH BREWING AND MALTING Co., Duluth, Minn., Royal Bohem beer. Adv. Exec.: George R. McCrack. S. Agency: Direct.
- ALLEN B. DUMONT LABS Inc., F. ceiver Sales Div., East Paterson, N. Y. Adv. Exec.: Henry R. Geyelin. TV. D.-C. Agency: Campbell-Ewald Co., N.Y. Acct. Exec.: David H. Kutner.
- DUNAWAY-JUDSON Corp., Doyn. N.H., Expello moth destroyers and insecticides, Vanish toilet bowl cleaner. Adv. Exec.: Nelson Latremore. Agency: J. M. Mathes Inc., N.Y.
- DUNCAN COFFEE Co., Houston, Texas, Admiration, Bright & Early, Marland Club, coffees, and Admiration to. Adv. Exec.: D. M. Cummings. S. Agency: Leche & Leche, Dallas.
- DUNN & MCCARTHY, Inc., Aubur. N. Y.; Enna Jettick, Normal, Heel Huger shoes. Adv. Exec.: John J. Lai. S. Agency: Amos Parrish & Co., N. Y. Acct. Exec.: David T. Levine.
- DUO-DIAL QUIZ Corp., N.Y., educational games and devices. Adv. Exec.: Morris Steinberg. S. Agency: Benjamin Eshleman Co., Philadelphia.
- DUO-THERM DIV. of Motor Wheel Corp., Lansing, Mich., mfg. fuel appliances, space heaters, water heaters & furnaces, gas water heaters. Acct. Exec.: Louis C. Vandertill. S. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.
- DUPLI-COLOR PRODUCTS Co. In Chicago, Dupli-Color automotive & household retouching product, spr. gun and pigmented car polish. Adv. Exec.: S. E. Edelstone. S. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: M. Kissell.
- E. I. duPONT de NEMOURS & Co., Wilmington, Del., Institutional. Adv. Exec.: F. Lyman Dewey. N. Agency: BBDO, N.Y. Acct. Exec.: Harold Blackburn.
- DUGUESNE BREWING CO. OF PITT BURGH, Pittsburgh, Pa., Duquesne Pilsener and Can-O-Beer. Adv. Exec.: R. W. Friday. Agency: Walker & Dowling, Pittsburgh. Acct. Exec.: W. Walker.
- DURALUX Co., Wooster, O., Duralux housewares & electrical appliance. Adv. Exec.: Paul J. Malarkey. S. Agency: None.
- DURHAM-ENDERS RAZOR Corp., Mytic, Conn., Durham Duplex safety razors and blades, Enders speed razors & blades, Wade and Butcher cutlery, Dplex Dog Dresser. Adv. Exec.: Duncan H. Henderson. S. Agency: Fletch. D. Richards, N.Y. Acct. Exec.: Jol Barteau.
- DURKEE FAMOUS FOODS, Cleveland. Adv. Exec.: N. Betzold. S. TV. S. Agency: Meldrum & Fewsmit Cleveland. Acct. Exec.: H. S. Gardin.
- DURKEE-MOWER, Inc., Lynn, Mass. Marshallow Fluff and Sweeco. Adv. Exec.: H. Allen Durkee. S. Agency: Harry M. Frost Co., Inc., Boston. Acct. Exec.: Karl Frost.
- DUSHARME PRODUCTS, Inc., Minneapolis, Minn.; hair creme. Adv. Exec.: B. T. Maldonado. S. Agency: Grav & Assoc., Minneapolis.

JUSTBANE PRODUCTS, Ltd., Ottawa, sweeping compound and sanitation supplies. Adv. Exec.: T. C. Maguire. S. Agency: McKim Adv., Montreal. Acct. Exec.: R. J. Dunlevy.

JUTCHESS UNDERWEAR Corp., New York, knit underwear, gowns, pajamas, slips. Adv. Exec.: Morris J. Lowrie. Agency: Willard B. Gollovin Corp., New York.

JUVAL'S CONSENSUS Inc., N.Y., digest of investment advisory service. Adv. Exec.: Pierre A. DuVal. S. Agencies: Albert Frank-Guenther Law Inc., I.V. Acct. Exec.: Frank D. Cruikshank; 'erwerda Co., N.Y.

WINNELL-WRIGHT Co., Boston, White House coffee and tea, Caraja coffee. Adv. Exec.: G. Roland Crampton. Agency: Direct.

E

E & B BREWING Co. Inc., Detroit, Michigan, E & B Premium beer, E & B Golden Ale. Adv. Exec.: LeRoy Payne. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: W. B. Doner.

-Z-EST PRODUCTS Co., San Francisco, Cal., E-Z-Est Metaluster, E-Z-Est Steeluster, E-Z-Est furniture polish. Adv. Exec.: D. C. McKay. S. Agency: Direct.

-Z INDUSTRIES Inc., Chicago, mail order novelties. Adv. Exec.: S. Lerner. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Norman Hirsch.

AGLE LION FILMS, New York, Y. Motion picture prod. & dist. dv. Exec.: Jonas Arnold. S. Agency: Monroe Greenthal Co. Inc., New York. Y. Acct. Exec.: Monroe Greenthal.

ARLY APPLE ADVISORY BOARD, Sebastopol, Cal., Gravenstein apples, White Astrachan apples. Adv. Exec.: C. Portman. S. Agency: Direct.

ARLY & DANIEL Co., Cincinnati, O., mixed animal feed, poultry feed, terminal grain elevators. Adv. Exec.: Ivis Early. S. Agency: Keelor & Stites Co., Cincinnati. Acct. Exec.: Sells dtes.

AST IDAHO BREWING Inc., Pocatello, Idaho, Aero Club beer. Adv. Exec.: Morris Rosauer. S. Agency: Direct.

AST SIDE WINERY, Lodi, Cal., Royal olt wine, brandy. Adv. Exec.: Howard Fuller. S. Agency: MacWilkins, ole & Weber, Seattle, Wash.

ASTER AIR LINES Inc., N.Y., air transportation. Adv. Exec.: Beverly Griffith. S.T.V.S. Agency: Fletcher D. Richards Inc., N.Y. Acct. Exec.: Bradley Walker.

ASTER KOOLVENT ALUMINUM WINING Inc., Mineola, N.Y., aluminum awnings, beach umbrellas, canoes. Adv. Exec.: G. L. Culpepper. S. Agency: Morey, Hamm & Johnson Inc., N.Y. Acct. Exec.: R. B. enne.

ASTER SEABOARD PLASTICS Inc., Elizabeth, N.J., Perm-O-Comb. Adv. Exec.: Walter Binderman. S. Agency: ufne-Kaufman Inc., N.Y. Acct. Exec.: H. DuFine.

ASTER STATES EXPOSITION, W. Springfield, Mass. Adv. Exec.: Ray Inans. S. Agency: W. B. Remington Co., Springfield, Mass. Acct. Exec.: Elizabeth McGonigle.

ASTERN WINE Corp., Bronx Terminal Market, N.Y., Chateau Martin vintages, wines, champagne. Adv. Exec.: Maurice Greenberg. S. Agency: C. Morris & Co. Inc., New York. Y. Acct. Exec.: H. C. Morris.

ASTMAN KODAK Co., Rochester, N.Y., film and cameras. Adv. Exec.: Will Royer. Agency: J. Walter Thompson Co., New York.

ASY WASHING MACHINE Corp., Yracuse, N.Y., Washers and Ironers. dv. Exec.: Richard Weiss. S.T.V.S. Agency: BBDO, Buffalo. Acct. Exec.: E. Anderson.

CKRICH-PETER & SONS Inc., Ft. Payne, Ind., Eck-Rich meat products. dv. Exec.: Lavern Gelow. S. Agency: 'estheimer & Block, St. Louis, Mo.

CLIPSE FOOD PRODUCTS Inc., Providence, R.I., coffee, fruit syrups. dv. Exec.: Ralph Peacock. S. Agency: Joseph Maxfield Co., Providence. Acct. Exec.: Joseph Finkle.

DELBREW BREWERY, Brooklyn, S.V.S. Agency: Gordon & Mattern, N.Y. DGEWATER BEACH HOTEL, Chicago, Ill. Adv. Exec.: P. J. Weber. S. Agency: Al Paul Lefton Co. Inc., Chicago. Acct. Exec.: Ed. Foreman.

DISON BROTHERS STORES Inc., St. Louis, Burt's, Baker's, Chandler's 100 stores. Adv. Exec.: M. Pearlmutter. S. Agency: Hirsch-Rutledge, St. Louis. Acct. Exec.: Maurice Hirsch.

DMUNDSON-DUHE RICE MILL Co. Inc., Rayne, La., Regent rice, Chinito ce. Adv. Exec.: J. O. Broussard. S.

Agency: R. E. McCarthy Adv., Tampa, Fla. Acct. Exec.: R. E. McCarthy.

EGAN FICKETT & Co. Inc., N.Y., Nevins oranges, Hurdy Gurdy oranges, grapefruit. Adv. Exec.: Bernard Egan. S.T.V.S. Agency: Moore & Hamm, N.Y. Acct. Exec.: Franklin Dyson.

ALBERT EHLERS, Inc., New York, Ehlers Tea. S. Agency: Weiss & Geller, New York.

EHRlich-MILTON L. Inc., N.Y. builder's materials. Adv. Exec.: H. M. Propper. S. Agency: S. R. Leon Co., N.Y. Acct. Exec.: S. R. Leon.

JOHN EICHLER BREWING Co., New York, Eichler's beer. S. Agency: Foote, Cone & Belding, N.Y.

EKCO PRODUCTS Co. Chicago, Ill. pressure cookers, kitchen tools. Adv. Exec.: Earl Lewis. S. Agencies: Earle Ludgin & Co. Chicago, Ill. & Dancer-Fitzgerald-Sample Inc. Chicago, Ill.

EL DORADO OIL WORKS, San Francisco, Cal., vegetable feed concentrates. Adv. Exec.: H. G. Witt. S. Agency: Garfield & Guild Adv., San Francisco. Acct. Exec.: Walter Guild.

ELECTRIC AUTO-LITE Co., Toledo, O., Auto-Lite spark plugs, batteries, ignition systems. Adv. Exec.: Donald B. Seem, N.T.V.N. Agencies: Ruthrauff & Ryan, N.Y.; Cecil & Presbrey Inc., N.Y. Acct. Exec.: Tom Maloney.

ELECTRIC COMPANIES ADVERTISING PROGRAM, New York, Institutional. Adv. Exec.: V. Soper. N. Agency: N. W. Ayer & Son, N.Y. Acct. Exec.: E. R. Dunning.

ELECTRIC SEWER CLEANING Co., Allston, Mass., sewer cleaning equipment. Adv. Exec.: R. F. Rodenhiser. S. Agency: Tippet, Jackson & Nolan, Boston. Acct. Exec.: Oscar Tippet.

ELECTRICAL RESEARCH LABORATORIES, Inc., Evanston, Ill., Institutional. N. Agency: Evans Assoc., Chicago.

ELECTROMATIC MFG. CORP. New York, N.Y. radios, radio-phonographs, phonographs. Adv. Exec.: Edward Ehrlich. S. Agency: direct.

ELENE of Vienna Inc., New York, N.Y. Vienna Woods Pine Bath. Adv. Exec.: Robert H. Speight. S. Agency: Carlock, McClinton & Smith Inc., New York, N.Y.

ELGIN AMERICAN DIVISION OF Illinois Watch Case Co., Elgin, Ill., compact, cigarette cases, dresser sets. Adv. Exec.: W. D. Evans. S.T.V.S. Agencies: Russel M. Seeds Co., Chicago; John W. Shaw Adv., Chicago.

ELGIN NATIONAL WATCH Co., Elgin, Ill., Watches. Adv. Exec.: Gordon Howard, T.V.S. Agencies: J. Walter Thompson Co., Chi. Acct. Exec.: Theo. P. Jardine.

ELKELES Co., L.A. (venetian blinds) S. T.V.S. Agency: John Freiburg & Co., L.A.

ELLENA BROTHERS WINERY, Etiwanda, Cal., Regent wines, sparkling wines, brandies, Ellena's Special Cuvee wines. Adv. Exec.: C. W. Shepher, S. Agency: Edward S. Kellog Co., L.A. Acct. Exec.: Edward Kellog.

ELLIS CANNING Co., Denver, Colo., tamales, chile, canned goods. Adv. Exec.: N. L. Kohn. S. Agency: Ted Levy Adv., Denver, Colo.

DR. ELLIS SALES Co., Pittsburgh, Pa. Waveset, nail polish, shampoo, brillantine. Adv. Exec.: J. A. Magnusen. S. T.V.S. Agency: Smith-Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

ELMER CANDY Co., New Orleans, La., candy, preserves. Adv. Exec.: M. M. Elmer. S. Agency: Walker Saussey Adv., New Orleans.

EMBREE MFG. Co., Elizabeth, N.J. Wipe-On plastic finish. Adv. Exec.: Eliot Howell. S. Agency: Metropolitan Adv., N.Y.

EMERSON DRUG Co., Baltimore, Bromo-Seltzer. Adv. Exec.: John H. Kelly. S. N. T.V.S. Agency: BBDO, N.Y. Acct. Exec.: Robert Buechner.

EMERSON RADIO & PHONOGRAPH Corp., New York, Emerson radio mfrs. Adv. Exec.: Edward Lane. S. T.V.S. Agency: Foote, Cone & Belding, New York, N.Y. Acct. Exec.: James Kleid.

EMIGRANT INDUSTRIAL SAVINGS BANK, New York, N.Y., banking services. Adv. Exec.: John Madden. S. Agency: Kelly, Nason Inc., N.Y. Acct. Exec.: Patrick McAward.

EMPIRE DISTRICT ELECTRIC Co., Joplin, Mo., electric service, appliances. Adv. Exec.: John McGehee. S. Agency: Klau-Van Pieterston-Dunlap Assoc. Inc., Milwaukee, Wis.

EMPIRE MILLWORK Corp., Corona, L.I., N.Y., lumber, millwork. Adv. Exec.: Edward Gilbert. S. Agency: Rose-Martin Inc., N.Y. Acct. Exec.: Irl W. Rose.

EMPLOYER'S GROUP INSURANCE Co., Boston, Insurance. Adv. Exec.: R. C. Batchford. S. Agency: Sutherland-

Abbott, Boston. Acct. Exec.: J. A. Keary.

ENDEAVOR PRESS, N.Y., books. Adv. Exec.: Charles Roberts. S. Agency: Roberts & Reimers Inc., N.Y.

END-O-CORN, Rutland, Vt., End-O-Corn, Seyon. Adv. Exec.: Larry Courtney. S. Agency: Earl C. Noyes Adv., Rutland. Acct. Exec.: F. S. Webster.

ENGALO MANUFACTURING Co. Inc., McPherson, Kans., Engalo End gate lock. Adv. Exec.: L. M. Nyquist. S. Agency: Donald B. Schall & Assoc., Wichita, Kans. Acct. Exec.: Adrian Landis.

ENGELS & KRUDWIG WINE Co., Sandusky, O., E & K Lake Erie Island wines, E & K Vermouth. Adv. Exec.: M. F. Yennet. S. Agency: Beeson-Faller-Reichert Inc., Toledo, O.

ENO-SCOTT & BOWNE, Bloomfield, N.J., Scott's emulsion, Scott's ointment, Eno effervescent salt. Adv. Exec.: Stuart Updike. S.T.V.S. Agency: Atherton & Currier Inc., N.Y. Acct. Exec.: J. N. Molnar.

ENOZ CHEMICAL Co., Chicago, moth spray, moth crystals. S. Agency: Harry J. Lazarus & Co., Chicago.

ENTERPRISE BREWING Co., Fall River, Mass., Old Tap Ale, Bohemian beer. Adv. Exec.: A. F. Haftenreifer. S. Agency: A. J. Kearns Adv., Fall River.

ENTERPRISE PAINT MFG. CO., Chicago, Ill. paint, varnish, enamel. Adv. Exec.: S. L. Rosenheim. S. Agency: Direct.

ENTERPRISE PRODUCTIONS, Los Angeles, Calif. Motion Picture Production. Adv. Exec.: George Schaeffer. S. Agency: Donahue & Co. Inc., New York, N.Y.

EOPA Co., San Francisco, Cal., Eopa Medicines. Agency: Miller & Coffee Adv. Agency, Richmond, Calif.

EPISCOPAL CHURCH, N. Agency: H. B. Humphrey Co., Boston.

EQUITABLE LIFE ASSURANCE SOCIETY OF U. S., New York, Life insurance. Adv. Exec.: Leslie R. Shope. S. Agency: Warwick & Legler, New York.

ERIE BREWING Co., Erie, Pa., Old Dobbin ale, Koehler's beer. Adv. Exec.:

J. W. Magenau. S. Agency: The Yount Co., Erie, Pa. Acct. Exec.: M. A. Yount. ERLANGER-OTTO, BREWING Co., Philadelphia, Pa., Erlanger's Pilsner, Snow Mountain ale, Snow Mountain porter. Adv. Exec.: Joseph Canuso. S. Agency: E. L. Brown Adv., Philadelphia.

ESKIMO PIE Corp., Bloomfield, N. J. Adv. Exec.: William W. Wade. S.T.V.S. Agency: Buchanan & Co., N.Y. Acct. Exec.: William Daseff.

ESQUIRE Inc., Chicago, Coronet Magazine and Esquire. Adv. Exec.: A. I. Blinder. S.T.V.S. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: Walter Schwimmer.

ESSEX HOUSE, N.Y., hotel. Adv. Exec.: Henry Miller. S. Agency: Needham & Grohmann Inc., N.Y.

ESSLINGER'S Inc., Philadelphia, Pa., Esslinger's Premium beer, ale, stout, porter. Adv. Exec.: Robert Brown. S. Agency: J. Cunningham Cox, Philadelphia. Acct. Exec.: Joseph Cox.

ESSO STANDARD OIL Co., New York, N.Y. motor fuel, oil, tires, tubes, batteries, accessories. Adv. Exec.: Robert M. Gray. S. Agencies: McCann-Erickson, Inc. N.Y.; Marschalk & Pratt Inc., N.Y. Acct. Execs.: J. L. Deane & H. C. Marschalk.

ESTABROOK & EATON Co., Boston, Mass., Marguerite, Cabinet, Rockefeller cigars. Adv. Exec.: William Finn. S. Agency: Direct.

J. H. ESTABROOKS Co., St. John, N. B., Red Rose tea. Agency: McConnell-Eastman Co., Toronto.

ETT-BARR Co., Pasadena, Cal., houseware novelties. Adv. Exec.: Saxton Barrett. S.T.V.S. Agency: The Jordan Co., L.A. Acct. Exec.: George Stellman.

EUCLID CANDY CO. OF CALIFORNIA Inc., San Francisco, Cal., Love Nest, Red Cap, Full Almonds, Go, Jumbo candy bars. Adv. Exec.: J. W. McKey. S. Agency: Garfield & Guild Adv., San Francisco.

EVANS CASE Co., N. Attleboro, Mass., Evans cigarette lighters, cigarette cases, smoking accessories, compact, handbags. Adv. Exec.: Arthur Bates. S. Agency: McNeill & McCleary Inc., Hollywood, Cal.

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EVER-DRY CORP., Los Angeles, Calif., deodorant, Lipsmooth lip pomade. Adv. Exec.: Selah M. Reber. S. Agency: Glasser-Galley Co., Los Angeles, Calif.

EVERLAST METAL PRODUCTS CORP., N.Y., gift accessories. Adv. Exec.: Jack Orenstein. S. Agency: Norman C. Preston. Adv., N.Y. Acct. Exec.: Norman Preston.

EVERSHARP INC., Chicago, Eversharp Pencils, Pens, Red Top Lead. Adv. Exec.: E. E. Fellon. S. Agencies: Blow Co., N.Y.; J. M. Mathes, Inc., N.Y.; McCann-Erickson, N.Y.

EVERSHARP INTERNATIONAL INC., Toronto (pens, pencils, Schick razors). Agency: Baker Adv.

EXCELL LABS., Chicago, New Plant Life, Zenke's liquid fungicide. Adv. Exec.: H. P. Hanson. S. Agency: Grant Adv., Chicago.

EXCELSIOR SPRINGS CHAMBER OF COMMERCE, Excelsior Springs, Mo., mineral water, mineral baths. Adv. Exec.: H. E. Yager. S. Agency: Allen C. Smith Adv., Kansas City, Mo.

F

F & F LABORATORIES, Inc., Chicago. F & F cough syrup, lozenges, Juiclets, Lixies, Sherbits, confectionary items. S. Agency: Schwimmer & Scott, Inc., Chicago.

F. R. CORP., New York, Photographic products, chemicals & acces., Scoop detergent. Adv. Exec.: Lawrence R. Fink. Agencies: Kaster, Farrell, Chesley & Clifford, Inc., N.Y.; Walter Weir, Inc., N.Y. Acct. Exec.: Wilbur B. Downs.

FAIRBANKS-MORSE & Co., Chicago. Adv. Exec.: Lewis A. Harlow. Agency: The Buchen Co., Chicago.

FAIRBANKS-MORSE, Toronto, automatic stokers. S. Agency: Stevenson & Scott, Montreal.

FAIRMONT FOODS Co., Omaha, Neb. Dairy and poultry products, frozen fruits, vegetables, ice cream. Adv. Exec.: H. R. Moorman. S. Agencies: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Lyman H. Thomas, Doyle Dane Bernbach, Inc., New York.

FALLS CITY BREWING Co., Louisville, Ky. S. Agency: Prater A.A., St. Louis. Acct. Exec.: Geo. L. Prater.

FALSTAFF BREWING Corp., St. Louis, Falstaff beer. Adv. Exec.: Karl K. Vollmer. N. S. TVS. S. Agency: Dancer-Fitzgerald-Sample, Chicago.

FAMILY KITCHEN PRODUCTS Corp., Los Angeles (pastry mixes). Adv. Exec.: Jane Stine. S. Agency: Botstford, Constantine & Gardner.

FAMOUS FLOURS Inc., Omaha, Neb. Adv. Exec.: Hal Rorke. S. TVS. Agency: J. Walter Thompson, Chicago. Acct. Exec.: Burke C. Herrick.

FANT MILLING Co., Sherman, Tex. Gladia flour and baking powder, Sun-glo feeds. Adv. Exec.: Tom B. Chapman. S. Agency: Couchman Adv., Dallas. Acct. Exec.: Albert Couchman.

S. W. FARBER Inc., New York, Farberware electrical appliances, automatic coffee robots, stainless steel cooking utensils, giftware, etc. Adv. Exec.: L. Farber. S. Agency: Posner-Zabin Adv., New York. Acct. Exec.: James B. Zabin.

FARBEST Corp., New York, Muclum laxative. Adv. Exec.: Robert Wortmann. S. Agency: B. Stanton Fisher, Inc., N.Y. Acct. Exec.: F. Weed.

FARMER SEED & NURSERY Co., Fairbault, Minn. Seeds and nursery stock. Adv. Exec.: E. J. Kieckhefer. S. Agency: Graves & Assoc., Minneapolis.

FARMERS MUTUAL AUTO INSURANCE, Madison, Wis. Adv. Exec.: W. J. Kleinheinz. S. Agency: Arthur Towell, Inc., Madison.

FARNSWORTH TELEVISION & RADIO CORP., Div. Capehart, Fort Wayne, Ind., radios, N. T. V. D.-C. Agency: Warwick & Legler Inc., N.Y.

FARRELL PUBLISHING Co., New York. Adv. Exec.: Marc V. Reilly. S. Agency: Storm Adv., Rochester, N.Y.

FARR NURSERY Co., Welsler Park, Pa. Trees, evergreens, lilacs, day lilies and landscape service. Adv. Exec.: H. G. Seyler. S. Agency: McFarland Adv. Service, Harrisburg, Pa.

FASHIONCRAFT CLOTH PRODUCTS, Brooklyn, N. Y. Babies Nursing Needs.

Adv. Exec.: M. J. Berry. S. Agency: Shappe-Wilkes, Inc. N.Y. Acct. Exec.: Robert Dore.

FASTENER Corp., Chicago, Duo-Fast putty knives, staplers & staples. Adv. Exec.: Harold G. Aranda. TVS. Agency: Michael A. Mannion Adv., Chicago.

FATHER JOHN'S MEDICINE Co., Lowell, Mass., Father John's Medicine. Adv. Exec.: W. A. Parker. S. TVS. Agency: John W. Queen. Boston. Acct. Exec.: John W. Queen.

FAULTLESS STARCH Co., Kansas City, Mo., Faultless Starch. Adv. Exec.: Merrill W. Hoyt. S. Agency: Bruce B. Brewer & Co., Kansas City.

FRED FEAR & Co., Brooklyn, N. Y. Gold Cup maple syrup; Puritan, My Wife's, New England, Champion and Royal pancake syrups; Barton's and Morrow's flavoring extracts; Puritan root beer extract; Chick-Chick and Presto Easter egg coloring; Doxsee Little Neck clam products. Adv. Exec.: Gabriel Lowenstein. S. Agency: Peter Hilton, Inc., New York. Acct. Exec.: Harry R. Schreier.

FEDERAL OLD LINE LIFE INSURANCE Co., Seattle. Protection insurance. Adv. Exec.: J. R. Clissa. S. Agency: Pacific National Adv. Agency, Seattle. Acct. Exec.: Frank Horsley.

FEEDERS SUPPLY & MFG. Co., Kansas City, Mo. Poultry, hfg. and cattle feeds. S. Agency: James R. Reese Adv., Kansas City.

FEHR BAKING Co., Houston. Fair Maid bread & cakes. Adv. Exec.: R. W. Hogan. S. TVS. Agency: Ruthrauff & Ryan, Houston. Acct. Exec.: W. Van A. Combs. Frank J. Carter.

FRANK FEHR BREWING Co., Louisville, Ky. Fehr's X. L. Beer. Adv. Exec.: Fehr Kremer. S. Agency: Le Vally, Inc., Chicago.

FELBER BISCUIT Co., Division of United Biscuit Co. of America, Columbus, Ohio. Pennant crackers and cookie-cakes. Adv. Exec.: T. M. Davis, Jr. S. Agency: Harry M. Miller, Inc., Columbus. Acct. Exec.: H. M. Miller.

JOHN J. FELIN & Co., Inc., Philadelphia. Pork packing house. Adv. Exec.: Walter J. Phelan. S. Agency: Lewis & Gilman, Inc., Philadelphia.

FELLOWS MEDICAL MFG. Co., Inc., New York. Fellow's Compound syrup, ArBec suppositories, Erqua tablets, B-Jen Elixir, Ionlex, Sulfaguen, vitamin B-complex liquid and capsules, Fello-Sed sedative elixir, Erqua liquid, Theophylline tabs and Ionlex with Folic acid. Adv. Exec.: C. S. Andrews. S. Agency: Noyes & Sproul, Inc., New York. J. Walter Thompson, Ltd., Montreal, Quebec, Canada.

FELS & Co., Philadelphia. Fels Naptha soap and chips. Adv. Exec.: Max Brown. S. Agency: S. E. Roberts, Inc., Philadelphia.

FELTON, SIBLEY & Co., Philadelphia. Paints & varnishes. S. TVS. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: E. M. Gretz.

H. FENDRICH, Evansville, Ind., Charles Denby Cigars, La Fendrich Cigars, Black Hawk Cigars. N. Agencies: Ruthrauff & Ryan, Chi.; Russel M. Seeds Co., Indianapolis.

EARL FERRIS NURSERY, Hampton, Iowa. Nursery stock. Adv. Exec.: Wayne Ferris. S. Agency: Lessing Adv. Co., Des Moines, Iowa. Acct. Exec.: R. J. Flynn.

FERRY-MORSE SEED Co., Detroit. Seeds. Adv. Exec.: Harry Hobbs. N. Agency: McManus, John & Adams, Detroit. Adv. Exec.: Sherwood Reekie.

FICTION BOOK CLUB, New York. Adv. Exec.: John Stevenson. S. Agency: H. B. Humphrey Co., New York.

FIDELITY - PHILADELPHIA TRUST Co., Philadelphia. Adv. Exec.: B. E. Kempff. S. Agency: Gray & Rogers, Philadelphia.

FIDELITY SAVINGS & LOAN Assn., Spokane, Wash. Adv. Exec.: F. S. McWilliams. S. Cooper Adv., Spokane.

FIDELITY UNION LIFE INSURANCE Co., Dallas, Tex. S. Agency: Pondrom & Collins, Dallas.

HENRY FIELD SEED & NURSERY Co., Shenandoah, Iowa. Adv. Exec.: Jack Foster. S. Agency: Frank Whalen Co., Kansas City, Mo. Acct. Exec.: L. S. Staples.

FIELDSTON BALL PEN Co., New York. Ball point pens. Adv. Exec.: Leon S. Regal. S. Agency: Direct.

FII-OIL PRODUCTS Corp., Chicago. Fii-Oil soapless and Lather-Oil shampoo, Fii-Oil cream shampoo. Adv.

Exec.: Arthur Holland. S. Agency: Malcomb-Howard Adv. Agency, Chicago. Acct. Exec.: Arthur M. Howard. J. H. FILBERT, Inc., Baltimore, Md. Mrs. Filbert's margarine and mayonnaise. Adv. Exec.: J. F. Diener. S. Agency: Sullivan, Stauffer, Colwell & Bayles, Inc., New York. Acct. Exec.: Luther Wood.

WILLIAM FILENE'S SONS Co., Sub. of Federated Department Stores, Boston. Adv. Exec.: Harriet Wilmsky. S. Agency: L. B. Hawes, Boston.

FINDERS MFG. Co., Chicago. Holly-wood automatic deep-fry electric broiler, waffle iron and grill. Adv. Exec.: Morris Feinstein. S. Agency: Kuttner & Kuttner, Inc., Chicago. Acct. Exec.: Chester D. Kuttner.

THE FINLAY STRAUS JEWELRY Co., New York. Installment jewelers. S. Agency: Direct.

FIRESIDE MARSHMALLOW MANUFACTURING Co., Chicago, Ill. Marshmallow creme, marshmallows and candy. Adv. Exec.: Peter Volid. S. Agency: Direct.

FIRESTONE TIRE & RUBBER Co., Akron, Tires, Tubes. Adv. Exec.: C. B. Ryan. N. TVS. Agency: Sweeney & James Co., Cleveland. Acct. Exec.: Frank James.

FIRMAN LEATHER GOODS Co., New York. Maximilian Bonded luggage. Adv. Exec.: Murray Left. S. TVS. Agency: Mansell, Inc., New York. Acct. Exec.: Kurt J. Mann.

FIRST FEDERAL SAVINGS & LOAN ASSN., Syracuse, N. Y. Savings accounts, mortgage loans, etc. Adv. Exec.: B. J. Glowacki. Agency: Flack Adv., Syracuse.

FIRST & MERCHANTS NATIONAL BANK OF RICHMOND, Richmond, Va. Adv. Exec.: Fred W. Thompson. S. Agency: The Purse Co., Chattanooga. Acct. Exec.: Robt. Purse.

FIRST NATIONAL BANK of Boston. Adv. Exec.: R. W. Stanley. Agencies: BBDO, Boston; Albert, Frank Guenther Law, Inc., Boston.

FIRST NATIONAL BANK of Portland, Ore. Adv. Exec.: Allen S. Clark. Agency: Mac Wilkens Cole and Weber, Portland. Acct. Exec.: Carroll O'Rourke, Ted Bushman.

FIRST NATIONAL BANK, St. Louis. Mo. Adv. Exec.: Wm. M. Sherrill. Agency: Gardner Adv., St. Louis.

FIRST NATIONAL STORES, Somerville, Mass. Adv. Exec.: J. Marshall Duane. N. S. TVN.S. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Edward Parent.

FIRST WISCONSIN NATIONAL BANK of Milwaukee. Adv. Exec.: Robert A. Brown. S. TVS. Agency: Marvin A. Lemkuhl, Milwaukee. Acct. Exec.: M. A. Lemkuhl.

CARL FISCHER, Inc., New York. Music. Adv. Exec.: Lawrence W. Alpaugh. S. Agency: Deutsch & Shea, Inc., New York.

FISCHER INDUSTRIES, Inc., Cincinnati. Consumer soap products. Adv. Exec.: E. D. Fischer. S. Agency: Direct.

FISHER BAKING Co., Newark, N. J. Bread and bakery products. Adv. Exec.: George Fisher. S. Agency: A.A. Scheck, Inc., Newark, N. J.

FISHER DAIRY AND CHEESE Co., Wapakoneta, Ohio. Fisher's Cheese. S. Agency: Don Kemper Co., Inc., Dayton, Ohio.

FISHER FLOURING MILLS Co., (Packaged Products Div.) Seattle, Wash., flour, cereal. Adv. Exec.: E. G. Lawrence. N. S. TVS. D.-C. Agency: Pacific National Adv., Seattle. Acct. Exec.: Trevor Evans.

FISK GILLETTE TIRES, Div. of U. S. Rubber Co., New York. Fish bicycle, passenger car, truck and farm tires and tubes; Fish industrial solid tires; batteries and access; Fisk and camel-back and repair materials. Adv. Exec.: Hugh L. Hayward. Agencies: Fletcher D. Richards, Inc., New York. Robert Otto & Assoc., New York.

F. W. FITCH Co., Division of the Grove Laboratories, Inc., St. Louis. Fitch Dandruff Remover Shampoo, Ideal Hair Tonic, Wave Set. Adv. Exec.: Robert S. Piggott. S. TVS. Agency: Gardner Advertising Co., St. Louis. Acct. Exec.: Charles E. Claggett.

FITGER BREWING Co., Duluth, Minn., Rex Imperial Dry Beer. Adv. Exec.: John Beerhalter. Agency: Direct.

FITZGERALD BROS. BREWING Co., Troy, N. Y. Burgomaster beer and pale ale; Garryowen ale. Adv. Exec.: Hev-

enor Adv Inc., Albany, N. Y. S. Acc. Exec.: Edward T. Loveday.

FITZPATRICK BROS., Chicago, Kitcher Klender. Adv. Exec.: D. C. Bate. S. Agency: Russel M. Seeds Co., Chicago.

FLAGSTAFF FOODS, Perth Amboy, N. J. Flagstaff food products. Adv. Exec.: Harold Levy. S. Agency: Wei & Geller, New York.

THE FLAMINGO HOTEL, Las Vega Nev. Adv. Exec.: Jack Walsh. S. Agency: Milton Weinberg Adv., Los Angeles.

FLAVOUR CANDY Co., Chicago. Flavour's Chicken Bones, Michigan Mia and Wisconsin Dairy butters. Adv. Exec.: Ira Golan. S. Agency: The Pf Gordon Agency, Inc., Chicago.

FLEET-WING Corp., Cleveland, Ohio. Sub. of Standard Oil of Ohio. Gasolin oil and petroleum products. Adv. Exec.: Geo. H. Pugh. S. Agency: Griswold Eshleman Co., Cleveland.

FLEMING & SONS, Inc., Dallas. Wall rite decorated bldg. paper. Adv. Exec.: J. B. Fleming. S. Agency: Couchm Adv., Dallas.

FLEX-O-GLASS, Inc., Chicago. Glass substitutes. Adv. Exec.: Harold War Agency: Presba, Fellers & Presba, Inc. Chicago.

FLORIDA CITRUS COMMISSIO, Lakeland. Adv. Exec.: Dawson Newton. N. TVS. Agencies: Benton & Bowl. N. Y. Acct. Exec.: Dave Kepner at Jack Bissell; Noyes & Sproul Inc., N.Y.

FLORIDA CITRUS EXCHANGE, Tampa. Seald-Sweet, Mor-Juice, Florigo and Flo oranges, grapefruit and tange. Adv. Exec.: Carlisle Kyle. Agency: Yorkunas Advertising Agent Tampa.

FLORIDA FISHING TACKLE MFG. Co. Inc., St. Petersburg, Fla. Adv. Exec.: Paul C. Staake. S. Agency: Griffi Adv., St. Petersburg. Acct. Exec.: Staley Nutting.

FLORIDA STATE ADV. COMMISSIO Tallahassee. Adv. Exec.: Howe Sadi. S. N. Agencies: August Dorr Adv., Miami (tourist); August Burghard, In Fort Lauderdale (agricultural); Hen Quednau, Inc., Tampa (industrial).

FLORISTS' TELEGRAPH DELIVER ASSN., Inc., Detroit. Flowers-by-wh Adv. Exec.: Harold Hwey. S. Agency: Grant Adv. Inc., New York. Ac. Exec.: W. Robert Mitchell.

FLOTILL PRODUCTS, Stockton, Cal. Tomatoes & tomato paste. S. Agency: Roy S. Durstine Inc., Chicago. Ac. Exec.: Robt. L. Nourse, Jr.

FLOWERY MANICURE PRODUCT, Corp., New York, Sub. of Columt Manicure Mfg. Co., Inc. Manicure kit Adv. Exec.: S. Quentin Lupo. S. Agency: Frank Kiernan & Co. Acct. Exec.: Samuel D. Mallin.

FOLEY & Co., Chicago. Honey at Tar Tough Syrup. Adv. Exec.: J. Foley. S. Agency: Lauesen & Solom Chicago. Acct. Exec.: Wendel Walk.

J. A. FOLGER & Co., San Francis. Folger's Coffee. Adv. Exec.: Walter Smith. N. Agency: Raymond R. Morg Co., S.F. Acct. Exec.: Porter F. And son.

FOOD MACHINERY AND CHEMIC, Corp., San Jose, Calif. Agriculture equipment, food canning and freez packaging equipment, automotive fighting equipment, packing house processing equipment, pumps and wat systems, industrial chemicals, insecticides and fungicides, packaging a set-up paper box equipment and v rious chemicals. Adv. Exec.: F. E. Ros water. Agencies: The McCarty Co., S. Francisco; The McCarty Co., Los Angeles; Long Adv. Service, San Jose Neale Adv. Service, San Jose; Morris Adv. Agency Inc., Milwaukee; James McMahon Inc., New York; Brook Smith, French & Dorrance Inc., Detroit; Comstock, Duffes & Co., Buffalo, N.Y.; R. E. Lovekin Corp., Philadelphia.

JAS. H. FORBES TEA AND COFFI Co., St. Louis; Mo. Coffee, tea, spice extracts, prepared mustards. S. Agency: Seelig & Co., St. Louis, Mo.

FORD MFG. Co., Omaha, Neb. Omaha single, tandem and one-way disk he traws and power mowers. Adv. Exec.: B. H. Ford. S. Agency: Direct.

FORD MOTOR Co., Canada; Windsor, Ont. Adv. Exec.: S. L. Hutchings. N. Agency: Cockfield, Brown & Co., Toronto. Acct. Exec.: J. M. Pretty.

FORD MOTOR Co., Detroit. Ford passenger cars, trucks and commerc cars; Mercury passenger cars; Linc

and Lincoln Cosmopolitan passenger cars; Benzol, charcoal and other by-products. Adv. Exec.: B. R. Donaldson, Ford Div. Adv. Exec.: G. C. Ellredge. Lincoln-Mercury Div. Adv. Exec.: R. F. G. Copeland. Lincoln-Mercury Div. Dealer. Adv. Exec.: W. J. Licht, N. S. TVN. S. Agencies: J. Walter Thompson Co., Chicago (all Ford adv.); Kenyon & Eckhardt Inc., New York (Lincoln-Mercury Divs.).

FOREIGN TRADERS, Inc., Santa Fe. V. M. Mexican huaraches and other products; importers. S. Agency: Ward Hicks Adv., Albuquerque. Acct. Exec.: V. Hicks.

FOREMAN & CLARK, Los Angeles. Chain clothiers. Adv. Exec.: Ross Barrett Jr. S. Agency: McNeill & McLeery. Acct. Exec.: Ken McNeill.

FOREMOST DAIRIES, Inc., Jacksonville, Fla. Milk, milk products, ice cream and orange juice. Adv. Exec.: Milton C. Smith. S. TVS. Agency: Fletcher D. Richards, Inc., New York.

FOREST CITY MFG. Co., St. Louis. 40. Carole King Jr., Doris Dodson Jr., Martha Manning, Peg Palmer, Shirley Lee Jr., Petite Jane Patton dresses. Adv. Exec.: A. H. Baum. S. Agencies: Maurice Lionel Hirsch Co.; Roman Adv. Co.; Ollan Adv. Co., St. Louis.

FORGET-ME-NOT Co., Syracuse, N. Y. Potato chips. Adv. Exec.: Fred Astlinbaum. Agency: Flack Adv., Syracuse. Acct. Exec.: David R. Allen.

FORMAN Co., Rochester, N. Y., fashions. Adv. Exec.: John D. Roche. S. Agency: Hart-Conway, Rochester. Acct. Exec.: Jos P. Brown.

FORMAN, FORD & Co., Minneapolis. Fin. Arm-R Sub-Surface finishes. Adv. Exec.: Ruth Honigschmidt. S. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: Ray C. Jenkins. S. C. FORMAN, & SONS, Inc., Pittsford, N. Y. Forman's Picalilli. Adv. Exec.: Wilbur E. Forman. S. Agency: Wendel Muench & Co., Chicago.

FORMFIT Co., Chicago. Foundation garments. Adv. Exec.: Walter H. Lowy. S. C. Agency: McFarland Aveyard & Co., Chicago. Acct. Exec.: Walter Orver.

FORNEY MFG. Co., Ft. Collins, Colo. Electric Arc Welders & Accessories. Adv. Exec.: J. D. Forney. S. Agency: Direct.

FORT PITT BREWING Co., Sharpsburg, Pa. S. Agency: BBDO, New York. Acct. Exec.: Paris Feland.

42" PRODUCTS Ltd., Los Angeles. Shampoo, cosmetics, toiletries. Adv. Exec.: Carl Mitchell. S. D.-C. TVS. Agency: Hans E. Kaufman Co., Hollywood. Acct. Exec.: Raymond E. Proch. ow.

OSTER BOAT Co., Charlevoix, Mich. Outboards, cruisers, outboard boats, canvas products. Adv. Exec.: Charles A. Duerr. S. Agency: Direct.

RVIN B. FOSTER SPORTSWEAR Co., Inc., Philadelphia. Lone Ranger, Superman and Roy Rogers jackets and sweaters; men's sportswear, jackets. S. TVS. Agency: Solis S. Cantor, Philadelphia. Acct. Exec.: S. S. Cantor.

W. FOSTER SPORTSWEAR Co., Inc., Philadelphia. Sportswear. Adv. Exec.: Louis W. Foster. S. TVS. Agency: Leonard F. Fellman & Assoc., Philadelphia.

OSTER MILBURN Co., Buffalo, Doan's pills. Agency: Street & Finney Advertising. Acct. Exec.: Warren Faxon.

OULDS MILLING Co., Libertyville, Ill. Adv. Exec.: Floyd Smith. S. Agency: Campbell-Ewald Co., Chicago. Acct. Exec.: Earl W. Clements.

HE FOUR WHEEL DRIVE AUTO Co., Clintonville, Wis. FWD Trucks. Adv. Exec.: Arthur J. Danley. S. Agency: Claus Van Pietersen-Dunlap Assn., Milwaukee, Wis. Acct. Exec.: E. F. Zeisig.

OWNES BROS. & Co., New York. Hosiery and hosiery. Adv. Exec.: Abraham I. Shor. S. Agency: Rockmore Co., N.Y.

OX HEAD BREWING Co., Waukesha, Wis. Fox Head 400 beer and Old Waukesha ale. Adv. Exec.: J. R. Wickstrom. S. Agency: Weiss & Geller, Inc., Chicago.

J. FOX, Inc., New York. Furs. Adv. Exec.: Maurice W. Rybeck. S. Agency: Direct.

ETER FOX BREWING Co., Chicago. Silver Fox Deluxe Beer. Adv. Exec.: L. Meyers. S. TVS. Agency: Carroll Dean Murphy, Inc., Chicago. Acct. Exec.: Clyde Murphy.

HE FOY PAINT Co., Inc., Cincinnati, Ohio. Paint, accessories, wallpaper. Adv. Exec.: Mary Levy. S. Agency: S. Baer Co., Cincinnati.

RAM Corp., East Providence, R. I. Oil gasoline, air and water filters. Adv. Exec.: Lester F. Barnes. D.-C. Agencies: San Sant, Dugdale & Co., Baltimore.

FRANCO AMERICAN HYGIENIC Co., Evanston, Ill. Dusb. Adv. Exec.: Spencer F. Bartlett. S. Agency: Direct.

LEONARD FRANK Co., St. Paul, Minn. Old English Style Puddings. Adv. Exec.: Sam Frank. Agency: Melamed-Hobbs, Inc., Minneapolis. Acct. Exec.: Newton H. Stein.

WALLY FRANK, Ltd., New York. Pipes and tobaccos. Adv. Exec.: Ernest Brian. S. TVS. Agencies: Huber Hoge & Sons, New York; Dundas & Frank, New York.

FRANKENMUTH BREWING Co., Inc., Frankenmuth, Mich. Frankenmuth beer and Old English brand ale. Adv. Exec.: Bruce Berckmans. S. Agency: Ruthrauff & Ryan, Inc., Detroit.

FRANKLIN BREWING Co., Columbus, Ohio. Beer. Adv. Exec.: Donald L. Hines. S. Agency: Byer & Bowman, Columbus.

FRANKLIN PHOTOGRAPHIC INDUSTRIES, Inc., Chicago. Adv. Exec.: J. Ward Hartke. S. Agency: Direct.

E. FREDERICKS, Inc., Long Island City, N. Y. Permanent waving process. Adv. Exec.: J. Edward Dwyer. S. Agency: Direct.

FREDONIA PRODUCTS Co., Fredonia, N. Y. Wines. Adv. Exec.: Herbert Star. N. TVS. Agency: Pirsum Adv. Service, New York.

FREE STATE BREWERY Corp., Baltimore, Md. Free State beer and Hackney ale. S. Agency: I. A. Goldman & Co., Baltimore.

FREED RADIO Corp., New York. Freed-Eiseman radio-phonograph combinations. Adv. Exec.: Harold S. Boxer. D.-C. Agency: Lawrence Fertig & Co., N. Y. Acct. Exec.: Joseph Mintzer.

FREIHOFER BAKING Co., Philadelphia, Pa. Adv. Exec.: Geo. Householder. S. Agency: Richard A. Foley, Philadelphia. Acct. Exec.: Chas. H. Eyles.

FREMONT RUBBER Co., Fremont, Ohio. Adv. Exec.: Wallace C. Gilbertson. Agency: Beeson-Faller-Reichert, Inc., Toledo, Ohio. Acct. Exec.: Al Gross.

THE FRENCH LICK SPRING HOTEL Co., Inc., French Lick, Ind. Adv. Exec.: W. O. Seelbach. S. Agency: French & Preston, Inc., New York.

THE R. T. FRENCH Co., Rochester, N. Y. Prepared mustard, spices, bird seed, bird gravel, Worcestershire sauce, instant potato. Good Luck pie crust mix and pie fillings; Silvo silver polish. Adv. Exec.: O. L. Westgate. S. TVS. Agencies: Richard A. Foley, Inc., Philadelphia; Acct. Exec.: Charles H. Eyles. J. Walter Thompson, New York; Acct. Exec.: Wm. Resor.

FRENCH SARDINE Co., Inc., Terminal Island, Calif. Star-Kist tuna, Eatwell sardines and mackerel. Adv. Exec.: J. G. Scharer. S. TVS. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: R. O. Davis.

FRESNOL MFG. Co., Los Angeles. Ant poison. Adv. Exec.: C. L. Huffman. S. Agency: Direct.

S. FRIEDER & SONS Co., Philadelphia. Habanero. Spencer Morris, Garcia Grande cigars. Adv. Exec.: Philip S. Frieder. S. Agency: Al Paul Lefton Co., Inc.

HENRY FRIEDRICKS & Co., New York. Adv. Exec.: Melvin A. Turkel. S. Agency: Direct.

FRIEND BROS., Inc., Melrose, Mass. Canned Baked Beans. S. Agency: Ingalls-Minitzer Co., Boston, Mass. Acct. Exec.: J. R. Minitzer.

FRIGIDAIRE DIVISION, General Motors Corp., Dayton, Ohio. Electric refrigerators, ranges, automatic washers, ironers, dryers, home freezer, kitchen cabinets, sinks, water heaters, dehumidifiers, water coolers, air conditioners, ice cream cabinets and commercial refrigeration equipment. Adv. Exec.: F. H. Peters. S. TVS. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRISBIE SYRUP Co., Spokane, Wash. Frisbie Fancy Foods. Adv. Exec.: Stuart Dunlap. S. Agency: Madsen Adv., Spokane. Acct. Exec.: A. L. Madsen.

FRITO Co., Inc., Dallas. Fritos. Adv. Exec.: C. E. Doolin. Agency: Glenn Adv., Inc., Dallas.

FRITO NEW YORK, Inc., Mamaroneck, N. Y. (Licensee of the Frito Co. of Dallas.) Fritos Chee-Tos. Adv. Exec.: C. M. Kenyon. Agency: Michel-Cather Inc., N. Y. Acct. Exec.: John Eastman.

FRONTIER BREWERY Inc., Tonawanda, N. Y. Frontier Premium, Belzers beer. Adv. Exec.: Norman C. Belzer. S. Agency: Direct.

FRONTIER REFINING Co., Denver. Petroleum products. Adv. Exec.: Joe E. Tracey. S. Agency: Bob Betts Adv., Denver. Acct. Exec.: R. J. Betts.

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FROST BROS., San Antonio, Tex. Women's Specialty Store. Adv. Exec.: Lessi Ellen Culmer. S. Agency: Sterling Adv., New York. Acct. Exec.: Ray Hanna.

FROSTIE WINTERS Inc., New York. Adv. Exec.: John H. Winters. S. TVS. Agency: Altomari Adv., New York.

FRUEHAUF TRAILER Co., Detroit. Adv. Exec.: Norman A. Rowe. Agency: Zimmer-Keller, Detroit.

FRUIT BELT PRESERVING Co., East Williams, N. Y. Apple-True apples. Adv. Exec.: G. I. Van Benwyk. S. Agency: H. B. LaQuatte, Inc., New York.

FRUIT INDUSTRIES Ltd., San Francisco. Wines. Adv. Exec.: Marshall T. Weigel. S. TVS. Agency: Merchandising Factors, Inc., San Francisco. Acct. Exec.: Joseph D. McNeil.

FRUITATIVES PRODUCTS, Ltd., Hull, Quebec, Canada. Fruitatives tablets. Adv. Exec.: M. F. Rogers. S. Agency: Spitzer & Mills Ltd., Toronto. Ontario.

FUCHS BAKING Co., Miami, Fla. Holsum bread. Adv. Exec.: Leonard R. Wright. S. Agency: Grant Adv. Inc., Miami.

FUHRMAN AND SCHMIDT BREWING Co., Shamokin, Pa. F & S Beer & Ale. Adv. Exec.: Eugene Spaeth. S. Agency: Beaumont, Heller & Spurling, Reading, Pa.

FULCRUM OIL COMPANY, Franklin, Pa. Watch, clock, instrument, gun and reel oils. Adv. Exec.: Margaret Feldman. S. Agency: Grant & Wadsworth, Inc., New York.

W. P. FULLER & Co., San Francisco (paints, household products). Adv. Exec.: L. H. Markwood. N. Agency: McCann-Erickson, San Francisco. Acct. Exec.: H. Thomas.

FUNK BROS. SEED Co., Bloomington, Ill. Hybrid corn, soybean feed products and farm seeds. Adv. Exec.: R. J. Lable. S. Agency: E. H. Brown, Chicago.

FUNK & WAGNALLS Co., New York. Non-fiction books, dictionaries and encyclopedias. Adv. Exec.: Eleanor Kask. S. Agency: Direct.

R. H. FYFE & Co., Detroit. Shoes. Adv. Exec.: Florence Neydon. S. Agency: Dundas & Frank, Inc., New York. Acct. Exec.: Ben Frank.

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G & R LABS, Seattle, Wash., Florine, Floradent toothpaste. Adv. Exec.: George Fletcher. S. Agency: Pacific National Adv., Seattle, Wash. Acct. Exec.: Frank Horsley.

GABRIEL Co., Cleveland, O., shock absorbers, coil springs, thermostats, Metaslume, Celastic. Adv. Exec.: L. W. Klein. S. Agencies: The Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell; Gregory & House, Cleveland.

GABY Co., Philadelphia, Pa. Gaby Greaseless Sun-Tan Lotion, hand lotion, Gaby Anti-Chap, Radnal hand cream. Adv. Exec.: C. Waxman. S. Agency: Joseph Katz Co., N. Y. Acct. Exec.: A. R. Bochrach.

GADGET OF THE MONTH CLUB Inc., Los Angeles, Calif. merchandisers of new products. Adv. Exec.: J. E. Hanson. S. Agency: Davis-Harrison Simmonds, Los Angeles, Calif. Acct. Exec.: Lathrop Mack.

GALLAHER DRUG Co., Dayton, O., retail drug stores. Adv. Exec.: W. E. Wolaver. S. Agency: Hugo Wagensell & Assoc., Dayton, O. Acct. Exec.: Hugo Wagensell.

E. & J. GALLO WINERY, Modesto, Cal., wines. Adv. Exec.: Neil Shaver. S. Agency: F. BBDO, S. F. Acct. Exec.: Tony Hale.

GALLOWHUR CHEMICAL CORP., N. Y. (chemical, pharmaceutical products) Acct. Exec.: Joseph Dunn. Skol. Adv. Exec.: Malcolm D. Sanders. S. Agency: Buchanan & Co., N. Y.

GALVESTON-HOUSTON BREWERIES, Galveston, Texas. Southern Select beer. Adv. Exec.: H. S. Autrey. S. Agency: Ruthrauff & Ryan Inc., Houston, Tex. Acct. Exec.: H. D. Hopton.

GAMBLE-SKOGMO Inc., Minneapolis, Minn., auto supplies, hardware, radio appliances, wearing apparel, foods, farm machinery. Adv. Exec.: Frank Johnson. S. Agency: BBDO & O, Minneapolis.

GARDEN CITY PAINT & VARNISH Co., Chicago, Ill. Garden City paint. Adv. Exec.: R. Nepil. S. Direct.

GARDNER NURSERY Co., Osage, Ia., Perennial plants and general nursery products. Agency: Northwest Radio Adv. Co., Seattle.

GARFIELD WILLIAMSON Inc., Jersey City, N. J., Wonderlawn, Yankee. Green Circle grass seed. Adv. Exec.: Simon Wagner. S.TVS. Agency: Van Diver & Crowe Inc., N. Y., Acct. Exec.: A. M. Seidler.

GAROD ELECTRONICS Corp., Brooklyn, N. Y. Adv. Exec.: Joseph DeVico. S.TVS. Agency: Shappe-Wilkes, New York. Acct. Exec.: Louis Shappe.

GARRET WINE Co., Brooklyn, Garret Wine, Virginia Dare. S. Agency: Ruthrauff & Ryan, New York.

GASTERIA: BONDED GAS & OIL SYSTEM. Indianapolis. Adv. Exec.: Bernard C. McKay. S.TVS. Agency: Direct.

GATES RUBBER Co., Denver, Colo., Gates tires, tubes, bathtubs, Gates fan belts, radiator hose, car mats, garden hose, Vulco ropes. Adv. Exec.: Ralph Heckman. S. Agencies: Cloyd F. Wooley Inc., Denver, Colo. Acct. Exec.: Cloyd F. Wooley; R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: Gerald Updike.

GATEWAY WHOLESALE SPORTING GOODS Co., Kansas City, Mo., fishing tackle. Adv. Exec.: L. A. Cumonov. S. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: R. J. Potts.

GAY FAD STUDIOS Inc., Lancaster, O., decorated glassware, giftwares. Adv. Exec.: Fran Taylor. S. Agency: Direct.

GAYLARK PRODUCTS Inc., Chicago, Ill. seat covers. Adv. Exec.: Irving Herman. S. Agency: Petesch, Hecht & O'Connor, Chicago, Ill.

GAYLORD, McKeesport, Pa., hosiery, women's accessories. Adv. Exec.: Sidney Rudolph. S. Agency: Lando Adv., Pittsburgh, Pa. Acct. Exec.: Robert Lando.

GAYMONT LABS, Chicago, Agency: Vandyne, Barlowe & Capstaff, Chi.

GAYNES Inc., N. Y., women's apparel. Adv. Exec.: Ben Gaynes. S. Agency: Sterling Adv., N. Y. Acct. Exec.: Herman Lebow.

GDYNIA AMERICA LINE Inc., N. Y., steamship, passenger, freight services. Adv. Exec.: Mrs. Barbara Malec. S. Agencies: Arthur Rosenberg Co., N. Y. Acct. Exec.: Joseph Ellner; Ervin S. Acel Inc., N.Y. Acct. Exec.: E.S. Acel.

GEIGY COMPANY Inc., N. Y., Dye-stuffs, auxiliary textile chemicals, Mothproof - Mitin pharmaceuticals. Adv. Exec.: H. C. Spatz. S. Agencies: Samuel Croft Co., N.Y.; L. W. Frolich & Co. Inc., N. Y.

GELLMAN MFG. Co., Rock Island, Ill., Sew-Gem electric sewing machines. Adv. Exec.: R. D. Wilder. S. Agency: L. W. Ramsey Adv., Davenport, Ia.

GEM PACKING Corp., Brooklyn, N.Y., edible oils. Adv. Exec.: Remo Giordano. S. Agency: Emil Mogul Co., N.Y.

GENERAL AMERICAN TRANSPORTATION Corp., Chicago, Ill. tank and freight cars, motorcoaches, storage terminals. Adv. Exec.: Robin Douglas. S. Agency: Weiss & Geller Inc., Chicago, Ill. Acct. Exec.: B. J. Gross.

GENERAL ANILINE & FILM CORP., New York. Adv. Exec.: Richard Tomlinson. S. Agency: R. T. O'Connell Co., N. Y.

GENERAL BAKERIES Ltd., Toronto (bread). Agency: McConnell Eastman & Co., Toronto.

GENERAL BAKING Co., New York. Bond Bread Adv. Exec.: A. W. Stone. S. Agency: BBDO, N.Y. Acct. Exec.: Charles Dalton, N. Y.

GENERAL CAMERA Co., Chicago, Ill., photograph equipment. Adv. Exec.: Ben Rubin. S. Agency: Jones Frankel Co., Chicago, Ill.

GENERAL CHEMICAL DIVISION, Allied Chemical & Dye Corp., N. Y., heavy chemicals, agricultural insecticides, Reagent chemicals, Aerosol household products. Adv. Exec.: J. J. Tomlinson. S. Agencies: Atherton & Currier Inc., N. Y.; Cunningham & Walsh, N. Y.

GENERAL CIGAR Co., N. Y., Van Dyck cigar. White Owl Cigars, Robert Burns. Adv. Exec.: Wm. L. Robin. S.TVS. Agencies: Federal Adv. Agency, N.Y. Acct. Exec.: Jules B. Singer, J. Walter Thompson, N. Y. Acct. Exec.: Howard Henderson, Donahue & Coe, N. Y. Acct. Exec.: Robert E. Rinehart.

GENERAL DRY BATTERIES OF CANADA, Toronto. Adv. Exec.: Frank Flint. S. Agency: McKim Adv., Toronto. Acct. Exec.: A. M. Lawrence.

GENERAL ELECTRIC Co., Bloomfield, N. J. Air Conditioning Division, Oil

furnaces, gas furnaces, air conditioning equipment, refrigeration equipment. Adv. Exec.: E. S. McKay. S. Agency: Kenyon & Eckhardt Inc., N.Y.

GENERAL ELECTRIC Co., Bridgeport, Applance & Merchandise Dept. Adv. Exec.: George Park. S. Agencies: Young & Rubicam, N. Y. Acct. Exec.: J. D. Webb; J. M. Hickerson Inc., N. Y.

GENERAL ELECTRIC Co., Syracuse, N. Y. Electronics Dept. Adv. Exec.: Le Pettit, D.-CTVN. Agencies: Maxon Inc., N.Y. Acct. Exec.: M. F. Mahony.

GENERAL ELECTRIC Co., East Cleveland, Lamp Department. Adv. Exec.: J. W. Kelly. S.TVN. Agencies: Foster & Davies, Cleveland. Acct. Exec.: Maxon Davies; BBDO, Cleveland. Acct. Exec.: George Cozens.

GENERAL ELECTRIC Co., Toronto (appliances) N. Agency: MacLaren Adv., Toronto.

GENERAL FINANCE Corp., Chicago, small loans, industrial finance. Adv. Exec.: Richard Trenkmann. S. Agency: Direct.

GENERAL FOOD CORP., New York, Sanka Coffee, Post Cereals, Swans Down Flour, Birds Eye Frosted Foods, Calumet Salt, Baker's Choc., LaFrance & Satina, Maxwell House Coffee, Jell-O, Calumet Baking Powder, Diamond Crystal Salt, Postum, Minute Rice, Certo, Sure-Jell, Baker's Coconut, Maxwell House Tea, Gaines Dog Food. Adv. Exec.: H. M. Chapin.

N.S.TVN S. Agencies: Young & Rubicam, New York. Acct. Exec.: Harry Harding; Benton & Bowles, New York. Acct. Exec.: Wm Baker; Foote, Cone & Belding, New York. Acct. Execs.: Wm. Berchtold, Fairfax Cone; Baker Adv. Agency, Ltd., Toronto. Acct. Exec.: W. R. Baker.

GENERAL FOODS, Toronto, Maxwell House Coffee, Jello products, Post breakfast foods, Swan's Down products, Baker's cocoa, Certo etc. Adv. Exec.: R. R. McIntosh. N.S.R. Agency: Baker Adv., Toronto. Acct. Exec.: W. R. Baker.

GENERAL GROCER CO., St. Louis, Corn, coffee. Adv. Exec.: Dana Brown. N.S. Agency: Ollian Adv. Co., St. Louis. Acct. Exec.: Mrs. Margaret Hart Nelson.

GENERAL ICE CREAM Corp., Schenectady, N. Y., Sealtest ice cream, dairy products, Deerfoot Farm meat products. Adv. Exec.: J. G. Clifford.

N.S.TVN S. Agencies: McKee & Albright, Phila.; Woodward & Loeb, Albany, N. Y.; Hoag & Provand, Boston; Baldwin, Bowers & Strachan, Buffalo; C. L. Rummell & Co., Rochester; N. W. Ayer & Son, Phila.

GENERAL INSURANCE CO. OF AMERICA, Seattle, Wash., insurance. Adv. Exec.: F. S. Gloyd. S. Agency: Mac Wilkins, Cole & Weber, Seattle, Wash.

GENERAL MILLS, Minneapolis, Gold Medal flour, Softasilk, Red Band flour, Betty Crocker Vegetable Noodle Soup Ingredients, Betty Crocker Pea Soup Ingredients, Bisquick. Adv. Exec.: C. S. Samuelson. N. Agencies: Dancer-Fitzgerald-Sample, N. Y. Acct. Execs.: Donald Manchester, H. M. Dancer; Knox-Reeves Adv., Mpls. Acct. Exec.: E. H. Sylvester, Wayne Hunt; BBDO, Mpls. Acct. Exec.: J. M. Budge; Tatham-Laird, Chicago. Acct. Exec.: A. E. Tatham, G. A. Bolas; Zimmer-Keller Inc., Detroit, D-C.

GENERAL MILLS Inc., Sperry Division, San Francisco, Cal., flour, cereal, feeds. Adv. Exec.: James Rowe. S. Agency: Knox Reeves Adv., San Francisco. Acct. Exec.: H. R. Ohleyer.

GENERAL MOTORS Corp., Detroit, Automobiles, Frigidaire. Adv. Exec.: S. D. Hopkins, N.TVN. Agencies: D. P. Brother & Co., Detroit; Kudner Agency, Inc., Detroit; Foote, Cone & Belding, N. Y.; BBDO, N. Y.; Campbell-Ewald, N. Y.; Geyer, Newell & Ganger, Dayton, D-C.

GENERAL PANEL CORP. OF CALIFORNIA, Burbank, Cal., home builders. Adv. Exec.: E. A. Shoaff. S.TVS. Agencies: R. T. O'Connell Co., N. Y. Acct. Exec.: George Miller; Lockwood-Shackelford Co., L. A. Acct. Exec.: Bernard Slavin.

GENERAL PETROLEUM Corp., Los Angeles, Mobilgas, Mobiloil, Mobil Products. Adv. Exec.: F. C. Munier. S. D.-C. TVS. Agency: West-Marquis, Inc., Los Angeles. Acct. Exec.: T. L. Stromberger.

GENERAL RETAIL Corp., Nashville, Tenn., shoes. Adv. Exec.: William MacLay. S. Agency: Direct.

GENERAL TIRE & RUBBER Co., Akron Tires and Rubber Products, N. Agency D'Arcy Adv. Co., Cleveland.

GENESESE BREWING Co. Inc., Rochester, N. Y., Genesee 12 Horse ale Genesee beer. Adv. Exec.: Jame Duffy. S. Agency: Rogers & Porte Rochester.

GENEVA MODERN KITCHENS Inc Geneva, Ill., metal kitchen cabinet S. Agency: O'Grady-Anderson-Gra Inc., Chicago.

GENII Inc., St. Paul, Minn., Genii hor permanent wave. Adv. Exec.: Mann Katz. S. Agency: Bozell & Jacobs Co Minneapolis. Acct. Exec.: Sam Kaufman.

GERITY - MICHIGAN Corp., Adria Mich., chrome bathroom accessory automotive and plumbing hardware Adv. Exec.: J. T. Bolan. S.TVS. Agency: Clark & Rickard Inc., Detroit.

GERMAINE MONTELL COSMETIQUE Corp., N.Y., cosmetics. Adv. Exec.: Genevieve M. Bjorkman. S. Agency: A. Adv. Inc. Acct. Exec.: Bliss Woodward.

GERMAINE SEED & PLANT Co., Los Angeles, seeds, plants. Agency: Dudley L. Hogan Adv., Los Angeles.

GEROTOR MAY CORP., Baltimore, Md. Quiet May oil burners. Adv. Exec.: R. Collins. S. Agency: Jones & Taylor & Assoc., South Bend, Ind.

GIBSON ART CO., Cincinnati. Greeing Card. Agency: Christianson Adv. Chicago.

GIBSON HOTEL, Cincinnati. Adv. Exec.: Mark Schmidt. S. Agency: Associated Adv., Cincinnati.

GIBSON REFRIGERATOR CO., Greenville, Mich. Adv. Exec.: G. V. Drum. S.D.-C. TVN. S. Agency: Wallace Lindeman Inc., Grand Rapids, Mich. Acct. Exec.: Harold Driscoll.

GILL BROS. SEED Co., Portland, Ore. seeds, dahlia, gladiolus, fertilizer sprays. Adv. Exec.: Ray Gill. S. Agency: Richard G. Montgomery & Assoc. Portland, Ore. Acct. Exec.: R. G. Montgomery.

GILLET-MARTIN & Co., Baltimore Md., He-No tea, House of Lords coffee tea, mayonnaise, Pudding pudding Adv. Exec.: Wilfred Levesque. S. Agency: H. B. LeQuatte Inc., N. Y.

GILLETTE SAFETY RAZOR Co., Boston, Blue Blades, shaving cream, safety razors. Adv. Exec.: A. Craig Smith. S. TVN. Agencies: Maxco Inc., N.Y.; Acct. Exec.: Ed Wilhelm. Foote Cone & Belding International (export only). D-C.

GILLETTE SAFETY RAZOR Co., Canada, Montreal. Agency: Maxco Inc., Detroit. Acct. Exec.: Searl Hende.

GILLEY Inc., N. Y., glass and metal giftware. S. Agency: George N. Kah Co., N. Y.

I. GINSBERG & BROS., New York, Queen Make Dresses. Adv. Exec.: Ralph Ginsberg, N. Agency: Abbott Kimba Co., N. Y. Acct. Exec.: Miss Brooks.

GINSBURG & ABELSON, N. Y., women's dresses. Adv. Exec.: Leonard Gordon. S. Agency: Frederick Clinton Co. Acct. Exec.: Robert S. Buckbinder.

GIOIA MACARONI Co. Inc., Buffalo N. Y., macaroni products. Adv. Exec. A. Gioia. S.TVS. Agency: Storm Adv. Rochester, N. Y. Acct. Exec.: Mori Storm.

GIPPS BREWING Corp., Peoria, Ill. Gipp's Amberlith beer. Adv. Exec.: M. Raef. S. Agency: Kaufman & Assoc. Inc., Chicago. Acct. Exec.: R. E. Jaelson.

GIRARD'S Inc., San Francisco, Girard French Dressing. Adv. Exec.: Rufi Rhoades. S. Agency: Lockwood, Shackelford Co., L. A.

GIURLANI-A. & BROS., San Francisco, Cal., Star olive oil, Gancia wine vermouths. Adv. Exec.: G. Giurlani. S. Agencies: Honik-Cooper Co., S. F. Gelse-Medcot Adv., S. F.

GIVEN MANUFACTURING Co., Los Angeles, Cal., Waste King Pulverator Restaurant Pulverator. Adv. Exec. Bertram Given. S.TVS. Agency: H. J. Gardner & Assoc., L. A. Acct. Exec. Harold Gardner.

GLADE CANDY Co., Salt Lake City, Utah, Glade's candy. Adv. Exec.: J. Glade. S. Agency: The Ad-Craftsme. Salt Lake City, Utah.

GLAND-O-LAC Co., Omaha, Neb. Funjol, poultry medicines. Adv. Exec. Joe Rice. S. Agency: Bozell & Jacob Omaha.

GLASER, CRANDELL Co., Chicago, Ill. Everbest, Perrell, jellies, Derb

saucers. Adv. Exec.: R. J. Glaser. S. Agency: Schwimmer & Scott Inc., Chicago.

GLASS CONTAINER MFRS. INSTITUTE, New York, trade assn. glass containers. Adv. Exec.: Benjamin Wood. S. N. Agency: Foote, Cone & Belding. N. Y. Acct. Exec.: Kenath Sponsel.

GLASS INDUSTRIES Inc., N. Y., scientific glass products. Adv. Exec.: George Grunberg. S. Agency: direct.

GLAZE-ALL Corp., Chicago. Glaze-All automobile wax veneer. Adv. Exec.: Frank Kovas. S. Agency: Deuss-Gordon Adv., Chicago. Acct. Exec.: Marvin Gordon.

GLEANER HARVESTER Corp., Independence, Mo., Gleaner-Baldwin harvesters. Adv. Exec.: George Reuland. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: R. J. Potts.

GLENS FALLS INSURANCE Co., Glens Falls, N. Y., insurance. Adv. Exec.: K. S. Sand. S. Agency: Direct.

GLIDDEN Co., Cleveland, O., paints, varnishes, enamels, Durkees Mayonaise, shortening, livestock feeds, poultry feeds, pet food. Adv. Exec.: T. H. Furney. S.T.V.S. Agency: Meldrum & Jewsmith, Cleveland, O. Acct. Exec.: I. W. Cooper.

GLOBE BREWING Co., Baltimore, Md., Arrow beer. Adv. Exec.: D. C. McAmara. S. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: John McHugh.

GLOBE FERTILIZER Co., Los Angeles, fertilizer. Adv. Exec.: F. R. Little. S. Agency: Arnold, Rupert Adv., L. A.

GLOBE LABORATORIES, Ft. Worth, Texas, animal serums, poultry vaccines, veterinary products. Adv. Exec.: M. A. Withers. S. Agency: Glenn Adv., Ft. Worth.

GLO-LURE Inc., Medford, Wis., fishing lures, luminous bait, Duncaster shing tackle. Adv. Exec.: Jesse Fisher. Agency: Bozell & Jacobs Inc., Chicago. Acct. Exec.: Philip Rouda.

GLOSTEX PRODUCTS Inc., Chi. S. Agency: Bennett, Petesch & O'Connor, Chi.

GLUCKIN Corp., N. Y., Alene wire ra, Celebrity, Marvelform, Best Maid. Adv. Exec.: Lawrence Gluckin. S. Agency: Moore & Hamm Inc., N. Y.

GLUEK BREWING Co., Minneapolis, Minn., beer. Adv. Exec.: Louis Gluek. TV.S. Agency: Vance Pidgeon & Assoc., Minneapolis.

GLYCERINE PRODUCERS ASSOC., I. Y. Agency: G. M. Basford Co., N. Y.

LYCOL GENERATOR CHEMICAL IR PURIFICATION Corp., Chicago, terfite-Aire. Adv. Exec.: H. E. Wilken. Agency: Morris F. Swaney Inc., Chicago.

ODCHAUX SUGARS Inc., New Orleans, Godchaux's cane sugar, Blue and cane sugar, Servall poultry filler, Godchaux's cane sugar syrup. Adv. Exec.: J. A. Godchaux. S. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: J. Epstein.

OEBEL BREWING Co., Detroit. Adv. Exec.: Hugh S. Hole. N. S. TV.S. Agency: Brooke, Smith, French & Dornice, Detroit. Acct. Exec.: C. A. Monje.

OETZ-M. K. BREWING Co., St. Joseph, Mo., Goetz Country Club beer. Adv. Exec.: Allen Russell. S. Agency: Otts-Turnbull Adv., Kansas City, Mo. Acct. Exec.: W. J. Krebs.

OLD MEDAL CANDY Corp., Brooklyn, N. Y., Thanks, Bonomo's Turkish affy, Olde English peanut brittle, Ittenhouse peanut chews. Adv. Exec.: Sidney Kent. S. Agency: Donahue & Co., N. Y.

OLD MEDAL HAIR PRODUCTS Inc., Brooklyn, N. Y., Carbonel ointments, Fedalo straightening combs, Marcel ons, Medalo hair preparations. Adv. Exec.: E. Sherman. S.T.V.S. Agency: W. Vomack Inc., N. Y.

OLD SEAL Co., Bismark, N. D. Adv. Exec.: Harold Shafer, N. S. D.-C. Agency: Campbell-Mithun Inc., Chicago. Acct. Exec.: Alden Grimes.

OLD-TONE STUDIOS Inc., Rochester, N. Y., portrait photography, copy restoration. Adv. Exec.: Helen Hazenach. S. Agency: Charles L. Rumrill & Co., Rochester.

OLDEN GUERNSEY Inc., Peterborough, N.H., Golden Guernsey milk. Adv. Exec.: E. W. Bunce. S. Agency: adger & Browning & Pacher, Boston. Acct. Exec.: C. P. Pacher.

OLDEN PEACOCK Inc., Paris, Tenn., olden Peacock toilet preparations, osmetics, Mitchums Esoterica. Adv. Exec.: M. E. Warren. S. Agency: Ruthauf & Ryan, Chicago.

OLDEN STATE Co., San Francisco, airy products. Adv. Exec.: Don Lawson. S.T.V.S. Agency: BBDO, L. A. Acct. Exec.: B. J. Vaughan, C. W. Reed.

GOLDEN STATE FOODS INC., Berkeley, R. Agency: BBDO, L. A.

GOLDEN STATE FOODS INC., Berkeley, Calif. Gold Coast Preserves. R-S. Agency: Botsford, Constantine & Gardner, San Francisco.

GOLDENROD ICE CREAM Co., Chicago, Goldenrod Ice Cream. Adv. Exec.: P. D. Sanz. S. Agency: Goodkind, Joice & Morgan, Chi.

GOLDMAN-MARY T. Co., St. Paul, Minn., Mary T. Goldman's gray hair coloring preparation. Adv. Exec.: Carl Goldman. S. Agency: Oakleigh R. French & Assoc., St. Louis.

GOLDSMITH BROS. MFG., N. Y., hand bags. Adv. Exec.: S. R. Goldsmith. S. Agency: Jack Goehring Co., N. Y.

GOLDTONE RAZOR BLADE Co. Inc., Newark, N. J., Goldtone razor blades. Adv. Exec.: J. Nadeau. S. Agency: Market Research & Adv. Inc., Newark, N. J.

GOLDWATERS, Phoenix, Gifts, toiletries. Adv. Exec.: Bob King. S. Agency: Advertising Associates of Phoenix.

SAMUEL GOLDWYN PRODUCTIONS Inc., Hollywood, motion pictures. Adv. Exec.: Al Vauhan, Lynn Farnol. S. Agencies: Foote, Cone & Belding, L. A.; Monroe Greenthal Co., N. Y.

GONSET Co., Burbank, Calif., mfg. TV antennae & special TV & radar equipment. TV.S. Agency: Allied Adv., L. A.

GOOCH FEED MILL Co., Lincoln, Neb., poultry feeds, livestock feeds. Adv. Exec.: M. A. Fensler. S. Agency: Rogers & Smith, Kansas City, Mo.

GOOD FOODS Inc., Minneapolis, Minn., Skippy peanut butter. Adv. Exec.: A. M. Brisolis. S.T.V.S. Agency: Guild, Bascom & Bonfigli, San Francisco.

GOOD HUMOR Corp., Brooklyn, N. Y., Good Humor ice cream. Adv. Exec.: Joseph Meehan. S. Agency: Direct.

GOOD LUCK FOOD Co. Inc., Rochester, N. Y., Good Luck pie crust. Adv. Exec.: Oscar Westgate. S. Agency: J. Walter Thompson Co., N. Y.

THE GOODALL Co., Cincinnati, Palm Beach, Springweave & Sunfrost suits & slacks. TV.S. Agency: Ruthrauff & Ryan, Chi.

GOODMAN-A. & SONS Inc., Long Island City, N. Y., Goodman's noodles, spaghetti, matzo products. Adv. Exec.: Erich Cohn. S. Agency: Al Paul Lefton, N. Y.

B. F. GOODRICH Co., Akron, O., Rubber Products: Retail service and general merchandise. Adv. Exec.: Glenn E. Martin. S. D.-C. TV.N.S. Agency: BBDO, N. Y. Acct. Exec.: E. L. Weibrecht.

GOODRICH-GAMBLE Co., St. Paul, Minn., NH dentifrice. Adv. Exec.: E. A. Hubley. S. Agency: Manson-Gold-Miller Inc., Minneapolis.

GOODYEAR TIRE & RUBBER Co., Akron, Tires and rubber, plastic and chemical products. Adv. Exec.: J. K. Hough. N.S.D.-C. TV.N.S. Agencies: Compton Advertising, N. Y. Acct. Exec.: Frank Griffin, Young & Rubicam, N. Y. Acct. Exec.: F. L. Henderson, Kudner Agency Inc., N. Y. E. J. Owens.

GORDON BAKING Co., Detroit, Mich., Silver Cup bread. Adv. Exec.: G. P. Kennitz. S.T.V.S. Agency: N. W. Ayer & Son Inc., Detroit.

GORDSHELL CHEMICAL Co., Baltimore, Md., Dr. Gordsshell's all-healing salve. Adv. Exec.: Ewald Damm. S. Agency: The Joseph Katz Co., Baltimore, Md.

GORE PRODUCTS Inc., New Orleans, La., H.F. athlete's foot medication. Adv. Exec.: E. E. LeMieux. S. Agency: Stone-Stevens Inc., New Orleans.

GOSPEL BROADCASTING ASSN., Evangelical Talks. N. Agency: R. H. Alber Co., L. A.

GOTHAM HOSIERY Co. Inc., N. Y., Gotham Gold Stripe, K-T-C, Adjustables, Tabarin, Hollywood, Onyx hosiery. Adv. Exec.: Roy Tilles. TV.S. Agency: Sterling Adv., N. Y. Acct. Exec.: Leona Bowman.

GOTHIC JARPROOF WATCH Corp., N. Y., watches. Adv. Exec.: Harold Grey. S. Agency: Ray-Hirsch Co. Inc., N. Y.

GOTTFRIED Co., Cleveland, O., Marie Dressler, Mynette dresses, Overblouse by Mynette. Adv. Exec.: M. A. Wyse. S.T.V.S. Agency: Lustig Adv., Cleveland. Acct. Exec.: Leroy Lustig.

GOURLARD & OLENA Inc., Skillman, N. J., termite insulation. Adv. Exec.: Edward Doris. S. Agency: Metropolitan Adv., N. Y. Acct. Exec.: Harry Adair.

GOVERNOR CLINTON Co., N. Y., hotel. Adv. Exec.: Shep Henkin. S. Agency: Koehl, Landis & Landon, N. Y. Acct. Exec.: Albert E. Koehl.

JOHN GRAF Co., Milwaukee, Wis., Gran'pa Graf's Creamy Top Root Beer, beverages & mixes. Adv. Exec.: E. W.

Dooley. S. Agency: Al Herr Adv., Milwaukee. Acct. Exec.: Al Herr.

GRAHAM Co., N. Y., food products. Adv. Exec.: S. W. Graham. S. Agency: direct.

GRAHAM-HOEME PLOW Co., Amarillo, Texas, Graham-Hoeme plows. Adv. Exec.: S. E. Burks. S. Agency: Direct.

GRAHAM-JAMES MFG. Co., Newark, Cal., Wedgwood gas range. Adv. Exec.: Clark Pettit. S. Agency: Direct.

GRANADA WINES Inc., Cambridge, Mass., Granada wines. Adv. Exec.: John Campbell. S. Agency: Daniel F. Sullivan Co., Boston. Acct. Exec.: Charles Rankin.

GRAND UNION Co., N. Y., super markets, food stores, home service, household products. Adv. Exec.: Mary Brown. S. Agency: French & Preston Inc., N. Y.

GRANT-W. T. Co., N. Y., general merchandise chain store. Adv. Exec.: Joseph Rowen. S. Agency: Direct.

GRAPETTE Co., Camden, Ark., soft drink. S. Agency: Bryan & Bryan Adv. Co., Shreveport, La.

GRASS, I. J. NOODLE Co. Inc., Chicago, Ill. Mrs. Grass Egg Noodles and Noodle Soups. Adv. Exec.: A. Irving Grass. S. Agency: Charles Silver & Co., Chicago, Ill.

GRAVEM-INGLIS BAKING Co., Stockton, Calif., Sunbeam bread, Adv. Exec.: Ray Wolfe. S. Agency: Garfield & Guild, S. F. Acct. Exec.: Walter Guild.

GRAVYMASTER Co. Inc., N. Y., Gravymaster seasoning. Adv. Exec.: William McKenna. S.T.V.S. Agency: Samuel Crot Co., N. Y.

GRAYSON'S SHOPS, L. A., women's apparel chain. S. R. Agency: Milton Weinberg Adv., L. A.

GREAT ATLANTIC & PACIFIC TEA Co., New York, groceries. Adv. Exec.: L. H. Gillespie. S. Agency: Paris & Peart, New York. Acct. Exec.: W. F. James.

GREAT CHINA FOOD PRODUCTS Co., Chicago, China Beauty canned Chinese food products. Adv. Exec.: Eugene Liu. S. Agencies: Sorensen & Co., Chicago; H. C. Morris & Co., N. Y.

GREAT STAR COFFEE Corp., N. Y., coffee. Adv. Exec.: E. G. Deutsch.

GREATER CHICAGO HOTEL ASSN., Chicago. S. Agency: M. M. Fisher Assoc., Chicago.

GREEN GIANT Co., Le Sueur, Minn., canned vegetables. Adv. Exec.: Ward H. Patton. TV.N. Agency: Leo Burnett Inc., Chicago. Acct. Exec.: W. L. Diener.

GREEN & GREEN Inc., Houston, Texas, Fruit Bowl beverages. Adv. Exec.: A. M. Green. S. Agency: Franke-Wilkinson-Schivetz & Tips Inc., Houston. Acct. Exec.: P. C. Franke, Jr.

GREEN SPOT Inc., L. A., Green Spot orangeade, grapefruitade, Concord grape concentrate. Adv. Exec.: H. M. Kitchen. S.T.V.S. Agency: Philip J. Meany Co., L. A. Acct. Exec.: Philip Meany.

GREENBERG PUB., N. Y., publishers. Adv. Exec.: Brandt Aymar. S. Agency: Getschal & Richard, N. Y.

GREENMAN-SHERRILL FURNITURE Corp., N. Y., period furniture, modern furniture. Adv. Exec.: E. Richard Sherrill. S. Agency: Victor A. Bennett Co., N. Y. Acct. Exec.: Richard Forrest.

GREENWAYS Inc., Syracuse, N. Y., Greenway's Ale, lager. Adv. Exec.: C. M. Bedell, Jr. S. Agency: Direct.

GREENWICH HOUSE Corp., N. Y., Thoro-Kleen pipes. Adv. Exec.: Nat Friedland. S. Agency: Ruth Brooke Adv., N. Y.

GREENWOOD PACKING Co., Greenwood, S. C., Carolina's Pride meat products. Adv. Exec.: Henderson Barnette. S. Agency: Jim Henderson Adv., Greenville, S. C. Acct. Exec.: J. M. Henderson.

GREER SHOP TRAINING Inc., Chicago, school. Adv. Exec.: Don Ashley. S. Agency: Direct.

GREGOR CHOCOLATES, N. Y., chocolates. Adv. Exec.: Fred Gregor. S. Agency: A. W. Lewin Co., N. Y. Acct. Exec.: Maurice Marks.

GRETZ-WILLIAM BREWING Co., Philadelphia, Pa. Gretz beer. Adv. Exec.: Karl Gretz. S.T.V.S. Agency: Seberhagen Inc., Philadelphia. Acct. Exec.: F. H. Seberhagen.

GREYHOUND Corp. Inc., Chicago, Ill., Bus Service. Adv. Exec.: J. L. Williams. S. Agency: Beaumont & Hohman Inc., Chicago, Ill.

GREYSTONE Corp., N. Y., publishers. Adv. Exec.: John Stevenson. S. Agency: Schwab & Beatty.

(Continued on page 364)

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GREYVAN LINES Inc., Chicago, Ill., long distance moving of household & office furniture. Adv. Exec.: G. O. Watson. S. Agency: Beaumont & Hohman Inc., Chicago, Ill. Acct. Exec.: Wendell O'Neal.

GRIESEDIACK BROS. BREWERY, St. Louis. Adv. Exec.: Harold W. Neusitz. S.N.T.V.S. Agencies: Ruthrauff & Ryan. St. Louis. Acct. Exec.: O. A. Zahner.

GRIESEDIACK WESTERN BREWERY Co., Belleville, Ill., Stag beer. Adv. Exec.: Frank Griesdieck. S. Agency: Maxon Inc., Chicago. Acct. Execs.: Vinton Hall, Lester Scholty.

GRIFFIN GROCERY Co., Muskogee, Okla., Griffin's coffee, Griffin's tea. Adv. Exec.: James Leake. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: E. A. Warner.

GRIFFIN MFG. Co., Brooklyn, shoe polishes. Adv. Exec.: Wm. F. Smith. S.T.V.N. Agency: Birmingham, Castleman & Pierce. New York. Acct. Exec.: James Walker.

GRIGGS, COOPER & Co., St. Paul, food products. Adv. Exec.: T. W. Griggs. S.T.V.S. Agency: Campbell-Mithun Inc., Minneapolis.

GRINNEL BROTHERS, Detroit, Mich., pianos, television, musical instruments. Adv. Exec.: Louise Herald. S. Agency: Luckoff, Wayburn & Frankel, Detroit. Acct. Exec.: Ivan Frankel.

GROCERY STORE PRODUCTS Co. Inc., West Chester, Pa., Foulds Macaroni, Cream of Rice, Kitchen Bouquet. Adv. Exec.: J. S. Ross. S. Agencies: Campbell-Ewald Co., Chicago; Ted Bates & Co., N. Y. Acct. Exec.: J. R. Busk.

GROLIER SOCIETY Inc., N. Y., Book of Knowledge, Book of Popular Science, Lands and People reference set, Grolier Encyclopedia. Adv. Exec.: Don Taylor. S. Agency: Doyle Dane Bernbach Inc., N. Y.

GROSSMAN-JULIUS, Inc., N. Y., Pedemone, Julius Grossman women's shoes. Adv. Exec.: Samuel Staff. S. Agency: Sterling Adv., N. Y. Acct. Exec.: Wm. Forray.

GROVE LABS., St. Louis, Bromo Quinine Cold Tablets, Grove Cold Tablets, 4-Way Cold Tablets, Grove Chill Tonic, Dr. Porter's Oil, Pazo, Kare, Pfunder's Tablets, Fitch Dandruff Remover Shampoo, Ideal Hair Tonic. Adv. Exec.: Robert J. Piggott. N.S.D.-C.T.V.S. N. S. Agencies: Harry B. Cohen, N. Y. Acct. Exec.: Harry B. Cohen, Gardner Adv., St. Louis. Acct. Exec.: Charles E. Claggett, Vickers & Benson, Toronto.

GRUEN WATCH Co., Cincinnati, Gruen Watches. Adv. Exec.: Bernard M. Kl-

man. D-C. TVN. S. Agencies: Stockton, West, Burkhart Inc., N. Y. Acct. Exec.: Ray Ender; Locke, Johnson, Toronto.

GUARANTEE TRUST LIFE INSURANCE Co., Chicago, Ill., insurance. Adv. Exec.: R. S. Holson. S. Agency: J. L. Stewart Agency, Chicago. Acct. Exec.: J. L. Stewart.

GUGGENHEIM-KARL, Inc., N. Y., jewelry. Adv. Exec.: Frederick Loewus. TVS. Agency: Robert Feldman Inc., N. Y.

GUIBERSON Corp., Dallas, Texas, oil field equipment, oil burning space heaters. Adv. Exec.: Harry Zane. S. Agency: Rogers & Smith, Dallas, Texas. Acct. Exec.: Dave McConnell.

GUIPURE Inc., Hollywood, Cal., Guitare non-smear lipstick. Adv. Exec.: Joseph Havlik. S.T.V.S. Agency: The Bogerts, L. A.

GUITTARD CHOCOLATE CO., San Francisco, Chocolates. N. S. Agency: Garfield & Guild, San Francisco.

CHARLES GULDEN Inc., New York, Gulden's prepared mustard. Adv. Exec.: Adolf Schief. S. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: C. B. Donovan.

GULF BREWING Co., Houston, Texas, Grand Prize beer. Adv. Exec.: R. W. Hendeshot. S. Agency: Foote, Cone & Belding, N. Y.

GULF OIL Corp., Pittsburgh, Gulf Gas, Oil, Lubricants. Adv. Exec.: W. E. Dermody. N.T.V.N. Agency: Young & Rubicam, New York. Acct. Exec.: P. C. Richardson.

GUM LABS Inc., Clifton Heights, Pa., Ivoryne Gum. N. Agency: Makelim Assoc., Chicago.

GUNTER HOTEL Corp., San Antonio, Texas. Adv. Exec.: W. E. Corrin. S. Agency: Pittuk Adv., San Antonio.

GUNTHER BREWING Co. Inc., Baltimore, Md., beer, ale. Adv. Exec.: Mrs. A. E. Strouse. S.T.V.S. Agency: Ruthrauff & Ryan Inc., N. Y.

GURNEY SEED & NURSERY Co., Yankton, S. D., seeds. Adv. Exec.: Jack Foster. S. Agency: Frank E. Whalen Adv., Kansas City, Mo.

GUTHRIE BISCUIT Co., San Francisco, Cal., Busy Baker soda crackers, Pirate's Gold grahams, Tea Timer party crackers. Adv. Exec.: J. R. Breneman. S. Agency: Ruthrauff & Ryan Inc., S. F. Acct. Exec.: H. O. Nelson.

HAAS, BARUCH & CO., Los Angeles, Grocery Products. Adv. Exec.: B. Kerker. S. Agency: Robert Smith Adv., Los Angeles. Acct. Exec.: Mel Smith.

A. C. L. HAASE Co., St. Louis, Mo. Spanish olives, olive oil, maraschino cherries, barbecue sauce and pickled fish. S. Agency: Glee R. Stocker & Assoc., St. Louis.

HABITANT SOUP Co., Manchester, N.H. Adv. Exec.: Remi Limoges, Dominique, Montreal, Canada. S. Agency: Chambers & Wiswell Inc., Boston.

HAFFENERFER & Co., Inc., Boston, Pickwick ale. Adv. Exec.: T. C. Haffenerfer. S. Agency: Alley & Richards Inc., Boston.

HAFNER ASSOCIATES, Inc., New York, Upholstery and plaster fabrics. Agency: Alfred J. Silberstein-Bert Goldsmith, Inc., New York.

HAFNER FABRICS Corp., New York, Dress and Laxtex fabrics. S. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., New York.

HALF MOON FRUIT AND PRODUCE Co., San Francisco, Salton Sea brand grapefruit, Melo Glo and Valley King brands, strawberries, melons and turkeys. S. Adv. Exec.: S. H. Paganucci. Agency: Roland Hauck-Groups, San Francisco. Acct. Exec.: Roland Hauck.

HALL BROTHERS Inc., Kansas City, Hallmark Greeting Cards. Adv. Exec.: T. E. Chantron. N. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: H. L. Lucas.

HALL OF ART, New York, Painting and reproductions. Adv. Exec.: Arthur Rocher. S. Agency: Hicks Adv. Agency: New York, N.Y.

HALL & RUCKEL, New York, (X-Ray diaphragm) S. Agency: Redfield-Johnstone, N.Y.

MARTIN L. HALL Co., Boston, Victor coffee. Adv. Exec.: Mason Lincoln. S. Agency: John C. Dowd, Inc., Boston.

ROBERT HALL CLOTHES, Inc., New York, Div. of United Merchants & Mfg. Clothing. S. Agency: Sawdon Adv. Co., New York. Acct. Exec.: F. B. Sawdon.

HALLIBURTON Co., Los Angeles, Travel cases. Adv. Exec.: O. H. Brower. S.

HAMILTON-BEACH Co., Div. of Scovill Mfg. Co., Racine, Wis., Food mixers, vacuum cleaners, service equipment for fountain, restaurant and bar. Adv. Exec.: John R. Egan. S. Agency: Erwin, Wasey and Co., Chicago. Acct. Exec.: Don Elrod.

HAMLINS WIZARD OIL CO., Chicago, Ill., Hamlins Wizard Oil. Adv. Exec.: John A. Schreiber. S. Agency: Harry O'Neil Adv. Agency, Chicago, Ill.

THEO. HAMM BREWING Co., St. Paul, Hamm's Preferred Beer. Adv. Exec.: Arthur H. Lund. N.S.T.V.S. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: R. L. Forrest.

HAMMOND PAINT & CHEMICAL Co., Beacon, N.Y., Adv. Exec.: O. J. Faloon. Agency: Alfred Lilly Co., New York. Acct. Exec.: Alfred Lilly.

HAMPDEN BREWING Co., Willansett, Mass., Hampden Mild ale. Adv. Exec.: Wm. J. Massey. S. Agency: Reingold Co., Boston, Mass. Acct. Exec.: H. Q. Reingold.

HANCE BROS. & WHITE Co., Philadelphia, Pa., "Gasoda" "Phenol Sodique" Adv. Exec.: A. F. M. Weber. S. Agency: Atkin-Kynett Co., Philadelphia, Pa. Acct. Exec.: Thomas Smith.

THE HANCOCK OIL COMPANY OF CALIFORNIA, Long Beach, Calif., Motor oils, lubricants, fuel oil, diesel oil etc. Adv. Exec.: N. D. Taylor. TVS. Agency: Ruthrauff & Ryan Inc., Hollywood.

JOHN HANCOCK MUTUAL LIFE INSURANCE Co., Boston, Agency: McCann-Erickson Inc., New York.

PETER HAND BREWERY Co., Chicago, Meister Brau beer. Adv. Exec.: A. S. Gantner. S. TV. Agency: BBDO, Chicago. Acct. Exec.: Ken Ellis.

HANDEE FARM EQUIPMENT Corp., Bettendorf, Iowa, Conversion tractor axle. Adv. Exec.: R. H. Swartz. Agency: Nawden Bros., Davenport.

JAMES HANLEY Co., Providence, R.I., Hanley ale and lager beer. S. Agency: Julian Gross Adv. Inc., Hartford, Conn.

HANNA COAL Co., Cleveland, Coal. S. Agency: John C. Dowd Agency, Boston.

HANSCOM BAKING Corp., Long Island City, N. Y., Bakery products, fruit cake, ice cream. S. Agency: Ehrlich & Neuwirth, N. Y.

HAPPINESS TOURS, Chicago, Ill., All-expense plan tours. Adv. Exec.: Gene

L. Barron. S.T.V.S. Agency: Engel Adv. Inc., Chicago, Ill. Acct. Exec.: Franl Engel.

HARDWARE MUTUALS, Stevens Point Wis., Mutual casualty and fire insurance. S. Adv. Exec.: H. E. Manske. Agency: Roche, Williams & Clear, Inc., Chicago. Acct. Exec.: Stewart Weston.

HARFORD FROCKS Inc., Div. of Fashion Frocks Inc., Cincinnati, Dressee. Adv. Exec.: C. E. Israel. Agency: I. H. Brown, Chicago. Acct. Exec.: Harr. Schneiderman.

HARMAN WATCH Co., N. Y. Watcher S.

HARPER METHOD, Rochester, N. Y. Harper Gene Creme, skin treatment. Adv. Exec.: Jim McGarvey. S.D.-C. TVS. Agency: Hutchins Adv. Agency Rochester. Acct. Exec.: John P. Mc Carthy.

A. HARRIS Co., Dallas, Tex., Department store. Adv. Exec.: Harry Silver glad. Agency: Morey, Humm an Johnstone Inc., New York.

B. HARRIS Co., Los Angeles, Derm Regis hair tonic, Congo-Bracelet Andalusia Parfum and Willow Wood Parfum. Adv. Exec.: Miss Platt. S. Agency: Ted H. Ball, Hollywood.

SAM HARRIS PACKING Co., Crawfordsville, Ind., Harris-Swiss-Style live sausage and Aristocrat skinless frankfurters. Adv. Exec.: Harmon Utley. S. Agency: Caldwell, Larkin & Co. Indianapolis. Acct. Exec.: Howard C. Caldwell.

HARRIS, UPHAM & Co., New York Stocks, bonds, commodities etc. Agency: A. W. Lewin Co., New York. Acct. Exec.: Wray Kennedy.

A. S. HARRISON Co., New York Preen floor wax KT and Wall-Wax Adv. Exec.: Jacques A. Wieser. S. D.C. TVS. Agency: J. M. Mathes Inc N.Y.C. Acct. Exec.: William H. Vila

HARRISON PRODUCTS INC., San Francisco, Calif., "NoDoz Awakeners tablets. Adv. Exec.: Hugh T. Harrison. S. Agency: Garfield & Guild Advertising, San Francisco, Calif.

HARTFORD FARMS, Hartford, Mich. Adv. Exec.: C. deJong. Agency: Le Boulette Agency, Three Rivers, Mich.

HARTFORD TEXTILE Co., New York plasticized fabrics. S. Agency: Alfred J. Silverstein-Bert Goldsmith, Inc N.Y.

HARTZ MOUNTAIN PROD., New York Bird & Pet Foods, Dog Food Supply. Adv. Exec.: Edgar Mctern, N.S. Agency: Geo. H. Hartman, Chicago.

HARVARD BREWING Co., Lowell, Mass., Beer, ale and porter. Adv. Exec.: Wm. F. O'Connell. S. Agency: John C. Dowd Inc., Boston. Acct. Exec. John C. Dowd.

HARVEL WATCH Co., New York Watches. N. Agency: Roy S. Dursting, Inc., New York.

HARVEY-WHIPPLE Inc., Springfield, Mass., Master Kraft Automatic heater equipment. Adv. Exec.: Norman Young. S. Agency: Direct.

HASSENSTEIN Co., Hollywood, Mov Wave. S. N. Agency: Dean Simmor Adv., Hollywood.

HASTINGS MANUFACTURING Co. The Casite Corp., Hastings, Michigan Piston rings, Casite. Adv. Exec.: De H. Collins, S.T.V.S. Agency: Keelir & Company, Indianapolis. Acct. Exec. L. H. Stormont.

HATHAWAY BAKERIES Inc., Boston Honey-Krushed and Life breads and cakes. Adv. Exec.: S. Carl Crosby. Agency: Bresnick & Solomon, Boston

HAWAII VISITORS BUREAU, Honolulu, T.H. Community. Adv. Exec. Stewart Fern. S.T.V.S. Agency: Hol & Cummings Ltd., Honolulu. Acct. Exec.: Dave Cummings.

HAYSMA Co., Chicago, Hay fever remedy. S. Agency: O'Neil, Larson & Mc Mahon, Chicago.

HEADQUARTERS FIFTH ARMY, Chicago, Army & Air Force recruitment. Adv. Exec.: Maj. N. R. Forrester. S. TVS. Agency: Schoenfeld, Huber & Green Ltd., Chi. Acct. Exec.: Merril R. Schoenfeld.

HEBREW EVANGELIZATION SOCIETY, Los Angeles, (religious). S. Agency: Tom Westwood Adv., Los Angeles

HECHT Co., Washington, Adv. Exec. Vi Sutton. S.T.V.S. Agency: Harwo

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HEET DIV. OF DEMERT & DOUGHERTY Inc., Chicago. Heet gas-line antifreeze. Adv. Exec.: J. M. Kimmel. S.T.V.S. Agency: Ruthrauff & Ryan Inc., Chicago.

LOU HEFT & Co. Inc., Montreal (Migo shirts & men's sportswear) N. Agency: Russell T. Kelley Ltd., Toronto.

C. HELLEMAN BREWING Co., La Crosse, Wis. "Old Style Lager Beer." S. Agency: Gordon East Co., Chicago. Acct. Exec.: Gordon Best.

H. J. HEINZ Co., Pittsburgh, 57 Variety Foods. Adv. Exec.: Franklin Bell. N.T.V.S. Agencies: Maxon Inc., Detroit. Acct. Exec.: F. W. Overesch. MacLaren Adv., Toronto.

HELBROS WATCH Co., N.Y. Adv. Exec.: Irwin H. Roseman. Agency: Ray-Hirsch Co. Inc., N.Y. Acct. Exec.: Murray Hirsch.

HELIN TACKLE CO., Detroit, Mich. "Flatfish" fishing lures. Adv. Exec.: Charles Helin. S.T.V.S. Agency: Dudgeon, Taylor & Bruske Inc., Detroit, Mich. Acct. Exec.: W. C. Dudgeon.

HELM'S BAKERIES, Los Angeles. Home-delivered baked products. Adv. Exec.: Vernon L. Kissig. S.T.V.S. Agency: Dana Jones Co., Los Angeles. Acct. Exec.: Robert J. Black.

HELP, Inc., Chicago. Help cleaner and water softener; Drain-E-Zee drain pipe cleaners. Adv. Exec.: Peter Bezek. S. Agency: Rogers & Smith, Chicago.

HELBERG'S MIDDLE WEST'S LARGEST JEWELERS, Kansas City, Mo. Adv. Exec.: G. H. Yukon. S.T.V.S. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: R. J. Scott.

HENKEL FLOUR MILLS, Detroit. Velvet Cake Flour, Robin Hood Flour, pancake mix. Agency: H. W. Kastor & Sons, Chicago.

HENLEIN BROS. Co., Cincinnati. Shirts. Adv. Exec.: Paul L. Henlein. S. Agency: Keeler & Stites, Cincinnati.

HENNAFOAM Co., New York. Gleam shampoo, Sattay creme shampoo and lustrefoam cream shampoo. Adv. Exec.: Dorothy S. Horowitz. S. Agency: Frank Haas Assoc., New York. Acct. Exec.: F. Haas.

FRED HENRY PUBLICATIONS, New York, N.Y. "Screenland" & "Silver Screen" magazines. Adv. Exec.: James L. Cunningham. S. Agency: Direct.

HOS. HENSLEY BREWING Co., Newark, N.J. Beer. Adv. Exec.: Don Stedfeld. S. Agency: Chas. Dallas Reach Co. Inc., Newark. Acct. Exec.: Pat Sands.

HERSCHEL CONDON BREWING Co., Cincinnati, Ohio. Beer and ale. Adv. Exec.: B. Faulkner. S. Agency: Sherlian Adv., Cincinnati.

CHRISTIAN HEURICH BREWING Co., Washington, D.C. Beer. Adv. Exec.: Edward R. Wade. S.T.V.S. Agency: Henry J. Kauffman & Assoc., Wash. Acct. Exec.: Regis O'Donnell.

HEYWOOD BOOT & SHOE Co., Worcester, Mass. Heywood & Matrix shoes for men. S. Agency: Cutler & Quinn, Worcester.

HIBERNIA NATIONAL BANK OF NEW ORLEANS, New Orleans, La. Bank service. S. Agency: Wm. B. Wisdom Inc., New Orleans.

HICKOK OIL CORPORATION, Toledo, Ohio. Petroleum products. Adv. Exec.: L. Tracy. S. Agency: The Miller Agency Co., Toledo, Ohio.

BESSIE V. HICKS SCHOOL OF DRAMATIC ARTS, Philadelphia, Pa. School. Adv. Exec.: John A. Bowman. S. Agency: Gray & Rogers, Philadelphia, Pa.

HILEX Co., St. Paul, Minn. Adv. Exec.: Asa A. Eldredge. S. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Goodwin Alarick.

HILLS BROS., New York. Dromedary Alxes. Adv. Exec.: R. P. Weaver. S. Agency: Blow Co., New York.

HILTON HOTELS Corp., Chicago. Adv. Exec.: Conrad N. Hilton. S. Agency: Veedham & Grohmann Inc., New York. Acct. Exec.: H. Victor Grohmann.

HINZE AMBROSIA Inc., Sub. Avon Allied Corp., New York. Ambrosia cleanser, cream, tightner, powder and shaving pads, cologne, after shave lotion. S. Agency: Monroe F. Dreher Inc., New York.

HARLES E. HIRSH Co., New York. Hires Root Beer. Adv. Exec.: J. R. Ainten. S.T.V.S. Agency: N. W. Ayer & Son. Acct. Exec.: Boydon Green.

HIRSCH BROS. & CO., Louisville, Ky. Soups, mayonnaise, chilli, pickles, cat-up. Agency: R. C. Riebel Adv., Louisville.

DR. HISS SHOE STORES, Los Angeles, Calif., Shoes. Adv. Exec.: Cliff Bourland. N.S. Agency: Honig-Cooper. L.A. Acct. Exec.: Hal Stebbins.

H. H. HIXSON Co., Chicago. Hixson's coconut and extra rich coffee and Pearl tapioca pudding. Adv. Exec.: Lois S. Hixson. S. Agency: Schwimmer and Scott Inc., Chicago.

HOBE CIE Ltd., New York. Handmade jewelry, handmade porcelains. Adv. Exec.: Ray Rickles. S. Agency: Whiteby Associates, New York. Acct. Exec.: Fred Charleton.

HOBERG PAPER MILLS, Green Bay, Wis. Charmin facial tissue, bathroom tissues, kitchen towels & napkins. Adv. Exec.: Don Fairbairn. S.D.-C. TV.S. Agency: Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Hil Swenson.

HOCHBERG-YOUMAN Corp., New York. Tommie Austin casuals. Adv. Exec.: Robert H. Youman. S.T.V.S. Agency: Sterling Adv., New York.

HOEFLER CANDY Co., San Francisco. S. Agency: Frank Wright National Co., San Francisco.

HOFFBRAU BREWING Corp., Fort Wayne, Ind. Beer and ale. S. Agency: Suedhoff & Co., Fort Wayne.

HOFFMAN BEVERAGE Co., Newark, N.J. Sub. of Pabst Brewing Co. Hoffman pale dry ginger ale, club soda, Tom Collins mixer, assorted fruit beverages and distributors of Pabst Blue Ribbon beer. Adv. Exec.: Nathan Perlstein. S. Agency: Warwick & Legler Inc., New York. Acct. Exec.: C. E. Staudinger.

E. A. HOFFMAN CANDY CO., Los Angeles. Agency: The Mayers Co., Los Angeles.

HOFFMAN RADIO Corp., Los Angeles. Adv. Exec.: Donald E. Larson. S. D.-C.T.V.N.S. Agency: Walter McCreeny Inc., Beverly Hills, Calif. Acct. Exec.: E. A. Tischler.

RUBE P. HOFFMAN Co., Los Angeles. Woolen and piece goods. Adv. Exec.: William E. Bloch. S. Agency: Botsford Constantine & Gardner, Los Angeles. Acct. Exec.: Thos. Morris.

HOGAN LABORATORIES, Inc., New York. Products licensed under the Hogan Fascimile System patents. Adv. Exec.: Elliott Crooks. S. Agency: Direct.

JOHN HOHENADEL BREWERY Inc., Philadelphia. Hohenadel beer and Indian Queen ale. Adv. Exec.: George R. Moore. S. Agency: George Coleman Martin, Philadelphia.

M. HOHNER INC., New York, N.Y. Harmonicas, pitch pipes, accordions, piano accordions. Adv. Exec.: Matth. Hohner. S. Agency: Atherton & Currier Inc., New York.

THE HOLDEN Co., Buffalo, N.Y. Velvege safety razor blade sharpener. S. TV.S. Agency: Ellis Adv. Co., Buffalo. Acct. Exec.: R. J. Graff.

HOL-GRAIN PRODUCTS Inc., Seattle. Hol-Grain wheat, rye and rice wafers. Adv. Exec.: H. L. Masterson. S. Agency: Pacific National Adv., Seattle.

HOLLEB & Co., Chicago. Holleb's Supreme foods. Adv. Exec.: Nat Holleb. S. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Chester Kuttner.

R. M. HOLLINGSHEAD Corp., Camden, N. J. Whiz Motor Rhythm. Whiz Floor Wax and Whiz-Off Cleaner. Adv. Exec.: R. E. Conley. S.T.V.S. Agency: Campbell-Mithun Inc., Chicago.

HOLLY SUGAR Co., Colorado Springs, Colo. Granulated sugar. S. Agency: J. Walter Thompson, San Francisco.

HOLLYVOGUE OF CALIFORNIA, Los Angeles, Div. of Gotham Hosiery Inc. S. Agency: Direct.

HOLLYWOOD CANDY Co., Centralia, Ill. Div. of Hollywood Brands Inc. Payday, Butter-Nut, Milk Shake, Smooth Sallin', Red Sails candy bars. Adv. Exec.: Frank T. Egan. S. Agency: D'Arcy Adv. Inc., St. Louis, Mo. Acct. Exec.: James B. Wilson.

HOLLYWOOD FILM STUDIOS, Hollywood, Calif. Photo enlargements. Adv. Exec.: N. R. Baskin. S. Agency: Milton Weinberg Adv. Co., Los Angeles, Calif.

HOLLYWOOD SHOE POLISH Co., Inc., Richmond Hill, N.Y. Shoe polish. Adv. Exec.: Irving Sternberg. S. Agency: G. Lynn Sumner Co. Inc., New York. Acct. Exec.: Foxhall Finney.

D. H. HOLMES Co. Ltd., New Orleans, La. Department store. Adv. Exec.: Sidney I. Donnaud. S.T.V.S. Agency: Walker Saussy Adv., New Orleans.

HOLSTEIN-FRIESIAN ASSN. OF AMERICA, Brattleboro, Vt. Dairy cattle. Adv. Exec.: Ben Brown. S.T.V.S. Agency: Meermans Inc., Cleveland. Acct. Exec.: J. P. Garlough.

HOLSUM PRODUCTS Div. of Jewett & Sherman Co., Milwaukee. Olives, pickles, salad dressings, mayonnaise, mustard, peanut butter, preserves, jellies, etc. S. Agency: Klau-Van Pieter-

son-Dunlap & Assoc., Milwaukee. Acct. Exec.: George Callos.

HOLT PEN Co., Compton, R.I. Adv. Exec.: Ned Fish. Agency: Badger, Browning & Hersey, Boston.

HOME PRODUCTS INTERNATIONAL, New York, N. Y. American Home Prods. Corp. Adv. Exec.: Walter Sauer. S. Agencies: McCann-Erickson Inc. N.Y. Acct. Exec.: Luis Dillon; Foote, Cone & Belding, N.Y.

HOMESTEAD VALVE MFG. Co., Coropolis, Pa. Valve, steam-cleaning machines and cleaning compounds. Adv. Exec.: Elliott G. Johnson. S. Agency: Smith, Taylor & Jenkins Inc., Pittsburgh.

HOMIX PRODUCTS Inc., New York. Oz ice cream mix. S. Agency: Roy S. Durstine, New York. Acct. Exec.: John Malone.

HONEY BEE Co., Chicago. Potato Chips. S. Agency: Newby & Peron, Chicago.

HONEYBUGS Inc., Brooklyn, N.Y. Slippers. S. Adv. Exec.: Edward White. S. Agency: Hirshon-Garfied Inc., New York. Acct. Exec.: Howard Mendelsohn and Henry Shaffer.

HOOKER GLASS & PAINT MFG. Co., Chicago. Hooker Paints, varnishes, enamels. Adv. Exec.: B. W. Kunst. S.T.V.S. Agency: Goodkind Joice & Morgan, Chicago. Acct. Exec.: Harlow Roberts.

HOPE Inc., Clifton, N.J. Hope Denture Powder, denture cleanser and denture brush. Adv. Exec.: M. G. Cohen. S. Agency: G. Lynn Sumner Inc., New York. Acct. Exec.: Foxhall Finney.

HOPKINS & HOPKINS PHARMACEUTICAL CO. INC., Philadelphia, Pa. "Histacol" for colds, poultic remedies. Adv. Exec.: M. F. Hopkins. S.T.V.S. Agency: Lee Ramsdell Agency, Philadelphia, Pa.

HORLACHER BREWING Co., Allentown, Pa. Perfection, Short Snorter, Horlacher's and Coburger beer. Adv. Exec.: W. H. Jacobus. S. Direct.

HORLICKS Corp., Racine, Wis. Horlick's malted milk, powder and tablets, natural and chocolate; instant cocoa. S. Agency: Leo Burnett, Chicago.

GEORGE A. HORMEL & CO., Austin, Minn. Meat packer. Adv. Exec.: Carson S. Morris. Agency: BBDO, Mnpls. Acct. Exec.: E. Lynn Werner.

HORN & HARDART BAKING Co., Philadelphia. Automat chain restaurants and retail shops. S. Agency: The Clements Co., Philadelphia.

HORN MFG. Co., Fort Dodge, Iowa. Farm equip. Adv. Exec.: Thomas G. Peterson. Agency: Peterson Adv., Fort Dodge. Acct. Exec.: T. G. Peterson.

HORNBLOWER & WEEKS, New York. Investment house. Agency: Doremus & Co., N.Y. Acct. Exec.: Robert Fisher.

JACOB HORNUNG BREWING Co., Philadelphia. Hornung beer, ale and porter. S. Agency: The Clements Co., Philadelphia.

HOROWITZ BROS. AND MARGARETEN, Long Island City, N.Y. Matzohs and noodle products, soup mix, canned chicken products. S. Agencies:

The Keelson Co., New York; Advertisers Broadcasting Co., New York.

HORWITZ & DUBERMAN, New York. Junior Miss fashions. N. Agency: Sterling Adv., New York.

HOTEL HOLLYWOOD KNICKERBOCKER, Hollywood. Adv. Exec.: Jack Mathews. S. Direct.

HOTPOINT, Inc., Chicago (Affiliate of General Electric Co.). Electric ranges, refrigerators, food freezers, water heaters, dishwashers, disposal, washing machines, clothes dryers, ironers, steel and aluminum cabinets and commercial cooking equipment. Adv. Exec.: R. S. Holtzman. S.T.V.S. Agencies: J. R. Pershall Co., Maxon, Inc.; Casler, Hempstead & Hanford, Inc.; all Chicago.

HOT SPRINGS CHAMBER OF COMMERCE, Hot Springs, Ark. Hot Springs National Park. Adv. Exec.: Bill Seiz Jr. S. Agency: Brooks, Pollard Co., Little Rock, Ark.

HOUGHTON MIFFLIN CO., Boston, Mass. books. Adv. Exec.: Constance P. Coyne. S. Agency: Herman W. Stevens Agency, Boston, Mass.

HOUSE BEAUTIFUL CURTAINS, Inc., New York. House Beautiful, Framettes and Frame-Val curtains. Adv. Exec.: Stanley Karlin. S.T.V.S. Agency: Dinlon & Du Brown Inc., New York. Acct. Exec.: Cyril Williams.

HOUSEHOLD FINANCE Corp., Chicago. Adv. Exec.: N. T. Schwin. S. Agency: LeVally, Inc., Chicago. Acct. Exec.: N. W. LeVally.

HOUSEHOLD FINANCE Corp., Canada, Toronto (loans). N. Agency: LeVally Inc., Chi.

HOUSE OF DELICACIES, New York. French kettle onion soup. N. Agency: Emil Mogul Co., N.Y.

HOUSE OF LOWELL Inc., Piqua, Ohio. Gould hand cream and deodorants; Blue Gem creams. Adv. Exec.: Ray V. Shipman. S. Agency: Hugo Wahensell & Assoc., Dayton. Acct. Exec.: Wm. Gulswithe.

HOUSE FOR MEN Inc., Chicago. His Strictly Masculine toiletries. Adv. Exec.: Glen F. Claypool. S. Agency: Earl B. Shields, Chicago.

HOUSE OF OLD MOLINEAUX Inc., Boston, wines. Adv. Exec.: Joseph T. Hanlon. N.S.T.V.N.S. Agency: Hirshon-Garfied Inc., Boston. Acct. Exec.: Herbert Stern.

HOUSE OF PLATE Inc., Detroit. Trio-Ette, Vista-Mirror lipstick, Duo-Ette, Glub-Glub drink-up duck and gift items. S. Agency: Hubbell Inc., Cleveland.

HOUSE OF SCANDIA, New York. Beauty treatments. S. Agency: Albert Woodley, New York.

HOUSTON PACKING Co., Houston, Texas. Jasmine ham, bacon, shortening and sausage. S. Agency: Ruthrauff & Ryan Inc., Houston.

HOWARD RADIO Co., Chicago. TV. Agency: Turner Adv., Chicago.

HOWARD STORES Corp., Brooklyn. Men's and boys clothing and furnish-

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ings. S. Agency: Peck Adv. Inc., New York.

W. J. HOWEY Co., Howey-in-The-Hills, Fla. Lifeguard citrus fruits. S. Agency: Needham & Grohmann, Inc.

HUBBARD MILLING Co., Mankato, Minn., Hubbard's Sunshine Concentrates, Mother Hubbard Enriched Flour. Adv. Exec.: Ogden P. Confer, S. Agency: MacKenzie, Inc. Minneapolis. Acct. Exec.: Brooke Kinnard.

THE HUBINGER Co., Keokuk, Iowa. Quick elastic starch. S. Agency: Grant Adv. Inc., Chicago.

HUDEPOHL BREWING Co., Cincinnati, Ohio. Hudepohl beer and Chevy ale. Adv. Exec.: J. A. Hasselbrock. S.TVS. Agency: Stockton, West & Burkhardt Inc., Cincinnati.

HUDNUT SALES Co., Inc., New York. Hudnut Fragrances, DuBarry beauty preparations, DuBarry Success School, Hudnut hair preparations, Courtley toiletries for men and Chen Yu. Adv. Exec.: Donald Bryant. N.S.TVS. Agencies: Kenyon & Eckhardt; G. Lynn Summer Co.; Kleswetter, Wetterau & Baker, Inc., New York.

HUDNUT SALES Co., Ltd., Toronto. N.S. Agency: Kenyon & Eckhardt, Ltd., Toronto.

HUDSON COAL CO., Scranton, Pa., Coal. N. Agency: Clement Co., Philadelphia.

HUDSON DEALERS OF SOUTHERN CALIF., Los Angeles. S. Agency: Irwin-McHugh Adv., L. A.

J. L. HUDSON Co., Detroit. Department store. Adv. Exec.: Reilly Bird. S.TVS. Agency: Wolfe-Jickling-Conkey Inc., Detroit.

HUDSON'S BAY CO., Winnipeg. Department stores. N. Agencies: Cockfield Brown & Co., Winnipeg; F. H. Hayhurst Co., Toronto. Acct. Exec.: Lyall Holmes.

HUDSON MOTOR CAR CO., Detroit. Adv. Exec.: George R. Browder, S. D.-C.TVNS. Agency: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: George J. Johnson.

HUDSON PULP & PAPER Corp., New York. Adv. Exec.: T. H. Mittendorf, S. Agency: Duane Jones Co., New York.

HUGHES PRODUCTIONS & CALIFORNIA PICTURE CORP., New York. Agency: Weiss & Geller, New York.

HULL HOTELS, Hollywood. Adv. Exec.: Brig Townsend, S. Agency: Walter McCreery Inc., Beverly Hills, Calif.

HULMAN & Co., Terre Haute, Ind. Clabber Girl baking powder. S. Agency: Pollyea Inc., Terre Haute.

HUMBLE OIL & REFINING Co. Houston, Texas. Petroleum products. Adv. Exec.: G. A. Mabry. S. Agencies: McCann-Erickson Inc., N.Y. Acct. Exec.: J. L. Deane; Wilkinson-Schwartz & Lips Inc., Houston, Tex. Acct. Exec.: J. B. Wilkinson.

THE HUMKO Co., Memphis, Tenn. Humko cream white and Kopald shortening. Adv. Exec.: John H. Curtis, S. Agency: Simon & Gwynn, Memphis. Acct. Exec.: Milton Simon.

HUMPHREYS MEDICINE CO. INC., New York. "Humphreys'" family medicines, which, hazel, ointment. Adv. Exec.: T. E. Caruso. S. Agencies: Joseph Katz Co., New York, N.Y.; Atherton & Currier, Inc., New York, N.Y.

HUNT FOODS Inc., Los Angeles, Cal. Hunt's food products. N. S. Agency: Young & Rubicam, Hollywood.

HUNT'S Ltd., Toronto. Chain Candy Shops and Restaurants. S. Agency: Ellis Adv. Co., Toronto.

HUNTER PACKING Co., East St. Louis, Ill. Canned meats and meat specialties. Adv. Exec.: F. A. Hunter Jr. S.TVS. Agency: Jim Baker Assoc., Milwaukee.

E. F. HUTTON & Co., New York. Financial literature service. Adv. Exec.: E. B. Holschuh. S. Agency: Doremus & Co., New York. Acct. Exec.: Barry McMennamin.

HYDRO ELECTRIC POWER COMMISSION OF ONTARIO, Toronto. N.S. Agency: J. J. Gibbons Ltd., Toronto.

HYDROCARB Corp., East Orange, N.J. Skid shading preparation. Adv. Exec.: A. Gechtman. S. Placed direct.

HYGRADE FOOD PRODUCTS Corp., N. Y. S. Agency: Maxwell Dane Inc., N. Y.

HYGRADE FOOD PRODUCTS Corp., Detroit. Hygrade all-beef frankfurters, Honey Brand ham and bacon, original

West Virginia ham and other meat products; Dold meat products; Hygrade macaroni, spaghetti and noodles; Chef Lorenzo spaghetti dinners. Adv. Exec.: E. B. Erickson. S. Agencies: Doyle Dane Bernbach Inc., and Zan Diamond Co., New York.

HYPERCIN INC., Chicago, Ill. (Div. of Consolidated Royal Drug) Adv. Exec.: Ralph H. Ryner. S. Agency: O'Neill, Larson & McMahon, Chicago, Ill. Acct. Exec.: Ray Smasel.

HY-PHEN Corp., Mataoka, W. Va., Hy-Phen tablets. Adv. Exec.: Geo. R. Corvin. S.

HYSTER Co., Portland. Tractor hoists and logging arches, straddle trucks, lift trucks and earth moving equipment, mobile cranes. Adv. Exec.: Dar Johnson. Agency: Simon & Smith, Portland.

ICE CREAM NOVELTIES Inc., New York. Donald Duck Icy-Frost, Donald Duck Fudgi-Frost, Banana, Dumbo, Pluto, Dopey, Gooey Ice cream on a stick. Adv. Exec.: Eugene W. Tannenbaum. S. Agency: Monroe Green-thall Co., New York.

IDEAL Co., Waco, Tex., Architectural Woodwork (Built-In), Building Millwork, Ideal Step-Saving Kitchen. S. Placed direct.

IDEAL FILM & SUPPLY CO. INC., New York, N.Y. Still film and motion picture film, black & white, color. Adv. Exec.: Morton Reisfeld. S.TVS. Agency: Richard & Gunther Inc., New York, N.Y.

IDEAL MACARONI Co., Cleveland. Ippolito's Ideal macaroni and spaghetti. S. Agency: The Carpenter Adv. Co., Cleveland. Acct. Exec.: V. J. Siena.

IDEAL NOVELTY & TOY CO., New York, N.Y. Dolls, animals, toys. Adv. Exec.: B. F. Michtom. S. Agency: Atlantic Adv. Co., New York, N.Y. Acct. Exec.: Irving Glick.

ILGENFRITZ NURSERIES Inc., Monroe, Mich. Placed direct.

ILLINOIS BAKING, Chicago. Safe-T-Cones. Adv. Exec.: John P. Carobus. S. Agency: Silbert Co., Chicago.

ILLINOIS BELL TELEPHONE Co., Chicago. Adv. Exec.: W. R. Scargle. Agency: N. W. Ayer & Son, Chicago.

ILLINOIS CANNING Co., Hoopston, Ill. Joan of Arc canned goods. Adv. Exec.: R. E. Snively. S. Agency: Good-kind, Joice and Moran Inc., Chicago. Acct. Exec.: Fred Swanson.

ILLINOIS HONEY PRODUCERS Assn., Mt. Sterling, Ill. Agency: Mace Adv., Peoria.

ILLINOIS MFG. Co., Quincy, Ill. Mineral feeds. Agency: Mace Adv., Peoria. Acct. Exec.: J. J. Keith.

ILLINOIS MEAT Co., Chicago. Meats. S.TVS. Agencies: Arthur Meyerhoff & Co., Chicago.

IMPERIAL OIL LTD., Toronto. Gasoline, oils, tires, batteries. Adv. Exec.: E. D. Cooper. N.D.-C. Agency: MacLaren Adv., Toronto. Acct. Exec.: Ian Wallace.

IMPERIAL PRODUCTS, Inc., Cincinnati. Seal-O-Matic window shades and accessories; Clip-Tite clothes storage bags; plastic draperies. S. Agency: Associated Adv. Inc., Cincinnati. Acct. Exec.: S. M. Levy.

IMPERIAL PRODUCTS Co., Philadelphia, Pa. Air-Oma, Dee-Tea. Adv. Exec.: Julius Halpern. S.D.-C. Agency: Solis Cantor Agency, Phila. Acct. Exec.: Solis Cantor.

IMPERIAL SUGAR Co., Sugar Land, Tex., Imperial Pure Cane Sugar, Extra Fine Granulated Sugar, Confectioners Powdered Sugar, Old Time Brown Sugar. N. Agency: Tracy-Locke Co., Inc., Dallas. Acct. Exec.: Morris Hite.

IMPERIAL TOBACCO Co., Montreal, cigarettes. S. Agency: Whitehall Broadcasting, Montreal.

INDEPENDENT DRUGGIST ALLIANCE, Toronto (retail stores). Adv. Exec.: Kenneth C. Legge. S. Agency: J. J. Gibbons Ltd., Toronto. Acct. Exec.: Douglas Marshall.

INDEPENDENT GROCERS' ALLIANCE OF AMERICA, Chicago. Food products. Adv. Exec.: Dale W. Nolan. S.

INDEPENDENT MILWAUKEE BREWERY, Milwaukee. Braumeister lager and Pilsener Independent and Log

Cabin beer; ginger ale and sodas. Adv. Exec.: Fred K. Elsner. S. Agency: Allen Rieselbach, Milwaukee.

INDIAN ARCHERY & TOY CORP., Evansville, Ind. Archery, tackle, badminton darts, batons, stilts. Adv. Exec.: H. M. Brading. TVS. Agency: Keller-Crescent Co., Evansville, Ind.

INDIAN MOTORCYCLE CO., Springfield, Mass. "Indian" motorcycles, sidecars & sidevans. Adv. Exec.: Matthew C. Keever. TVS. Agency: Lawrence Fertig & Co. Inc., New York, N.Y.

INDIAN RIVER MEDICINE Co., La Follette, Tenn., Scalf's Indian River medicine, Herbie's Stomachic. Adv. Exec.: Mrs. D. W. Scalf. S.

INDIANA CERTIFIED SEED PRODUCERS, W. Lafayette, Ind. Adv. Exec.: C. R. Schmidt. Agency: Caldwell, Larkin & Co., Indianapolis. Acct. Exec.: Howard C. Caldwell.

INDIANA FARM BUREAU COOPERATIVE ASSN., Indianapolis. Adv. Exec.: Melvin Cranfill. Agency: Agricultural Adv. & Research Inc., Ithaca, N.Y.

INDIANA STATE DEPT. OF COMMERCE AND PUBLIC RELATIONS, Indianapolis, Ind., State of Indiana. S. Agency: Pettinger-Harding Inc., Indianapolis.

INDUSTRIAL BANK OF COMMERCE, New York. Agency: Moore & Hamm Inc., New York. Acct. Exec.: Herbert Coughlin.

INDUSTRIAL MFG. Corp., Los Angeles, Insect-O-Blitz. N. Agency: Lockwood-Shackelford, L. A.

INDUSTRIAL TAPE Corp., New Brunswick, N. J., Texcel cellophane tape. Adv. Exec.: Walter M. Cramp. S. Agency: Kenyon & Eckhardt, N. Y. Acct. Exec.: Glenn Wiggins.

INDUSTRIAL TRAINING INSTITUTE Inc., Chicago, Ill., residence & correspondence courses. Adv. Exec.: C. H. Smith. S. Agency: E. H. Brown Adv. Agency, Chicago, Ill.

INSTITUTE OF RELIGIOUS SCIENCE, Los Angeles, N.TVS. Agency: Raymond R. Morgan Co., Hollywood.

INTER-AID MEDICINE Co. Inc., Covington, Ky. Inter-Aid medicine. Adv. Exec.: E. L. Voorhes. S. Agency: Rand-Reis Adv. Inc., Cincinnati, Ohio. Acct. Exec.: R. A. Fallon.

INTERCHEMICAL Corp., Finishes Division, New York. Paints, dyes and oil cloths. S. Agency: Fuller & Smith & Ross, N. Y.

INTERCONTINENTAL MFG. Co. Inc., Garland, Tex. Tractors, farm implements and motor coaches. Adv. Exec.: E. B. Silver. Agency: Van Diver & Crow Inc., New York. Acct. Exec.: Leonard S. Naurison.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago. Kleenex. N. TV. Agency: Foote, Cone & Belding, Chicago.

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa., home study, business & technical courses. Adv. Exec.: Paul V. Barrett. S. Agency: N. W. Ayer & Son, Inc., Philadelphia, Pa.

INTERNATIONAL HARVESTER Co., Motor Trucks & Farm Machinery. N. Agencies: McCann-Erickson, N. Y. Acct. Exec.: W. C. Krause.

INTERNATIONAL LATEX CORP., Dover, Del. (Playtex girdles). S. Agency: Foote, Cone & Belding, N. Y.

INTERNATIONAL MILLING Co., Minneapolis. Robin Hood flour, Velvet cake flour. Adv. Exec.: R. E. Thompson. Agencies: H. W. Kastor & Sons, Chi. Acct. Exec.: John T. Urice; Crook Adv. Agency, Dallas. Acct. Exec.: J. P. Anderson.

INTERNATIONAL PICTURES, New York. Moving Pictures. S. Agency: Buchanan & Co., N. Y.

INTERNATIONAL SAFETY RAZOR Corp., Bloomfield, N. J. Razors. Adv. Exec.: A. Hager. S.

INTERNATIONAL SALT Co., Scranton, Pa. Sterling brand salt; industrial salt. Adv. Exec.: James K. Gearhart. S. Agency: Duane Jones Co., New York.

INTERNATIONAL SHOE Co., St. Louis. Roberts, Johnson & Rand branch; Peters Branch; Friedman Shelby Branch. Children's shoes. Adv. Exec.: A. L. Johnson. TVS. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: Robt. White.

INTERSTATE BAKERIES Corp., Kansas City, Mo. Weber's bread. Adv. Exec.: Ernest B. Hueter. S.TVS. Agen-

cies; Dan B. Miner Co., L. A.; R. J. Potts-Calkins & Holden, Kansas City, Mo.

INTERSTATE BREWERY Co., Vancouver. Lucky Lager beer. S. Agency: Ruthrauff & Ryan, Seattle. Acct. Exec.: Jerry F. Crollard.

INTERSTATE ENGINEERING CORP., El Segundo, Calif. Vacuum cleaners. Adv. Exec.: S. E. Koster. Agency: Mogge-Privett, Los Angeles.

INTERSTATE LABS. INC., Louisville (Oculine-eye preparations) R. Agency: L. W. Roush Co., Louisville.

INTER-STATE NURSERIES, Hamberg, Iowa, Nursery Stock & Seeds. Adv. Exec.: D. L. O. Sjullin. S. Direct.

INVESTOR'S DIVERSIFIED SERVICES Inc., Minneapolis. Investment certificates. Adv. Exec.: R. L. Phifer. Agency: BBDO. Acct. Exec.: E. A. Cashin.

IODENT CHEMICAL Co., Detroit, Mich. Iodent tooth paste and powder. N. Agency: Grant Adv., Detroit. Acct. Exec.: W. O. Seelye.

IOWA DAIRY INDUSTRY COMMISSION, Des Moines, Dairy Products. Adv. Exec.: Frank F. Barker. Agency: Blackmore Co., Des Moines.

IOWA MASTER BREEDERS Inc., Onawa, Ia., poultry supplies. Adv. Exec.: Charles E. Holmes. S. Agency: Bozell & Jacobs, Omaha.

IOWA SOAP Co., Burlington, Ia., Magic Washer, Nola Flakes, Protex Toilet Soap, Nola Toilet Soap. Adv. Exec.: H. D. Banta. TVS. Agency: Weston-Barnett Inc., Waterloo, Ia. Acct. Exec.: Phil Taylor.

IRONRITE, Inc., Mt. Clemens, Mich. Ironing machines. Adv. Exec.: Richard W. Sierk. S.TVS. Agency: Brooke, Smith, French & Dorrance, Inc., Detroit. Acct. Exec.: Clark Wilmot.

IROQUOIS BEVERAGE Corp., Buffalo, N. Y., Iroquois ale, beer. Adv. Exec.: N. J. Schwab Jr. N.S. Agency: BBDO, Buffalo.

IRWILL KNITWEAR Corp., New York. Women's apparel, ladies' sweaters and women's play clothes. Adv. Exec.: Irving Louis. S. Placed direct.

ISBRANDTSEN & SONS Inc., New York, N. Y., steamship line. Adv. Exec.: Joseph C. Seide. S.TVS. Agency: Cowan & Dangler Inc., New York, N. Y. Acct. Exec.: Porter Leach.

ISLAND SPECIALTY Co., Brooklyn, N.Y. Aunt Katie's rice pudding and Island Brand coconut. Adv. Exec.: A. Schnaars. S. Agency: Samuel Croft Co., New York.

ITALIAN-AMERICAN PASTE Co. Inc., San Francisco. Vegeroni macaroni. S. ITALIAN SWISS COLONY, San Francisco (table wines). Adv. Exec.: John S. Emmart. S.TVS. Agency: Honig-Cooper Co.; Acct. Exec. Louis Honig.

ITASCA WEAVERS GUILD, Itasca, Texas. Household fabrics. Adv. Exec.: Sidney J. Files. S. Agency: Rodgers & Smith, Dallas.

J. I. FANCY FROZEN FOODS, Stockton, Calif. N. Agency: Garfield & Guild, S.F.

M. JACKMAN & SONS, Los Angeles. Men's clothing mfr. Adv. Exec.: Jere Bayard. TVS. Agency: Walter McCreery, Inc., Beverly Hills.

JACKSON BREWING Co., New Orleans. Jax Beer. Adv. Exec.: Robert J. Fabacher. N.S.D.-C.TVNS. Agency: Anfenger Agency, St. Louis. Acct. Exec.: Joseph Epstein.

JACOBS WIND ELECTRIC Co., Minneapolis. AC & DC wind and engine type electric plants, refrigerators and welders. Agency: Graves & Assoc., Minneapolis. Acct. Exec.: I. H. Graves.

JACQUES MFG. Co., Chicago. KC Baking Powder, Mason jars, home canning caps and lids, home baking mixes and table syrups. N.S. Agencies: MacFarland, Aveyard & Co., Chi.; Gordon Best Co., Chi. Acct. Exec.: Frank Morr.

JACQUES SEED Co., Prescott, Wis. Agency: Triangle Inc., Chicago.

JACUZZI BROS. Inc., Richmond, Cal. Pumps. Adv. Exec.: Loren Cato. Agency: Lockwood, Shackelford Co., Los Angeles. Acct. Exec.: A. Gardner.

JAMES MFG. Co., Fort Atkinson, Wis. Adv. Exec.: R. Gardner. S. Agency: Klau-Van Pietersom-Dunlop.

JAKES POWER SAW Co., Denison, Tex. Adv. Exec.: J. C. Jaques.

JARMANE, INC., Sioux Falls, S.D. Pharmaceuticals. Adv. Exec.: E. C. Thompson. S. Agency: Victor van der Linde Co., New York, N.Y. Acct. Exec.: E. C. Thompson.

JAVEX MANUFACTURING CO., Toronto (Javex cleaner). N. Agency: MacLaren Adv., Toronto.

JAX BREWING Co., Jacksonville, Fla. S. Agency: Newman Lynde & Assoc., Jacksonville.

JEFFERSON ISLAND SALT Co., Louisville 2, Ky. Hexagon table salt, Soft-Salt mineral supplement salt, Champions Choice Trace Mineral. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Herb Lund.

JEKYLL ISLAND PACKING Co., Inez, Brunswick, Ga. Shrimp and frozen seafood. Adv. Exec.: Dick Cobb, S. Agency: Lewis Edwin Ryan Inc., Washington, D. C. Acct. Exec.: J. Gordon Manchester.

JELKE Co., Chicago. Division of Lever Bros. Margarine & salad dressings. Adv. Exec.: Harvey Howells. S. Agency: BBDO, New York. Acct. Exec.: Lee White.

JEFFROY MFG. Co., Amarillo, Tex. Hisel plows. S. Placed direct.

JERGENS Co., Cincinnati. Woodbury soap, powder and cream ergens lotion. Adv. Exec.: Chester T. Birch. N.S.T.V.S. Agencies: Robert Orr & Assoc., N.Y. Acct. Exec.: R. W. Orr. Iotham Adv. Co., N.Y. (export adv.).

JESSOP & SONS, San Diego. Jewels. Adv. Exec.: Richard Jessop. S. Agency: Barnes Chase Co., San Diego. Acct. Exec.: Norman Foster.

JEWELL TEA Co., Barrington, Ill. Mfg. coffee, fine foods and mixtures. Adv. Exec.: D. H. Stringer. S. Agency: Goodkind, Joice & Morgan, Inc., Chicago.

JEWELL Inc., Gainesville, Ga. Jesse Jewell's frying chicken. Adv. Exec.: Theodor Brown. S. Agency: rawford & Porter Inc., Atlanta, Ga.

JHNS-MANVILLE Corp., New York. Building Materials, Insulations, Power products, and Brake Linings. Adv. Exec.: H. M. Shackelford. N. Agency: Walter Thompson Co., N.Y. Acct. Exec.: W. C. McKeenan.

JHNSON & JOHNSON, New Brunswick, N. J. Red Cross Division Surgical dressings. N. S. Agencies: Young & Ublam, N.Y. & Montreal; N. W. yer & Son, Phila.; Noyes & Sprull, N.Y.; Wm. Hart Adler Inc., Chicago.

JHNSON & SON, Racine, Wis. Paste, liquid wax and cream wax; Glo-act, Carnu, Car-Plate. Adv. Exec.: N. Connolly. S.T.V.N.S. Agencies: Needham, Louis & Brorby, Chi. Acct. Exec.: W. R. Fowler. Erwin, Wasey & Co., New York (export).

JHNSON & SON, Brantford, Ontario (wax). Adv. Exec.: W. N. onnelly. S.T.V.N.S. Agencies: Vickers Benson, Montreal; Needham, Louis & Brorby, N.Y. Acct. Exec.: Ray owler.

JHNSON, STEPHENS & SHINKLE Co., St. Louis, Mo. Rhythm Step women's shoes. Adv. Exec.: Ray Huntus. S. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: David P. Ferris.

ALTER JOHNSON CANDY CO., Chicago. Powerhouse candy bars. TV. Agency: Gresham-Allen-Morton Agency, New York.

JOLLES STUDIOS Inc., New York. andbags. Adv. Exec.: Mrs. D. Bass. Agency: Shepard & Edwards, New York.

JNAS BROS. Inc., Denver. Furs & axidermy. Agency: Collins Adv., Denver.

JHN WILEY JONES Co., Caledonia, Y. Sunny Sol Household Bleach, unny Sol Magic Crystals. Adv. Exec.: L. Krenzer. S. Agency: Chas. L. umrill & Co., Inc., Rochester, N.Y.

JOSEPH & FEISS Co., Cleveland. Iotheraft tailored clothes. Adv. Exec.: udor Bowen. S. Agency: Williams & aylor Inc., New York.

JSKE'S OF TEXAS, Affiliate of Al-d Stores of New York, San Antonio, ex. General department store, farm id ranch store, sportsman's store, rdware store and automotive sup- y store. Adv. Exec.: Carolyn Shel- n. S.T.V.S. Agency: Pitluk Adv. Co., n Antonio. Acct. Exec.: Jack Pitluk.

JICE INDUSTRIES, Dunedin, Fla. iv. of Clinton Foods Inc. Sunfilled ngle strength orange juice, grape- ut juice, blended juice, concentrated nge and grapefruit juice. N.S.

Agency: L. W. Ramsey Co., Chicago.

JULEP Co., Chicago. Howell's root beer and soda fountain syrups. Adv. Exec.: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. W. Muench.

JULIAN & KOKENGE Co., Columbus, Ohio. Foot Saver shoes. Adv. Exec.: H. D. Erk. S. Agency: Aubrey Moore & Wallace Inc. Acct. Exec.: John J. Finlay.

JUNE DAIRY PRODUCTS Co. Inc., New York. Sub. of Blue Moon Foods. Thorp. Wis. Dairy products. Adv. Exec.: Louis Sobol. Agency: Friend Adv., New York. Acct. Exec.: B. Friend.

JUNG ARCH BRACE Co., Cincinnati, O. Keyes corn pads and plasters. S. Agency: H. W. Kastor & Sons Co., Chi.

JUNGE BISCUIT Co., Joplin, Mo. Crackers and cookies. Adv. Exec.: W. N. Sharp. S.

JUNKET BRAND FOODS Div., Chr. Hansen's Laboratory Inc., Little Falls, N.Y. Junket Brand rennet powder and tablets, Quick Fudge mix and Danish dessert. Adv. Exec.: Clement F. Thesen. Agencies: McCann-Erickson, New York; McKim Adv. Ltd., Montreal, Quebec, Canada.

JUSTRITE Co., Rochester. Bird seed & pet supplies. Adv. Exec.: O. L. West- gate. Agency: Richard A. Foley, Phila- delphia. Acct. Exec.: Chas. H. Eyles.

K

KABO Inc., Chicago. Kabo girdles, corsets and brassieres; bandeau and Brasselettes. Adv. Exec.: R. M. Voor- hees. S. Agency: L. W. Byrnes & Co., Chicago.

KADIN BROTHERS Inc., New York. Rambler hand bags. Adv. Exec.: Sid- ney Kadin. S. Agency: Fashion Adv. Inc., New York.

KAEMPFER'S, Chicago, Ill. Bird and pet foods. S. Agency: George H. Hart- man, Chi.

KAISER-FRAZER CORP., Willow Run, Mich. Automobiles. Adv. Exec.: Bur- ton Durkee. S.T.V.S. Agency: Wm. H. Weintraub & Co. Inc., New York, N.Y.

KANNENGIESSER & Co., New York. Kanana Banana flakes. Adv. Exec.: David Kannengiesser. S. Agency: Paris & Peart, New York.

KANSAS CITY SCHOOL OF WATCH- MAKING, Kansas City, Mo. school. Adv. Exec.: Martha B. Launder. S. Direct.

KASCO MILLS Inc., Waverly, N.Y. Dog ration, poultry feed. Agency: Clark & Rickerd, Detroit.

KATZ DRUG Co., Kansas City, Drugs. Adv. Exec.: M. R. Shensky. S.T.V.S. Agency: Bruce B. Brewer & Co., Kan- sas City, Mo. Acct. Exec.: Bruce B. Brewer.

KAUFMAN KNITTING Co., Minne- apolis. Nan Dorsey blouses and sports- wear. Adv. Exec.: G. M. Moses. Agency: Bachheimer-Lewis Adv., New York.

KAUFMANN DEPARTMENT STORES, Pittsburgh. Agency: Wm. H. Weintraub & Co., New York.

KAY ASSOCIATES Inc., Washington, D. C. Jewelry. S. Agency: Advertis- ing Assoc., Washington, D. C. Acct. Exec.: Simon Hirshman.

KAY PREPARATIONS, New York. For- mula 301. S. Agency: Irving Rosen Adv., N.Y.

JULIUS KAYSER & CO., New York (Kaysers Hosiery). N. TV. Agency: Cecil & Presbrey Inc.; Canadian Adv. Agency, Montreal.

KEELEY BREWING Co., Chicago. Adv. Exec.: Frank Huber. S.T.V.S. Agency: Schwimmer & Scott, Chicago.

KELBERT WATCH Co. Inc., New York. Watches and chronographs. S. Agency: Sterling Adv. Inc., New York.

KELITE PRODUCTS Inc., Los Angeles. Kenu. S.T.V.S. Agency: Little & Co., L.A. Acct. Exec.: Gayb Little.

KELLER MOTORS CORP., Huntsville, Ala. "Keller", "Super Chief" & "Chief" delivery cars & station wagons. Adv. Exec.: George M. Fisher. S. Agency: Buchanan & Co. Inc., New York, N.Y. Acct. Exec.: Joseph D. Dunn.

KELLOGG Co., Battle Creek, Mich. Cereals and dog food. Adv. Exec.: Ralph P. Olmstead. N.S.T.V.N. Agencies: Kenyon & Eckhardt (cereals and dog food), New York. Acct. Exec.: John Brew. Leo Burnett, Inc., (cereals), Chicago. Acct. Exec.: James Weber. Klaus-Van Pieterston-Dunlap, Milwaukee.

KELLOGG CO. OF CANADA, London, Ont. Cereals. Adv. Exec.: Lynn Rochester. N.S.T.V.N. Agency: Kenyon

& Eckhardt, Toronto, Ont. Acct. Exec.: William Frost. (Central control through Kenyon & Eckhardt, New York. Acct. Exec.: George Humbart.)

KELLY BROS. NURSERIES, Dansville, N.Y. Seeds, nursery stock. Adv. Exec.: John W. Kelly. Agency: Baldwin-Bowers and Strachen, Buffalo.

KELLY DOUGLAS & Co. Ltd., Van- couver, B.C. Nabob Tea. N.

KELLY KAR Co., Los Angeles. Dealer. R.S. Agency: Tullis-Victor Co., Los Angeles.

KELVINATOR DIV., Nash-Kelvinator Corp., Detroit. Adv. Exec.: John C. Bonning. TVN. Agency: Geyer, New- ell & Ganger. Acct. Exec.: Ralph L. Wolfe.

KEMCRAFT Corp., New York. Kem instant hot water heater. Adv. Exec.: Daniel Platt. S. Agency: Posner-Zabin Adv., New York.

KEMP & LANE INC., Le Roy, N.Y. "Kemp's Balsam", corn plasters, cough syrup. Adv. Exec.: Donald Woodward. S. Agency: Hutchines Adv. Co. Inc., Rochester, N.Y.

KENDALL MFG. Co., Div. of Beach Soap Co., Lawrence, Mass. New Speed Soapine. Adv. Exec.: Louis K. Wolff. S. Agency: Bennett, Walther & Men- dier, Boston. Acct. Exec.: E. V. Whitte- more.

KENDALL REFINING Co., Bradford, Pa. Kendall—the 2000-mile motor oil, Kendall greases, gasoline and gear lube. Adv. Exec.: W. A. Knapp. S. Agency: Landshelt, Inc., Buffalo, N.Y. Acct. Exec.: H. L. Barber.

KEN-L-PRODUCTS Div. of Quaker Oats, Chicago. Dog foods. Adv. Exec.: J. P. Odell. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: W. C. Johnson.

THE C. D. KENNY Div. of Consoli- dated Grocers' Corp., Baltimore, Md. Canned fruits, vegetables, coffees, teas and food products. Adv. Exec.: James Eitchard. S. Agency: Harry J. Patz Co., Baltimore. Acct. Exec.: H. J. Patz.

ELIZABETH KENT Co., New York. Cosmetics. S.

KENT PRODUCTS Co., Chicago. Kent Glass Coffee Maker Sets, Electric Stoves, Electric Toasters. S. Agency: Kuttner & Kuttner, Chi.

KENT PRODUCTS Inc., Kansas City, Mo. Richmade and Farbest oleomar- garine and Richfeld butter. S. Agen- cy: Rogers & Smith, Kansas City.

KENTON PHARMACAL Co. Inc., Cov- ington, Ky. Brownatone hair tint. S. Agency: Street & Finney Inc., Chicago.

KENTUCKY AIR TRANSPORT INC., Louisville, Ky. Air transport. Adv. Exec.: J. B. Wathen III. S. Agency: Direct.

KERR GLASS MFG. Corp., Los An- geles. Kerr glass fruit jars, caps, lids and jelly glasses. Adv. Exec.: M. S. McAllister. S. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: H. W. Smith.

KEY WORK CLOTHES Inc., Fort Scott, Kansas. S. Agency: Gordon Best Co., Chicago.

JAMES V. KEYS CO., Long Beach, Calif. "Tri-Vision" cameras, viewers & accessories. Adv. Exec.: James V. Keys. S.T.V.S. Agency: Paul Jones & Assoc., Los Angeles, Calif. Acct. Exec.: Woodie Wilson.

KEYSTONE CHIPSTEAK Co., Pitts- burgh, Pa. Frozen chipsteaks and ham- burgers. S. Agency: Whitman & Calla- han. Acct. Exec.: R. P. Wiltman.

KEYSTONE STEEL AND WIRE Co., Peoria, Ill. Adv. Exec.: H. L. Coons. Agencies: Fuller & Smith & Ross, Chi- cago; Mace Adv. Inc., Peoria.

KEYSTONE VARNISH Co., New York. Agency: Blackstone Co., N.Y. D-C.

KIEKHAEFER CORPORATION, Cedar- burg, Wis. "Mercury" outboard & in- dustrial portable engines. Adv. Exec.: Armand A. Hauser. TVS. Agency: Jim Baker Assoc. Inc., Milwaukee, Wis. Acct. Exec.: C. J. Schuepbach.

THE KILGEN ORGAN CO., St. Louis, Mo. "Kilgen" organs & harmonic en- sembles organs. Adv. Exec.: Richard Davis. S. Agency: H. George Bloch Adv. Co., St. Louis, Mo.

KILMER & CO INC., Stamford Conn. "Swamp Root" remedy "Nuxated Iron". Adv. Exec.: A. Richard Die- bold. S. Agency: Duane Jones Co. Inc., New York, N.Y. Acct. Exec.: Wal- ter W. Holt.

C. M. KIMBALL Co., Boston, Red Cap cleaner. N. Agency: Hoag & Provandie Inc., Boston.

MILES KIMBALL Co., Oshkosh, Wis. Gift wares, housewares, toys and greet- ing cards. Adv. Exec.: R. C. Robertson. S. Agency: Gordon Best Co. Inc., Chi- cago. Acct. Exec.: Frank Morr.

LOUIS KING CIGAR Co., Hartford, Conn. King Perfecto. King Londres

and Havanna Shield cigars. Adv. Exec.: Carl B. Blank. S.

KING MIDAS FLOUR MILLS, Minne- apolis, Div. of Van Dusen Harrington Co. Wheat flour, rye flour, etc. Adv. Exec.: Clayton Lisy. S. Agency: Olm- sted & Foley, Minneapolis.

KING KAR SUTTON, Columbus, Ohio (used cars) R. Agency: Harry J. Wend- land Adv., L. A.

KINGAN & Co. Inc., Indianapolis, Ind. Hams, bacon, canned meats, lard and Seaform shortening. Adv. Exec.: J. W. McElligott. S. Agency: Elmer L. Cline, New York. Acct. Exec.: Elmer L. Cline.

KINGSBURY BREWERIES Co., Mani- towoc, Wis. Pale beer. Adv. Exec.: C. G. Weber. S.T.V. Agency: John Barnes Adv., Milwaukee. Acct. Exec.: John Barnes.

KINGSTON WATCH Co., New York. Adv. Exec.: Geo. Safir. Agency: Al- bert Weisberg.

G. R. KINNEY Co. Inc., New York. Men's, women's and children's Educa- tor footwear. Adv. Exec.: T. Peers. S. Placed direct.

KIP Inc., Los Angeles, Calif. Kip. Adv. Exec.: Leo McCusker. S. Agency: Philip J. Meany Co., L.A. Adv. Exec.: Philip J. Meany.

KIRKMAN & SON DIVISION, COL- GATE-PALMOLIVE-PEET Co., Jersey City, N.J. Kirkman Flakes and Kir- man Granulated. Adv. Exec.: W. A. Hartman. S.T.V.S. Agency: Cunning- ham & Walsh, Inc. Acct. Exec.: Ed. Franklin.

KIRKWOOD HOTEL, Des Moines, Iowa. Adv. Exec.: Jack Calhoun. S. Agency: Hairall & Co., Des Moines.

KIRSCH'S BEVERAGES, Brooklyn, N.Y. S. Agency: Morris Adv. Agency, Brooklyn.

KLAUS GRABE, Inc., New York. Furniture Mfr. Adv. Exec.: Klaus Grabe. S.T.V.S.

KLEIN CHOCOLATE CO., Elizabeth- town, Pa. Chocolate confectionery. Adv. Exec.: John P. Woodward. TVS.

MRS. KLEIN'S, Chicago. Food prod- ucts. Adv. Exec.: B. A. Klein. Agency: Sales Aide, Chicago. Acct. Exec.: Howard A. Gardner.

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KLEVER KLAD DRESSES, Ltd., Toronto, Ont. Adv. Exec.: W. Rosenberg. S. Agency: Ellis Adv. Inc., Toronto. Acct. Exec.: Al May.

KLEVER KOOK FOOD Co., Santa Ana, Calif. Seasoning, meats, etc. Adv. Exec.: T. R. Larson. S. Agency: Lockwood-Shackelford Co., Los Angeles.

KLOEPPHEL HOTELS Inc., Jacksonville, Fla. Adv. Exec.: Robert Kloepfel. S. Agency: Newman, Lynde & Associates, Jacksonville.

KNAPP-MONARCH Co., Sub. of Sparklets Devices Inc., St. Louis, Mo. Electrical appliances, electric fans, insulated jugs, Sparklet syphons. Adv. Exec.: Robert L. Weigel. S. Agencies: Gardner Adv., Olan Adv., St. Louis.

KNIGHT MAIL ORDER Co., Chicago. Mail order house. Agency: George F. Koehnke, Chicago.

KNOMARK MFG. Co., Brooklyn. Esquire Boot Polish. S. Agency: Emil Mogul Co., N.Y.

ALFRED A. KNOPP INC., New York, N.Y. "Borzol" books. Adv. Exec.: D. U. Herrman. S. Agency: Denhard, Pfeiffer & Wells Inc., New York, N.Y. Acct. Exec.: Chas. H. Denhard.

KNOT MFG. Co., Philadelphia. White Cap disinfectant. Adv. Exec.: E. Roy Knoppel. S. Agency: David Zibman, Philadelphia.

THE KNOTT Corp., New York. Hotels. Adv. Exec.: W. B. Rasor. S. Agency: J. M. Mathes Inc., New York. Acct. Exec.: Samuel Lanham.

E. L. KNOWLES, Inc., Springfield, Mass. Rub-line liniment. S. Agency: Chas. Sheldon Adv., Springfield, Mass.

KNOX Co., Los Angeles. Cystex. Menadoc Romind. Adv. Exec.: Charles Gustafson. N.S.TV.S. Agency: Allen C. Smith Adv. Agency, Kansas City.

KNOX GELATINE Co., Inc., Johnson, N.Y. Knox Sparkling gelatine. Adv. Exec.: W. C. Bittel. S. Agency: Charles W. Hoyt Co. Inc., New York. Acct. Exec.: E. W. Hoyt.

KOENIG & Co. Inc., New York. S. Agency: Maxwell Sackheim & Co., New York. Acct. Exec.: Maxwell Sackheim.

KOENIG LABORATORIES, Chicago, Ill. Koening's Nervine. Adv. Exec.: B. L. Eichler. D-C. Placed direct.

KONDON MFG. Co., Minneapolis, Minn. Kondon's nasal jelly, Kondon's nose & throat drops. Adv. Exec.: D. D. Kenyon. S. Agency: Root-Mandabach Adv. Agency, Chicago, Ill.

KOOL VENT METAL AWNING CORP. OF AMERICA, Pittsburgh. Ventilated awnings of aluminum. Adv. Exec.: M. Harrison. S. Agency: The McCarty Company, Pittsburgh. Acct. Exec.: John R. Burke.

KOPPERS Co. Inc., Pittsburgh, Pa. Coke, gas & tar products. Agencies: BBDO, Pittsburgh; Van Sant, Dugdale & Co. Inc., Baltimore; Chas. Dallas Reach Co. Inc., Newark, N.J.

KORACH BROTHERS Co., Chicago. Johnny Juniors. Adv. Exec.: Melvin Stern. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Florence Kuttner.

KORAL LABS., Mt. Vernon, N.Y. Korral toothpowder. S. Agency: L. H. Hartman Co., N.Y.

KORET OF CALIFORNIA, San Francisco (women's sportswear). Adv. Exec.: Al Citron. Agency: Abbott Kimball Co., N.Y. Acct. Exec.: Mrs. Madolin Bingham.

KOSTO Co., Chicago. Kosto prepared dessert. Adv. Exec.: C. Sippel. S. Agency: L. W. Ramsey Co., Chicago.

L. O. KOVEN & Bro. Inc., Jersey City, N.J. Welded construction. Agency: Lucerna Co. Inc., New York.

KRAFT FOODS Co., Chicago. Kraft Cheeses. Parkay Margarine. Velveta. Philadelphia Brand Cream Cheese. Kraft Salad Products. Kraft Powdered Whole Milk. Miracle Whip Salad Dressing. Kraft Cheese Spreads. Adv. Exec.: John H. Platt. N.S.TV.S. Agencies: J. Walker Thompson Co., Chicago. Acct. Exec.: Arthur Farlow, Needham, Louis & Brorby, Chicago. Acct. Exec.: W. R. Fowler.

OWENS KRASS INC., Rochester, N.Y. "Sark" cross word cards. Adv. Exec.: Harry Krass. TV.S. Agency: Hutchins Advertising Co., Rochester, N.Y. Acct. Exec.: C. J. Rohrback, Jr.

KRAUSE PLOW Corp., Hutchinson, Kan. Adv. Exec.: Virgil E. Smith. Agency: McCormick-Armstrong Co., Wichita. Acct. Exec.: Warren R. Kinney.

KREML HAIR TONIC, New York. Agency: Erwin, Wasey & Co., New York.

S. S. KRESGE Co., Detroit. Adv. Exec.: W. F. Crissman. S.TV.S.

KRESKY MFG. Co., Inc., Petaluma, Calif. Oil burners, oil heaters, oil furnaces and oil water heaters. Adv. Exec.: A. J. Matot. S. Agency: Walter McCreery, Inc., San Francisco.

KRETOL Co., Washington, D. C. Household insecticide, deodorant. S. Agency: M. Belmont ver Standig, Wash., D. C.

THE KRETSCHMER CORP., Carrollton, Mich. Wheat Germ. Adv. Exec.: Charles H. Kretschmer, Jr. S. Agency: Gleason Adv. Agency, Detroit, Mich.

KRISPY KREME DOUGHNUT Co., Winston-Salem, N.C. Adv. Exec.: George Stakeman. S.

THE K-R-O Co., Springfield, Ohio. K-R-O ready-mixed rodent exterminator. S. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: D. S. Elrod.

KROEHLER MFG. Co., Naperville, Ill. Living room, bedroom and dining room furniture; theatre chairs. Adv. Exec.: L. W. Keller. S. Agency: Henri Hurst & McDonald, Inc., Chicago. Acct. Exec.: A. M. Semones.

KROGER Co., Cincinnati. O. Adv. Exec.: J. R. Moran. S.TV.S. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: J. M. Nelson.

KROLL BROS. Inc., Chicago. Kroll juvenile furniture and baby carriages. Adv. Exec.: Samuel Kagan. S.TV.S. Agency: Gourfaing-Cobb Adv., Chicago. Acct. Exec.: Alfred Reiwitsh.

KRUEGER BEVERAGE Co., Newark, N.J. Carbonated beverages. Adv. Exec.: Arthur Culbertson. S.

G. KRUEGER BREWING Co., Newark, N.J. (beer & ale). Adv. Exec.: Fred J. Braun. S.D.-C.TV.N.S. Agency: Geyer, Newell & Ganger, N.Y. Acct. Exec.: Wm. L. Newton.

KUHN PAINT Co., Houston. Paints, varnishes and wallpaper. Agency: Wilkinson-Schwetz and Tips Inc., Houston. Acct. Exec.: Dave Williams.

KUNER-EMPSON Co., Brighton, Colo. Kuner's food products. Adv. Exec.: W. W. Garnsey. S. Agency: Arthur G. Rippey & Co., Denver. Acct. Exec.: C. G. Henderson.

KYRON FOUNDATION, Inc., Chicago. Adv. Exec.: Doris Mann. S.D.-C.TV.N. Agency: A. Martin Rothbardt. Acct. Exec.: Al Reiwitsh.

L

L. B. LABORATORIES, Inc., Los Angeles, L. B. Hair Oil. Adv. Exec.: John H. Olson. S. TV.S. D-C. Agency: Glasser-Gailey & Co. L. A. Acct. Exec.: I. L. Siteman.

L. M. & W. PRODUCTS Co., Detroit, Mich. Bonald tablets. Adv. Exec.: T. J. Little. S. Agency: O'Neil, Larson & McMahon.

LACO PRODUCTS, Waltham, Mass. Laco Castile soap and shampoo. Adv. Exec.: R. G. Terry. S. Agency: Kastor, Farrell, Chesley & Clifford, N.Y.

LA CROSSE BREWERIES Inc., La Crosse, Wis. Peerless beer. Adv. Exec.: Harold Strobel. S. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: Joseph MacGaheran.

LADY ESTHER, Ltd., Chicago. Cosmetics. Adv. Exec.: John Brennan, N. S. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: June Adams.

LAFAYETTE RADIO, N. Y., Lafayette radio sets, parts, electronic equipment. Adv. Exec.: Irving Seideman. S. Agency: Reiss Adv., N. Y.

LA FLOREAL PERFUME Co., Los Angeles. Perfumes. S. Agency: Advertising & Sales Council, L. A.

LAKELAND CHAMBER OF COMMERCE, Lakeland, Fla., municipal advtg. Adv. Exec.: Lanier Uphaw. S. Agency: Sanborn Adv., Lakeland.

LAMBERT PHARMACAL Co., New York, St. Louis. Listerine toothpaste and antiseptic. Adv. Exec.: John Shiell. S. D.-C. Agency: Lambert & Feasley, New York. Acct. Exec.: Stanwood Morrill.

LAMBERT PHARMACAL Co., Toronto. Listerine toothpaste. N. Agency: Lambert & Feasley, N. Y.

LAMONT, CORLISS & Co., New York. Nestle's Chocolate prod. Adv. Exec.:

Donald Cady. S. TV.N. S. D.-C. Agency: Cecil & Presbrey Inc., N. Y. Acct. Exec.: E. B. Noakes.

LAMPL FASHIONS Inc., Cleveland, O. Lampl knit goods. Adv. Exec.: Robert Feder. TV.S. Agency: Abbott Kimball Co., N. Y.

LANCE Inc., Charlotte, N. C., peanut food products. Adv. Exec.: Al Bechtold. S. Agency: Direct.

LAND O'LAKES CREAMERIES Inc., Minneapolis, Minn. Land O'Lakes butter, eggs, cheese, poultry, salad dressing, evaporated milk, dried milk, Casein, feeds, seeds. Adv. Exec.: Frank Stone. S. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Lee Terrill.

LAND TITLE BANK & TRUST Co., Philadelphia, Pa., banking services. Adv. Exec.: W. W. Delamater. S. Agencies: Merrill Anderson Co., N. Y.; Adrian Bauer Adv., Philadelphia.

CHAS. E. LANE & Co., St. Louis. Lane's Pills. S. Agency: Jasper, Lynch & Fishel Inc., N. Y.

LANGENDORF UNITED BAKERIES, San Francisco. Bakery Products. Adv. Exec.: Ad Klein. N. S. TV.S. Agencies: Honig Cooper Co., S. F.; Biow Co., S. F.; Brlsacher, Wheeler & Staff, S. F.; Scholts Adv., L. A. Acct. Exec.: Wm. Scholts.

LANG-HARRY, MFG. Co., Des Moines, Ia. Kwiki children's outerwear. Adv. Exec.: Harry Lang. TV.S. Agency: Campbell-Mithun Inc., Minneapolis, Minn. Acct. Exec.: R. Zeuthen.

LANGRALL-J. & BROTHER, Baltimore, Maryland. Chief canned foods. Adv. Exec.: E. E. Langrall. S. Agency: Moses Adv., Baltimore.

LAN-O-SHEEN, Inc., St. Paul, Minn. Lan-O-Cheen cleaner, soap powder, No-Film glass cleaner. Adv. Exec.: Roland Appleton. S. Agency: Melamed-Hobbs Inc., Minneapolis.

LAN-O-TONE PRODUCTS, N. Y., Lan-O-Tone. Adv. Exec.: J. R. Wolfson. S. Agency: Direct.

LARABEE FLOUR MILLS Co., Kansas City, Mo. Sunfed. Larabee's Best, Airy Fairy. Adv. Exec.: E. D. English. S. Agency: Rogers & Smith, Chicago.

LAR Co., Chicago. Lar tablets. Adv. Exec.: Andrew Begale. S. Agency: Lawrence Adv., Chicago. Acct. Exec.: L. Cohen.

V. LaROSA & SONS, Brooklyn. LaRosa macaroni, spaghetti, egg noodles, & pasta. Adv. Exec.: Joseph G. Giordano. S. Agencies: Kiesewetter, Wetterau & Baker Inc., N. Y. Commercial Radio Service, N. Y.

LARUS & BROTHER Co., Richmond, Edgeworth and Holiday Smoking Tobacco, Domino King Size Cigarettes. Adv. Exec.: Harry Hunt Jr. TV.S. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

LASKIN BROS. Inc., Philadelphia. Nu-Eve Panties. Adv. Exec.: Harold Laskin. S. Agency: John Falkner Arndt & Co. Inc. Acct. Exec.: Robert Chapin.

LAST FRONTIER HOTEL, Las Vegas, Nev., hotel. Adv. Exec.: Robert Cannon. S. Agency: Swafford & Co. L. A. Acct. Exec.: Charles K. Swafford.

LA TOURAINE COFFEE Co., Boston. La Touraine coffee & tea. Adv. Exec.: E. Peterson. S. Agency: Ingalls Minitor Co., Boston. Acct. Exec.: J. Raymond Minitor.

LAURENTIAN AGENCIES, Montreal (Air-Wick). S. Agency: McKim Adv., Montreal.

LA VALLE Inc., N. Y., women's shoes. Adv. Exec.: Dominic La Valle. S. Agency: Abbott Kimball Co., Inc., N. Y.

LAWRENCE LABORATORIES, Brooklyn, N. Y. Sulfoam shampoo. Adv. Exec.: Irving Siegel. S. Agency: Dunlap & Rader Adv., N. Y.

LAY-H. W. & Co., Atlanta, Ga. Lay's potato chips, peanut butter, Fritos. Adv. Exec.: W. E. Oliver. S. TV.S. Agency: Liller, Neal & Battie Adv., Atlanta. Acct. Exec.: Al E. Sharp.

LAZARUS-F. & R., & Co., Columbus, O., plastic table cover. Adv. Exec.: William Miller. S. TV.S. Agency: Direct.

LEAF GRAND Inc., Chicago Leaf Chewing gum. N. S. Agency: Bozell & Jacobs Inc., Chicago.

LE BLANC Corp., Lafayette, La. Ha-dacol dietary supplement. Adv. Exec.: Jack Rathbun. S. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: George Wasey.

FRANK H. LEE Co., Danbury, Conn.

Lee hats. Adv. Exec.: J. B. Beltaire. N. TV.N. Agency: Grey Adv., N. Y.

GEORGE H. LEE Co., Omaha, stock and poultry remedies. Adv. Exec.: John Sheehan. S. Agency: Allen & Reynolds Adv., Omaha. Acct. Exec.: Milton Reynolds.

LEE-H. D. Co. Inc., Kansas City, Mo. work clothing, groceries. Adv. Exec.: R. L. Edgerton. S. Agency: Gardner Adv., St. Louis.

LEE PHARMACAL Co., Beverly Hills Shadow Wave. Adv. Exec.: Raymond E. Lee. TV.S. Agency: Milton Weinberg Adv., N. Y. Acct. Exec.: Bernard Weinberg.

LEE-WILLIAM W. & CO., N. Y., Watervliet, N. Y., Lee's Save The Baby. Adv. Exec.: Lois Ulcher. S. Agency: George R. Nelson Inc., Schenectady, N. Y. Acct. Exec.: George Nelson.

LEEMING-THOS, & Co. Inc., N. Y., Baume Bengue Analgesic, Armand's Solution, Calmitol. Adv. Exec.: C. F. Junod. S. Agencies: Wm. Esty Co., N. Y. Acct. Exec.: A. S. Hardin; Wm Douglas MacAdams, N. Y. Acct. Exec.: Dr. A. M. Sackler.

LEESON STEEL PRODUCTS Inc., Chicago. Prestline electric ranges and water heaters. Adv. Exec.: D. F. Powers. S. Agency: Casler, Hempstead & Hanford Chicago. Acct. Exec.: Henry Hempstead.

LEEWARD PRODUCTS Ltd., Chicago threads, yarns, needlecraft items. Adv. Exec.: Robert Tenny. S. Agency: H. A. Lifton Assoc., N. Y. Acct. Exec.: M. Shaw.

DR. L. D. LEGEAR MEDICINE Co., St. Louis. Poultry Prescription, Stock Powder, Hog Prescription, Cow Prescription, Hog A. Poultry Tabs. Calf Vitamins. Adv. Exec.: D. H. Legear. S. D-C. Agency: Simmonds & Simmonds, Chicago. Acct. Exec.: Phil Tobias.

FRANCES H. LEGGET & Co., N. Y. "Sauce Arturo," spaghetti sauce. Adv. Exec.: Roy Andersen. S. TV.S. Agency: Peck Advertising Inc., N. Y.

LEHIGH NAVIGATION COAL Co., Phila. Adv. Exec.: Graham Mason. N. S. TV.S. Agency: Lewis & Gilman Inc., Phila. Acct. Exec.: R. Lewis.

LEHN & FINK PRODUCTS Corp., N. Y. Dorothy Gray cosmetics. Hinds Honey & Almond Cream, Etiquet, Pecco, Lysol Tussy Cosmetics. Adv. Exec.: Wm Hausberg (Tussy); Albert Plaut (Dorothy Gray Ltd.). TV.N. S. Agencies: McCann-Erickson, N. Y. Acct. Exec.: F. Stanley Newbery, Jr.; Lemmer & Mitchell, N. Y. Acct. Exec.: Kenneth White, Hugh Foss; Grey Adv., N. Y. Acct. Exec.: Edmond R. Richer; Spitzke & Mills, Toronto; Duane Jones, Inc., N. Y.

LEHON Co., Chicago, Mule-Hide asphalt roofing products. Adv. Exec.: E. I. Sorsen. S. Agencies: Schwimmer & Scott Inc., Chicago; Van Auken, Ragland & Stevens, Chicago.

LEISY BREWING Co., Cleveland. Dort munder beer, Leisy's Light beer. Adv. Exec.: Herbert Leisy. S. Agency: McCann-Erickson Inc., N. Y.

LEKTROLITE CORP., N. Y. (flameless cigarette lighters). Adv. Exec.: John C. Andrews. S.TV.S.D.-C. Agency: Lindsay Adv., New Haven, Conn. & N. Y. C. Acct. Exec.: Merrill Lindsay.

LEMS LABORATORIES Inc., Philadelphia. Lem-O-Dine medical products. Adv. Exec.: B. B. Ominsky. S. Agency: Philip Klein Adv., Philadelphia. Acct. Exec.: Edward Feibin.

LENTHERIC Inc., N. Y., perfumes, cosmetics. Adv. Exec.: Albert Behrens. S. Agency: Abbot Kimball Co., N. Y.

LENZNER-SOL Corp., Buffalo, N. Y. Aqua Marinated herrings, Queen-O beverages, syrups. Adv. Exec.: I. Z. Lenzner. S. TV.S. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat. Block.

LEONARD DIVISION, Nash-Kelvinato Corp., Detroit. refrigerators, home freezers, electric ranges, electric water heaters. Adv. Exec.: John C. Bonning. S. TV.S. Agency: Geyer, Newell & Ganger Inc., Detroit. Acct. Exec.: A. H. Wilson.

LEOPOLD-MORSE Co., Boston, men's clothing. Adv. Exec.: Julius Morse. S. Agency: Hirshon-Garfinkel Inc., Boston. Acct. Exec.: Gabriel Stern.

LE PAGES Inc., Gloucester, Mass., L. Page's Glue, Le Page's Gripspread, Miracle Mender. Adv. Exec.: E. G. Swanson. S. TV.S. Agency: Harry M. Frost Co. Inc., Boston.

LESLIE SALT Co., San Francisco. Les lie salt. Adv. Exec.: Edward Muhs. S.

Agency: Long Adv., S. F. Acct. Exec.: Milton Wise.

LETZ MANUFACTURING Co., Crown Point, Ind., Letz roughage mills, hay hoppers, silo fillers, feed grinders. Adv. Exec.: Walter Whitehead. S. Agency: Tritchfield & Co., Chicago. Acct. Exec.: E. P. Nesbitt.

LEVER BROS. Co., N. Y., Lifebuoy Soap, Rinso, Lux Toilet Soap & Flakes, Breeze, Silver Dust, Spry. Adv. Exec.: John R. Allen. N. S. TVN. S. Agencies: Rutzrauf & Ryan, New York. Acct. Exec.: C. J. McCarthy, Jr.; J. Walter Thompson Co., New York; Sullivan, Stauffer, Colwell & Bayles, N. Y., N. W. Ayer & Son, N. Y.; B. B. D. & Co., N. Y.

LEVER BROS. Ltd., Toronto, N. Agencies: J. Walter Thompson Co., Toronto; Rutzrauf & Ryan, Toronto; Day, Duke & Tarleton, N. Y.; Young & Rubicam, Toronto.

LEVERING COFFEE Co., Baltimore, Lord Calvert coffee, Lady Calvert tea, Tesper tea. Adv. Exec.: James Motley. S. Agency: Speed & Co., Baltimore. Acct. Exec.: F. B. Speed.

LEVY-HERBERT Co., Chicago, dresses. Adv. Exec.: Herbert Levy. S. TVS. Agency: Gershuny Assoc., Chicago.

LEWIS FOOD Co., Los Angeles, dog and cat food. Adv. Exec.: D. B. Lewis. S. Agency: Rocket & Lauritzen, L. A. Acct. Exec.: Don Lauritzen.

LEWIS HOTEL TRAINING SCHOOL, Washington, D. C., home study courses, resident courses. Adv. Exec.: M. C. Lewis. S. Agency: Kaplan & Bruck, L. Y.

LEWIS CIGAR MFG. Co., Newark, J. J., La Coronado, Flor De Melba, Leidenberg, John Ruskin Cigars. Adv. Exec.: Harry Lewis. S. Agency: Lewis Adv., Newark. Acct. Exec.: Milton Lewis.

LEWIS-HOWE Co., St. Louis, Mo., Tums, Nature's Remedy. Adv. Exec.: Nelson Howe. N. S. TVS. Agency: Daner - Fitzgerald - Sample, N. Y. Acct. Exec.: R. A. Porter.

LEWIS-HOWE Co., Windsor, Ont., Nature's Remedy and Tums. S. Agency: Grant Adv. of Canada, Toronto.

LEWY Corp., Brooklyn, vacuum cleaners. Adv. Exec.: Walter J. Daily. S. TVS. Agency: Hicks & Greist Inc., N. Y. Acct. Exec.: Harold Greist.

L'EXINGTON HOTEL, N. Y. Adv. Exec.: L. W. Graff. S. Agency: Elmo Ecker Adv., N. Y.

LIBBY, McNEILL & LIBBY, Chi., Canned Goods. Adv. Exec.: Alexander Rogers. N. S. TVS. Agencies: J. Walter Thompson Co., Chi. Acct. Exec.: T. P. Ardine, McConnell, Eastman Co., Toronto.

LIBERTY BELL STUDIOS, Philadelphia, greeting cards. Adv. Exec.: Aaron Sugar. S. Agency: Harry Feigenbaum Adv., Philadelphia.

LIBERTY CHERRY & FRUIT Co., Covington, Ky., S. Agency: Joseph Adv., Cincinnati.

LIBERTY CHERRY & FRUIT Co., Toronto, Adv. Exec.: Arthur Bettman. S. Agencies: James Fisher Co., Toronto; esse M. Joseph Adv., Cincinnati. Acct. Exec.: Jesse Joseph.

LIBERTY COACH Co. Inc., Bremen, nd., house trailers. Adv. Exec.: J. M. Wilson. S. Agency: George F. Florey Inc., Chicago. Acct. Exec.: George Torey.

LIBMANN BREWERIES Inc., Brooklyn, N. Y., "Rheingold" Beer. Adv. Exec.: Wm. Dye. S. TVS. Agency: Foote, one & Belding, New York. Acct. Exec.: Frank Delano.

LIFE SAVER CORP., Port Chester, I. Y. (candy) S. Agencies: Young & Rubicam, N. Y.; McKee & Albright, Philadelphia; Young & Rubicam, Toronto.

LIFETIME STAINLESS STEEL CORP., Framingham, Mass., stainless steel oakware and tableware. Adv. Exec.: Fred Jursek. S. Agency: James Thomas Hurlig Co., Boston. Acct. Exec.: Wallace Shephardson.

LIGGETT & MYERS TOBACCO Co., New York, Chesterfield, Fatima Cigarettes. Adv. Exec.: B. F. Few. N. S. TVN. Agency: Cunningham & Walsh, I. Y. Acct. Exec.: F. H. Walsh.

L. K. LIGGETT Co., Toronto, chain rug stores. S. Agency: Ronalds Adv., Toronto.

LIGHT GRAIN & MILLING Co., Liberal, Kans., Gride King pancake and raffle flour. Adv. Exec.: W. E. Bush. S. Agency: Paul A. Lago Adv., Wichita, Kans. Acct. Exec.: Paul Lago.

LILY MILLS Co., Shelby, N. C., Lily Yarns, sewing thread. Adv. Exec.: Jean Schenck. S. Agency: Bennett-Advtg. Inc., High Point, N. C. Acct. Exec.: Harold Bennett.

LINCO PRODUCTS DIST. Co., Chicago, Inco, Juno. Adv. Exec.: Salvatore Marchetti. S. Agency: Schwimmer & Scott, Chicago.

LINCOLN-HOTEL, N. Y. Adv. Exec.: Murray Judkins. S. Agency: Blackstone Adv., N. Y.

LINCOLN INDUSTRIES Inc., Marion Va., furniture, plastics. Adv. Exec.: H. R. Forbecker. S. TVS. Agency: Houck & Co. Adv., Roanoke, Va. Acct. Exec.: Edwin Deady.

LINCOLN TAILORS, Lincoln, Nebr., Stylecraft tailors, Lincoln trousers. Adv. Exec.: Leon Nefsky. S. Agency: Buchanan-Thomas Adv., Omaha, Nebr. Acct. Exec.: R. R. Foster.

LINDNER-DAVIS, Cleveland, O., institutional advertising. Adv. Exec.: Edna Maynard. S. TVS. Agency: Fuller & Smith & Ross Inc., Cleveland, O. Acct. Exec.: C. A. Seltzer Jr.

LINDSEY-ROBINSON & Co. Inc., Roanoke, Va., Fair-Acre feed, Gambill's Best flour. Adv. Exec.: L. H. Howze. S. Agency: Houck & Co., Roanoke, Va. Acct. Exec.: Otto Whittaker.

LION Inc., Wilkes-Barre, Pa., Gibbons beer and ale. Adv. Exec.: James Swartz. S. Agency: Henry W. Gann Adv., Scranton, Pa.

LION OIL Co., El Dorado, Ark., petroleum products. Adv. Exec.: C. R. Olson. S. Agency: Gardner Adv., St. Louis. Acct. Exec.: C. Yost.

LIONEL CORP., New York, Adv. Exec.: Jos. E. Hanson. S. TVS. Agency: Buchanan & Co., N. Y. Acct. Exec.: J. Dunn.

THOMAS J. LIPTON Co., Hoboken, N. J., tea and soups. Adv. Exec.: W. B. Smith. N. S. TVN. S. Agencies: Young & Rubicam, New York; Acct. Exec.: E. L. Bond Jr., Rutzrauf & Ryan, N. Y. Acct. Exec.: T. W. Richey.

LITTLE CROW MILLING Co., Warsaw, Ind., Coco Wheats. Adv. Exec.: C. L. Maish. S. TVS. Agency: Rogers & Smith Co., Chicago. Acct. Exec.: R. Reynolds.

LIVE FOOD PRODUCTS Co., Burbank, Cal., Health Foods. S. Agency: The Mayers Co., Los Angeles.

LIVERIGHT PUB. Corp., N. Y., books. Adv. Exec.: Daniel Samilson. S. Agency: Gelles Adv., N. Y.

LO-CALORY FOOD Co., N. Y., R.D.X. dieting aid. Adv. Exec.: Harry Parness. S. Agency: Roy S. Durstine Inc., N. Y.

LOCKWEDGE SHOE Corp. of America Inc., Columbus, O., Dr. M. W. Locke shoes. Adv. Exec.: H. D. Erk. S. Agency: Aubrey, Moore & Wallace Inc., Chicago.

LOEW'S INC., New York, Motion pictures. Adv. Exec.: S. F. Seadler. N. S. Agency: Donahue & Coe Inc., New York. Acct. Exec.: O. A. Kingsbury.

LOGAN Co., Louisville, Ky., builders, iron and wire works, conveyors, metal beds, springs, mattresses, fireplace screens and equipment. Adv. Exec.: W. Hume Loban Jr. S. Agency: Farson & Huff, Louisville, Ky.

LOMA LINDA FOOD PRODUCTS, Arlington, Cal., Ruskets. S. Agency: Elwood J. Robinson Adv. Co., Los Angeles.

LOMBARDO WINE Co., Chicago, wines. Adv. Exec.: J. Finocchiaro. S. Agency: Charles Edson Rose Co., Chicago.

LONERGAN MFG. Co., Albion, Mich., oil and gas burning space heaters, Lonergan furnaces. Adv. Exec.: S. J. Lonergan. S. Agency: Fred M. Randall Co., Detroit. Acct. Exec.: Rod Hughes.

LONE STAR GAS Co., Dallas, Texas, natural gas service, gas appliances. Adv. Exec.: James Floyd. S. Agency: Direct.

LONG-BELL LUMBER Co., Kansas City, Mo., building materials. Adv. Exec.: Tom Hope. S. Agency: Ford Adv., Enid, Okla.

LONG ISLAND AGRICULTURAL COUNCIL Inc., Riverhead, N. Y., Long Island potatoes, vegetables. Adv. Exec.: Favor Smith. S. Agency: John Mather Lupton Co., N. Y. Acct. Exec.: Ralph Sadler.

LONGINES-WITTNAUER WATCH Co., New York, Adv. Exec.: Alan R. Cartoun. N. TVN. S. Agency: Victor A. Bennett Co., N. Y. Acct. Exec.: John L. Moore.

LOOK MAGAZINE, N. Y., Look, Quick, Flair magazines. Adv. Exec.: S. O. Shapiro. S. TVS. Agencies: McCann-Erickson, N. Y. Acct. Exec.: Tom Bateman, (Look & Quick); Wm. Weintraub, N. Y. Acct. Exec.: Elkin Kaufman (Flair).

LORD CALVERT BEVERAGES Inc., Brooklyn, N. Y., Lord Calvert beverages. Adv. Exec.: Marlow Hirschleifer. S. Agency: Direct.

LORD DAVENPORT PIPES, Ltd., New York, S. Agency: Byrne, Harrington & Roberts, N. Y.

LORENZ BROOM & MOP Co., Arlington, Cal., Lorenz sponge rubber broom.

Adv. Exec.: Wallace Lorenz. S. Agency: Elwood J. Robinson Adv., L. A. Acct. Exec.: R. C. Newman.

LORIE Ltd., Toronto, Watches. Adv. Exec.: Jas. A. Milligan. S. Agency: Ellis Adv., Toronto.

P. LORILLARD Co., New York, Old Gold & Embassy cigarettes. Adv. Exec.: Alden James. N. S. TVN. S. Agencies: Lennen & Mitchell, N. Y. Acct. Exec.: Thomas P. Doughten; Geyer, Newell & Granger, N. Y. Acct. Exec.: John Torrey.

LOS ANGELES BREWING CO., L. A., Eastside beer. Adv. Exec.: Edwin L. Morris. N. S. TVN. Agency: Lockwood-Shackelford Adv., L. A. Acct. Exec.: Russell N. Lockwood.

LOS ANGELES NUT HOUSE, L. A., peanut butter, packaged nut meats, potato chips, candy. Adv. Exec.: Sam Gendel. S. Agency: Wade Adv., L. A. Acct. Exec.: Joseph Charboneau.

LOS ANGELES SOAP Co., Los Angeles, Los Angeles White King Granulated Soap, Sierra Pine Toilet Soap, Scotch Triple Action Cleanser. Adv. Exec.: E. M. Fin. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Raymond Morgan.

LOS ANGELES TIMES, L. A., newspaper. Adv. Exec.: Emile Hartford. S. TVS. Agency: Smalley, Levitt & Smith Inc., L. A. Acct. Exec.: Edwin Brandt.

LOTSHAW-ANDY & Co., Chicago, Gorjus hair dressing, Lotshaw body rub. Adv. Exec.: R. W. Moore. S. Agency: Simmonds & Simmonds Inc., Chicago.

LOUISIANA DEPT. OF COMMERCE & INDUSTRY, Baton Rouge, La., tourist and industrial advertising. Adv. Exec.: C. E. Frampton. S. Agency: Bauerlein, New Orleans.

LOUISIANA RICELINE PRODUCTS Corp., Corona, N. Y., Life Prot-Egg shampoo. Adv. Exec.: S. W. Harris. S. Agency: Wehner Adv., Newark, N. J. Acct. Exec.: Frank Suto Jr.

LOUISVILLE & NASHVILLE RAILROAD Co., Louisville, Ky., railroad service. Adv. Exec.: T. E. Owen. S. Agency: Griswold-Eshleman Co., Cleveland, O.

LOWE SEED Co., Aroma Park, Ill., hybrid seed corn. S. Agency: Direct.

JOE LOWE Corp., N. Y., Popsicle. Adv. Exec.: Richard H. Gross. N. S. TVN. Agencies: Blaine-Thompson Co., N. Y. Acct. Exec.: Albert Lee Lesser; National Radio, N. Y.

LOWENBAUM-R. Mfg. Co., St. Louis, Mo., Junly Miss dresses. Adv. Exec.: Joseph Glaser Jr. S. Agency: Marjorie Wilten Adv., St. Louis.

LOWENFELS-FREDERICK E. & SON, N. Y., Hotel Bar butter. Adv. Exec.: Albert Lowenfels. S. Agency: Al Paul Lefton Co., N. Y. Acct. Exec.: R. Misch.

LOWRY HOTEL, St. Paul, Minn., hotel. Adv. Exec.: H. J. Smith. S. Agency: Quentin J. David Adv., St. Paul.

LUBER-TONE Inc., St. Louis, Mo., Luber-Tone lubricant for auto, aircraft, and diesel engines. Adv. Exec.: W. C. Jackman. S. Agency: Direct.

LUCE MANUFACTURING Co., Grotton, Vt., Blue Magic salt and pepper, Dri-All, Krispy Kan, Ever Crisp. Adv. Exec.: G. C. Smith. S. Agency: Moore & Hamm, N. Y. Acct. Exec.: C. E. Lawford.

LUCKY CLUB Co., St. Louis, Mo., Lucky Club concentrate, Lucky Club syrup, Holiday concentrate. Adv. Exec.: Philip Smith. S. Agency: Maxwell Adv., St. Louis. Acct. Exec.: Joseph Maxwell.

LUCKY LAGER BREWING Co., San Francisco, Lucky Lager. Adv. Exec.: Eugene Selva. S. TVS. Agency: McCann-Erickson Inc., San Francisco. Acct. Exec.: Burton Granicher.

LUCKY TIGER MFG. Co., Kansas City, Adv. Exec.: S. W. Harris. TVS, D-C. Agencies: Hill Blackett & Co., Chicago. Acct. Exec.: Hill Blackett; Grant Adv., Chicago.

LUDENS Inc., Reading, Pa., menthol cough drops, honey-licorice drops, Cocillana drops. N. S. Agency: J. M. Mathes Inc., New York.

LUER PACKING Co., Los Angeles, Canned meat products. S. Agency: Dan B. Miner Co., L. A.

GEORGE W. LUFT Co., New York, Tangee cosmetics. Adv. Exec.: Harry Haus. S. TVS. Agencies: Warwick & Legler, N. Y. Acct. Exec.: Jack Welsh; Robert Otto & Assoc., N. Y. (export).

LUKENS STEEL Co., Coatesville, Pa., rolled steel plates, machinery. Adv. Exec.: William Butler. S. Agency: Fuller & Smith & Ross Inc., N. Y.

LUMBERMENS MUTUAL CASUALTY Co., Chicago, Insurance. Adv. Exec.: Earle Hefley Jr. Agency: John W. Shaw, Adv. Inc., Chicago. Acct. Exec.: John Shaw.

LUSTIG-FLORENCE OF N. Y., N. Y., women's fashions. Adv. Exec.: Florence

Lustig. S. TVS. Agency: The Bobley Co., N. Y. Acct. Exec.: Harry W. Bobley.

LUSTROLITE CLEVELAND Corp., Cleveland, O., luminous paint applications, Radi-Glo spotter buttons, neon signs. Adv. Exec.: T. A. Emels. S. Agency: Direct.

LUSTRON Corp., Columbus, O., Lustron homes. Adv. Exec.: R. Harold Denton. TVS. Agency: Direct.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, Religion. Adv. Exec.: Eugene Bertermann. N. S. TVS. Agencies: Gotham Adv. Co. Acct. Exec.: Arthur Kron; Pan American Broadcasting Co., New York.

LUX CLOCK MFG. Co., Waterbury, Conn., clocks, timing devices. Adv. Exec.: Edwin Kaler. S. TVS. Agency: The Schuyler Hopper Co., N. Y.

LYKES BROS. STEAMSHIP Co. Inc., New Orleans, La., steamships. Adv. Exec.: Larry Guerin. S. Agency: Caples Co., N. Y. Acct. Exec.: Joseph Aspnall.

LYNN-SHELLA Inc., N. Y., misses dresses. Adv. Exec.: Richard Cole. TVS. Agency: Ehrlich & Neuwirth Inc., N. Y. Acct. Exec.: Norton Sobo.

M. LYON & Co., Kansas City, Mo., Wool, furs, hides. Adv. Exec.: Lee R. Lyon. S. Agency: Direct.

LYON VAN & STORAGE Co., Los Angeles. Adv. Exec.: Jack Smalley. S. TVS. Agency: Smalley, Levitt & Smith, L. A. Acct. Exec.: Jack Smalley.

M

"M" SYSTEM MFG. Co. Inc., North Vicksburg, Miss., M System trailer coaches. Adv. Exec.: Robert Bonelli. S. Agency: Lake-Spiro-Shurman Inc., Memphis, Tenn.

M & H SPORTING GOODS Co., Philadelphia, sporting goods, radio, photography. Adv. Exec.: Louis Moskowitz. S. Agency: Brooks & London, Philadelphia.

M. J. B. Co., San Francisco, coffee & tea. N. TVS. Agency: BBDO, S. F.

M & M Ltd., Newark, N. J., M & M Candy. Adv. Exec.: Charles F. White. TVN. D-C. Agency: Lynn Baker Inc.

(Continued on page 370)

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N Network, S Spot, Television TV, D-C Dealer Cooperative

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- N. Y. Acct. Exec.: Mark Byron.
- M & N CIGAR MFRS., Cleveland, Student Prince Cigars. Adv. Exec.: J. C. Newman. S. Agency: Ohio Adv. Cleveland.
- M. P. K. Co., Chicago, mail order house. Adv. Exec.: Martin King. S. Agency: O'Neill, Larson & McMahon, Chicago.
- M. & S. PRODUCTS Co., Vineland, N. J., Chicken Dinner cat and dog food. Adv. Exec.: Ernest Mattioli. S. Agency: Direct.
- MABLEY & CAREW, Cincinnati, O., specialty store, ready to wear clothes. Adv. Exec.: Norbert Duehren. S. Agency: Sterling Adv., N. Y. Acct. Exec.: Irwin Engelmere.
- MACDONALD TOBACCO Co., Montreal, Tobacco. S. Agency: Harold F. Stanfield Ltd., Montreal.
- MACFADDEN - DEAUVILLE HOTEL, Miami Beach, Fla., Adv. Exec.: Kay Smeya. S. Agency: Direct.
- MACFADDEN PUBLICATIONS Inc., N. Y., True Story, Master Detective, True Detective, sport magazines. Adv. Exec.: James L. Mitchell. S. Agency: Ruthrauff & Ryan Inc., N. Y.
- MACKIE LOVEJOY MFG. Co., Chicago, Setwell closet accessories. Adv. Exec.: G. Burke. S. Agency: George N. Kahn Adv., N. Y. Acct. Exec.: George Kahn.
- MAC LEVY SLENDERIZING SALONS, N. Y., Slenderizing salons, exercise, reducing equipment. Adv. Exec.: Monty MacLevy. S. Agency: Adair & Director, N. Y.
- MAC MILLAN BREWING Corp., Los Angeles, TV. Agency: Marketers Inc., Hollywood.
- MACY'S NEW YORK, N. Y., department store. Adv. Exec.: Louis Tannenbaum. S.TVS. Agency: Grey Adv., N. Y. Acct. Execs.: Jack Wyatt, Joseph Bailey.
- MADERA BONDED WINE AND LIQUOR Co., Baltimore, Madera wines and liquors. Adv. Exec.: Harvey Steinbach. S. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. L. Gunts.
- MADISON SILO Co., Madison, Wis., Madison Concrete Stave Silos. Adv. Exec.: Ben Gurney. S. Agency: Ralph Timmons, Madison, Wis.
- MAGGI Co., New York, Seasonings. S. Agency: Needham & Grohmann, New York.
- MAGICOMB Corp., Hollywood, Cal., Magicomb. Adv. Exec.: P. O'Neill. S. Agency: W. B. Geissinger & Co., L. A. Acct. Exec.: George Gale.
- MAGNA ENGINEERING Corp., San Francisco, Cal., Shopsmith power tools. Adv. Exec.: R. L. Chambers. S.TVS. Agency: N. W. Ayer & Son Inc., San Francisco.
- MAGNAVOX Co., Ft. Wayne, Ind., Magnavox radio-phonographs, television, Illustratavox sound-slide projectors, electronic devices. Adv. Exec.: Lauren Hagaman. TVS. Agency: Maxson Inc., Chicago. Acct. Exec.: Lester Sholy.
- MAGNOLIA PETROLEUM Corp., L. A., petroleum products. Adv. Exec.: R. M. Carter. S. Agency: Ratcliffe Adv., Dallas.
- MAGNUS HARMONICA Co., Newark, N. J., plastic harmonicas, accordians, musical toys. Adv. Exec.: A. J. Lewis. S.TVS. Agency: Direct.
- MAHDEEN Co., Nacogdoches, Texas, Mahdeen For Dandruff, Mahdeen Shampoo. Adv. Exec.: E. C. Best. S. Agency: Grant Adv., Dallas.
- MAICO CO.—THE, Inc., Minneapolis, Minn., hearing aids, audiometers, stethoscopes, group hearing aids. Adv. Exec.: W. A. Smith. S. Agency: The Brownson Co., Minneapolis. Acct. Exec.: A. C. Schwab Jr.
- MAIDEN FORM BRASSIERE Co., N. Y. N. TV. Agency: William Weintraub Co., N. Y.
- MAIER BREWING Co., Los Angeles, Maier beer. Adv. Exec.: W. M. Hasberg. S. Agency: Brisacher, Wheeler & Staff, L. A.
- MAIL POUCH TOBACCO Co., Wheeling, W. Va., Mail Pouch chewing tobacco, Kentucky Club smoking tobacco. Adv. Exec.: W. L. Harris. S.TVS. Agency: Charles W. Hoyt Co., N. Y. Acct. Exec.: Everett W. Hoyt.
- MAINE DEVELOPMENT COMMISSION, promotion of agricultural, sea food and poultry products. N. Agencies: Brooke, Smith, French & Dorrance, N. Y.;
- Alley & Richards, Boston; Ray Mills Adv., Auburn, Me.
- MAJESTIC MFG. Co., St. Louis, Majestic Dual-Oven. Adv. Exec.: J. E. Russell. S. Agency: Roman Adv. Co., St. Louis.
- MAJESTIC RADIO AND TELEVISION DIV. of Wilcox-Gay Corp., Brooklyn, N. Y. Adv. Exec.: Joseph G. DeVico. S. TVS, D.-C. Agency: Shappe-Wilkes, N. Y. Acct. Exec.: Sam Groden.
- MALCOLM'S HOUSE AND GARDEN STORE Inc., Baltimore, novelty and gift merchandise for house and garden. Adv. Exec.: Malcolm Lowenstein. S. Agency: Harry J. Patz, Baltimore.
- MALONEY BROS. NURSERY CO. Inc., Danville, N. Y., fruit trees, roses, shrubs, ornamental. S. Agency: Armand S. Well Co., Buffalo, N. Y.
- MALTEX Co., Burlington, Vt., Maltex cereals. Adv. Exec.: John Dobson. S. Agency: Samuel Croot Co., N. Y. Acct. Exec.: S. C. Croot.
- MANCHESTER BISCUIT Co., Sioux Falls, S. D., cookies and crackers. Adv. Exec.: J. T. Nelson. S. Agency: George H. Hartman Co., Chicago.
- MANHATTAN SOAP Co., N. Y., Sweetheart Toilet Soap, Blu-White. Adv. Exec.: Archie Tarr, N.S.TVN.S. Agency: Duane Jones Co., N. Y. Acct. Exec.: Joseph Scheideler.
- MANISCHEWITZ—THE B., CO. OF NEW YORK Inc., N. Y., Matzos, Matzo products. Adv. Exec.: Bernard Premsky. S. Agency: A. B. Landau Inc., N. Y. Acct. Exec.: Herman Younglieb.
- MANNING'S Inc., San Francisco, coffee, tea. Adv. Exec.: E. M. Manning. S. Agency: Knollin Adv., San Francisco.
- MANSFIELD SHOES, Whitman, Mass., Mansfield shoes. Adv. Exec.: Walker Avery. S. Agency: Young & Rubicam Inc., N. Y. Acct. Exec.: Raymond Browne.
- MANTHO-KREAOMO Inc., Clinton, Ill., M-K cold remedy, M-K Liquid Rub, Nusal. Adv. Exec.: J. J. Gillen. S. Agency: Direct.
- MANTLE LAMP CO. OF AMERICA, Chicago, Aladdin lamps. S. D.-C. Agency: Wm. Hart Adler Inc., Chicago.
- MANTLE LAMP CO. OF AMERICA, Toronto (Aladdin lamps) Agency: Locke. Johnson Co., Toronto.
- MANUFACTURERS AND TRADERS TRUST Co., Buffalo, N. Y. Adv. Exec.: George Newbury. S.TVS. Agency: Comstock, Duffes & Co., Buffalo. Acct. Exec.: Henry Comstock.
- MANUFACTURERS TRUST Co., N. Y. Adv. Exec.: John Boehm. S. Agency: McCann-Erickson Inc., N. Y. Acct. Exec.: Hugh Lavery.
- MAPLE LEAF MILLING Co., Toronto, flour. S. Agency: Cockfield, Brown & Co., Toronto.
- MARATHON LINE Co., Homer, N. Y., fishing lines. Adv. Exec.: C. M. Norris. S. Agency: Fellows Adv., Syracuse, N. Y.
- MARGO WINE Co., Philadelphia, California wine, American wine, Grey-stone wines, Margo wine, Bis-Kay wine, Mary-Ann wine, Adair wine. Adv. Exec.: John Margolis. S. Agency: J. M. Korn & Co., Philadelphia.
- MARHOFFER PACKING Co., Chicago, meat specialties. Adv. Exec.: V. E. Langner. S. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.
- MARIETTA CONCRETE Corp., Marietta, Ohio, farm silos, industrial silos, concrete products. Adv. Exec.: F. L. Christy. S. Agency: Harry M. Miller Adv., Columbus, Ohio. Acct. Exec.: Harold Wellinger.
- MARINE ELECTROLYSIS ELIMINATOR Co., Seattle, Red Devil soot remover. Adv. Exec.: Arley Cheadle. S. Agency: Penman-Neil Adv., Seattle. Acct. Exec.: Jean Hadley.
- MARINE TRUST Co., Buffalo, Banking service. Adv. Exec.: George J. Enser. S.TVS. Agency: BBDO, Buffalo. Acct. Exec.: Alan Ward.
- MARITIME MILLING Co., Buffalo, N. Y., dairy, stock, poultry feeds. Adv. Exec.: George Todd. S. Agency: Lloyd Mansfield Co., Buffalo, N. Y.
- MARK HOPKINS—HOTEL, San Francisco. Adv. Exec.: George Smith. S. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Jack Davis.
- MARLBORO SHIRT Co. Inc., Baltimore, Md., men's and boys' dress shirts,
- sportswear, outerwear. Adv. Exec.: R. M. Rosenbloom. S. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.
- MARLIN FIREARMS Co., New Haven, Conn., razor blades, rifles, shotguns. Adv. Exec.: Lawrence Ferguson. S. TVSD.-C. Agencies: Craven & Hedrick, N. Y.; Duane Jones Co., N. Y. Acct. Exec.: Philip Genthner.
- MARS, Inc., Chicago, Candy. Adv. Exec.: V. H. Gies. N.TVN. Agency: Leo Burnett Co., Chicago. Acct. Exec.: R. E. Ellis.
- MARSHALL CANNING Co., Marshalltown, Iowa, Brown Beauty Beans, canned vegetables. Adv. Exec.: A. W. Cober. S. Agency: L. W. Ramsey Adv., Davenport, Ia.
- MARSHALL & CLAMPETT, Los Angeles, Auto Dealers. TV. Agency: Smith, Bull & McCreery Adv., Los Angeles.
- MARSHALL DRUG Co., Philadelphia. Agency: Abner J. Gelula & Assoc., Philadelphia.
- MARSHALL-WELLS Co., Duluth, Minn., Easycoat paint, home appliances, tires, Zenith washers. Adv. Exec.: Sanford Ole. S. Agency: Olmsted & Foley Adv., Minneapolis, Minn. Acct. Exec.: John Foley.
- MARTIN FOOD PRODUCTS INC., Chicago. S. Agency: Morris F. Swaney Inc., Chicago.
- MARTINS-DAVID Co., Chicago, cameras, novelties. Adv. Exec.: Martin King. S. Agency: O'Neill, Larson & McMahon, Chicago. Acct. Exec.: Nelson J. McMahon.
- MARTIN-SENOUR Co., Chicago, Ill., Paints, varnishes. D.-C. Agency: MacFarland, Aveyard & Co., Chi.
- JOS. MARTINSON & Co., Inc., New York, Martinson's coffee. Adv. Exec.: Joseph Martinson Jr. S. Agencies: Neff-Rogow, Inc., New York; Al Paul Lefton Co., New York. Acct. Exec.: Robert Misch.
- MARVLO FABRICS Inc., N. Y., Fabrics by Marvlo. Adv. Exec.: Louis Silk. S. Agency: Carl Reimers Co., N. Y.
- MARYLAND PHARMACEUTICAL Co., Baltimore, Md., Rem. Adv. Exec.: Walter Hollander. S. Agency: Joseph Katz Co., Baltimore.
- C. H. MASLAND & SONS, Carlisle, Pa. Carpet mfrs. N. TV. Agency: Anderson, Davis & Platte, New York.
- MASON, AU & MAGENHEIMER CONF. MFG. Co. Inc., Brooklyn, N. Y. Adv. Exec.: Fred E. Magenheimer. TVN. Agency: Turner, Leach & Co., N. Y. Acct. Exec.: Franklin Dyson.
- MASON CITY BRICK TILE Co., Mason City, Ia., Denison Kwiklay tile. Adv. Exec.: C. H. Koplen. S. Agency: Son De Regger Adv., Des Moines, Ia. Acct. Exec.: O. D. McKasson Jr.
- MASON—SALLY, Inc., N. Y., Sally Mason blouses, dresses. Adv. Exec.: Nat Mason. S. Agency: Crofton Adv., N. Y. Acct. Exec.: George Goldstein.
- MASON'S CHICKS Inc., Plainfield, N. J. Adv. Exec.: Ruth Mason. S. Agency: Metropolitan Adv. Co., New York.
- MASSACHUSETTS DEVELOPMENT AND INDUSTRIAL COMMISSION, Boston, Mass. Adv. Exec.: Powell Cabot. S. Agencies: Bernard Ostrelcher, Boston; Ford Adv., Boston; Cauman & Pfeufer, Boston.
- MASSACHUSETTS RADIO & TELEGRAPH SCHOOL, Boston, school. Adv. Exec.: G. R. Entwistle. Agency: N. W. Ayer & Son, Boston. Acct. Exec.: F. W. Brack.
- MASSEY-HARRIS Co. Inc., Racine, Wis., modern tractor farming equipment. Adv. Exec.: J. H. Dalton. S. Agency: Klau-Van Pieterston-Dunlap Assn., Milwaukee. Acct. Exec.: P. Nordloh.
- MATSON NAVIGATION Co., San Francisco, Cal., travel to Hawaii, Australia, New Zealand, Samoa, Fiji. Adv. Exec.: S. G. Walton. Agencies: Batten, Barton Durstine & Osborn, San Francisco; Holst & Cummings Ltd., Honolulu.
- MATUSEK ACADEMY OF MUSIC, Chicago, Music stores. S.TVS. Agency: Salesvertising Assoc., Chi.
- MAUTZ PAINT & VARNISH Co., Madison, Wis., Mautz 88 paint. Adv. Exec.: R. A. Jones. S. Agency: Arthur Towell Inc., Madison, Wis. Acct. Exec.: Arthur Towell.
- MAX FACTOR & Co., Los Angeles, cosmetics. Adv. Exec.: Robert Schafhausen. S.TVN.S. Agency: Ted H. Factor, L. A.
- EARL MAY SEED Co., Shenandoah, Iowa, nursery stock, seeds. Adv. Exec.: R. E. Dearth. S.TVS. Agency: Allen & Reynolds, Omaha. Acct. Exec.: Robert Reynolds.
- MAY—GEORGE S., Co., Chicago, business engineering services. Adv. Exec.: C. A. Posson. S. Agencies: J. R. Pershall Co., Chicago. Acct. Exec.: James Duffy; M. M. Fisher Assoc., Chicago.
- MAYER—MAX & Co. Inc., N. Y., ladies' gloves, men's gloves. Adv. Exec.: Carl Blaschka. S. Agencies: Mann-Ellis Inc., N. Y. Acct. Exec.: K. J. Mann; Ellis Adv., Toronto.
- MAYER—OSCAR, & Co., Chicago, meats. Adv. Exec.: Carl Mayer. S. Agency: Sherman & Marquette, Chicago.
- MAYFLOWER HOTEL, Akron, Ohio, Terrace Room. S. Agency: Koehl, Landis & Landon. Cleveland.
- MCCANN—ALFRED W., JR., N. Y., food products. Adv. Exec.: A. W. McCann Jr. S. Agency: Direct.
- MCCOLL-FRONTENAC OIL Ltd., Montreal, petroleum products. Adv. Exec.: J. E. King. N.S. Agency: Erwin-Wasey of Can. Ltd., Montreal. Acct. Exec.: Brian Devlin.
- MCCONNELL SCHOOLS Inc., Minneapolis, Minn., air hostess-stewardess training, modeling course, self development course. Adv. Exec.: Delores Loe. S. Agency: Direct.
- MCCONNON & Co., Winona, Minn., Mack-O-Blend insecticide. Adv. Exec.: G. A. Ostrom. S. Agency: Graves & Assoc., Minneapolis.
- MCCORMICK & CO. Inc., Baltimore, McCormick spices, flavoring extracts, food colors, mayonnaise, mustard, Bee Brand insect powder, spray, disinfectant, Red Arrow agricultural insecticide, Black Arrow agricultural insecticides, Reliable household drugs, Iron glue, Iron coffee. Adv. Exec.: G. M. Baxter. S. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.
- MCCOY'S WILSHIRE, Beverly Hills, Imperial washable wallpapers. S. Agency: Atherton & Co., Los Angeles.
- MCCREERY—JAMES & Co., N. Y., department store. Adv. Exec.: Martin Jones. TVS. Agency: Direct.
- MCDUGALL-BUTLER Co. Inc., Buffalo, N. Y., paints, enamels, varnish, furniture polish. Adv. Exec.: A. S. Butler Jr. S. Agency: Kelly & Mengle, Buffalo. Acct. Exec.: James Kelly.
- MCCAUGH HOSIERY MILLS, Dallas, Texas, hosiery. Adv. Exec.: Lillian Clark. S. Agency: Herbert Rogers Co., Dallas. Acct. Exec.: Hal Beard.
- MCGRAW-HILL BOOK Co., N. Y., books. Adv. Exec.: Harold McGraw Jr. S. Agencies: Denhard, Pfeiffer & Wells Inc., N. Y.; Schwab & Beatty Inc., N. Y.
- MCKELVY—ALFRED D., Co., N. Y., Seaforth toiletries. Adv. Exec.: Ben Hines. S. Agency: Morse International Inc., N. Y.
- MCKENZIE MILLING Co., Quincy, Mich., pancake flour. Adv. Exec.: Carlton D. McKenzie. S. Agency: Aubrey, Moore & Wallace Inc., Chicago. Acct. Exec.: Leonard Krick.
- MCKESSON & ROBBINS, Bridgeport, Conn., Calox toothpowder, Bix, Bevel Vitamin B Complex. Adv. Exec.: Donald Berry. N.S. Agencies: J. D. Tarcher Co., New York; Ellington & Co., New York.
- MCKESSON & ROBBINS INC.—NASHVILLE DIV., Nashville, Tenn., drugs. Adv. Exec.: W. T. Bomar. S. Agency: Harvey-Massengale Co., Atlanta, Ga.
- W. F. McLAUGHLIN & Co., Chicago, Manor House Coffee. Adv. Exec.: Herbert P. McLaughlin. TVN. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Montgomery Kinney.
- MCMAHAN FURNITURE STORES, Santa Monica, Cal., home furnishings and appliances. Adv. Exec.: Miv Schaff. N.S.TVN.D.-C. Agency: Direct.
- MCKNAIRS' YIELD-TESTED SEED Co., Laurinburg, N. C., agricultural crop seeds. Adv. Exec.: A. D. Stuart. S. Agency: Agricultural Advertising & Research Inc., Raleigh, N. C.
- MEDOMAK CANNING Co., Rockland, Me., One Pie Brand pie fillings. Adv. Exec.: Theodore Bird. S. Agency: Ingalls-Minter Co., Boston. Acct. Exec.: J. R. Minter.
- MEGOWEN EDUCATOR FOOD Co., Lowell, Mass., Crax. Adv. Exec.: Ralph Smith. S.TVS. Agency: John C. Dowd Inc., N. Y. Acct. Exec.: Lawrence Duane.

MEIER & SON, New York, grocery ore products. Adv. Exec.: Ted Meier. TVN.S. Agency: Direct.

ELETO SEA FOOD Co., St. Louis, o., Golden Dipt breeding, fish, sea od. Adv. Exec.: John H. Meletio. S. Agency: Oakleigh R. French & Assoc., Louis. Acct. Exec.: Al Maescher.

ELVINE SHOE Corp., N. Y., John ard shoes, Thom McAn shoes. Adv. ec.: Ward Melville. S. Agencies: hn A. Cairns & Co., N. Y. Acct. ec.: Jack Johnson; Neff-Rogov Inc., Y. (Radio); Pedlar & Ryan Inc., Y.

ELVIN Co., Pasadena, Cal., Rasema zets sedative. Adv. Exec.: M. J. andolfo. S. Agency: General Adv., illywood, Cal.

EM Co., New York, Mem toiletries. Agency: Ellis Adv., N.Y.

ENNEN Co., Newark, Lather Shave em. brushless shave cream, Skin acer, aftershave lotion, talcum for an skin balm, Quinsana, baby oil, y Magic baby powder, cream, soaps, s for tots, cream hair oil. Adv. Exec.: F. Bonham. N.S.TV.N.S. Agencies: ane Jones Co., New York. Acct. ec.: Bruce Allen; Gray Adv., New rk. Acct. Exec.: Roscoe Sturges; win Vladimir & Co., New York; A. Denne & Co., Toronto.

ENTHOLATUM Co., Buffalo, Men- olatum, Adv. Exec.: A. T. Hyde. N. Agencies: J. Walter Thomson Co., Y.; Comstock, Duffes & Co., Buf- lo, N. Y.

ERCANTILE-COMMERCE BANK & UST Co., St. Louis, Mo., Bankng, st. safe deposits, loans. Adv. Exec.: B. Payne. Agencies: Oakleigh R. ench & Assoc., St. Louis. Acct. Exec.: S. Pangman; Albert Frank-Guenther w, New York.

ERCHANTS BISCUIT Co., Denver, okies, crackers. Adv. Exec.: J. C. Bow- an. S. Agencies: Ball & Davidson Co., Denver. Acct. Exec.: C. A. Sal- and; Allen & Reynolds, Omaha, br.

ERKIN-M. J. PAINT Co., N. Y., scroton, Merlux, Wearlite, Coverkal. v. Exec.: Harry Tankoos Jr. S. Agen- : Direct.

ERRILL-CLARK-MENIG Inc., N. Y., almar women's gloves. Adv. Exec.: erson Carlson. S. Agency: Sterling v. Acct. Exec.: Leona Bowman.

ERRILL LYNCH, PIERCE, FENNER BEANE, New York, Investment firm. Agency: Albert Frank-Guenther w, New York.

ESA COUNTY PEACH GROWERS, ldsade, Colo., peaches. Adv. Exec.: car Jaynes. S. Agency: Conner Adv., nver. Acct. Exec.: Cecil Conner.

ETAL TEXTILE Corp., Roselle, N. Y., Chore-Boy, Chore-Girl, Chore um, Chore Knob, Chore Mop, Chore onge, Monel-O metal knitted prod- s, Golden Fleece Pot Cleaner. Adv. ec.: Barclay Kingman. S.TV.S. Agen- : Franklin Fader Co., Newark, N. J. ct. Exec.: Franklin Fader.

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ETRO-GOLDWYN-MAYER, New rk, Moving Pictures. Adv. Exec.: ward Dietz. S. Agency: Donat- e & Coe Inc., New York. Acct. Exec.: Kingsbury.

ETROPOLIS BREWERY Inc., N. Y., altcrest Near Beer, Champale malt uor, Pilsner's Original Beer. Adv. ec.: Benjamin Hertzberg. S. Agency: low & Riedel Adv., Passaic, N. J. ct. Exec.: S. R. Freede.

ETROPOLITAN ICE CO., Boston. Agency: Ruthrauff & Ryan, N. Y.

ETROPOLITAN LIFE INS., New rk. Adv. Exec.: Robert Durham, N. Agency: Young & Rubicam, New rk. Acct. Exec.: Donald Payne.

ET-WO INDUSTRIES LTD., Toronto. Agency: Gary J. Carter of Canada d., Toronto.

ETZ BREWING Co., Omaha, Nebr., etz Jubilee beer, malt products. Adv. ec.: Frank Curran. S. Agency: Bu- anan-Thomas Adv., Omaha. Acct. ec.: Douglas Abbott.

EYER & WELCH, Los Angeles. ord, Mercury distributors). S. Agen- : Ad Assoc., Los Angeles.

EYER BROTHERS DRUG Co., St. ouis, Mo., drugs, chemicals, drug spe- alties. Adv. Exec.: Lorenz Peterson. Agency: Jimm Daugherty Inc., St. ouis. Acct.: Jimm Daugherty.

EYER FURNACE Co., Peoria, Ill., eir-Meyer heating and air condition-

ing equipment. Adv. Exec.: C. A. Ra- per. S. Agency: Hosler Adv., Peoria, Ill.

MIAMI MARGERINE Co., Cincinnati, O., Nu-Maid margerine, Fairview mar- gerine. Adv. Exec.: J. P. Whitehurst. S. Agency: Ralph H. Jones Co., Cin- cinatti. Acct. Exec.: Stanley Willer.

MICHIGAN BLUEBERRY GROWERS ASSN., Grand Junction, Mich., blue- berries. Adv. Exec.: Edwin Grunst. S. Agency: Charles W. Hoyt Co. Inc., N. Y. Acct. Exec.: K. G. Martin.

MICHIGAN BULB Co., Grand Rapids, flower bulbs. Adv. Exec.: Walter Zivl. S.TV.S. Agency: O'Neill, Larson & Mc- Mahon, Chicago. Acct. Exec.: Walter Zivl.

MICHIGAN CHEMICAL Corp., St. Louis, Mich., Pestmaster, DDT insecti- cals, pharmaceuticals, industrial chem- icals. Adv. Exec.: Roy Wismer. S. Agency: Don Wagnitz Adv., Midland, Mich.

MICHIGAN MUSHROOM Co., Niles, Mich., fresh and canned mushrooms, canned soup, asparagus, tomatoes, peaches. Adv. Exec.: M. B. Herrick. S. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

MICHIGAN MUTUAL LIABILITY Co., Detroit Casualty insurance. Adv. Exec.: K. L. Wright. S.TV.S. Agency: Otto & Abbs Adv., Detroit. Acct. Exec.: R. R. Otto.

MICHIGAN STATE APPLE COMMISS- ION, Lansing, Mich., Apples. Adv. Exec.: W. K. Bristol. S. Agency: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: L. Grant Hamil- ton.

MICHIGAN TOURIST COUNCIL, Lan- sing, Mich., Adv. Exec.: W. G. Arm- strong. S. Agency: Beaumont & Hoh- man, Detroit. Acct. Exec.: I. C. Bet- tiker.

MICKELBERRY'S FOOD PRODUCTS Co., Chicago, Mickelberry's Old Farm sausage, bacon, and other meat spe- cialties. Adv. Exec.: M. Mickelberry. S. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

MID-CONTINENT AIRLINES, Inc., Kansas City, Air transportation. Adv. Exec.: Paul Condon. S. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: Robert Preis.

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla., D-X gasoline, D-X Motor Oil, Diamond Motor Oil. Adv. Exec.: Dale Rogers. S.TV.S. D-C. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: J. B. Woodbury.

MIDDLEBROOKE LANCASTER Inc., Brooklyn, N. Y., Nutrine Padettes, hair products, beauty supplies, barber sup- plies. Adv. Exec.: James Miller. S. Agency: Winer & Co., N. Y.

MIDLAND FLOUR MILLING Co., North Kansas City, Mo., Town Crier flour. Adv. Exec.: J. W. Cain. S. Agen- cy: Crook Adv., Dallas, Texas. Acct. Exec.: James Anderson.

MIDLAND SHOE Co., St. Louis, Mo., Pamoor women's shoes, men's shoes, children's shoes. Adv. Exec.: Robert Kleinman. S. Agency: Larson Adv., St. Louis. Acct. Exec.: LaVerne Simon.

MIFFLIN CHEMICAL Co., Philadel- phia, Mifflin rubbing alcohol. Adv. Exec.: Leonard Brown. S. Agency: The Joseph Katz Co., N. Y. Acct. Exec.: Al- bert Bochrach.

MIGHTY MIDGET LEATHER GOODS Co., N. Y., women's wallets, belts. Adv. Exec.: Sidney Hyman. S. Agency: Sey- mour Blum Adv., N. Y.

MIKESELL—D. W. Inc., Dayton, O., potato chips. Adv. Exec.: David Beck. S.TV.S. Agency: Ankney Adv., Day- ton. Acct. Exec.: Edward Kalat.

LOUIS MILANI FOODS, Maywood, Calif., 1890 French Dressing, DeCisico, 1000 Island Dressing. Adv. Exec.: G. Hoffman. S.TV.S. Agency: Marketers Inc., L. A. Acct. Exec.: James Ward.

MILES LABS, Elkhart, Ind., One-a-Day vitamins, Tabcin, Bactine, Nervine, Anti-Pain pills, Alka-Seltzer. Adv. Exec.: O. E. Capelle. N.S.TV.N.S. Agencies: Wade Adv. Co., Chicago. Acct. Exec. Walter Wade, Robert, Otto & Assoc., New York.

MILES LABS, Toronto, Alka-Seltzer, One-A-Day Vitamins. Adv. Exec.: W. E. Koerting. N. Agency: Cockfield, Brown & Co., Toronto.

MILES SHOES Inc., N. Y., shoe store chain. Adv. Exec.: David W. Hermann. S. Agency: Hirshon-Garfield Inc., N. Y.

MILLAR—E. B. COFFEE Co., Den- ver, Colo., Millar's hotel and restaur- ant coffee. Adv. Exec.: C. J. Donnelly. S. Agency: Bradley Lane Adv., Denver.

MILLER BREWING Co., Milwaukee. Miller High Life Beer. Adv. Exec.: Vernon Mullen Jr. N. S. TVN.S. Agen- cy: Mathisson & Assoc., Milwaukee. Acct. Exec.: C. A. Mathisson.

MILLER-JONES Co., Columbus, O., men's, women's, children's shoes, house- slippers, rubbers, purses, hosiery. Adv. Exec.: W. V. Davis. S. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: G. A. Slater.

MILLER PRODUCTS Co., Portland. Ore., agricultural chemicals. Adv. Exec.: C. G. Jarrett. S. Agency: Direct.

I. MILLER PICKLES Inc., North Tona- wanda, N. Y., pickle products. Adv. Exec.: I. Miller. S.TV.S. Agency: Ellis Adv. Buffalo, N. Y. Acct. Exec.: Ed- ward Puff.

I. MILLER & SONS, Long Island Citv, N. Y., shoes. Adv. Exec.: Grace Hill. Agency: Williams Adv., N. Y. Acct. Exec.: Sylvia Shields.

MILLER & RHOADS, Richmond, Va., department store. Adv. Exec.: C. C. Wyatt. S.TV.S. Agency: Douglas D. Sim- on Adv., N. Y. Acct. Exec.: Charles Sandak.

MILLER STOCKMAN SUPPLY Co., Denver, Colo., hats, boots, riding equip- ment. Adv. Exec.: Henry Fischer. S. Agency: Curt Freiburger & Co., Den- ver.

MILLER TABLE PAD & VENETIAN BLIND MFG. Co., Brooklyn, venetian blinds, table pads. Adv. Exec.: David Siegler. S.TV.S. Agency: The Bobley Co., N. Y. Acct. Exec.: Lloyd S. How- ard.

MILROSE PRODUCTS Co., New York. Rad Cleanser. Adv. Exec.: R. Rudinger. S. Agency: Frederick-Clinton Co., N.Y.

MILTON OIL Co., St. Louis, Mo., pe- troleum products, tires, batteries. Adv. Exec.: H. M. Fredkin. S. Agency: Olian Adv., St. Louis. Acct. Exec.: Irwin Olian.

MILWAUKEE JOURNAL Co., Milwau- kee, Wis., newspaper. Adv. Exec.: Rob- ert Drew. S. Agency: Klau-Van Pieter- son-Dunlap Assoc. Inc., Milwaukee.

MILWAUKEE SENTINEL, Milwaukee, Wis., newspaper. Adv. Exec.: Benn Kay. S. Agency: Fred Chlupp Assoc. Inc., Milwaukee. Acct. Exec.: Fred Chlupp.

MIMMS—E. N. Co., Louisville, Ky., air circulating and ventilating electric fans. Adv. Exec.: E. N. Mimms. S. Agency: M. R. Koppmeyer Co., Louis- ville.

MINNEAPOLIS BREWING Co., Minne- apolis, Grain Belt beer. Adv. Exec.: Frank Kiewel Jr. S. Agency: Batten, Barton, Durstine & Osborn, Minneapo- lis. Acct. Exec.: Ed Cashin.

MINNESOTA DIVISION OF PUBLIC- ITY, Dept. of Business Research & Development, St. Paul, Minn., tourist promotion. Adv. Exec.: Verne Joslin. S. Agency: David Inc., St. Paul.

MINNESOTA MINING & MFG. Co., St. Paul, Minn., 3-M coated abrasives, Wetordy waterproof sandpaper, Scotch tapes, Sandblast stencil, 3-M ad- hesives Scotchlike reflective sign ma- terial, Underseal rubberized coating. Adv. Exec.: C. O. Moosbrugger. S.TV.S. Agency: BBD&O, Minneapolis, Minn. Acct. Exec.: Porter Harder.

MINNESOTA PAINTS Inc., Minneapo- lis, Minn., linseed oil, paints, varnishes, enamels. Adv. Exec.: L. R. Pontious. S. Agency: Foulke Agency, Minneapo- lis.

MINOR-DAVE Co., piano course, gut- tar course. Adv. Exec.: David Suttle. S. Agency: O'Neil, Larson & McMahon. Acct. Exec.: N. J. McMahon.

MINOR—P. W., & SON Inc., Batavia, N. Y., Treadeasy women's, growing girls' shoes. Adv. Exec.: Charles Taft. S. Agency: Ed Wolf & Assoc., Ro- chester. N. Y. Acct. Exec.: E. B. Hol- dener.

MINSHALL-ESTEY ORGAN Inc., Brat- tleboro, Vt., Minshall-Estey electronic organ. Adv. Exec.: Burton Minshall. S. Agency: McConnell-Eastman & Co., London, Ont., Canada.

MINUTE MOP Co., Chicago, Minute Mop & Drainer, Soap Bank, cellulose sponge products. Adv. Exec.: J. L. Eilman. S.TV.S. Agency: Guenther-Bradford, Chicago.

MIRACLOTH Corp., Chicago, Miracloth cleaning cloth. Adv. Exec.: A. H. Meyer Jr. S. Agency: Campbell-Mithun Inc., Chicago. Acct. Exec.: A. Ragnow.

MIRACOLD Inc., Seattle, Wash., Tri- ethylene Glycol dispenser. Adv. Exec.: Bruce Thompson. S.TV.S. Agency: Strang & Prosser Adv., Seattle, Acct. Exec.: Gordon Bennett.

MIRROLIKE MFG. Corp., Long Island City, N. Y., Mirrolike wax. Adv. Exec.: Hugo Kiel. S. Agency: Direct.

MISS SALLYOR'S CHOCOLATES Inc., Alameda, Calif. S. Agency: Albert Frank-Guenther Law, San Francisco.

MISS SWANK, INC., New York, Miss Swank slips & pajamas. Adv. Exec.: Robert Lewin. S.TV.S.D.-C. Agency: Ben Sackheim Inc., N.Y. Acct. Exec.: Lloyd G. Whitebrook.

MISSION DRY Corp., Mission orange, grape, root beer, ginger ale, lemon soda; flavoring bases for bottles, dai- ries, ice creams, confections. Adv. Exec.: W. J. Kuehn. S. Agency: The McCarty Co., L. A.

MISSION HOSIERY MILLS, Los Ange- les. Placed direct.

MISSION PAK Co., Los Angeles, Cali- fornia. Adv. Exec.: Albert Waxenberg, N.S.TV.N.S.D.-C. Glazed and candied fruits. Agency: Brisacher, Wheeler & Staff, L.A. Acct. Exec.: Stanley Pflaum.

MISSOURI-KANSAS-TEXAS LINES, St. Louis, Mo., transportation. Adv. Exec.: H. F. Tate Jr. S. Agency: Win- ius-Brandon Co., St. Louis, Mo. Acct. Exec.: William Fuchs.

MODE O'DAY Corp., Los Angeles re- tail dress chain. Adv. Exec.: H. H. Lindstrom. S. Agency: Ruthrauff & Ry- an, L.A.

MODEL-CRAFT Inc., Chicago, rubber molding sets. Adv. Exec.: Kay Stanley. S. Agency: M. M. Owen Inc., N. Y.

MODERN FOOD PROCESS Co., Bridge- ton, N. J., Thrivo dog food, cat food. Adv. Exec.: C. A. Miles Jr. S. Agency: Lamb, Smith & Keen, Philadelphia, Pa.

MODERN HANDCRAFT Inc., Kansas City, Mo., Workbasket, Profitable Hob-

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MONARCH BREWING Co., Chicago, Monarch beer, Encore beer, Malvaz malt tonic. Adv. Exec.: F. D. Thornton. S. Agency: C. Wendel Muench Adv., Chicago.

MONARCH KNITTING Co. Ltd., Toronto, Ont., knitted outerwear, underwear, fabrics, yarns. Adv. Exec.: John Lawrence. S. Agency: Harry E. Foster Adv., Toronto.

MONARCH MANUFACTURING Co., Atlanta, Ga., bottlers' flavors, compounds, concentrates. Adv. Exec.: C. Wendel Muench Adv., Chicago.

MONARCH WINE Co. Inc., Brooklyn, Monarch's Gold Ribbon wine, Manischewitz Kosher Wine. Adv. Exec.: Leo Star. S. Agency: Donahue & Coe, N. Y. Acct. Exec.: Charles Patrick.

MONOGRAM MFG. Co., Los Angeles (Plasti-Craft curlers). Agency: Western Adv., Los Angeles.

MONROE TOWERS HOTEL, Miami Beach, Fla. Adv. Exec.: Louis Ellis. S. Agency: Advertising Trade Service, N.Y.

MONSANTO CHEMICAL Co., St. Louis, Mo., chemicals, plastics. Adv. Exec.: Howard Marple. S. Agency: Gardner Adv., St. Louis. Acct. Execs.: C. H. Trapp, S. M. Ballard, Charles Sweeney.

MONTANA CHAMBER OF COMMERCE Inc., Helena, Mont. Adv. Exec.: Gerald Skibbins. S.T.V.S. Agency: Direct.

MONTANA FLOUR MILLS Co., Cleveland, O., Sapphire flour, biscuit mix, Farin-O-Germ breakfast food, wheat germ. Adv. Exec.: Oscar Spencer. S. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

MONTGOMERY WARD, Chicago, Department Store. Adv. Exec.: J. A. Martin. S. Agency: Foote, Cone & Belding, Chicago.

MONTGOMERY—WM., Co., Philadelphia, Montico coffee. Adv. Exec.: John Durney. S. Agency: Aitkin-Kynett Co., Phila. Acct. Exec.: E. M. Gretz.

MONTICELLO DRUG Co., Jacksonville, Fla., 666 cold preparations in liquid and tablet form. Adv. Exec.: M. A. Christman. S.T.V.S. Agency: Chas. W. Hoyt Inc., N.Y. Acct. Exec.: James R. Roberts.

MOODY BIBLE INSTITUTE, Chicago, Christian educational school, correspondence courses. Adv. Exec.: John Raymond. S. Agency: C. J. Ulrich Assoc., Chicago. Acct. Exec.: C. J. Ulrich.

BENJAMIN MOORE & Co., New York, paint. Adv. Exec.: Harry B. Martin. N. Agency: St. Georges & Keys Inc., New York.

MOORE DIV. of Conlon-Moore Corp., Joliet, Ill., heating and cooking appliances. Adv. Exec.: B. J. Hank. S. Agency: Kane Adv., Bloomington, Ill.

L. H. MOORE CANNING Co., McAllen, Tex. (fruits and vegetables). Agency: Garfield & Guild, San Francisco.

MOREY MERCANTILE Co., Denver, Colo., Solitaire groceries. Adv. Exec.: J. W. Morey. S. Agency: Ball & Davidson Inc., Denver.

MORONEY-JAMES, Inc., Philadelphia, whiskies, Moroney Rare California wine, Empress wine, Moroney imported wines. Adv. Exec.: James Moroney Jr. S. Agency: Seberhagen Inc., Philadelphia.

JOHN MORRELL & Co., Ottumwa,

Iowa, Red Heart Dog Food. Adv. Exec.: A. C. Michener. N. Agency: N. W. Ayer & Son, Chicago.

PHILIP MORRIS & Co., New York, cigarettes. Adv. Exec.: Seymour Ellis. N.S.T.V.N.S. Agencies: Blow Co., N. Y. Acct. Exec.: Charles Tyler, Cecil & Presbrey, N.Y. Acct. Exec.: David Lyon.

MORRISON MILLING Co., Denton, Texas, Morrison's Peacemaker flour and meal. Adv. Exec.: E. W. Morrison Sr. S. Agency: Gandy-Owens Adv., Dallas, Texas. Acct. Exec.: W. P. Gandy.

MORTON DOG FOOD Co., Minneapolis, Minn., dog food. Adv. Exec.: H. D. Kane. S. Agency: MacKenzie Inc., Minneapolis, Minn.

MORTON PRODUCTS Inc., Cleveland, O., drugs. S. Agency: Wiley, Frazee & Davenport, N.Y.

MORTON SALT Co., Chicago, salt. Adv. Exec.: C. L. Ostrom. S. Agencies: Needham, Louis & Brorby Inc., Chicago; Klaus-Van Pietersom-Dunlap Assoc. Inc., Milwaukee, Wis. Acct. Exec.: A. R. McGinnies.

MOTHER'S CAKE & COOKIE Co., Oakland, Cal., cakes & cookies. Adv. Exec.: Harold Walters. S. Agency: Jewell Adv., Oakland.

MOTH-KING Corp., Detroit, Moth-King electric vaporizer. Adv. Exec.: Alfred Slatkin. S. Agency: Campbell-Ewald Co., Detroit.

MOTOR-KOOL PRODUCTS Co., Columbus, O., auto cooling system aids. Adv. Exec.: Carl Albrecht. S. Agency: Direct.

MOTOROLA INC., Chicago Adv. Exec.: Ellis Redden. S.T.V.N.S.D.-C. Agency: Ruthrauff & Ryan, N. Y. Acct. Exec.: David J. Mahoney.

MOXIE Co., The, Roxbury, Mass. Adv. Exec.: A. S. Purdy. S. Agency: Direct.

MRS. BAIRD'S BAKERIES Inc., Ft. Worth, Texas, Mrs. Baird's bread. Adv. Exec.: Roland Baird. S. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

MRS. PAUL'S KITCHENS, Philadelphia, frozen sea food. Adv. Exec.: E. J. Pizsek. S.T.V.S. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: E. M. Gretz.

MRS. TUCKER'S FOODS Inc., Sherman, Texas, Mrs. Tucker's shortening, Mrs. Tucker's salad oil, Meadolake margarine. Adv. Exec.: W. S. Dorset. S. Agency: Crook Adv., Dallas. Acct. Exec.: Wilson Crook.

MUEHLEBACH—GEORGE, BREWING Co., Kansas City, Mo., Muehlebach Pilsener Beer. Adv. Exec.: R. A. Drum. S. Agency: R. J. Potts, Calkins & Holden, Kansas City, Mo. Acct. Exec.: C. C. Tucker.

C. F. MUELLER Co., Jersey City, N. J., Macaroni Products. Adv. Exec.: M. O'Rourke. S. Agency: Duane Jones, New York. Acct. Exec.: Eugene Hulshizer.

MUENCH-KREUZER CANDLE Co. Inc., Syracuse, N. Y., Emkay novelty, decorative, and religious candles. Adv. Exec.: Alexis M. Muench. S. Agency: Wilbur O. Richards Adv., Syracuse. Acct. Exec.: Wilbur Richards.

MULHENS—FRED, Inc., N. Y., 4711 toilet preparations, 4711 Eau de Cologne. Adv. Exec.: Oscar Olin. S. Agency: Kelly, Nason Inc., N. Y.

MULTNOMAH—HOTEL, Portland, Ore. Adv. Exec.: Gordon Bass. S. Agency: Botsford, Constantine & Gardner, Portland, Ore.

MUNTZ TV Inc., Chicago, television receivers. Adv. Exec.: Edward Bonia. S. TV.S. Agency: Michael Shore Adv., Chicago.

MURDOCK DISTRIBUTORS Inc., Los Angeles, Suffo insecticide and deodorizer, Sterimatic sterilization unit. Adv. Exec.: Ray Kennedy. S. TV.S. Agency: L. M. Ramsey Adv., Hollywood. Acct. Exec.: Frank R. Kapka.

MURINE Co., Chicago, Murine Adv. Exec.: James B. Braun. N.S. TV.S.D.-C. Agency: EBD, Chi., Baker Adv., Ltd., Toronto. Acct. Exec.: Kenneth Ellis.

MURPHY PRODUCTS Co., Burlington, Wis., Farm Feeds. Adv. Exec.: T. C. Burchard. S. Agency: Wade Adv., Chicago.

ARTHUR MURRAY PACIFIC COAST STUDIOS, Los Angeles. N. S. Agency: Hunter Adv., L.A.

ARTHUR MURRAY SCHOOL OF DANCING, New York, Agency: Ruthrauff & Ryan Inc., N.Y.

MUSART DISTRIBUTING Corp., N.Y., classical records. Adv. Exec.: A. E. Channon. S. Agency: Rehbock-Hollinger Adv., N.Y. Acct. Exec.: H. Hollinger.

MUSICAL DIGEST MAGAZINE, N. Y. Agency: Kenyon-Eckhardt, New York.

MUSTEROLE Co., Cleveland, O., Musterole. Adv. Exec.: C. L. Berkeley. S. Agency: Erwin, Wasey Co., N.Y. Acct. Exec.: George Wasey.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Omaha, Insurance. N. Agency: Ruthrauff & Ryan, Chicago.

MUTUAL BENEFIT LIFE INSURANCE OF NEW JERSEY, Newark, N.J. TV.S. Agencies: Anagraph Assoc., N. Y.; Chas. Dallas Reach Co., Newark.

MUTUAL LIFE ASSURANCE CO. OF CANADA, Waterloo, Ont. Adv. Exec.: W. J. Cowls. S. Agency: MacLaren Adv., Toronto.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal., Red Gold orange concentrate. S. Agency: J. Walter Thompson Co., Los Angeles.

MYER 1890 BOTTLING Co. Inc., N.Y., Myer 1890 beverages. Adv. Exec.: Julius Myer. S. Agency: Arthur Rosenberg Co., N.Y.

MYERS—D., & Sons Inc., Baltimore, French Modern Shoes. Adv. Exec.: Elkan Ries. S.T.V.S. Agency: Theodore A. Newhoff Adv., Baltimore.

MYERS—E., LYE Corp., N. Y., Merry War lye. Adv. Exec.: Robert Brenner. S. Agency: Duane Jones Co., N.Y.

MYNEX CO. LTD. OF CANADA, Chicago, Mynex reducing tablets. Adv. Exec.: J. M. Inwood. S. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Ray Smasal.

MYSTIC FOAM Co., Cleveland, Upholstery Cleaner. Adv. Exec.: George Anderson. S. Agency: Carpenter Adv. Co., Cleveland. Acct. Exec.: Frank Lamorelle.

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NACOR MEDICINE Co., Indianapolis, Ind., Nacor, Nacorlax tablets, Nacor Kaps, Nacoribk tablets. Adv. Exec.: M. L. Haymann. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

NAHIGIAN BROTHERS Inc., Chicago, oriental rugs. Adv. Exec.: Haig Nahigian. S. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

NAPA VALLEY GRAPE PRODUCTS Inc., N.Y., Colombo, Betsy Ross, Bear State, San Gabriel, Poppiano wines. Adv. Exec.: M. Migliacchio. S. Agency: Emil Mogul Co. Inc., N.Y.

NARDIS SPORTSWEAR, Dallas, Texas, misses and juniors sportswear. Adv. Exec.: Ralph Leeds. S.T.V.S. Agency: J. B. Taylor Inc., Dallas. Acct. Exec.: T. Bennett.

NARRAGANSETT BREWING Co., Providence, R. I., Narragansett Ale, Narragansett Lager Beer. Adv. Exec.: John Haley. S.T.V.S. Agency: Standish Inc., Providence, R. I.

NASH BROS. DRUG Co., Jonesboro, Ark., chill tonic, cold capsules, purgative tablets, cough syrup. Adv. Exec.: W. G. Nash Jr. S. Agency: Cole & Co., Memphis.

NASH COFFEE, St. Paul, Minn., Nash's Coffee. Adv. Exec.: J. T. Hanson. S. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: Joseph MacGarahan.

NASH-KELVINATOR Corp., Detroit, Refrigerators, electric ranges, water coolers. Adv. Exec.: J. C. Bohning. N.S.T.V.N.S. Agency: Geyer, Newell & Ganger, N. Y. Acct. Exec.: Russell Manney.

NASH & KINSELLA LAB. Inc., Kirkwood, Mo., 2-Way Roach Spray, insecticide. Adv. Exec.: C. W. Taylor. S. Agency: Wesley K. Nash Co., St. Louis, Mo. Acct. Exec.: W. K. Nash.

NATIONAL BAKERS SERVICES, Inc., Chicago, Hollywood Bread. Agency: Direct.

NATIONAL BISCUIT Co., New York, Nabisco, Premium Saltines and Honey Maid graham crackers, Ritz crackers, Milk Bone dog biscuit, Nabisco shredded wheat. Adv. Exec.: George Oliva.

N.S.T.V.S. Agency: McCann-Erickson, N. Y. & Hollywood. Acct. Exec.: William Conline.

NATIONAL BOARD OF FIRE UNDERWRITERS, New York, Adv. Exec.: George G. Traver. D.-C. Agency: J. M. Mathes Inc., N. Y. Acct. Exec.: David Gibson.

NATIONAL BREWERIES Ltd., Montreal, Que., Black Horse Ale, Black Horse Porter, Kingsberg lager, Dow ale, Dow stout, Frontenac Blue Label lager beer, White Cap ale, Boswell ale, Champlain ale, Champlain stout, Champlain porter. Adv. Exec.: W. G. Kennedy. S. Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y. Acct. Exec.: L. H. Sherrill; Vickers & Benson Ltd., Montreal. Acct. Exec.: W. B. Dennis MacLaren Adv., Montreal; Young & Rubicam Ltd., Montreal; Ronalds Adv., Montreal; Canadian Adv., Montreal.

NATIONAL BREWING Co., The, Baltimore, Md., National Premium beer, National Bohemian beer. Adv. Exec.: Norman Almony. S.T.V.S. Agency: Owen & Chappell Inc., N. Y. Acct. Exec.: John Stewart.

NATIONAL BROADCASTING Co., New York, radio, television. Adv. Execs.: George W. Wallace (radio); James H. Nelson (tv). N.S.T.V.N.S.D.-C. Agency: J. Walter Thompson, New York. Acct. Exec.: Arthur C. Farlow.

NATIONAL CARBON DIV., Union Carbide and Carbon Corp., N. Y., Preston anti-freeze, Eveready batteries. Adv. Exec.: A. J. Housman. S.T.V.S. Agency: Wm. Esty Co., N. Y. Acct. Exec.: W. H. Wulfeck.

NATIONAL CHEMICAL & MFG. Co., Chicago, Luminol paints, Marb-L-Cot paint products, X-Cell-All paint, varnish remover. Adv. Exec.: M. Clamage S.T.V.S. Agency: Petesch, Hecht & O'Connor Inc., Chicago.

NATIONAL CRANBERRY ASSOC., Hanson, Mass., Ocean Spray jellies, cranberry sauce, whole cranberry sauce, cranberry juice cocktail. Adv. Exec.: Ellen Stillman. S. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Kar Frost.

NATIONAL DAIRY PRODUCTS CORP New York (Sealtex products). Agency: N. W. Ayer & Son, N. Y.

NATIONAL DIE CASTING CO., Chicago, Juice King orange juicer. Adv. Exec.: P. G. Glenkey. S.T.V.S. Agency: O'Grady - Anderson, Chicago. Acct. Exec.: Wm. O'Grady.

NATIONAL DISTILLERS PRODUCTS Corp., N. Y., whiskies, scotch whiskies, rums, specialties. Adv. Exec.: Phillip Kelly. S. Agencies: Kudner Adv., N. Y. Acct. Exec.: C. M. Rohrbaurh; Lawrence Fertig & Co., N. Y. Acct. Execs.: Lawrence Fertig, Philip Lukin; Lloyd Chester & Dillingham Inc., N. Y. Acct. Exec.: Harvey Volkmar; Platt-Forbe; Inc., N. Y.

NATIONAL DRUG & CHEMICAL Co of Canada Ltd., Montreal, Gln Pills Air-Wick. Adv. Exec.: W. R. Bole S.D.-C. Agency: McKim Adv., Montreal. Acct. Exec.: K. M. Muir.

NATIONAL ECONOMIC COUNCIL, N. Y. Adv. Exec.: M. K. Hart. N. Agency: Direct.

NATIONAL FRUIT FLAVOR Co. Inc., New Orleans, Squeeze, Tru-Orange Squeeze, Virgil's Pale Dry Ginger Ale Squeeze lime rickey, Kormmix, Lix Adv. Exec.: Ira Harkey. S. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: J. H. Epstein.

NATIONAL GUARD BUREAU, Wash. D. C. Adv. Exec.: Major E. L. Smith. N.S.T.V.S. Agency: Robt. W. Orr & Assoc., N. Y. Acct. Exec.: Joe Joyce.

NATIONAL HOTEL Co., Galveston, Texas. Adv. Exec.: A. A. Horne. S. Agency: Alert Adv., Galveston. Acct. Exec.: Jack Hamilton.

NATIONAL LEAD Co., Pacific Coast Branch, San Francisco, Dutch Boy Paints. Adv. Exec.: L. G. Harrier. D.-C. Agency: Honig-Cooper Co., S. F.

NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville, Tenn. Adv. Exec.: Powell Stamper. S. Agency: Direct.

NATIONAL MUTUAL BENEFIT LEAGAL RESERVE LIFE INSURANCE Co., Madison, Wis. Adv. Exec.: R. L. Blodgett. S. Agency: Arthur Towell Adv., Madison. Acct. Exec.: A. Towell.

NATIONAL OATS Co., Cedar Rapids, Ia., 3-Minute Quick Oats, Old Fashioned Oats, 3-Minute Oatmeal Cookie Mix. Adv. Exec.: H. F. Kemp. S. Agency: L. W. Ramsey Adv., Davenport, Ia. Acct. Exec.: A. C. Naeckel.

NATIONAL PACKING Corp., Boston, Mass., Kitty Snicker cat food. Adv.

Exec.: W. J. Cavanaugh. S. Agency: Direct.

NATIONAL PRESSURE COOKER CO., Eau Claire, Wis. S.D.-C. Agency: Melamed-Hobbs, Minneapolis.

NATIONAL RADIO INSTITUTE, Washington, D. C., Correspondence course in technical radio. Adv. Exec.: Stuart Armstrong. S. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Robert Daiger.

NATIONAL REFINING CO., Cleveland, Ohio, White Rose gasoline, Em-arco oils, greases. Adv. Exec.: C. J. Kurz. S. Agency: The Hubbell Adv., Cleveland. Acct. Exec.: A. H. Wagner.

NATIONAL SCHOOLS, L. A., radio, diesel correspondence courses, resident training. Adv. Exec.: L. J. Rosenkranz. S. Agency: The Mayers Co., L. A.

NATIONAL SELECTED PRODUCTS Inc., N. Y., 7-Minit Pie Crust Mix, 7-Minit Complete Pie Mix, 6 O'Clock Corn Muffin Mix, Frost Quick cake icing. Adv. Exec.: Chester Barth. S. Agency: Geare-Marston Inc., N. Y.

NATIONAL SHAWMUT BANK OF BOSTON, Boston. Adv. Exec.: John J. Barry. S.T.V.S. Agency: Blow Co., N. Y. Acct. Exec.: John E. Hamm.

NATIONAL SHIRT SHOPS, N. Y., men's furnishings. Adv. Exec.: Robert Marks. S. Agency: Maxwell Sackheim & Co., N. Y.

NATIONAL SILVER CO., N. Y., King Edward silverplate, Guildcraft silverplate, National sterling silverware, Monarch silver, Royal Brand Cutlery, Santa Anita dinnerware, Lady Berkshire dresserware, Lady Berkshire home furnishings, Cavalier copperware, Cavalier chromeware. Adv. Exec.: Edward Scharf. S. Agency: Grey Adv., N. Y.

NATIONAL STAMPING & ELECTRIC WORKS, Sub. of Chicago Electric Mfg. Co., Chicago, White Cross electrical appliances and commercial restaurant equipment, Nulite gasoline appliances. Adv. Exec.: H. T. Ames. S. Agency: Casler, Hempstead & Hanford, Chicago. Acct. Exec.: Henry Hempstead.

NATIONAL SUGAR REFINING CO., N. Y., Jack Frost, Quaker, Arbutle sugar, Krist-O-Kleer, National bulk sugar, Quaker bulk sugar, Arbutle bulk sugar. Adv. Exec.: W. E. Chambers. S. Agency: Young & Rubicam, N. Y. Acct. Exec.: T. J. Smith.

NATIONAL TEA CO., Chicago, groceries, produce, meats. Adv. Exec.: Herbert England. S. Agency: Schwimmer & Scott Inc., Chicago.

NATIONAL TEXTILE & CHEMICAL LABORATORY, Illiopolis, Ill., Perma starch. Adv. Exec.: P. V. Eakin. S. Agency: Walter L. Rubens & Co., Chicago.

NATIONAL TOILET CO., Paris, Tenn., Nadinola bleach cream. Adv. Exec.: F. M. Allen. S. Agency: Roche, Williams & Clarry, Chicago. Acct. Exec.: M. F. Williamson.

NATIONAL TRAILER STORES, Venice, Cal., trailer parts, supplies. Adv. Exec.: R. Noulson. S.T.V.S. Agency: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: Donald Longyear.

NATIONWIDE AIRLINES Inc., Detroit, Mich., daily air service. Adv. Exec.: J. V. Weesner. S. Agency: Mullane Adv., Detroit. Acct. Exec.: William Mullane.

NAUGHTON FARMS Inc., Waxahachie, Texas, nursery stock. Adv. Exec.: Joseph Naughton. S. Agency: Hedrick & Simmons, Nashville, Tenn.

NAUXON UTILITIES Corp., Chicago, household appliances. Adv. Exec.: Newton Wasson. S. Agency: C. D. Glanz & Assoc., Chicago.

NEDICKS Inc., N. Y., chain stores. Adv. Exec.: D. Scully. S.T.V.S. Agency: Weiss & Geller, N. Y.

NEHI Corp., Columbus, Ga., Royal Crown Cola. Adv. Exec.: T. H. Stanley. S. Agency: BBDO, N. Y. Acct. Exec.: S. A. Harned.

NELSON-B., Co., N. Y., shoe remodeling, dying, orthopedic work, conformal shoe chain. Agency: Rockmore Co., N. Y. Acct. Exec.: Milton Rockmore.

NELSON BROS. FURNITURE Co., Chicago, furniture. Adv. Exec.: A. Blinder. S.T.V.S. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thos. Kivlan.

NELSON-HALL Co., Chicago, educational books. Adv. Exec.: Lew Osborne. S. Agency: Adams Adv., Chicago.

NELSON-THOMAS & SONS, N. Y., Bibles, medical books, juvenile books.

Adv. Exec.: W. T. Dickerson Jr. S. Agency: Wertheim Adv., N. Y.

NEOSHO NURSERIES Co., Neosho, Mo., nursery products. Adv. Exec.: A. E. Weston. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo.

NESTLE Co. Inc., New York, Nests soluble tea, Nescafe, Dextrogen, Lactogen. Adv. Exec.: Olin Saunders. S. Agencies: Doherty, Clifford & Schenfeld, N. Y.; Needham & Grohmann, N. Y.

NESTLE-Lemur Co., N. Y., cosmetics, toiletries, permanent wave machines, supplies. Adv. Exec.: Bernard Salamon. S. Agencies: R. T. O'Connell Co., N. Y. Acct. Exec.: R. T. O'Connell; L. H. Hartman Co., N. Y. Acct. Exec.: A. M. Ross; The Wesley Assoc., N. Y. Acct. Exec.: L. G. Wesley; Dorland Inc., N. Y. Acct. Exec.: Miss Polikoff.

NESTLE'S MILK PRODUCTS, LTD., Toronto, Nescafe. Adv. Exec.: C. R. Patterson. S. Agency: Cockfield Brown & Co., Toronto. Acct. Exec.: J. C. Creighton.

NETHERLAND PLAZA HOTEL, Cincinnati, O. Adv. Exec.: Max Schulman. S. Agency: Ruthrauff & Ryan, Cincinnati.

NETTLETON, A. E. Co., Syracuse, N. Y., Nettleton shoes, Lady Nettleton shoes. Adv. Exec.: Carl Moore. S. Agency: Morton Freund Adv., N. Y.

NEUHOFF PACKING Co., Nashville, Tenn., Old Hickory bacons, Old Time Countrystyle sausage. Adv. Exec.: D. M. McBride. S. Agency: Doyno Adv., Nashville. Acct. Exec.: George Doyno.

NEUMODE HOSIERY Co., Chicago, Hosiery. S. Agency: George H. Hartman Co., Chicago.

NEVERUB Corp., waxes, polishes, floor finishes. Adv. Exec.: Davis McCarn. S. Agency: Sydney K. Lenby Adv., Chicago.

NEWARK NEWS, THE, Newark, N. J., newspaper. Adv. Exec.: James Doyle. S. Agency: Direct.

NEW BEDFORD, WOODS HOLE, MARTHA'S VINEYARD & NANTUCKET STEAMSHIP AUTHORITY, New Bedford, Mass. Adv. Exec.: Benjamin Morton. S. Agency: John C. Dowd Inc., Boston.

NEWBRO MFG. Co., Atlanta, Ga., Queen hair dressing, skin whitener, facial creams, Tuxedo Club pomade. Adv. Exec.: N. O. Newman. S. Agency: Cole & Co., Memphis, Tenn.

NEW ENGLAND COKE Co., Boston, Mass., coke. Adv. Exec.: R. Bruce. S. Agency: J. T. Chirug Co. Inc., Boston. Acct. Exec.: Edmund Lord.

NEW ENGLAND CONFECTIONERY Co., Cambridge, Mass. S. Agency: C. J. LaRoche. N. Y. & Chicago.

NEW ENGLAND FISH Co., Seattle, Pillar Rock, Pink Beauty canned salmon, Chillets packaged frozen fish. Adv. Exec.: Harold Synnestevedt. TVS. Agency: Pacific National Adv., Seattle. Acct. Exec.: William Horsley.

NEW ENGLAND TRANSPORTATION Co., Boston, Mass., transportation-passenger and freight. Adv. Exec.: H. L. Baldwin. S. Agency: Chambers & Wiswell, Boston.

NEW HAVEN CLOCK & WATCH Co., New Haven, Conn. Adv. Exec.: Amicus Most. Agency: Weiss & Geller, N. Y.

NEW JERSEY BELL TELEPHONE Co., Newark, N. J., telephone service. Adv. Exec.: W. A. Hughes. S. Agency: C. D. Reach Co., Newark.

NEW LEADER, N. Y., magazine. Adv. Exec.: Samuel Levitas. S. Agency: Arthur Rosenberg Co., N. Y.

NEW YORK CENTRAL SYSTEM, N. Y., railroad service. Adv. Exec.: J. T. Webster. S. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: H. W. Frier.

NEW YORK HERALD TRIBUNE, N. Y., newspaper. Adv. Exec.: William Butler. S. Agency: Donahue & Co. Inc., N. Y. Acct. Exec.: Robert Carley.

NEW YORK JOURNAL AMERICAN, N. Y., newspaper. Adv. Exec.: Kurt Brink. S.

NEW YORK MAIL ORDER HOUSE, N. Y. Adv. Exec.: Louis Shapiro. S. Agencies: Casper Plinsker Inc., N. Y.; Huber Hoge & Sons, N. Y.

NEW YORK STATE DEPT. OF COMMERCE, Albany. Adv. Exec.: Herbert Campbell. S. Agency: Batten, Barton, Durstine, & Ocborn, N. Y. Acct. Exec.: Bayard Pope.

NEW YORK TELEPHONE Co., New York, telephone service. Adv. Exec.: E. L. Monser. S.T.V.S. Agency: BBDO, N. Y.

NEW YORK TIMES, N. Y., newspaper. Adv. Exec.: Monroe Green. S. Agency: Direct.

NEW YORKER—THE, N. Y., magazine. Adv. Exec.: Raymond Bowen. S. Agency: Carl Reimers Co., N. Y.

NEW YORKER HOTEL, New York. S. TV. Agency: Peter Hilton Inc., New York.

NEWELL GUTRADT Co., San Francisco, Strykers soap. Adv. Exec.: A. Haas Jr. TVN.S. Agency: Guild, Bascom & Bonfigli, S. F. Acct. Exec.: Merrit Willey.

NIAGARA CHEMICAL DIV., Food Machinery & Chemical Corp., Middletown, N. Y., insecticides, fungicides, dusts, dusters, industrial sulphurs. Adv. Exec.: R. C. Gaines. S. Agencies: Comstock, Duffes & Co., Buffalo, N. Y. Acct. Exec.: Howard Parish; Ardiel Adv., Hamilton, Ont.

NICO-STOP SALES Co., St. Helena, Cal., tobacco habit deterrent. Adv. Exec.: L. L. Getman. S. Agencies: Ad Fried Adv., Oakland, Cal.; Jewell Adv., Oakland, Cal.

NINETEEN HUNDRED Corp., St. Joseph, Mich., 1900 Whirlpool washers, 1900 Ironers, dryers. Adv. Exec.: Jack Sparks. S.T.V.S. Agencies: Beaumont & Hohman Inc., Chicago. Acct. Exec.: Guy Davis; Paxson Adv., Benton Harbor, Mich.

NIRENBERG—M. SONS Inc., N. Y., Lion of Troy shirts and sportswear. Adv. Exec.: F. N. Nirenberg. TVS. Agency: Jules Mirel Adv., N. Y.

NITRAGIN Co. Inc., Milwaukee, Wis., Nitragin legume inoculation. Adv. Exec.: Richard Matchette. S. Agency: Western Adv., Racine, Wis. Acct. Exec.: Elmer Otte.

NIX COSMETICS Co. Inc., Memphis, Tenn., Nix deodorant, Nix bleach cream, Nix bleach lotion, Nix vitamins. Adv. Exec.: O. Edwards. S.D.-C. Agency: Cole & Co., Memphis. Acct. Exec.: Lester Cole.

NOMA ELECTRIC CORP., New York, Lamps, Xmas lights, toys, heaters, etc. Agencies: Albert Frank-Guenther Law Inc., N. Y.; Foster & Davies Inc., Cleveland; Thomas & Delehanty Inc., N. Y.

NOMA ELECTRIC Co., of Canada, Toronto, toys. Agency: MacLaren Adv. Toronto.

NORBEST TURKEY GROWERS ASSN., Salt Lake City, Utah, Norbest fresh and frozen turkeys, turkey hatching eggs. Adv. Exec.: Herbert Beyers. S. Agency: David W. Evans Adv., Salt Lake City. Acct. Exec.: David Evans.

NORFOLK AND WESTERN RAILWAY Co., Roanoke, Va., transportation. Adv. Exec.: R. R. Horner. S. Agency: Houck & Co. Adv., Roanoke, Va. Acct. Exec.: C. B. Houck.

NORGE DIVISION, Borg-Warner Corp., Detroit, Norge refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters, home heaters, home freezers, commercial refrigeration. Adv. Exec.: C. H. McMahon. TVS. Agency: Duane Jones Adv., N. Y. Acct. Exec.: Fred Bruns.

NORMA PENCIL Corp., N. Y., Norma multicolor pencils. Adv. Exec.: Samuel Jacobs. S.T.V.S. Agency: William G. Seidenbaum & Co., N. Y. Acct. Exec.: William Seidenbaum.

NORTH AMERICAN DYE Corp., Mount Vernon, N. Y., Sunset soap dyes, Dy-tint, Barrington creams, Iolion deodorant, saddle soap. Adv. Exec.: Charles Weedon. S. Agency: Atherton & Currier, N. Y. Acct. Exec.: J. W. Atherton.

NORTH AMERICAN VAN LINES Inc., Ft. Wayne, Ind., household goods transportation. Adv. Exec.: R. A. Lieber. S. Agency: Applegate Adv., Muncie, Ind.

NORTH CAROLINA EQUIPMENT Co., Raleigh, N. C., construction, industrial, logging equipment. Adv. Exec.: G. B. Hooks. S. Agency: Direct.

NORTH DAKOTA MILL & ELEVATOR, Grand Forks, N. D., flour, cereals, self raising mixes, Coarse Durum granular flour, Durum flour and commercial feeds. Adv. Exec.: Alma R. Oehler. S. Agency: Direct.

NORTHEAST AIRLINES Inc., East Boston, Mass., airline service. Adv. Exec.: George Scott. S. Agency: Pedlar & Ryan, N. Y. Acct. Exec.: Donald Shaw.

NORTHERN CALIFORNIA ELECTRICAL BUREAU, San Francisco, lighting, appliances, radio, television, wiring. Adv. Exec.: W. J. Lee. S. Agency: Jean Scott Frickeilton.

NORTHERN ELECTRIC Co., Montreal, radios, electrical appliances. Agency: Harry E. Foster Agencies, Toronto.

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill., macaroni, spaghetti. Adv. Exec.: B. C. Ryden. S. Agency: Rogers & Smith, Chicago. Acct. Exec.: Ray Reynolds.

NORTHLAND SKI MFG. Co., St. Paul, Minn., skis, toboggans, ice hockey sticks, snow shoes. Adv. Exec.: C. A. Lund. S. Agency: Olmsted & Foley, Minneapolis, Minn. Acct. Exec.: Ward Olmsted.

NORTHMOST HOSIERY Co., Reading, Pa., women's nylon stockings. Adv. Exec.: Joseph Quinlan. S. Agency: Beaumont, Heller & Sperling, Reading, Pa. Acct. Exec.: D. H. Beaumont.

NORTHROP AERONAUTICAL INSTITUTE, Hawthorne, Cal., aircraft training. Adv. Exec.: H. W. Hartley. S. Agency: West-Marquis Inc., L. A. Acct. Exec.: John West.

NORTHROP KING & Co., Minneapolis, farm, lawn seeds, garden seeds, feeds. S. Agency: BBDO, Minneapolis.

NORTHWEST ELECTRIC Co., Pukwana, S. D., Devil-Dog burglar alarm. Adv. Exec.: F. E. Engler. S. Agency: O'Neill, Larson & McMahon, Chicago.

NORTHWESTERN BELL TELEPHONE Co., Omaha, Nebr. Adv. Exec.: Robert Howard. S. Agency: BBDO, Minneapolis, Minn. Acct. Exec.: J. P. Devaney.

NORTHWESTERN-HANNA FUEL Co., Minneapolis, Minn., Pine-O processed coals. Adv. Exec.: L. S. Killen. S. Agency: Addison Lewis & Assoc., Minneapolis.

NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS, Minneapolis, Minn. Adv. Exec.: R. Stebbins. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: K. Ruble.

NORWICH PHARMACAL, Norwich, N. Y., Pepto-Bismol. Adv. Exec.: John Al.

(Continued on page 374)

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den. N. Agencies: Kieswetter, Wetterau & Baker, N. Y.; Benton & Bowles, N. Y. Acct. Exec.: B. Bolte.

NORWICH PHARMACAL CO., Ltd., Toronto. (Pepto-Bismol). Adv. Exec.: John Alden. Agency: Cockfield-Brown, Toronto. Acct. Exec.: C. W. McLeod.

NOX CO., Los Angeles, Cystex, Menadoc, Los Angeles. Agency: Robert Raisbeck, Hollywood.

NOXZEMA CHEMICAL CO., Baltimore, Md. Noxzema. Noxzema Shave Cream. Adv. Exec.: R. B. Yingling. N. Agency: Sullivan, Stauffer Colwell & Bayles, N.Y.

NU-ENAMEL Corp., Chicago, paints, enamels. Adv. Exec.: G. N. Portner. S.TVS. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Earl Sproul.

NUFIT SALES CO., Los Angeles, Nufit dental plate reliner. Adv. Exec.: Karl Rheinfrank. S. Agency: O'Neill, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.

NURSERYTIME PRODUCTS, Brooklyn. TVS. Agency: Jules Mirel, N. Y.

NUTRENA MILLS INC., Minneapolis, Minn. livestock feed, poultry feed. Adv. Exec.: E. C. Fuller. S. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: Quentin Brewer.

NUTRI-VAC CO., Milwaukee, Wis., Nutri-Vac. Adv. Exec.: L. I. Jewell. S. Agency: Guenther-Bradford & Co., Chicago. Acct. Exec.: Otto Guenther.

NUTRO Corp., Englewood, N. J., Nutro permanent anti-freeze. Adv. Exec.: R. H. Davis. S.TVS. Agency: Wiley, Frazee & Davenport, N. Y. Acct. Exec.: Chester DuClos.

NYCOL PRODUCTS INC., Ionia, Mich., Nycol antiseptic. Adv. Exec.: H. A. Hymer. S. Agency: Wallace-Lindeman Inc., Grand Rapids, Mich. Acct. Exec.: R. K. Mason.

O

OAKFORD CO., Peoria, Ill., America's Cup Coffee, Perfection Syrup, Blue Ribbon food products. Adv. Exec.: D. L. Hinegardner. S. Agency: Hosler Adv., Peoria, Ill.

OAKITE PRODUCTS INC., N.Y., Oakite household goods, industrial production cleaning materials. Adv. Exec.: Edward Carlson. S. Agencies: Rickard & Co., N.Y. Acct. Exec.: E. Mayer; Calkins & Holden, N.Y. Acct. Exec.: Sherwood Smith.

O'BRIEN-CLARENCE A. & HARVEY B. JACOBSON, Washington, D. C., patent attorneys. Adv. Exec.: Harvey Jacobson. S. Agency: Koster Adv., Washington, D. C. Acct. Exec.: Marinus Koster.

O-CEDAR Corp., Chicago, polish, mops, waxes, cleaners. Adv. Exec.: R. E. Smith. TVS. Agency: Young & Rubicam, Chicago. Acct. Exec.: Al Gass.

ODELL CO., Newark, N.J., Trol hair tonic. Adv. Exec.: Sheldon Odell. S. Agency: Lawrence C. Gumbinner Adv., N. Y. Acct. Exec.: Lawrence Gumbinner.

OELERICH & BERRY Co., Chicago, Old Danse syrup. Adv. Exec.: Francis Oelrich. S. Agency: E. H. Brown Adv., Chicago.

OERTEL BREWING Co. Inc., Louisville, Ky., Oertels 92 beer. Adv. Exec.: John Oertel. S.TVS. Agency: M. R. Kopmeyer Co., Louisville, Ky. Acct. Exec.: M. R. Kopmeyer.

OGLVIE FLOUR MILLS CO., Ltd., Montreal, cereals. S. Agencies: J. F. Gibbons Ltd., MacLaren Adv., & E. W. Reynolds & Co. Ltd., Toronto.

OHIO BELL TELEPHONE CO., Cleveland. Adv. Exec.: Robert Dailey. N. TVS. Agency: McCann-Erickson, Cleveland. Acct. Exec.: Robert Dailey.

OHIO OIL CO., Findlay, O., Marathon gasoline, oils, greases. Adv. Exec.: Paul Grose. S. Agency: Stockton, West, Burkhardt Inc., Cincinnati. Acct. Exec.: William Burkhardt.

OHRBACH'S N.Y., apparel. Adv. Exec.: Mark Klausner. S. Agency: Doyle Dane Bernbach Inc., N.Y.

O'KEEFE & MERRITT CO., L. A., gas heaters. Adv. Exec.: D. P. O'Keefe. N.S. TVN. S. D.-C. Agency: R. B. Atchison Adv., L. A. Acct. Exec.: Richard Atchison.

OKLAHOMA CLOTHING MFGRS. INC., Oklahoma City, Okla., Tuffies out of the West, Ruffies out of the West clothing. Adv. Exec.: Jacob Greenberg. TVS. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: George Knox.

OLD COLONY TRUST Co., Boston, Mass. Adv. Exec.: R. W. Stanley. S. Agencies: BBD&O, Boston; Albert Frank-Guenther Law, Boston.

OLD DUTCH COFFEE Inc., N. Y. Coffee. Old Judge coffee. Tea. Adv. Exec.: Joe Wick. S. Agency: Peck Adv., N.Y.

OLD JUDGE COFFEE Co., St. Louis, Mo. S. Agency: Glee Stocker & Assoc., St. Louis.

OLD MISSION TABLET Co., Pasadena, Cal., OM Tablets. Adv. Exec.: W. L. Hopperstead. S. Agency: Johanet Adv., Inglewood, Cal.

OLD MISSION WINERIES, Los Angeles, Old Mission Wines. S. Agency: Milton Weinberg Adv. Co.

OLD MONASTERY WINE Co. Inc., New Haven, Conn., Old Monastery wines. Adv. Exec.: Samuel Shainberg. S. Agency: Arnold & Co., Boston.

OLD ORCHARD GARDENS, Webster, Mo., metal gift items, tulip bulks, nursery stock. Adv. Exec.: Reginald Wilson. S. Agency: Gordon-Marshall Inc., St. Louis. Acct. Exec.: James Galbreath.

OLD READING BREWERY Inc., Reading, Pa., beer. Adv. Exec.: Harry Fishman. S. Agency: Aitkin-Kynett Co., Phila. Acct. Exec.: E. M. Gretz.

OLD TOWN SHOE Co., Boston, Trotter women's shoes. Adv. Exec.: L. H. Fishman. S. Agency: Frederick-Clinton Co., N.Y. Acct. Exec.: Leon Fishman.

OLDSMOBILE DIV. OF GENERAL MOTORS Corp., Lansing, Mich., Oldsmobile cars, GM Hydra-Matic Drive. Adv. Exec.: R. E. Gifford. S.TVN. S. D.-C. Agency: D. P. Brothier & Co., Detroit. Acct. Exec.: C. Hatch Jr.

OLIVE TABLET Co., Columbus, O., Dr. Edward's Olive Tablets. Adv. Exec.: Fred Rathburn. S. Agency: Erwin, Wasey & Co., N.Y. Acct. Exec.: George Wasey.

OLLENDORF WATCH CO. Inc., N.Y., Gatham, Mercury, Ollendorf watches. Adv. Exec.: Alexander Macy. S. Agency: H. C. Morris & Co., N.Y. Acct. Exec.: Herman Morris.

OLNEY & CARPENTER INC., Wolcott, N.Y., O & C Potato Sticks. Adv. Exec.: Harry Davis. S. Agency: Fuller & Smith & Ross. N. Y. Acct. Exec.: F. B. Duncan.

OLSON CO. Inc., N.Y., screens, storm windows. Adv. Exec.: George Geer. S. Agency: E. T. Howard Co., N.Y.

OLSON RUG CO., Chicago, remade rugs. Adv. Exec.: Arthur Prussing. S. Agency: Presba, Fellers & Presba Inc., Chicago.

OLYMPIA BREWING Co., Olympia, Wash., Olympia beer. Adv. Exec.: Peter Schmidt. S. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: C. P. Constantine.

OLYMPIC GARDENS Inc., Manchester, Wash., garden materials. Adv. Exec.: Cecil Solly. S. Agency: Penman-Neil Adv., Seattle, Wash.

OLYMPIC KNITWEAR Inc., N.Y., Tish-U-Knit sweaters. Adv. Exec.: William Katz. S. Agency: Sterling Adv., N.Y. Acct. Exec.: Joel Kaplan.

OLYMPIC LUGGAGE Corp., Kane, Pa., plastic luggage. Adv. Exec.: J. T. Jeffrey. S. Agency: Sykes Adv., Pittsburgh, Pa.

OLYMPIC RADIO & TELEVISION Inc., Long Island City, N.Y., Olympic radio and TV sets. Adv. Exec.: A. A. Juwiler. S. Agency: Milton Stern Co., N.Y.

OMAR, INC., Omaha, Nebr., bakery goods. Adv. Exec.: John L. Gardner, S.TVS. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles Fitzmorris.

OMNIBOOK, New York, magazine. Adv. Exec.: Wm. Hutson. S.TVS. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: H. Ireland.

OMSEN Corp., N.Y., Dicta-Write shorthand method. Adv. Exec.: O.M. Smilovici. S. Agency: J. R. Kupsick Adv., N.Y.

ONTARIO BISCUIT CO., Buffalo, N.Y., crackers, cakes. Adv. Exec.: Donald Templeton. S. Agency: Moss Chase Co., Buffalo, N. Y.

ONTARIO FRUIT & VEGETABLE GROWERS' Assn., Toronto. Agency: McKim Adv. Ltd., Toronto.

ONTARIO HYDRO ELECTRIC SYSTEM, Toronto. (conservation campaign for electric current) N. S. Agency: J. J. Gibbons Ltd., Toronto.

O - PEE - CHEE GUM CO., Toronto. Agency: Walsh Adv., Toronto.

OPITZ-JOHN, Inc., Long Island City,

N.Y., J-O insecticides. Adv. Exec.: John Opitz. S. Agency: Tracy, Kent & Co., N.Y. Acct. Exec.: Wm. Tracy.

ORANGE CRUSH CO., Chicago, Soft Drink. Adv. Exec.: A. E. Fork. S.TVS. D.-C. Agency: Campbell-Mithun, Chicago. Acct. Exec.: Clint Hentrich.

OREGON JOURNAL, Portland, Ore., daily and Sunday newspaper. Adv. Exec.: H. R. Failing. S. Agency: Short & Baum Inc., Portland.

OREGON - WASHINGTON - CALIFORNIA PEAR BUREAU, Portland, Ore., winter pears. Adv. Exec.: E. R. Pooley. S. Agency: Pacific National Adv., Portland, Ore. Acct. Exec.: Milton Foland.

ORIENTAL FOODS Inc., L.A., Jan-U-Vine food products. Adv. Exec.: Peter Hyun Jr. S. TVS. Agency: Coleman-Jones, L.A.

ORIENTAL SHOW-YOU Co., Columbia City, Ind., chop suey products. Adv. Exec.: Shingo Ohki. S. Agency: Ross Adv., Ft. Wayne, Ind.

ORIGINAL TRACTOR CAB Co., Arlington, Ind., tractor cab. S. Agency: Keeling & Co., Indianapolis, Ind.

ORLANDO CREATIONS Inc., Cleveland, O., jewelry. Adv. Exec.: J. F. Berge. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: C. S. Petersen.

OSHKOSH B'GOSH, Inc., Oshkosh, Wis., Overalls and Work Clothing. Adv. Exec.: C. E. Wittmack. S.D.-C. Agency: Ruthrauff & Ryan, Inc., Chicago. Acct. Exec.: Roy Rice.

OSHKOSH BREWING Co., Oshkosh, Wis., Beer. Adv. Exec.: Arthur Schwalm. S. Agency: Direct.

OTARION Inc., Chicago, hearing aids, audiometers, speech testing equipment. Adv. Exec.: Lawrence Zimmerman. S. Agency: Direct.

OUR OWN HARDWARE Co., Minneapolis, Minn., general hardware, sporting goods, electrical appliances, paints, housewares, floor coverings. Adv. Exec.: O. L. Davis. S. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Ralph Campbell.

OVERBROOK EGG NOG Corp., Baltimore, Overbrook Premium egg nog, Mint & Orange flavored gin, sloe gin. Adv. Exec.: S. C. Friedenberg. S. Agency: Joseph Katz Co., N.Y.

OWENS-CORNING FIBERGLAS Corp., Toledo, O., Fiberglas products. Adv. Exec.: Stephen Daly. TVS. Agency: Fuller & Smith & Ross, Chicago. Acct. Exec.: W. R. Ceperly.

OXO (USA) Ltd., Boston, Oxo Beef Cubes, Fray Bentos Grand Corned Beef. Adv. Exec.: P. H. Vrooman. S. Agency: Platt-Forbes Inc., N.Y. Acct. Exec.: Parmelee Lyman.

OYSTER SHELL PRODUCTS Corp., New York. Adv. Exec.: Gustaf Ackerman. S. Agency: Cecil & Presbrey, New York.

P

P & K Inc., Mokense, Ill., fishhooks, fishing tackle, fishing accessories. Adv. Exec.: William Barkow. S. Agency: Van Hecker Inc., Chicago. Acct. Exec.: William Barkow.

PABST SALES Co., Chicago, Pabst Blue Ribbon Beer. Adv. Exec.: N. N. Perlstein. N.S.TVN. S. Agencies: Warwick & Legler, Inc., N. Y. Acct. Exec.: Henry Legler; Irwin Vladimir & Co., Chicago.

PACIFIC AMERICAN FISHERIES, Bellingham, Wash., Deming's Sam-O-Lets salmon. Adv. Exec.: A. P. Rickert. S. Agency: Honig-Cooper Co., Seattle, Wash. Acct. Exec.: Warren Kraft.

PACIFIC BREWING & MALTING Co., San Jose, Cal., Wieland's beer. Acct. Exec.: Wm. Knapp. N. S. Agency: Honig Cooper Co., S. F.

PACIFIC CAN CO., San Francisco. S. Agency: Biow Co., New York.

PACIFIC CHEESE DIV., Borden Co., Los Angeles, Dairy products. S. TVS. Agency: Young & Rubicam, San Francisco.

PACIFIC CHEMICAL Co., L.A., automotive, industrial, aviation cleaners, Pronto Bowl Cleaner, Pronto drain opener, Pronto DDT insecticides. Adv. Exec.: Paul Pariseau. S. Agency: Ruthrauff & Ryan, Chicago.

PACIFIC CITRUS PRODUCTS Co., Fullerton, Cal., Hawaiian punch. Adv. Exec.: Reuben Hughes. S.TVS. Agency: Atherton Adv., L.A.

PACIFIC COAST BORAX Co., New York. Adv. Exec.: F. A. Schoepflin. N.

Agency: McCann-Erickson, N. Y. Acct. Exec.: Royal Alderman.

PACIFIC COAST PAPER MILLS OF WASHINGTON Inc., Bellingham, Wash., M-D Tissue. Adv. Exec.: F. J. Herb. Agency: Ruthrauff & Ryan, Seattle.

PACIFIC GREYHOUND Co., San Francisco, bus transportation. Adv. Exec.: Glen Magnuson. N.S.TVS. Agency: Beaumont & Hoffman, S. F. Acct. Exec.: J. Early.

PACIFIC GUANO Co., Berkeley, Cal., Gaviota commercial fertilizers, Gaviolite insecticides, fungicides, Superstrain seeds. Adv. Exec.: Weller Noble. S. Agency: Emil Reinhardt Adv., Oakland, Cal.

PACIFIC MUTUAL LIFE INSURANCE Co., Los Angeles. Adv. Exec.: Francis M. Small. Agency: Foote, Cone & Belding, Hollywood. Acct. Exec.: Jack Little.

PACIFIC OLIVE Co., Visalia, Cal., Early California Olives. S. Agency: Ralph G. Cahn Adv., San Francisco.

PACIFIC POWER & LIGHT Co., Portland, Ore., electric utility. Adv. Exec.: Roy Verstrom. S. Agency: McCann-Erickson Inc., Portland, Ore. Acct. Exec.: W. R. Wilson.

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco, Cal., telephone service. Adv. Exec.: G. M. Foster. S. Agency: BBD&O, San Francisco.

PACKARD-BELL Co., Los Angeles, radio & television mfr. Adv. Exec.: Geo. W. Oliver. S.TVS. D.-C. Agency: Ellwood J. Robinson Adv., L. A. Acct. Exec.: John Haynes.

PACKARD MOTOR Co., Detroit. Adv. Exec.: H. W. Hitchcock. S.TVS. Agency: Young & Rubicam, N. Y. Acct. Exec.: E. E. Potter.

PACKERS TAR SOAP Inc., Mystic, Conn., Packers Tar Soap, Pine Tar Shampoo, olive oil shampoo, Charm, Scalptone, Charm soap deodorant. Adv. Exec.: G. S. Olds. S. Agency: Ellington & Co. Inc., N.Y.

PADI CLOTHES Inc., Philadelphia, Berkeley Square men's suits. Adv. Exec.: Samuel Patrowitch. S. Agency: Direct.

PAGE BOY Co. Inc., Dallas, Texas, maternity dresses. Adv. Exec.: Miss Elsie Frankfurt. S. Agency: Wilhelm-Laughlin-Wilson and Assoc. Adv., Dallas.

PAL BLADE CO., New York. Adv. Exec.: Murray Kushell. N.S.D.-C. Agency: Al Paul Letton Co., N. Y. Acct. Exec.: Robert Misch.

PALM BEACH Co., Cincinnati, Palm Beach, Palm Springs, Sunfrost, Springweave, Resortweave suits and slacks, Featherheen, Lighterway slacks. Adv. Exec.: John Walsh. S. TVS. D.-C. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Ken Stewart.

PALMER CHEMICAL Co., Georgetown, Texas, Palmer's Plasta-Film Magic All Purpose Polish. Adv. Exec.: Fred Palmer. S.TVS. Agency: Direct.

PALMER MANUFACTURING Corp., Phoenix, Ariz., Sno-Breeze air coolers, evaporative coolers, gas-fired heating equipment. Adv. Exec.: Oscar C. Palmer. S. Agency: Miller Adv., Phoenix. Acct. Exec.: J. R. Miller.

PAN-AM SOUTHERN CORP., New Orleans, oil. Adv. Exec.: Kenneth Rotharmel. N.S.TVS. D.-C. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph Epstein.

PAN-AMERICAN COFFEE BUREAU, N.Y., coffee. Adv. Exec.: Charles Lindsay. S. Agency: Federal Adv., N.Y.

PAN AMERICAN-GRACE AIRWAYS Inc., N.Y., air transportation. Adv. Exec.: George Sorgatz. S. Agency: J. Walter Thompson Co., N.Y. Acct. Exec.: Max Schmitt.

PAN-PACIFIC AUDITORIUM, Los Angeles. Agency: Smith, Bull & McCreery, Hollywood.

PAR SOAP Co., Oakland, Calif. (Par Soap). S. Agency: Brisacher, Wheeler & Staff, S. F.

PARAGON PACKING, Astoria, Ore., canned tuna. Adv. Exec.: F. B. Kistner Jr. S. Agency: Searcy Adv., Portland, Ore.

PARAMOUNT PEST CONTROL Co., Oakland, Cal., Insecticide. N. S. Agency: Ad Fried Adv., Oakland.

PARAMOUNT PICTURES Inc., New York, moving pictures. Adv. Exec.: Max Youngstein. S. TVS. Agency: Buchanan & Co., N. Y. Acct. Exec.: George Richardson.

PARFUME WEIL PARIS, New York. S. Agency: Kelley, Nason, Inc., New York.

PARK & TILFORD, New York. Tints and Dyes. Adv. Exec.: Henry Bernard. S. TVS. Agency: Storm & Klein, N.Y. Acct. Exec.: Allston E. Storm.

PARK VIEW Inc., Philadelphia, Pa. apartments. Adv. Exec.: Sylvester Lowery. S. Agency: The Clements Co., Philadelphia. Acct. Exec.: Robert Smith.

PARKER BOULDIN Co., St. Paul, Priscilla Parker dual purpose lipstick. S. Agency: Van DeMark Adv., Inc., Mpls.

PARKER-HERBEX Corp., Stamford, Conn., hair preparations. Adv. Exec.: Sydney Gilbert. S. Agency: Charles W. Hoyt Co., N. Y. Acct. Exec.: Wm. P. Smith.

PARKER HOUSE, Boston, hotel. Adv. Exec.: Glenwood Sherrard. S. Agency: Albert Frank-Guenther Law Inc., Boston. Acct. Exec.: A. Hirschbaum.

PARKER PEN Co., Janesville, Wisc., Parker Pens, Pencils, Quink, Flaminaire lighters. Adv. Exec.: David Watrous. N. S. TVS. D.-C. Agencies: J. Walter Thompson Co., Chi.; Walsh Adv. Co., Ltd., Windsor, Ont.; Tatham-Laird, Chicago.

PARKER WATCH Co., New York. Watches. Adv. Exec.: A. I. Parker N.S. Agency: Direct.

PARKWAY BAKING Co., Philadelphia, Twin Pack bread. Adv. Exec.: G. L. Conly. S.TVS. Agency: J. M. Korn & Co., Philadelphia.

PARTWOOD Co., N.Y., postage stamps for stamp collectors. S. Agency: Lambert, N.Y.

PASO DEL NORTE—HOTEL, El Paso, Texas. Adv. Exec.: R. L. Miller Jr. S. Agency: Mithoff Adv., El Paso, Texas. Acct. Exec.: Warren Mithoff.

JOHN G. PATON Co., New York, canned goods. Adv. Exec.: J. H. Paton. S. Agency: Peter Hilton Adv., N. Y.

PATTEN FOOD PRODUCTS, Chattanooga, Tenn., Mis' Julie's pie crust, hot roll, biscuit, mix. Adv. Exec.: Frank Walsh. S. Agency: Lillier, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

PAUKER BOYSWEAR Corp., N.Y., boys' sweaters, cotton T shirts. Adv. Exec.: W. R. Appleby. TVS. Acct. Exec.: Mrs. Rita Well.

PAXTON & GALLAGHER Co., Omaha, Neb., Butter-Nut coffee. Adv. Exec.: Edward Creighton. S. TVS. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: C. C. Buchanan.

PAY WAY FEED MILLS Inc., Kansas City, Mo., livestock feeds, poultry feeds. Adv. Exec.: J. W. Banister. S. Agency: Frank E. Whalen Adv., Kansas City, Mo.

PAYNE FURNACE DIV., Monrovia, Cal. Adv. Exec.: Joseph Merlo. TVS. D.-C. Agency: Hixson & Jorgenson, L.A. Acct. Exec.: Hugh Levens.

PEARSON PHARMACAL Co. Inc., N. Y., Dew Spray deodorant, Eye-Gene eye drops. Adv. Exec.: Lester Amster. TVS. Agencies: Harry B. Cohen Adv., N.Y.; Lewis Adv., Newark, N.J.

PEAVEY—F. H., & Co., Minneapolis, Minn., weed sprays. Adv. Exec.: F. B. Wells. S. Agency: Campbell-Mithun, Minneapolis, Minn. Acct. Exec.: K. Rubie.

PEERLESS Co., Pawtucket, R. I., department store. Adv. Exec.: Arthur Marcello. S. Agency: The Chernow Co., N. Y.

PEERLESS LAUNDRY, Los Angeles. Adv. Exec.: A. L. McCants. TVS. Agency: John Freiburg & Co., L.A. Acct. Exec.: John Freiburg.

PEERLESS PEN AND PENCIL Co., New York, pens and pencils. S. Agency: Furman Co., N. Y.; LeLand K. Howe Assoc. Inc., N. Y.

PEERLESS TAILORED DRESSES, N. Y., Paul Durrell misses and women's dresses. Adv. Exec.: Harry Friedman. S. Agency: Direct.

PEGGY MARTIN BLOUSE & SPORTSWEAR Inc., N.Y., Peggy Martin Originals. Adv. Exec.: Irving Friedman. S.TVS. Agency: J. R. Kupsick Adv., N.Y. Acct. Exec.: Jack Kupsick.

PENICK & FORD, New York, Br'er Rabbit Molasses, My-T-Fine Dessert, Vermont Maid Syrup. Adv. Exec.: Charles Fleischmann. S.TVS. Agencies: J. Walter Thompson Co., N. Y.; BBDO, N. Y. Acct. Exec.: Charles Daiton.

PEN-JEL Corp., Kansas City, Mo., Pen-Jel, powdered pure fruit pectin. Adv. Exec.: V. E. Speas. S. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City. Acct. Exec.: Al Coleman.

PENN-CHAMP OIL Co., Butler, Pa., Aunt Sue's dry cleaner, self-polishing wax, window cleaner, Penn-Champ mo-

tor oil, lighter fluid, Kilzum DDT insecticide, stock spray. Adv. Exec.: J. W. Westbrook. S. Agency: Paris & Peart, N. Y.

PENN SHERATON HOTEL, Philadelphia, Pa. Adv. Exec.: Elmer Boswell. S. Agency: Robert Hance Adv., Philadelphia. Acct. Exec.: R. L. Hance.

PENNSYLVANIA RAILROAD, Philadelphia, transportation. Adv. Exec.: G. E. Schabacker. S. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: A. P. Lefton.

PENNSYLVANIA RUBBER Co., Mansfield, O., Pennsylvania tires, tubes for cars, trucks, bicycles. Adv. Exec.: R. L. Baumgardner. S. Agency: D'Arcy Adv., Cleveland, O. Acct. Exec.: J. L. Bourke.

PENNSYLVANIA SALT MANUFACTURING Co., Philadelphia, Pa., Kryocide, Iye, Ethel. Adv. Exec.: Sydney Lea. S. Agency: Geare-Marston Inc., Philadelphia. Acct. Exec.: Edward Scull.

PENNZOIL Co., Los Angeles, Lubricants. N. S. Agency: The Mayers Co., L. A.

PENNZOIL Co., Oil City, Pa., Gasoline, oil, lubricants. Adv. Exec.: E. F. Johnson. S.TVS.D.-C. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: E. F. Johnson.

PENOBSCOT SHOE Co., Old Town, Me., shoes. Adv. Exec.: Leon H. Fischman. S. Agency: Frederick-Clinton Co., N.Y. Acct. Exec.: Harold Rieff.

PEOPLE'S CREDIT JEWELERS, Toronto, Chain stores. Agency: McLaren Adv., Toronto.

PEOPLES FIRST NATIONAL BANK & TRUST Co., Pittsburgh, Pa. Adv. Exec.: S. H. Cheisted. S. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec.: W. Geissinger.

PEP BOYS—MANNY, MOE & JACK OF CALIFORNIA, Los Angeles, Calif., Auto accessories, parts, radio, bicycles and parts, tools, tires and tubes. Adv. Exec.: David Gary. S.TVS. Agency: Milton Weinberg Adv., L. A. Acct. Exec.: William Krauch.

PEPPARD SEED Co., Kansas City, Mo., Hybrid Corn. Adv. Exec.: C. P. Peppard. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: C. L. Robinson.

DR. PEPPER Co., Dallas, Dr. Pepper Carbonated Beverage. N. D.-C. Agency: Tracy-Locke Co. Inc., Dallas, Tex.

PEPSI-COLA Co., Montreal (soft drinks). Adv. Exec.: Dennis Jotham. S. Agency: Cockfield, Brown & Co., Montreal. Acct. Exec.: J. E. Birks.

PEPSI-COLA Co., New York, Pepsi-Cola, Everest sparkling water. Adv. Exec.: Albert Goetz. S.TVS.D.-C. Agency: Blow Co., N. Y. Acct. Exec.: Milton Blow.

PEPSODENT DIV., LEVER BROS. Co., N. Y., Pepsodent toothpaste, powder, Rayve Home Permanent, shampoo. Adv. Exec.: John Sandberg. N.S.TVS. Agencies: Foote, Cone & Belding, N. Y. Acct. Exec.: F. W. Stetson Jr.; J. Walter Thompson, N. Y. Acct. Exec.: R. E. McDonald.

PEPSODENT DIVISION OF LEVER BROS. Co., Canada, Agency: Ruthrauff & Ryan Inc., N. Y.

PEPTICIN Co.—THE, East Rutherford, N.J., Pepticin Tablets, Pepticin liquid. Adv. Exec.: Edward Brennan. S.TVS. Agency: Direct.

PERFECT CIRCLE Co., Hagerstown, Ind., piston rings. Adv. Exec.: Herman Teetor. Agency: Henri, Hurst & McDonald, Chi. Acct. Exec.: E. F. Hascal.

PERFECTFORM Corp., N.Y., ladies' slips. Adv. Exec.: M. B. Desreux. S. Agency: Lane Adv., N.Y.

PERFECTION BISCUIT Co., Ft. Wayne, Ind., biscuits, crackers, bread, cake. Adv. Exec.: J. S. Littlejohn. S. Agency: Direct.

PERFECTION CORSETS Co., Quebec, Agency: R. C. Smith & Son, Toronto.

PERFEX Co., Omaha, Perfex cleaner, Glos Tex, Shina Dish, Tyro dairy cleaner, Dexcel safety bleach. Adv. Exec.: K. C. Titus. S. Agency: Buchanan-Thomas, Omaha. Acct. Exec.: Adam Reinemund.

PERIODICAL HOUSE INC., N.Y., Secrets Magazine. Adv. Exec.: Alan Grant. S. Agency: Direct.

PERM-ASEPTIC Corp., Mamaroneck, N.Y., antiseptics, germicides, moth proofing. Adv. Exec.: L. J. Rampel. S. Agency: W. B. Geissinger & Co., L.A.

PERSONNA BLADE Co. Inc., N. Y., Personna Precision Blades. Adv. Exec.: P. Christian. S. Agency: J. D. Tarcher & Co., N.Y.

PETAJAN Co., Milwaukee, Wis., M-Ten powdered meat tenderizer. Adv. Exec.: John Petajan. S. Agency: Andrew Adv., Milwaukee.

PETCO Corp., Milwaukee, Wis., petroleum products. Adv. Exec.: A. M. Paine. S.TVS. Agency: Direct.

PET DAIRY PRODUCTS Co., Johnson City, Tenn., Princess Pet ice cream, milk, dairy products. Adv. Exec.: T. K. Hoppel Jr. S. Agency: Robert E. Clarke & Assoc., Miami. Acct. Exec.: George I. Clarke.

PET MILK SALES Co., St. Louis, Pet Milk. Adv. Exec.: C. J. Hibbard. N. TVS. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Henry Whiteside.

PETER FOX BREWING Co., Chicago, Adv. Exec.: Albert Meyers. S.T.S. Agency: Carroll Dean Murphy, Chicago.

PETER PAN FOUNDATIONS Inc., N. Y., Merry-Go-Round bras. Adv. Exec.: Phyllis Schwartz. S. Agency: Ben Sackheim Inc., N.Y. Acct. Exec.: Ezra Millstein.

PETER PAUL Inc., Naugatuck, Conn., Mounds, Almond Joy. Adv. Exec.: Elliott Plowe. N.S.TV.N.S. Agency: Maxon Inc., N.Y. Acct. Exec.: Robert Ferry.

PETERS SERUM CO. LABORATORIES, Kansas City, Mo., livestock pharmaceuticals, biologics. Adv. Exec.: W. G. Peters. S. Agency: James R. Reese Adv., Kansas City, Mo.

PETERS SHOE Co. (Division of International Shoe Co.), St. Louis, Mo., City Club Shoes, Velvet Step Shoes, Weather Bird Shoes, Peters Shoes. Adv. Exec.: L. C. Hoppe. TVN. Agencies: Henri, Hurst & McDonald Inc., Chi. Acct. Exec.: E. E. White. Patche Adv., St. Louis; Russell C. Comer, K. C.; Westheimer & Bloch, St. Louis.

PETRI CIGAR Co., San Francisco, Agency: Young & Rubicam, S. F.

PETRI WINE Co., San Francisco & Los Angeles, Wine. Adv. Exec.: Hugh Smith. S.TVS. Agency: Young & Rubicam, N. Y. & S. F. Acct. Exec.: Win Smith.

PFEIFFER BREWING Co., Detroit, Adv. Exec.: Bill Brown. STVN. Agency: Maxon Inc., Detroit. Acct. Exec.: William Laurie Sr.

PFISTER ASSOCIATED GROWERS Inc., El Paso, Ill., Pfister hybrids. Adv. Exec.: Curt Mahaffey. S. Agency: L. W. Ramsey Co., Davenport, Ia.

PHARMACO Inc., Newark, Feen-A-Mint and Chooz. Adv. Exec.: Alan Brown. S.TVS. Agencies: Baker A.A. Ltd., Toronto; Duane Jones & Co., N. Y. Acct. Exec.: James Frankenberg.

PHARMACRAFT Corp., New York, Fresh deodorant Ting, Eratol, Heed, Sprite, Oteen. Adv. Exec.: Henry Shull. N. Agencies: J. Walter Thompson; McCann-Erickson; Ruthrauff & Ryan, N.Y.

PHELPS DODGE REFINING Corp., N. Y., copper sulphate, nickel sulphate, copper oxide, selenium, tellurium, insecticide. Adv. Exec.: C. H. Winship Jr. S. Agency: Atherton & Currier, N. Y. Acct. Exec.: J. D. Molnar.

PHILADELPHIA DAILY NEWS Inc., Philadelphia, newspaper. Adv. Exec.: Raymond Gathrid. S. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: Meyer Cohen.

PHILADELPHIA DAIRY PRODUCTS Co. Inc., Phila., Aristocrat, Dolly Mad-

ison, milk, ice cream. Adv. Exec.: J. H. Meehan. S. Agencies: Adrian Bauer Adv., Phila. Acct. Exec.: Alan Tripp; Scheck Adv., Newark.

PHILADELPHIA INQUIRER, Philadelphia, newspaper. Adv. Exec.: Warner Moore. S. Agency: Direct.

PHILADELPHIA & READING COAL & IRON Co., Philadelphia, Pa., Famous Reading Anthracite. S. Agency: McKee & Albright Inc., Philadelphia.

PHILADELPHIA TRANSPORTATION Co., Philadelphia, mass transportation. Adv. Exec.: John Grogan. S.TVS. Agency: Al Paul Lefton Co., Philadelphia.

PHILCO Corp., Philadelphia, Pa., Philco radio receivers, radio-phonographs, refrigerators, air conditioners. Adv. Exec.: John F. Gilligan. N.S.TV.N.S. D.-C. Agency: Hutchins Advertising Co. Inc., Phila. Acct. Exec.: Max Enelow.

PHILIPS-JONES Corp., N.Y., Van Heusen men's shirts, sport shirts, pajamas, neckwear, collars, Wolsey socks. Adv. Exec.: Robert Mohr. S.TVS. Agency: Grey Adv., N.Y. Acct. Exec.: Ted Kaufman.

PHILLIPS & BENJAMIN Co., New York, Sno-Mist, Powder spray deodorant. Adv. Exec.: Frank Anderson. S. Agency: Gotham Adv., N.Y.

PHILLIPS CO.—THE CHARLES H., Div. of Sterling Drug Inc., N.Y., Phillips Milk of Magnesia tablets, tooth paste, tooth powder, face creams, Haley's M.O. Adv. Exec.: O. W. Ergenzinger. S. Agencies: Thompson-Koch Co. Inc., N.Y.; Dancer-Fitzgerald-Sample Inc., N.Y.

DR. P. PHILLIPS CANNING Co., Orlando, Fla. Canned and fresh citrus products. Adv. Exec.: Dr. P. Phillip S. Agency: Direct.

PHILLIPS PACKING Co., Cambridge, Md., Soups, vegetables, meat products. Adv. Exec.: George Davis. S. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: A. K. Aitkin.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., Gasoline, motor oil. Adv. Exec.: O. E. Hettis. N. S. Agency: Lambert & Feasley Inc., N. Y. Acct. Exec.: Frank Mace.

PICTSWEET FOODS, Inc., Mt. Vernon, Wash., Canned & frozen foods. Adv. Exec.: Glenn Ray. S.TVS. Agency: Erlsacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin Wheeler.

PICTURE RING Co., Cincinnati, O., picture rings. Adv. Exec.: Mrs. Esther Stuhlbarg. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

PI-DO Corp., Dallas, Texas, Pi-Do Pie Crust Mix, Bis-Do biscuit mix. Adv. Exec.: Roger Tennant. S. Agency: McCormains Inc., Dallas.

PIEDMONT APPLE PRODUCTS Co., Charlottesville, Va., Old Piedmont Brand blackberry wine, Ninye River apple wine. Adv. Exec.: D. M. Rothwell. S. Agency: Advertising Inc., Richmond, Va.

PIEDMONT SHIRT Co., Greenville, S.C. Adv. Exec.: B. Aron. D.-C. Agency: Zlowe Co., N.Y. Acct. Exec.: Lee Babin.

PIERCE WATCH Co., New York, Watches. Adv. Exec.: L. L. Freilas. S. Agency: Jos. Katz Co., N. Y.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, Television TV, D-C Dealer Cooperative

(Continued)

PIERCE'S PROPRIETARIES, Buffalo, Dr. Pierce's Golden Medical Discovery & Favorite Prescription. Adv. Exec.: R. V. Pierce. S. Agencies: Duane Jones Co., N. Y. Acct. Exec.: Robert McNeill; Irwin Vladimir & Co., N.Y. Acct. Exec.: Thomas Quinn; Joseph Katz Co., N.Y. Acct. Exec.: Nat Wildman.

PIG 'N WHISTLE CORP., Los Angeles. (Calif. restaurant chain). S. Agencies: The Mayers Co., L. A.; Brisacher, Wheeler & Staff, L. A.

PILLSBURY MILLS, Minneapolis. Pillsbury's Best Flour, Panake Flour, Sno Sheen Cake Flour, Farina, cake mixes, pie crust mix, hot roll mix. Adv. Exec.: R. J. Keith. N.S.TVN. Agencies: Vance Pidgeon & Assoc., Minneapolis; Acct. Exec.: Allen Rorpe. Leo Burnett Agency, Chi. Acct. Exec.: Joe Greeley.

PILOT RADIO CORP., N. Y., television. Adv. Exec.: Jerry Hart. N.S.D.-C. Agency: Alfred Paul Berger Co., N. Y. Acct. Exec.: A. P. Berger.

PILSENER BREWING Co., Hazelton, Pa., Pilsener beer, Pilsener ale, Pilsener porter. Adv. Exec.: George Weaver. S. Agency: Direct.

PILSNER BREWING Co., Cleveland, Beer. Adv. Exec.: B. C. Hoag. N.S. TVN.S.D.-C. Agency: Gregory & House, Cleveland.

ED PINAUD Inc., New York. Cosmetics. N. Agency: Wesley Assoc., N. Y.

PINE BROS. Inc., Philadelphia, glycerine throat tablets. Adv. Exec.: R. G. Cornelius. S. Agency: McKee & Albright Inc., Philadelphia.

PINEX Co., Fort Wayne, Ind., Pinex Cough Syrup. Adv. Exec.: John Noll. S. Agency: Russel M. Seeds Co., Chi. Acct. Exec.: Harry Goldsmith.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. Vegetable compound. Adv. Exec.: Mary Gillespie. N.S. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: P. W. Combs.

PIONEER AIRLINES Inc., Dallas, Texas. Airlines. Adv. Exec.: Robert Smith. S. Agency: Rogers & Smith, Dallas. Acct. Exec.: Dave McConnell.

PIONEER HI-BRED CORN Co., Des Moines, Iowa. Adv. Exec.: James Bradley. Agency: Wallace Adv. Agency, Des Moines. Acct. Exec.: Ross Wallace.

PIONEER ICE CREAM DIVISION OF BORDEN Co., N. Y., Borden's Reid's, Horton's, Riccardi's, Carpenters' ice cream. Adv. Exec.: H. J. Dirkes. S. TVS. Agencies: Doherty, Clifford & Shenfeld, N. Y. Acct. Exec.: Joel Jacobs; Young & Rubicam, N. Y.

PIONEER LIFE INSURANCE Co., Rockford, Ill. Adv. Exec.: C. E. Githens. S. Agencies: J. L. Stewart Adv., Chicago; Charles Edson Rose Co., Chicago.

PIONEER SCIENTIFIC CORP., N. Y., Polaroid TV screen filters. Adv. Exec.: Hunter L. Delator Jr. TVN.S. Agency: Wm. Von Zehle & Co., N. Y. Acct. Exec.: Benjamin Pollet.

PIONEER SOAP Co. Inc., San Francisco, Queen Lily soap. Adv. Exec.: Howard Bernhard. S. Agency: Rhoades & Davis, S. F.

PIPES BY LEE Inc., N. Y., smoking utensils. Adv. Exec.: Lee Singer. S. TVS. Agency: Donahue & Coe Inc., N. Y.

PITTSBURGH BREWING Co., Pittsburgh, Pa., beer, ale. Adv. Exec.: S. E. Cowell. S.TVS. Agency: Smith, Taylor & Jenkins Inc., Pittsburgh, Pa. Acct. Exec.: R. P. Taylor.

PITTSBURGH PLATE GLASS Co., Pittsburgh, Pa., Sunproof, Wallhide, Waterspar, Chrom Seal, Color Dynamics, Pitticde, Corona, Coldstripe, Lighting, Pittchlek paints. Adv. Exec.: Guy Berghoff. S. Agencies: Maxon Inc., Detroit; Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: C. M. Buchanan.

PITTSBURGH WATER HEATER Corp., Pittsburgh, domestic and industrial gas-fired water heaters. Adv. Exec.: J. U. Meyer. S. Agency: James A. Stewart Co., Carnegie, Pa.

PITTSBURGH HOTEL, Pittsburgh, Pa. Adv. Exec.: Joseph Duddy. S. Agency: W. Earl Bothwell Inc., Pittsburgh.

PLANKINTON PACKING Co., Milwaukee, Wis., meats, meat products. Adv. Exec.: C. N. Colling. S.TVS. Agency: Cramer-Krasselt Co., Milwaukee. Acct. Exec.: H. Hackbarth.

PLANTABS Corp., Baltimore, Md., Fulton's Plantabbs plant food. Adv. Exec.: V. C. Tietz. S. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

PLANT-CHEM Inc., San Francisco, Cal., Plant-Chem. Lawn-Chem. Plant-Chem tablets, plant food. Adv. Exec.: G. C. Gillan. S. Agency: Ralph G. Cahn Adv., San Francisco.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., Peanuts & Peanut Oil. N. Agencies: Raymond R. Morgan Co., S. F.; Goodkind, Joice & Morgan, Chi.

PLASTIC FINISH Co. Inc., Plastic Gloss car polish, Pep Lustre Gloss. Kleanup Adv. Exec.: D. A. Dahlem. S. Agency: H. J. Weil Inc., Buffalo, N. Y.

PLASTI-GLO MFG. Co., Chicago, drapery hardware. Adv. Exec.: J. L. Golding. Agency: Deuss-Gordon Adv., Chicago.

PLASTICS INDUSTRIES TECHNICAL INSTITUTE DEPT. of West Coast University, L.A., plastics instruction and education. Adv. Exec.: Roy Hemphill. S. Agency: Larry Pendleton & Assoc., Glendale, Cal. Acct. Exec.: Larry Pendleton.

PLASTIKON - WESTERN Inc., San Francisco, Cal., Uneeq Miracle plastic finish. S. Agency: Benson Sherman, San Francisco.

PLASTI-KOTE Inc., Cleveland, O., paint products. Adv. Exec.: Sam Hamberg. S. Agency: Ohio Adv., Cleveland. Acct. Exec.: S. L. Abrams.

PLOUGH, Inc., Memphis, Penetro, St. Joseph Aspirin and family medicines, Mexana, Mufti products, Everready oil, Pen-o-rob, Moroline, Black & White beauty preparations. Adv. Exec.: C. S. Drane. N.S. Agency: Lake-Spiro-Shurman, Memphis. Acct. Exec.: Auron Spiro.

PLYMOUTH MOTOR CORP., Div. of Chrysler Corp., Detroit, Plymouth cars, commercial vehicles. Adv. Exec.: H. E. Heberling. S. Agency: N. W. Ayer & Son Inc., Philadelphia.

PLYMOUTH TEXTILES, Brooklyn, N. Y., cotton remnants, patches, buttons. Adv. Exec.: Herbert Eisenberg. S. Agency: Wilson, Haight, & Welch Inc., N. Y. Acct. Exec.: Howard Shaw.

POGUE-H & S. Co., Cincinnati, O., general merchandise. Adv. Exec.: Olive Cooper. S.TVS. Agency: Douglas D. Simon Adv., N. Y. Acct. Exec.: Charles Sandak.

POLAR FROSTED FOODS, Bellingham, Wash. Frozen foods. Adv. Exec.: A. P. Rickert. Agency: Honig-Cooper Co., Seattle.

POLAROID SCIENTIFIC Co., New York. TVS. Agency: Cayton Inc., New York.

POLK-MILLER PRODUCTS Corp., Richmond, Va., Disinfectant. S. Agency: N. W. Ayer & Son, Phila.

POLLAK INDUSTRIES Corp., Escanaba, Mich., Kitchen Kate and Lazy Kate, woodenware. Adv. Exec.: Fred Pollak. S.TVS. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: Charles Rosen.

POLLOCK-LEO, Co., N. Y., Polly Christmas tree lights. Adv. Exec.: Leo Pollock. S. Agency: Walter J. Gallagher Adv., N. Y.

POMPEIAN OLIVE OIL CORP., Baltimore, pure imported olive oil. Adv. Exec.: L. A. Pelton. S. Agency: Joseph Katz Co., Baltimore.

POND-A. H. Co. Inc., Syracuse, N. Y., Keepsake diamond rings. Adv. Exec.: Albert Doolittle. S. Agency: Flack Adv., Syracuse. Acct. Exec.: J. B. Flack.

POND'S PRODUCTS Co., Toronto, Pond's cosmetic products. Adv. Exec.: Edward R. Lane. S.TVN, D.-C. Agency: J. Walter Thompson Co., Toronto. Acct. Exec.: Howard Henderson.

POPULAR SCIENCE MONTHLY, N. Y., magazine. Adv. Exec.: Stephen Glennon. S. Agency: Direct.

PORTLAND WOOLEN MILLS Inc., Portland, Ore., Wool o' the West blankets, robes, cloth. Adv. Exec.: L. T. Nelson. TVS. Agencies: Mac Wilkins, Cole & Weber, Portland, Ore. Acct. Exec.: Ted Bushman; Universal Adv., L. A.

DR. A. POSNER SHOES Inc., New York. Adv. Exec.: Martin Corbett. S. Agency: Posner-Zabin Adv., N. Y. Acct. Exec.: Jack Posner.

POSTAL-Ph. H., MILLING Co., Mascoutah, Ill., Elegant Feeds. Adv. Exec.: A. S. Lee. S. Agency: Warner, Schulenberg, Todd & Assoc., St. Louis, Mo.

POST WATCH Co. Inc., N. Y., watches. Adv. Exec.: Donald Franklin. S.TVS.

Agency: Hayes-Lawrence Inc., N. Y. POTATO PRODUCTS Corp., East Grand Forks, Minn., potato chips, potato flour, shoestring potatoes. Adv. Exec.: W. A. Scott. S. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: C. W. Muench.

POTTER DRUG & CHEMICAL CORP., Malden, Mass. Cuticura. Adv. Exec.: J. W. Atherton. N.S. Agencies: Atherton & Currier Inc., N. Y. Acct. Exec.: J. Wm. Atherton; Atherton & Currier, Toronto, Ont. Acct. Exec.: K. C. Utley.

POWERS-JOHN ROBERT, PRODUCTS Co., N. Y., cosmetics. Adv. Exec.: Benjamin Reese Jr. S. Agency: Ollan Adv., St. Louis, Mo. Acct. Exec.: J. W. Goldstein.

PRECISE INSTRUMENT PARTS Co., Glendale, Cal., Pressadrop perfume dispenser. Adv. Exec.: Loretta Provost. S. Agency: Davis-Harrison-Simmonds, L. A. Acct. Exec.: Don Davis.

PRENTICE-HALL Inc., N. Y., books, loose-leaf services. Adv. Exec.: Stanley Brown. S. Agency: John Shrager Inc., N. Y.

PREPARED PRODUCTS Co., Pasadena, Cal., Dixie Fry seasoned flour. Adv. Exec.: Walter Taylor. S. Agency: Dan B. Miner Co., L. A. Acct. Exec.: Andrew Carpenter.

PRESIDENT-HOTEL, Kansas City, Mo. Adv. Exec.: George Bowles. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: J. B. Woodbury.

PRESSMASTER Co., Hollywood, personal electric presser. Adv. Exec.: Page Sowers. S.TVS. Agency: Macauley Co., L. A. Acct. Exec.: Norman J. Boroughs.

PREST-O-LITE BATTERY Co. Inc., Toledo, O., storage batteries for autos, trucks, buses, diesels, tractors, radio, lightplants. Adv. Exec.: W. E. Schneider. S. Agencies: Ruthrauff & Ryan Inc., Detroit, Mich.; National Export Adv. Service, N. Y.

PRESTO BEVERAGE Corp., Brooklyn, N. Y., Presto beverage powder. Adv. Exec.: Howard Reiffel. S. Agency: Joseph Katz Co., N. Y. Acct. Exec.: Nat C. Wildman.

PRIEBE & SONS, Chicago, Poultry Eggs. S. Agency: Goodkind, Joice & Morgan, Chi.

PRIMROSE HOUSE Inc., Indianapolis, Ind., cosmetics, toiletries. Adv. Exec.: A. E. Reynolds. S. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: George Wasey.

PRINCESS EVE PRODUCTS Corp., N. Y., beauty accessories, cosmetic accessories. Adv. Exec.: Jesse Livermore. S.TVS. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y.

PRINCESS PAT Ltd., Chicago, beauty preparations. Adv. Exec.: Patricia Gordon. S. Agency: Fremont Adv., Chicago.

PRINCE MATCHABELLI Inc., New York. Perfumes. Adv. Exec.: Owen Stoner. N. TVN, D.-C. Agency: Morse International, N. Y.

PROCTER & GAMBLE Co., Cincinnati, Ivory bar, Ivory Flakes, Ivory Snow, Duz, Oxydol, Camay, Spic & Span, Teel, Lava, Crisco, Drene, Dref, Tide, Prell, Shasta. Adv. Exec.: A. N. Halverstadt. N.S. TVN.S. Agencies: H. W. Kastor & Sons, Chicago. Acct. Exec.: H. Kastor; Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: C. L. Fitzgerald; Compton Adv., N. Y. Acct. Exec.: Robert Holbrook; Benton & Bowles, N. Y. Acct. Exec.: A. W. Hobler; Biow Co., N. Y. Acct. Exec.: Milton Biow; Pedlar & Ryan, N. Y. Acct. Exec.: T. L. L. Ryan; Russel M. Seeds Co., Chicago; Young & Rubicam, N. Y.

PROCTER & GAMBLE, Toronto, Dref, Oxydol, Ivory Bar, Ivory Flakes, Crisco, Duz, Ivory Snow, Tide, Chipso, Spic & Span, Camay. Adv. Exec.: C. W. Hart. N.S. Agencies: Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: W. R. Cory; Compton Adv., N. Y. Acct. Exec.: S. M. Woodard; Benton & Bowles, N. Y. Acct. Exec.: Mark Becker; The Biow Co., N. Y. Acct. Exec.: W. P. Booth; Pedlar & Ryan, N. Y. Acct. Exec.: H. S. Beauchamp.

PROGRESS BREWING Co., Oklahoma City, Okla., Progress beer. Adv. Exec.: M. F. Dykema. S. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: George Knox.

PRONTO PUPS Inc., Cincinnati, O., food products. Adv. Exec.: Theodore Brown. S. Agency: Perry-Brown Inc., Cincinnati. Acct. Exec.: Sprague Mullikin.

PROTEX PRODUCTS Co., N. Y.,

Protex garment bags. Adv. Exec.: N. L. Schwartzman. S.TVS. Agency: George N. Kahn Co., N. Y.

PROVENCE DE QUEBEC, Quebec, Can., tourist promotion. Adv. Exec.: Georges Leveille. S. Agency: Desbarats Adv., Montreal, Que.

PRUDENCE FOODS Inc., Boston, Mass., Prudence corned beef hash. Adv. Exec.: H. D. Carter. S. Agency: Chambers & Wiswell, Boston. Acct. Exec.: Charles Hutchinson.

PRUDENTIAL INSURANCE CO. OF AMERICA, Newark, N. J., life insurance. Adv. Exec.: G. E. Potter. N. TVN. Agencies: Calkins & Holden, Carlock, McClinton & Smith, N. Y. Acct. Exec.: M. E. Carlock; Harry E. Foster Adv., Toronto, Ont. Acct. Exec.: Harry Foster.

PUBLIC SHIRT CORP., N. Y., men's shirts, pajamas, sportswear, underwear. Adv. Exec.: David Liebovitz. S. Agencies: McCann-Erickson Inc., N. Y. Acct. Exec.: Hugh Lavery; Ray Austrian & Assoc. Inc., N. Y.

PUGET SOUND POWER & LIGHT Co., Seattle, Wash., electric utility. Adv. Exec.: H. R. Kruse. S. Agency: Strang & Prosser Adv., Seattle. Acct. Exec.: Joseph Maguire.

JOHN PUHL PRODUCTS Co., Chicago, laundry bleaches. Adv. Exec.: J. M. Hiebert. S. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: Edwin Olson.

PURE DRINKS, Cleveland, Breakfast Orange. Agency: Foster & Davies, Inc., Cleveland.

PURE FOOD Co., Inc., Mamaroneck, N. Y., Herb-Ox bouillon. Adv. Exec.: L. F. Farnan. N. Agency: J. M. Mathes, Inc., N. Y. Acct. Exec.: Carle Rollins.

PURE OIL Co., Chicago, oil. Adv. Exec.: F. H. Marling. N.S. TVS. Agency: Leo Burnett Co., Chi. Acct. Exec.: Paul Harper.

PUREPAC Corp., N. Y., Flemex, Baby Flemex, Lubinol mineral oil, Purepac head lice aids, Kilnzmoth insecticides. Adv. Exec.: Howard & Jordan. S. Agency: Kent Adv., N. Y.

PUREX Corp., Southgate, Calif., liquid bread and synthetic detergent. Adv. Exec.: R. G. Hawley. S. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: George Belsey Jr.

PURINA MILLS, St. Louis, Purina Feeds. S. D.-C. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: J. H. Leach.

PURITAN CO. OF AMERICA, Chicago, Realemon lemon juice, Pure Sun olives, marshchino cherries. Adv. Exec.: Arthur Lundell. S. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Charles Lilienfeld.

PURITAN SALES Co., Atlanta, Ga., Driver-Outer, Mox 'N' Air. Adv. Exec.: Ira Schneid. S.TVS. Agency: Norman Frankel Adv., Atlanta.

PURITY BAKERIES, Chicago, Taystee bread, Grennan Cakes. Adv. Exec.: T. R. Weber. S. Agency: Young & Rubicam, Chi.

PURITY BISCUIT Co., Salt Lake City, Utah, Saling crackers, town house cookies. Adv. Exec.: Howard Tracy. S. Agency: Gilham Adv., Salt Lake City. Acct. Exec.: M. C. Nelson.

PURITY FLOUR MILLS Ltd., Toronto, (cereals). N. Agency: McKim Adv., Ltd., Toronto.

PYROIL Co., La Crosse, Wis., Pyroil lubricants. Adv. Exec.: T. B. Gantenbein. S. Agencies: Van Hecker Inc., Chicago. Acct. Exec.: C. E. Van Hecker; Central Purchasing Agency, Toronto.

Q

QUAKER CITY CHOCOLATE AND CONFECTIONERY Co. Inc., Philadelphia, Candy. Adv. Exec.: Lester G. Roskam. S. TVS. Agency: Adrian Bauer Adv. Inc., Philadelphia. Acct. Exec.: Alan R. Tripp.

QUAKER OATS Co., Chicago, Quick Quaker Oats, Quick Mother's Oats, Quaker Puffed Wheat and Quaker Puffed Rice, New Pettijohn's, Quaker Milk Macaroni and Spaghetti, Aunt Jemima Pancake and Buckwheat Flours, Muffets, Shacked wheat biscuits, Ful-O-Pep, Pack-O-Ten, Quaker Corn Meal and live stock and poultry feeds. Adv. Exec.: Donald P. Douglas. Agencies: Sherman & Marquette, Price, Robinson & Frank Inc.; Ruthrauff & Ryan Inc.; Needham, Louis & Brorby Inc.; all of Chicago.

QUAKER OATS Co., Peterborough, Ont. (Quaker flour). S. Agency: Spitzer & Mills, Toronto.

QUAKER SUGAR, Philadelphia, S. Agency: Young & Rubicam, N. Y.

QUAKER MFG. Co., Chicago. Oil & gas heaters. Adv. Exec.: O. J. Long. S. Agency: Cruttenenden & Eger Adv., Chicago. Acct. Exec.: H. B. Hobbs.

QUALITY MACARONI Co., St. Paul, Minn. Macaroni and spaghetti. Adv. Exec.: Maurice Ryan. Agency: Bronson West, St. Paul.

QUALITY TELEVISION Corp., Los Angeles. DuMont TV receivers. Adv. Exec.: J. N. Smith. S. TVS. Agency: Campbell-Ewald Co., Los Angeles. Acct. Exec.: R. C. Francis.

QUEEN CUTLERY Co., New York. Adv. Exec.: Edward Conlin. S. TVS. Agency: Gotham Adv., New York. Acct. Exec.: A. A. Kron.

QUEEN STOVE WORKS Inc., Albert Lea, Minn. Oil and gas operated heaters, furnaces and blowers. Adv. Exec.: R. D. Putnam. Agency: Dwyer & Devoy Adv., Minneapolis.

QUICK WAY HOUSEHOLD PRODUCTS Inc., Los Angeles. Wall cleaner. Adv. Exec.: Charles Hendrix. TVS. Agency: Glasser-Galley Inc., Los Angeles.

R

RCA VICTOR DIVISION of Radio Corp. of America, Camden, N. J. Console, table model, portable and personal radio receivers for AM, FM, TV and shortwave reception; aviation broadcast and communications apparatus; industrial electronic apparatus; Electron microscopes; public address and sound equipment; motion picture projectors, recording and reproducing equipment; electron tubes and tube machinery; Faradon mica capacitors; RCA-Victor Red Seal records; phonograph records and Bluebird records; phonographs and radio-phonograph combinations; 45-RPM record players; phonograph needles and accessories; misc. radio and electronic equipment and supplies. Adv. Exec.: R. H. Coffin. Agency: J. Walter Thompson Co., New York.

RCA VICTOR Co., Montreal (receivers, records). Adv. Exec.: A. Usher. S. D.-C. Agency: Spitzer & Mills, Toronto. Acct. Exec.: D. McCrimmon.

RKO RADIO PICTURES, New York. Adv. Exec.: S. Barret McCormick. S. TVS. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: Harold Holt.

R.T.V. Sales Inc., New York, N. Y. Agency: Huber Hoge & Sons, New York. Acct. Exec.: John M. Flynn.

RABIN Co., Los Angeles. Hollywood Extra cold cream. Agency: The Mayers Co. Inc., Los Angeles. Acct. Exec.: Harry Mayers.

RACE & RACE Inc., Winter Haven, Fla. Irrigation systems, dehumidifiers and aluminum windows. S. Agency: Sanborn Adv., Lakeland, Fla. Acct. Exec.: Dan Sanborn.

RADBILL OIL Co., Philadelphia. Renuzit, French dry cleaner, Penn-Rad motor oil. S. Agency: Feigenbaum Adv., Phila.

RADIANT MFG. Co., Chicago. Projection screens and photographic lighting equip. Adv. Exec.: Lorraine Knapp. S. Agency: Irving J. Rosenbloom, Chicago. Acct. Exec.: E. Sergey.

RADIO BIBLE CLASS ORGANIZATION, Grand Rapids, Mich. S. Agency: Stanley G. Boynton, Los Angeles.

RADIO GOSPEL FELLOWSHIP, Los Angeles (religious). Agency: Glasser-Galley, Inc., L.A.

RAINIER BREWING Co., San Francisco. Rainier Beer, Ale and Stout. Adv. Exec.: W. A. Newhoff. N.TVN. Agency: Buchanan & Co., S. F. Acct. Exec.: Robert O'Leary.

RAISIN BRAN, New York. S. Agency: Benton & Bowles, N.Y.

RALSTON-PURINA Co., St. Louis, Cerels, N. Agencies: Gardner Adv., St. Louis; James Fisher Co., Toronto; Brown Bros., Nashville. Acct. Execs.: S. W. Brown and C. H. Brown.

A. RAMSAY & SON, Montreal. Points. Adv. Exec.: T. C. Maguire. Agency: McKim Adv., Montreal. Acct. Exec.: S. M. Reeve.

RAND TRAILER SALES Co., L. A. (So. Calif. trailer chain). S. Agency: Wendland Adv., L. A.

RANGER JOE Inc., Chester, Pa. Ranger Joe Honey Flavoured popped wheat. S. Agency: Neal D. Ivey Co., Philadelphia.

RAPINWAX PAPER Co., S. E., Minneapolis, Minn., Rapinwax Household

Roll Adv. Exec.: Nell E. Merrill. S. Agency: Ewell & Thurber Assoc., Chi.

RATH PACKING Co., Waterloo, Iowa. Complete Line of Meat Products. Adv. Exec.: R. D. Cords. S. Agency: Young & Rubicam, Chi. Acct. Exec.: Erik Isgrig.

RAULAND-BORG Corp., Chicago. Sound and communications equip. S. Agency: George E. Brodsky Adv., Chicago.

RAYMOND LABORATORIES Inc., St. Paul, Minn., Rayette Creme Permanent Wave. Adv. Exec.: G. K. Peterson. D.-C. Agency: Melamed-Hobbs, Inc., St. Paul. Acct. Exec.: E. T. Holmgren.

READERS DIGEST ASSN. INC., Pleasantville, N. Y., Magazine Readers Digest. Adv. Exec.: Willard R. Espy. S.TVS. Agency: BBDO, N. Y. Acct. Exec.: S. A. Howard.

REAL GOLD CITRUS PRODUCTS, Redlands, Calif. Orange and lemon juice; orange, lemon and grapefruit concentrates and essential citrus oils; frozen concentrated orange juice. Adv. Exec.: Willis H. Parker. S. Agency: J. Walter Thompson Co., Los Angeles.

REARDON Co., St. Louis, Mo. Cement and tile paints. S. TVS. Agency: Gardner Adv., St. Louis. Acct. Exec.: C. S. Yost.

REBER PRESERVING Co., Eola, Ill. Butter beans with molasses and bacon. Adv. Exec.: J. W. Reber Jr. Agency: Newby & Peron Inc., Chicago.

RE-CLEAN Corp., New York. Home dry cleaner. Adv. Exec.: Pat Riccia. S. TVS. Agency: Clayton Inc., New York. Acct. Exec.: W. D. Clayton.

RECORD RENDEZVOUS, Cleveland. Records, record players and radios. S. Agencies: Ann Koblitz, Cleveland; Ohio Adv., Cleveland.

RED ROCK BOTTLERS, Atlanta, Ga., Red Rock Cola. Adv. Exec.: E. M. Coleman. S. Agency: R. S. Durstine Co., N. Y.

RED STAR YEAST & PRODUCTS Co., Milwaukee. Adv. Exec.: J. A. Kirkman Jr. Agency: Ellington & Co., N. Y. Acct. Exec.: T. S. Strong.

RED TOP BREWING Co., Cincinnati. Barbarossa beer and Red Top ale. S. Agency: Jesse M. Joseph Adv., Cincinnati. Acct. Exec.: Eli Cohan.

RED TOP MALT Co., Cincinnati. Red Top malt extract. S. Agency: Jesse M. Joseph Adv., Cincinnati. Acct. Execs.: J. M. Joseph and Eli Cohan.

RED WAGON PRODUCTS Inc., Minneapolis. Red Wagon popcorn. Adv. Exec.: Louis Cole. Agency: Phil Bradley, Minneapolis.

REDDI-WIP, St. Louis. Canned whipping cream. Adv. Exec.: E. M. Thiele. N.S. D.-C. TVS. Agency: Rutherford & Ryan, Chicago. Acct. Exec.: Jack Little.

REED & BARTON, Taunton, Mass. Silverware. Adv. Exec.: W. T. Hurler Jr. S. TVS. Agency: Badger, Browning & Parcher Inc., Boston. Acct. Exec.: C. P. Parcher.

REGAL AMBER BREWING Co., San Francisco. Adv. Exec.: Wm. P. Baker. N.S. D.-C. TVN. S. Agency: Abbott Kimball Adv., San Francisco. Acct. Exec.: Alfred Ducato.

REGAL FLOOR COVERING Inc., Fall River, Mass. Linoleum, asphalt tile, wall linoleum and carpet. S. Agency: Bo Bernstein & Co. Inc., Providence, R. I.

REID MURDOCH & Co., Chicago; Monarch fine foods. S. Agency: Weiss & Geller Inc., Chi.

WM. B. REILY & Co., Inc., New Orleans, La., Luzianne Coffee and Tea. S. Agency: Walker-Saussy Adv., New Orleans.

ROSE MARIE REID, Los Angeles. Woman's swim suits. S. Agency: Brisacher, Wheeler & Staff, Los Angeles. Acct. Exec.: Chas. Chaplin.

REMBRANDT LAMP CORP., Chicago. Lamps and shades. Adv. Exec.: Murray Lewis. S. Agency: Harry J. Lazarus & Co., Chicago. Acct. Exec.: H. J. Lazarus.

JOHN L. REMCO, New York. Frozen foods. S. Placed direct.

REMINGTON RAND Inc., New York. Business machines, typewriters, office equip. and supplies and electric shavers. Adv. Exec.: S. H. Ensinger. Agency: Leaford Adv. Inc., New York. Acct. Exec.: D. D. Lee.

L. N. RENAULT & SONS, Egg Harbor City, N. J. Wines and champagne. Adv. Exec.: E. L. Gehringer. S. D.-C. TVS. Agency: N. M. Dittmar Adv. Phila. Acct. Exec.: Harry Dittmar.

RENEE PRODUCTS OF CHICAGO,

Chicago. S. Agency: Rocklin Irving and Association, Chi.

RENNER Co., Youngstown, Ohio. Premium beer and ale, Old Oxford ale and Old German beer. S. Placed direct.

GEO. J. RENNER BREWING Co., Akron, Ohio. Beer and ale. Adv. Exec.: R. R. Barnes. S. Agency: DiNuoscio Adv., Akron. Acct. Exec.: Phil DiNuoscio.

RENOIR PARFUMS, New York. Chichi and My Alibi perfumes. S. Agency: Abbott Kimball Co., N. Y.

RENSIE WATCH Co., New York. Watches. Adv. Exec.: Yale Carroad. N. Agency: Weiss & Geller, N. Y.

RENUZIT HOME PRODUCTS Co., Philadelphia. Home dry cleaner and spot remover. Adv. Exec.: Paul G. Pflaumer. S. TVS. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: Howard Yaw.

REPUBLIC OIL REFINING Co., Pittsburgh. Gasolines, motor oils, greases and lubricants. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

REPUBLIC PICTURES Corp., New York, moving pictures. Adv. Exec.: Steve Edwards. S. Agency: Donahue & Coe, N. Y.

REPUBLIC STEEL Corp., Cleveland. Adv. Exec.: Chester W. Ruth. S. TVS. Agency: Meldrum & Fawcett, Cleveland. Acct. Exec.: R. G. Simmons.

REPUBLIC TELEVISION Corp., Brooklyn. Adv. Exec.: Alan C. Charles. S. Agency: Robert Whitehall Inc., New York. Acct. Exec.: A. C. Charles.

RESISTOL HATS Inc., Garland, Texas. Resistol Self-Conforming hats for men. Adv. Exec.: R. J. Roth Jr., S. Agency: Tracy-Locke Co. Inc., Dallas. Acct. Exec.: E. S. Lovan.

RETONGA MEDICINE Co., Atlanta. Tonic. S. Agency: Lowe & Stevens, Atlanta.

REVERE CAMERA Co., Chicago. Adv. Exec.: E. J. McGookin. N. TVN. Agency: Roche, Williams & Cleary, Chi. Acct. Exec.: P. Stewart.

REVERE COPPER & BRASS Inc., New York. Institutional Adv. Exec.: Norman A. Schuele. TVN. Agency: St. Georges & Keyes, N. Y. Acct. Execs.: James J. Freeman and M. St. Georges.

REVLON PRODUCTS Corp., New York. Nail polish, lipstick, face powder and rouge. Adv. Exec.: M. M. Spitzer. S. Agency: Wm. H. Weintraub & Co., New York. Acct. Exec.: N. B. Norman.

REX RESEARCH Corp., Toledo, Ohio. Fly-Tox and Stockaid. Adv. Exec.: H. J. Halm. Agency: The Miller Co., Toledo.

REXALL DRUG Co., Los Angeles. Drug manufacturer and retail chains. Adv. Exec.: Cleve Clarey. N.S. D.-C. TVS. Agencies: BBDO, L.A. & N.Y. Acct. Exec. Tom Dillon; L. W. Ramsey Co., Chi.

REXALL DRUG Co., Toronto. Adv. Exec.: Wm. E. Irwin. N.S. D.-C. Agency: Ronalds Adv. Co., Toronto. Acct. Exec.: R. J. Avery.

REXON Inc., New York. Thorens automatic pocket and table lighters; Spin-A-Way ash trays. S. Placed direct.

REYNOLDS METALS Co., Richmond,

Va. and Louisville, Ky. Aluminum, aluminum alloys and various aluminum products. Adv. Exec.: David F. Beard. Agencies: Buchanan & Co. Inc., New York; Griswold-Eshleman Co., Louisville.

REYNOLDS PEN Co., Chicago. Agency: MacFarland, Aveyard, Chi.

REYNOLDS, R. J., TOBACCO Co., Winston-Salem, N. C. Camel and Cavalier cigarettes. Adv. Exec.: W. T. Smither. N. S. TV. Agency: William Esty & Co., N. Y. Acct. Exec.: William Esty.

REYNOLDS VIDEO LIGHTER Co., Chicago. Video Visible fluid lighter. TVS. Agency: O'Neill, Larson & McMahon, Chicago.

RHEEM MFG. CO., New York (water & home heating equipment). Adv. Exec.: Albert Welge. S. D.-C. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: James E. Kleid.

RHOES PHARMACAL Co., Cleveland, N.S. D.-C. TVN. S. Agency: O'Neill Adv., Chicago. Acct. Exec.: Walter Zivl.

H. U. RHODIUS, San Antonio. Perfumes. S. Agency: Shaffer-Brennan-Margulis Adv., St. Louis.

CHAS. W. RICE & Co. Inc., Union City, Ind. Metal hold-fast rollers and window shades for schools, hospitals, hotels and industrial users. S. Agency: Staley Adv. Inc., Ft. Wayne, Ind.

RICH MAID PRODUCTS Co., San Bernardino. Rich Maid punch and Rancho beverages. Adv. Exec.: H. A. Castleman. Agency: Packard & Packard, Los Angeles.

RICH PRODUCTS Corp., Buffalo. Whip topping. Adv. Exec.: Robert E. Rich. S. Agency: Roizen Adv. Inc., Buffalo. Acct. Exec.: Manus Roizen.

RICHARDSON Corp., Rochester, N. Y. Root beer, soda fountain and ice cream fruits and syrups. Adv. Exec.: L. J. Fox. S. Agency: Charles L. Rumlill & Co. Inc., Rochester.

RICHARDSON & ROBBINS, Dover, Del. Food products. Adv. Exec.: W. W. Richardson. S. Agency: Chas. W. Hoyt Co. Inc., New York. Acct. Exec.: Winthrop Hoyt.

RICHFIELD OIL CORP. Los Angeles. Adv. Exec.: Geo. R. Miller. N.S. D.-C. TVS. Agency: Hixson-Jorgensen Inc., Los Angeles. Acct. Exec.: K. Jorgensen.

RICHFIELD OIL CORP. OF N. Y., New York. Richfield gasolines, Richfield and Richlube oils. Adv. Exec.: Ben N. Pollak. N.S. D.-C. TVS. Agency: Morey, Humm & Johnstone Inc., N. Y. Acct. Exec.: L. B. Van Doren.

RICH'S Inc., Atlanta. Department store. S. TVS. Adv. Exec.: Joseph Guillozet. Placed direct.

RICHMAN BROTHERS, Cleveland. Men's clothing, furnishings, hats. Adv. Exec.: Herman P. Schraf. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: Cloyd Schleiger.

F. AD. RICHTER & Co. Inc., Brooklyn. Pain-Expeller and 3xB. Adv. Exec.: H. J. Stokum. Agency: Chas. W. Hoyt Co. Inc., New York.

RIDD LABORATORIES Inc., Edmonds, Washington. Ridd iodine products, Fungicide and Germicide; Ridd No. 1, No. 2 Boradyne and Pet-ez. Adv.

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JACOB RIES BOTTLING WORKS, Inc., Shakopee, Minn., Rock Spring sparkling water. Adv. Exec.: William Ries. S. D.-C. TVS Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: William White.

RIESER CO., New York, Mfgs Venida hair nets. Adv. Exec.: Eugene F. Rieser. S. D.-C. TVS. Agency: Ralph Harris Adv., New York. Acct. Exec.: Ralph Harris.

RIGGIO TOBACCO Corp., Brooklyn. Regent, Cort, Drake cigarettes. Adv. Exec.: Frank V. Riggio. TVN. S. Agent: Brooke, Smith, French & Dornance Inc., N. Y. Acct. Exec.: Thayer Ridgway.

RINEHART & Co., New York. Books. Adv. Exec.: Philip Ewald. S. TVS. Agency: Franklin Spier Inc., New York. Acct. Execs.: F. Spier and Mary J. Shipley.

RINGLING BROS., BARNUM & BAILEY CIRCUS, Sarasota, Fla., Circus. Adv. Exec.: William B. Antes. S. TVS. Placed direct.

RIT PRODUCTS Corp., Indianapolis, Ind. Dyes. Adv. Exec.: A. Brown. S. TVS. S. Agency: Earle Ludgin & Co., Chi. Acct. Exec.: V. R. Bliss.

HAROLD F. RITCHIE & Co., Toronto, Diploam cleanser. S. Agency: Tandy Adv. Agency, Toronto.

RITCHIE & JANVIER Inc., Bloomfield, N. J. Proprietary medicines, cosmetics and pharmaceuticals. Adv. Exec.: R. I. Trudeau. Agency: Atherton & Currier Inc., New York. Acct. Exec.: J. D. Molnar.

RITE-WAY PRODUCTS Co., Chicago, Ill., Milking machines, electric water heaters, cream separators. Adv. Exec.: Wm. V. Cook. D.-C. Agency: Proebsting, Taylor Inc. Acct. Exec.: James Proebsting.

P. J. RITTER Co., Bridgeton, N. J. Food products. N. Agency: Clements Co., Philadelphia.

RIVAL PACKING Co., Chicago. Rival dog foods. Adv. Exec.: H. L. Gadau. S. Agency: Charles Silver & Co., Chicago. Acct. Exec.: B. R. Solomon.

ROBB-ROSS Co., Sioux City, Iowa. Pancake flour. Adv. Exec.: R. F. Soper. S. Placed direct.

ANATOLE ROBBINS Inc., Hollywood, Calif. Cosmetics. Adv. Exec.: Rosilyn Robbins. Placed direct.

ROBERTS PAINT Corp., New York. S. Agency: J. M. Kesslinger & Assoc., Newark.

ROBESON CUTLERY Co., Perry, N.Y. Adv. Exec.: Milton M. Zelter. N. TV. Agency: Wm. Weintraub Co., N. Y. Acct. Exec.: William Jensen.

ROBILIO & CUNEO, Memphis. Ronco spaghetti. Adv. Exec.: T. A. Cuneo. S. Agency: Simon & Gwynn, Memphis.

ROBIN HOOD FLOUR MILLS, Montreal. Adv. Exec.: Norman C. Brown. N.S. Agency: Young & Rubicam, Toronto, and Montreal. Acct. Execs.: Bill Byles (Toronto), George Poland (Montreal).

ROBINSON AIRLINES Corp., Ithaca, New York. Adv. Exec.: Leo E. Murphy. S. Radio placed direct.

ROBINSON SEED Co., Waterloo, Neb. Hybrid seed. Adv. Exec.: R. D. Harrington. S. Agency: E. H. Brown Adv. Chicago.

ROCHESTER BREWING Co. Inc., Rochester, N. Y. Old Topper ale and beer. Adv. Exec.: Clement Metzger. S. TVS. Ed. Wolf & Associates, Rochester. Acct. Execs.: Ed. Wolf and Alfred G. Scheible.

ROCK OF AGES Corp., Barre, Vt. Monuments. Adv. Exec.: Nelson P. Wright. S. Agency: Harold Cabot & Co. Inc., Boston. Acct. Exec.: Russell Hunt.

ROCKDALE MONUMENT Co., Joliet, Ill. Monuments. S. Agency: O'Neil, Larson & McMahon, Chicago.

ROCKFORD PAINT MFGRS. Co., Rockford, Ill. Adv. Exec.: V. G. Sheldon. Direct.

ROCKWOOD & Co., Brooklyn, New York. Adv. Exec. Edward H. Smythe.

N. Agency: Platt-Forbes Inc. Acct. Exec.: William S. Walker.

HARRY RODMAN Inc., New York. Lonville watches. Agency: Briggs & Varley Inc., New York. Acct. Exec.: Harry Varley.

ROGERS PAINT PRODUCTS Co., Detroit. Adv. Exec.: F. J. Shulte. S. Agency: Simons-Michelson Co., Detroit. Acct. Exec.: L. J. Michelson.

ROGERS PARK DRUG Co., Baltimore. Cal-A-Grin lotion for poison ivy, athlete's foot, etc. Adv. Exec.: F. H. Lewis. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: Roland Brave.

I. ROKEACH & SONS Inc., Brooklyn. Grocery specialties. Adv. Exec.: Leo Rokeach. S. Agency: The Kellison Co., New York. Acct. Exec.: J. F. Kellison.

ROLEY ENTERPRISES Inc., New York. Specialty mail order items. S. Agency: Casper Pinsky Inc., New York. Acct. Exec.: C. Pinsky Jr.

ROMA WINE Co., San Francisco, Calif., wines, champagne. N-S. Agency: Biow Co., S.F.

ROMAN CLEANSER Co., Detroit, Mich., Roman Cleanser. S. D.-C. TVS. Agency: Gleason Adv., Detroit. Acct. Exec.: Ann I. Gleason.

ROMAN MEAL Co., Tacoma, Wash. Cereals. Adv. Exec.: Chas. W. Mathael. N.S. TVNS. Agency: Guild, Bascom & Bonfigli, San Francisco. Acct. Exec.: Walter Guild.

RONSON ART METAL WORKS, Newark, lighters. Adv. Exec.: Herbert M. Stein. N. TVN. S. Agency: Grey Adv., N. Y. Acct. Exec.: Herbert Strauss.

ROYAL ROOSEVELT, New York. Adv. Exec.: Barry Brayton. N. Agency: Kelly-Nason, N. Y. Acct. Exec.: Charles C. Delmonico.

THE ROOSEVELT, New Orleans. Pride of the South Hotel. Adv. Exec.: A. J. Bourgeois. S. Agency: Fitzgerald Adv., New Orleans.

ROOSEVELT RACEWAY, Westbury, L. I. S. Agency: L. H. Hartman Co., N.Y. **ROSAL LABORATORIES Ltd.**, Philadelphia. Shal perfumes & toilet water. Adv. Exec.: George Duffy. Placed direct.

E. W. ROSE Co., Cleveland. Zemo liquid and ointment. Adv. Exec.: E. W. Rose. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: G. E. Wasey.

ROSEDALE KNITTING Co., Reading, Pa. Adv. Exec.: Paul Bassett. S. TVS. Agency: Duane Lyon Inc., N. Y. Acct. Exec.: Chet Radvin.

ROSEFIELD PACKING Co., Alameda, Calif. Skippy peanut butter. Adv. Exec.: J. M. Rosefield. S. TVN. Agency: Guild, Bascom & Bonfigli. Acct. Exec.: Walter Guild.

ROSEN'S BAKERY Inc., Restaurant and Grocery divisions. Holly bread, Society rye and Sliced Pumpernickel. Adv. Exec.: D. Rosen. S. Agency: Sherwin Robert Rodgers & Associates, Chicago. Acct. Exec.: Sherwin R. Rodgers.

MORRIS ROSENBERG Co., Los Angeles. Rose vacuum-packed nuts. S. Agency: The Mayers Co., L.A.

E. ROSENTHAL & SONS, N. Y., Clothing Mfgs. Agency: Gunn-Mears, N. Y.

ROSICRUCIAN ORDER AMORC, San Jose, Calif. Books and courses of study. Adv. Exec.: C. A. Poole. S. Agency: Richard Jorgensen Adv., San Jose.

DR. ROSS DOG FOOD, Los Angeles. N.S. TVN. S. Agency: Rocett-Lauritzen, Los Angeles.

LOUIS ROTH & Co., Los Angeles. Women's clothing mfg. R. TV. Agency: Ted H. Factor Agency, Los Angeles.

EUGENE ROTHMUND Inc., Somerville, Mass. Pork sausage and frankfurters. Adv. Exec.: James McVey. S. TVS. Agency: John C. Dowd Inc., Boston. Acct. Exec.: W. E. Buckingham.

ROYAL BARRY-CARTER MILLS Inc., Nashville, Tenn. Martha White flour and Good Fortune feeds. Adv. Exec.: W. T. York. S. Agency: James F. Simons Co., Nashville.

ROYAL LACE PAPER WORKS Inc., Brooklyn. Royledge paper shelving and Roylines paper doilies. Adv. Exec.: H. B. Smith. S. Agency: Kleisewetter, Wetterau and Baker Inc., New York.

ROYAL PHARMACAL Corp., Duquesne, Pa. I-Odorol ointment. S. Placed direct.

ROYAL TOBACCO Corp., New York. Lion Cigarettes. S.

ROYAL TYPEWRITER Co., New York, typewriters. Adv. Exec.: E. G. Bishop. TVS. Agency: Young & Rubicam, N. Y. Acct. Exec.: Luis Weil.

ROYCE CHEMICAL Co., Carlton Hill, N. J. Textile chemicals and Royox household cleaner. Adv. Exec.: H. C. Royce. S. Agencies: O. S. Tyson & Co., New York; A. W. Lewin & Co., Newark.

RUBBER-FOR-MOLDS Inc., Chicago. S. Agency: O'Neil, Larson and McMahon, Chicago. Acct. Exec.: Nelson J. McMahon.

HELENA RUBINSTEIN Inc., New York. Beauty preparations. Adv. Exec.: Grace Johnson. S. Agency: Hewitt, Ogilvy, Benson and Mather, New York.

RU-BON CHEMICAL Co., Kansas City, Mo. Ru-Bon Medical. Adv. Exec.: Chas. D. Mintor. Agency: I. B. Wasson, Kansas City. Acct. Exec.: I. B. Wasson.

RUBSAM AND HORMAN BREWING Co., Staten Island, N. Y. R & H Beer and Ale. Adv. Exec.: Robert G. Hazelton. S. TVS. Agency: Paris & Peart, N. Y. Acct. Exec.: Remus Harris.

RUBY FOOS PRODUCTS Inc., Brooklyn. Chou mein, rice, noodles and soy sauce. Adv. Exec.: Florence A. Pike. Agency: Moselle & Eisen, New York. Acct. Exec.: Henry Eisen.

RU-EX CO., St. Paul, proprietary. S. Agency: Harry B. Cohen Adv. Co., N. Y.

RUM & MAPLE TOBACCO Corp., New York. Tobacco. Adv. Exec.: L. R. Edwin. S. Agency: Gelles Adv. Inc., New York. Acct. Exec.: R. I. Dorfman.

RUMFORD Co., Rumford, R. I. Rumford and Hearth Club baking powder, potato pancake mix and Noctil household detergent. Adv. Exec.: H. A. Penmoyer. S. Agency: James Thomas Chirurg Co. Inc., Boston. Acct. Exec.: Edmund Lord.

C. H. RUNCIMAN Co., Lowell, Mich. Hallmark precooked beans. S. Agency: Wesley Aves & Assoc., Grand Rapids, Mich. Acct. Exec.: Roger F. Kelley.

GEORGE H. RUNDLE Co., Piqua, Ohio. Porters proprietary medicines. S. Agency: Don Kemper Co. Inc., Dayton. Acct. Exec.: James D. Parker.

JACOB RUPPERT BREWERY, N. Y. Beer. Adv. Exec.: J. J. Taylor Jr. S. D.-C. TVN. S. Agencies: Blow Co. and National Export Adv. Service, N. Y. Acct. Exec.: Henry R. Turnbull.

RUSHMORE PAPER MILLS Inc., Gouverneur, New York. Vanity Fair DeLuxe facial tissues, bathroom tissue and paper napkins; Protex tissue and Blue Ribbon napkins. Adv. Exec.: G. W. Schilgde. S. Agency: Paris & Peart, New York. Acct. Exec.: Wm. Byrne.

F. C. RUSSELL Co., Cleveland. Screens and windows. Adv. Exec.: F. C. McCormick. S. TVS. Agency: Emery Adv. Corp., Baltimore. Acct. Exec.: Herbert Schuckler.

RUSSELL-MILLER MILLING Co., Minneapolis. Occident flour, American Beauty flour. S. Agency: Campbell-Mithum, Inc., Minneapolis. Acct. Exec.: E. W. Geckler.

RUST CRAFT PUBLISHING Co., Boston. Greeting cards. S. Agency: Grey Adv., New York.

RUST MASTER CHEMICAL Co., Cambridge, Mass. Radiator rust preventative and stop-leak, and chemical motor tune-up. S. Agency: Cory Snow Inc., Boston.

BABE RUTH WATCH Co., New York. Children's watches. S. Agency: Ted Neuhoff & Co., Baltimore.

RUTHERFORD FOOD Corp., Kansas City, Mo. Chill Con Carne. S. Agency: Frank E. Whalen Adv. Co., Kansas City.

RYAN CANDY Co. Ltd., New York. Hopalong Cassidy candy, confections, etc. Adv. Exec.: Thomas J. Ryan. Agency: Blaker Adv., New York. Acct. Exec.: H. L. Tuers.

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S-M FOOD PRODUCTS Co., Los Angeles. S-M Butter Flavor French dressing, Uncle Fetch boysenberry syrup and Life soft drink. S. Agency: Ray Prochnow Adv., Hollywood. Acct. Exec.: Ray Prochnow.

S.O.S. Co., The, Chicago. Magic Scouring Pads. Adv. Exec.: J. W. Andrews. S. TVS. N. Agency: McCann-Erickson. S. F. Acct. Exec.: C. Hestoroff.

S AND W FINE FOODS, Inc., San Francisco. Food and Coffee. N. Agency: Foote, Cone & Belding, S. F.

SACHS QUALITY STORES Inc., New York. Furniture, household furnishings, etc. Adv. Exec.: Seymour Fogelson. S. TVS. Placed direct.

SAFEWAY STORES, Oakland, Calif., grocery chain. S. TVS. D.C. Agencies: Foote, Cone & Belding, J. Walter Thompson Co., S. F.; McCann-Erickson, Ruthrauff & Ryan; Crosby & Cooper; and M. E. Harlan Adv.

SAP-KIL Co., Benton Harbor, Mich. Rat bait, roach powder. S. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.

SAGE LABORATORIES, New York. Sage air freshener. Adv. Exec.: M. Gelfand. S. Agency: Paris & Peart, New York. Acct. Exec.: W. Mauter.

A. SAGNER'S SON, Inc., Baltimore. Northcool suits and Englishtown men's clothes. S. TVS. Agency: I. A. Goldman & Co., Baltimore. Acct. Exec.: I. A. Goldman.

ST. GEORGE HOTEL, Brooklyn. Adv. Exec.: James Klarnet. S. Agency: E. T. Howard Co. Inc., New York. Acct. Exec.: A. L. Lippman.

ST. LAWRENCE STARCH Co. Ltd., Port Credit, Ont., Bee Hive syrup, Durham corn starch, Ivory Laundry starch, St. Lawrence Oil. N. S. Agency: McConnell Eastman & Co., Toronto. Acct. Exec.: D. M. Coutts.

ST. LOUIS GLOBE-DEMOCRAT, St. Louis, Mo. Adv. Exec.: George Grinham. S. Agency: D'Arcy Adv. Inc., St. Louis. Acct. Exec.: W. Ambruster.

ST. LOUIS INDEPENDENT PACKING Co., St. Louis. Adv. Exec.: Edwin Rutledge. S. TVS. Mayrose meat products. S. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Jos. J. Horan.

ST. LOUIS-SAN FRANCISCO RAILWAY Co., St. Louis, Mo. Adv. Exec.: Harry C. James. S. Agency: Gardner Adv. Co., St. Louis.

HOTEL ST. MORITZ, New York. S. Agency: Koehl, Landis & Landan Inc., New York. Acct. Exec.: John R. Landan.

SALERNO-MEGOWEN BISCUIT Co., Chicago. S. TV. Agency: Schwimmer & Scott, Chicago.

SALES BUILDERS, Inc., Los Angeles. Max Factor Cosmetics. N. Agency: A. Carman Smith, Los Angeles.

SALTON MFG. Co. Inc., New York. Hotable and Hotray wheeled service table with heated top. Adv. Exec.: Ruth F. Salton. S.TVS. Agency: Direct.

SAN ANTONIO BREWING ASSN., San Antonio, Texas. Pearl beer. S. Agency: Pitluk Adv. Co., San Antonio, Texas. Acct. Exec.: J. N. Pitluk.

SAN ANTONIO DRUG Co., San Antonio, Texas. Cert-O-Fied RX drugs and chemicals, Fidelity household specialties, Olympian toilet preparations, Heysers Medicated Prickley Heat Powder, Thyborine and San Anco products. Adv. Exec.: J. G. Finnegan. S. Agency: Pitluk Adv. Co., San Antonio.

SAND SPRING Corp., Williamstown, Mass. Carbonated beverages.

SANDURA Co., Phila. S. Agency: Gray & Rogers, Phila.

SAN FRANCISCO CALL-BULLETIN, San Francisco. Div. of Hearst Publications Inc. Newspaper. Adv. Exec.: R. L. Litchfield. S. Agency: Direct.

SAN FRANCISCO CHRONICLE, San Francisco. Newspaper. Adv. Exec.: W. D. Pheland. S. Agency: J. Walter Thompson Co., San Francisco.

SANTEX BRUSH AND PRODUCTS Co., Chicago. Sanitex Aluminum Open-Back Brushes. N.

SANKA COFFEE, New York, S. Agency: Young & Rubicam, New York.

SANTA FE VINTAGE Co., Los Angeles. Santa Fe Supreme Wines. S. Agencies: Erwin, Wasey & Co., L. A.; Lockwood-Shackelford Adv., L. A.

SAPOLIN PAINTS Inc., New York. Sapolin paints, enamels and varnishes. Adv. Exec.: W. B. Hanft. Agency: R. T. O'Connell Co., New York. Acct. Exec.: R. T. O'Connell.

SAPOLIO PRODUCTS Co., New York. Sapolio soaps, powders and cleansers. S. Agency: Fisher Rigas & Co., Newark.

SARATOGA SPRINGS AUTHORITY, Saratoga Springs, N. Y. Naturally carbonated mineral water, mineral water baths and recreation. Adv. Exec.: Leon M. Woodworth S.T.V.S. Agency; Moser & Cotlins Inc., Utica, N. Y. Acct. Exec.: A. S. Cotlins.

SARGENT & Co., Des Moines, Iowa. All types commercial feeds. Adv. Exec.: W. I. Sargent, S. Agency; Fairall & Co., Des Moines, Acct. Exec.: Mr. Fairall.

A. SARTORIUS & Co. Inc., College Point, N. Y. Helen Neushaefer nail polish, liquid mascara, manicure brush and lipstick brush, E-Z hair-remover glove, Helen Neushaefer lipstick, Plasteen nail make-up and Swish polish remover. Adv. Exec.: H. Neushaefer, S. Agency; Reiss Adv., New York.

SAVINGS BANK ASSN. OF THE STATE OF NEW YORK, New York. Bank association. S. Agency: Ruthrauff & Ryan Inc., New York.

SAWYER BISCUIT Co., Chicago, Ill. Biscuits and crackers. Agency: George H. Hartman Co., Chicago.

SAYMAN PRODUCTS Co., St. Louis, Mo., Sayman soap, salves, shampoo. Adv. Exec.: A. E. Gribler, S. Agency; Krupnick & Assoc., St. Louis. Acct. Exec.: Harold A. Thomas.

SCANDIA COSMETICS Corp., New York. Cosmetics. S. Agency: V.I.P. Service, New York.

F. & M. SCHAEFFER BREWING Co., Brooklyn. Adv. Exec.: John T. Morris, N.S.TV.N.S. Agency; BBDO, N. Y. Acct. Exec.: John Johns.

ADAM SCHEIDT BREWING Co., Norristown, Pa. Adv. Exec.: Thomas M. Morton, TV.N.S. Agency; Ward Wheelock Co., Philadelphia. Acct. Exec.: J. B. Harrison.

SCHENLEY DISTILLERS Corp., New York. Blatz Beer. S.T.V.S. Agency: W. H. Weintraub, Roma Wine. N.S.TV.N.S. Foote, Cone & Belding, San Francisco.

SCHENLEY LABS., New York. Penicillin-Schenley. Agency: Paul Klemtner & Co., Newark. Acct. Exec.: Tom Jones.

R. SCHIFFMAN Co., Los Angeles. Asthmador Powder, cigarettes, and pipe mixture. N. Agency: Philip J. Meany Co., Los Angeles.

A. SCHILLING & Co., San Francisco. Coffee and spices. Adv. Exec.: F. V. Harkness, S. Agency; Beaumont & Hohman, San Francisco. Acct. Exec.: W. C. Beaumont.

SCHLITZ BREWING Co., Milwaukee. Adv. Exec.: T. Rosenak. Agency: Young & Rubicam, Chicago. Acct. Exec.: J. F. Whedon.

MRS. SCHLORER'S Inc., Philadelphia. Mayonnaise. S. Agency: May Adv. Inc., Philadelphia. Acct. Exec.: Bertram May.

SCHLOTTERBECK & FOSS Co., Portland, Maine. Pure flavoring extracts and cough balsam. Adv. Exec.: H. R. Howard, S. Agency: Direct.

WM. SCHLUDERBERG-T. J. KURDLE Co., Baltimore. Meats, meat products, cheese, butter, poultry, eggs, shortening, lard. Adv. Exec.: O. B. Smith, S. TV.S. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Henry Erck.

SCHMIDT BREWING Co., Detroit. Schmidt's beer and Jolly ale. S. Agency: Simons-Michelson Co., Detroit.

CAROLYN SCHNURER Inc., Jersey City, N. J. Ladies sportswear. Adv. Exec.: Joel Kaplan, S.T.V.S. Agency; Sterling Adv., New York.

SCHOENHOFEN EDELWEISS Co., Chicago. Edelweiss Beer. Adv. Exec.: A. C. Gomer, S.D.-C.T.V.S. Agency; Olian Adv. Co., Chi. Acct. Exec.: Irv Olian.

S. A. SCHONBRUNN & Co., Inc., New York. Savarin, Medaglia D'Oro Coffee. Adv. Exec.: John E. Mazzel, S.T.V.S. Agencies: Lawrence C. Gumbiner, Adv. Inc., New York. Acct. Exec.: Milton Goodman, Pettinella Adv. Co., N. Y. Acct. Exec.: F. Pettinella.

SCHREIBER MILLS Inc., St. Joseph, Mo. Sweet Lassy cattle feed, Lassy dog, hog and poultry feed. Adv. Exec.: Allen Schreiber, S. Agency; Buchanan-Thomas Adv., Omaha. Acct. Exec.: R. A. Behr.

HOTEL SCHROEDER, Milwaukee. S. Agency: Direct.

SCHUBACH JEWELRY Co., S. Agency: Cooper & Crowe, Salt Lake City.

D. A. SCHULTE Inc., New York. Chain retail stores—smokers' articles and fashions. S.T.V.S. Agency: Lynn Baker Inc., New York. Acct. Exec.: Mary Bentley.

SCHULZE AND BURCH BISCUIT Co.,

Chicago, Ill., Cookies and crackers, S. Agency: Gordon Best Co., Chi.

SCHUNEMAN'S Inc., St. Paul, Minn. Department store. Adv. Exec.: Dorothy Kernan, S. Agency; David Inc., St. Paul. Acct. Exec.: Quentin David.

ED SCHUSTER & Co. Inc., Milwaukee. Department stores. Adv. Exec.: Edward Styles, Agency: The Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Jerry Stolzoff.

SCHUTTER CANDY Co., Chicago. Candy Bars. Adv. Exec.: John Feinstein, S. D.-C. TV.S. Agencies: Schwimmer & Scott, Chicago; Westheimer & Co., St. Louis; Kaplan & Bruck, New York.

SCHWAHN SAUSAGE Co., Eau Claire, Wis. Sausage, food specialties. Adv. Exec.: G. H. Ottery, S. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: Weldon O. Yocum.

SCHWOB MFG. Co., Columbus, Ga. Men's clothing mgrs.; operators of chain retail stores. Adv. Exec.: F. G. Anderson, Agency: Tucker, Wayne & Co., Atlanta.

SCOPE SALES Corp., New York. Ladies specialties. Adv. Exec.: S. Katz, S. Agency; Casper Pinksler Inc., New York. Acct. Exec.: Arthur Jaffe.

SCOTT-ATWATER MFG. Co. Inc., Minneapolis. Outboard motors. Adv. Exec.: H. C. Steffers, TV.S. Agency; BBDO, Acct. Exec.: O. J. Blake.

SCOTT & BOWNE, Bloomfield, N. J., Emulsion & ointment. S. Agency: Atherton & Currier, New York.

SCOTT PAPER Co., Chester, Pa. Adv. Exec.: Harry Pardee, TV.S. Agency: J. Walter Thompson Co., New York. Acct. Exec.: Kelsey Denton.

SCRIPTO Inc., Atlanta. Scripto pens, pencils, leads and erasers. Adv. Exec.: H. L. Stillwell, Jr. S. Agency: Donahue & Coe Inc., Atlanta.

SCRUGGS-VANDERVOORT - BARNEY Inc., St. Louis. Department stores. Agencies: Anderson, Davis & Platte Inc., New York. Acct. Exec.: Karl Knipe; Abbott-Kimball Co., New York.

SCUDDER FOOD PRODUCTS, Los Angeles. Peanut butter, toasted nuts and potato chips and mayonnaise. Adv. Exec.: Laura C. Scudder, S.T.V.S. Agency: Davis & Co., Los Angeles. Acct. Exec.: R. J. Davis.

WM. S. SCULL Co., Camden, N. J., Boscul coffee. Adv. Exec.: James H. Evans, S. Agency: Lewis & Gillman Inc., Phila. Acct. Exec.: Windle McMahon.

SEA BREEZE LABS Inc., Pittsburgh, Pa. Sea Breeze antiseptic. Adv. Exec.: Jack Weisbrod, S. Agency; BBDO, Pittsburgh. Acct. Exec.: James Holding.

SEABOARD FINANCE Co., Los Angeles (personal loans). Adv. Exec.: Ulmer R. Lide, S.T.V.S. Agency: Smith & Bull, Hollywood. Acct. Exec.: V. R. (Dick) Smith.

SEABOARD SEED Co., Philadelphia. Home Lawn grass and Patriot Brand Farm seed. Adv. Exec.: R. S. Apfelbaum, S. Agency: Leonard F. Fellman & Assoc., Philadelphia. Acct. Exec.: C. Lynn Frost.

SEABROOK FARMS Co., Bridgeton, N. J., Seabrook Farms frozen food products. Adv. Exec.: William M. Kline, S.T.V.S. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: Peter Hilton.

SEAL COTE Co., Hollywood, Calif. Seal Cote nail protector, N. S. Agency: Milton Weinberg Adv., L. A.

SEALTEST, Inc., New York, Milk & Ice Cream. N. TV.S. Agency: N. W. Ayer & Son, N. Y.

SEALY Inc., Mattress. Adv. Exec.: Joseph F. Zarish, S. D.-C. TV.N.S. Agency: Olian Adv., Chicago. Acct. Exec.: Jerry Joss.

SEARS, ROEBUCK & Co., Chicago (mail order & retail stores). Adv. Exec.: Marvin C. Lunde, S.T.V.S. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Holder M. Collier.

SEASIDE OIL Co., Santa Barbara (petroleum products, accessories). Adv. Exec.: G. B. Tucker, S. Agency: McCarty Co., L. A. Acct. Exec.: H. E. Cassidy.

SEASONETTE DISTRIBUTING AGENCY, Pasadena, Calif., Seasonettes.

SEATTLE FIRST NATIONAL BANK, Seattle. Adv. Exec.: Gus Asplund, Jr. S.T.V.S. Agency: Pacific National Adv., Seattle. Acct. Execs.: H. O. Stone and W. H. Horsley.

SEATTLE POST - INTELLIGENCER, Seattle. Newspaper. Adv. Exec.: A. L.

Brock, S.T.V.S. Agency: Western Adv. Inc., Seattle.

THE SEATTLE TIMES, Seattle. Newspaper. Adv. Exec.: Russell W. Young, Agency: Mac Wilkins, Cole & Weber, Seattle.

SEBEL PRODUCTS Inc., New York. Adv. Exec.: Robert Gould, TV.S. Agency: Lester Loeb, New York.

LAURA SECORD CANDY SHOPS, Toronto. Agency: Cockfield, Brown & Co., Toronto.

SECURITY FASHIONS Inc., New York. Junior dresses. Adv. Exec.: Richard Posner, S.T.V.S. Agency: The Chernow Co., New York. Acct. Exec.: Sam Chernow.

SECURITY FIRST NATIONAL BANK OF LOS ANGELES. Banking services (savings, checking accounts, loans, escrows, safe deposit, etc.). Adv. Exec.: Allan Herrick, S.T.V.S. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Roy Swanfeldt.

SECURITY MILLS Inc., Knoxville. Poultry, livestock and dog feeds. Adv. Exec.: Evan A. McLean, Agencies: Simmonds & Simmonds Inc., Chicago; Lillier, Neal & Battle Adv., Atlanta.

SEECK & KADE, Inc., New York, Pertussin. Adv. Exec.: Franz E. Loes, S.T.V.S. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: Walter Holt.

SEEMAN BROS., Inc., Philadelphia. Airwick, White Rose Food products. Adv. Exec.: Sylvan L. Stix, N.S.TV.S. Agencies: William H. Weintraub, Inc., N. Y.; J. D. Tarcher & Co., N. Y.

SEGAL SAFETY RAZOR Corp., New York. Adv. Exec.: Alfred Chase, N. Agency: Cayton Inc., New York.

SEGO MILK PRODUCTS Co., Salt Lake City. Sub. of Pet Milk Co. of St. Louis. Sego milk and Pet milk. Adv. Exec.: A. N. Nelson, S. Agency: Gillham Adv. Inc., Salt Lake City.

SEIBERLING RUBBER Co., Akron, Ohio. Adv. Exec.: J. A. Fouché, S. D.-C. TV.S. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: Andrew Meldrum.

SEIDLITZ PAINT & VARNISH Co., Kansas City, Mo. Paints, varnishes and enamels. Adv. Exec.: Jack W. Jennings, Agency: Carter Adv. Inc., Baltimore and Kansas City. Acct. Exec.: W. G. Rowe.

DAVID O. SELZNICK AND VANGUARD FILMS, Inc., Culver City, Calif. Adv. Exec.: Sidney Deneau, S. TV.S. Agencies: Robert W. Orr & Assoc., N. Y.; Monroe Greenhalp Co., N. Y.

SEMET-SOLVAY, Div. Allied Chemical and Dye Corp., New York. Coke. Adv. Exec.: F. C. Adams, S. Placed through local agencies.

R. B. SEMLER, Inc., New Canaan, Conn. Kreml Hair tonic & shampoo. S. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: P. Wesley Combs.

SENSATION MOWER Inc., Ralston, Neb. Power mowers, Snow-Blo, Bicycle power package and churns. TV.S. Agency: Bozell & Jacobs, Omaha. Acct. Exec.: C. Haney.

SENTINEL RADIO Corp., Evanston, Ill. home and portable radios. Agency: W. W. Garrison & Co., Chicago.

SERTA ASSOC. Inc., Chicago. Bedding. Adv. Exec.: A. D. Reiwitich, S. D.-C. TV.S. Agency: A. Martin Rothbardt, Inc., Chicago.

SERUTAN Co., Newark, N. J. Serutan-Nutrex. Adv. Exec.: M. B. Rosenhaus, Agency: Roy S. Durstine Inc., N. Y. Acct. Exec.: R. S. Durstine.

SERVEL, Inc., Evansville, Ind. Gas activated Refrigerators, Air Conditioning and Water Heaters. Adv. Exec.: R. J. Canniff, S. D.-C. TV.S. Agency: BBDO, N. Y. Acct. Exec.: E. A. Hosp.

SERVICE LIFE INSURANCE Co., Omaha, Neb. Life and accident insurance. Adv. Exec.: H. P. Farer, Agency: Regal Adv. Inc., Omaha.

SESSIONS Co. Inc., Enterprise, Ala. Peanut oil and peanut butter. S. Agency: Lillier, Neal & Battle, Atlanta.

SEVENTEEN COSMETICS, Rye, New York. S. Agency: BBDO, New York. Acct. Exec.: Ken Hurd.

SEWALL PAINT & VARNISH Co., Kansas City, paint and varnish. Agency: Philips-Reick Fardon Adv., Kansas City.

SHALER Co., Waupun, Wis. Shaler tire and tube vulcanizer; Hot Patches; Shaler-Rislone, the Oil Alloy; Riz, the Dry Lubricant; Karbout concentrated motor gum solvent; No-Krust penetrating oil. Adv. Exec.: W. S. Coles, S. Agency: Hoffman & York Inc., Milwaukee.

THE SHAMROCK, Houston, Tex. Adv. Exec.: James Clark, S. Agency: Wilkinson, Schiwetz & Tips Inc., Houston. Acct. Exec.: Kern Tips.

SHASTA - CASCADE WONDERLAND ASSOC., Redding, Calif. Tourist promotion. Adv. Exec.: J. F. Reginato, S. Agency: Beaumont & Hohman Inc., San Francisco. Acct. Exec.: Jack Early.

SHASTA WATER Co., San Francisco. Shasta water and beverages. S. Agency: Cosby & Cooper, San Francisco.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa. Pens, Pencils & Skrip Ink. Adv. Exec.: Karl F. Dinnauer, N. TV.N. Agencies: Russel M. Seeds, Chicago. Acct. Exec.: George Bayard.

W. A. SHEAFFER PEN Co. of Canada Ltd., Toronto. Agency: R. C. Smith & Son Ltd., Toronto.

SHEDD-BARTUSH FOODS, Inc., Detroit. Keyko Margarine. Adv. Exec.: C. B. McCord, S. D.-C. TV.S. Agency: Ralph W. Sharp & Associates Inc., Detroit. Acct. Exec.: R. W. Sharp.

H. M. SHEER Co., Quincy, Ill. Sol-Hot brooders and poultry equipment. Adv. Exec.: E. Damhorst, Agency: Kane Adv., Bloomington.

SHEFFIELD BRICK & TILE Co., Sheffield, Iowa, Farm drainage tile, building tile, common brick, face brick and other clay products. S. Agency: W. D. Lyon Co., Cedar Rapids, Iowa.

SHEFFIELD FARMS Co. Inc., New York. Sub. of Nat'l. Dairy Products Co. of New York. Dairy products. S. Agency: N. W. Ayer & Sons Inc., Philadelphia, Pa.

SHELBURNE HOTEL Corp., Atlantic City, N. J. S. Agency: Dorland Adv., Atlantic City.

SHELL OIL Co., New York, Gasolines, motor oil, fuel oil. S.T.V.S. Agency: J. Walter Thompson, N. Y. Acct. Exec.: John Heiney.

SHELL OIL Co. of Canada, Ltd. Gas & oil. Adv. Exec.: C. W. Chamberlain, N.S. D.-C. Agency: J. Walter Thompson.

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The Voice of Western Michigan

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son Co., Toronto. Acct. Exec.: Victor Brooker.

SHERATON CORP. OF AMERICA, Boston, Mass. Hotels located in 24 cities. Adv. Exec.: J. P. Wilber. S. Agency: Arthur W. Sampson Co. Inc., Boston. Acct. Exec.: A. W. Sampson.

SHERMAN BROS. RAINWEAR Inc., New York. Adv. Exec.: Lee Sherman. D-C. TVS. Agency: Williams Adv., N. Y.

SHERMAN, CLAY & CO., San Francisco. Pianos, musical instruments, music, etc. Adv. Exec.: Catherine Bancroft. S.TVS. Agency: Goldthwaite-Smith, San Francisco. Acct. Exec.: Elmira Goldthwaite.

HOTEL SHERMAN, Chicago. Adv. Exec.: John Grab. S. Agency: Weiss & Geller, Chicago. Acct. Exec.: Howard Sobol.

LOUIS SHERRY Inc., Long Island City, New York. Candy & ice cream. Adv. Exec.: Mrs. L. M. Boomer. S. Placed direct.

SHERWIN-WILLIAMS Co., Cleveland. Paint. Adv. Exec.: C. F. Toll. S. D-C. TVS. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: Ralph Leavenworth.

DR. SHIFFER LABORATORIES Inc., Cleveland. Dr. Shiffer's shampoo, hair and scalp conditioner, Fomerio 18, disinfectant, fungicide and deodorant. S. Agency: Gregory & House Inc., Cleveland.

SHILLINGS DEPARTMENT STORE, Cincinnati. Adv. Exec.: Donna Hoover. S. Agency: Direct.

SHIPSTEAD & JOHNSON N. Agency: Smith, Bull & McCreery, Hollywood.

SHIRIFF'S Ltd., Toronto. Food products. Adv. Exec.: C. W. McQuillin. Agency: Cockfield, Brown & Co., Toronto. Acct. Exec.: R. O. Baker.

FRANKLIN SIMON, New York. Wearing apparel. Adv. Exec.: Mrs. Claire Lang. S. Agency: Hirshon-Garfield Inc., New York.

S. A. SHONBRUNN & Co., New York. Savarin Coffee. N. Y. Agency: Roy S. Durstine Inc., N. Y.

SHONTEX Corp., Los Angeles. Hair conditioner and shampoo. S. Agency: Associated Adv. Inc., Los Angeles. Acct. Exec.: P. O. Narveson.

SHULTON Inc., New York. Early American Old Spice, Friendship Garden, Desert Flower toiletries, Leigh perfumes and Old Spice men's shaving requisite. Adv. Exec.: Elizabeth Shoemaker. S. Agency: The Wesley Associates, New York. Acct. Exec.: Leland G. Wesley.

SHUPTRINE Co., Savannah, Tetterine. Adv. Exec.: F. E. Johnston. S. Agency: Harvey-Massengale Co., Atlanta. Acct. Exec.: R. Winston Harvey.

SHWAYDER BROTHERS Inc., Denver. Samsonite luggage, Samson folding tables and folding chairs. Adv. Exec.: J. D. Rosenblum. Agency: Grey Adv., New York. Acct. Exec.: E. Richer.

SICKS' SEATTLE BREWING & MALTING Co., Seattle. Rainier and Sicks' Select beer. Adv. Exec.: T. H. Sheehan. N.S. TVN. S. Agency: Western Agency Inc., Seattle. Acct. Exec.: Jim Miller.

SIEGLER ENAMEL RANGE Co., Centralia, Ill. Oil and gas burning space heaters. Adv. Exec.: W. G. Ullman. S. Agency: Krupnick & Associates, St. Louis.

SIELOFF PACKING Co., St. Louis. Honey Dew meat products. S. Agency: Direct.

SIERRA CANDY Co., San Francisco. Candy. Adv. Exec.: Pat O'Neill. N.S. D-C. TVN. S. Agency: Robert B. Young, San Francisco. Acct. Exec.: Robt. B. Young.

SIGNAL OIL Co., Los Angeles. Petroleum products. Adv. Exec.: H. E. Ransford. N.TVS. Agency: Barton A. Stebbins Adv., L. A. Acct. Exec.: A. W. Gudelman.

SILBAUGH MFG. Co., Humboldt, Iowa. Hydraulic loader and corn stalk cutter. Adv. Exec.: Clara Donahue. S. Agency: Lessing Adv. Inc., Des Moines, Iowa.

SILHOUETTE Corp., St. Louis. Personality Girl stationery. S. Agency: O'Neil, Larson & McMahon, Chicago.

SILKIN PAPER Corp., San Francisco. Div. of Crown Zellerbach Corp. Blumagic paper towels, silk brand tissue, waxed paper and other paper products. S. Agency: Botsford, Constantine & Gardner, San Francisco. Acct. Exec.: David Botsford.

SIMMONS Co., N. Y. Electronic

blanket. S. N. TV. Agencies: Geyer, Cornell & Newell, N. Y.; Young & Rubicam, N. Y. D-C.

WILLIAM SIMON BREWERY, Buffalo. Simon Pure beer and Old Abbey ale. Adv. Exec.: A. H. Longbotham. S. Agency: National Adv. Syndicate, Buffalo.

SIMON & MOGILNER Co., St. Paul. Scientific plapet togs and children's wear. Adv. Exec.: I. E. Simon. S. Agency: Bozell & Jacobs Inc., Minneapolis.

SIMON & SHUSTER Inc., New York. Books. S. Agency: Schwab & Beatty Inc., New York.

C. F. SIMONIN'S SONS Inc., Philadelphia. Seazo popcorn oil seasoning. Adv. Exec.: James A. Ryan. S. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Alan R. Tripp.

SIMONIZE Co., Chicago. Household and car waxes, cleaners and polishes. Adv. Exec.: Ken Schuster. N.S. D-C. TVS. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York. Acct. Exec.: Clemens F. Hathaway; Irwin Vladimir Co., Chicago (export).

SIMPLEX MANUFACTURING Corp., New Orleans. Motor bikes. S. Agency: Stone-Stevens Inc., New Orleans.

ROBERT SIMPSON Co., Toronto. National department store chain. N. S. Agencies: Harry E. Foster Agencies; Locke Johnson & Co., Toronto; Associated Broadcasting Co., Montreal.

SINCLAIR REFINING Co., New York. Sinclair H-C and Ethel gasoline; Richfield Oil Corp. of New York. Adv. Exec.: W. B. Van Doren. N.S. TVS. Agency: Morey, Humme & Johnstone, New York. Acct. Execs.: W. L. Wernicke and K. Shanahan.

SIoux CITY BREWING Co., Sioux City, Iowa. Adv. Exec.: J. E. Miller. S. Agency: Atlas Adv., Sioux City. Acct. Exec.: Milton Bolstein.

SIoux STEEL Co., Sioux Falls, S. D. Grain bins, corn cribs, galvanized barnyard equip., etc. Adv. Exec.: Max L. Rydson. S. Agency: Lessing Adv., Des Moines, Iowa.

HOTEL SIR FRANCIS DRAKE, San Francisco. Affil. of Western Hotels Inc. S. Agency: Di Marco-von Loewenfeldt Assoc., San Francisco.

SIROIL LABORATORIES Inc., Santa Monica, Calif. Siroil for blemishes. Exoil for eczema and Siroil Shampoo. S. Agency: Stockwell & Marcuse, Detroit.

T. SISMAN SHOE Co. Ltd., Aurora, Ontario, Canada. Thorobit, Scampers and Treders shoes. S. Agency: E. W. Reynolds & Co. Ltd., Toronto. Acct. Exec.: C. W. Reynolds.

SITROUX Inc., New York. Facial tissues, paper napkins, sanitary napkins, toilet tissue. Adv. Exec.: Martin R. Simm. S.TVS. Agency: Franklin Bruck, N. Y.

SKELLY OIL Co., Kansas City. Skelgas service, appliances, motor oils and greases, gasoline, tires, batteries. Adv. Exec.: Don Barton. N. Agency: Henri, Hurst & McDonald, Chi. Acct. Exec.: Don Hawkins.

SKIN TESTED DRUG PRODUCTS Inc., New York. Cyl-Dent toothpaste. Adv. Exec.: Albert B. Kurtin. S. Agency: Direct.

SKINNER MFG. Co., Omaha, macaroni, raisin bran. Adv. Exec.: John T. Jeffrey. S.TVS. Agency: Bozell & Jacobs, Omaha, Neb. Acct. Exec.: Clete Haney.

SKYWAY LUGGAGE Co., Seattle. S. Agency: Spencer W. Curtis Co., Seattle. Acct. Exec.: David Pollock.

SLOAN, DR. EARL R. Inc., New York. Sloan's Lintment. S. N. Agencies: Wesley Assoc., N. Y.; Warwick & Legler, Inc., N. Y.

SLUMBER PRODUCTS Corp., Memphis. Spring Air and Restonic-Triple-Cushion mattresses. Adv. Exec.: E. C. Haas. S. Agency: Simon & Gwynn, Memphis.

EDWARD SMALL PRODUCTIONS Inc., Hollywood, Calif. Motion picture productions. Adv. Exec.: John T. Murphy. S. Agency: Monroe Greenthal Co. Inc., New York.

SMART & FINAL Co., Los Angeles. S&F Foods. Table Queen Foods. Adv. Exec.: Tom Paul. TVS. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: Hassel Smith.

SMITH AGRICULTURAL CHEMICAL Co., Columbus. Sacco plant food and commercial fertilizer, Sacco V-19 min-

eral food and Wedo lawn fertilizers with 2-4-D. Adv. Exec.: Hartl W. Lucks. S. Agency: Mumm, Mullan & Nichols Inc., Columbus.

ALLEN V. SMITH Co., Marcellus Falls, N. Y. Smith's split peas. S. Agency: Alley & Richards Inc., New York. Acct. Exec.: Chas. A. Holcomb.

ALEXANDER SMITH & SONS CARPET Co., Yonkers, N. Y., rugs, carpets. Adv. Exec.: Victor Seydel. S. TVS. Agency: Anderson, Davis & Platte. N. Y. Acct. Exec.: John E. Devine.

SMITH BROS. Inc., Poughkeepsie, N. Y. Smith Bros. Cough Drops. Adv. Exec.: L. M. Shaw. S. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: Ray Sullivan.

SMITH BROTHERS MFG. Co., Carthage, Mo. Overalls, work pants, work shirts and coveralls. Adv. Exec.: J. Homer Mote. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo.

SMITH-DOUGLAS Co. Inc., Fertilizers. Agency: Courtland D. Ferguson Inc., Richmond. Acct. Exec.: Frank Christian.

ROBERT SMITH MFG. Co. Inc., Los Angeles. Nylon-Dip soapless concentrate. TVS. Agency: Direct.

SMITH OIL & REFINING Co., Rockford, Ill. Gasoline, motor oils, industrial oils and greases. Adv. Exec.: W. R. Shafer, Jr. S. Agency: Cummings, Brand & McPherson, Rockford.

J. P. SMITH SHOE Co., Chicago. British Walkers for men and women, Smith Synchro-Flex shoes for men and Frigley Lane shoes for women. Adv. Exec.: Francigne Sheridan. S. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: J. E. Chapman.

MRS. SMITH'S PIE Co., Philadelphia. S. Agency: Lawrence I. Everling Inc., Philadelphia.

SNOW CROP MARKETERS, Div. of Clinton Foods Inc., New York. Snow Crop Frozen Foods. Adv. Exec.: H. T. Hamilton Jr. TVN.S. Agency: Maxon Inc., N. Y. Acct. Exec.: Tyler Davis.

SNOW WHITE PRODUCTS Co., Div. Morton Mfg. Corp., Lynchburg, Va. Snow White toilet preparations. S. Agency: Warren, William, Jackson and Delaney, New York. Acct. Exec.: Harry Solow.

SOCIETY BRAND CLOTHES Inc., Chicago. Adv. Exec.: Dave Blank. S. Agency: Melamed-Hobbs, Baskin & Livingston, Chicago.

SOCONY VACUUM OIL Co. (Lubrite Div.), St. Louis. Mobilgas, Mobiloil, Bug-a-boo, Tavern household products. Adv. Exec.: P. A. Gosman. S.

SOCONY VACUUM OIL Co., Toronto. S. N. Agency: Cockfield, Brown & Co., Toronto.

SOFWASH Co., Chicago. Sofwash cleaner. S. N. Agency: Newby & Peron, Chicago.

SOIL-OFF Co., Glendale, Calif. Paint and wall cleaner. S. Agency: McCann-Erickson Inc., San Francisco.

SOLARINE Co., Baltimore. Silver polish. S. Agency: Courtland D. Ferguson Inc., Wash., D. C.

SOLVENTOL CHEMICAL PRODUCTS Inc., Detroit. Industrial, commercial and household cleaning compounds. Adv. Exec.: R. B. Fossee. S. Agency: Morris F. Tandy, Detroit. Acct. Exec.: M. F. Tandy.

SONORA RADIO & TELEVISION Corp., Chicago. Radio receivers. Adv. Exec.: Mrs. E. L. Stevens. S.TVS. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robt. Kahn.

SOUTH CAROLINA MILLS, Spartanburg, S. C. Cotton wearing apparel and fabrics. Adv. Exec.: Nelson Hampton. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

SOUTH CAROLINA PEACH GROWER'S ASSN., Spartanburg, S. C. Adv. Exec.: T. H. Cribb. Agency: Paris & Peart, New York.

SOUTH DAKOTA'S STATE HIGHWAY COMMISSION, Pierre, S. D. Adv. Exec.: A. H. Pankow. S. Agency: Graves & Assoc., Minneapolis. Acct. Exec.: I. H. Graves.

SOUTH MICHIGAN NURSERY, New Buffalo, Mich. S. Agency: Phil Gordon, Chicago.

SOUTH TEXAS COTTON OIL Co., Houston, Tex., Crustene Shortening. S. Agency: Steele Adv. Agency, Houston.

SOUTHEASTERN AIR SERVICE Inc., Atlanta. Airplane sales and service, flight instruction and non-scheduled air transport. S. Agency: Robert E. Martin & Co., Atlanta.

SOUTHEASTERN MICHIGAN TOURIST & PUEBLICITY ASSN., Detroit, Mich. Tourist attractions of Michigan. S. Agency: Powell-Grant Adv., Detroit.

SOUTHERN BISCUIT Co. Inc., Richmond, Sub. of Weston Biscuit Co. Adv. Exec.: Geo. A. Moltz Jr. S. Agency: Lindsey & Co., Richmond.

SOUTHERN BREWING Co., Tampa, Fla. SB beer and Silver Bar ale. S. Agency: R. E. McCarthy Adv., Tampa.

SOUTHERN CALIFORNIA EDISON Co., Los Angeles. Electric utility. Adv. Exec.: H. W. Hayes. S. Placed direct.

SOUTHERN CALIFORNIA GAS COMPANY, Los Angeles. Sub. of Pacific Lighting Corp. Natural gas. Adv. Exec.: J. S. Spaulding. S. Agency: McCann-Erickson Inc., Los Angeles.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. Adv. Exec.: Robert Hoehn. S. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Henry Mayers.

SOUTHERN COTTON OIL Co., New Orleans, Sub. of Wesson Oil & Snowdrift Co. Inc. MFB, Quick-Blend 51, Secco and other bulk shortening products. S. Agencies: Fitzgerald Adv. Agency, New Orleans; Acct. Exec.: J. L. Killen. Duane Jones Co., N. Y.

SOUTHERN DAIRIES Inc., Washington, D. C. Southern Dairies and Seal-test ice cream, milk, frosted foods. N.S. Agency: Tucker Wayne & Co., Atlanta.

SOUTHERN NEW ENGLAND TELEPHONE Co., New Haven, Conn. Telephone service. Adv. Exec.: W. W. Peters. S.TVS. Agency: BBDO. Acct. Exec.: Laurence O. Pratt.

SOUTHERN PACIFIC Co., San Francisco. Railroad transportation. Adv. Exec.: F. Q. Tredway. S.TVS. Agency: Foote, Cone & Belding, S. F. Acct. Exec.: R. G. Beaumont.

SOUTHERN SPRING BED Co., Atlanta, Ga. Beds & Bedding. Adv. Exec.: P. L. Peebles. TVS. Agency: Tucker Wayne & Co. Inc., Atlanta. Acct. Exec.: Tucker Wayne.

SOUTHLAND Co., Yazoo City, Miss. S. Agency: Dixie Advertisers, Jackson. Acct. Exec.: W. L. Cooper.

SOUTHLAND COFFEE Co. Inc., Atlanta. Nailey's Supreme coffee. Adv. Exec.: Dan Anderson. S. Agency: Donahue & Coe Inc., New York. Acct. Exec.: H. L. Morrill.

SOUTHLAND PRODUCTS Co., Los Angeles. Lyk-Nu Carwax. S. Agency: Atherton & Co., Hollywood.

SOUTHPORT PAINT Co., Savannah, Ga., Div. Wesson Oil & Snowdrift Co. Inc. Paint and roofing products. S. Placed direct.

SOUTHWEST AIRWAYS Co., So. San Francisco. Commercial airline. S. Placed direct.

SOY FOOD MILLS Inc., Chicago, Ill. Golden Mix for griddle cakes and waffles. Agency: Jim Duffy Co., Chi.

A. G. SPALDING & BROS., New York. Sports equipment. S and N. Agencies: Hanly, Hicks & Montgomery, N. Y.; American Sports Adv., N. Y.

SPARKLETT'S DRINKING WATER Corp., Los Angeles. S. Agencies: McNeill & McClary, L.A.; Robt. F. Dennis Adv., L.A.; Raymond R. Morgan Co., Hollywood.

SPARTAN AIRCRAFT Co., Tulsa, Okla. Trailer coaches, aircraft repairs, University of Aeronautics. S. Placed direct.

J. W. SPEAKER Corp., Milwaukee, Sub. of the Canadian Speaker Corp., Montreal, Canada. Match patches, tire repair units, vulcanizers, blowout-proof rivets, heatabs, Cookits and Electro-Patches, tire gauges, cores, caps and can openers. S. Agency: Paulson-Gerlach & Assoc. Inc., Milwaukee.

SPEAKMAN Co., Wilmington, Del. Showers, flush valves and brass plumbing fixtures. Adv. Exec.: C. C. Gerow, Jr. S. Agency: Aitkin-Kynett Co., Philadelphia.

SPECIAL FOODS Co., Chicago. Jays potato chips. Adv. Exec.: Eugenia Japp. S.TVS. Agency: Kaufman & Assoc., Chicago. Acct. Exec.: R. Kaufman.

SPECIALIZED PRODUCTS Co., Birmingham. Zinex and Nazine. S. Agency: Cole & Co., Memphis.

SPECIALTY PRODUCTS Co., New Orleans. Sub Rosa deodorant, La Valliere products. S. Agency: Stone-Stevens Inc., New Orleans. Acct. Exec.: L. Helion Dickson Jr.

SPEEDY-SODAK MFG. Co., Sioux Falls, S. D. Sprayers, hammermill drives and Rakean. Adv. Exec.: Lynn Hill. S. Agency: Erwin, Wasey & Co., Minneapolis.

SPENCER SHOE Corp., Boston. Spencer and Triplex shoe stores. Adv. Exec.: C. C. Marran. S. Agency: Ray Austrian & Assoc. Inc., New York.

SPERRY & BARNES Co., New Haven, Conn. Old Homestead Brand meat products. Adv. Exec.: J. F. Dinges. S. Agency: The Goulston Co. Inc., Boston.

SPERRY CANDY Co., Milwaukee. Chicken Dinner, Denver Sandwich and Almond Cameo. Adv. Exec.: F. A. Thibeau. S. Agency: Keck-Francke Adv., Oconomowoc, Wis. Acct. Exec.: Pete Keck.

SPERRY DIV.-GENERAL MILLS INC. San Francisco. Flour, Cereal. N. Agency: Knox-Reeves Adv., S. F.

SPIEGEL Inc., Chicago. General merchandise, retail and mail order. Adv. Exec.: T. S. Adams. S.T.V.S. Agencies: Robert Kahn & Assoc., Chicago; Schwimmer & Scott Inc., Chicago.

SPOHN MEDICAL Co., Goshen, Ind. Spohn's compound for horses, dogs, rabbits and poultry; Spohn's Udder-Aid for cows. Adv. Exec.: D. M. Spohn. S. Agency: Critchfield & Co., Chicago.

SPORT-MEN'S GROUP, New York. True Detective, Master Detective and Sports. Adv. Exec.: Lee Andrews. S. Agency: Ruthrauff & Ryan Inc., New York.

SPOT REDUCERS Co., Newark. Kelpi-Dine reducing products. S. Agency: A. H. P. Adv., Newark. Acct. Exec.: Joseph Pinkus.

SPRAGUE WARNER Div. of Consolidated Grocers Corp., Chicago. Richelieu, None Such and Blossom food products. Adv. Exec.: W. H. Reilly. Agency: Weiss & Geller Inc., Chicago. Acct. Exec.: M. L. Mann.

SPRATT'S PATENT (AMERICA) Ltd., Newark, N. J., dog and cat foods. Adv. Exec.: E. W. Whiston. N.S. D.-C. TVN.S. Agency: Paris & Peart, N. Y. Acct. Exec.: Donald C. Porteous.

SPRINGFIELD WOOLEN MILLS Inc., Springfield, Tenn. Woolen blankets. S. Agency: L. W. Roush Co., Louisville. Acct. Exec.: Dan Caldwell.

SPRING HILL NURSERIES, Tipp City, Ohio. Nursery stock. Adv. Exec.: Thomas B. Kyle. S. TVN.S. Agency: Don Kemper Co., Dayton. Acct. Exec.: Jim Parker.

SQUARE D. Co., Switch and Panel Div., Detroit. Switches, circuit breakers, panelboards and switchboards. Adv. Exec.: J. L. Stanford. TV.S. Agency: Reincke, Meyer & Finn, Chicago. Acct. Exec.: G. E. Taylor.

E. R. SQUIBBS & SONS, New York. Pharmaceutical Products. Adv. Exec.: Caleb Coffin. Agencies: Cunningham & Walsh, Acct. Exec.: Carl Giegerich, Wm. Douglas, McAdams, Wildrick & Miller Inc., J. Walter Thompson, N.Y.; A. McKim Ltd., Toronto.

JOHN P. SQUIRE Co., Cambridge, Mass. Hams, bacon and sausage. Adv. Exec.: J. F. Dinges. TV.S. Agency: The Goulston Co. Inc., Boston. Acct. Exec.: G. N. Merritt.

SQUIRT Co., Beverly Hills, Calif. (beverage). Adv. Exec.: R. W. Lowander. S. B.-C. TV.S. Agency: Herrington-Richards, Los Angeles. Acct. Exec.: Greacen Mitchell.

STACY-ADAMS Co., Brockton, Mass. Men's Custom Grade shoes. Adv. Exec.: A. F. Luce. S. J. M. Reilly Co., Boston.

FRANK STACK HATS, Inc., South Norwalk, Conn., men's fur felt hats. S. Agency: John A. Cairns, Inc., N.Y.

S. S. STAFFORD Inc., New York. Stafford's Renel cream polish. S. Adv. Exec.: L. Juster. Placed direct.

STAHLEIN'S NURSERY, Bridgman, Mich. Nursery stocks. S. Agency: Gascoigne & Owen, St. Joseph, Mo.

STAHL-MEYER, New York. Meat products. Adv. Exec.: A. B. Crampton. S. TV.S. Agency: Dowd, Redfield and Johnstone, N. Y. Acct. Exec.: Helen Nash.

A. E. STALEY MFG. Co., Decatur, Ill. Staley's cream corn starch, cube starch, Sweetose table syrup, Cameo starch, Sta-Flo liquid starch and Zest. Adv. Exec.: Henry Volle. S. Agency: Ruthrauff & Ryan Inc., Chicago.

STALEY MILLING Co., Kansas City, Mo. Four-Bells feed for livestock and poultry. S. Agency: Bozell & Jacobs, Omaha. Acct. Exec.: Jack Dow.

STAMFORD HOUSE, Sandusky, Ohio. Div. of Periodical Pub. Ser. Bur. Inc. Books. Adv. Exec.: H. J. Curry. S. Agency: Schwab & Beatty Inc., New York. Acct. Exec.: R. W. Beatty.

STANBACK Co., Ltd., Salisbury, N. C., Stanback. S. Headache Powders. Adv. Exec.: W. C. Stanback. S. Agency: Piedmont Adv. Agency, Salisbury, N. C. Acct. Exec.: R. S. Williamson.

STANCO Inc., New York. Flit, R. S. Agency: McCann-Erickson, N.Y.

STANDARD BRANDS Inc., New York. Chase and Sanborn coffee, Instant Chase and Sanborn coffee, Tender Leaf Tea, Instant Tender Leaf Tea, Royal Desserts, Blue Bonnet Margarine, Fleischmann's Fast Rising Dry Yeast. Agencies: Ted Bates & Co., Compton Advertising Inc., J. Walter Thompson Co.

STAN-NEET Corp., Los Angeles. Stan-Neet hair trimmer. Agency: Glasser-Galley Inc., Los Angeles.

STANDARD BRANDS LTD., Montreal (Magic Baking Powder). S. Agency: J. Walter Thompson Co., Montreal.

STANDARD BREWING Co. Inc., Rochester. Standard Light ale, Stock ale, Old Ox Head ale, and Oxcart beer. Adv. Exec.: Earl Wilkin. S. Agency: Hart-Conway Co. Inc., Rochester. Acct. Exec.: Joseph P. Brown.

STANDARD BREWING Co., Scranton. Crystal ale, Standard porter, Tru-Age beer. Adv. Exec.: R. S. Abels. S. Agency: A. Morse Adv., Scranton.

STANDARD CANDY Co., Nashville. Belle Camo chocolates; Goo bar. S. Placed direct.

STANDARD FEDERAL SAVINGS AND LOAN ASSN., Los Angeles, Calif. S. Agency: Heintz & Co., Los Angeles. Acct. Exec.: J. W. Cooper.

STANDARD FEED MILLING Co., Atlanta. Poultry feed, livestock feed, poultry and livestock remedies and equipment. Adv. Exec.: J. H. Todd. S. TV.S. Agency: Ulric C. Jones Adv., Atlanta.

STANDARD LABORATORIES, Inc., New York. Sloan's liniment and Sloan's Balm. Adv. Exec.: Donald W. Beckett. S.T.V.S. Agency: Kiesewetter, Wetterau and Baker, N. Y. Acct. Exec.: E. G. Chase.

STANDARD OIL CO. OF CALIFORNIA, San Francisco. Chevron gasolines, RPM motor oils and greases, RPM Delo diesel engine lubricating oils, Calol brand industrial lubricants, Standard and Chevron farm and specialty products. Adv. Exec.: M. A. Mattes. N.S. Agency: BBDO, San Francisco. Acct. Exec.: J. G. Motheral.

STANDARD OIL CO. OF INDIANA, Indiana. Oil. Adv. Exec.: Wesley I. Nunn. S.T.V.S. Agencies: McCann-Erickson, Chi.; BBDO, Chi. Acct. Exec.: Jim Shelby.

STANDARD OIL CO. INC. IN KENTUCKY, Louisville. Petroleum products. Adv. Exec.: Wm. Habich. S. Agency: Burton E. Wyatt & Co., Atlanta.

STANDARD OIL CO. OF LOUISIANA, New Orleans. Petroleum products. S. Agency: Marschalk & Pratt Co., New York. Acct. Exec.: H. C. Marschalk.

STANDARD OIL CO. OF N. J., New York. Petroleum, tires, batteries, accessories. S. Agency: McCann-Erickson Inc., N.Y. D.-C.

STANDARD OIL OF OHIO, Cleveland. Petroleum products. Adv. Exec.: H. J. Coleman. S.T.V.S. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: M. C. McDonald.

STANDARD OIL CO. OF TEXAS, Houston. Sub. of Standard Oil of California. Petroleum products. S. Agency: Mithoff Adv., El Paso. Acct. Exec.: D. T. White Jr.

STANDARD PAINT & VARNISH Co. Ltd., Windsor, Ont. Adv. Exec.: W. G. Broughton. S. D.-C. Agency: McGuire Adv. Ltd., Windsor, London and Montreal. Acct. Exec.: W. G. Broughton.

STANDARD PRODUCTS Co., Philadelphia. Lem-O-Line. S. Agency: Samuel Taubman & Co., Philadelphia. Acct. Exec.: S. Taubman.

STANDARD REMEDY Co., Baltimore. OSR-stomachic and laxative. Adv. Exec.: W. T. Startzman. Agency: Redfield-Johnstone, N. Y.

STANDARD VARNISH WORKS, Staten Island, N. Y. Consumer and Industrial paints, varnishes, lacquers and enamels. S. Agency: Lucerna Co., New York. Acct. Exec.: Emanuel Goldman.

GEORGE STANFORD Corp., Southport

Conn. Imported French perfume. S. Agency: R. T. O'Connell & Co., New York. Acct. Exec.: Ethel Merklen.

STANLEY HOME PRODUCTS Inc., Westfield, Mass. Household brushes and chemicals. Adv. Exec.: J. M. Cottingham. S. Agency: Charles W. Hoyt Co. Inc., New York. Acct. Exec.: Frank A. Whipple.

STAPLES PRESS Inc., New York. Books and magazines. S. Agency: John Shrager Inc.

STAR LUMBER Co., Chicago. Building materials. Adv. Exec.: Leon P. Star. Agency: E. H. Brown, Chicago.

P. A. STARCK PIANO Co., Chicago. Adv. Exec.: George L. Danner. S. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thomas Kivlan.

THE STARKIST Co., San Antonio. Flotation toothpaste, toothpowder, brushless shave cream, lather shave cream, B-Complex Vitamins. Agency: Pitluk Adv. Co., San Antonio.

STAR-PERLESS BREWERY Co., Belleville, Ill. Oltimer beer. Adv. Exec.: A. T. Fischer. S. Agency: Tri State Adv., Warsaw, Ind.

STARRETT TELEVISION Corp., New York. TV sets and air conditioning equip. Adv. Exec.: Adele Goldnick. S. TV.S. Agency: Ray-Hirsch Co., New York. Acct. Exec.: Murray Hirsch.

STATE FAIR OF TEXAS, Dallas. Amusements and educational exhibits. S. Agency: J. B. Taylor Inc., Dallas. Acct. Exec.: J. B. Taylor.

STATE OF INDIANA, Indianapolis. Industrial, recreational, agricultural, educational and commercial. Adv. Exec.: M. T. Ayers. TV.S. Agency: McCain & Assoc., Indianapolis. Acct. Exec.: F. T. McCain.

STATE OF TENNESSEE, Division of State Information, Nashville. Adv. Exec.: B. T. Gregory. S. Agency: Doyno Adv., Nashville.

HOTELS STATLER Co. Inc., New York. Hotels in 8 cities. Adv. Exec.: J. P. Richardson. S. Agency: Young & Rubicam Inc., New York. Acct. Exec.: John E. Grimm Jr.

STATLER TISSUE Corp., Somerville, Mass. toilet tissue, household (roll) towels and napkins. Adv. Exec.: H. L. Eisenman. S. D.-C. TV.S. Agency: Chambers & Wiswell, Boston.

STAZE, Inc., New York. denture adhesive. Agency: J. Walker Thompson, New York. Acct. Exec.: Robert Curtis.

STECKLEY HYBRID CORN Co., Lincoln, Neb. Adv. Exec.: Ike Wheeler. Agency: Warren Joyce Ayers Adv., Lincoln. Acct. Exec.: Warren M. Swanson.

STEFFEN'S DAIRY FOOD Co. Inc., Wichita. Dairy products. Dairy Belle Soya and frozen desserts. Adv. Exec.: Keith Latimer. S. Agency: Donald B. Schall & Assoc., Wichita. Acct. Exec.: D. B. Schall.

STEGMAIER BREWING Co., Wilkes-Barre, Pa. Beer, ale and porter. S. Agency: Crolley Adv., Wilkes-Barre.

STEGNER FOOD PRODUCTS Co., Cincinnati. Stegner Chili Con Carne & Stegner Mock Turtle soup. S. Agency: Keeler & Stites Co., Cincinnati. Acct. Exec.: J. T. Nolan Jr.

A. STEIN & Co., Chicago. Paris garters, suspenders, belts. TV. Agency: Louis A. Smith, Chicago.

GEORGE F. STEIN Brewery, Buffalo.

Canadaigua Extra Dry Lager beer; Canadian Cream ale. Adv. Exec.: R. J. Stein. S. Agency: H. J. Weil Inc., Buffalo.

STEIN STORES Inc., New York. Men's suits. Adv. Exec.: William Schulman. S. Placed direct.

STEINER SALES Co., Chicago. Towel cabinets. Adv. Exec.: Ted Mayer. S. Agency: Tim Morrow Adv., Chicago.

STELLA CHEESE Co., Chicago. Cheese. Adv. Exec.: A. Cassinero. S. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Exec.: George Enzinger.

STELLA-D'ORO QUALITY BISCUIT Co., New York. Biscuits. Adv. Exec.: S. L. Christian. S. Agency: Reuben Barkow Adv., New York.

STEPHAN BROTHERS, Philadelphia. Rameses, Marvels, Five Star and Stephanos. S. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

STEPHAN'S PRODUCTS Inc., Worcester, Mass. Stephan's dandruff remover hair lotion. Adv. Exec.: Richard W. Stephan. S. Agency: DuFine and Kauffman Inc., New York. Acct. Exec.: Irving H. DuFine.

STEPHEN-JAY Co. Inc., New York. Brassieres and girdles. S. Adv. Exec.: I. Moscovitz.

W. K. STERLINE, Sidney, Ohio. Asthma compound and bronchial elixir. S. Agency: Mumm, Mullay & Nichols, Columbus. Acct. Exec.: W. M. Mumm.

STERLING BREWERS Inc., Evansville, Ind. Sterling beer and ale. Adv. Exec.: A. L. Lauer. S. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Exec.: R. Lloyd Smith and George Enzinger.

STERLING DRUG, Inc., New York, Drugs, N. Agencies: Dancer-Fitzgerald-Sample, N.Y.; Sherman & Marquette, Chicago; Thompson-Koch Co., N.Y.; Foreign Adv. & Service Bureau, N.Y.

STERLING INSURANCE Co., Chicago. Accident, health, life and hospitalization insurance. Adv. Exec.: P. K. Hornburg. S. Agency: Reincke, Meyer & Finn, Chicago.

STERLING OIL Div. of Quaker State Oil Refining Co., Emlenton, Pa. Gasoline. Adv. Exec.: A. L. Weller. S. Agency: Walker & Downing, Pittsburgh.

PATRICIA STEVENS, Chicago. Modeling school. Adv. Exec.: Tom Fildale. S. TV.S. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green.

STEWART & ASHBY COFFEE Co., Chicago. Stewart's Private Blend coffee and tea. Adv. Exec.: D. R. Stewart. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Lloyd Maxwell.

STEWART-WARNER, Electric Div. of Stewart-Warner Corp., Chicago. Adv. Exec.: John B. Ottman. D.-C. Agency: O'Grady-Andersen, Chicago. Acct. Exec.: W. J. O'Grady & R. Gray.

STEWART'S Inc., Memphis, Tenn. Shelled nuts, potato chips, mayonnaise and vanilla wafers. S. Agency: Rosengarten & Steinke Inc., Memphis. Acct. Exec.: Norton Rosengarten.

STICKNEY & POOR SPICE Co., Charlestown, Mass. Stickney's, Stickney and Pours, 1815 Boston Brand spices, prepared mustard, extracts and vine-

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gar. Adv. Exec.: Roxana-Beebe-Center. S. Agency: Hoag & Provandile Inc., Boston.

STOCK PRODUCTS Inc., Brooklyn. Cream of Marsala wine and Stock imported brands, cordials and vermouth. Adv. Exec.: Mario Morpurgo, S. Agency: Edward Hamburger Adv. Co., New York.

STOKELY-VAN CAMP, INC., Indianapolis. Tenderoni and other Van Camp Products, and Stokely Finest canned vegetables and fruits. Adv. Exec.: R. N. Peterson, N. Agencies: Calkins & Holden, N.Y.; Kelso Norman Agency, S.F.; Dancer-Fitzgerald-Sample, Toronto.

STORZ BREWING Co., Omaha. Triumph and Gold Crest beer. Adv. Exec.: R. H. Storz. S. Agency: Bozell & Jacobs Inc., Omaha. Acct. Exec.: R. E. Packard.

STOTT BRIQUET Co. Inc., St. Paul, Minn. Coal briquets. Adv. Exec.: H. C. Richter. S. Agency: David, Inc., St. Paul. Acct. Exec.: Q. J. David.

STRATFORD PEN CORP., New York. Pens, pencils, desk sets. S. Agency: Ehrlich & Neuwith Inc., New York. Acct. Exec.: Frank Neuwith.

STRATHMORE PRODUCTS Co., New York. Agency: Irving Rosen Adv., N. Y.

STRATTON & TERSTEGGE Co., Louisville, Ky. Fall City minnow buckets, My Buddy tackle, bait and tool boxes, complete hardware line, Anchor Kolstokers, stoves, ranges and circulator heaters. S. Agency: L. W. Rausch Co., Louisville.

W. F. STRAUB & Co., Chicago. Honey Mellowed Prune Juice. S. Agency: Mitchell-Faust Co., Chicago.

STRAWBRIDGE & CLOTHIER, Philadelphia. Retail merchandising. Adv. Exec.: Sophie J. Mitchell. S. Agency: Geare-Marston Inc., Philadelphia.

STREET & SMITH PUBLICATIONS, New York. Magazine publishers. S. Placed direct.

STRIETMANN BISCUIT Co., Cincinnati. Adv. Exec.: V. E. Curran. S. TVS. Agency: Harry M. Miller, Inc., Columbus, Ohio. Acct. Exec.: Jack Maguire.

THE STROH BREWERY Co., Detroit, Mich. Stroh's Bohemian beer. Adv. Exec.: H. S. Wagoner. S. TVS. Agency: Zimmer-Keller, Inc., Detroit. Acct. Exec.: A. H. Ritter.

STROMBERG-CARLSON Co., Rochester, N. Y. radios, ad-o-phono-graphs, FM and television. Adv. Exec.: S. H. Manson. TVS. Agencies: Federal Adv. Agency, N.Y.; Charles L. Rumrill & Co., Rochester.

JOHN STUART SALES Ltd., Toronto (Edgeworth Tobacco) Adv. Exec.: W. H. Wade. S. Agency: F. H. Hayhurst Co. Ltd., Toronto. Acct. Exec.: F. J. Butler.

THE STUDEBAKER Corp., South Bend, Ind. Motor Cars and Trucks. Adv. Exec.: K. B. Elliot, N. S. Agency: Roche, Williams & Cleary, Chi. Acct. Exec.: J. P. Roche.

STUDIO GIRL SHAMPOO MFRS., Los Angeles, Shampoo. S. Agency: Morgan Adv. Agency, Phoenix.

STYLE-OF-THE-MONTH CLUB Inc., New York. Affil. of Ronnie Sales Inc. Women's ready-to-wear and related items. Adv. Exec.: Stanley Cohen, S. Agency: The Artwil Co., New York. Acct. Exec.: H. A. Bandman.

SUCCESS PUBLICATIONS, Chicago. Books. N and S Agency: Bozell & Jacobs, Chi.

SUDBURY LABORATORY, Sudbury, Mass. Chapone dog repellent, Pussy Seat cat repellent, dry cleaning powder for dogs and cats, T.T.D. flea powder and soil testing kits, Sudbury cleaning powder, insect killer, tank saver, Mildew Stop and Aqua Clear. Adv. Exec.: Irving Johnson. S. Agency: Flager Adv., Buffalo.

SUFFOLK FARMS PACKING Co., Boston. Vegetable products. S. Agency: Hirshon-Garfield, Boston.

SULFUR-8 CHEMICAL Co., Brooklyn, N.Y. S. Agency: Dorland Inc., New York.

R. G. SULLIVAN, Inc., Manchester, N. H., 7-20-4 and Dexter cigars. S. TVS. Agencies: Burke Associates Inc., Boston; Broadcast Adv. Co., Boston. Acct. Exec.: James E. Murley.

SUM SOAP Co., Chicago. Agency: McGivern-Child Co., Chicago. Acct. Exec.: M. J. Klee.

SUN AND TIMES Co., Chicago. Newspaper. Adv. Exec.: Leo J. Abrams.

S. Agency: John W. Shaw Adv. Inc., Chicago. Acct. Exec.: J. W. Shaw.

SUNBEAM Corp., Chicago. Electrical appliances, lawn sprinklers, etc. Adv. Exec.: A. E. Widfield. TVS. Agency: Perrin-Paus Co., Chicago. Acct. Exec.: E. R. Ferrin.

SUN OIL Co., Philadelphia. Blue Sunoco gasoline, oil, automotive products, tires, batteries and accessories. Sun-heat fuel oil. Adv. Exec.: Storrs J. Case, N. S. TVS. Agencies: Hewitt, Ogilvy, Benson & Mather Inc., N.Y.; Gray & Rogers, Phila. Acct. Exec.: Robt. S. Simpers.

SUN PRODUCTS Co., Waco, Texas. Easy Monday starch. S. Agency: Southwest Adv., Waco.

SUN SPOT Co. of America, Baltimore. Sun Spot orange and lemon drink. Adv. Exec.: Irwin W. Lynch. S. TVS. Agency: Leon S. Golnick & Assoc., Baltimore. Acct. Exec.: E. L. Green.

SUNNYBANK MARGARINE, San Francisco. S. TVS. Agency: McCann-Erickson, San Francisco.

SUNNYVALE PACKING Co., San Francisco. Rancho soups. S. Agency: Long Adv. Service, S.F. Acct. Exec.: Alvin Long.

SUNSET OIL Co., Pacific Coast Independent Petroleum Co., S. Agency: David S. Hillman, Inc., L.A.

SUNSHINE BISCUIT Co., N. Y. S. Agency: Newell-Emmett Co., N.Y. D-C.

SUPER WHIP SALES Co., Chicago. Canned whip cream. Adv. Exec.: Grant Hoyt. S. Agency: Vernon S. Weiler Adv., Chicago.

SUPERB GLOVE Co., Johnstown, N.Y. Women's and men's gloves. Adv. Exec.: Lillian Lang. Agency: Chercow Co. Inc., New York. Acct. Exec.: Leon Friedman.

SUPERIOR FEED MILLS, Oklahoma City, Okla. livestock, poultry feeds. N. (Okla. only). Agency: James R. Reese Adv. Co., Kansas City.

SUPERTEST PETROLEUM Inc., London, Ont., gasoline. S. Agency: Harry E. Foster Agencies, Toronto.

SUPPLEE-WILLS-JONES MILK Co., Philadelphia, Div. Nat'l Dairy Prod. Corp., Sealtest milk and ice cream. S. TVS. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: T. Beverly Keim.

SURE-FIT PRODUCTS Co., New York. Furniture slip covers, mattress covers, comfort covers, auto seat covers, etc. Adv. Exec.: Paul Holister. S. TVS. Agency: Amos Parrish & Co. Inc., New York.

SUTCLIFFE & BURGHAM of Canada, Toronto. Savory food products. Agency: McLaren Adv. Co., Toronto.

O. A. SUTTON Corp., Wichita, Kansas. Vornado air circulators and heaters. TVS. Agency: McCormick Adv. Co., Wichita. Acct. Exec.: J. Leonard Johnson.

SWAMP & DIXIE LABORATORIES Inc., Tulsa, Okla. Swamp chill tonic, Dixie powder and Cresylic ointment. Adv. Exec.: Don Watts. S. Placed direct.

SWEETS CO. OF AMERICA, Hoboken, N. J. Tootsie Rolls, Tootsie VM, Tootsie Fudge. Adv. Exec.: Arthur A. Starin. N. S. Agency: Mosell & Eisen. N.Y. Acct. Exec.: Henry Eisen.

SWIFT & Co., U. S. Yards, Chicago. Swifts Premium Ham and Bacon, Brookfield Sausage, Prem, Brookfield Butter, Eggs, Cheese, Ice Cream, All-sweet, Jewell Shortening, Bland Lard, Morton Salt. Adv. Exec.: V. D. Beatty. N.S. Agencies: J. Walter Thompson Co.; Needham, Louis & Brorby, McCann-Erickson, all Chicago.

SWIFT CANADIAN Co. Ltd., Toronto. Meats, dairy products, etc. Adv. Exec.: G. S. Bertram. N. S. Agencies: J. Walter Thompson, Toronto. Acct. Exec.: M. Napier; McConnell Eastman & Co. Ltd., Toronto. Acct. Exec.: J. Eastman.

HOTEL SYRACUSE, Syracuse, N.Y. Adv. Exec.: James F. Gilday. S. Agency: Chas. H. Kaletski Adv., Syracuse.

TABLE PRODUCTS, Inc., Oakland, Calif. NuMade Mayonnaise. Agency: Foote, Cone & Belding, San Francisco.

TACOMA METAL PRODUCTS Co., Tacoma, Wash., Little Chef miniature electric range for children. Adv. Exec.:

V. A. Birch. S. Agency: The Condon Co., Tacoma, Wash. Acct. Exec.: Kay Shinn.

TAFT—HOTEL, N. Y., hotel service. Adv. Exec.: Victor Giles. S. Agency: Zlowe Co., N. Y.

TALBOT MFG. Co., Los Angeles, Talbot's Insecticides. Adv. Exec.: I. A. Campbell. S. Agency: Direct.

TAMPA FLORIDA BREWERY Inc., Tampa, Fla., Tropical beer, Tropical ale. Adv. Exec.: A. M. Morris. S. Agency: Jack Lacey Adv., Tampa, Fla. Acct. Exec.: Jack Lacey.

TAPPAN STOVE Co., Mansfield, O., Tappan Gas Ranges. Adv. Exec.: R. J. Hammer. S. Agency: Griswold-Eshleman Co., Cleveland, O. Acct. Exec.: Gilbert Williams.

TAPPIN'S Inc., Newark, N. J., Jewelry, watches, hearing aids, optical, radios, appliances. Adv. Exec.: R. W. Goodman. S. Agency: F. R. Waxman Adv., Newark.

TASH NOVELTY ENGRAVING Co., Brooklyn, N. Y., novelty jewelry. Adv. Exec.: A. Tash. S. Agency: Sternfeld-Godley Inc., N. Y. Acct. Exec.: Philip Scheft.

TAYLOR BEDDING MFG. Co., Taylor, Tex., "Morning Glory" Mattresses, "Taylor Made" Quilt & Comfort Batts, Insul-Cotton Insulation, Taylor Made quilts and comforters. Adv. Exec.: L. D. Hammack. S. TVS. Agency: Rogers & Smith, Dallas, Tex. Acct. Exec.: Randall Brooks.

TAYLOR—F. C., FUR Co., St. Louis, Mo., fur buyers. Adv. Exec.: Nelson Darragh. S. Agency: Wm. Brandewiede Jr. Adv., St. Louis.

TAYLOR-REED Corp., Glenbrook, Conn. Cocoa Marsh Q-T pie crust, Q-T Instant Frosting. Adv. Exec.: M. P. Taylor. S. TVS. Agency: Tracy-Kent Co., N. Y. Acct. Exec.: Frank Kent.

TAYTON Co., Chicago, Ill. Tattor's cosmetics. Adv. Exec.: F. A. Durrant. S. Agency: Gordon Best Co. Inc., Chicago.

TECHNICAL COLOR & CHEMICAL WORKS Inc., Brooklyn, N. Y., Red Devil paints. Adv. Exec.: D. Greene. S. Agency: Blackstone Adv. Inc., N. Y.

TEENTIMERS, Inc., New York. Dresses and Cosmetics. N. Agency: Buchanan & Co., N. Y.

TEG Corp., Dallas, Texas. Teg glycol inhaler. Adv. Exec.: E. B. Yakes. S. Agency: E. R. Henderson Adv., Dallas. Acct. Exec.: C. R. Watts.

TELECOIN Corp., N. Y., Launderette self-service laundries. Adv. Exec.: A. W. Percival. S. Agency: Lester Harrison Inc., N. Y.

TELEPHONE RADIO Corp., N. Y., radio sets, television sets. Adv. Exec.: Morton M. Schwartz. S. TVS. Agency: Moore & Hamm Inc., N. Y. Acct. Exec.: Mike Raymond.

TELLING ICE CREAM Co., Cleveland, O., ice cream. Adv. Exec.: D. A. Campbell Jr. S. TVS. Agency: Edward Howard & Co., Cleveland, O.

TELREX Inc., Asbury Park, N. J., television antennas. Adv. Exec.: Ralph Ercolino. S. Agency: George Homer Martin Assoc., Newark, N. J.

TEMCO Inc., Nashville, Tenn., floor furnaces, space heaters. Adv. Exec.: Howard Bourner. S. Agency: Noble-Durand and Assoc., Nashville, Tenn. Acct. Exec.: Albert Noble.

TEMPLESTONE RADIO MFG. Corp., New London, Conn., radios. Adv. Exec.: Oscar Dane. S. Agency: Direct.

TEMPLETON'S Inc., Buffalo, N. Y., Raz-Mah, Tem-Plons, T-R-C's medicine. Adv. Exec.: Gilbert G. Templeton. S. Agencies: Armand S. Weill Co. Inc., Buffalo; F. H. Hayhurst Co., Toronto.

TEN-B-LOW Co., Columbus, O., Ten-B-Low ice cream mix. Adv. Exec.: W. W. Wylie. S. Agency: Ralph H. Jones Co., Cincinnati, O. Acct. Exec.: S. A. Willer.

TENDERSWEET SALES Corp., Cedar Rapids, Ia., Tendersweet canned vegetables. Adv. Exec.: W. D. Lyon. S. Agency: W. D. Lyon Co., Cedar Rapids.

TENNESSEE COAL, IRON AND RAILROAD Co., Birmingham, U.S.S. American Fence, U.S.S. Tennessee V-Drain Roofing. S. Agency: BBDO, Pittsburgh.

TENNESSEE NURSERY Co., Cleveland, Tenn., evergreens, fruit trees, bulbs, seeds, shrubs. Adv. Exec.: A. J. Fletcher Jr. S. Agency: Nelson Chesman Co., Chattanooga, Tenn.

TENNESSEE VALLEY MARKETERS Inc., Nashville, Tenn., electric appliances, toys, housewares. Adv. Exec.: Max Tighman. S. Agency: C. P. Clark Inc., Nashville, Tenn. Acct. Exec.: D. G. Goodwin.

TERN Inc., N. Y., Tern cleaning compound for woollens, silks, rayons. Adv. Exec.: W. R. Lightfoot. S. Agency: Grady & Wagner Co., N. Y. Acct. Exec.: Walter Wagner.

TERRE HAUTE BREWING Co. Inc., Terre Haute, Ind., Champagne Velvet beer, 76 ale. Adv. Exec.: Edward Bauer. S. Agency: Pollyea Inc. Adv., Terre Haute, Ind.

TETLEY TEA Co. Inc., N. Y., Tetley teas. Adv. Exec.: E. C. Parker. S. Agency: Duane Jones Co. Inc., N. Y. Acct. Exec.: Eugene Hulshizer.

TEXAS CHIROPRACTIC COLLEGE, San Antonio, education. Adv. Exec.: W. J. Opitz. S. Agency: Pitluck Advtg., San Antonio. Acct. Exec.: J. N. Pitluck Jr.

TEXAS Co., The New York, petroleum products. Adv. Exec.: D. W. Stewart. N. TVN. Agencies: Kudner Agency, Acct. Exec.: Myron Kirk; Erwin Wasey & Co., Newell-Emmett Co., all N. Y.

TEXIZE CHEMICALS Inc., Greenville, S. C., Texize household cleaner. Adv. Exec.: H. H. McGee. S. Agency: Jim Henderson Adv., Greenville, S. C. Acct. Exec.: Jim Henderson.

TEXSUN CITRUS EXCHANGE, West-laco, Tex. (Citrus fruits). N. S. Agency: W. B. Geissinger & Co., L.A.

TEXTRON, Inc., New York, fabrics. Adv. Exec.: G. F. Swartz. Agency: Grey Advtg., N. Y.

THALHEIMER BROS. Inc., Richmond, Va., department store. Adv. Exec.: Katherine Tevepugh. S. Agency: Direct.

THAYER—HENRY Co., Cambridge, Mass., Thayer's slippery elm throat lozenges. Adv. Exec.: J. J. Storrow. S. Agency: Connolly & Co., Boston.

THEOBALD INDUSTRIES, Kearney, N. J. Adv. Exec.: R. T. Behrman. S.D.C. Agency: Franklin Truck Adv., N. Y.

RICHARD E. THIBAUT Inc., New York, Wallpaper mfr. Adv. Exec.: E. Bartlett. S. Agency: Jackson & Co., New York. Acct. Exec.: Jack Yeargain.

THIS MONTH Magazine, New York. S. Agency: H. C. Morris & Co., N. Y.

THOMAS SHIRT Inc., Los Angeles, Cal., men's shirts. Adv. Exec.: Bailey Manthey. S.TVS. Agency: Abbott-Kimball Co. Inc. of Cal., L. A.

THOMASETTI SHOES Inc., Sedalia, Mo., shoes. Adv. Exec.: G. W. Thomasetti. S. Agency: Roy A. Shannon Adv., St. Louis.

THOMPSON ENGINEERING Co., Grand Rapids, Mich., diving masks, torches. Adv. Exec.: Frank E. Thompson Jr. S. Agency: Gowen Adv., Gowen, Mich.

THOMPSON—GEORGE E. Co., Minneapolis, Minn., lightning rods. Adv. Exec.: George Thompson. S.TVS. Agency: Art Gruber Assoc., Minneapolis, Minn. Acct. Exec.: Mel Jerdee.

THOR Corp., Chicago, Ill., Thor automatic washing machines, dishwashers, sinks, clothes dryers. Adv. Exec.: William Stroben. S.TVS. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Earle Ludgin.

THORO PRODUCTS Co., Denver, Colo., Thoro dry cleaner. Adv. Exec.: R. E. Newman. S. Agency: Robertson Adv., Denver. Acct. Exec.: M. G. Robertson.

THOROBRED Co. Inc., Cincinnati, O., ThoroBred dog food. Adv. Exec.: W. K. Terrill. S. Agency: Kammann-Mahan Inc., Cincinnati.

THREE DAUGHTERS Corp., Lincoln, Neb., 3 Daughters deodorant. Adv. Exec.: Earl Coryell. S. Agency: Russell C. Comer Co., Kansas City, Mo.

THYMO BORINE Co., Milwaukee, Wis., Thymo Borine mouthwash, tooth paste. Adv. Exec.: John Mucklerje, S. Agency: Paulson-Gerlach & Assoc., Milwaukee.

TIDEWATER OIL Co., New York, Oil. Adv. Exec.: F. L. Frost. N. Agencies: Lennen & Mitchell, N. Y. Acct. Exec.: Ray Vir Den; G. M. Basford Co., N. Y.

TIDEWATER OIL Co., Toronto (Veed-d Motor Oil) S. Agency: James Fisher Co. Ltd., Toronto.

TIDY HOUSE PAPER PRODUCTS Inc.,

Brooklyn, N. Y., sandwich bags, garbage bags, parchment placemats. Adv. Exec.: R. M. Harris. S. Agency: W. B. Doner & Co., N. Y.

TIDY HOUSE PRODUCTS Co., Des Moines, cleaners and polishers. Agency: Ben Sackheim Inc., N. Y.

TILFORD RESTAURANT, Los Angeles. Agencies: Atherton & Co., Hollywood; A. James Rouse Co., Los Angeles.

TILLAMOOK COUNTY CREAMERY ASSOC., Tillamook, Ore., Cheese. N. Agency: Botsford, Constantine & Gardner, Portland, Ore.

TIME, Inc., New York, Time Magazine. Adv. Exec.: Nicholas Samstag. S. TVNS. Agency: Young & Rubicam. N. Y. Acct. Exec.: Raymond Browne.

TIMERSON CANNING Co., Fairhaven, N. Y., Timco dog food, cat food. Adv. Exec.: George Longley. S. Agency: Direct.

TIP TOP TAILORS, Ltd., Toronto, Ontario. Clothes for men and women. Adv. Exec.: J. B. Dunkleman. S. Agency: McConnell, Eastman & Co., Ltd., Toronto. Acct. Exec.: John Eastman.

TITLE INSURANCE AND TRUST Co., Los Angeles, Cal., title insurance. Adv. Exec.: W. W. Robinson. S. Agency: Buchanan & Co., Los Angeles.

TIVOLI BREWING Co., Detroit, Mich., Atlas Lager Beer. S. Agency: McCann-Erickson, Detroit.

TOBER-SAIFER SHOE MFG. Co. Inc., St. Louis, Mo., Jolene shoes, orchid shoes. Adv. Exec.: Fred Bernatz. S. Agencies: Roman Adv., St. Louis; M. L. Winkler Co., St. Louis.

TOBIN PACKING Co. Inc., Albany Packing Div., Albany, N. Y., First Prize meat products. Adv. Exec.: C. J. Reid. S. Agency: Milton Seager Adv., Rochester, N. Y.

TOLEDO EDISON Co., Toledo, O., institutional. Adv. Exec.: John Barker. S. Agency: Charles F. Dowd Inc., Toledo, O.

TONE BROS., Des Moines, Ia., coffee, tea, spices, flavoring extracts. Adv. Exec.: J. E. Tone Jr. S. Agency: Mcneough, Martin & Seymour, Des Moines.

TONI Co., The Div. of Gillette Safety Razor Co., Chicago, Ill., home permanents, shampoo. Adv. Exec.: W. Hiller Jr. N. STVN.S.D.-C. Agency: Foote, Cone & Belding, Chi. Acct. Exec.: Leo Rosenberg.

TONI CO., The Div. of Gillette Safety Razor Co. of Canada Ltd., Montreal, N.S. Agency: Spitzer & Mills, Toronto. Acct. Exec.: B. A. Hall.

TONI LEE Ltd., N. Y., brassiere-top lingerie. Adv. Exec.: Sidney Siporin. S. TVS. Agency: Arthur Rosenberg Co. Inc., N. Y. Acct. Exec.: Sam Rubenstein.

TOPPS CHEWING GUM Inc., Brooklyn, N. Y., Topps chewing gum, Bazooka bubble gum. Adv. Exec.: Leonard Harrison. S. Agency: Cecil & Presbrey, N. Y.

TOSS FOODS Inc., Monroe, La., Toss mayonnaise, sandwich spread, salad dressing. Adv. Exec.: John S. Fox. S. Agency: Bryan & Bryan Adv., Shreveport, La. Acct. Exec.: Russell Farley.

TOWLE MANUFACTURING Co., Newburyport, Mass., sterling silver tableware. Adv. Exec.: R. S. Adams. S. TVS. Agency: H. B. Humphrey Co., Boston, Mass. Acct. Exec.: Marjory Hall.

TOWNE TALK Co., L. A. Towne Pride Toppings Flavoring. Adv. Exec.: C. W. Baker. S. TVS.D.-C. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: Herb Beaven.

J. R. TOWNSEND INC., San Diego, Auto. radio distributors. S. Agency: Tullis Co., San Diego.

TOY PRODUCTIONS OF HOLLYWOOD, Los Angeles, Cal., talking toys. Adv. Exec.: Stephen Scott. S. TVS. Agency: Buchanan & Co., Los Angeles. Acct. Exec.: Frank O'Brien.

TRAIL BLAZERS PUBLISHING Co., Kewanee, Ill., circulation advertising. Adv. Exec.: W. H. Harper. S. Agency: O'Neill, Larson & McMahon, Chicago. Acct. Exec.: Marshall Edinger.

TRANS-CANADA AIR LINES, Montreal, Quebec, passenger, air mail, air express. Adv. Exec.: D. C. Eythell. S. Agencies: McCann-Erickson Inc., N. Y. Acct. Exec.: D. E. Libby; Cockfield Brown & Co., Montreal; Mather & Crowther, London, England.

TRANSCONTINENTAL & WESTERN AIR INC., Kansas City, Mo., TWA air line. Adv. Exec.: J. C. Delong (N. Y.) S. Agency: BBD&O, N. Y.

TRANSMIRRA PRODUCTS CORP., N.Y. (Television filters) TVS. Agency: Conti Adv., N.Y.

TRANSPARENT COVER Co. Inc., Chicago, Ill., Klearsight lamp shades, covers. Adv. Exec.: D. J. O'Grady. S. Agency: Robert Emmitt Keough Assoc., Chicago.

TRANS-WORLD AIRLINES, Kansas City, Mo. S. Agency: BBD0, N.Y.

TRAUBEE PRODUCTS, Inc., Brooklyn, Pressure cookers, TVS. Agency: Ray Hirsch Inc., N.Y. Acct. Exec.: Murray Hirsch.

TRAVELLERS LUGGAGE Corp., N. Y., luggage and leather goods, watches, electrical appliances, novelties. Adv. Exec.: Saul Dorf. S. TVS. Agency: Leland K. Howe Assoc. Inc., N.Y. Acct. Exec.: J. R. Horenstein.

TRAYMORE HOTEL Co., Atlantic City, N.J. Adv. Exec.: Stanley Campbell. S. Agency: Dorland Adv., Atlantic City, N.J. Acct. Exec.: E. Wallis.

TREASURE CAVE, Faribault, Minn., Treasure Cave cheese, blue cheese. Adv. Exec.: R. B. Rye. S. Agency: Melamed-Hobbs Inc., Minneapolis, Minn.

TREMCO MFG. Co., Cleveland, O., paints, varnishes. Adv. Exec.: W. C. Treuhart. S. Agency: Griswold-Eshleman Co., Cleveland, O. Acct. Exec.: E. R. Preble.

TRENTON BREWING Co., Trenton, Ill., Imp sparkling ale. Adv. Exec.: Harry Koppelman. S. TVS. Agency: Direct.

TREVA Co., Chicago, Ill., sewing attachments. Adv. Exec.: L. D. Smith. S. Agencies: O'Neil, Larson & McMahon, Chicago.

TRIANGLE PUBLICATIONS, New York, Seventeen Official Detective Stories. Adv. Exec.: Alice Thompson. N.S. Agency: Al Paul Lefton Inc., N.Y. Acct. Exec.: Milt Gladstone.

TRIMOUNT CLOTHING Co., New York, Clipper Craft clothes for men. N. TVS, D-C. Agency: William H. Weintraub & Co., N.Y.

TRIPLER-F. R. & Co. Inc., N.Y., men's clothing. Adv. Exec.: Albert Free. S. Agency: Federal Adv., N.Y. Acct. Exec.: C. G. Wright.

JOHN F. TROMMER INC., Brooklyn, Trommer's Beer and Ale. Adv. Exec.: J. B. Milgram. S. Agency: Lennen & Mitchell, N. Y. Acct. Exec.: E. T. Krauff.

TRU-ADE Inc., Chicago, Ill., Tru-Ade beverages. Adv. Exec.: Richard K. Law. S. Agency: Beaumont & Hohman Inc., Chicago.

TRUE-HEALTH CHEMICAL PRODUCTS Corp., Bradford, Pa., Duke Ammoniated Chewing Gum. Adv. Exec.: Dr. Frederick Latter. S. Agency: Lloyd Mansfield Adv., Buffalo, N.Y. Acct. Exec.: Lloyd Mansfield.

TRUE STORY, N.Y., magazine. Adv. Exec.: Edward Lethen. S. Agency: Ruthrauff & Ryan, N. Y.

TRU-RICH EXTRACT Co., High Point, N.C., Tru-Rich soft drink. Adv. Exec.: W. D. Setliff. S. Agency: Bennett Adv., High Point, N.C. Acct. Exec.: Thomas Evans.

TRUSCON LABS., Caniff & Grand Trunk R. R., Detroit, Paratex floor coating, floor dye. Adv. Exec.: Ernest Vetter, D-C. Agency: J. Walter Thompson, Detroit. Acct. Exec.: H. H. Burdick.

TRUSCON STEEL Co., Youngstown, O., steel building products, material handling equipment, highway reinforcing products, radio towers. Adv. Exec.: P. L. Callahan. S. Agency: Meldrum and Fawcitt Inc., Cleveland, O. Acct. Exec.: C. A. Kroening.

TRUVAL MFG. Inc., New York, Shirts, sportswear, neckwear. Adv. Exec.: Nathan Lanning. S. Agency: Hirsch-Garfield Inc. Acct. Exec.: Arthur Weill, New York.

TUCKETT LTD., Hamilton, Ont., cigarettes & tobacco. Adv. Exec.: J. J. McGill. S. Agency: MacLaren Adv., Toronto. Acct. Exec.: B. E. Legate.

TURK-C. K. Corp., South Bend, Ind., fabrics products. Adv. Exec.: G. J. Oehmen. S. Agency: Wm. K. Grimm Co., Chicago, Ill. Acct. Exec.: W. T. Craigle.

TUVACHE Inc., Barrington, R.I., perfume, colognes. Adv. Exec.: Howard Angus. S. Agency: Redfield-Johnstone Inc., N.Y. Acct. Exec.: L. L. Redfield.

TWEET Inc., Cambridge, Mass., Tweet marshmallow spread. Adv. Exec.: N. W. Spence. S. Agency: Ingalls-Minter Co., Boston, Mass.

20TH CENTURY-FOX FILM Corp., New York, Moving Pictures. Adv. Exec.: Martin Michel, N.S. TVS. Agency: Charles Schlaifer & Co. Inc., N. Y. Acct. Exec.: C. Wilbert.

TYLER FIXTURE Corp., Niles, Mich., commercial refrigerators, Harderfreeze home freezers, farm freezers. Adv. Exec.: J. B. Hennion. S. Agency: Jones

& Taylor & Assoc., South Bend, Ind. Acct. Exec.: J. W. Taylor Jr.

TYLER'S COFFEE SYRUP, Pawtucket, R.I., coffee syrup. Adv. Exec.: William Tyler. S. Agency: Advertisers Service, Pawtucket. Acct. Exec.: Nathan Chernack.

TYNAR CORP., Chicago, camera film, accessories. Adv. Exec.: Harry McKee. S. TVS. Agency: David S. Hillman Inc., Los Angeles, Cal. Acct. Exec.: David Hillman.

TYPHOON AIR CONDITIONING Co. Inc., Brooklyn, N.Y., Typhoon Prop-R-Temp air conditioning units. Adv. Exec.: Peter Wotton. S. Agency: Zlowe Co., N.Y. Acct. Exec.: Irving Zlowe.

U

UDDO-F. & SONS, New Orleans, La., Sure-Klean Bleach. Adv. Exec.: S. F. Uddo. S. Agency: Robert Kottwitz Adv., New Orleans.

ULTRA-LIFE LAB Inc., E. St. Louis, Ill., Ultra Lified feeds. Adv. Exec.: E. L. McKee. S. Agency: Huffman Adv., St. Louis.

UNCLE SAM BREAKFAST FOOD Co., Omaha, Neb., Uncle Sam laxative breakfast food, O-Kay whole wheat flakes. S. Agency: Allen & Reynolds Omaha, Neb. Acct. Exec.: Milton Reynolds.

UNICORN PRESS, N. Y., Adv. Exec.: J. L. Morse. N. Agency: Leonard Adv., N. Y.

UNION DIME SAVINGS BANK, N. Y., banking service. Adv. Exec.: Mabel Thompson. S. Agency: Cecil & Presbrey Inc., N. Y. Acct. Exec.: W. T. Mullally.

UNION OIL CO. OF CALIFORNIA, Los Angeles, Adv. Exec.: R. H. Taylor. N. TVN. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD, Omaha, Institutional. Adv. Exec.: H. B. Northcott. S. TVS. Agency: Caples Co., Chicago. Acct. Exec.: J. D. Ferris.

UNION PHARMACEUTICAL Co., Inc., Montclair, N. J., Saraka. Adv. Exec.: Ross Legler. S. Agency: Abbott Kimball Co., N. Y. Acct. Exec.: Wm. Matthews.

UNION STARCH & REFINING Co., Columbus, Ind., Pennant syrup. Adv. Exec.: J. I. Miller. S. Agency: H. W. Kastor & Sons Adv., Chicago. Acct. Exec.: Marvin Harms.

UNITED AIRLINES, Chicago, Adv. Exec.: Eugene Raven. S. TVS. Agency: N. W. Ayer & Son, Chicago. Acct. Exec.: Norman Bankart.

UNITED AMERICAN LIFE INSURANCE Co., Denver, Colo., insurance. Adv. Exec.: C. E. Lien. S. Agency: Gray & Co., Denver. Acct. Exec.: Philip Gray.

UNITED ARTISTS, New York, moving pictures. Adv. Exec.: H. R. LeSieur. S. TVS. Agencies: Buchanan & Co., N. Y. Acct. Exec.: Wm. Dasheff, Donahue & Coe; Monroe Greenthal Co.; J. Walter Thompson.

UNITED CIGAR-WHELAN DRUG STORES Corp., New York, drug stores, cigar stores. Adv. Exec.: W. G. Baumhoger. S. Agency: Product Adv. Corp., N. Y.

UNITED ENTERPRISES Inc., Chicago, Ill., stainless steel tableware. Adv. Exec.: Lee Ratner. S. Agency: Frederick R. Kleiman Adv., Chicago. Acct. Exec.: Fred Kleiman.

UNITED FRUIT Co., Boston, Fruit. Adv. Exec.: E. S. Whitman. S. Agencies: BBD0, N. Y.; Wendell P. Colton, N. Y., Acct. Exec.: W. J. McDonald.

UNITED FRUIT Co., New York, Fruit. Adv. Exec.: E. S. Whitman. S. Agency: Wendell P. Colton Co., N. Y.; Acct. Exec.: W. J. McDonald.

UNITED SHIRT DISTRIBUTORS Inc., Detroit, Mich., men's furnishings, hats. Adv. Exec.: H. A. Hyman. S. Agency: Century Adv., Detroit, Mich.

UNITED STATES ARMY & AIR FORCE RECRUITING SERVICE, Wash. D. C. Adv. Exec.: Capt. J. H. Gigandet. AGC. N. S. TVS. D.-C. Agency: Grant Adv., Chicago. Acct. Exec.: Edwin Lewis.

UNITED STATES BEDDING Co., Memphis, Tenn., Sterling mattresses, springs, studio couches, Sealy Brand mattresses. Adv. Exec.: Louis Haas. S. Agency: Lake-Spiro-Shurman Inc., Memphis, Tenn.

UNITED STATES BEDDING Co., St. Paul, Minn., King Koil mattresses, other sleep products. Adv. Exec.: Alvin Miller. S. Agency: Melamed-Hobbs Inc., St. Paul. Acct. Exec.: Albert Paclini.

UNITED STATES COAST GUARD, Recruiting Drive. Adv. Exec.: E. Simons. N. S. Agency: Cecil & Presbrey, N. Y. Acct. Exec.: P. Kolton.

UNITED STATES FOOT APPLIANCE Corp., Chicago, Breeze foot appliances.

Adv. Exec.: Eric Nathan. S. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Robert Schoenbrod.

UNITED STATES GLASS Co., Tiffin, O., glassware. Adv. Exec.: C. R. Kalnow. S. Agency: Coleman Todd & Assoc., Mansfield, O. Acct. Exec.: L. B. Bourns.

UNITED STATES MACHINE Corp., Lebanon, Ind., Winkler stokers. Adv. Exec.: Norman Gill. S. Agency: Perrin-Paus Co., Chicago, Ill. Acct. Exec.: Donald Paus.

UNITED STATES NATIONAL BANK, Portland, Ore., banking service. Adv. Exec.: W. L. J. Davies. S. Agency: Richard G. Montgomery & Assoc., Portland, Ore. Acct. Exec.: R. G. Montgomery.

UNITED STATES RUBBER Co., New York, Adv. Exec.: T. H. Young. TVN. Agency: Fletcher D. Richards Inc., N. Y. Acct. Exec.: F. D. Richards.

UNITED STATES STEEL Corp., New York, Steel. Adv. Exec.: J. C. Macdonald. N. Agency: BBD0, N. Y. Acct. Exec.: Carroll Newton.

UNITED STATES TELEVISION MFG. Corp., N. Y., Big Picture television sets. Adv. Exec.: Francis Hoge Jr., S. TVS. Agency: Huber Hoge & Sons.

UNITED STATES TOBACCO CO., New York, Model, Tweed, Old Briar, Dill's Best. Adv. Exec.: L. A. Bantle. N. TVN. S. Agency: Kudner Agency, N. Y. Acct. Exec.: A. M. Corrigan.

UNITED TOGS Inc., N. Y., skirts, suits. Adv. Exec.: Sam Saporta. S. Agency: Sam Gally Inc., N. Y.

UNITED VAN LINES Inc., St. Louis, Mo., long distance moving. Adv. Exec.: W. E. Lee. S. Agencies: Stanley L. Cahn Co., Baltimore, Md.; Kelly, Zahradt & Kelly Inc., St. Louis, Mo.

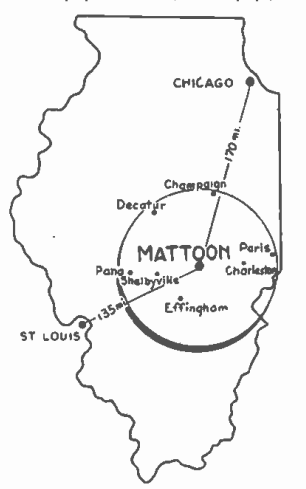
UNITED VITAMIN PRODUCTS, Chicago, Ill., vitamin products. Adv. Exec.: T. S. Donahue. S. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

UNITED WALLPAPER, Inc., Chicago (Variar Div.), Trimz Ready-Pasted Wall Paper. Agencies: MacFarland-Aveyard & Co., Chi.; MacLaren Adv., Toronto.

UNITED WORLD GALLERIES Inc., N. Y., silver. Adv. Exec.: Joseph

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UNIQUE ART MFG. CO., Newark, N. J. (mechanical toys). N. TV. Agency: Grant Adv. Inc., N. Y.

UNIVERSAL CARLOADING & DISTRIBUTING CO., New York, N. Y. Agency: Raymond Spector Co., N. Y.

UNIVERSAL CHEMISTS Inc., Boston, Mass., Hall engineering, Blakestone automotive specialty gauges, Thornton automotive specialty gauges. Adv. Exec.: A. J. White. S. TV. Agency: The Philip Ritter Co. Inc., N. Y.

UNIVERSAL MATCH Corp., St. Louis. Agency: Westhelmer & Co., St. Louis.

UNIVERSAL MILLS, Ft. Worth, Texas, flour, commercial mixed feeds, Red Chain feeds, Gold Chain flour, Baker's Gold flour. Adv. Exec.: George Kelly. S. Agency: Simmonds & Simmonds Inc., Chicago.

UNIVERSAL PICTURES Co., New York. Adv. Exec.: David Lipton. S. Agency: Monroe Greenthal Inc., N. Y.

UNIVERSITY OF CHICAGO PRESS, Chicago, Ill. Adv. Exec.: Elizabeth Wright. S. Agency: Sussman & Sugar Inc., N. Y.

UNIVERSITY OF PENNSYLVANIA, Philadelphia, Pa. Adv. Exec.: W. H. DuBarry. S. Agency: Al Paul Lefton Co., Philadelphia.

UNISINGER-AP Corp., Toledo, O., knives, carton cutters, seam rippers. Adv. Exec.: Al Joseph. S. Agency: Clark & Rickard Inc., Detroit, Mich.

UPPER ROOM.—THE Nashville, Tenn., devotional guide, devotional literature. Adv. Exec.: Harold Hermann. S. Agency: Robert G. Fields & Co., Nashville, Tenn.

UTAH OIL REFINING Co., Salt Lake City, Utah, petroleum products. Adv. Exec.: A. G. Olofson. S. Agency: Gillham Adv. Co., Salt Lake City. Acct. Exec.: M. C. Nelson.

UTICA KNITTING Co., Utica, N. Y., underwear, sweaters, bathing suits. Adv. Exec.: E. W. Dunmore. S. Agency: Hirshon-Garfield Inc., N. Y.

UTILITIES ENGINEERING INSTITUTE, Chicago, Ill. Adv. Exec.: E. P. Sorensen. S. Agencies: The Caples Co., Chicago. Acct. Exec.: Mr. Erickson. The Phil Gordon Agency, Chi.

V

VACATIONLAND TRAVEL BUREAU, Sandusky, O., travel, resort, transportation, hotel. Adv. Exec.: C. H. Richardson. S. Agency: Oieida Adv., Sandusky.

VALENTINE & Co., N.Y., Valspar varnish, paints, stains, lacquers, enamels, Nitro-Valspar, Valenite finishes. Adv. Exec.: A. Patrick. S. Agency: Lawrence I. Everling Inc., Philadelphia, Pa.

VALIER & SPIES MILLING Co., St. Louis, Mo., Dainty, So-Easy family flour, Enterprise flour, Dainty cake flour, V & S pancake and buckwheat, Old Fashioned graham and whole wheat flour. Adv. Exec.: R. B. Lehlein. S. Agency: Direct.

VALINCOT GARMENT Co. Inc., N.Y., Valincot, Vallinette, Vallinsock, wash dresses. Adv. Exec.: J. Weinberg. S. Agency: Bachenhimer-Lewis Inc., N. Y. Acct. Exec.: M. F. Bachenhimer.

VALLEY NATIONAL BANK, Phoenix, Ariz., banking service. Adv. Exec.: W. R. Bimson. S. Agency: Advtg. Counselors of Arizona, Phoenix. Acct. Exec.: Ivan Shun.

VAN DUTCH PRODUCTS Corp., N.Y., Van Dutch cocoa mix, pudding. Adv. Exec.: C. Zweig. S. Agency: Henry J. Zaleskie Adv., N.Y.

VANETTE HOSIERY MILLS, Dallas, Texas, Vanette hosiery. Adv. Exec.: J. O. Davis. TV. Agency: Grant Adv., Dallas, Texas. Acct. Exec.: Samuel Hepworth.

VANGUARD Corp., Chicopee, Mass., beach balls, toys, Disney characters. Adv. Exec.: Edward O. Clark Jr. S. Agency: Wm. B. Remington Inc., Springfield, Mass.

VANGUARD FILMS Inc., Culver City, Cal., motion pictures. Adv. Exec.: Robert Gillham. S. Agencies: Robert W. Orr & Assoc., N.Y.; Monroe-Greenthal Co. Inc., N.Y.

VAN HEUSEN SHIRTS, Adv. Exec.: Bob Mohr. TV. Agency: Grey Adv., N.Y. Acct. Exec.: Ted Kaufman.

VAN HOUTEN—C. J., & ZOON Inc., N.Y., Van Houten's cocoa, chocolate. S. Agency: Roy S. Durstine Inc., N.Y.

VAN-S LABORATORIES, Oakland, Cal., Dextrin toothpaste, tooth powder. Adv. Exec.: G. L. Scholer. S. Agency: Wank & Wank, San Francisco.

VARSITY, THE YOUNG MAN'S MAGAZINE, N.Y., books. Adv. Exec.: A. R. Leininger. S. Agency: The Chernow Co., N.Y.

VELLO PRODUCTS, Lyndonville, Vt. Vello. S. Agency: Badger & Brownling, Boston.

VELMONT OF CANADA, Windsor, Ont. (Anacin). Agency: Young & Rubicam, Toronto.

VELVET PEANUT PRODUCTS Inc., Detroit, Mich., peanut products. Adv. Exec.: L. Russell. S. TV. Agency: Simons-Michelson Co., Detroit.

VENICE MAID Co. Inc., Vineland, N.J., spaghetti sauces, spanish rice, meatballs in sauce, spaghetti with meatballs, ravioli in sauce. Adv. Exec.: John Pepper. S. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

VENUS FOODS Inc., Los Angeles, Cal., dried fruits, Celso Beans, Venus fruit bars. Adv. Exec.: Vernon Nussbaum. S. TV. Agency: Davis-Hood & Assoc., Los Angeles.

VERONICA OLIVE OIL Co., Oakland, Cal., peanut oil, salad oils, olive oils. Adv. Exec.: T. Esposito. S. Agency: Brooke, Small & Gautreaux, Oakland, Cal. Acct. Exec.: Hal Small.

VESS BEVERAGE Co., St. Louis, Mo., Whistle, Vess Cola, Bubble Up. S. D-C. Agency: Olian Adv. Co., St. Louis.

VESTAL Inc., St. Louis, Mo., floor maintenance products, Waxrite liquid wax, surgical soaps, dispensers. Adv. Exec.: W. Marsden. S. Agencies: Hoelke-Martine Adv., St. Louis; Olian Adv., St. Louis.

VICK CHEMICAL Co., Montreal, Cough Drops. Adv. Exec.: T. G. Watson Jr., N.S.T.V.N.S.D-C. Agency: Morse International N.Y. Acct. Exec.: Emory Ward.

VICK CHEMICAL Co., New York, Vick Products. Adv. Exec.: J. G. Morrison. S. TV. Agencies: Morse International, N.Y. Acct. Exec.: E. Ward, BBD&O, N.Y. Acct. Exec.: Wm. O'Donnell.

VICTOR—T. A., SALES Co., Petersburg, Va., Mal medicated foot lotion. Adv. Exec.: M. L. Vaughan. S. Agency: Direct.

VICTORIA PEARL Co. Ltd., N. Y., simulated, cultured, natural pearls. Adv. Exec.: Steven Nathan. S. TV. Agency: Frank Best & Co. Inc., N. Y. Acct. Exec.: I. K. Marks.

VICTORY PACKING Co., Los Angeles, Cal., Thoro-Fed dog food, cat food, Kal Kan horse meat. Adv. Exec.: B. F. Lamfrom. S. TV. Agency: McNeill & McCleery Inc., Hollywood.

VIGORTONE PRODUCTS Inc., Cedar Rapids, Iowa, livestock feed supplement. Adv. Exec.: Eileen Gould. S. Agency: Ambro Advtg., Cedar Rapids. Acct. Exec.: A. O. Ambroz.

VIMCO MACARONI PRODUCT Co. Inc., Carnegie, Pa., macaroni, spaghetti. Adv. Exec.: Sam Viviano. S. Agency: James A. Stewart Co., Carnegie, Pa. Acct. Exec.: J. A. Stewart.

VINELAND POULTRY LABS, Vineland, N. J., vaccines, drugs. Adv. Exec.: Joseph Booster. S. Agency: Sidney R. Nemanor Adv., Vineland, N. J.

VIOBIN Corp., Monticello, Ill., Rex Wheat Germ Oil. Adv. Exec.: Lewis Tanner. S. Agency: Tannley Advtg., Monticello, Ill. Acct. Exec.: Lewis Tanner.

VIRGINIA DARE EXTRACT Co. Inc., Brooklyn, N.Y., Virginia Dare instant aid extracts, flavoring specialties. Adv. Exec.: B. H. Smith. S. Agency: The Bert Reese Syndicate, N.Y.

VIRGINIA PRODUCTS Co. Inc., Richmond, Va., Old Virginia corned beef hash. Adv. Exec.: George Crump. S. Agency: Courlland D. Ferguson Inc., Washington, D. C.

VITAMIN QUOTA, N. Y., vitamins. Adv. Exec.: J. T. Gates. S. Agency: Grady & Wagner Co., N. Y.

VITA-VAR Corp., Newark, N. J., paints, varnishes, enamels. Adv. Exec.: R. Lazar. S. Agency: Direct.

VI-TONE PRODUCTS Ltd., Hamilton, Ont., Vi-Tone chocolate-flavored food drink, fast fudge mix, Egg-O baking powder. Adv. Exec.: Ray Bissell. S. Agency: J. J. Gibbons Ltd., Toronto. Acct. Exec.: Walter Kiehn.

VIVIANO—V., & BROS. MACARONI MFG. Co. Inc., St. Louis, Mo., Viviano

DeLuxe macaroni. Adv. Exec.: F. P. Viviano. S. Agency: The Maurice Lionel Hirsch Co., St. Louis, Mo.

VOCO Inc., Brooklyn, N. Y., children's recordings. Adv. Exec.: S. M. Leslie. S. TV. Agency: H. A. Lifton Assoc. Inc., N. Y. Acct. Exec.: Marvin Shaw.

VOGUE PRODUCTS, Los Angeles, Cal., Tuffenail, Lash-Kote, Quticare. Adv. Exec.: W. M. Jakway. S. Agency: Glasser-Galley Inc., Los Angeles. Acct. Exec.: P. E. Galley.

VOICE OF PROPHECY, Inc. (Seventh Day Adventist Church Radio Commission), Washington, D. C., Religious talk and music, Free Radio Bible Correspondence Course. Adv. Exec.: Paul Wickmann. S. TV. Agency: Western Adv. Agency, Los Angeles. Acct. Exec.: Milton Carlson.

VOIT—W. J., RUBBER Corp., Los Angeles, Voit athletic balls. Adv. Exec.: M. M. Barton. S. TV. Agency: Hixson & Jorgensen Inc., Los Angeles. Acct. Exec.: J. T. MacDonald.

W

W. B. ASSOCIATES, N.Y., Softcut cuticle products. Adv. Exec.: Armand Blatt. S. Agency: Dunay & Rader Adv., N.Y.

W. B. FOUNDATIONS Inc., Newark, N.J., Corsets. Adv. Exec.: M. S. Friedman. S. Agency: Alfred F. Tokar Adv., Newark, N.J.

WABASH RAILROAD, St. Louis, Mo., railroad service. Adv. Exec.: Leo Brown. S. Agency: Gardner Adv., St. Louis.

WACHOVIA BANK & TRUST Co., Winston-Salem, N.C., banking service. Adv. Exec.: W. H. Neal. S. Agency: The Merrill Anderson Co., N.Y. Acct. Exec.: Merrill Anderson.

WADHAMS DIVISION OF SOCONY VACUUM OIL Co. Inc., Milwaukee, Wis., petroleum products. S. Agency: Compton Adv., N.Y. Acct. Exec.: L. O. Holmberg.

WAGEMAKER Co., Grand Rapids, Mich., Wolverine boats. Adv. Exec.: R. O. Wagemaker. S. Agency: Hall Adv., Grand Rapids, Mich.

WAGNER—AUGUST, BREWERIES Inc., Columbus, Ohio, Gambrinus beer. Adv. Exec.: C. A. Hopfensperger. S. TV. Agency: Kircher, Helton & Collett Inc., Dayton, O.

WAGNER—CHAS. P. & BRO. Inc., New Orleans, La., Helen Ann, PaPoose food products. Adv. Exec.: Wiltz Wagner. S. Agency: Bauerlein, New Orleans.

WAIT-CAHILL Co., Decatur, Ill., Wait's Green Mt. Cough Syrup & G-M Liniment. Adv. Exec.: J. W. Wait. S. Agency: Wade Adv., Chicago. Acct. Exec.: L. J. Nelson.

WAITT & BOND Inc., Newark, N.J., Blackstone, Yankee cigars. Adv. Exec.: H. W. Jefferson. S. Agency: BBDO, N.Y. Acct. Exec.: Frank Mahoney.

WALBECK FOODS, Philadelphia, Pa., Walbeck pickles. Adv. Exec.: Walter Becker. S. Agency: Clements Co., Philadelphia.

WALGREEN DRUG STORES, Chicago, Drugs. S. TV. Agency: Schwimmer & Scott, Chicago.

WALKER—GORDON LABORATORY Co., Plainsboro, N.J., Walker-Gordon certified milk, acidophilus milk, Bv-ette. Adv. Exec.: H. W. Jeffers Jr. S. Agency: Clements Co., Philadelphia.

WALKER MFG. Co. of Wisconsin, Racine, Wis., Walker jacks, electric lifts, silencers, oil filters. Adv. Exec.: T. F. Hall. S. Agency: Keeling & Co. Inc., Indianapolis, Ind. Acct. Exec.: L. T. Sogard.

WALKER REMEDY Co., Waterloo, Iowa, Walko poultry tablets. Adv. Exec.: L. J. Walker. S. Agency: Weston-Barnett Inc., Waterloo. Acct. Exec.: W. H. Barnett.

WALKER'S AUSTEX CHILI Co., Austin Tex., Mexene Chili powder seasoning, Austex Beef Stew, Austex Braised Beef Hash, Austex Chili Con Carne with beans, Austex Tamales, Austex Spaghetti and meat balls. Adv. Exec.: Jim Anderson. S. TV. Agency: Crook Adv. Agency, Dallas. Acct. Exec.: Jim Anderson.

WALNUT GROVE PRODUCTS Co. Inc., Atlantic, Iowa, mineral feeds. Adv. Exec.: E. A. Kelloway. S. Agency: Wallace Adv., Des Moines. Acct. Exec.: Ross Wallace.

WALSH LABS Inc., Chicago, Rodan rat poison, mouth mix, Aerosol insect spray, deodorants. Adv. Exec.: J. J. Walsh. S. Agency: Ross Roy-Fogarty Inc., Chicago. Acct. Exec.: Robert E. Moore.

WALTHAM WATCH Co., Waltham, Mass., Watches. N. Agency: Direct.

WALTON RICE MILL Inc., Stuttgart, Ark., Wonder Rice. Adv. Exec.: W. R. Seibold. S. Agency: Freitag Adv., Atlanta, Ga. Acct. Exec.: J. V. Freitag.

WAMPOL—HENRY K. & Co. Inc., Philadelphia, Pa., Creco-Terpin cough syrup. Adv. Exec.: Clyde Brandon. S. Agencies: Richard A. Foley Adv., Philadelphia. Acct. Exec.: James L. Tabor; Gray & Rogers, Philadelphia.

WANAMAKER—JOHN, Philadelphia, Pa., department store. Adv. Exec.: Berta MacDonald. S. Agency: Direct.

WANDER Co., Chicago, Ovaltine. Adv. Exec.: Hart Johnson. TV. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett.

WAPLES-PLATTER Co., Ft. Worth, Texas, White Swan finer foods. S. Agency: Glenn Adv. Inc., Ft. Worth.

WARD BAKING Co., New York, Bread & Cake. Adv. Exec.: V. P. McKinnie. N. TV. Agency: J. Walter Thompson Co., N.Y.

WARD LABORATORIES Inc., N.Y., ethical pharmaceuticals, physicians specialties. Adv. Exec.: H. L. Knauer. S. Agency: Frederick-Clinton Co. Inc., N.Y.

WARD PAPER Co., Chicago, Lustre Duster. Adv. Exec.: C. H. Luth. S. Agency: Richard H. Brady Co., Stevens Point, Wis.

WARNER BROS. PICTURES, New York, moving pictures. Adv. Exec.: Mort Blumenstock. S. Agency: Blaine-Thompson Co., New York. Acct. Exec.: Philip Solomon.

WARP BROTHERS, Chicago, Flex-O-Glass, Glass-O-Net, Wyr-O-Glass venetian glass. Adv. Exec.: Delbert Christensen. S. Agency: Presba, Fellers & Presba Inc., Chicago.

WARREN PAINT & COLOR Co., Nashville, Tenn., Southern Made for Southern Climate, Warren's paint & varnish. Adv. Exec.: W. S. Gillespie. S. Agencies: Noble-Dury and Assoc., Nashville. Acct. Exec.: Wm. Graham, Albert Noble; Arthur G. Rippey & Co., Denver, Colo. Acct. Exec.: A. G. Rippey, Vern Ewing.

WARWICK CLUB GINGER ALE Co. Inc., West Warwick, R. I., Speedball Orange, Grade A root beer. Adv. Exec.: Luke Clarke. S. Agency: Gordon Schonfarber & Assoc. Inc., Providence, R. I.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., S. Agency: W. Earl Bothwell Inc., Pittsburgh.

WASHINGTON COOPERATIVE FARMERS Assoc., Seattle, Wash., Co-op. Farmer-cooperative Marketing & Purchasing agent for farmer members. Adv. Exec.: M. H. McDonald. N.S. TV. Agency: Pacific Natl. Adv. Agency, Seattle. Acct. Exec.: H. O. Stone.

WASHINGTON POST, Washington, D.C., newspaper. Adv. Exec.: D. M. Bernard. S. Agency: Several.

WASHINGTON PROPERTIES Inc., Washington, D.C., Wardman Park Hotel, Carlton Hotel, office buildings, apartment houses. Adv. Exec.: F. E. Weakly. S. TV. Agency: Admesters Adv., Washington. Acct. Exec.: J. P. Jones.

WASHINGTON STATE ADVERTISING COMMISSION, Olympia, Wash., tourist travel. Adv. Exec.: Lyle Abrahamson. S. Agency: Mac Wilkins, Cole & Weber, Seattle, Wash. Acct. Exec.: Lee Jacobi, Sidney Copeland.

WASHINGTON STATE APPLE ADV. COMMISSION, Wenatchee, Apples. Adv. Exec.: H. E. Coppel. S. TV. Agency: J. Walter Thompson, Seattle. Acct. Exec.: Floyd Flint.

WASHINGTON STATE FRUIT COMMISSION, Yakima and Wenatchee, Wash., Peaches, Bartlett pears & prunes. Adv. Exec.: Fred H. Westberg. S. Agency: Pacific National Adv., Seattle. Acct. Exec.: Frank Horstey.

WASON BROTHERS Co. Inc., Seattle, Wash., Mello-Cup coffee, Mello-Jel gelatin dessert, Sugar House maple syrup. Adv. Exec.: Allan Rotman. S. Agency: Direct.

WASSSELL ORGANIZATION Inc., Westport, Conn., Produc-Tol control system, Sig No Lok visible equipment. Adv. Exec.: T. A. Longmuir. S.

Agency: Needham & Grohmann Inc., N.Y. Acct. Exec.: Donald H. Parker.

H. P. WASSON & Co., Indianapolis, Ind., women's apparel. Adv. Exec.: A. L. Spencer. S. Agency: Sterling Adv. N.Y.

L. E. WATERMAN Co., New York, Fountain Pens, Buckles and Ink. Adv. Exec.: Harold Buckley. D-C Agency: Charles Dallas Reach Co., N.Y. Acct. Exec.: C. D. Reach.

WATERMAN-WATERBURY Co., Minneapolis, Minn., warm air heating equipment, gas conversion burners. Adv. Exec.: H. G. Cross. S. Agency: Mitchell & Mitchell Inc., Minneapolis. Acct. Exec.: Don Mitchell.

WATKINS—R. L. Co., Div. of Sterling Drug Inc., N.Y., Coluifed cocoanut oil shampoo, Glostora, Dr. Lyon's tooth paste, tooth powder, Ayer's Pectoral, Double Danderine, Astring-o-Sol, Ammoniated Dr. Lyon's tooth powder. S. Agencies: The Thompson-Koch Co. Inc., N.Y.; Dancer-Fitzgerald-Sample Inc.

WATSON-STANDARD Co., Pittsburgh, Pa., paints, varnishes, enamels, industrial finishes, lithograph coatings, protective coatings. Adv. Exec.: A. W. Steppler. S. Agency: Cabbott & Coffman Inc., Pittsburgh.

WAYNE BREWING Co., Erie, Pa., beer, ale. Adv. Exec.: Max R. Wiley. S. Agency: Mitchell & Knepper, Erie, Pa. Acct. Exec.: George Mitchell.

WAYNE COUNTY PRODUCE Co., Brooklyn, N.Y., vinegar, cider, food products. Adv. Exec.: E. F. Knecht. S. Agency: Rose-Martin Inc., N.Y.

WEATHER MAN, Chicago, weather forecaster. Adv. Exec.: Bernice S. Kahn. S. TVS. Agency: Robert Kahn & Assoc., Chicago.

WEATHER SEAL Inc., Barberton, Ohio, combination storm windows, screens, combination doors. Adv. Exec.: J. W. Cully. S. Agency: D'Arcy Adv., St. Louis, Mo.

WEATHERHEAD Co., Cleveland, Ohio, tube fittings, flexible hose assemblies, dash controls, drain cocks, shut off cocks, valves. Adv. Exec.: John G. Guardiola. S. Agency: Peter Hilton Inc., N.Y. Acct. Exec.: James Williamson.

WEATHERMASTER Co., Chicago, Also combination storm windows, doors, porch, enclosures. S. Agency: Dublin Adv., Pittsburgh. Adv. Exec.: J. Dublin.

WEBB—THOMAS J., Co., Chicago, Thomas J. Webb coffee. Adv. Exec.: Daniel Mitchell. S. Agency: Ivan Hill Inc., Chicago.

WEBSTER—H. K. Co., Lawrence, Mass., Blue Seal feeds. Adv. Exec.: F. G. Peterson. S. Agency: Wright Adv., Pittsford, N. Y.

WECO PRODUCTS Co., Chicago, Dr. West's Miracle Tufts, Dr. West's nylon 25 tooth brushes, Dr. West's miracle tooth paste, Gainsborough hair nets, powder puffs, Kec handkerchiefs. Adv. Exec.: O. B. Lyon. S. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Kenneth Ward; Bisberne Adv., Chicago.

WEIL & Co., Cleveland, Ohio, Don-De coffee. Adv. Exec.: Joseph Weil. S. TVS. Agency: Gordon Best Co. Inc., Chicago, Ill.

WELCH GRAPE JUICE Co., New York, Adv. Exec.: Howard Nuss. Agency: Doherty-Clifford-Shenfield, N.Y. Acct. Exec.: Donald Clifford.

WELCH—J. M. & Co. Inc., Framingham, Mass., Newport Brand sausage. Adv. Exec.: J. M. Welch. S. Agency: Ford, Nichols & Todd, Boston. Acct. Exec.: Harvey Ford.

WELLMAN, PECK & Co., San Francisco, Wellman Flavor Famous foods. S. Agency: Pacific Adv. Staff, Oakland, Cal.

WELLS FARGO BANK & UNION TRUST Co., San Francisco, banking service. S. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Robert Akey.

WENE CHICK FARMS, Vineland, N. J. Hatchery. S. Agency: Shaffer, Brennan, Margulis, St. Louis.

WENZEL TENT & DUCK Co., St. Louis, Agency: Ollian Adv. Co., St. Louis.

M. WERK Co., Cincinnati, Werk, Tag soaps. Adv. Exec.: J. N. Seifert. S. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley Willer.

WESCO WATERPAINTS LTD., Berkeley, Cal. Adv. Exec.: Randall Cook. S. TVS. D.-C. Agencies: Long Adv. Service, San Francisco. Acct. Exec.: Allen Long; Walsh Adv., Montreal.

WESLEY RADIO LEAGUE, Detroit, Mich., religious talks. Adv. Exec.: E.

G. Mistele. S. Agency: Stanley G. Boynton Adv., Detroit.

WESSON OIL & SNOWDRIFT SALES Co., New Orleans. Adv. Exec.: W. F. Guinee. N. Agencies: Kenyon & Eckhardt, N.Y.; Fitzgerald Adv. Agency, New Orleans. Acct. Exec.: J. L. Killen; The Goodwin Co., Houston, Tex.

WEST BEND ALUMINUM Co., West Bend, Wis., aluminum cooking utensils, gift ware, appliances. Adv. Exec.: L. E. Tollack. S. Agency: Hoffman & York Inc., Milwaukee, Wis.

WEST—BOB, GUITAR Co., Chicago, guitar instruction course. Adv. Exec.: John Hopkinson. S. Agencies: E. H. Brown Adv., Chicago. Acct. Exec.: E. H. Brown; Dwight Adv., Chicago.

WEST BRANCH NOVELTY Co., Milton, Pa., West Branch cedar chests. Adv. Exec.: E. D. Chapin. S. Agency: Foltz-Wessinger Inc., Lancaster, Pa.

WEST COAST SOAP Co., Oakland, Calif., Powow Cleaner. N. Agency: Bracher, Wheeler & Staff, S.F.

WEST END BREWING Co., Utica, N.Y., Utica Club beer, ale. Adv. Exec.: Walter Matt. S. Agency: Moser & Cotins Inc., Utica. Acct. Exec.: L. B. Reigler.

WEST MICHIGAN TOURIST & RESORT ASSN., Grand Rapids, Mich., tourist promotion. Adv. Exec.: Audrey Strohpaull. S. Agency: Stevens Inc., Grand Rapids, Mich.

WESTERN AIR LINES, Los Angeles, Cal., airplane travel. Adv. Exec.: B. D. Lyon. S. Agency: Buchanan & Co., Beverly Hills, Calif.

WESTERN AUTO SUPPLY Co., of Missouri, Kansas City, automotive supplies. Adv. Exec.: D. M. Purpus. S. TVS. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: J. Kent Boyd.

WESTERN GROCER DIV. OF CONSOLIDATED GROCERS CORP., Marshalltown, Iowa, Jack Sprat food stores, Jack Sprat foods, chocolate cream coffee. Adv. Exec.: A. W. Cober. S. Agency: L. W. Ramsey Adv., Davenport, Iowa.

WESTERN HARNESS RACING ASSN., Los Angeles, Harness racing. S. Agency: Smith, Bull & McCreery Adv., Hollywood.

WESTERN HOTELS Inc., Seattle, Wash., New Washington Hotel. Adv. Exec.: S. W. Thurston. S. Agency: Botsford, Constantine & Gardner, Seattle, Wash. Acct. Exec.: R. W. Knudsen.

WESTERN NEW YORK MOTOR LINES Inc., Batavia, New York, Blue Bus Lines. Adv. Exec.: L. H. Schulte. S. Agency: Hart-Conway Co. Inc., Rochester.

WESTERN STATIONERY Co., Topeka, Kan., stationery, novelties. Adv. Exec.: F. E. Lindsey. S. Agency: Shaffer, Brennan, Margulis Agency, St. Louis. Acct. Exec.: S. I. Rosenfeld.

WESTERN STOVE Co., Culver City, Calif. (Institutional) deluxe six-burner gas range. Adv. Exec.: J. F. Brembeck. N. TVS. Agency: Brooks Adv., L.A. Acct. Exec.: Al Brooks.

WESTGATE SEA PRODUCTS Co., San Diego, Calif., Breast o'Chicken, Armo, Westgate, Bite o'Sea, Breast o'Tuna. Adv. Exec.: W. W. Ambrose. S. Agency: Barnes-Chase Co., San Diego, Calif. Acct. Exec.: Norman Barnes.

WESTGATE-SUN HARBOR Co., San Diego, Calif., canned tuna. Adv. Exec.: H. P. Requa Jr. S. TVS. Agency: Barnes-Chase Co., San Diego.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Pa., Electrical goods. Adv. Exec.: Roger Bolin. TVN. Agencies: McCann-Erickson Inc., N. Y. Acct. Exec.: T. P. Losee; Fuller & Smith & Ross, Cleveland.

WESTON BISCUIT Co. Inc., Passaic, N.J., English quality biscuits, cookies. Adv. Exec.: R. E. Watson. S. TVS. Agencies: Calkins & Holden, Carlock, McClinton & Smith Inc., N.Y.; Stevenson & Scott Ltd., Montreal, Can.

GEORGE WESTON LTD., Toronto, biscuits. Adv. Exec.: Howard Caine. N. S. Agency: Vickers & Benson Ltd., Toronto, Ont. Acct. Exec.: G. A. Larson.

WETALENE LAB., Columbus, Ohio, household cleaner. Adv. Exec.: W. J. Mangold. S. TVS. Agency: K. B. Butler & Assoc., Mendota, Ill. Acct. Exec.: Jack Westerman.

WEYER—GEO. H. Inc., Kansas City, Mo., Sur-Lay, Pom-Po-Lay, Sparkling Oil hair tonic. Adv. Exec.: Miss E. K. Weyer. S. Agency: Russell C. Comer Co., Kansas City, Mo.

WHELAN DRUG STORES, New York, N. TV. Agency: Stanton B. Fisher Inc., New York.

WHIPPLE Co., Natick, Mass., Grandmother's mince meat. Adv. Exec.: L. A. Scammell. S. Agency: Harry M. Frost Co. Inc., Boston, Mass.

WHISTLE & VESS BEVERAGES Inc., St. Louis, Mo., Whistle orange drink, Vess beverages. Adv. Exec.: L. C. Crook. S. Agencies: Padco Adv. Co., St. Louis. Acct. Exec.: Paul D. Kranzberg; Oakleigh R. French & Assoc., St. Louis, Mo.

WHITE KING SOAP CO., L.A. Adv. Exec.: E. M. Finehout. N. S. TVS. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Robert Temple.

WHITE LABS., Toronto, Feenamint. S. Agency: Baker Adv. Agency, Toronto.

WHITE RABBIT DYE Co., St. Louis, Mo., White Rabbit egg colors. Adv. Exec.: Leonard Jaeger. S. Agency: The Ridgeway Co., St. Louis. Acct. Exec.: Norman Lewis.

WHITE ROCK CORP., N.Y. Mineral water & ginger ale. Adv. Exec.: James Swan. S. Agency: Kenyon & Eckhardt, N.Y.

WHITE ROSE JEWELRY MFG. Co., N.Y., rings. Adv. Exec.: Sigmund Amstel. S. Agency: Direct.

THE S. S. WHITE DENTAL MFG. Co., Philadelphia, Oraline tooth paste and powder and mouth wash (mouth specialties). Adv. Exec.: H. P. Prager. N. S. Agencies: Clements Co., Phila., Peterson & Kempner, N.Y.

WHITE STAG MFG. Co., Portland, Ore., White Stag sport togs, play clothes, slacks, jackets, White Stag westwoods, hunting clothes, Hirsch Weiss canvas products. Adv. Exec.: J. A. Herven. S. Agency: Allen & Cienagen Adv., Portland. Acct. Exec.: Richard Sellers.

WHITEHALL PHARMACAL Co., New York, Anacin and Hill's cold tablets, Heet, Bisodol, Kolynos Toothpaste. Adv. Exec.: R. G. Rettig. N. S. Agencies: Sullivan, Stauffer, Colwell & Bayles, N.Y.; Acct. Exec.: Clemens Hathaway; Duane Jones Co., N.Y.; Acct. Exec.: C. Frederick Bell; John F. Murray Inc., N.Y. Acct. Exec.: Alice Carle.

WHITEHALL PHARMACAL Co. (Canada), Walkerville, Ont. Agency: Young & Rubicam, Toronto.

WHITE STAR MILLS, Staunton, Va., Melrose Flour. Adv. Exec.: J. H. Kivlighan. S. Agency: Courtland D. Ferguson Inc., Richmond, Va. Acct. Exec.: H. P. Martin.

WHITE SULPHUR COMPANY OF SHARON SPRINGS, N. Y., Sharon Springs, health spa, mineral waters. Adv. Exec.: Miss Lillian Ball. S. Agency: Koehl, Landis & Landon Inc., N.Y. Acct. Exec.: Albert Koehl.

WHITE TOWER MANAGERMENTS Corp., Stamford, Conn., restaurants. Adv. Exec.: M. H. Harman. S. Agency: Badger & Browning & Hersey Inc., N. Y. Acct. Exec.: J. C. Morrow.

WHITING MILK Co., Charlestown, Mass., milk, cream, dairy products. Adv. Exec.: Robert Burns. S. TVS. Agency: Chambers & Wiswell Inc., Boston, Mass. Acct. Exec.: Charles Hutchinson.

WHITTEMORE BROS. Corp., Cambridge, Mass., shoe polishes, leather dressings, leather dyes, saddle soap. Adv. Exec.: Louis Hannum. S. Agency: Hoag & Provandine Inc., Boston. Acct. Exec.: J. P. Hoag.

WIEBOLDT STORES Inc., Chicago, Ill., dept. store merchandise. Adv. Exec.:

E. T. Sullivan. S. Agency: Needham, Louis & Brorby Inc., Chicago, Ill.

WILBERT PRODUCTS Co. Inc., N.Y., No-Rub floor wax, furniture polish, No-Rub white shoe cleaner, No-Rub shoe polishes, Wilbert's ammonia paste, liquid wax, paste shoe polishes, Javex liquid bleach, Dot cleanser, Fixit scratch remover furniture polish. Adv. Exec.: Robert Wheeler. S. Agency: Charles W. Hoyt Co. Inc., N.Y.

WILBUR-ELLIS Co., San Francisco, Southern Star fish. Adv. Exec.: Brayton Wilbur. S. Agency: West-Margulis Inc., San Francisco. Acct. Exec.: Hal Marquis.

WILBUR-SUCHARD CHOCOLATE Co. Inc., Lititz, Pa., Wilbur, Suchard chocolate. Adv. Exec.: John L. Boyd. S. Agency: Foltz-Wessinger Inc., Lancaster, Pa.

WILCO Co., Los Angeles, Clearax, Bif. R. S. Agency: Elwood J. Robinson Adv., Los Angeles.

WILCOX-GAY Corp., Charlotte, Mich., Recordio Adv. Exec.: C. S. Blakslee. D.-C. Agency: Wallace-Lindeman Adv., Milwaukee.

WILDROOT Co., Buffalo, Hair tonic. Adv. Exec.: J. Ward Maurer. N. S. TVN.S. Agency: BBDO, Buffalo & Hollywood. Acct. Exec.: Alan D. Lehmann.

WILHELM—L. H. Inc., Los Angeles, Calif., Dolly Madison wines. S. Agency: Davis & Co., Los Angeles.

WILKIL PEST CONTROL, Los Angeles, Wilkil insecticide. Adv. Exec.: R. M. Wilson. TVS. Agency: Direct.

JOHN H. WILKINS Co., Wash. D. C., coffee, tea. Adv. Exec.: John Wilkins. S. TVS. Agency: Lewis Edwin Ryan, Wash. Acct. Exec.: J. Robert Corry.

WILL & BAUMER CANDLE Co. Inc., Syracuse, N.Y., church candles, fancy candles. Adv. Exec.: Howard Will. S. Agency: Barlow Adv. Syracuse, N.Y.

OSCAR H. WILL & CO., Bismarck, N. D., Field, garden, nursery seed and greenhouse merchandise. Adv. Exec.: George F. Will Sr. S. Agency: Lessig Adv., Des Moines.

WILLARD HOTEL, Washington, D.C., hotel service. S. Agency: Kaufman & Assoc., Chicago. Acct. Exec.: R. R. Kaufman.

WILLARD TABLET Co., Chicago (proprietary). Adv. Exec.: T. S. Donahue. S. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

THE WILLIAMS Co., Kokomo, Ind., Bouffont cleaning preparation. Agency: Caldwell-Baker Co., Indianapolis.

AL WILLIAMS HEALTH SYSTEMS, Los Angeles, Physical Culture. S. Agency: Western Adv. Agency, Los Angeles.

THE J. B. WILLIAMS Co., Glastonbury, Conn., Glider Shaving Cream, Aqua Velva, Adv. Exec.: P. K. Williams. N. S. Agency: J. Walter Thompson Co., N. Y.; Acct. Exec.: Samuel Meek.

WILLIAMS SLK LABORATORIES, Milwaukee, Wis., William's formula, William's Rux, Gasa tablets, Williams Vitexin tablets, Williams liquid vitamin compound, William's B Complex. Adv. Exec.: Stanley Williams. S. Agency: R. L. Kulzick, Madison, Wis.

WILLIAMSON CANDY Co., Chicago, O'Henry candy bars. Adv. Exec.: A. L.

(Continued on page 386)

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(Continued)

Williamson N. Agency: Aubrey, Moore & Wallace, Chicago.

WILLIAMSON-DICKIE MFG. Co., Ft. Worth, Texas. Dickie work clothes. Adv. Exec.: E. G. Elliott, S. Agency: Albert Evans Adv., Ft. Worth. Acct. Exec.: Stanley Schlenker.

WILMAR MFG. Co., Philadelphia, Pa., peanut butter maker. Adv. Exec.: Robert Reinhart, S. Agency: Clements Co. Inc., Philadelphia. Acct. Exec.: David Roberts.

WILSHIRE OIL Co., Los Angeles. Motor Oil. Adv. Exec.: M. A. Machris, S. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: J. C. Morse.

WILSON BROTHERS, Springfield, Mo., hooked rug supplies. S. Agency: Ralph Nelms Inc., Springfield.

WILSON GARMENT MFG. Co. Inc., Chicago, Youthemore coats, suits. Adv. Exec.: Harold Rosenberg, S. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Marshall Kissell.

WILSON LINE Inc., Philadelphia, Pa., steamship line. Adv. Exec.: Frank Weber, S. Agency: J. Robert Mendite Inc., Philadelphia.

WILSON MILK Co. Inc., Indianapolis, Ind., Wilson's evaporated milk. S. Agency: Keeling & Co. Inc., Indianapolis. Acct. Exec.: L. H. Stormont.

WILSON & SONS NURSERY Co., Willsboro, Texas, rose bushes, shrubs, fruit trees, shade trees. Adv. Exec.: W. F. Wilson, S. Agency: J. F. Gelders Adv., Oklahoma City, Okla.

WILSON SPORTING GOODS Co., Chicago, Sporting Goods. Adv. Exec.: J. V. Risolute, N. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: Glenn Morris.

WINCHESTER PACKING Co., Hutchinson, Kans., Circle W meat products. Adv. Exec.: Stanley Winchester, S. Agency: Associated Adv., Wichita.

WINE GROWERS GUILD, Lodi, Calif. Adv. Exec.: William V. Shaftner, S. TVS. Agency: Guild, Bascom and Bonfigli, S. F. Acct. Exec.: Merritt Willey.

WINGS SHIRT Co. Inc., N.Y., Wings shirts. Adv. Exec.: S. Saltzman, S. Agency: Ziowe Co., N.Y. Acct. Exec.: Lee Babin.

JOHN C. WINSTON Co., Philadelphia, Books. Agencies: Schwab & Beatty, N.Y.; Charles Blum Adv. Corp., Phila.

WINTERSMITH CHEMICAL Co., Louisville, Ky., Wintersmith's tonic. Adv. Exec.: Watson McFerran, S. Agencies: Doe-Anderson Adv., Louisville, Ky. Acct. Exec.: Warwick Anderson; Export Adv., Chicago.

WISCONSIN STATE DEPT. OF AGRICULTURE, Madison, Wis., Wisconsin State Brand cheese, Wisconsin creamery butter. Adv. Exec.: Milton Button, S. Agency: Direct.

WISE POTATO CHIP Co., Berwick, Pa., Wise potato chips. Adv. Exec.: Percy Wilson, S. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa.

WM. H. WISE & CO. INC., New York, Publishers. Adv. Exec.: A. E. Sacks, N. Agency: Gordon & Rudwick Inc., N. Y. Acct. Exec.: Alan Rachleff.

WOFFORD OIL Co. of Georgia, Atlanta, Pure-Pep, Purelube Pure Oil

products. Adv. Exec.: T. L. Hodges, S. Agency: Leo Burnett Co. Inc., Chicago, Ill.

WOLF MILLING Co., Ellinwood, Kans., Southern Lady, Wolf's premium flour, corn meal, feeds. Adv. Exec.: Fred Wolfe, S. Agency: Associated Adv., Wichita, Kans. Acct. Exec.: Gene Randles.

WOLFE NURSERY, Stephenville, Tex., fruit trees. Adv. Exec.: R. R. Wolfe, S. Agency: Direct.

WONDER ORANGE Co., Chicago, Ill., Wonder Orange flavoring syrups, bases, Eze orange. Adv. Exec.: Clayton J. Howell, S. Agency: Hooper-Cameron Inc., Chicago.

WOODBURY—JOHN H. Inc., Cincinnati, Woodbury's Facial Soap, cosmetics. Adv. Exec.: Chester Birch, S. Agencies: Robert W. Orr & Assoc., N.Y. Acct. Exec.: R. W. Orr; Stockton, West, Burkhardt Inc., Cincinnati. Acct. Execs.: W. Z. Burkhardt, J. D. Nelson; Gotham Adv. Co. Inc., N.Y. Acct. Exec.: H. N. Eterlich.

WOODEN SHOE BREWING Co., Minster, Ohio, Wooden Shoe beer. Adv. Exec.: Ulreh Vogt, S. TVS. Agency: Don Kemper Co. Inc., Dayton, Ohio. Acct. Exec.: Don Kemper.

WOOL NOVELTY Co., New York, Woolfoam, S. Agency: Redfield-Johnstone, N.Y.

WOOL REMNANT Co., N.Y., wool and cotton remnants, quilt pieces. S. Agency: Huber Hoge & Sons, N.Y.

WOOLFOAM Corp., N.Y., Woolfoam woolen wash. Adv. Exec.: B. L. Roberts, S. Agency: Redfield-Johnstone Inc., N.Y. Acct. Exec.: L. L. Redfield.

WOOLRICH WOOLEN MILLS, Woolrich, Pa., cloth, work, sport garments. Adv. Exec.: J. W. Rich, S. Agency: Hutchins Adv., Rochester, N.Y.

WOOLWORTH—F. W. Co., N.Y., Woolworth stores. Adv. Exec.: C. C. Peck, S. Agency: Lynn Baker Inc., N.Y.

WORCESTER BAKING Co., Worcester, Mass., Town Talk bread. Adv. Exec.: Harry N. Brown, S. Agency: Direct.

WORCESTER SALT Co., N.Y., Div. of Morton Salt Co., Worcester, Ivory Iodized, Ivory salt, Worcester salt toothpaste. Adv. Exec.: E. E. Tustin Jr., S. Agency: Schwimmer & Scott, Chicago, Ill.

WORTZ BISCUIT Co., Fort Smith, Ark., Ten-Der-Rist crackers, biscuits. Adv. Exec.: Carl Wortz 3d, S. Agency: Gibbons Adv., Tulsa, Okla.

WRIGHT—E. T. & Co. Inc., Rockland, Mass., Wright arch preserver shoes for men, Wright Measure Made shoes. Adv. Exec.: L. McCarthy, S. Agency: H. B. Humphrey Co., Boston.

WRIGHT MFG. Co., Houston, Tex., Wright rubber tile. Adv. Exec.: Thomas Millane, S. Agency: Brennan Adv., Houston, Tex. Acct. Exec.: W. T. Morris.

CHAS. W. WRIGLEY Co., Chicago; Agency: Frances Hooper Adv., Chicago.

WM. WRIGLEY, JR. Co., Chicago, Chewing gum. Adv. Exec.: H. L. Webster, N. TVN. Agencies: Ruthrauff & Ryan; Arthur Meyerhoff & Co., Chicago. Acct. Exec.: A. E. Meyerhoff.

WM. WRIGLEY JR. Co. Ltd., Toronto.

chewing gum. Adv. Exec.: C. B. Kenney, N. Agency: J. Walter Thompson Co. Ltd. Acct. Execs.: R. H. Campbell, W. A. Willis.

RUDOLPH WURLITZER Co., Chicago, Musical Instruments. Adv. Exec.: William Walsh, N. D.-C. Agencies: Leo Burnett Co., Chicago; Landsheft Inc., Buffalo, N.Y.

WYATT MFG. Co. Inc., Salina, Kans., Jayhawk stackers, sweeprakes, hydraulic loaders, bazooka grain augers, Jayhawk field sprayers. Adv. Exec.: J. W. Tippit, S. Agency: Potts-Turnbull Adv., Kansas City, Mo. Acct. Exec.: Frank Little.

WYLER & Co., Chicago, packaged soups, bouillon cubes, dehydrated vegetables. Adv. Exec.: A. S. Wyler, S. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Joe Caro.

WYLER WATCH AGENCY Inc., N.Y., Swiss watches. Adv. Exec.: Alfred Wyler, S. Agency: Ziowe Co., N.Y.

WYPE Corp., St. Louis, Mo., Wype paint auto enamels. Adv. Exec.: S. I. Rosenfeld, S. Agency: Shaffer-Brennan-Margulis Adv., St. Louis. Acct. Exec.: Sam Margulis.

X

XLNT SPANISH FOODS Co., Los Angeles, fresh delicatessen items. Adv. Exec.: Chester England, S. Agency: Hal Stebbins Inc., Los Angeles. Acct. Exec.: Frank L. McKibbin Jr.

XZIT SOOT ERADICATOR, Los Angeles, soot eradicator, S and N. Agency: Steller-Millar-Ebberts Adv., Los Angeles.

Y

YAGER LINIMENT Co., Baltimore, liniment. Adv. Exec.: Edward Murray, S. Agency: Harvey-Massengale Co., Durham, N.C. Acct. Exec.: C. Knox Massey.

YATES & SMART PAINT Co., San Francisco, D.D.T. paint, Smart Brite insect killing paint. Adv. Exec.: David Smart, S. Agency: Benson M. Sherman Inc., San Francisco.

YOCUM BROTHERS, Reading, Pa., Y-B cigars. Adv. Exec.: D. F. Benbow, S. Agency: William Jenkins Adv., Philadelphia.

YOLANDE Corp., N.Y., Yolande underwear. Adv. Exec.: H. L. Miskend, S. Agency: Irving Serwer Adv., N.Y.

YORK KNITTING MILLS, Toronto, Agency: Cockfield, Brown and Co., Toronto.

YOSEMITE Park & CURRY Co., Yosemite National Park, Calif. Adv. Exec.: Henry Berrey, S. Agency: McCann-Erickson Inc., San Francisco. Acct. Exec.: Bradford Collins.

YOUNG—E. C. Co., Randolph, Mass., portable poultry houses, dog kennels. Adv. Exec.: M. E. Young, S. Agency: Harry M. Frost Co., Boston. Acct. Exec. R. E. McLaughlin.

YOUNG PEOPLE'S CHURCH OF THE AIR, Religious Talks, Youth on the March, N. TVN. Agencies: Alpha Adv., Phila.; John M. Camp Adv., Ft. Wayne, Ind.

W. F. YOUNG, Inc., Springfield, Mass., Absorbine Jr. Liniment. S. Agency: J. Walter Thompson, N. Y.

YOUNGSTOWN KITCHENS—Mullins Mfg. Corp., Salem, Ohio, Youngstown Kitchens. Adv. Exec.: Marshall Adams, S. Agency: Brooke, Smith, French & Dorrance, Detroit, Mich. Acct. Exec.: L. C. Barlow.

YOUNKERS OF IOWA, Des Moines, Iowa, dept. store goods. Adv. Exec.: Robert Howe, S. Agencies: Rogers & Smith, Kansas City, Mo.; Edward I. Frankel & Assoc., Des Moines. Acct. Exec.: Lois G. Campbell.

Z

ZEEMAN CLOTHING Co., Los Angeles, Apparel chain. Adv. Exec.: D. H. Grigsby, S. TVS. D-C. Agencies: MacFarland, Aveyard & Co., Chicago. Acct. Exec.: A. B. Dicus; Critchfield & Co., Chicago. Acct. Exec.: Paul Johnson, Evers Whyte Agency, L.A.

ZENITH RADIO Corp., Chicago, Agency: Critchfield & Co., Chicago.

ZERBST PHARMACAL Co., St. Joseph, Mo., Zerbst capsules, Choloryne cough syrup. Adv. Exec.: E. A. Zerbst, TVS. Agency: Direct.

ZEVEK Corp., Chicago, Boli-Qwik portable electric water heaters. Adv. Exec.: Howard Visel, S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: J. D. Morgan.

ZIEGLER—GEORGE Co., Milwaukee, Wis., candy. Adv. Exec.: H. G. Ziegler, S. Agency: Hoffman & York, Milwaukee.

ZINSMASER BAKING Co., Minneapolis, Minn., St. Paul Minn., bread, Hol-Ry, Zweiback toast. Adv. Exec.: A. J. Petersen, S. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Blake Cox.

ZION'S CO-OPERATIVE MERCANTILE INSTITUTION, Salt Lake City, Utah, ZCMI dresses. Adv. Exec.: Frances Peterson, S. TVS. Agency: David W. Evans Adv., Salt Lake City. Acct. Exec.: David Evans.

ZIPPO MFG. CO., Bradford, Pa., Pocket and table lighters. Adv. Exec.: Walter Avis, S. TVS. Agency: Geyer, Newell & Ganger, N.Y. Acct. Exec.: Wm. R. Mason.

ZIPPY PRODUCTS Inc., Lansdowne, Pa., Zippy liquid starch. Adv. Exec.: Wm. R. Shunk, S. TVS. Agencies: Martin & Andrews, Philadelphia. Ted H. Factor Adv., Los Angeles.

ZODIAC WATCH AGENCY, N.Y., watches. Adv. Exec.: Edward Trauner, S. Agency: Firestone Adv. N.Y. Acct. Exec.: Sam Koren.

ZONITE PRODUCTS Corp., New York, Larvex, Zonite antiseptic, Argyrol and Oloferin, Forhan's toothpaste, N. Agencies: Erwin, Wasey & Co., N.Y.; Gotham Adv., N.Y.

ZONITE PRODUCTS Corp. Ltd., Ste. Therese, Quebec, Kreml. Adv. Exec.: Eric Hartell, S. Agency: Erwin Wasey of Canada Ltd., Toronto. Acct. Exec.: F. E. Thomas.

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AARONS, SILL & CARON INC.
Architects Bldg., Detroit 1
Tel.: Temple 1-3515

Radio Dept.: V. E. Sutfin, radio director & timebuyer.

ACCURATE ADVERTISING AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3882

Radio Dept.: Henry Stephens, John Berry, Dwight Abbott.

AD FRIED ADVERTISING AGENCY
(See "F" Listings)

A. L. ADKINS CO.
55 New Montgomery, San Francisco 5
Tel.: Exbrook 2-7867

WILLIAM HART ADLER INC.
720 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-5210

Radio Dept.: George Bromberg, media director; Wm. H. Adler, Kenneth C. Ring, account executives.

ADMIRAL ADVERTISING AGENCY INC.
25 E. 21st St., New York 10
Tel.: Oregon 3-8289

Radio Dept.: Frank Cavaliere, radio director, account executive.
(Offices in Italy, Germany & Austria)

ADVERTISERS' BROADCASTING CO.
117 W. 46th St., New York 19
Tel.: Plaza 7-3560

Radio Dept.: Sholom Rubinstein, radio director; Jacob F. Keilson, producer; M. Keilson, executive director; David M. Hausdorff, program planning.

Radio Accounts: General Foods Corp. (Maxwell House Coffee, Instant Coffee, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Post Cereals); I. Rokeach & Sons; Horowitz-Margaret; Breakstone Bros.; R. B. Davis Co.; Colgate Palmolive-Peet Co. (Colgate dental cream, Ajax); B. T. Babbitt (Bab-O-Glim); Whitehall Pharrnical (Anacin); American Home Foods (Duff's Mixes, G. Washington Instant Coffee, Clapp's Baby Foods); Best Foods Inc. (cream farina, H-O Oats, Hellman's mayonnaise); Ralston-Purina; Duffy-Mott Co.; Penick & Ford; Borden Co. (cream cheese, Instant Coffee); Fels Inc.; Dugan Bros.; Florida Citrus Exchange; Birkett Mills; Campbell Soup Co.; Cream of Wheat Co.; Boyle-Midway Co. (aerowax, Wizard Wick, Auto-Brite, Black Flag); Mrs. Grass' Noodle Soup; Seeck & Kade; SOS Co.; International Salt Co.; Gordon Baking Co.; Pet Milk Sale Co.; Lever Bros. Co. (Spry, Silver Dust); Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltec Co.; Public National Bank & Trust Co.; foreign language programs.

ADVERTISING ASSOCIATES INC.
Bryant Bldg., Charlotte 1, N. C.
Tel.: 3-9281

Radio Dept.: Mark I. Moffett, radio director.

ADVERTISING ASSOCIATES INC.
Southland Life Bldg., Dallas 1
Tel.: Prospect 7-2589

Radio Dept.: L. D. Gibson, radio and television director; Pearl Coates, timebuyer.

ADVERTISING-BUSINESS AGENCY
263 Texas St., Fort Worth 2, Tex.
Tel.: 3-4473

ADVERTISING BY MODERN AGE
110 W. 34th St., New York 1

Radio Dept.: Franklin M. Simetz, Jerome Belgel, Jerome Neuhaus.

Radio Accounts: Garfield Seiltitz Powder (N); miscellaneous restaurant and resort accounts (S).

ADVERTISING COUNSELORS (BUCKLEIGH OXFORD & STAFF)
375 Spreckels Bldg., San Diego 1
Tel.: Franklin 0545

Radio Dept.: Buckleigh Oxford, radio and television director; Mary A. Haggard, chief account executive; Terese Oxford, timebuyer; Esta Burton, production.

Radio Accounts: McChesney Specialty Works; San Diego Industries; Amethyst; Arey-Jones Co.; Ace Welding & Trailer Co.; Martin and Gorton; Independent Sales Co.; Huff Rug Stretcher; Prowler-Proof; Wells-Window Check. all spot users.

ADVERTISING ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039; Michigan 6912.

Radio Dept.: Edward Halperin, manager, radio-TV; Robert Light, radio director; Jack Deison, television director; Dorothy Kildare, Richard Buss, Timebuyers.

ADVERTISING INCORPORATED
American Fidelity Bldg., Fort Worth 4
Tel.: 3-2006 & 3-7282

Radio Dept.: Timothy L. Thomas, vice president & radio director.

ADVERTISING INC.
Central Nat'l Bank Bldg., Richmond 19, Va.
Tel.: 3-00-09

Radio Dept.: A. G. Timewell, radio director; A. F. Watson, television director; J. L. Miller, radio timebuyer.

Radio Accounts: R. F. & P. Railroad (S); Commonwealth Motors (S); Meyer Greentree (S); Virginia Dairy (S); Virginia Electric & Power Co. (N-R).

Television Accounts: Commonwealth Motors (S); Meyer Greentree (S); Virginia Dairy (S); Ajax Tidewater Co. (S).

ADVERTISING INC. OF WASHINGTON
1025 Vermont Ave., N. W., Washington 5, D. C.
Tel.: Republic 3447

Radio Dept.: King Pedlar, radio and television director; Charles Isbell, account executive.

Radio Accounts: Associated Missionary Volunteers; Potomac Conference; SDA; Prophecy Speakers; Alexandria Seventh Day Adventists.

Television Accounts: Jordan Piano Co.; Barrie Camp.

ADVERTISING & SALES CONSULTANTS AGENCY
2404 West 7th St., Los Angeles 5
Tel.: Drexel 5231

Radio Dept.: Gene Franke, radio timebuyer; George Burtt, radio and television director.

ADVERTISING SERVICE AGENCY
7 State St., Charleston 35, S. C.
Tel.: 3-1129

Radio Dept.: M. Bishop Alexander, radio timebuyer.

ADVERTISING TRADE SERVICE INC.
303 Fifth Ave., New York 16
Tel.: Murray Hill 4-3800

Radio Dept.: Phil Abrahams, radio director, timebuyer.

AGENCY SERVICE CORP.
66 E. South Water St., Chicago 1
Tel.: Central 6-5255

Radio Dept.: Alfred C. Houser, radio and television director; F. J. Kurtzwell, timebuyer; Walter J. Fay, timebuyer.

Radio Accounts: Chicago Motor Club (S); Family Life Ins. Co. (S); Inter-Insurance Exchange (S); North American Acceptance Corp. (S); World Wide Travel & Reservation Service (S); Industrial Training Institute.

AGRICULTURAL ADVERTISING & RESEARCH
Agricultural Research Bldg., 306 E. State St., Ithaca, N. Y.
Tel.: 451

Radio Dept.: Roy H. Park, head of radio; Mrs. Grace Smiley, timebuyer. Albany, N. Y.—240 State St. Tel.: 8-3157, New York 19—113 W. 57th St. Tel.: Luxembourg 2-5080.

Raleigh, N. C.—Raleigh Bldg. Tel.: 3-2786
Washington, D. C.—930 "F" St. NW. Tel.: Executive 1456

Radio Accounts: Cooperative G. L. F. Exchange; Smith-Melville Products; Melville Products; Hines - Park Foods; National Grange Insurance Co.

THE AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810

Radio Dept.: E. M. Gretz, radio and television timebuyer.

R. H. ALBER CO.
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273

Radio Dept.: Pauline Hagen, radio director and timebuyer.

Radio Accounts: Gospel Bcstg. Assn. (N & S).

ALLEN & CLENAGHEN
1135 S. W. Yamhill, Portland 5, Ore.
Tel.: Atlantic 5233

Radio Dept.: Everett Mitchell, radio director; Jack Clenaghen, vice president and account executive.

Radio Accounts: Dad's Root Beer (S); GE Supply Corp. (S); Miller's (S); Arthur Murray's (S); Shaw Surgical Co. (S); Benjamin Franklin Federal Savings & Loan Assn. (S); White Stag Mfg. Co. (S).

Television Accounts: White Stag Mfg. Co. (S).

ALLEN & REYNOLDS
1300 WOW Bldg., Omaha 2
Tel.: Atlantic 4445

Radio Dept.: Milt Stephan, director of radio and television; Don B. Amsden, assistant director. Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, Jack Anderson, Floyd Mellen, account executives.

Radio and Television Accounts: Byron Reed Co. (S); Omaha Public Power District (S); General Electric (S); T. H. Maenner Co. (S); Graybar Electric Co. (S); Webber Motors (S); Mueller - Selby (Motorola) (S); Omaha Stationery Co. (S); U. S. National Bank (S); Paramount Radio Shop (S); Ted's Pen Shop (S); Albert's Finest Salad Dressings (S); Merchants Biscuit Co. (S); Allied Chicks (S); Omoy Feeds (S); Iowa Power & Light (S); P. F. Petersen Bakery (S); Blaugas Service (S); Carpenter Oil Co. (S).

Television Accounts: Harry's Cafe (S); Motorola (N & S); Omaha Public Power District (S); Emerson (S); Zenith (S); Crosley (S); KMTV (S); U. S. National Bank (S); Behlen Mfg. Co.; Boyer Coal Co. (S); Boyles College (S); Elnot Home Permanent (S); Evans Laundry; Fairmont Foods Co.; John A. Gentleman Mortuary; George H. Lee Co. (S); Nebraska-Iowa Electric Council (S); Omaha Blaugas Co.; Omaha Body & Equipment Co.; Pioneer Glass & Paint Co.; Reed Ice Cream Co.; Tekseed Hybrid Co. (S); Northrup-Jones (S); Midwest Clean-It; Beatrice First National Bank (S); Multiple Listing Exchange (S); Electric Fixture & Supply Co.; Conservative Savings & Loan Assn.; Micklin Home Improvement; Bi-State Distributing Co. (Bendix); Sol Lewis; Hill Hotel.

ALLIED ADVERTISING AGENCIES
167 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331

Radio Dept.: Stuart Heinemann, radio director.

San Francisco-Pacific Bldg. Tel.: Douglas 2-7018. Jack Gregory.

ALDOMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510

Radio Dept.: Leonard S. Morvay Jr., vice president and radio timebuyer.

AMBRO ADVERTISING AGENCY
333 Dows Bldg., Cedar Rapids
Tel.: 4-4139

Media Dept.: Eileen Gould, director.
Radio Accounts: Cedar Rapids & Iowa City Railway; Iowa Electric Light & Power Co.; Iowa Southern Utilities Co.; Potosi Brewing Co.; Iowa Mutual Liability Insurance Co.; Vigortone Products Inc.; Merchants National Bank.

AMBROSE & GUILFOYLE
601 Bangs Ave., Asbury Park, N. J.
Tel.: 2-1483

Radio Dept.: R. J. Guilfoyle, television director.

AMERICAN ADVERTISING AGENCY
1329 Vine St., Philadelphia 7
Tel.: Walnut 2-1800

Radio Dept.: Ben Harris, manager.

ANDERSON & CAIRNS
488 Madison Ave., New York 22
Tel.: Plaza 3-5200

Radio Dept.: Victor Seydel, director of radio and television.

Radio Accounts: Root Motors; Alderney Dairy (S); Middleton Tobacco; Friendly Shoes; Rolls Razor; Nat'l Home Show; British Auto Show.

Television Accounts: C. H. Masland & Sons (N).

MERRILL ANDERSON CO. INC.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045

Radio Dept.: Merrill Anderson, president.

ROBERT ARCHER & CO.
20 N. Wacker Dr., Chicago 8
Tel.: Randolph 6-7466

Radio Dept.: H. Fern Stanley, timebuyer.

ARMSTRONG-SCHRAMM CO.
Spreckles Building, San Diego 1
Tel.: Franklin 0101

Radio Dept.: T. G. Armstrong, president, television director. G. E. Vinson, radio director and timebuyer.

JOHN FALKNER ARNDT & COMPANY INC.
123 South Broad St., Philadelphia 9
Tel.: Kingsley 5-8500

Radio Dept.: Clarence R. Palmer, media director (timebuyer); Norton Bond, Earle C. Thompson, account executives (radio).

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220

Radio Dept.: Arnold Z. Rosoff, radio & TV director; Oscar E. Rudsten, Harold Glickman, T. P. O'Neill, account executives.

Radio Accounts: Colonial Provision Co.; Home Owners Federal Savings Bank; Rosoff's Restaurant; Old Monastery Wine Co.; International Harvester (S); Rose Bud vegetables; Dainty Dot Hosiery; Equipment Distributors; National Creamery Co.; Hampshire House; Kent Clothing.

Television Accounts: National Creamery Co.; Coleman's Fashion Shop.

RUPERT ARNOLD ADVERTISING AGENCY
1310 S. Grand Ave., Los Angeles 15
Tel.: Vandike 4472

ART-COPY ASSOCIATES
11 Hill St., Newark 2, N. J.
Tel.: Market 2-7115

Radio Dept.: Martin Steinhardt, radio director.

Radio Accounts: Pinky Products Inc.

Television Accounts: Wilfred Beauty School.

THE ARTWIL ADVERTISING CO.
22 W. 48th St., New York 19
Tel.: Plaza 7-1355

Radio Dept.: Arthur Bandman, Miles Shefferman.

Radio Accounts: Dornol Prod. (S).

ASHER, GODFREY & FRANKLIN INC.
404 Fourth Ave., New York 16
Tel.: Oregon 9-4754

ASSOCIATED ADVERTISING AGENCY INC.
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 5784

Radio Dept.: Stephen Frieberg, radio and television director.

ASSOCIATED ADVERTISING AGENCY INC.
2624 W. 6th St., Los Angeles 5
Tel.: Dunkirk 8-3145

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network, S spot

- Toronto—100 Adelaide St., West. Tel.: Adelaide 5418. K. C. Utley, manager.
- Radio Accounts: Potter D & C Corp. (S); Scott and Bowne; County Perfumery Co. (S); Humphreys Medicine Co. (S); J. C. Eno (S); Phelps Dodge Corp. (S).
- Television Accounts: Potter D & C Corp.; Country Perfumery Corp.; J. C. Eno; Scott & Bowne.
- ASSOCIATED BUSINESS COUNSELORS INC.**
Fox Bldg., Detroit 1
Tel.: Woodward 1-7878
Radio Dept.: F. Humphreys, media director.
New York 1—Empire State Bldg., Tel.: Longacre 3-7260. Lansing Moore, manager.
- ATHERTON ADVERTISING AGENCY**
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-9488
Radio Dept.: Tom Mullins, radio & television timebuyer.
Radio Accounts: Acousticon, Div. of Dictograph Products Inc. (S); Pacific Citrus Products Co. Inc. (S).
- ATHERTON & CURRIER INC.**
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Radio Dept.: John P. Atherton, radio and television director; W. T. Tieman, timebuyer; N. C. Rothstein, assistant timebuyer.
- AUBREY, MOORE & WALLACE INC.**
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
Radio Accounts: International Harvester (S); Williamson Candy Co. (S); Lockwedde Shoe Corp. (S).
- J. J. AUERBACH CO.**
103 Park Ave., New York 17
Tel.: Lexington 2-9650
Radio Dept.: J. J. Auerbach, radio director.
- RAY AUSTRIAN AND ASSOC.**
31 East 38th Street, New York 16
Tel.: Murray Hill 5-7511
- AVERY & BRUGIERE ADV.**
617 Montgomery St., San Francisco 17
Tel.: Yukon 8-0181
Radio Dept.: Harley Leete, media director.
- N. W. AYER & SON INC.**
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
Radio Dept.: James E. Hanna, vice president and director of radio-television plans; John W. Purves, Paul F. Kizenberger, Charles Wilds, Richard Bunbury, Dirk A. Watson, timebuyers.
- Boston 16—Statler Office Bldg., Tel.: Hubbard 2-4470. E. C. Greiner, manager.
- Chicago 3—135 South LaSalle St., Tel.: Randolph 6-3456. Sterling Peacock, manager.
- Detroit 26—Penobscot Bldg., Tel.: Woodward 5-3322. F. J. Henry, manager.
- Hollywood 28—714 Taft Bldg., Tel.: Hempstead 4871. Glenhall Taylor, manager.
- Philadelphia 6—West Washington Sq., Tel.: Lombard 3-0100. Harry Batten, president.
- San Francisco 4—235 Montgomery St., Tel.: Sutter 1-2534. Carl Lachrisson, manager.
- Honolulu 16, Hawaii—Dillingham Bldg., Tel.: 6193. Dudley Carroll, manager.
- Radio Accounts: The Atlantic Co. (S); The Bell Telephone System (N); Chesapeake and Potomac Telephone Co. (S); Plymouth Division, Chrysler Corp. (S); Clicquot Club Co. (S); Electric Companies Advertising Program (N); Hawaiian Pineapple Co. Ltd. (S); Charles F. Hires Co. (S); Illinois Bell Telephone Co. (S); Michigan Bell Telephone Co. (S); Regal Shoe Co. (S); Sealtest (S); Supplee Wills Jones Milk Co. (S); United Air Lines (S); Lever Bros. (Surf.) (S); B. C. (S); Gordon Baking Co. (S); Howard Johnson & Co. (S); John Morrell & Co. (N).
- Television Accounts: The Atlantic Refining Co.; American Tobacco Co.; Illinois Bell Telephone Co.; Sheffield Farms Co. Inc.; Brooklyn Union Gas Co.; Gordon Baking Co.; Michigan Bell Telephone Co.; Sealtest Div.—National Dairy; B. C.; Carrier Corp.; Chesapeake & Potomac Telephone Co.; Chrysler Corp.—Plymouth Div.; Hawaiian Pineapple Co.; Lever Bros. (Surf.); Magna Engineering Corp.; John Morrell & Co.; Pennsylvania Co.; Personal Products Corp.; Supplee-Wills-Jones Milk Co.; United Air Lines; Webster Tobacco Co.
- AYLIN ADVERTISING AGENCY**
522 Waugh Dr., Houston 19
Tel.: Keystone 7469
Radio Dept.: Fredora Alexander, radio and television director.
- Radio Accounts: Foxworth-Galbraith (S); Temple Lumber Co. (S); Weldon Cafeteria (S); Taylor Lumber (S).
- AYRES ADVERTISING**
1310 Sharp Bldg., Lincoln 8, Neb.
Tel.: 2-6619
Radio Dept.: Arthur F. White, media director.
- AZRAEL ADVERTISING AGENCY**
1000 N. Charles St., Baltimore, Md.
Tel.: Vernon 5555
Radio Dept.: Maurice Azrael, owner; Herbert R. Harris, account executive; H. E. Hudgins, copywriter.
Radio Accounts: Giveaway program formats.
- B**
- BACON, HARTMAN & VOLLBRECHT INC.**
Exchange Bank Bldg., St. Augustine, Fla.
Tel.: 1514-15
Radio Dept.: John Vollbrecht, radio director.
- Radio Accounts: C. of C. (S); Ellinor Village (S); Kingsland Sows (S); Eelbeck Milling Co. (S).
- Television Accounts: City of Daytona Beach (S).
- BADGER & BROWNING & HERSEY INC.**
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720
Radio Dept.: Edward Whitley, radio timebuyer; Jack Wilcher, radio-TV director.
- Radio Accounts: American Chic Co. (S); White Tower Restaurants.
- Television Accounts: American Chic Co. (S).
- S. C. BAER CO.**
Times-Star Bldg., Cincinnati 2
Tel.: Parkway 0409-0410
Radio Dept.: T. S. Howard, television director; Carl Friedman, radio director.
- FREDERICK E. BAKER & ASSOCIATES**
Vance Bldg., Seattle 1
Tel.: Elliott 0957
Radio Dept.: Peter Lyman, radio and television director; Margaret Cool, timebuyer.
- BALDWIN, BOWERS & STRACHAN**
374 Delaware Ave., Buffalo 14
Tel.: Washington 6854
Radio Dept.: Everett L. Thompson, radio and television director; Joseph H. Raddar, Catharine D. Walsh, Malcolm Barney, Leon McNamaru Jr., Helen Goodwin.
- Radio Accounts: First Federal Savings & Loan Assn.; Prechtel Optical Co.; Kenmore Motors Inc.; Martin Jacobi Inc.; Erie Savings & Loan; Old Dutch Foods (S); Hoddick & Taylor Inc.; Buffalo Optical Co.; Milk Dealers & Producers; Nuway Markets; Saf Vue (S); Wm. Simon Brewery; Van Dyke Taxi & Transfer Co.
- Television Accounts: Adam Meldrum & Anderson Co.; Dadds Alderney Dairy; Eric Co. Savings Bank; General Ice Cream Corp.; Hambleton Terminal Corp.; Martin Jacobi, Inc.; Kart's Dairy; Kenmore Motor Co.; Mernan Chevrolet; Milk Dealers & Producers; Nuway Markets; Sears, Roebuck & Co.; Seven Up Bottling Co. (S); Wm. Simon Brewery; Jos. Strauss Co.; Van Dyke Taxi & Transfer; Trico Products Corp.
- BALL & DAVIDSON ADVERTISING AGENCY**
Colorado National Bank Bldg., Denver 2
Tel.: Main 1291
Radio Dept.: C. A. Solstrand, president.
- BARLOW ADVERTISING AGENCY**
742 James St., Syracuse, N. Y.
Tel.: 9-6644
Radio Dept.: Bud Stapleton, radio-TV director; D. B. Chapman, J. R. Coleman, H. H. Goodhart, E. C. Crawford, account executives.
Radio Accounts: Dairymen's League; Saratoga Vichy; Humpty Dumpty Toys; Lincoln Bank; Beverly Hills Wine; Will & Baumer; Proclino Rossi, all spot users.
- BARNES ADVERTISING AGENCY**
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2393
Radio Dept.: John Barnes, president.
- BARNES-CHASE CO.**
530 Broadway, San Diego 1
Tel.: Franklin 7771
Radio Dept.: Jack Peterson, radio-TV director, timebuyer.
Los Angeles 17—1638 Wilshire Blvd. C. J. Hawkins, manager.
- Radio and Television Accounts: Westgate-Sun Harbor Co. (S); San Diego Federal Security Bank (S); Qualitee Dairy Products (S); Southern California Baking Co. (S); Grand Dept. Store (S); Greenwood Mortuary.
- STUART BART ADVERTISING**
114 E. 32nd St., New York 16
Tel.: Lexington 2-2323
- LOUIS BASS CO.**
439 S. La Cienga Blvd., Los Angeles 48
Tel.: Bradshaw 2-3396
Radio Dept.: Louis Bass, radio-TV director.
- Radio Accounts: Rhodes, Penny Owsley.
- TED BATES & CO.**
630 5th Ave., New York 20
Tel.: Judson 6-0600
Radio Dept.: H. Austin Peterson, radio and television head, account executive; Jay Clark, radio director; H. Allan Dingwall, radio-TV director; Christopher Lynch, Genevieve Schubert, McDonald Dunbar, timebuyers.
- Hollywood 28—1680 N. Vine St., Tel.: Hollywood 9-2161.
- Radio Accounts: Brown & Williamson Tobacco Corp. (S); Continental Baking Co. (S); Colgate-Palmolive-Peet Co. (N); Carter Products (S); American Sugar Refining Co. (S); American Home (S); Standard Brands (S).
- Television Accounts: Colgate-Palmolive-Peet Co. (S); Continental Baking Co. (S); Brown & Williamson Tobacco Corp. (S); American Home (N); Minute Maid (N).
- BATTEN, BARTON, DURSTINE & OSBORN INC.**
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Radio Dept.: Arthur Pryor Jr., vice president in charge; W. W. Crider, vice president in charge of new programs development; Robert L. Foreman, vice president in charge of commercial copy; Frank Silvernail, manager of timebuying department; Elenore Scanlan, Fred Southland, Norman Chester, timebuyers; Herbert West, head of television dept.; George Kondolf, chief story editor; Jack Denove, vice president in charge of TV production; Hugh Rogers, director of production in charge of all TV producers and directors. Hope Martinez, Mary, Ellis, Norman Chester, William Kennedy, Charles Allen, Ann Janowicz, timebuyers; R. C. Brown, manager radio promotion and merchandising; Paul Markman, Gertrude Scanlon, Harold Blackburn, Carroll, Newton, J. D. Danforth, Robert Buechner, W. J. O'Donnell, Vinton Freedley Jr., Thomas Dillon, E. H. Cashin, Lynn Werner, Robert Anderson, Len Carey, account executives.
- Boston 16—Statler Bldg., Tel.: Hubbard 2-0430. F. W. Hatch, vice president.
- Buffalo 3—Rand Bldg., Tel.: Cleveland 7915. S. P. Irvin, vice president.
- Chicago 11—919 N. Michigan Ave., Tel.: Superior 7-9200. H. H. Haupt, vice president.
- Cleveland 13—Terminal Tower Bldg., Tel.: Towers 1-7270. E. E. Haring, vice president.
- Detroit 26—Penobscot Bldg., Tel.: Woodward 5-0620. Mgr. Robert Anderson.
- Hollywood 28—1680 N. Vine St., Tel.: Hollywood 9-7337. Wayne Tiss, vice president.
- Los Angeles 14—6363 Wilshire Blvd., Tel.: Webster 1-1234. A. W. Neally, vice president.
- Minneapolis 2—Northwestern Bank Bldg., Tel.: Lincoln 8401. Edward A. Cashin, vice president. R. C. Cornelius, executive vice president.
- Pittsburgh 19—Grant Bldg., Tel.: Grant 1-8060. Leon D. Hansen, vice president.
- San Francisco 4—Russ Bldg., Tel.: Sutter 1-2332. C. H. Ferguson, vice president.
- Radio and Television Accounts: Armstrong Cork Co.; Iroquois Beverage Corp.; Cream of Wheat; Curtis Publishing Co.; Wildroot Co. Inc.; Chamberlain Sales Corp.; Mutual Savings Bank of Massachusetts; Personal Products; Polaroid Corp.; TWA; Toto Mfg. Co.; Minneapolis Brewing Co.; Murine Co.; Nehl Corp.; New York Telephone Co.; Pacific Telephone & Telegraph Co.; Penick & Ford Ltd.; Reader's Digest; Southern New England Telephone Co.; Rexall Drug Co.; F. & M. Schaefer Brewing Co.; United Fruit Co.; Utility Appliance Corp.; Western Auto Supply; J. R. Wood & Sons; Wynn Oil Co.; Wolverine Harness Raceways; George A. Hormel Co.; Northwestern Bell Telephone Co.; Sea Breeze Labs.; Standard Oil Co. of California; Garden Products Co.; American Broadcasting Co.; Waitt & Bond, Inc.; American Tobacco Co.; Berwind Fuel Corp.; Bon-Ami Corp.; Circus Foods, Inc.; Cons. Edison Co.; American Cranberry Exchange; Matine Trust Co.; Maywood Park Trotting Assn.; Minnesota Mining & Manufacturing Co.; Roosevelt Raceway; American Radiator; Servel Inc.; Timken Roller Bearing Co.; William Carter Co.; D. L. Clark Co.; U. S. Steel Corp.; Lever Bros.; Black Horse Ale Inc.; F. W. Cook Co.; Chicago Assn. of Commerce & Industry; Cling Peach Advisory Board; Liberty Mutual Insurance Co.; MJB Co.; National Pet Foods; Hart Schaffner & Marx; Northrup King & Co.; Onida Ltd.; Hygeia Nursing Bottle Co.; Barcalo Mfg. Co.
- BAWDEN BROS. INC.**
121 E. 3rd St., Davenport, Iowa
Tel.: 2-3553
- BEAN ADVERTISING AGENCY**
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 428
Radio Dept.: Harold Bean, owner.
Radio Accounts: L. S. Ayres & Co.; Commonwealth Loan Co.; and others.
- BEAUMONT, HELLER & SPERLING INC.**
6th and Walnut St., Reading, Pa.
Tel.: Reading 5-4311
Radio Dept.: Dorathea A. Hassler, radio director.
- Radio and Television Accounts: Maier's Bakery; Automotive Service; Fuhrmann & Schmidt Brewery; Crystal Rock Beverage Co.; Bowers Battery; Curtis-Stephens-Embry Co.; St. Lawrence Dairy Co.; Allentown-Bethlehem Gas Co. (S); Consumer Gas Co.; Lancaster County Gas Co.; Lebanon Valley Gas Co.; Harrisburg Gas Co.
- BEAUMONT & HOHMAN INC.**
6 N. Michigan Ave., Chicago 2
Tel.: Central 6-4230
Radio Dept.: Clarke Trudeau, manager.
- Atlanta 3—32 Peachtree St. N. W., Tel.: Main 4770. J. J. Hanna, manager.
- Charleston 1—Knight Bldg., Tel.: 34-431. Russ Cheadle, manager.
- Cleveland 14—NBC Bldg., Tel.: Cherry 3658. W. B. Grosvenor, manager.
- Dallas 1—1905 Elm, Tel.: Central 5388. Paul H. Leech, manager.
- Detroit 26—1249 Washington Blvd., Tel.: Cherry 4409. I. C. Bettiker, manager.
- Kansas City 6—921 Walnut St., Tel.: Victor 3063. Harvey Pearman, manager.
- Los Angeles 13—816 W. Fifth St., Tel.: Trinity 8173.
- New York 20—630 Fifth Ave., Tel.: Circle 6-7040.
- Portland 4, Ore.—Pacific Bldg., Tel.: Beacon 1922. Louis Marchi, manager.
- San Francisco 4—Russ Bldg., Tel.: Garfield 0848. H. D. Cayford, V. P. West Coast Office.
- Seattle 4—Central Bldg., Tel.: Seneca 0066. Ted White, manager.
- Omaha 2—638 Insurance Bldg., Tel.: Atlantic 0389. J. B. Mayo, manager.
- JULIAN J. BEHR CO.**
Dixie Terminal Bldg., Cincinnati 2
Tel.: Cherry 7635
- HERBERT S. BENJAMIN ASSOCIATES INC.**

234 Main St., Baton Rouge, La.
Tel.: 3-2847
Radio Dept.: Richard K. Goldberger,
radio director; Allen R. Brent, Lee
Herzberg Jr., account executives.
Radio Accounts: Capital Bedding Co.
Fidelity Nat'l Bank; Kornmeyer
Furniture; Ollinde Hardware &
Supply Co.; Boyce Harvey Machi-
nery; Levenson Interior Decor-
ators; Capital Bldg. & Loan Assn.;
Longwood Plantation Syrup;
United Credit Co.; Gonzales Fi-
nance Co.; Hearin, Cullens & Mc-
Innis.

**BENNETT, WALTHER & MENADIER
INC.**

19 Newbury St., Boston 16
Tel.: Kenmore 6-3820

HARRY BENNETT ADVERTISING
112 W. Sixth St., Los Angeles 14
Tel.: Trinity 2391

Radio Dept.: Joseph Donohue, radio
director.

ICTOR A. BENNETT CO. INC.

111 Fifth Ave., New York 17
Tel.: Murray Hill 7-2186

Radio Dept.: John L. Moore, vice-
president and media director.

Radio Accounts: Longines-Wittnauer
Watch Co. (N-S).

BENTON & BOWLES INC.

44 Madison Ave., New York 22
Tel.: Murray Hill 6-1100

Radio Dept.: Walter Craig, vice presi-
dent in charge of radio & tele-
vision; William E. Schneider, busi-
ness mgr., radio & television dept.;
Thomas J. McDermott, director of
radio; Murray Bolen, director of
live television; Herb Leder, direc-
tor of film television; William
Vallee, television production direc-
tor; Roy Bailey & Paul Roberts,
script editors; Catherine De Carlo,
casting director; Oliver Barbour,
Charles Fisher, Hoyt Allen, Don
Wallace, Paul Roberts, Ralph Starr
Butler, Jr., William Mann, pro-
gram directors; George Kern, di-
rector of radio and television time
buying; Mary McKenna, Jean Law-
ler, Walter Bowe, Gordon Ensign,
Elaine Sloat, timebuyers.

Iollywood 28-6253 Hollywood Blvd.
Tel.: Hillside 9151. Al Kaye, vice
president in charge of west coast
operations; Fran van Hartesveldt,
radio program production.

Incinnati-Enquirer Building, Tel.:
Garfield 1520. Georgia Waite, office
manager.

Toronto-91 Yonge Street, Tel.: Ade-
laide 8222. William H. Fleischman.

Radio Accounts: Association of Ameri-
can Railroads, Arnold Bakers, Inc.,
General Foods Corp. (Post's 40%
Bran Flakes, Post's Sugar Crisp,
Post's Raisin Bran, Post's Puffed
Products, Diamond Crystal Salt,
Maxwell House Coffee, Instant
Maxwell House Coffee, Ridgways
Tea, Yuban Coffee, Bliss Coffee,
Gaines Dog Food, Log Cabin
Syrup, Snider Condiments, Baker's
Chocolate, Certo, Sure-Jell) Bi-
tuminous Coal Institute, The Pro-
cter & Gamble Company (Tide,
Chipso, Ivory Snow, Prell), The
Best Foods Company (Hellmann's
Mayonnaise, Nucoa, H-O Oats,
Presto, Farina), the AVCO Manu-
facturing Corp.—Crosley Division
(Crosley Television and Radio
Sets, Shelvador Refrigerators,
Crosley Electric Ranges, Freezers
and Kitchen Cabinets), The Pepp-
erell Manufacturing Co., Ameri-
can Express (Travelers Cheques),
Norwich Pharmaceutical Co. (Pepto-
Bismol, Unguentine, Zemaol, Nor-
wich Aspirin), Brewing Corp. of
America (Carling's Red Cap Ale),
Cigar Institute of America, National
Association of Manufacturers.

Television Accounts: General Foods
Corp. (Maxwell House Coffee,
Post's Cereals, Ridgways Tea,
Diamond Crystal Salt), Procter &
Gamble (Tide, Prell, Ivory Snow),
Audiobox, The AVCO Manu-
facturing Corp.—Crosley Division (Cros-
ley Television and Radio Sets,
Shelvador Refrigerators, Crosley
Electric Ranges, Freezers and
Kitchen Cabinets), Arnold Bakers,
Inc., The Best Foods, Inc. (Nucoa,
Hellmann's Mayonnaise, Presto,
H-O Oats, Farina), Norwich
Pharmaceutical Company (Pepto-Bis-
mol), Brewing Corporation of
America (Carling's Red Cap Ale).

**BIRMINGHAM, CASTLEMAN &
PIERCE INC.**

136 E. 38th St., New York 16
Tel.: Lexington 2-7550

Radio Dept.: George C. Castleman,
radio director; John H. McNeil,
television director.

Radio Accounts: Griffin Mfg. Co. (N-
S); Conti Products (S); Sabena
Airlines (S); Personal Finance Co.
(S); Mackeson's Stout (S).

TED BERNSTEIN ASSOCIATES
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730

Radio Dept.: Sylvester J. Bernstein, ra-
dio director; Ted Kaufmann, tele-
vision director.

BERTLEY, SINGER & STONEHILL
Columbus Circle, New York
Tel.: Circle 5-6070

Radio Dept.: Robert G. Bertley, presi-
dent, copy chief.

Radio Accounts: Chesterfield Music
Shops (S); Twin Gabel Foods
Corp. (S).

FRANK BEST & CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6760

Radio Dept.: A. H. Van Buren, radio
director.

GORDON BEST COMPANY
Chicago 1-228 N. LaSalle St. Tel.: State
2-5060.

Radio Accounts: Booth Fisheries
Corp.; Coyne Electrical School;
Florsheim Shoe Corp.; Foell Pack-
ing Co.; Key Work Clothes; Mil-
ner Products Co.; Schulze & Burch
Biscuit Co.; KC Foods Division;
Helene Curtis Industries; Holland
Bulb Growers.

BOB BETTS ADVERTISING
First National Bank Bldg., Denver 2
Tel.: Main 6782

Radio Dept.: Robert J. Betts, president
and account executive.

Radio Accounts: Frontier Refining Co.
(S); Carlson-Frink Co.; Denver
Dairy Council; Maplecrest Turkey
Farms.

BEN BEZOFF & CO.
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300

Radio Dept.: Jack Hull, radio direc-
tor and account executive; Ben Bez-
off, timebuyer.

LEE S. BIESPIEL ADV.
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190

Radio Dept.: Lee S. Biespiel, time-
buyer and account director.

Radio Accounts: Dr. Butler Tooth
Brush (S); Arnolt Corp. (S);
Zephyr Laundry Machine Co. (S).

BING AND HAAS
306 Frederick Building
Cleveland 15, Ohio
Tel.: Superior 2773-74

Radio Dept.: Ralph S. Bing, radio and
television director, timebuyer and
account executive.

Radio Accounts: Al Sirat Grotto Circus
(S); Cadillac Lounge; (Blaushild
Motors (S); Borellino's (S); L. N.
Gross Co. (S); Self Service Laundry
(S); Bing Furniture Co.; Pelonis
Motors; Boesch Carpets; Basch
Jewelers.

BIOW CO. INC.
640 Fifth Avenue, New York 20
Tel.: Plaza 7-4100

Radio Dept.: Thomas Revere, man-
ager, radio-TV dept.; John Ku-
cera, head timebuyer.

Hollywood-1606 North Argle. Tel.:
Hempstead 2377. Jack Runyon, man-
ager, Edward Feldman, radio di-
rector.

San Francisco-703 Market St. Tel.:
Garfield 4854.

WILLIAM S. BISHOP CO.
6 N. Michigan Ave., Chicago 2
Tel.: State 2-6065

Radio Dept.: William S. Bishop, presi-
dent & timebuyer.

A. S. BLACK & CO.
2204 Fannin, Houston 2
Tel.: Charter 5555

Radio Dept.: John Norman, radio and
television director.

BLACKSTONE ADVERTISING
221 W. 57th St., New York 19
Tel.: Circle 7-4915

Radio Dept.: Frank Kaus, media di-
rector.

BLAINE-THOMPSON CO.
234 W. 44th St., New York 18
Tel.: Longacre 4-0800

Radio Dept.: Albert L. Lessor, time-
buyer; Mina Bess Lewis, radio
copy chief; Hugh Benson, tele-
vision director.

Radio Accounts: Joe Lowe Corp. (N);
Warner Bros. (S).

THE BLAKEMORE CO.
2021 Grand Ave., Des Moines 12
Tel.: 2-0221

BLAKER ADVERTISING AGENCY
501 Madison Ave., New York 22
Tel.: Eldorado 5-7563

Radio Dept.: Jean Zipser, radio time-
buyer.

BLISS & MARCES INC.
Times Tower, New York 18
Tel.: Bryant 9-5228

Radio Dept.: S. Marsten, radio director;
Sidney Morse, television consult-
ant; H. Sadowsky, assistant radio
director in charge of copy.

**CHARLES BLUM ADVERTISING
CORP.**
1120 Spruce St., Philadelphia 7
Tel.: Pennypacker 5-4424

Radio Dept.: Charles Blum, president,
radio director, account executive.

FRANK L. BLUMBERG AGENCY
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672

Radio Dept.: Horace J. Elias, radio
and television director, account
executive.

Radio and Television Accounts: Reddi-
Wip Maryland; Kress Farm Dairy.
All spots.

THE BOBLEY CO.
9 W. 57th St., New York
Tel.: Plaza 9-7272

Radio Dept.: Edward Bobley and Max
Levin, radio and TV directors.

Radio Accounts: Ripley Clothes; Louis
Sherry Preserves.

FRED BOCK ADVERTISING CO.
1136 Second National Bank Bldg., Ak-
ron 8, Ohio
Tel.: Portage 4616

Radio Dept.: John Simpson, radio-TV
director; Charlotte Gibson, time-
buyer; L. P. Fairall, account ex-
ecutive.

Radio-Television Accounts: Neo Sales
(S); Ohio Edison Co. (S); Acme
Stores (S); Yellow Creek Mill
(S); Haven of Rest (S); Betsy
Ross Coffee (S); Bissler Furniture
(S); Dettling Seeds (S); Evans
Savings Assn.; Spencer Leather
Goods; Balkan Hour; Economy
Shoes; Fred Danner; Shaffer
Leather; Carter-Jones Lumber;
DPW Co.

BOND & STARR INC.
248 Fourth Ave., Pittsburgh 22
Tel.: Grant 1-1827

Radio Dept.: John M. Huggert, radio
director; Helen R. Wischmeyer,
timebuyer.

Radio Accounts: A. J. Logan Co.; Lud-
wig Hommel & Co.; Higrade Prod.
Co.

**BILL BONSBIB ADVERTISING
AGENCY**
328-331 U. S. National Bank Bldg.,
Denver 2

Tel.: Keystone 5451 Alpine 2983

Radio Dept.: Bill Bonsbib, timebuyer.

Radio Accounts: Howry-Berg Inc.;
Chemical Corp. of Col.; Auto
Equipment Co.

BOOKER-COOPER INC.
7046 Hollywood Blvd., Hollywood
Tel.: Hudson 2-3205

Radio Dept.: A. R. Booker, pres.

W. EARL BOTHWELL
600 Grant St., Pittsburgh 19
Tel.: Court 6565

Radio Dept.: Nathan A. Tufts, radio
director; G. Taylor Urquhart, tele-
vision director and radio timebuyer.
New York 16-22 E. 40th St., Lexington,
2-1522. T. Howard Black, manager.
Chicago 11-520 N. Michigan Ave.
Whitehall 4-2917 Charles D. Petten-
gill, manager.

Hollywood-1680 N. Vine St. Tel.: Hill-
side 0209. Nathan A. Tufts, man-
ager.

**BOTSFORD, CONSTANTINE &
GARDNER**
115 SW. Fourth Ave., Portland 4
Tel.: Atwater 9541

Seattle 4-Central Bldg. Tel. Elliott 3523.
San Francisco 4-158 Montgomery. Tel.:
Exbrook 9-4427

Los Angeles 14-629 S. Hill St. Tel.:
Vandike 0796

New York 1-Empire State Bldg. Tel.:
Bryant 9-4845.

LEO P. BOTT JR., ADVERTISING
64 East Jackson, Chicago 4
Tel.: Harrison 7-9177

Radio Dept.: Leo P. Bott Jr.
Television Accounts: Community Mo-
tors; Tele-Clear Corp.

THE LEO BOULETTE AGENCY
303 North Main St., Three Rivers, Mich.
Tel.: 3-4155

Radio Dept.: Carol Boulette, president.
Radio Accounts: Miller Protecto Pro-
ducts Co. (S); Floral Gardens (S).

BOURNE ASSOC. INC.
60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423

Radio Dept.: Severin Bourne, radio di-
rector; Victor Arden, radio consult-
ant; Suzanne C. Lloyd, television
director.

JOHN R. BOYD CO.
4814 Loma Vista, Los Angeles 11
Tel.: Locust 1644

Radio Dept.: John R. Boyd, radio time-
buyer.

STANLEY G. BOYNTON
410-411 Fisher Bldg., Detroit, 2
Tel.: Trinity 1-2552

New York 17-17 E. 42nd St.
Tel.: MURRAY Hill 2-0086

Radio Dept.: Stanley G. Boynton, presi-
dent; S. G. Boynton Jr., production
and traffic manager; Marjorie
Smith, assistant producer.

Radio Accounts: Radio Bible Class (N-
S); The Calvary Hour (S); Wesley
Radio League (S); American So-
ciety of Industrial Engineers; High-
land Park Baptist Church; National
Tennis Matches; Ster-L-Ray Sales
& Service.

BOZELL & JACOBS INC.
326 W. Madison St., Chicago 6
Tel.: Central 6-6503

Radio Dept.: Philip Rouda, radio and
television director; Eileen Killeen,
timebuyer.

Minneapolis 15-415 S. 6th. Tel.: Main
4527.

Los Angeles-6711 Sunset Blvd. Tel.:
Hillside 2895. Joseph Jacobs.

New York 19-31 W. 47th St. Tel.: Jud-
son 6-5588.

Indianapolis 4-Traction Terminal Bldg.
Tel.: Lincoln 6326. C. A. Gallup.

Shreveport 23-822 Travis St. Tel.:
6124.

Houston 2-United Gas Bldg. Tel.:
Fairfax 4108.

Dallas 1-813 Thomas Bldg. Tel.: Cen-
tral 5428.

Louisville 2-1222 Heyburn Bldg. Tel.:
Clay 3819.

Omaha 2-Electric Bldg. Tel.: JACKSON
8030.

Radio Accounts: Chicago Herald
American; Central Illinois Electric
& Gas Co.; Northwestern Tele-
phone Co.; Tidewater Telephone;
Leaf Brands (S); Glo Lure Inc.;
Pollyanna Town & Country.

Television Accounts: Phoenix Table
Mat Co. (S); Chicago Herald
American; Leaf Brands (R); Polly-
anna Town & Country (S).

BRADHAM & CO.
Piedmont Bldg., Greensboro, N. C.
Tel.: 3-4321 & 3-7435

Radio Dept.: W. T. Williamson, radio
director.

ARTHUR BRAITSCH ADVERTISING
Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-5313

Radio Dept.: Arthur Braitsch, director;
John A. Lorimer, timebuyer.

Radio Accounts: Sally's Fur Studio (S);
Baird North Inc.; Strand Theatre;
Weybosset Markets; Rocky Point
Park; Merchants Storage; Silver-
town Chevrolet; Republican State
Central Committee (S); R. I. Hos-
pital Trust; I. C. E. Sales Co.;
Palladium Ballroom (S).

MICHAEL BRAND ASSOCIATES
1746 N. Las Palmas Ave., Hollywood 28
Tel.: Hollywood 9-4427

Radio Dept.: Michael Brand, radio di-
rector; Anne Glass, media director.

**THE J. CARSON BRANTLEY ADV.
AGENCY**
Owen Building, Salisbury, N. C.
Tel.: 900

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N Indicates network, S sp

- Radio Dept.: J. Carson Brantley, radio director.
- Radio Accounts: Duke Power Co. (S); Owen Drug Co.; Carolina Beverage Corp.; Isehour Brick & Tile Co.
- BRENNAN ADVERTISING AGENCY**
812 Scalan Bldg., Houston
Tel.: Charter 4-2598
- Radio Dept.: Cecil Carnes, director of radio and television; Edward B. Hall, director of radio.
- Radio Account: Houston Bank & Trust Co.
- BRESNICK & SOLOMONT**
216 Tremont St., Boston 16
Tel.: Liberty 2-7751
- R. C. BRETH INC.
310 Pine St., Green Bay
Tel.: Howard 134
- Radio Dept.: R. C. Breth, Victor G. Geisel.
- Radio Accounts: Brillion Iron Works (S); miscellaneous accounts.
- BRUCE B. BREWER & CO.**
900 Walnut Street, Kansas City 6, Mo.
Tel.: Harrison 4890
- Radio Dept.: Jud Woods, radio and television director; Robert Prels, Bruce B. Brewer, Quentin Brewer, John Barton, Kent Boyd, account executives; Mary Klein, timebuyer.
- Minneapolis—700 Foshay Tower. Tel.: Atlantic 4307. Charles R. Strotz, manager.
- BRIGGS & VARLEY INC.**
14 E. 48th St., New York 17
Tel.: Plaza 5-8533
- Radio Dept.: Harry Varley, president, copy chief.
- BRINDLEY-ROTH INC.**
131 Lafayette W., Detroit 26
Tel.: Woodward 8295
- Radio Dept.: R. Benton Brindley, radio director.
- BRISACHER, WHEELER & STAFF**
Crocker Bldg., San Francisco 4
Tel.: Garfield 1-0276
- Radio Dept.: Garrett E. Hillihan, radio and television director.
- Los Angeles—1133 Crenshaw Blvd. Tel.: Webster 8143. Rosina Todd, media director.
- New York 16—140 E. 39th St. Tel.: Oregon 9-4960. Darrell McCain, media director.
- Radio Accounts: C. Mondavi & Sons (S); Foodcraft Products Co. (S); Sav-On Drugs Inc.; Old Homestead Bakery; Richmond Chase Co.; Pict-sweet Foods Inc.; Dennison's Foods.
- Television Accounts: Globe Bottling Co.; Old Homestead Bakery; Sunset Line & Twine.
- BROADCAST ADVERTISING INC.**
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854
- Radio Dept.: J. E. Murley, director and account executive; J. J. Manning, manager and timebuyer.
- Radio Accounts: R. G. Sullivan Inc. (S); Hy-Trous Sales Co. (S); Margorie Mills Hour (N); The Yankee Kitchen (N).
- Television Accounts: R. G. Sullivan Inc. (S).
- BROADCAST SERVICE INC.**
1226 E. Dayton St., Madison, Wis.
Tel.: 6-4104
- Radio Dept.: Richard S. Nickeson, manager; Virginia Green, timebuyer; Marguerite Theobald.
- Radio Accounts: Ace of Clubs; C. W. Anderes Co.; Badger Furniture; Badger Realty; Fiore Coal Co.; Schwartz Jewelers; Badger Office Supply; C & P Drive-In; Crescent Clothing Co.; Hanny Bros. Milling; Refrigeration Equipment; Nedrebo Custom Clothing; Rentschler Floral Co.; Homer & Hoxsey; Culligan Soft Water.
- ANNE BROCK ENTERPRISES**
122 N. W. 1st St., Evansville, Ind.
Tel.: 4-9612
- BROOKE SMITH, FRENCH & DORRANCE INC.**
8469 E. Jefferson, Detroit 14
Tel.: Valley 2-9700
- Radio Dept.: Hugh Hole, radio and television director; Jay Berry, assistant; H. R. Bayle, vice president in charge of media.
- New York—52 Vanderbilt. Tel.: Murray Hill 6-1800.
- Radio Accounts: Goebel Brewing Co. (N-S); Hudson Motor Car Co. (S); Michigan State Apples (S); Cham-berlin Corp. of America (S).
- Television Accounts: Goebel Brewing Co. (N-S); Hudson Motor Car Co. (S); Ironite Ironer Co.; Mullins Mfg. Co. (S); Regent Cigarettes (N).
- BROOKS ADVERTISING AGENCY**
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
- Radio Dept.: A. R. Brooks, timebuyer.
- S. M. BROOKS ADV. AGENCY
Union Nat'l Bank Bldg., Little Rock, Ark.
Tel.: 2-1874
- Radio Dept.: Earl L. Saunders, vice president and radio director.
- BROOMFIELD-PODMORE-BURNSIDE ADVERTISING**
Commonwealth Bldg., Trenton 8, N. J.
Tel.: Trenton 5-3451.
- Radio Dept.: Mazie Dyer, media director.
- D. P. BROTHER & CO. INC.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250
- Radio Dept.: Carl Georgi Jr., vice president, timebuyer; Kenneth G. Manuel, radio & television director; Clarence Hatch Jr., account executive.
- C. FRANKLIN BROWN, INC.
20 N. Wacker Drive, Chicago 6
Tel.: Central 6-5377
- E. H. BROWN ADV. AGENCY
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 2-9494
- E. L. BROWN ADVERTISING
1806 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-7510
- Radio and Television Department: Roland Israel, media director.
- Radio & Television Accounts: Frank & Seder Dept. Stores; Jacob Reed Sons.
- BURTON BROWNE ADVERTISING**
619 N. Michigan, Chicago 11
Tel.: Delaware 7-8300
- FRANKLIN BRUCK ADVERTISING CORP.**
1270 Avenue of the Americas, New York 20
Tel.: Circle 7-7660
- Radio Dept.: Herbert A. Gold, radio director and timebuyer. Stan Lee, television director.
- Hollywood 4-445 N. Rossmore Ave. Tel.: Gladstone 4528. Howard Blake.
- Radio & Television Accounts: Bishop & Co.; Bowman Gum Inc.; Coty Inc.; Fashion Frocks; Food Store Programs Corp.; Walter H. Johnson Candy Co.; Stroux Inc.; North American Accident Ins. Co.; Theobald Industries; Hi-V Co.
- BUCHANAN & CO. INC.**
1501 Broadway, New York 18
Tel.: BRyant 8-7900
- Chicago 11—919 N. Michigan Ave. Tel.: Delaware 7-5522. Burton Feldman, vice president.
- San Francisco 4-145 Montgomery St. Tel.: Yukon 6-2927. Leland Blair, vice president.
- Los Angeles—451 N. LaClenga Blvd. Tel.: Crestview 5-5231. Frederick N. Polawin, vice president and executive head.
- Radio Accounts: Paramount Pictures (S); United Artists Corp. (S); Reynolds Wrap (S).
- Television Accounts: Eskimo Pie (S).
- BUCHANAN-THOMAS ADV. CO.**
412 S. 19th St., Omaha 4
Tel.: Atlantic 2125
- Radio Dept.: Adam Reinemund, radio and television director.
- THE BUCHEN CO.**
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305
- Radio Dept.: Martin Fritz, media director.
- Radio Accounts: Michigan Natl. Bank (S); Capper's Farmer Magazine (S); Fairbanks Morse & Co. (S).
- BUCKNER-CRAIG-WEBSTER ADVERTISING AGENCY**
22 Park Place, Lubbock, Texas
Tel.: 2-2314
- Radio Dept.: Rex Webster, radio director; Leon E. Harris, continuity director.
- H. W. BUDEMEIER CO.
516 N. Charles St., Baltimore 1
Tel.: Saratoga 4606
- Radio Dept.: Marcus E. Smith, vice president.
- G. NORMAN BURK INC.
233 Fourth Ave., Pittsburgh 22
Tel.: Grant 1-6316
- Radio Dept.: Richard C. Woodruff, radio and television director; Helen I. Burik, assistant director; Dolores McCarthy, timebuyer; G. Norman Burk, Robert McKenna, Edgar E. Eaton, account executives.
- Radio Accounts: Allied Electric Supply; Meadow Gold Dairies Inc.; Central Lincoln-Mercury (S); Midtown Motors (S); Conte Equipment Co. (S); John Dewar Co. (S); Hutchinson Co. (S); Liberty Baking Co. (S); Lincoln-Mercury Dealers; S. E. Mighton; Nat'l Coffee Distributors; Standard Floor Co.; United Electronics (S); West View Park Co.; Drug Packaging Inc.
- Radio Accounts: Meadow Gold Dairies Inc.; Midtown Motors Inc.; Standard Floor; Liberty Baking Co.
- BURLINGAME-GROSSMAN ADVERTISING**
201 N. Wells St., Chicago 6
Tel.: Financial 6-4616
- F. H. Walder, media director.
- LEO BURNETT CO.**
380 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959
- Radio Dept.: William L. Weddell, V.P. in Chg. radio and television; E. G. Eisenmenger, timebuyer; Clair Callihan, television director.
- New York—743 Fifth Ave. Tel.: Plaza 9-7552
- Los Angeles—3632 Wilshire. Tel.: Dun-kirk 8-8131
- Radio Accounts: Pure Oil Co. (N-S); Pillsbury Mills (N-S); Brown Shoe Co. (N); Club Aluminum Products Co. (N); Converted Rice Inc. (S); Mars Inc. (N); Bauer & Black (S); Kellogg Co. (N); Horlicks Corp. (S).
- Television Accounts: Dean Milk Co. (S); Pillsbury Mills (S); Brown Shoe Co. (S); Pure Oil Co. (S); Kellogg Co. (N); Club Aluminum Products Co. (S); Converted Rice Inc. (S); Globe Mills; Green Giant Co. (N); Mars Inc. (N).
- BUSBEY ADVERTISING AGENCY**
44 East Main St., Springfield, O.
Tel.: 3-4909
- ELLIOTT BUSE ADVERTISING AGENCY**
1425 Fidelity Bldg., Baltimore 1
Tel.: Mulberry 3561
- Radio Dept.: Elliott Buse, timebuyer.
- Radio Accounts: C. E. Kimmel & Co. (S); Tritte Electrical Supply Co. (N); Tongue, Brooks & Co. (S).
- KENNETH B. BUTLER & ASSOCIATES**
Press Bldg., Mendota, Ill.
Tel.: 621
- Radio Dept.: Robert Moogk, radio and television director.
- BYER & BOWMAN ADVERTISING AGENCY**
203 E. Broad St., Columbus 15
Tel.: Main 3276
- Radio Dept.: William Copeland, radio and TV director; Reg Testemert, Sandy Hallock, account executives.
- Radio Accounts: Ashland Oil & Refining Co. (N); Buckeye Potato Chips (S); Gambrinus Beer (S); Ohio State Fair (S); Clean Wallpaper Cleaner; Kahn's Jewelers.
- Television Accounts: Central Bldg. Loan & Savings Assn.; Schiff's Shoes; Ohio Fuel Gas Co.; S & W Molding Co.; Buckeye Potato Chips (S); Clean Wallpaper Cleaners; Kahn's Jewelers.
- HAROLD CABOT & CO. INC.**
136 Federal St., Boston 10
Tel.: Hancock 6-7600
- Radio Dept.: Miss Jan Gilbert, radio and television director; John Lord, Donald D. Douglass, Peter Black, Langley Keyes, Richard P. Holland, Courtney A. Crandall, account executives.
- Radio Accounts: Boston Consolidated Gas Co.; Boston Globe; Boston & Maine R.R. (S); Boston & Maine Trans. Co. (S); H. P. Hood & Sons (S); Rock of Ages Corp. (S); Adams & Sweet; S. S. Pierce Co.; Quincy Savings Bank.
- Television Accounts: Adams & Sweet;
- Boston Gas; Boston Globe; Boston & Maine R.R. (S); H. P. Hood Sons (S); New England Tel. & Te Co.
- CAHN-MILLER INC.**
413 N. Charles St., Baltimore 1
Tel.: Saratoga 4466
- Radio Dept.: George Gettman, radio and television director and time buyer; C. LeRoy Miller, account executive and vice president.
- Radio Accounts: Eutah Savings Bank Popular Club Beverage Co.; TT Fidelity Trust Co.; Jarman Motors.
- Television Accounts: Fraternity Federal Savings & Loan Assn.; Hanfir Bros.; Jarman Bros.; K. Katz Sons; Popular Club Beverage Co.
- CALDWELL, LARKIN & CO. INC.**
1203 Merchants Bank Bldg., Indianapolis 4
Tel.: Market 6501
- Radio Dept.: Howard C. Caldwell, president.
- Radio Accounts: Acme-Evans Co.; J. O'Connor & Co.
- CALKINS & HOLDEN, CARLOCI McCLINTON & SMITH INC.**
247 Park Ave., New York 17
Tel.: Plaza 5-6900
- Radio Dept.: Z. C. Barnes, radio and television director; H. L. McClinton, program supervision; Lindse MacHarrie, program production; Robert Ross Smith, assistant program production.
- Chicago—333 N. Michigan Ave. Tel. Randolph 6-3831. R. A. Washburn, manager.
- Los Angeles—712 S. Curson Ave. Tel. York 1512. Harry Witt, manager.
- Kansas City—215 W. Pershing Rd. Tel. Victor 4433. R. J. Potts, manager.
- Radio Accounts: Prudential Insurance Co. (N); Oakite (S).
- Television Accounts: Prudential Insurance Co.; Van Camp's; West Biscuit (S).
- D. T. CAMPBELL INC.**
222 W. Adams St., Chicago 6
Tel.: State 2-2713
- CAMPBELL-EWALD CO.**
1 East 57th St., New York 22.
Tel.: Murrayhill 8-3190
- Radio and Television Dept.: Lynn Dudley, vice-president in charge
- General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200
- Radio Dept.: J. J. Hartigan, vice-president and director of media.
- Los Angeles 15—714 W. Olympic Blvd. Tel.: Richmond 6204. R. C. Francis, vice-president.
- San Francisco 3—995 Market St. Tel. Sutter 1-8736. T. M. Johnston.
- Chicago 1—230 N. Michigan Ave. Tel. Central 6-1946. Earl W. Clement, vice-president.
- CAMPBELL-MITHUN INC.**
1370 NW Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824
- Radio Dept.: Arthur H. Lund, radio director; Ralph B. Campbell, radio TV production; John Cole, time buyer.
- Chicago 11—1024 Palmolive Bldg. Tel. Delaware 7-7553.
- Radio Accounts: Atwood Coffee Co. (S); Campbell Cereal Co. (S); Gold Seal Co. (N-S); Theo. Hamm Brewin Co. (N-S); Hilex Co. (S); Lan O'Lakes Creameries, Inc. (S); Russell-Miller Milling Co. (S); Zins master Baking Co. (S); Grigg, Cooper & Co.; Orange Crush Co. Our Own Hardware Co.; F. I. Peavey & Co.
- Television Accounts: American Dair Assn. (S); Atwood Coffee Co. Minn. Consolidated Canneries; Munsingwear Inc.; Zinsmaster Baking Co.
- SOLIS S. CANTOR ADV. AGENCY**
1711 Walnut St., Philadelphia 3
Tel.: Locust 7-8141
- Radio Dept.: Robert Weiner, account executive.
- Radio Accounts: Lou Block Studebaker David T. Robinson; Granoff Schoc of Music; Medico Renos; Jacki Gordon; Food Fair; Thrifty Laundry Starch. All spot users.
- CAPLES CO.**
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016
- Radio Dept.: Don J. Powers, vice president.

Omaha—1504 Dodge St. Tel.: Jackson 7795. Geo. McCulloch, manager.

Los Angeles 14—412 W. 6th St. Tel.: Mutual 4143. R. R. Pullman, vice president in charge.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-3577. Hudson Meyer, vice-president in charge.

CARNEY ADVERTISING AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008
Radio Dept.: W. Carney, Charles Simandl, James Foley, account executives.

Los Angeles—3757 Wilshire. Tel.: Fairfax 2301.

CARPENTER ADVERTISING CO.
Citizens Bldg., Cleveland 14
Tel.: Ma. 1570
Radio Dept.: V. J. Siena, timebuyer, account executive.

CARTER ADVERTISING AGENCY
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Harrison 1356
Radio Dept.: Herbert True, director of radio & television; Charles Carter, William G. Rowe, Fred Klemp Jr., Curt Bogasch, account executives.
Radio and Television Accounts: Perry Pontiac (S); May Potato Chips (S); R. B. Jones Insurance; Consumers Co-Op; Robert's Clothes; Butler Mfg. Co.; Corn Kurl Chips; Ruffles Waffle Potato Chips; McCall Gasoline; Security National Bank; Home State Bank; City National Bank; Retail Merchants Assn.; All-Vine Dairy.

CASMIER ADVERTISING CO. INC.
551 5th Ave., New York 17
Tel.: Murrayhill 2-2014
Radio Dept.: Marvin Casmier, radio and television director.
Radio Accounts: Horton Jewelers (S).

CAYTON INC.
Empire State Bldg., New York 1
Radio Dept.: Allan Black, radio and television director; Margaret Eaton, assistant to television director.
Radio Accounts: Re-Clean Corp. (S).
Television Accounts: Chesebrough Mfg. Co. (N-S); Re-Clean Corp. (S).

CECIL & PRESBREY INC.
247 Park Ave., New York 17
Tel.: Murrayhill 8-1234
Radio Dept.: Edward Simmons, radio director; J. Frank Gilday, television director; David McAneny, assistant radio director; Herbert Gruber, timebuyer; Harry Parnas, media director.
Hollywood 28—6353 Hollywood Blvd. Riley Jackson, manager.
Radio Accounts: Philip Morris & Co. (N); Bymart Inc. (N-S); Block Drug Co. (N-S); Electric Auto-lite (N); U. S. Coast Guard (N); Oyster Shell Prod. (S); Lamont Corliss & Co. (S); Nestle Co. (S); Union Dime Savings Bank (S); Union Pharmaceutical Co. (S).
Television Accounts: Block Drug Co. (N); Bymart Inc. (N); Electric Auto-lite (N); Lamont Corliss & Co. (N-S); Sylvania Electric (N); Nestle Co. (N); Philip Morris & Co. (N); Topps Chewing Gum (S).

CENTRAL ADVERTISING CORP.
Board of Trade Bldg., Indianapolis 4
Tel.: Franklin 4731
Radio Dept.: G. Vance Smith, radio & television director.

CENTURY ADVERTISING AGENCY
3112 Guardian Bldg., Detroit 26
Tel.: Woodward 1-7760
Radio Dept.: T. L. Epstein, TV director.

CHARLES J. CHARNEY ASSOCIATES
1776 Broadway, New York 19
Tel.: Plaza 7-0955-56
Radio Dept.: Alvin George, radio & TV director; Charles J. Charney, account executive.

CHERNOW ADVERTISING CO.
10 East 49th Street, New York 17
Tel.: Plaza 9-8620
Radio Dept.: Roland Lesser, media director.

NELSON CHESMAN CO.
Hamilton Trust Bldg., Chattanooga 8
Tel.: 6-4942
Radio Dept.: James R. Fox, television and radio director; J. Manning Sullivan, timebuyer.
Radio Accounts: The Chattanooga Medicine Co.; Tennessee Nursery Co. (S).

CHICAGO ADV. AGENCY
20 W. Jackson Blvd., Chicago 4
Tel.: Wabash 2-5732
Radio Dept.: Simon Levin, radio director.

JAMES THOMAS CHIRURG CO.
44 Park Square Bldg., Boston 16
Tel.: Hancock 6-7310
Radio Dept.: Edmund J. Shea, radio and television director; Wallace L. Shepardson, Benjamin Shattuck, account executives.
New York 17—48 E. 43rd St. Tel.: Murray Hill 7-5040.
Radio and Television Accounts: Lifetime Stainless Steel Co.; H. C. Baxter & Bros.; Bensdrop Co.; Bates Shoe Co.; Rumford Chemical Works; New England Coke Co.; Chase-Shawmut; all spot users.

CHRISTIANSEN ADV. AGENCY
135 S. LaSalle St., Chicago 3
Tel.: Central 6-2484

CHURVIS ADVERTISING CO.
4706 West North Ave., Chicago 39
Tel.: Dickens 2-0550
Radio Dept.: Art Churvis, radio director.

C. P. CLARK INC.
James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179
Radio Dept.: C. P. Clark, radio director.

DARWIN H. CLARK
1139 W. 6th St., Los Angeles 14
Tel.: MADison 8-1861
Radio Dept.: Karl Lott Jr., radio director.

COE ADVERTISING AGENCY
706 Empire Bldg., Syracuse 2
Tel.: 2-0147
Radio Dept.: Smith S. Binning Jr., director of radio and television; Susan Trent, assistant director of radio and television.
Radio Accounts: Atlas Linen Co.; William F. Cummings Co.; E. W. Edwards & Son; Fairway Packing Corp.; George Grunder & Sons; Haberle Congress Brewing; Jean's Beans Co.; Melody Record Shop; Men's Shop; Park Brannock; Parker Upholstering; Snow White Inn; Star Vacuum Stores; Suburban Gas Co.; Syracuse Wire & Fence; Town Talk Dairies; Van Derhoof Roofing Co.; all spot users.
Television Accounts: Syracuse Surplus Co.; Van Derhoof Roofing Co.; Town Talk Dairies; Joseph Shehadi & Son; Park Brannock; Musingo's; Jean's Beans Co.; Haberle Congress Brewing; Fairway Packing Corp.; E. W. Edwards & Son; Broome Distributing Co.; Addis Co.; Atlas Linen Co.; all spot users.

THE ARNOLD COHAN CORP.
101 West 55th St., New York 19
Tel.: Plaza 7-7730
Radio Dept.: Arnold Cohan, president.
Radio Accounts: Bruno-New York Inc.

HARRY B. COHEN ADVERTISING CO. INC.
1 East 57th Street, New York
Tel.: MURray Hill 8-3030
Radio Dept.: Edward Aleshire, vice president and radio and television director; John Donaldson, timebuyer; Viola Nolan, assistant timebuyer.
Radio Accounts: Grove Laboratories (N-S); Pearson Pharmacal Co. (S).

COHEN & MILLER ADVERTISING
519 Sixth St. N.W., Washington 1, D. C.
Tel.: Sterling 3333
Radio Dept.: Alvin I. Miller, radio director; Sidney B. Wolfe, television director.

COLE & CO. INC.
Sterick Bldg., Memphis 3
Tel.: 5-3604
Radio Dept.: Bernard L. Cohn, vice president and timebuyer.

COLE & CHASON INC.
331 Madison Ave., New York 19
Tel.: MURray Hill 7-6414

COLE MARSH & ASSOCIATES
Insurance Bldg., Omaha 2
Tel.: Jackson 7868

MAURICE C. COLEMAN & ASSOC.
Bona Allen Bldg., Atlanta 3
Tel.: Walnut 4414
Radio Dept.: John W. Muloof, radio and television director; E. J. Kimmel, S. Coppedge.

RUSSELL C. COMER CO.
Land Bank Bldg., Kansas City 6, Mo.
Tel.: Harrison 3964
Radio Dept.: Bill Godden, radio director; Dan Martin, timebuyer; Gardner Reames, Sherwood Durkin, John C. Fehlandt, Frank E. Otey, Russell C. Comer, account executives.
Radio Accounts: International Shoe Co. Divisions.

(Continued)

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—your products?

RADIO LUXEMBOURG

250,000 Watts Clear Channel*

Europe's only privately owned station!

You will reach more people with greater conviction

* long wave

| | |
|-----------------|-------------------|
| Morning: | 3 million |
| Noon: | 5 million |
| Night: | 10 million |

SHARE OF RADIO AUDIENCE:

| | | |
|----------------|--------------|----------------|
| French | 25.9% | } sets in use* |
| British | 14.0% | |

*Details on request

Exclusive Representative USA

Guy Bolam

American Sales & Servicing Agency

175 Fifth Ave New York 10, N. Y.

Tel. AL. 4-7881

(Continued)

N indicates network, S spot

KUIN

(KGPO-FM)

**GRANTS PASS
OREGON**

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and
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Southern Oregon
Since 1939*

- RETAIL SALES OVER \$70,000,000
- PEOPLE 91,000
- FAMILIES 29,000
- TOOLS TO DO THE JOB

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Local News Department
Direct Weather Broadcasts
Local Sports
AP Radio Wire
World Program Service

KUIN offers you one of the products of Beautiful Southern Oregon FREE. Write KUIN on your firm letterhead for Two Dozen Gorgeous Gladiolus Bulbs FREE.

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AM
3,100 WATTS
FM**

**WILLIAM S. GRANT
National Representative**

MBS-DLBS

COMMERCIAL BROADCASTERS
188 W. Randolph St., Chicago 1
Tel.: Dearborn 2-0203

Radio Dept.: Dave Edelson, senior partner; M. F. Edelson, junior partner; Catherine O'Heron, time-buyer.

COMPTON ADVERTISING INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2800

Radio Dept.: Lewis Titterton, vice president in charge of radio and television department; Lloyd Durant, TV commercial manager; Ted Bell, program head; Brewster Morgan, television program manager; Frank Kemp, assistant media director; Guy Richards, vice president, media director; Henry Clochessy, head timebuyer; Julia Brown, Richard Hurky, Martin Hansen, timebuyers.

Chicago 5-59 E. Van Buren St. Tel.: Harrison 7-3570. L. O. Holmberg, vice president.

Hollywood 28-6253 Hollywood Blvd. Tel.: Hollywood 9-8107.

Milwaukee 3-744 N. 4th St. Tel.: Marquette 8-2778.

Radio Accounts: Procter & Gamble (N-S); Standard Brands Inc. (S); Goodyear Tire & Rubber Co. (S); Socony-Vacuum Oil Co. (S).

CONNOR, JACKSON, WALKER, McCLURE INC.

461 Market St., San Francisco 4
Tel.: Yukon 6-0196

Radio Dept.: Marjorie Lawrence, media director.

THOMAS F. CONROY INC.
Majestic Bldg., San Antonio 5, Tex.
Tel.: Garfield 3458

Radio Dept.: Robert M. Richards, radio-television director; Robert Schlichenmaler, Robert Johnson, account executives.

Radio Accounts: Lone Star Brewing Co.; Bohnet Baking Co.; Hoffman-Hayman Coffee Co.; Studers Inc.; South Equipment Co.; Comal Hosiery Mills; Ormsby Chevrolet Co.; Household Furniture Co.; Comal Cottons; Paul Anderson Co.; Fomby Clothing Co.; Mission Provision Co.; Security Finance Co.; Sommer Drug Stores Co.; South Transfer & Storage Co.; Sunset Oil Co.; all spots.

Television Accounts: Comal Hosiery Mills; South Equipment Co.; Studers Inc.; Hoffman-Hayman Coffee Co.; Bohnet Baking Co.; Lone Star Brewing Co.; all spots.

EDWARD C. COONTZ INC.
Colcord Bldg., Oklahoma City
Tel.: 7-0531

Radio Dept.: Edward C. Coontz, secy.-treas.; Suzanne Prentice, program arranger.

COOPER & CROWE INC.
260 E. 1st St., Salt Lake City
Tel.: 3-8151, 4-2668

Radio Dept.: Gordon Crowe, W. D. Rice.

Pocatello-334 N. Main. Tel.: 4462. Don L. Watkins, vice president.

Ogden-224 Kiesel Bldg., Tel.: 3-1214
Radio Accounts: Aleck's Cafe; Bonneville-Western Co.; Broadway Shoe Co.; Bruce Transfer Co.; Consolidated Drive-In Theatres; Co-Op Gas Stations; Darling Store; Filter Queen Vacuum Co.; Jackson Distributing Co.; Karl B. Hale Wax Co.; Lyric Theatre; Arthur Murray; Shaver's Grapefruit; Silver King Window Co.; Sunlight Metal Products; Less Taylor Motor Supply Co.; Democratic State Committee; Ford Finance Co.; Dunkley Music Co.; George A. Lowe Co.; Hudson Bay Fur Co.; Ogden Standard Examiner; Reliable Furniture Co.; Morgan Jewelers; Bannock Motor Co.; Idaho State Journal; Rowland Dairy; Pocatello Chamber of Commerce; Idaho Bank & Trust Co.

COPLEY ADVERTISING AGENCY
457 Stuart St., Boston 16
Tel.: Commonwealth 6-7350

COWAN & DENGLER INC.
327 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940

Radio Dept.: Thomas H. Moore Jr., radio and television director. Gene Trivell, timebuyer.

Radio Accounts: Isbrandtsen-Moller (S).

JOHN GILBERT CRAIG ADVERTISING INC.

913 Washington St., Wilmington, Del.
Tel.: 56185

Radio Dept.: K. A. Walsh, account executive.

Radio Accounts: Equitable Trust Co.; Diamond Ice & Coal Co.; Greenhill Dairies; Joseph Bancroft & Sons; Delaware Power & Light Co.; Delaware Coach Co.

CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500

Radio Dept.: L. H. Ness, V.P., media dir.; Loretta Mahar, timebuyer; J. S. Stoloff, television director.

Radio and Television Accounts: Broadway House of Music; L. W. Donaldson Co.; Golden Rule; Morehouse-Mortens Co.

CHET CRANK CO.
6518 Selma Ave., Hollywood 28
Tel.: Hempstead 5129

Radio Dept.: Chet Crank, manager.

CRAVEN & HEDRICK INC.
522 Fifth Ave., New York 18
Tel.: Murray Hill 2-5010

CRAWFORD & PORTER ADV.
5 Ivy St., Atlanta 2
Tel.: Lamar 0656-7

Radio Dept.: Carol Porter, timebuyer.

CRITCHFIELD & CO.

720 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3061

Radio Dept.: E. Groenboom, media director.

CROLLY ADVERTISING AGENCY
42 E. Market St., Wilkes-Barre, Pa.
Tel.: 2-7191

Radio Dept.: William T. Kelly, radio director; timebuyer; Phil A. O'Neill, account executive.

CROMWELL ADVERTISING AGENCY
175 Fifth Ave., New York 10
Tel.: Oregon 3-1000

Radio Dept.: Lillian Drobin, media director; L. C. Kane, production manager, copy chief.

CROOK ADVERTISING AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: R-1775

SAMUEL C. CROOT CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-2588

ARTHUR CROSBY SERVICE
516 Fifth Ave., New York 18
Tel.: Murray Hill 7-5268

Radio Dept.: Benjamin F. Landsman, radio director, timebuyer.

CRUTTENDEN & EGER
69 W. Washington St., Chicago 2
Tel.: Financial 6-3630

Radio Dept.: Harry C. Pick.
EARL R. CULP CO.
603 S. Rampart Blvd., Los Angeles 5
Tel.: Dunkirk 2-8406

Radio Dept.: Earl R. Culp.
CUMMINGS, BRAND & McPHERSON
Gas-Electric Bldg., Rockford, Ill.
Tel.: 2-0677

Chicago 6-20 N. Wacker Drive. Tel.: Dearborn 2-5026.

CUNNINGHAM & WALSH INC.
40 E. 34th St., New York 16
Tel.: Murray Hill 3-4900

Radio Dept.: John R. Sheehan, manager radio & television; N. F. McEvoy, media director.

Hollywood 46-8420 Sunset Blvd. Tel.: Granite 6131. Martin Barrett.

Radio Accounts: Liggett & Myers Tobacco Co. (N-S); Fatima; Sollax; Kirkman & Son (S); Sunshine Biscuits (S); Northwest Airlines (S).

Television Accounts: Liggett & Myers Tob. Co. (N-S); Sunshine Biscuits Inc. (S); Fatima; Sollax; Permutit; Walter Kidde Co.; Alex; Northwest Airlines.

D

DANCER-FITZGERALD-SAMPLE INC.
247 Park Avenue, New York 17
Tel.: Murray Hill 5-4200

Radio Dept.: Lyndon O. Brown, director of research and media; J. James Neale, radio director; Carl Stanton, supervisor nighttime shows, television & motion pictures; Lester Vall, head of daytime radio; W. S. Doughten, Mrs. M. Bowman, show supervisors; Adrian Samish, V.P., radio and television director;

Thomas Carson, Frank Moriarty, account executives.

Chicago 1, Ill.-221 North LaSalle St. Tel.: Financial 6-4700

Radio Dept.: Sewall Gardner, Paul Keenan, V.P.; James Fitzmorris, Elliot Detton, account executives; James Neale, V.P., radio director; Helen Stanley, timebuyer; Lyndon O. Brown, V.P., media & research director; Frances Kennedy, copy chief.

Hollywood 28-1680 North Vine St. Tel.: Hudson 2-3256. Alvin Kabaker, manager.

Toronto 1-6 King Street East. Tel.: Adelaide 2851. Gilbert Nunns, manager.

D'ARCY ADVERTISING CO.
Missouri Pacific Bldg., St. Louis 3
Tel.: Central 6700

Cleveland 13-Terminal Tower. Tel.: Cherry 0158. S. P. Seward, vice-president in charge.

New York 22-515 Madison Ave. Tel.: Plaza 8-2600. Paul Louis, V.P., radio director.

Atlanta-800 Peachtree St. N.E. Tel.: VE 8815. J. M. Kinsella, V.P. in charge.

Toronto, Ont.-90 Broadview Ave. Tel.: Gladstone 7591. G. F. Altenbernd, vice-president in charge.

Mexico City, D. F.-Reforma No. 164. E. A. Hallett Jr.; C. Riveroil del Prado, V.P., radio director and vice-president.

JIMM DAUGHERTY INC.
706 Chestnut St., St. Louis 1
Tel.: Main 0790

Radio Dept.: Melvin A. Randall, radio director; James M. Daugherty, television director; Emerson Russell, account executive.

Radio Accounts: Pepsi-Cola Bottlers of St. Louis; St. Louis Dairy Co.; GE Supply.

Radio Dept.: Melba Sands, radio director.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908

Radio Dept.: Robert J. Davis Sr., radio & television director; Robert J. Davis Jr., TV timebuyer; Susan Tours, radio timebuyer.

Radio Accounts: Blue Bird Potato Chips; Anderson's Foods Inc.; Bohemian Distributing Co.; Popcorn Processors Inc.; Knudsen's Youghurt; Thomas Shirt Co.; Scudder Food Products; Wilson & Co.; Welchade Div.-White Rock Bottlers.

DAVIS-HOOD & ASSOCIATES
315 West 9th St., Los Angeles 15
Tel.: Trinity 7377

LEONARD DAVIS ADVERTISING
274 Main St., Worcester 8, Mass.
Tel.: 7-3617

Radio Dept.: Leonard Davis, radio and television director; Harvey Grove, account executive; Grace Rourke, timebuyer.

Radio Accounts: Park and Greendale Theatres; Reck's Fur Shop; Worcester Stove & Furnace Center; Bieber Polar Co.; Lubin Clothing; W. T. Grant Co. (Worcester, Fitchburg, Leominster); R & R Plumbing Supply; Singer's Furniture; Grand View Market; Park Ave. Shop.

WALLACE DAVIS & CO.
3401 Buffalo Drive, Houston 6
Tel.: Lynchburg 6191

JOHN L. de BRUEYS ADVERTISING
1305 Capitol Ave., Houston 1
Tel.: Preston 9601

Radio Dept.: John L. de Brueys.

DENMAN & BETTERIDGE INC.
518 Buhl Bldg., Detroit 26
Tel.: Woodward 5-1474

Radio Dept.: Harry W. Betteridge, radio and television director.

Radio Accounts: Michigan Mutual Liability Co.; DeSoto-Plymouth Dealer Assn. of Greater Detroit; Glitter Products; Peters Sausage Co.; Fort Industry Co.; Nat'l Automobile Transporters Assn.

ROBERT F. DENNIS INC.
117 W. 9th St., Los Angeles 15
Tel.: Trinity 4691

Radio Dept.: R. E. (Joe) Messer, timebuyer; Ed Baillie, R. F. Dennis, E. Morzano, account executives.

Radio Accounts: Sparkletts Drinking Water Corp. (S); Paul Trousdale & Assoc. (S).

Television Accounts: Paul Trousdale & Assoc. (S); Los Angeles Federal Savings & Loan Assn. (S).

CRAIG E. DENNISON ADV.
225 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-0038

DEUTSCH & SHEA INC.
Times Bldg., New York 18.
Tel.: Longacre 4-5900

Radio Dept.: Peter Gray, media director.

DEVEREUX & CO. INC.
266 Genessee St., Utica 2, N. Y.
Tel.: 4-1718

Radio Dept.: Ann Barry, media director.

DEVINE ADVERTISING AGENCY INC.
1457 Broadway, New York 18
Tel.: Wisconsin 7-0056
Radio Dept.: J. J. O'Hearne.

THE ZAN DIAMOND CO.
475 Fifth Ave., New York 17
Tel.: Murray Hill 3-4350
Radio Dept.: Stanley Diamond, television director.

DICKLOW ADVERTISING AGENCY
1324 National City Bldg., Dallas 1
Tel.: Randolph 8295

Radio Dept.: Mrs. Irene Scott Dicklow.

Radio Accounts: Magnolia Seed Co.; Chigger Chaser; Destrutol Corp.; Marrs-Mundy-Quill; Thomas Optical Co.

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300

Radio Dept.: Alvin Haas, radio and television director; William Mann, advertising director.

DIXIE ADVERTISERS
Lampton Bldg. Annex, Jackson, Miss.
Tel.: 3-6383

Radio Dept.: George W. Godwin, Albert P. Hand, George L. Sugg, Larry E. Davis, Heber E. Darton, Charles D. Kilgore, Rex A. Moody.

DOHERTY, CLIFFORD & SHENFIELD INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-0445

Radio Dept.: Chester MacCracken, V.P., radio and television director; Helen Wilbur, timebuyer.

RALPH L. DOMBROWER CO. INC.
11 East Franklin, Richmond 20, Va.
Tel.: 3-1113

Radio Dept.: J. C. Fulmer, radio and television director; Phyllis King, timebuyer.

Radio Accounts: Southland Wine Co.; Chelco Corp.; Etchison Hat Co.; Chesterfield Hat Corp.; Jones & Davis Inc.

Washington, D. C.—Woodward Bldg.
Tel.: Republic 1420, Philip Rosenfeld, manager.

DONAHUE & COE
RKO Bldg., New York 20
Tel.: Columbus 5-4252

Radio Dept.: A. Carl Rigrod, director of radio production; Evelyn Lee Jones, timebuyer.

Atlanta 3—Hurt Bldg. H. L. Morrill Jr.
Radio Accounts: Loew's Inc. (S); Republic Pictures (S); Sholl Mfg. Co. (S); New York Herald-Tribune (S); Southland Coffee Co. (S); DeLaval Separator Co.; River Brand & Carolina Brand Rice Products (S); New York World-Telegram (S); Gold Metal Candy Corp; Scripto Pencil; Cosmopolitan Magazine (S).

W. B. DONER & CO.
Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400

Radio Dept.: Charles Rosen, director of radio and television; Cherie Lee, assistant director.

Chicago—203 N. Wabash, Tel.: Dearborn 2-4676. Marvin Frank, M. F. Kostman.

Radio and Television Accounts: Speedway Petroleum, E & B Brewing; Federal Dept. Stores; Faygo Beverages; Rose Jewelers; Pressel Sausage Co.; Big Bear Super Markets; Vanity Fair Shops; Famous Furniture; Everkrisp Potato Chips; Famous Cleaners; Annis Furs; Dixie Shops; Glendale Provision; Grand River Chevrolet; Steinberg Stores; United Shirt; Atlas Garage; DeRoy Jewelers; Richards' Drive-In; GE Sales; Blackstone Construction; German Household; Bankers' Choice Cigars; National Silver Co.; Goldhar Zimnar; Merchants Wholesale; Faultless Cleaners; Packers Super Markets; Teal Bros.

DORLAND INC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2685

Radio Dept.: Howard G. Barnes, vice president in charge of radio & television; Katherine Kirkbride, timebuyer.

Radio Accounts: A. S. Beck (S); Nassau (S); M. J. Breitenbach (S); Arthur Murray Studios (N).

Television Accounts: A. S. Beck (N & S); Sanson Hosiery.

DOUGHERTY ADVERTISING
32 Bartlett St., Highland Park 3, Mich.
Tel.: TO. 8-5031.

Radio Dept.: G. I. Dougherty, radio director & timebuyer.

JOHN C. DOWD INC.
212 Park Square Bldg., Boston 16
Tel.: Hubbard 2-8050

Radio Dept.: Theodore B. Pitman Jr., radio and television director; Helen Garabedian, assistant radio and television director.

Radio Accounts: First National Stores (S); Albany Carpet Cleaning; National Company; Boston Edison; Harvard Brewing (S); Cott Beverage Corp.; Groveton Papers Co.; Martin L. Hall Co.; Town & Country Homes.

Television Accounts: Albany Carpet Cleaning Co.; Carpenter-Morton Co.; Columbian Purchasing Group; First National Stores; Girsti Bread; Groveton Papers Co.; George S. McGinnis Homemaker Service; Martin L. Hall Co.; Select Baking Co.; Cott Beverage Corp.; Harvard Brewing Co.; Megowen-Educator Food Co.; Eugene Rothmund Inc.; Snider Fuel.

DOYNE ADVERTISING
Warner Bldg., Nashville 3
Tel.: 6-0811

Radio Dept.: George W. Doyme, timebuyer.

DUFFY & FABRY INC.
918 N. 4th St., Milwaukee 3
Tel.: Broadway 2-7851

Radio Dept.: C. J. Duffy, president, timebuyer.

Radio Accounts: Wisconsin Independent Oil Co. (S); Hebenstreit Furniture Shops Inc. (S).

L. J. DU MAHAUT ADVERTISING AGENCY
Book Tower, Detroit 26
Tel.: WO. 2-8246

Radio Dept.: Hazel R. Belman, timebuyer.

DUNDES & FRANK INC.
64 West 48th St., New York 19
Tel.: Plaza 7-0750

Radio Dept.: Sydney D. Ritter, radio and television director.

Radio Accounts: Gimbel Bros., other accounts.

ROY S. DURSTINE INC.
730 Fifth Ave., New York 19
Tel.: Circle 6-1400

Radio Dept.: Maurice Condon, account executive; Bergi Boe timebuyer and manager of radio and television dept.

Los Angeles—3259 Wilshire Blvd. Tel.: Dunkirk 8-3411. William Sloan.

San Francisco—703 Market St. Tel.: Yukon 6-6239. Robert England.

E

EASTBURN-SIEGEL
623 Spring St., Atlanta 3
Tel.: Vernon 4707

Radio Dept.: Mel Finkel.

Radio Accounts: Orkin Exterminating Co. (S); City Sewing Machine; Lovable Brassiere.

Television Accounts: City Sewing Machine; Irvindale Dairies; Citizens Jewelry.

FRED H. EBERSOLD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 2-0107

Radio Dept.: B. B. Pope, radio director.

ADAM F. EBY & ASSOC.
336 Andrews Bldg., Buffalo 2 N. Y.
Tel. Madison 2922

Radio Dept.: Adam F. Eby, Lillian Kirk, Samuel E. Eby, Joan Leslie.

EDELSTEIN AND NELSON ADV. AGENCY
203 N. Wabash Ave., Chicago 3
Tel.: Andover 3-3867, Dearborn 2-5976

Radio Dept.: Edward Edelstein, television and radio director.

Television Accounts: Conway Camera Co. (S); Chicago Slip Cover (S).

ELLINGTON & CO.
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-4300

Radio Dept.: Hal James, radio and television director; Robert F. Ham-

ilton, media director; Dan Kane, timebuyer.

Philadelphia 2—1400 S. Penn Square. Tel.: Rittenhouse 6-2878.

ELLIS ADVERTISING CO.
Erlanger Theatre Bldg., Buffalo 1.
Tel.: Cleveland 4780

Radio Dept.: Arlene Walters, radio director; Toby Treger, television director; Karl Manhardt, Seymore Goodman, account executives.

Toronto—96 King St. E. Tel.: Elgin 2785. Al May, manager.

Montreal—1168 St. Catherines St. W. Tel.: Plateau 4466. Ben Cossman, manager.

EMERY ADVERTISING CORP.
2 North Ave. E., Baltimore 2
Tel.: Vernon 3731

Radio Dept.: R. I. Highleyman, radio and television director.

Radio Accounts: Floorcrafters; Weaver Bros.; C. M. Athey Paint Co.; Davison Chemical Corp.; Monumental Storage and Carpet Cleaning Co.

ROBERT J. ENDERS ADVERTISING
1415 K St., N.W., Washington 5, D. C.
Tel.: Sterling 2222

Radio Dept.: Margot Phillips, radio and television director; Sylvia Devey, Robert Keefe, Robert Friend, account executives; Mary Griffin, radio-TV production manager.

Radio and Television Accounts: Amvets (N); Occidental Restaurant; All's Motors; George's Radio & Television Co. (S); Simon Distributing Co.; Abbott Refrigerators; Travel Inc.; Home Appliance Co.; McCoy's; Mid-Atlantic Appliances; Gimbel's (S); Pierce-Phelps (S); Briggs Filtration Co.; VFW (N); Snellenburg (S); Koolvent Awnings; Hecht Co. (S); Gov't Services Inc. (S); Air Rome Inc. (S); U.S. Gov't Agencies (S); Hotpoint Inc. (N); Thor Corp. (S); Cardwell's Inc. (S); Nat'l Institute of Technology (S); Sll-i-keen Auto Polish (S); Rumpus Rye (S); Motorola (Philadelphia) (S); Academy Motors (S); Frigidaire (S); Cain-Sloan Co. (S); Gimbel Bros. (Pittsburgh) (S); R. H. White (S); TV Engineers of New England (S); Hecht Bros. (Baltimore) (S); The Hub (S).

Philadelphia—1420 Walnut St. Tel.: Kingsley 6-1859. Herb Davis, manager.

Boston—Statler Bldg. Tel.: Hancock 6-5796. Roberta Barrett, manager.

Baltimore—2601 N. Charles. Tel.: Hopkins 6972. William Fitzgerald, manager.

Pittsburgh—Oliver Bldg. Nelson Schrader, manager.

Nashville—Donald Blass, manager.

ENGEL ADVERTISING INC.
185 N. Wabash, Chicago 1
Tel.: State 2-1366

ENNIS-ANDERSON ADV. AGENCY
Anglo Bank Bldg., Fresno, Calif.
Tel.: 3-2613

Radio Dept.: Lon McAdams, radio director.

F. A. ENSIGN ADV. AGENCY INC.
513 Second Ave., Pittsburgh 19
Tel.: Atlantic 1-4028

Radio Dept.: H. E. Ryman, radio director.

ALVIN EPSTEIN ADVERTISING
1407 G St., Washington, D. C.
Tel.: Sterling 8550

Radio Dept.: Toni Pearson, radio and television director, timebuyer; Alvin J. Raider, Ruth G. Graze, Sol Slade, account executives.

ERLAND ADVERTISING AGENCY
18 E. 41st St., New York 17
Tel.: Murray Hill 5-4764

Radio Dept.: Louis H. Ehrlich, radio director.

ERWIN, WASEY & COMPANY INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700

Radio Dept.: C. H. Cottingham, vice president in charge of radio-TV; Keith Shaffer, radio director; Richard L. Eastland, director of television; Raymond Simms, timebuyer.

Los Angeles 36—5045 Wilshire Blvd. Tel.: Webster 1-1211. Robert L. Redd, radio director; Charles F. Lowe, television director.

Chicago 1—230 N. Michigan Ave. Tel.: Randolph 6-4952. L. R. Northrup.

(Continued)

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WATTS (FULLTIME)**

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**ADVERTISING AGENCIES HANDLING
RADIO AND TV ACCOUNTS**

(Continued)

N indicates network, S spot

Minneapolis 2—Rand Tower. Tel.: Atlantic 1233. Mac Martin.
Oklahoma City 2—First National Bank Bldg. Tel.: 7-5429. Harold Halsell.
Toronto—1170 Bay St. Tel.: Randolph 5187. Ralph L. Lawson.
BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590
Radio Dept.: Leon H. Greenhouse, vice-president, radio director, account executive; Joseph R. Rollins Jr., media director.
WILLIAM ESTY CO. INC.
100 E. 42d St., New York 17
Tel.: Murray Hill 5-1900
Radio Dept.: Thomas D. Luckenbill, vice president and radio director; Kendall Foster, vice president and television director; Richard C. Grahl, timebuyer.
Los Angeles 28—Tel.: Hudson 2-3366. Don Bernard, manager.
Radio and Television Accounts: Colgate-Palmolive-Peet Co.; Piel Bros. Beer; R. J. Reynolds Tobacco Co.; National Carbon Co.
ALBERT EVANS ADVERTISING
Dan Waggoner Bldg., Fort Worth 1
Tel.: Edison 9521
Radio Dept.: Gene M. Lightfoot, radio and TV director.
DAVID W. EVANS ADV. AGENCY
Wasatch Oil Bldg., Salt Lake City 1
Tel.: 5-2935
Radio Dept.: Edward E. Kash, radio and television director; Jane A. Beaty, assistant & timebuyer.
Radio Accounts: Amalgamated Sugar; Anderson Jewelry Stores; L. D. S. Business College; State Savings & Loan Assn.; Utah-Idaho Sugar; Wasatch Electric Co.; Z.C.M.I. Wholesale Distributors.
Television Accounts: Anderson Jewelry Co.; Shepherd Posture Chair Co.; Z. C. M. I. Dept. Store; Z.C.M.I. Wholesale Distributors.
LAWRENCE I. EVERLING INC.
42 S. 15th St., Philadelphia 2
Tel.: Locust 4-3654
Radio Dept.: Frank Corkery, vice president, radio director and timebuyer.
Radio Accounts: M. A. Bruder and Sons Inc. (S); Fleming & Bates (S).
EWELL & THURBER ASSOC.
23 E. Jackson Blvd., Chicago 4
Tel.: Webster 9-0911
Radio Dept.: A. J. Engelhardt, radio director.
Toledo—520 Madison Ave. Tel.: MAIN 8205.
New York — 350 5th Ave. Longacre 4-1553. Steve Mudge, manager.
Hollywood 28—6671 Sunset Blvd. Hollywood 4994. Lynn Gordon, manager.
EXPORT ADVERTISING AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

TED H. FACTOR AGENCY
1709 W. 8th St., Los Angeles 17
Tel.: Dunkirk 8-8111
Radio Dept.: J. M. Janeway, media director; Jere Bayard, Ted H. Factor, Jimmy Fritz, account executives.
Radio Accounts: Show Management (S); Clyde Beatty Circus (S); J. N. Ceazan Co.; Hudson Products Co.
Television Accounts: Budget Pack Inc.; Arden Farms Dried Cream; Sales Builders Inc.; J. N. Ceazan Co.
FADELL CO.
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416
Radio Dept.: Michael J. Fadell, account executive; Arthur H. Leemis, radio and television director; Mabel Ames, timebuyer, account executive.
Radio Accounts: Breezy Point Lodge; Erickson; Hertz Driv-Ur-Self System; Midwest Oil Co.; Model Laundries; N.W. Builders Show; Trudeau Candies Inc.
Television Accounts: Great Minneapolis Store.
FRANKLIN FADER CO.
805 Broad St., Newark 2
Tel.: Market 3-7964.
Radio Dept.: Sanford C. Reynolds, director of media.
Radio Accounts: Broadcast Adv.; North Jersey Radio; General Teleradio; Community Broadcasting; American Broadcasting Co.; KSTP Inc.
O. K. FAGAN ADVERTISING AGENCY
530 West 6th St., Los Angeles 14
Tel.: Vandike 2192
H. W. FAIRFAX ADV. AGENCY INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8880
Radio Dept.: Janice Hamilton, media director and copy chief.
FEDERAL ADV. AGENCY INC.
385 Madison Ave., New York 17
Tel.: Murray Hill 8-4200
Radio Dept.: Francis C. Barton Jr., vice president and director of radio and television; Eleanor L. Larsen, assistant; Penelope Simmons, timebuyer; Jacqueline Ruta, assistant; Douglas Stapleton, Pat Bartels, copywriters.
Radio Accounts: American Safety Razor Corp. (S); John F. Trommer Inc. (L-S); Gerber Products Co. (S); Pan-American Coffee Bureau, (N); Doeskin Products Inc.
Television Accounts: American Safety Razor Corp.; Harriet Hubbard Ayer (N); General Cigar Co. (S); Gerber Products Co. (S); Doeskin Products (S); Stromberg Carlson (S).
HARRY FEIGENBAUM ADV. AGENCY
2011 Walnut St., Philadelphia 3
Tel.: Locust 4-1536
Radio Dept.: Franklin Roberts, radio and television director; David Werman, timebuyer.
Radio Accounts: Arrow Store; Hardwick & Magee; Federal Savings & Loan Assn.; Liberty Bell Cards; B. S. Pincus; Golden Brand Food Products.
Television Accounts: B. S. Pincus; Sportswear Hosiery (N); Booth's Beverages; Crescent Nut & Chocolate; Federal Savings; Arrow Store; Hygrade Baking Co.; Victor Furs.
LEFLER FELDMAN INC.
119 Main St., E., Rochester 4, N. Y.
Tel.: HAMILTON 0520
Radio Dept.: Samuel H. Feldman, timebuyer.
Radio Accounts: Bravo Macaroni Products (S); Neisner Bros. (S); Lauer Furniture Co. (S).
FELLOWS ADVERTISING
410 Larned Bldg., Syracuse 2
Tel.: 2-2197
Radio Dept.: Madeline Clark, radio director; Byron F. Fellows Jr., timebuyer.
Radio Accounts: BWB Food Co.; Moore & Quinn; Cortland Baking Co.; Jordan Metal Co.; Virden Co.
FENSHOLT CO.
380 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-1670
Radio Dept.: A. H. Fensholt, president; Frank Ewing, vice president and account executive and John B. Rodgers, radio director.
COURTLAND D. FERGUSON INC.
National Press Bldg., Washington 4
Tel.: National 7713
Radio Dept.: Walter J. Kerwin, television director; George D. McGuinness, Philip Jackson, radio and television account executives; Beatrice Rice, timebuyer.
Baltimore—525 N. Charles St. Tel.: Vernon 7211. John P. Waddell, manager.
Richmond, Va.—Life Insurance Co. of Va. Bldg. Tel.: 7-0788. Frank G. Christian, manager.
Radio and Television Accounts: L. S. Briggs Inc.; James G. Gill Co.; Highland Farms Dairy; High's Ice Cream; Lincoln Warehouse Corp.; Little Tavern Shops; Manbeck Bread; Mann's Potato Chips; Schindler Peanut Products; Smith-Douglass Co.; Uihne Arena; Griffith Consumers; Gwaltney & Co.; Piled Quality Laundries; Smith's Transfer & Storage Co.
LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100
Radio Dept.: Joseph Mintzer, radio director and timebuyer.
ROBERT G. FIELDS & CO.
1100 Warner Bldg., Nashville 3
Tel.: 6-1977

JOHN A. FINNERAN INC.
475 Broadway, New York 18
Tel.: Bryant 9-1290
Radio Dept.: E. Pryde, timebuyer.
IRESTONE-GOODMAN ADVERTISING AGENCY
45 Loeb Arcade, Minneapolis 2
Tel.: Main 4393
Radio Dept.: Allan L. Firestone, radio director.

FIRST UNITED BROADCASTERS
301 N. Wells, Chicago 6
Tel.: Randolph 6-7800
Radio Dept.: Hugh Rager, managing director; Maryellen Convery, timebuyer.

J. M. FISHER ASSOCIATES
34 N. LaSalle St., Chicago 2
Tel.: Telant 6-1610
Radio Dept.: Jack L. Fisher, owner; Bud Fisher, radio-TV director; Helene Heinz, timebuyer for radio and television.

Radio Accounts: United Artists Corp. (S); Universal Pictures (S); Central Committee of the Democratic Party of Cook County; Bell Savings and Loan Assoc.; Jensen Movers; Lorraine Products; National Foundation For Infantile Paralysis; Tam O'Shanter Country Club (S).

Television Accounts: Tam O'Shanter Country Club (N-S); Central Democratic Committee Cook County; Jensen Motors; National Foundation For Infantile Paralysis; Parker-Allen Industries.

ITZGERALD ADVERTISING AGENCY
33 Howard Ave., New Orleans 12
Tel.: Tulane 3131
Radio Dept.: Aubrey Williams, radio director; Thomas Newman, television director.

Radio Accounts: Wesson Oil & Snow-drift Sales Co. (N); H. G. Hill Stores (S); Jackson Brewing Co. (S).

Television Accounts: Jackson Brewing Co.; H. A. Hill Stores.

KLACK ADVERTISING AGENCY INC.
110 Hills Bldg., Syracuse 2
Tel.: 2-3129
Radio Dept.: Grover H. Hubbell, William P. Conklin, account executives; Dr. Kenneth G. Bartlett, radio consultant.

JAMES R. FLANAGAN ADV. AGENCY
65 Fifth Ave., New York 17
Tel.: Murray Hill 2-1048

GEORGE F. FLOREY INC.
35 S. LaSalle St., Chicago 3
Tel.: Dearborn 2-1634
Radio Dept.: Stanton Kramer, media director.

ROSS ROY-FOGARTY INC.
107 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-7000
Radio Dept.: Ross Roy, president; Jack Fogarty, vice president.

FOLEY ADVERTISING AGENCY
NBC Bldg., Cleveland 14
Tel.: Cherry 1490
Radio Dept.: Robert B. Foley, radio director.

Radio Accounts: I. J. Fox; Grismer Motors Inc.; M. S. Pine Co.

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Radio Dept.: James L. Tabor, radio and television director; Wesley Winnig, vice president and media director.

FOOTE, CONE & BELDING
247 Park Ave., New York 17, N.Y.
Tel.: Plaza 5-6600
Radio Dept.: Sherwood Dodge, vice president chg. media & research; Thomas McDonnell, radio director; Roger Pryor, television director; Joseph Spiegel, media director; Lillian Selb, radio business manager.

Chicago 11—155 E. Superior St. Tel.: Superior 7-4800. Harold H. Weber, vice president chg. media & research; H. R. Van Gunten, media director; Harry Dieter, radio & TV business manager; Genevieve Lempert, radio & TV timebuyer; Richard L. Davis, radio & TV production manager.

Los Angeles 17—601 W. 5th. Tel.: Michigan 2-7651. George Weaver, media director; Claire Koren, radio timebuyer.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2355. L. A. Jones, media director.

Hollywood 28—6233 Hollywood Blvd. Tel.: HOLLYWOOD 9-6265. Robert Ballin, E. Vinson, vice presidents.

Houston 2—Esperson Bldg. Tel.: ATWOOD 8561. C. B. Oliver, Stephen Wilhelm, managers; Grace Spanihel, radio timebuyer.

Portland 4—Pacific Bldg. Tel.: Atwater 8181. Leith F. Abbott.

Radio Accounts: La France; Satina; Calumet; New York Central; RKO; Anahist; Dulany Frozen Foods; Emerson Radio & TV; Pepsodent; Rheingold Beer; Toni Home Permanent.

Television Accounts: La France; International Latex; Anahist; Dulany frozen foods; Emerson radio & TV; Pepsodent; Toni Home Permanent.

FORCE INC.
7 Church St., Paterson 1, N. J.
Tel.: Lambert 5-2266

MARSHALL FORD ADVERTISING AGENCY
918 11th St., Sacramento 14
Tel.: 2-3645
Radio Dept.: Bob Rodseth, media director.

FOREIGN ADV. & SERVICE BUREAU
342 Madison Ave., New York 17
Tel.: Murray Hill 2-3444
Radio Dept.: Joseph L. Palmer, vice president.

FORT & CO.
1110 S. Tyron St., Charlotte 2, N. C.
Tel.: 4-7122
Radio Dept.: Mark I. Moffett, media director.

HERBERT W. FRANK ADVERTISING AGENCY
Park Square Bldg., Boston 16
Tel.: Hancock 6-4463
Radio Dept.: Herbert W. Frank, president and radio director.

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
Radio Dept.: John V. McAdams, vice president.

Boston—9 Post Office Square. Tel.: Hancock 6-5900

Chicago—2 LaSalle St. Tel.: Dearborn 2-6424

Philadelphia—Packard Bldg. Tel.: Rittenhouse 6-3915

San Francisco 8—425 Bush St. Tel.: Yukon 6-4641.

Radio Accounts: Chase National Bank. Television Accounts: Camden Trust Co.; Noma Electric Co. (S).

EDWARD I. FRANKEL ASSOCIATES
418 Seventh St., Des Moines 9
Tel.: 3-1854
Radio Dept.: Lois G. Campbell, radio director and account executive.

Radio Accounts: Younkers.

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745
Radio Dept.: Lew Sanders, radio and television director; Ben Rubin, J. B. Frankel (president), account executives.

FREDERICK-CLINTON CO. INC.
545 5th Ave., New York 17
Tel.: Murray Hill 2-7433
Radio Dept.: Sydney Rubin, vice president, radio and television director.

Radio Accounts: Adler Shoes For Men (S); Shenanigans Shoes (S).

Television Accounts: Rad Easy Cleaner (S); Happy Toy Co. (S).

CURT FREIBERGER & CO.
314 Cooper Bldg., Denver 2
Tel.: Alpine 2048
Radio Dept.: Curt Freiburger, radio director and timebuyer; Kent Thomas, Eugene B. Thomas, account executives.

Radio Accounts: American Beauty Macaroni Co.; Associated Grocers; Central Bank & Trust Co.; Colorado Potato Flake Co.; Securities Credit Corp.; Tivoli Union Co.; political.

FREITAG ADV. AGENCY
988 Spring St., N. W., Atlanta 5
Tel.: Hemlock 1345-6
Radio Dept.: Frances Pledger, radio director, copy chief.

FREMONT ADV. AGENCY
203 N. Wabash Ave., Chicago 1
Tel.: State 2-3188
Radio Dept.: Ad Rovin, vice president and account executive.

OAKLEIGH R. FRENCH & ASSOCIATES
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037
Radio Dept.: A. Maeschler Jr., G. Gordon Hertslet, C. Sewell Pengman, R. C. Lynch.

Radio Accounts: Carter Carburetor Corp.; Dixie Mills Co.; R. E. Funsten Co.; GE Appliances; Mary T. Goldman; H. P. Coffee Co.; Jefferson Hotel; Meletio Seafood Co.; Mercantile-Commerce Bank & Trust Co.; Monroe Chemical Co.; Oil Heat Institute of St. Louis; St. Louis Federal Savings & Loan Assn.; Whistle & Vess Beverages.

FRENCH & PRESTON INC.
1 E. 43rd St., New York 17
Tel.: Murra, Hill 7-8550
Radio Dept.: Charles R. Tanton, radio and television director; Marcelle Ross, radio-TV timebuyer; Charles L. Hutchings; Marjorie Dorrance, account executives.

Washington 6, D. C.—1730 I St., N. W. Tel.: Republic 401. Samuel Bledsoe, manager.

Radio and Television Accounts: Grand Union Co.; Dif. Corp.; Family Circle; Francis I. du Pont & Co.; Gnome Bakeries; Teddy's Sea Food. All spot users.

MORTON FREUND ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 9-7110
E. M. FREYSTADT ASSOC. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-1253

JEAN SCOTT FRICKELTON ADV. AGENCY
1355 Market St., San Francisco 3
Tel.: Hemlock 1-6030

Radio Accounts: Gas Appliance Society of California; Northern California Electrical Bureau (S).

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12
Tel.: Higate 4-6580
Radio Dept.: Ad Fried, radio and television director; Faye Gillespie, timebuyer and publicity director; Diana Springer, program manager; William Muir, production manager; Ad Fried, William Muir, Diana Springer, Faye Gillespie, radio producers.

Radio Accounts: Bigelow Films (S); Dr. J. J. Citron Dental Offices; Cochran & Celli (Chevrolet Dealers) (S); Commercial Sales Co. (S); Coy Hair Curler (S); Crescent Jewelers; Davi Miracle Foam; F. H. Dailey Motor Co.; Betty Elizabeth Shampoo; Henry deLugach Real Estate; Morwear Paint Co.; Morse Starrett Products Co. (S); Oakland Frame & Axle Co.; Lake Merritt Hotel; Pelex Beauty Products; Rocsil's Shoe Co.; Rhodes & Jamieson Ltd.; Swans' Market; Trolet Companies; Buy-Rite Truck & Equipment Co.; The Quiet Hour; Royal Art Galleries (S); El Nido Restaurant; Mini-Man Auto Laundries (S); Foster & Louis Insurance (S); Lou Winston Co.; Lo Fare Cab Co.; Williams Dairy; Smith Bros. Compound; Oakland Engineering Co. (S); Fidelity Roof Co.; Holly Meat Packing Co.

Television Accounts: Bigelow Films (S); Bell Smoked Fish Co. (S); Cochran & Celli (Chevrolet) (S); Commercial Sales Co. (S); Crescent Jewelers; Davi Miracle Foam; F. H. Dailey Motor Co.; Betty Elizabeth Shampoo; G. & W. Refrigeration Co.; Morwear Paint Co.; Lake Merritt Hotel; Pelex Beauty Products; Rhodes & Jamieson Ltd.; Quality Laundries; The Quiet Hour; El Nido Restaurant; Lo Fare Cab Co.; Fidelity Roof Co.

FRIEDLANDER & MEYER
724 Fifth Ave., New York 19
Tel.: Plaza 7-0925

FRIZZELL ADV. AGENCY INC.
Plymouth Bldg., Minneapolis 2
Tel.: Main 1915

HARRY M. FROST CO. INC.
260 Fremont St., Boston 16
Tel.: Liberty 2-6140
Radio Dept.: Harvey P. Newcomb, radio and television director, timebuyer; Norman P. Huey, assistant; Sherman Keene, Raymond E. McLaughlin, Charles Bauer, account executives.

Radio and Television Accounts: Durkee-Mower Inc.; Winslow Potato Chip Co.; Le Page's Inc.; General Electric Supply Co.; Gentles Baking Co.; Campbell Fairbanks Expositions; Frank Bownes Paint Co.; Jasper Wyman & Sons; National Cranberry Growers Assn.; Barbo's Inc.; Boston Nash Co.; Metropolitan Boston Nash Dealers; Mass. Wharf Coal Co.; Whipple Co.; Shubert Theatres; American Crabmeat Co.; Daggett Chocolate Co.; Kane Chevrolet Co.; Healer Motors; Eastern Racing Assn.; Puretex Lemon Juice; American Medical Assn.; E. C. Young Co.; Frederick Lawrence Co.; Eastern Dog Club; Metropolitan Ice Co.

FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
Radio Dept.: R. T. Reynolds, radio director; George Lyon, media director; Guy LeRoux, timebuyer.

(Continued)

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ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network, S spot

Cleveland 15—1501 Euclid Ave. Tel.: Cherry 1-6700. W. J. Staab, manager.
Chicago 3—105 W. Adams St. Tel.: Andover 3-3041. L. J. Boyce, media director.

Radio Accounts: Ry Express; Hercules Powder; Bryant Heater Div.—Affiliated Gas Equipment Inc.; Aluminum Co. of America; Burkhardt Brewing Co.; Central National Bank; Harry Ferguson Inc.; Keystone Steel & Wire; Pennzoil Co.

Television Accounts: Aluminum Cooking Utensil Co.; Owens-Corning Fiberglass; Olney & Carpenter; Bryant Heater Div.—Affiliated Gas Equipment Inc.; Aluminum Co. of America; Central National Bank; Linder-Davis Co.; Sherwin Williams Co.; Domestic Sewing Machine Co.; Hudson Dealers Cuhahoga County.

JUSTIN FUNKHOUSER ADV.
Funkhouser Industries Bldg., Ranson, W. Va. Harry H. Wright, vice president, general manager.

New York 17—9 E. 45th St. Tel.: Murray Hill 7-2991. Richard P. Jeffrey, timebuyer.

Hagerstown, Md.—901 Pope Ave.

FURMAN CO., INC.
41 E. 28th St., New York 16
Tel.: Murray Hill 9-1850

Radio Dept.: David Schneider, media director.

FURMAN, FEINER & CO. INC.
117 W. 46th St., New York 19
Tel.: Plaza 7-6265

Radio Dept.: Norman Furman, president and timebuyer; Irving Gottlieb, vice president; Nathan Rothenberg, secretary.

Radio Accounts: Adirondack Chair Co.; American Federation of Labor; Barnaby Textile; Cameo Die & Label; Carlisle Mfg. Co.; Colomby Watch Co.; Fox Furniture Co.; Humburg Bremen Agency; Hotel Manhattan Towers; Kaminstein Bros.; Robert's Minute Cleaners; International Ladies Garment Workers Union (L-S); Liberal Party (N-S); Plastelectronics Inc. (S); Reimann & Bresse (S).

G

ANDREW GAHAGAN ASSOC. INC.
270 Park Ave., New York 17
Tel.: Plaza 9-2500

Radio Dept.: Andrew Gahagan, president, radio director; Margaret Deady, timebuyer.

JOHN M. GALLAGHER ADVERTISING AGENCY
Monadnock Bldg., San Francisco 5
Tel.: Executive 2-8538

Radio Dept.: John M. Gallagher, radio and television director and timebuyer.

GANO-BACHRODT-EDWARDS INC.
Union National Bank Bldg., Houston 2
Tel.: Charter 6083

Chicago 1—75 E. Wacker Drive. Tel.: Franklin 1-4883. J. C. Bachrodt.
GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Garfield 2915

Radio Dept.: Warren F. Ambrose, radio and television director; May A. Kohler, assistant director; E. A. W. Schulenburg vice president in charge of media; Champ Humphrey, media director; John C. Naylor, Grace McMullan, timebuyers.

New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vice president.

Radio Accounts: Barton Mfg. Co. (S); Cook Chemical Co. (S); First National Bank (S); Godefroy Mfg. Co. (S); Grove Labs Inc. (N-S); H. D. Lee Co. (S); Lion Oil Co. (N); Monsanto Chemical Co. (S); Nebraska Consolidated Mills (N-S); Old Judge Coffee Co. (N-S); Pet Milk Co. (N-S); Purina Mills (S); Ralston Purina Co. (S); St. Louis Public Service Co. (S); Southwestern Bell Telephone Co. (S); Stokely-Van Camp (S); Union Electric Co. of Mo. (S); Wabash Railroad Co. (S); St. Louis Post-Dispatch (S).

Television Accounts: St. Louis Post-Dispatch (S); Union Electric Co. of Mo. (S); Stokely-Van Camp (S); St. Louis Independent Packing Co. (S); Ralston Purina Co. (S); Pet Milk Co. (S); Old Judge Coffee Co. (S); Knapp-Monarch Co. (S); Heiss Hotels (S); Grove Labs Inc. (S); Cook Chemical Co. (S); Banquet Canning Co.

THE ALVIN GARDNER CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-4950

Radio Dept.: Alvin Gardner, owner.

Television Accounts: White Meadow Lake.

FRED GARDNER CO. INC.
299 Madison Ave., New York 17
Tel.: Murray Hill 7-4626

Radio Dept.: Fred Gardner, president; F. M. Hoagland, media director.

SIDNEY GARFIELD & ASSOC.
45 Second St., San Francisco 5
Tel.: Exbrook 2-3420

Radio Dept.: William Morrison, radio and television director; Sidney Garfield, C. J. Schuepbuch, account executives.

Radio Accounts: Chemicals Inc. (N-S); Kay Jewelers (S); El Dorado Oil Works (S); Tip Top Foods (S); No. Doz Awakeners.

W. W. GARRISON & CO.
400 N. Michigan Ave., Chicago 11
Tel.: Superior 7-8388

Radio Dept.: G. P. Schill, timebuyer.

GATES-BOURGEOIS ADVERTISING AGENCY
3030 Euclid Ave., Cleveland 15
Tel.: Utah 1-3484

Radio Dept.: Charles W. Heminger, Russell V. Bourgeois, Sidney Gates, Jay Newton, David G. Wolaver, account executives.

Radio Accounts: Smaevda's Home Bakeries.

HARRY GATTON, ADVERTISING
226 W. Broad St., Statesville, N. C.
Tel.: 5187

Radio Dept.: Harry Gatton, radio director.

Radio Accounts: Mitchell College; Lulo Toys; Dixie FM Network; Bunch Hatchery; Barger Lumber Co.; Auto Parts & Electric Co.; Hollingsworth Motors Inc.; Watts Plumbing & Heating; Webb Insurance Agency; Wilson Building Co.; Fraley's Food Stores; Superior Dairies; Russell Church Supply; Sherrill Lumber Co.; Ralph Sloan Inc.; Bunch Funeral Home, all spot users.

GEARE-MARSTON INC.
21 S. 12th St., Philadelphia 7
Tel.: Locust 4-0530

Radio Dept.: Edward B. Harvey, radio and television director; Berenice E. Connor, account executive for radio-TV.

New York—Graybar Bldg., 420 Lexington Ave. Tel.: Lexington 2-0880.

Radio and Television Accounts: Henry Disston & Sons; Dorset Foods; Electric Storage Battery Co.; National Selected Products; Penn Mutual Life Insurance Co.; Pennsylvania Salt Mfg. Co.; Strawbridge & Clothier; Western Saving Fund Society; A. H. Geuting Co.; Patricia Stevens School.

GEMMER ASSOCIATES INC.
208 Strauss Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 1157

Radio Dept.: Glen H. Smith, radio and television director.

Radio Accounts: Bluffton Grocery Co. (S); W. W. Candies; Eskay Dairy; City of Fort Wayne; Sinclair Dealers of Fort Wayne.

GENERAL ADVERTISING AGENCY
6518 Selma Ave., Hollywood 28
Tel.: Hempstead 5128

Radio Dept.: Ralf M. Spangler, radio and TV director; Ray Lewis, timebuyer and account executive.

GEYER, NEWELL & GANGER INC.
745 5th Ave., New York 22
Tel.: Plaza 5-5400

Radio Dept.: Frederick A. Long, radio and TV director; George Zachary, associate director; Elizabeth Powell, timebuyer; Charles T. Hicks, Robert Simpson, executive producers.

Detroit 32—14250 Plymouth Rd. Tel.: Webster 3-5520. J. L. McQuigg, vice president in charge.

Dayton 2—931 Third National Bank Bldg. Tel.: Fulton 4145. E. G. Frost, vice president in charge.

GIBBONS ADVERTISING AGENCY INC.
802 Daniel Bldg., Tulsa
Tel.: 4-2444

Radio Dept.: Mercedes Freiday, radio and television director; R. W. Peterson, account executive.

Radio and Television Accounts: National Bank of Tulsa; Tom P. McDermott; Stanleys Funeral Service; State Federal Savings & Loan Assn.; Thurston Chemical Co.; Hale Halsell Co.; Oklahoma Osteopathic Hospital; Motor Miracle; Bernards Beauty Salon; Wortz Biscuit Co.; Jenkins Music Co. and Radio-TV Center; Sand Springs Home Farms; John Brown U.; Liberty Glass Co.; Pedrick Labs., all spot users.

GIBRALTAR ADVERTISING AGENCY INC.
17 E. 45th St., New York 17
Tel.: Murray Hill 7-7896-7

Radio Dept.: Frances Scott, radio and TV director; Lynn Taggart, timebuyer; Charles J. Basch, Frances Scott, account executives.

Television Accounts: Bonafide Mills Inc. (N).

GIEZENDANNER CO.
3003 Louisiana, Houston 6
Tel.: Keystone 7383

Radio Dept.: Maudeen Marks, radio director; John D. Carpenter, television director; Alan Meyer, chief TV script writer.

Radio and Television Accounts: Archer Grain Co.; American Brahman Breeders Assn.; Braswell's Flower Garden; Fogle-West Co.; Houston Fat Stock Show; Pin Oak Horse Show; Pollyanna Shop; South Texas Motor Co.; Union Bottling Works; Sun-Up Ice Cream Co.; Houston Hat Co.

GILLHAM ADV. AGENCY
500 Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516

Radio Dept.: Victor V. Bell, vice president in charge of radio and television; Eric Ajello, radio director; Richard V. Thriot, film technician; Enid Ogaard, timebuyer.

Radio Accounts: J. I. Case Co. (N); Cloverleaf Dairy (N); Fisher Brewing Co. (N); Porter Macaroni Co. (S); Royal Baking Co. (S); Sego Milk Products Co. (N); Sweet Candy Co. (S); Utah Finance (S); Utah Oil Refining Co. (RN-S); Utah Power & Light Co. (S); Ogden First Federal Savings (S); Walker Bank & Trust Co. (S); Streater Chevrolet Co. (S); Union Pacific Railroad Co. (S); Petty Motor Inc. (S); Purity Biscuit Co. (S); Industrial Relations Council of Utah (S).

Television Accounts: General Electric Supply Corp.; Petty Motor Inc.; Sego Milk Products Co.; Union Pacific Railroad Co.; Utah Power and Light Co.; Cloverleaf Dairy, Calville Ice Cream; Beers-Bigelow; Freed Motor Co.; Petty Motor Inc.; Royal Baking Co.; Utah Oil Refining Co.; Walker Bank & Trust Co.

BERT S. GITTINS ADVERTISING
739 N. Broadway, Milwaukee 2
Tel.: Daly 8-5948

Radio Dept.: Gerald L. Seaman, radio executive; LaVerene Lausten, Carl Stoddard, Bert S. Gittins, account executives.

Radio Accounts: Allis-Chalmers Mfg. Co. (N); William F. Renf & Sons (S); Union Wadding Co. (S).

GLASSER-GALEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141

Radio Dept.: I. L. Stiteman, account executive.

San Francisco—79 Post St. Tel.: Exbrook 2-6468.

Radio Accounts: Bu-Tay Products Ltd.; Ralph Grocery Co. (S); Bluhill Foods, Inc. (S); Santa Clara Packing Co. (S); MicroTone (S); Pearson Motor; Beckman Furs.

GLEASON ADVERTISING AGENCY
Fisher Bldg., Detroit 2
Tel.: Trinity 3-8181

Radio Dept.: Marjorie Sawyer, radio director & timebuyer.

Radio Accounts: Aunt Jane's Foods; Roman Cleaners; Kretschmer's Ice Cream; Aunt Mid Co.; George A. Gordaia Co.; Dorsh Food Products; all spot.

GLENN ADVERTISING INC.
2209 Fort Worth National Bank Bldg., Fort Worth 2
Tel.: Fannin 4476

Radio Dept.: John H. Stewart, Edith Milliken, Doug MacHoy.

Dallas 1—1915 Elm St. Tel.: Riverside 6686. Monty Mann, radio and TV director.

Tyler, Tex.—Peoples National Bank Bldg. Arnold Shaw.

Los Angeles 43—5429 Crenshaw Blvd John R. McCarty.

Radio Accounts: Frito Co. (S); Bewley Mills (S).

Television Accounts: Frito Co. (S).

GLEW ADVERTISING AGENCY
Murray Bldg., Grand Rapids 2, Mich.
Tel.: 8-1848

Radio Dept.: Francis K. Glew, owner.

Radio Account: Valley City Milling Co. (S).

GODOY & CROSS ADVERTISING AGENCY
Prado 51, Havana, Cuba
Tel.: A-1941

Radio Dept.: Enrique Marrero, radio director; Antonio Herbella, timebuyer.

Radio Accounts (North American): RCA Victor; Nestle's & Libbys; Pepsi Cola; Pan American Standard Brands; Cigarros Royal; E. R. Squibb & Sons; U.S. Rubber Co.; Ford Motor Co.; Readers Digest; Pal Blade Co.; American Chicle; Kellogg Co.; Union Pharmaceutical; National Airlines; Murine-Cardini; Gorlan Trading Co.; McCoy's Products.

JACK GOEHRING ADVERTISING
20 W. 43d St., New York 18
Tel.: Chickering 4-7658

Radio Dept.: Jack Goldman, timebuyer & account executive.

H. J. GOLD CO.
123 E. 18th St., New York 3
Tel.: Oregon 3-2550

Radio Dept.: Arthur W. Burten, timebuyer.

MAX GOLDBERG ADVERTISING AGENCY
611 E. C. Bldg., Denver 2
Tel.: Cherry 5533

Radio Dept.: Max Goldberg, president.

Radio Accounts: Dundee Smart Clothes; New York Furniture; Triangle Cleaners; Marsolek's; U. S. Drug; Scotty Motor; Uptown Motor; Sunshine; Harold's Book Store; Garden Farm.

I. A. GOLDMAN & CO.
210 E. Lexington St., Baltimore 2
Tel.: Lexington 7670

Radio Dept.: I. A. Goldman, Gabriel Goldman.

GOLDMAN, WALTER & KANNA ADVERTISING AGENCY INC.
36 State St., Albany 7
Tel.: 5-8864-5

Radio Dept.: Jack Goldman, radio and television director, account executive; Ralph D. Kanna, Norman D. Tillman, account executives; Betty J. Tierney, radio-TV copy chief; Eleanor Littlefield, radio-TV copywriter.

Radio Accounts: Albany Garage Co.; Albany Televisions Hdqts; Ben Katz; General Ice Cream; Standard Furniture Co.; Seven-up Bottling Co.; True-Ade Bottling Co.; Spector Men & Boys Apparel; Swartz & Levison; Wultex Clothing Factory; Champagne's Radio Inc.; Textile Decorators.

Television Accounts: Albany Television Hdqts; Ben Katz Inc.; Finke's Ice Cream; Frehofer Baking Co.; Green's Stationery; Latham Rug Co.; Rothbards Inc.; Roskin Bros.



Roxy Cleaners & Dyers; Standard Furniture Co.; Seven-Up Bottling Co.; True-Ade Bottling Co.; M. Solomon Furs; Wultex Clothing Factory; Champagne's Radio Inc.; Sterling Furniture Mart.

LEON S. GOLNICK & ASSOCIATES
1300 N. Calvert St., Baltimore 2
Tel.: Saratoga 4454
Radio Dept.: Bernard Nachlas, timebuyer.
New York 18—107 W. 43rd St. Tel.: Lackawanna 4-8429.

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6746
Radio Dept.: Florence Neighbors, media director; Alden Jones, assistant media director.
Hollywood 28—(Affiliated with Raymond R. Morgan, 6233 Hollywood Blvd.)
Radio Accounts: Goldenrod Ice Cream Co.; Hooker Glass & Paint Mfg. Co.; Illinois Canning Co.; Potosi Brewing Co.
Television Accounts: Goldenrod Ice Cream Co.; Planters Nut & Chocolate Co.; Burlington Brewing Co.

GLENN GORDON, ADVERTISING
510 So. Broadway, Los Angeles 14
Tel.: Richmond 6333

PHIL GORDON AGENCY INC.
29 E. Jackson Blvd., Chicago 6
Tel.: HARRISON 7-2103

JESSE GOROV CO.
666 Lake Shore Drive, Chicago 11
Tel.: Superior 7-4312
Radio Dept.: Jesse Gorov.

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 19
Tel.: Luxemburg 2-2890
Radio Dept.: Arthur A. Kron, radio and television director; Kathleen Barton, timebuyer.
Radio Accounts: Lutheran Hour; La Regione Siciliane.

THE GOULSTON CO.
35 Court St., Boston
Tel.: Lafayette 3-5866
Radio Dept.: George N. Merritt, media director; William R. Gibson, timebuyer.
Radio Accounts: John P. Squire; H. L. Handy Co.; Sperry & Barnes Co.; Boston Record-American.

GOURFAIN-COBB ADVERTISING AGENCY
400 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-5230
Radio Dept.: Louise Adams, media director.
Hollywood—6533 Hollywood Blvd.

GRADY & WAGNER CO.
1790 Broadway, New York 19
Tel.: Columbus 5-5358
Radio Dept.: George V. Potts, media director; Maureen McMahon, timebuyer.

GRANT ADVERTISING INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6500
Radio Dept.: Harry Holcombe, radio and television director; George McGovern, visual media director; Frank Reed, radio and television media director; W. R. Watson, Howard Jones, E. Garvy, account executives.
Hollywood 28—6404 Hollywood Blvd. Tel.: Hollywood 9-5371 Mrs. J. Henderson.
New York—Empire State Bldg. Tel.: Bryant 9-6100. David Echols.
Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121. S. W. Hepworth.
Detroit 26—2866 Penobscot Bldg. Tel.: Woodward 3-9400. E. R. Grace.
Miami 32—Langford Bldg. Tel.: Miami 3-0773. John A. Dey.
(20 International Offices)
Washington-1741 DeSales St. N.W. Tel.: Sterling 1467. Robert Collins.
Radio Accounts: Cudahy Packing Co. (N-S); Mars Inc. (N); Folger Coffee Co. (S); American Burlington Business (S); Skillern's Drugs (S); Southland Life Ins. Co. (S); Fuchs Baking Co. (S); Florists Telegraph Delivery Association; Hubinger Co. (S); Excell Labs (S); Outside Venetian Blind Co.

PAUL GRANT ADV.
520 N. Michigan Ave., Chicago
Tel.: Delaware 7-5871
Radio Dept.: Paul Grant, account exec.; Helen Royn, timebuyer.

WILL GRANT ADVERTISING AGENCY
315 W. 9th St., Los Angeles 15
Tel.: Trinity 1384

D. M. GRATTAN CO.
565 5th Ave., New York 17
Tel.: Plaza 5-5440
Radio Dept.: Violet Grattan, media director.

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-3638
Radio Dept.: Edmund N. Rogers, partner, radio director.

GREEN-BRODIE
420 Madison Ave., New York 17
Tel.: Plaza 9-3330
Radio Dept.: Norma Neuhaus, timebuyer; Alan Green, Julian Brodie, account executives.
Radio Accounts: Krasdale Foods.

FINLEY H. GREENE ADV. AGENCY
425 Franklin St., Buffalo 2
Tel.: Lincoln 3328
Radio Dept.: Addison F. Busch, general manager.
Radio Accounts: Frank Meyers Appliances (S); Loblaw Groceries (S); Air-Shade.
Television Accounts: Brost Motors.

MONROE GREENTHAL CO. INC.
445 Park Ave., New York 22
Tel.: Plaza 9-8640
Radio Dept.: Thaddeus Suski, radio director.
Universal City, Calif.—Tel.: Stanley 5953. Clark Ramsay, manager.

GREGORY & HOUSE INC.
33 Public Square, Cleveland 13
Tel.: Main 1-7822
Radio Dept.: Bromley House, radio director; Duke Lidyard, TV director; Bromley House, Wm. Nash, Honor Gregory, Duke Lidyard, account executives.
Radio Accounts: Pilsener Brewing Co. (S); Fisher Bros. Co. (S); RKO Theatres; Cedar Point (S); Diamond Fertilizer.
Television Accounts: Pilsener Brewing Co.; RKO Theatres; Marshall Drug Stores.

GREY ADVERTISING AGENCY INC.
166 W. 32nd St., New York 1
Tel.: Chickering 4-3900
Radio Dept.: Phillip Leshem, timebuyer.
Radio Accounts: Disney Inc.; Lee Hats Inc. (N); Ronson Art Metal Works (N).
Television Accounts: Lee Hats Inc. (S); Ronson Art Metal Works Inc. (S).

GRIFFITH-McCARTHY ADVERTISING AGENCY
Times Bldg., St. Petersburg 1
Tel.: 7-4311
Radio Dept.: Robert J. Bullard, radio director.
Tampa-206 Franklin St.
Tel.: 2-9644

H. M. GROSS CO.
221 N. LaSalle St., Chicago 1
Tel.: DEarborn 2-1380
Radio Dept.: Harold Gross, president, account executive; B. Bell, radio director, account executive; Josephine Munson, copy chief.

JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3
Tel.: 7-7179
Radio Dept.: Erwin B. Needles, Timebuyer, account executive.

GRUBB & PETERSEN ADVERTISING
111 N. Market St., Champaign, Ill.
Tel.: 6-3766
Radio Dept.: Frank L. Strand, radio director; Vivian B. Montgomery, timebuyer.

GUENTHER BRADFORD & CO.
15 E. Huron St., Chicago 11
Tel.: Superior 7-9474
Radio Dept.: Charles J. Zeller Jr., radio director and timebuyer.

GUENTHER, BROWN & BERNE INC.
839 Enquirer Bldg., Cincinnati
Tel.: Main 1737
Radio Dept.: Dave Brown, vice president and radio director; Charles Serry, account executive.
Dayton—Carter Bldg. Tel.: Hemlock 7411. James Bridges, manager.
Radio and Television Accounts: Glessner Co. (S); Graybar Electric Co. (S); Mariemont Laundry; Security Rug & Storage Co.; Royal Furniture; Johnson Electric Co.; Max's Clothes.

GUILD, BASCOM & BONFIGLI
45 2d St., San Francisco 5
Tel.: Yukon 2-4101
Radio Dept.: Walter Guild, radio director; Fred F. Byron Jr., timebuyer.
Radio Accounts: Rosefield Packing Co. (N-S); Good Foods Inc. (N-S); Gravem-Ingils Baking Co. (S); Roman Meal Co. (S); Newell Gutratt Co. (S).

Television Accounts: Pik Nik Sales Co. (S); Newell Gutratt Co. (S); Roman Meal Co. (S); Home Container Corp. (S); Good Foods Inc. (N-S); Rosefield Packing Co. (N-S).

LAWRENCE C. GUMBINNER ADV. AGENCY
9 E. 41st St., New York 17
Tel.: Murray Hill 2-5630
Radio Dept.: Paul Gumbinner, radio director.

GUNN-MEARS ADVERTISING AGENCY
1475 Broadway, New York 18
Tel.: Bryant 9-2900
Radio Dept.: Mel Mohr, radio and television director.

LEONARD GUSSOW-JAMES HYMAN ADV.
200 Madison Ave., New York 16
Tel.: Oregon 9-2345

GUTMAN ADVERTISING CO.
1600 Main St., Wheeling, W. Va.
Tel.: 5110
Radio Dept.: Phyllis Kalany, radio director.

H

WM. J. HACKENBERG ADVERTISING
206 Main St., Wheeling, W. Va.
Radio Dept.: Wm. J. Hackenberg.
Radio Accounts: Cooney-Bentz Furniture Co.; H. L. Seabright Co.

M. H. HACKETT CO.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-1950
Radio Dept.: Aida Stearns, timebuyer; Helen Gunn, copy chief.

HAEHNLE ADVERTISING
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 9185
Radio Dept.: Henry Rollman, radio and television director, timebuyer.

HALPERN ADVERTISING AGENCY
1457 Broadway, New York 18
Tel.: Longacre 5-7167

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492
Radio Dept.: John L. Halpin, timebuyer.
Radio Accounts: Mynderse Beverage Co.; Cobble Skill Agricultural Society; Jonathan Levi Co. (S).

HAMILTON ADVERTISING AGENCY INC.
221 N. LaSalle St., Chicago 1
Tel.: RANDolph 6-7060

WM. IRVING HAMILTON INC.
287 Fifth Ave., New York 16
Tel.: Murray Hill 5-1737

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: 7-0183
Radio Dept.: M. H. Hammer, radio-TV director; Sylvia Watkins, timebuyer.
Radio Accounts: Curt Beverages (S); Berklime Corp. (N).

ROBERT HAMMOND ADVERTISING
56 E. Pine St., Orlando, Fla.
Tel.: Orlando 5640
Radio Dept.: Robert G. Hammond, radio director.
Radio Account: First Federal Savings & Loan (S).

HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: H. E. Lehman, W. W. Spence.
Chicago—400 W. Madison St. Tel.: FR 2-6440.
Radio Dept.: J. T. Ainley, radio director; L. T. Wallace, account executive.

HARGREAVES ADVERTISING
120 NW 9th, Portland 9, Ore.
Tel.: Broadway 6879
Radio Dept.: Bob Hargreaves, timebuyer.

HARRINGTON-RICHARDS
(See Fletcher D. Richards)
256 Sutter Street, San Francisco 8, Calif.
Tel.: Ex. 2-6025.

R. T. HARRIS ADVERTISING AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Radio Dept.: Keith Montague, R. T. Harris.
Radio Accounts: Morning Milk Co. (S); Prudential Federal Savings & Loan Assn. (S); Columbia Milk (S); Weber-Central Dairy (S).

(Continued)

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- Eureka Retail Sales Per Family 68% Above Nat. Av.
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ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network, S spot

LESTER HARRISON INC.
341 Madison Ave., New York 17
Tel.: Murray Hill 9-1830

RALPH A. HART ADVERTISING
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-0837

Radio Dept.: Ralph A. Hart, radio director & timebuyer; Alvin Schultzberg, television director and production manager.

HART-CONWAY CO. INC.
Genesee Valley Trust Bldg., Rochester 4, N. Y.
Tel.: Locust 3520

Radio Dept.: J. P. Street, radio and television director; H. L. Hart, J. P. Brown, H. E. Kennedy, L. F. Luescher, J. M. Nixon, E. W. Phillips, account executives.

Radio Accounts: B. Forman & Co.; McFarlin Clothing Co.; Rochester Gas & Electric Co. and others.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055

Radio Dept.: Thomas Kivlan, radio director; R. Laughlin, J. T. Holloway, David Coey, account executives.

Radio Accounts: Chicago Show Printing Co.; Hartz Mountain Products; Nash-Underwood Inc.; Nelson Bros.; P. A. Starck Plano Co.; Vermont Marble Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divisions).

L. H. HARTMAN CO. INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-4664

HARVEY-MASSINGALE CO. INC.
Walton Bldg., Atlanta 3, Ga.
Tel.: Walnut 9117

Durham, N. C.—Snow Bldg. C. Knox Massey, radio director; John Moorhead, timebuyer.

H. W. HAUPTMAN ADV.
19 E. 48th St., New York 17
Tel.: Plaza 9-2284.

HAYS ADVERTISING AGENCY
252 College St., Burlington, Vt.
Tel.: 852

Radio Dept.: Norman H. Myers, radio director.

HEINTZ & CO. INC.
323 W. 8th St., Los Angeles 13
Tel.: Michigan 6062

Radio Dept.: June Morgan, radio-TV director.

Radio and Television Accounts: Knudsen Creamery Co.; Standard Federal Savings & Loan Assn.

PAUL LYNN HELLER ADVERTISING AGENCY
930 F St., NW, Washington 4, D. C.
Tel.: National 7638

Radio Dept.: Paul Lynn Heller, timebuyer; M. Justin Baum, account executive.

Radio Accounts: Jerome W. Witt; Hollywood Clothing Co.; Metropolitan Haberdashers; Eagle Wine & Liquor; Bond Vacuum Stores; Mt. Vernon Cycle & Sport Shop; Globe Beverage Store; Damar Upholstering; Circle Florists. Shaffer Fur Co.

HENDERSON ADVERTISING AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8381

Radio Dept.: Jim Henderson, J. E. Fitzpatrick, account executives, timebuyers.

Radio Accounts: Texize Chemicals Inc. (S); Southern Margarine Co. (S); V. D. Ramsour & Sons (S); Shivar Ginger Ale; Herb Products Co.; S. C. Cotton Mfrs. Assn.; Greenwood Packing Co. (S).

HENING & CO., INC.
1700 Walnut St., Philadelphia 3
Tel.: Kingsley 5-5997

Radio Dept.: E. J. Hening, media director.

HENRI HURST & McDONALD INC.
121 W. Wacker Dr., Chicago 1
Tel.: Franklin 2-9180

Radio Dept.: Scott Keck, radio and TV director; Dorothy Ayres, timebuyer.

Radio Accounts: Ballard & Ballard Co. Inc. (N-S); Skelly Oil Co. (N); Kroehler Mfg Co.; Coopers Inc.; Belmont Radio Corp.; Perfect Circle Corp.

Television Accounts: Fred W. Amend Co.; Ballard & Ballard Co.; Belmont Radio Corp.; International Shot Co.; Kroehler Mfg. Co.; Perfect Circle Corp.

HERALD ADVERTISING AGENCY INC.
441 Lexington Ave., New York 17
Tel.: Murray Hill 7-2280

Radio Dept.: M. J. Middleman, president and radio director.

HERALD ADVERTISING CO. INC.
610 N. Medina St., San Antonio 7
Tel.: Fannin 7095

Radio Dept.: Charlotte F. Buynes, president, timebuyer; Katherine H. Netting, radio director.

LOUIS F. HERMAN ADVERTISING
207 Market St., Newark 2, N. J.
Tel.: Market 2-2608-9

Radio Dept.: Louis F. Herman, timebuyer.

AL HERR ADVERTISING AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040

Radio Dept.: John Rock, timebuyer.

Radio Accounts: Pate Oil Co.; John Graf Co. (S); Union Dye Unique Inc. (S); King Braeger Chevrolet (S).

Television Accounts: Pate Oil Co.; John Graf Co.

HEVENOR ADVERTISING AGENCY
11 North Pearl St., Albany 7, N. Y.
Tel.: 5-1586

Harold Greenberg, radio director; Horace Hevenor, Edward Loveday, account executives.

J. M. HICKERSON INC.
110 E. 42nd St., New York 17
Tel.: Murray Hill 6-3513

Radio Dept.: W. S. Kelly Jr., timebuyer and media director.

Washington 6, D. C.—1510 19th St., N.W. Tel.: Columbia 8459.

Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-6611; Katherine Bush, timebuyer.

Detroit 2—Fisher Bldg.

HICKS ADVERTISING AGENCY
580 Fifth Ave., New York 19
Tel.: Bryant 9-2365

HICKS & GREIST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135

Radio Dept.: Peter A. Krug, radio and television director; J. A. Drake, S. R. Huntley, account executives.

Radio Accounts: Lewyt Corp. (N-S); L. Sonneborn Sons; Dixie Cup Co.

Television Accounts: L. Sonneborn Sons Inc. (S); Lewyt Corp. (N-S); Dixie Cup Co. (S); Home Decorators Inc. (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3118

Radio Dept.: Elinor Fahrenholz, radio director; Fred E. Willson, account executive; Helen Albér, timebuyer.

Radio Accounts: The Fair Store; Thomas J. Webb Coffee; Hydrox Corp.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586

Radio Dept.: L. D'Ambray, timebuyer.

MAURICE LIONEL HIRSCH ADVERTISING CO.
316 N. 8th St., St. Louis 1
Tel.: Central 2389

Radio Dept.: Ann Vinsonhaler, account executive; M. L. Hirsch, account executive.

HIRSHON-GARFIELD INC.
745 Fifth Ave., New York 22
Tel.: Murray Hill 8-8900

Radio Dept.: Robert Lewine, radio and TV director.

Boston 16—Park Square Bldg. Tel.: Liberty 2-0485. Herbert Stern, radio and television director.

Radio Accounts: Burlington Mills; McKettrick Williams; Prentiss Clothes; Miles Shoes; Jordan Marsh Co.

Television Accounts: Photometric; Utica Knitting Co.; Biltrite Shoes & Heels; Fairclough & Gold; Prentiss Clothes; Jordan Marsh Co.; Stop and Shop; Utica Knitting Co. (Boston).

HIXSON & JORGENSEN, INC.
600 St. Paul Ave., Los Angeles 14
Tel.: Madison 6-5811

Radio Dept.: H. D. Walsh, director of television and radio; Harriett M. Weigand, radio-TV timebuyer.

Radio Accounts: Richmond Oil Corp. (N); Affiliated Gas Equipment Inc. (S); Local Loan Co. (S); Kierulff & Co. (Motorola).

Television Accounts: Affiliated Gas Equipment Co. (S); General Controls (S); Citizens National Bank; Payne Furnace; Kierulff & Co. (Motorola).

HOEFER, DIETERICH & BROWN, ADV.
303 Sutter St., San Francisco 8
Tel.: Sutter 1-2609

Radio Dept.: James H. Brown, radio and television director; Geneva Hawkins, timebuyer; John H. Hoefler, account executive.

Television Accounts: Bell Brook Dairies; Williams Potato Chip Co.

DAVID HOFF
31 Exchange St., Lynn, Mass.
Tel.: Lynn 3-6171

Radio Dept.: Gloria Coletti, media director.

HOFFMAN & YORK
Century Building, Milwaukee 3
Tel.: Daly 8-6510

Radio Dept.: Howard L. Peck, radio and television director.

W. F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1252

Radio Dept.: Earl L. Holland, vice president, radio and television director; William F. Holland, timebuyer.

HOLST & CUMMINGS LTD.
1370 Kapiolani Blvd., Honolulu 14
Tel.: 9-5291

Radio Dept.: James Wahl, radio director and timebuyer; Alexa Cogswell, assistant.

Radio Accounts: Hawaiian Airlines; Pineapple Co.s of Hawaii; Hawaiian Electric; Alexander & Baldwin; Matson Navigation; Lewers & Cooke Ltd.; Bank of Hawaii; Van Hamm Young; Theo. H. Davies; Kodak Hawaii; Liberty House; Standard Oil (Calif.); Hawaiian Tuna Packers; National Export Adv. Serv. Inc.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004

Radio Dept.: John W. Davis, timebuyer; Gail Myers, assistant timebuyer.

Seattle 1—455 Skinner Bldg. Tel.: Main 6435.

Los Angeles 15—714 W. Olympic Blvd.

Radio Accounts: Holsum Bread; C & H Sugar; Guild Wine; Well Fargo Bank; Hotel Mark Hopkins; Wieland's Beer; Calso Water; Morris Plan; Levi Strauss; Haas Bros.

HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 8-3714

Radio Dept.: Dexter Halle, radio director; Hal Halpern, television director; Dexter Halle, Harold Olsen, Don Passante, account executives.

GEORGE C. HOSKIN ASSOCIATES
105 W. Adams St., Chicago 3
Tel.: Central 6-4565

HOUCK & CO. ADV.
625 First St., S.W., Roanoke 16, Va.
Tel.: 2-3411

Radio Dept.: Ray Bentley, radio director and timebuyer.

Miami 32—Alfred I. duPont Bldg. Tel.: 821391. Karl Bishopric, president.

HOUSE & LELAND
Municipal Terminal Bldg., Portland 4, Ore.
Tel.: Broadway 3431

Radio Dept.: Polly Knickerbocker, radio director and timebuyer.

LELAND K. HOWE ASSOCIATES INC.
150 E. 35th St., New York 16
Tel.: Oregon 9-4998

Radio Dept.: Joseph R. Horenstein, director of radio and television; Morton Magidson, Lila Kotler, Ed Shapiro, account executives.

Radio Accounts: Alumatic Corp.; Best Buys; Bell Appliance; Royal Horse; State Wyde Radio; U. S. Motor Exchange.

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-2000

Radio Dept.: William Philip Smith, radio and television director; Marcia Smith, assistant.

Hartford, Conn.—15 Lewis St. Tel.: 5-6066.

Radio Accounts: 666 Cold Tablets; Tru-Blu Berries; Kentucky Club Tobacco; Brown Rug Cleaning; Gulden's Mustard.

Television Accounts: Anglo Corned Beef; Knox Gelatine; Re Umbert Olive Oil; Kentucky Club Tobacco; Pain Expeller; B. C. Headache Tablets; 666 Cold Tablets; American Flyer Trains.

THE HUBBELL ADV. AGENCY INC
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

Radio Dept.: Frank Hubbell, timebuyer; Inez Wallace, radio director.

HUFFMAN ADVERTISING COMPANY
Arcade Bldg., St. Louis 1
Tel.: Central 7041

Radio Dept.: James V. Huffman, account executive; Ruth Ratcliffe, timebuyer.

CHRISTY HUMBURG ADVERTISING AGENCY
818 Olive St., St. Louis 1
Tel.: Chestnut 9271

Radio Dept.: Christy Humburg, radio director.

HUMPHREY, PRENTKE & ASSOCIATES INC.
11406 Euclid Ave., Cleveland 8
Tel.: Randolph 1-4582

Radio Dept.: Ralph B. Humphrey, radio director.

E. ROSS HUMPHREY & ASSOCIATES
330 E. Grand Ave., Chicago 11
Tel.: Whitehall 4-6718

Radio Dept.: E. Ross Humphrey, radio-TV director; C. C. Love, timebuyer.

Radio Accounts: Cushman Rug Co. (S) (Branches in Washington, New York).

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Bldg., Boston 16
Tel.: Liberty 2-4714

Radio Dept.: Frank Christian, vice president and media director; Sally Larkin, vice president and timebuyer.

Radio Accounts: The Christian Science Pub. Co. (N); First Church of Christ Scientist (N&S); National Council of the Protestant Episcopal Church (N&S); The Greystone Press (N&S); Harry Collins (S).

Television Accounts: The Greystone Press (S); Idea Inc. (S).

HURLEY ADVERTISING CO.
213-215 Securities Bldg., Des Moines 9, Iowa
Tel.: 4-6289

Radio Dept.: J. S. Hurley, J. E. Hurley, Phyllis Reymen.

HUTCHINS ADVERTISING CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1180

New York 19—18 W. 46th St. Tel.: Plaza 7-8526.

Philadelphia 40—3701 N. Broad St. Tel.: Baldwin 36200. Max Enelow, vice-president.

Toronto—1244 Dufferin St. Tel.: Kenwood 2737. Walter Engwer, manager.

AUCTION

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IDAHO ADVERTISING AGENCY
906½ Jefferson St., Boise, Ida.
Tel.: 9840
Radio Dept.: Bette Hutton, timebuyer;
E. F. Casebeer.
Radio Accounts: Empire Air Lines;
Music Center; Thrifty Drug; City
Dye Works; Home Federal Savings
& Loan Assn. All spot users.

IDEAS ADVERTISING
235 Lafayette St., New York 12
Tel.: Worth 2-2509

Radio Dept.: A. H. Harris, timebuyer,
account executive.

I. F. I. ADVERTISING AGENCY
606 Lonsdale Bldg., Duluth 2, Minn.
Tel.: Radcliff 1549
Radio Dept.: Nancy Gale, media direc-
tor.

**INDUSTRIAL ADVERTISING ASSO-
CIATES**
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7875

Radio Dept.: Milton G. Peterson.

INGALLS-MINITER CO.
137 Newbury St., Boston 16
Tel.: Commonwealth 6-5767

Radio Dept.: Alice Liddell, radio and
television director; J. R. Minitzer,
Robert F. O'Brien, John Morris,
account executives.

Radio Accounts: Friend (N); Medomak
Canning Co. (S); La Touraine Caf-
fee Co. (N); Barcolene Co. (S);
K. J. Quinn & Co. (S); D'Armigo
Bros. (S); Henry Thayer Co. (S);
Skycoach Agency.

INTERNATIONAL ADVERTISERS
60 Division Ave., Grand Rapids 2, Mich.
Tel.: 9-4184

Radio Dept.: Abbie Seastrom, time-
buyer.

NEAL D. IVEY CO.
Architects Building, Philadelphia 3
Tel.: Locust 7-7909

Radio Dept.: Stella M. Kilcullen, media
buyer.

JACKSON & CO.
49 Worth St., New York 13
Tel.: Worth 4-7005

Radio Dept.: Wallace H. Lancton, radio
& TV director; John Yeargain, ac-
count executive & copy; M. P.
Moses, account executive.

Radio Accounts: Pequot Mills (S); J.
W. Valentine Co.; New England
Airlines; Deninger Inc. (S).

Television Accounts: Pequot Mills (S);
Berkshire Fine Spinning Assoc.
(S); Warner Wallpaper Co. (S).

M. J. JACOBS INC.
303 W. 42nd St., New York 18
Tel.: Columbus 5-4219

Radio Dept.: Max Jacobs, media direc-
tor.

JEFFERSON ADVERTISING AGENCY
Exchange Bldg., LaCrosse, Wis.
Tel.: 2-4931

W. C. JEFFRIES CO.
1720 W. 9th St., Los Angeles 15
Tel.: FA 8271

Radio Dept.: Ruby Newstrand, time-
buyer, media director.

Radio Account: Independent Druggists
of California (S).

**RAY C. JENKINS ADVERTISING
AGENCY INC.**
1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421

Radio Dept.: Ray C. Jenkins, Robert C.
Danielson, account executives.

Radio Accounts: Despatch Laundry;
Forman, Ford & Co.; M. A. Gedney
Co.; La Belle Safety Storage &
Moving Co.; Mpls. Auto Dealers
Assn.; Marquette National Bank;
Motor Sales Inc.; Patsey Motors;
Schlampp Furs; Spark-O-Liner
Corp.; White Way Cleaners; Twin
City Dodge Dealers.

Television Accounts: Forman, Ford &
Co.; M. A. Gedney Co.; La Belle
Safety Storage & Moving Co.; Mar-
quette National Bank; Spark-O-
Liner Corp.

JESSOP ADVERTISING CO.
First National Tower, Akron 8
Tel.: Franklin 2169

Radio Dept.: R. Gilbert, radio director;
R. J. Cobak, timebuyer.

JOHNSON, READ & CO. INC.
53 W. Jackson Blvd., Chicago 4
Tel.: Wabash 2-7071

Radio Dept.: M. B. Sutherby, presi-
dent.

JONES & BRAKEY INC.
150 Nassau, New York 7
Tel.: Beekman 3-1912

Radio Dept.: Marie C. Power, time-
buyer.

**JONES & JONES ADVERTISING
AGENCY**
408 Brauff Bldg., Oklahoma City 2
Tel.: 7-3228

Radio Dept.: Henry C. Jones, George
Anthony, timebuyer.

Radio Account: Canadian Mills; New
State Hatchery (S); Oklahoma City
U.; Brown Mfg. Co.

DANA JONES CO.
756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131

Radio Dept.: Sidney Jones, radio-TV
director; R. J. Black, Edmond Pitts,
account executives.

Radio Accounts: Bullock's; Downtown
Businessmen's Assn.; Paul G. Hoff-
man Co.; Helms Bakeries; Stude-
baker Met. Dealers Assn.

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848

Radio Dept.: R. Schuebel, radio direc-
tor; Gerry Martin, television direc-
tor; Vera Brennen, head timebuyer;
Jeanne Sullivan, Sally Reynolds;
Ann Small, Thelda Cordani, time-
buyers; Walter Ware, production
supervisor; Chester Gierlach, talent
buyer.

Radio and Television Accounts: B. T.
Babbitt Inc. (N); Curtice Bros. Co.
(S); Hudson Pulp & Paper Co.
(S); Manhattan Soap Co. (N-S);
The Mennen Co. (S); C. F. Mueller
Co. (S); Pierce's Proprietaries Inc.
(S); Wesson Oil & Snowdrift Sales
Co. (S); Whitehall Chemical Co.
(S); International Salt Co. (S);
Marlin Firearms Co. (S); Pharmaco
Inc. (S); Borden Co. (S); G. F.
Heublein & Bros. (S); E. Myers
Corp. (S); Tetley Tea Co.

THE RALPH H. JONES CO.
Carew Tower, Cincinnati 2
Tel.: Garfield 2300

Radio Dept.: C. M. Robertson Jr., radio
director; Kathryn M. Hardig, TV
director; Ann Smith, timebuyer;
C. M. Robertson Jr., James M.
Nelson, Allen Thrasher, Stanley A.
Willer, account executives.

New York—580 Fifth Ave. Tel.: Plaza
7-4600.

Radio Accounts: Bavarian Brewing Co.;
Cincinnati Street Railway Co.;
Crosley Motors; Miami Margarine
Co.; Martin Rosenberger Wall Pa-
per Co.; The Heekin Co.; M. Werk
Co.; Ten-B-Low; Dow Drug Co. All
spot users.

Television Accounts: Bavarian Brewing
Co. (S); Kroger Co. (N-S); Miami
Margarine Co. (S); Ten-B-Low (S);
M. Werk Co. (S).

THE JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Fairfax 2248

Radio Dept.: Walter Hughes, media
director; Jim Ward, Jack Hood,
George Stellman, account execu-
tives.

Radio and TV Accounts: Louis Milani
Foods; Pachmayer Gun Works;
Cal-Dak Corp.; Westlake Camera
Exchange; Archer School of Pho-
tography; Kermin Food Prod.;
Armstrong Nurseries; Bradson
Corp. All spot users.

C. B. JUNEAU INC.
2412 W. 7th St., Los Angeles 5
Tel.: Dunkirk 7-1361

Radio Dept.: Anona D. Hansen, media
director.

K

ROBERT KAHN & ASSOCIATES
430 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-5480

Radio Dept.: Norman F. Hirsch, radio
and television director.

**KAL, EHRlich & MERRICK ADV.
INC.**
314 Evening Star Bldg., Washington 4,
D. C.
Tel.: Executive 3700

Radio Dept.: Alvin Q. Ehrlich, vice
president in charge of radio and
television; Sol Pantz, radio-TV
director; Nella Manes, timebuyer;
Forest Entwistle, Alexander L.
Charles, William B. Mullett, Philip
Berne, Huly Bray, William Rob-
erts, Joseph Weinstein, account ex-
ecutives.

Radio Accounts: Baxter's Upholstery;
Crib Diaper Service; Dupont Plaza
Hotel; Government Services; Hend-
ly Steak House; Herzog's; Ben
Hundley; Linens of the Week;
Miles Glass Co.; L. P. Safford
(Nash); L. P. Steuart & Bro.; Tele-

vision Center; Watts-Berry; Wil-
liams & Baker; Wilson Line; Win-
slow Paints; Jos. M. Zomoiski;
Home Builders Assn.; Automobile
Assn.; National Flower Assn.; Si
Hawkins; Arcade Pontiac; Bamby
Bread; Brodt's; Call Carl; Capital
Appliance Co.; Caswell Clothes;
Cherner Motors; Clary House;
Eiseman's; Evening Star; Harring-
ton Hotel; Hill & Tibbetts; A.
Kahn Inc.; Long's; Major Radio &
Appliance; Arthur Markel; Mar-
vin's; Mayflower Hotel; McKee
Pontiac; Morton's; Nash-Arlington;
New England Raw Bar & Restau-
rant; New York Jewelry Co.; Our-
isman Chevrolet; Perpetual Build-
ing Assn.; William Rosendorf; Saf-
ford-Chandler; Malcolm Scates;
Schmid's Pet Shop; Standard Tire
& Battery; L. P. Steuart; Steuart
Motors; Suburban National Bank;
Sun Radio; Thompson Bros.; Wash-
ington Post.

Television Accounts: Arcade Pontiac;
Baxter Upholstery; Brodt's; Call
Carl Inc.; James A. Cassidy; Chry-
sler Dealers; Colony House; Easy
Method Driving; Herzog's; Mar-
vins; Mayer & Co.; McKee Pontiac;
Wm. Rosendorf; D. P. Safford
(Nash); Standard Tire; L. P.
Steuart & Bro.; Television Center;
Watts-Berry; Williams & Baker;
Burka Liquors; Home Builders
Assn.; Automobile Assn.; Atlas
Sport Store; Cherner Motors; Ev-
ening Star; Harrington Hotel; Miles
Glass Co.; New England Raw Bar
& Restaurant; Phillips Radio & TV;
Rock Creek Ginger Ale; Safford-
Chandler; L. P. Steuart; Steuart
Motors; Joseph Zamoiski.

SEYMOUR KAMENY ASSOCIATES
118 E. 28th St., New York 16
Tel.: Lexington 2-7478

Radio Dept.: Vernon Delston, radio di-
rector.

KANE ADVERTISING
508 North East St., Bloomington, Ill.
Tel.: 7969

Radio Dept.: Arthur P. Kane, presi-
dent; James W. McNoldy, radio di-
rector; Edmund R. Kane, account
executive.

BEN KAPLAN ADVERTISING INC.
57 Eddy St., Providence 3, R. I.
Tel.: Union 1-7878

Radio Dept.: Ben Kaplan, media direc-
tor, timebuyer.

THE KAPPS CO.
64 East Lake St., Chicago 1
Tel.: State 2-0460

Radio Dept.: Capico Kapps, radio &
television director; Joseph Kapps,
vice president in charge of radio &
TV accounts; Albert Kapps, time-
buyer, account executive.

**JOHN KARCH ADVERTISING
AGENCY**
280 Broadway, New York 7
Tel.: Barclay 7-1045

Radio Dept.: John George Karch, radio
director, timebuyer.

LEW KASHUK & SON ADV. CO.
Empire State Bldg., New York 1.
Tel.: Longacre 3-7290

Radio Dept.: Jay E. Kashuk, time-
buyer.

Radio Accounts: I. J. Fox Inc.; Morris
Square Deal Jeweler, and other
accounts.

**KASTOR, FARRELL, CHESLEY &
CLIFFORD, INC.**
274 Madison Ave., New York 16
Tel.: Oregon 9-4440

Radio Dept.: Jules Bundgus, radio and
television director; Jack Peters,
vice president of media.

Chicago 1—333 N. Michigan Ave. Tel.:
Randolph 6-3060. David Brown,
vice president.

Radio Accounts: Blatz Brewing Co.
(N-S); Hickok Mfg. Co. (S); Marl-
boro Shirt Co. (S).

Television Accounts: Blatz Brewing Co.
(N-S); Hickok Mfg. Co.

**H. W. KASTOR & SONS ADVERTIS-
ING CO.**
75 E. Wacker Drive, Chicago 1
Tel.: Central 6-5331

Radio Dept.: James H. West, radio and
television director.

Radio Accounts: Campana Sales Co.;
Procter & Gamble (S); Interna-
tional Milling Co. (S); Union
Starch & Ref. Co. (S).

THE JOSEPH KATZ CO.
488 Madison Ave., New York 22
Tel.: Murrayhill 8-1223

Radio Dept.: N. C. Wildman, vice presi-
dent in charge; Alice Ross, time-
buyer.

Baltimore 2—10 W. Chase St. Tel.:
Lexington 1500. Robert G. Swan,
director of television and radio.

Radio Accounts: American Oil Co.
(N-S); Globe Brewing Co. (S);

Chunk-E-Nut Co. (S); Ex Lax Inc.
(S); Madera Bonded Wine &
Liquor Co. (S); Maryland Phar-
maceutical Co. (S); Lackawanna
RR Co. (S); Humphreys Medicine
Co. (S); Block Drug Co. (S); Flo-
Ball Pen Corp. (S); Gaby Co. (S);
Radnai, Inc. (S).

Television Accounts: Amer. Oil Co.
(N-S); Globe Brewing (S); Ex-
Lax (S); Madera Wine (S); Md.
Pharmaceutical (S); Block Drug
Co. (S).

HENRY J. KAUFMAN & ASSOCIATES
1419 H St. NW, Washington 5, D. C.
Tel.: District 7400

Radio Dept.: Jeffrey A. Abel, radio-TV
director and timebuyer; Robert S.
Maurer, radio-TV program and
continuity director; G. C. Brant,
A. A. Sarra, R. C. O'Donnell, B. K.
Silverman, K. W. Sonner, account
executives.

Radio Accounts: Shannon & Luchs;
Tom's Auto Service; Trew Motor
Co.; Washington Metropolitan Hud-
son Dealers; Chestnut Farms-Chevy
Chase Dairy; Columbia Federal
Savings & Loan Assn.; First Fed-
eral Savings & Loan Assn.; Gude
Bros.; Christian Heurich Brewing
Co.; Lacy's Inc.; Liberal Clothing
Co.; Manhattan Auto & Radio Co.;
Maryland-Virginia Milk Producers
Assn.; Mason's Root Beer Bottling
Co.; Northeast Motor Co.; Nu Nap
Process Co.; Pepsi-Cola Bottling
Co.; Potomac Electric Power Co.;
Regal Clothing Co.; S.S.S. Co.;
Saks Furs.

Television Accounts: Simon Distribut-
ing Co.; Frank Small Jr.; Tom's
Auto Service; Trew Motor Co.;
Washington Metropolitan Hudson
Dealers; Chestnut Farms-Chevy
Chase Dairy; Southern Dairies;
Giant Food Stores; Christian Heurich
Brewing Co.; S. Kann Sons
Co.; Lacy's; Kassan-Stein; D. J.
Kaufman; Electric Institute; Arthur
Murray Dance Studio; Northeast
Motor Co.; Peake Motor Co.; Pepsi-
Cola Bottling Co.; Rice's Fashion
Corner; Ritz Camera Center; Seven-
Up Bottling Co.

KAUFMAN-STROUSE ADVERTISING
100 Court Square Bldg., Baltimore 2
Tel.: Saratoga 2414

Radio Accounts: National Lamp Co.;
Ritz Camera Center.

Television Accounts: Embros Wine; R.
W. L. Wine; Ritz Camera Center.

KAYTON-SPIERO CO. INC.
230 W. 41st St., New York 18
Tel.: Longacre 3-8090

RAYMOND KEANE AGENCY INC.
624 S. LaBrea Ave., Los Angeles 36
Tel.: Webster 3-9221

Radio Dept.: Ray Keane, radio and
television director; Holly Moyer,
timebuyer.

Radio Accounts: Guitare Inc.; Win-A-
Diamond Inc.; Hudson Jewelers;
other accounts.

Television Accounts: Guitare Inc.;
American Floor Covering Co.; other
accounts.

KEELING & CO. INC.
Chamber of Commerce Bldg., Indian-
apolis 4
Tel.: Riley 1476

Radio Dept.: M. C. Dill, timebuyer;
Lawrence T. Sogard, copy director.

THE KEELOR & STITES CO.
Carew Tower, Cincinnati 2
Tel.: Parkway 1310

Radio Dept.: Sue D. Fletcher, radio
director; Arthur A. Radkey, tele-
vision director.

**KELLY AND LAMB ADVERTISING
AGENCY**
85 E. Gay St., Rm. 808, Columbus 15
Tel.: Adams 2261

Radio Dept.: J. V. Williams, radio and
TV director; P. A. Kelly, G. J.
Lamb, account executives.

KELLY, ZAHNRDT & KELLY INC.
3529 Franklin Ave., St. Louis 6
Tel.: Jefferson 8337

Radio Dept.: Virgil Kelly, television di-
rector; Walter Zahndt, timebuyer;
D. C. Chopin, radio director.

Radio Accounts: Visit St. Louis Com-
mittee.

KENT ADVERTISING INC.
511 East 72nd St., New York 21
Tel.: Butterfield 8-0900

Radio Dept.: Claude S. Welton, presi-
dent; Arthur J. Kinsman, time-
buyer.

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Plaza 3-0700

Radio Dept.: Wm. A. Chalmers, vice
president and radio and TV direc-
tor; C. G. Alexander, admin. asst.;
Garth Montgomery, TV mgr.; T. K.

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**ADVERTISING AGENCIES HANDLING
RADIO AND TV ACCOUNTS**

(Continued)

N indicates network, S spot

Carpenter, comm. & continuity mgr.; Sylvan Taplinger, prog. & talent buyer; Philip K. Kenney, director of timebuying; Herb Landon, radio publicity director.

Hollywood 28—Equitable Bldg. Tel.: Hempstead 2101. R. D. Wolfe, manager.

Radio Accounts: Borden Co. (N-S); Richard Hudnut (N); Kellogg Co. (N); White Rock Corp. (S); Wesson Oil & Snowdrift Sales Co. (N-S); Ford Motor Co. (N); American-Maize Products Co. (S); Swerl-Nat'l Aniline Div. Allied Chemicals & Dye Corp.; Beech-Nut Packing Co.

Television Accounts: Ford Motor Co.; Lincoln-Mercury Div.; Kellogg Co.; Stetson.

KERMIN-THALL
222 Fourth Ave., New York 3
Tel.: Orchard 4-5500
Radio Dept.: S. I. Altman, account executive and television; Gloria Schaffer, media director.

WILLIAM KESTER & CO.
6533 Hollywood Blvd., Hollywood 28
Tel.: Hillside 9251
Radio Dept.: David Knox, radio-TV director.

KETCHUM, MacLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19
Tel.: Court 1-5100
Radio Dept.: Lansing Lindquist, radio and television director; W. R. Parker, director of research and merchandising; C. E. Livingston, media director; J. C. Stuart, assistant media director.

Radio Accounts: Hamburg Bros.; The Peoples Natural Gas Co.; Peoples First National Bank and Trust Co.; Natural Gas Companies; East Ohio Gas Co.; Chevrolet Dealers; Calgon Inc.; Thorofare Mkts. All spot users.

FRANK KIERNAN & CO.
92 Liberty St., New York 6
Tel.: Cortlandt 7-3148
Radio Dept.: Samuel D. Mallin, general manager.

KIESEWETTER, WETTERAU & BAKER INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0025
Radio Dept.: Horace Hagedorn, radio and television director; Elizabeth Thompson, timebuyer; Samm S. Baker, Horace Hagedorn, Edward Chase, Arthur J. Davidson, account executives.

Radio and Television Accounts: V. La Rosa & Sons; Bathasweet Corp.; Abraham & Straus; Stern's Nurseries; Courtney Ltd.; Standard Labs Inc. (Sloan's liniment); Royal Lace Paper Works; Ludwig Bauman; D. P. Harris Co. (Rollfast Bicycles).

KILROY ADVERTISING INC.
Paul Brown Bldg., St. Louis 1
Tel.: Chestnut 7268
Radio Dept.: LeRoy F. Dinges, timebuyer.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Miriam Traeger, timebuyer.

Los Angeles 5-4015 Wilshire Blvd. Tel.: Dunkirk 7-7305. Abbott Kimball.

San Francisco 6-155 Sansome St. Tel.: Exbrook 2445. Alfred Duncato.

Radio & Television Accounts: Intermedico Corp.; C&A Brenninkmeyer; Northan Warren; Norcross Inc.; Union Pharmaceutical Co.; Hathaway Mfg. Co.

WILLIAM H. KINSALL & CO.
101 W. Monroe St., Bloomington, Ill.
Tel.: 7606

ALBERT KIRCHER CO.
1001 W. Washington Blvd., Chicago 7
Tel.: Chesapeake 3-2800
Radio Dept.: E. Jette, media director.

KIRCHER, HELTON & COLLETT INC.
Hulman Bldg., Dayton 2
Tel.: Fulton 5161
Radio Dept.: Charles E. Gay, radio and television director; Ralph W. Kaufman, Gary Malcolm, assistant director.

Radio Accounts: Gem City Bldg. & Loan Assn.; Gem City Ice Cream; Metropolitan Clothing; Montgomery County Republican Committee.

Television Accounts: Liberal Markets; Gem City Bldg. & Loan Assn.; Gem City Ice Cream Co.; Metropolitan Clothing Co.; Jack M. Werst Jewelry; Zephyr Awning Co.

PHILIP KLEIN ADVERTISING CO.
1928 Spruce St., Philadelphia 3
Tel.: Locust 4-2144
Radio Dept.: Edward Felbin, radio director.

Radio Accounts: Buten's Paint Stores; Snellenburg's Dept. Stores; Frankford Unity Store; Progressive Clothes; Broad Motors.

Television Accounts: Buten's Paint Stores; Sun Ray Drug Stores; Gitelman Furrriers; Reynolds & Co.; Susan Lee; Marvel-Lens.

KLEPPNER CO.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0730
Radio Dept.: Leon Balsam, partner, media director.

H. M. KLINGENSMITH CO.
Commercial Bldg., Canton 2. Ohio
Tel.: 4-5115
Radio Dept.: E. J. Kopf, media director.

KLINGER ADVERTISING CORP.
119 W. 57th St., New York 19
Tel.: Circle 6-3660
Radio Dept.: Atwood A. Klinger, president, radio director.

MARTIN R. KLITTEN, INC.
2614 West 9th St., Los Angeles 6
Tel.: Dunkirk 7-8396
Radio Dept.: Martin R. Klitten, president, television director.

KNAPP-SHEPARD INC.
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4122
VIC KNIGHT INC.
404 N. La Cienega Blvd., Los Angeles 48
Tel.: Crestview 5-5573
Radio Dept.: Edward Y. Stanley, radio and television director; Bernice Levitas, timebuyer; James Monahan, account executive.

Radio Accounts: Kaye-Halbert Corp. (S); Montamower; Cyril's Wilshire.

Television Accounts: Roman Inc.; Berma Clothes; Cal-Fame (S); Avis Distributors; Cyril's Wilshire; Ungar Enterprises; also political accounts.

KNOLLIN ADVERTISING AGENCY
105 Montgomery St., San Francisco 4
Tel.: Sutter 1-6110
Radio Dept.: J. C. Knollin, president and general manager; Robert H. Knollin, asst. general manager.

Radio Accounts: Grand National Livestock Exposition (S); Mannings Inc. (S).

M. R. KOPMEYER CO. ADV. AGENCY
Realty Bldg., Louisville 2
Tel.: Wabash 3357
Radio Dept.: M. R. Koppmeyer, television director.

KORETZ, IDEAS & CO., INC.
899 Broad St., Newark 2
Tel.: Mitchell 2-4492
Radio Dept.: E. Goldwasser, radio director, timebuyer.

ROBERT KOTTWITZ ADVERTISING INC.
Audubon Bldg., New Orleans 16
Tel.: Canal 8158

MERRILL KREMER INC.
1711 Exchange Bldg., Memphis 3
Tel.: 5-4343
Radio Dept.: Homer Gentry, radio and television director; J. P. Tucker and Edmunda McGehee, timebuyers and account executives.

KRONSTADT ADVERTISING AGENCY
711 14th St. N.W., Washington 5
Tel.: Republic 0272
Radio Dept.: Esther Kravitz, radio director, timebuyer.

Radio Accounts: E. Burk Jewelers; Colonial Pianos; Corrado's Furniture; Felsner-Scott Shoes; Gabriels; Haber & Co.; Latt's Tiebar; Mazor Masterpieces; Miller's Furs; National Institute of Commerce & Technology; Wardell; Robert Winston Candies.

Television Accounts: E. Burk Jewelers; Felsner-Scott Shoes; Latt's Tiebar; Mazor Masterpieces.

JULIAN A. KRUPNICK CO.
1089 E. Broad St., Columbus 5, O.
Tel.: Fairfax 8862
Radio Dept.: Julian Krupnick, president, timebuyer; Stuart M. Krupnick, account executive.

KUDNER AGENCY INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-3200

- Radio Dept.: Myron P. Kirk, executive head of radio and television; Carlos Franco, timebuyer; A. W. Reibling, business manager; William Templeton, production manager; Mary V. King, timebuyer; Edmund Cashman, radio and television director.
- Los Angeles 15—315 W. 9th St. Tel.: Vandyke 0196. E. R. Harrison, manager.
- Detroit 2, Mich.—710 New Center Bldg. Tel.: Madison 5315. J. E. Schipper, manager.
- San Francisco 5—681 Market St. Tel.: Garfield 1-5433. J. H. Hornell, manager.
- Washington, D. C.—911 Kass Bldg. Tel.: National 5506. Frank Getty.
- R. L. KULZICK INC.
409 E. Washington Ave., Madison 3, Wis.
Tel.: 7-2295
- Radio Dept.: Eddie Peabody, radio director; R. L. Kulzick; R. Kulzick; M. Thornell.
- J. R. KUPSICK ADVERTISING
122 E. 42nd St., New York 17
Tel.: Murray Hill 5-9145
- Radio Dept.: J. R. Kupsick, president and account executive; Saul Kampf, vice president and account executive.
- KUTTNER & KUTTNER
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940
- Radio Dept.: Stanley Kuttner, media director, account executive.
- L**
- THOMAS J. LA BRUM & ASSOCIATES
Bankers Security Bldg., Philadelphia 7
Tel.: Kingsley 5-1616
- Radio Dept.: Joseph P. McLaughlin, radio and television director.
- LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Main & Union Sts., Memphis 5
Tel.: 5-1571
- Radio and Television Depts.: Hugh Murphy, manager; Mrs. Lucille Simmons, timebuyer.
- LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-9650
- Radio Dept.: Roy T. Lochten, media director.
- LAMBERT & FEASLEY INC.
60 E. 42nd St., New York 17
Tel.: Murray Hill 7-8960
- Radio Dept.: Frank W. Mace, vice-president and general manager; Joseph Burland, media director; Ray H. Kremer, radio director.
- LAMPORF, FOX, PRELL & DOLK INC.
J.M.S. Bldg., South Bend 5
Tel.: 3-2161
- Radio Dept.: C. F. Prell, vice president and radio director.
- A. B. LANDAU ADV. AGENCY
150 Broadway, New York 7
Tel.: Rector 2-6685
- Radio Dept.: Herbert Rikles, radio director; Paul Berkowitz, timebuyer.
- LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579
- Radio Dept.: Alvir B. Fisher, radio and television director; Mary Jayne Haring, Robert Gibbons, assistants.
- Radio and Television Accounts: Yellow Cab; Burrows; Lane Drug Co.; Sears, Roebuck & Co.; Miller-Becker Co.; Sealy Mattress Co.
- LANNAN & SANDERS INC.
Fidelity Bldg., Dallas 2, Tex.
Tel.: Prospect 7-1583
- Radio Dept.: George S. Lannan, J. D. Rutledge, J. M. Sanders, account executives; Robert E. Stuart, radio-TV director.
- Los Angeles—1127 Wilshire Blvd. R. S. Shepherd, account executive.
- Wichita—300 S. Broadway. A. E. Palmer, account executive.
- Jackson—133 S. Lamar. Tel.: 3-5460. Larry Painter, account executive.
- Radio and Television Accounts: Arkansas Motor Coach; Beaumont-Port Arthur Bus Lines; Dixie Chrome Prod. Inc.; Doctor Boller Inc.; Capital Trailways; Central Trailways; Continental Central; Continental Pacific; Continental Rocky Mountain; Continental Southern; Continental Western; Moran Co.; Queen City Trailways; Santa Fe Transportation; Transcontinental; Southern Trailways of Georgia; Union Bus Lines; Continental Bus System; Continental Dixie Lines; Continental Pan Handle; Amarillo Trailways Bus Center; Dr. Boaz Tablets; Exacto-Matic; Adelta of Dallas; Automatic Serv. Supply; Baltimore Spice Co.; Bankers Discount Corp.;
- Harry Baron Co.; Carolina Trailways; Cole Chemical Co.; Crescent Trailways; Franklin Life Ins.; Georgia-Tennessee Trailways; Gilmore & Spaulding; Goal Insurance; Gulf Fish & Oyster Co.; Hobson Tackle Co.; Missala Trailways; Modern Trailways; Parin Products; Redd Pest Control; Retractor Lure Co.; Service Coach Lines; Smoky Mountain Trailways; Sternberg Pecan Co.; Tamiari Trailways; Texas Wholesalers; Tellefont of California; White's Auto Stores.
- C. J. LaROCHE & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
- Radio Dept.: John Washburn, director for radio and television; Sally Mansfield, radio-TV timebuyer.
- Chicago—141 W. Jackson Blvd. Tel.: Harrison 7-8612.
- Radio Accounts: New England Confectionary Co.; Warner Foundation; Walt Disney Studios.
- LLOYD LARSON & ASSOC. INC.
53 W. Jackson Blvd., Chicago 4
Tel.: Harrison 7-7127
- Radio Dept.: Lloyd Larson, president.
- LAUSEN & SALOMON
520 N. Michigan Ave., Chicago 11
Tel.: Superior 7-0738
- Radio Dept.: Wendell Walker, account executive.
- LAVENSON BUREAU OF ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767
- Radio Dept.: Jerrie C. Rosenberg, radio and television director.
- LAWRENCE ADVERTISING AGENCY
203 North Wabash, Chicago
Tel.: Dearborn 2-4815
- Radio Dept.: Clayton W. Bergman, partner, television director and radio timebuyer.
- CARL LAWSON CO. ADVERTISING
4722 Broadway, Kansas City 2
Tel.: Jefferson 5155
- Radio Dept.: Helen Kimlin, media director.
- LAYNE, LEENE & GREENE
225 W. 34th St., New York 1
Tel.: Chickering 4-3138
- Radio Dept.: H. Donald Lavine, radio and television director.
- HARRY J. LAZARUS & CO.
110 S. Dearborn, Chicago 3
Tel.: Dearborn 2-4920
- Radio Dept.: G. Russakov, media director.
- Radio Accounts: Central Nat'l Bank (S).
- Television Accounts: Kool Vent in Chicago (S).
- LEE-MURRAY ADVERTISING
71 W. 45th St., New York
Tel.: Luxemburg 2-3838
- Radio Dept.: Leo Steinfeld, account executive.
- AL PAUL LEFTON CO. INC.
1617 Pennsylvania Ave., Philadelphia 3
Tel.: Rittenhouse 6-1500
- Radio Dept.: A. R. Griffin, radio-TV director.
- New York 17—521 Fifth Ave. Tel.: Vanderbilt 6-4340.
- Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-9511.
- HART LEHMAN ADVERTISING
1 W. 34th St., New York
Tel.: Longacre 5-8078
- Radio Dept.: Hart Lehman, radio timebuyer.
- SIDNEY K. LENBY ADVERTISING
168 N. Michigan Ave., Chicago 1
Tel.: Andover 3-7477
- Radio Dept.: Arthur A. Kohn, radio director and timebuyer; A. D. Lowenthal, Sidney K. Lenby, account executives.
- LENNEN & MITCHELL
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170
- Radio Dept.: Frank Daniel, radio timebuyer; Nicholas Keesely, V.P. in charge of radio & television; Harry Woodworth, radio-TV dept. manager.
- Beverly Hills, Calif.—308 N. Rodeo Dr. Tel.: Crestview 1-7221. Ben Potts.
- Radio and Television Accounts: P. Lorillard Co.; Tide Water Associated Oil Co. (S); Colgate-Palmolive-Peet; Lehn & Fink Inc. (S); Esquire Inc.; John F. Trommer.
- S. R. LEON CO.
1 Madison Ave., New York 10
Tel.: Murray Hill 9-4455
- Radio Dept.: Hortense Brandt, media director.
- H. B. LeQUATTE INC.
200 Madison Ave., New York 16
Tel.: Murray Hill 3-5570
- Radio Dept.: H. B. LeQuatte, president.
- LeVALLY INC.
360 N. Michigan Ave., Chicago 1
Tel.: State 2-1202
- Radio Dept.: James G. Cominos, vice-president, radio and television director; Mildred Dudley, timebuyer.
- LEVY ADVERTISING AGENCY
850 Broad St., Newark 2
Tel.: M1, 2-0433
- Radio Dept.: Hyman R. Levy, timebuyer; H. Alan Stein, radio and television director.
- TED LEVY ADVERTISING AGENCY
515 Insurance Bldg., Denver 2
Tel.: Main 7133
- Radio Dept.: Ted Levy, president and timebuyer; Nora Ehrlich, radio director.
- A. W. LEWIN CO.
40 E. 49th St., New York
Tel.: Eldorado 5-3545
- Radio Dept.: Robert Brenner, radio and television director; James Eilers, David Strauss 3d, Sheldon Barlow, Max Green, Sidney M. Weiss, account executives.
- New Jersey—11 Commerce St. Tel.: Mitchell 3-3200.
- Radio Accounts: Harris, Upham & Co. (S); Cook & Dunn Paint Co. (S); Colonial House Candy (S); Sophia Mae Candy Corp. (S); G. N. Coughlan Co. (S); Jacoby - Bender Inc. (S); First Army (S).
- LEWIS ADVERTISING AGENCY
339 Main St., Worcester 8, Mass.
Tel.: Worcester 3-1718
- Radio Dept.: Robert W. Blumenthal, media director, account executive; E. B. Rickles, radio director, timebuyer.
- Radio Accounts: Kranich Jewelry Co. (S); World Pants Co. (S); Kinberg Inc. (S); M. H. Lalpson Co.
- LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900
- Radio Dept.: Graham S. Mason, radio and television director.
- ADDISON LEWIS & ASSOCIATES
2310 Stevens, Minneapolis 4
Tel.: Atlantic 6235
- Radio Dept.: W. A. Grove, Addison Lewis, account executives.
- LEY & LIVINGSTON
260 California St., San Francisco 11
Tel.: Yukon 6-4478
- Radio Dept.: Robert J. Livingston, radio director.
- LILLER, NEAL & BATTLE AGENCY
810 Walton St., Atlanta 3
Tel.: Cypress 6521
- Radio Dept.: C. K. Liller, W. W. Neal, John K. Ottley, Al Sharp, account executives; Sarah Williams, timebuyer.
- Radio Accounts: Brock Candy Co. (S); H. W. Lay & Co. (S); Colonial Stores Co. (S); Radio Commission (N); Bank of Georgia; National NuGrape Co.
- Television Accounts: Colonial Stores; Bank of Georgia; H. W. Lay Co.
- LINDEKE ADV.
302 S. Brand Blvd., Glendale 4.
Tel.: Chapman 5-3613
- Radio Dept.: Peggy Kising, media director.
- Beverly Hills—Tel.: CR 5-7907.
- LINDSAY ADVERTISING AGENCY
95 Crown St., New Haven 10, Conn.
Tel.: 5-2141
- Radio Dept.: Francis B. Schipper, vice president, radio and television director.
- New York 19—52 W. 57th St. Tel.: Columbus 5-6686.
- LINDSEY & CO. INC.
10 N. Fourth St., Richmond 19
Tel.: 7-3065
- Radio Dept.: W. Leroy Hoerter, vice president, radio director; Arthur C. Beck Jr., timebuyer.
- LITTLE & CO.
3757 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 9-1267
- Radio Dept.: D. F. Harbridge Jr., manager.
- ROSS LLEWELLYN INC.
209 S. LaSalle St., Chicago 5
Tel.: State 2-4364
- Radio Dept.: Tom J. Montgomery, vice president and radio director.
- LLOYD, CHESTER & DILLINGHAM INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8800
- Radio Dept.: John J. Hagen, media director.
- Radio Accounts: Sonotone Corp. (S).
Television Account: Sonotone Corp. (S).
- LOCKWOOD-SHACKLEFORD ADV. AGENCY
2001 Beverly Blvd., Los Angeles 4.
Tel.: Dunkirk 8-3121
- Radio Dept.: Lou Holzer, radio director; John Spalring, account executive.
- New York 17—420 Madison Ave. Tel.: Plaza 3-5412. R. T. O'Connell.
- Chicago 4—57 E. Jackson Blvd. Tel.: Harrison 7-0665. Scott Robertson, manager.
- San Francisco 4—369 Pine St. Tel.: Yukon 6-5030.
- LOEWY ADVERTISING AGENCY
41 Park Row, New York 7
Tel.: Worth 2-3773
- Radio Dept.: Henry H. Loewy, vice president.
- W. E. LONG CO.
188 W. Randolph St., Chicago
Tel.: Randolph 6-4606
- Radio Dept.: Edward C. Fritz Jr., radio and television director; J. Minetz, assistant radio-TV director.
- Radio Accounts: Ashville Co.; Butter Krust Co.; Cotton Bros. Co.; Dietzen's; Dixie Mail Co.; Fluhrer; Haller's Eagle; Holsum; Lee Co.; Chas. Newman Co.; Spengler's; Cape Girardeau Co.; Cross Co.; Holsum Bread; Alfred Nickles Inc.; P. F. Petersen Co.; Williams, all bakery accounts.

(Continued)

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deliver this market to you.

RATES ARE LOW. COMPARE THEM. RESULTS ARE HIGH.

"RADIO **WMOK** METROPOLIS"

920 -KC- 920
500 w.

Metropolis
Illinois

James H. Firmin
Gen. Mgr.

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network, S spot

Television Accounts: New Process Co.; Carpenter Co.; Oak Cliff Co.; McGough Corp.; Atlanta Co., all bakery accounts.

HENRY A. LOUDON ADVERTISING INC.
Stalder Office Bldg., Boston 16
Tel.: Hubbard 2-2950
Radio Dept.: E. C. Clark Jr., media director.

T. ROBLEY LOUITT INC.
58 Weybosset St., Providence 3
Tel.: Jackson 1-5858

Radio Dept.: Robert K. Rockwell, radio and TV director.

Radio Accounts: Buckley & Scott (S); Swiss Cleansing Co. (S); What Cheer Laundry (S); Closed Monday.

Television Accounts: Old Stone Bank; Launderers & Cleaners.

LOWE & HALL ADVERTISING
News Bldg., Greenville, S. C.
Tel.: 2-7242

Radio Dept.: Elliott H. Hall Jr., radio director and timebuyer.

Radio Accounts: Mackey Mortuary; Greenville News-Piedmont; Greenville Chamber of Commerce.

LUCERNA CO. INC.
17 E. 45th St., New York 19
Tel.: Murray Hill 2-7267

Radio Dept.: Emanuel Goldman, president, radio director.

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: Andover 3-1888

Radio Dept.: Jane Daly, radio and television director; Ruth Babick, timebuyer; V. R. Bliss, J. H. Caro, M. N. McKinney, K. Mason, D. Miller, account executives.

Radio Accounts: Best Foods Inc. (S); Manor House Coffee (S); Chicago Title & Trust (S).

Television Accounts: Stopette Inc. (N); Best Foods, Inc. (N); Manor House Coffee (S); Kitchen Art Foods (S).

ROBERT LURIE INC.
722 Chestnut St., St. Louis 1
Tel.: Chestnut 8425

Radio Dept.: Leota Keir, radio director and account executive.

LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

Radio Dept.: W. B. Pritchard, radio and television director and timebuyer.

New York 17—51 E. 42nd St. Tel.: Murray Hill 2-4048.

Radio Accounts: Wise Potato Chips Co.; Quinlan Pretzel Co.; Purvin Dairy Co.; Planters Edible Oil Co. All spot users.

THE LYON AGENCY
283 8th St., San Francisco 3
Tel.: Market 1-2620

Radio Dept.: Dwight Lyon.

S. DUANE LYON INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8181

Radio Dept.: S. Duane Lyon, president; Chester Radven, vice president.

W. D. LYON CO.
303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 5139

Radio Dept.: Robert H. Schubert, radio and television director.

Radio Accounts: Colonial Baking (S); Bupane Gas (S); Barron Motor Supply Co. (S); Crescent Electric (S); Johnson Gas; Collins Radio; Rockford Brick; A. Y. McDonald.

M

MACAULEY CO. INC.
1121 S. Hill St., Los Angeles 15
Tel.: Prospect 6287

Radio Dept.: J. S. Macauley, president; Norman J. Borroughs, timebuyer.

MacDONALD-COOK COMPANY
Sherland Bldg., South Bend 9, Ind.
Tel.: 3-8244

Radio Dept.: C. A. MacDonald, president.

Chicago—360 N. Michigan Ave. Tel.: Andover 3-1224. R. C. Pritscher, manager.

Los Angeles 14—1052 W. 6th St., Professional Bldg. Tel.: Madison 6-3194. Anson Reeder, manager.

MacGRUDER-BAKEWELL & KOSTKA INC.
1666 California., Denver 2
Tel.: Alpine 1478

Radio Dept.: Joseph W. Palmer, radio director; Bill Kostka, George Bakewell, Louise Hewlett, J. M. McGrane, account executives.

Radio Accounts: Adolph Coors Co. (N-S); Citizens Saving Bank; Fairmont Cem. Assn.; Jonas Bros.; First National Bank; Empire Savings (S); Silver State Savings (S).

W. B. MacKENNEY & BERT SHONTZ INC.

Commercial Trust Bldg., Philadelphia 2
Tel.: Locust 7-4472

Radio Dept.: Gloria Lorch, radio director; Bert Shontz, vice president & timebuyer.

MacKENZIE INC.
431 Clifton Ave., Minneapolis 3
Tel.: Bridgeport 7661

MacLAUGHLIN ADVERTISING AGENCY
601 Ellicott Sq. Bldg., Buffalo 3
Tel.: Mohawk 5703

Radio Dept.: Frederick R. MacLaughlin, radio director; J. Andrea Connaroe, timebuyer.

Radio Accounts: Perry Ice Cream Co.; MacMANUS, JOHN & ADAMS Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

Radio Dept.: Sherwood Reekie, radio and television director; Joseph P. Henry, Georgina LeFeure, timebuyers.

San Francisco 5—681 Market St. William Goetze.

Los Angeles 5—635 S. Kenmore. Jack Holmes.

New York—Ernest A. Jones, vice president.

Radio Accounts: Champion Spark Plug Co. (N); Ferry-Morse Seed Co. (N); Pontiac Motor Div. (S); Dow Chemical Co. (S).

Television Accounts: Pontiac Motor Div. (N-S).

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 6401

Radio Dept.: J. L. Sugg, radio director.

Seattle 1—Republic Bldg. Tel.: Elliott 7377. George Weber, vice president.

MADISON ADVERTISING CO.
400 Madison Ave., New York 17
Tel.: Plaza 9-3200

Radio Dept.: Dorothy A. Wollheim, media director, timebuyer.

Radio Account: Adam Hat Stores (N-S).

MAHOOL ADVERTISING INC.
12 E. Lexington St., Baltimore 2
Tel.: Plaza 3617

Radio Dept.: Frank Katz, radio director & timebuyer.

MALCOLM-HOWARD ADVERTISING
203 N. Wabash, Chicago 1
Tel.: Randolph 6-7942

Radio Dept.: Mrs. E. B. Burke, timebuyer; Arthur Pickens, television director. Alan Sweetow; William Bent; Dorothea Winters; Bernard Howard.

W. H. MALE LTD.
320 Ward Ave., Honolulu 13
Tel.: 53961

DAVID MALKIEL ADVERTISING AGENCY
142 Newberry, Boston 16
Tel.: Copley 7-5780

Radio Dept.: Julian Malkiel, chief timebuyer.

Radio Accounts: Sertta White-Cross; Steubens Restaurant (S); N. E. Doll & Novelty; Grimaldi's Restaurant; Peerless Wine Corp.; Charles B. Perkins Co.; Handy Beer & Wine Corp.

Television Accounts: Sertta White-Cross; N.E. Doll & Novelty.

LLOYD MANSFIELD CO.
110 Pearl St., Buffalo 2
Tel.: Washington 2762

Radio Dept.: Lloyd Mansfield, president, timebuyer.

MANSON-GOLD-MILLER ADV. AGENCY
1004 Marquette Ave., Minneapolis 2
Tel.: Geneva 9619

Radio Dept.: Robert P. Miller, vice president, radio director and timebuyer.

MARFREE ADVERTISING CORP.
33 W. 46th St., New York
Tel.: Plaza 7-7655

Radio Dept.: Garnett A. Friedenber, television director.

Chicago—112 E. Walton St. Tel.: Whitehall 4-7879. Alvin Eicoff, vice president and radio director.

LOISE MARK & ASSOC.
710 N. Plankinton Ave., Milwaukee 3, Wis.
Tel.: Marquette 8-8344

Radio Dept.: Ruth Coren, radio and television director, timebuyer.

Chicago—1253 N. LaSalle St. Tel.: Mohawk 4-4428. Martha Dean, manager.

Madison. Tel.: 5-0916 Leonne Mevenden, manager.

Radio Accounts: Hotel Wisconsin; Block Daneman (S); Air Way Sanitizer (S).

Television Accounts: Boston Store; Fabric Shops; Samsons.

MARK, MAUTNER & BERMAN
808 N. Third St., Milwaukee 3
Tel.: Broadway 2-8385

Radio Dept.: Norman Mautner, president, TV director. Jerome H. Berman, timebuyer; A. Marcus, radio director.

MARKETERS INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-5303

Radio Dept.: R. B. Struble, radio & television director; Lyle E. Westcott, timebuyer.

Radio Accounts: Macmillan Petroleum Corp.; Louis Milani Foods; Shepard & Co.; Lucky Plastic Co.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022

Radio Dept.: Curt A. Peterson, radio director; Herbert Gesregan, timebuyer.

Radio Account: Esso Standard Oil Co. (N.Y.); Standard Oil Co. (N.J.)

Television Account: Esso Standard Oil.

TERRILL BELKNAP MARSH ASSOCIATES
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570

Radio Dept.: T. B. Marsh, radio director.

HAROLD MARSHALL ADVERTISING CO.
565 Fifth Ave., New York 17
Tel.: Plaza 3-0404

Radio Dept.: Harold Marshall, radio and television director.

HARWOOD MARTIN ADVERTISING AGENCY
Colorado Bldg., Washington, D. C.
Tel.: Republic 2968

Radio Dept.: Hariof Stern, television director; Mavis Jackson, radio director; David Dickson, David Atkins, Shirley Bisselle, account executives; Jean Ort, timebuyer.

Radio and Television Accounts: Woodward & Lothrop; Hecht Co.; P. J. Nee Furniture; William Hahn Co.; Arcade-Sunshine; Washington Gas & Light; American Wholesalers; Clements Bakery; Auto Wholesalers; Becker's; Grady Motors; Master Auto Body; Leo Rocca; Rizik Bros.; Suit Shop; Tuerkes.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 9-3891

Radio Dept.: Roger B. Relkin, radio director.

J. M. MATHES INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-7450

Radio Dept.: Read H. Wight, radio and television director; Edna S. Cathcart, timebuyer.

Radio Accounts: Canada Dry Ginger Ale Inc. (S); The Pure Food Co. (S); Sylvania Industrial Corp. (S); Luden's Inc. (N-S); Judson Dunway Corp. (S); Houbigant Sales Corp. (S); Imperial Paper & Color Corp. (S); Air France (S); Austin Motor Co. Inc. (S); Bakelite Corp.; A. S. Harrison Co. (S); Northern Warren Corp. (S); Union Carbide & Carbon Corp. (S); Capehart-Farnsworth Corp.

Television Account: Canada Dry Ginger Ale Inc. (N); Luden's Inc. (N-S); A. S. Harrison Co.

MATHISSON & ASSOCIATES INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090

Radio Dept.: Charles H. Tellwell, radio-TV director, timebuyer.

Radio Accounts: Edwards Motor Co. (S).

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Tel.: Gaspee 1-4456

Radio Dept.: Joseph M. Finkle, timebuyer; Archie M. Finkle, radio director; Herbert Bolotow, account executive.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710

Radio Dept.: Lour Maxon.

New York 22—12 E. 53rd St., Tel.: Plaza 9-7876. W. Ray Baker, vice president; S. James Andrews, radio and television; E. Wilhelm, timebuyer.

Chicago—664 N. Rush St. Tel.: Whitehall 4-1676. L. J. Sholty, manager.

MAY ADVERTISING CO.
Commercial Trust Bldg., Philadelphia 2
Tel.: Rittenhouse 6-7642

Radio Dept.: Bertram May, president; J. P. Monahan, radio director, account executive.

THE MAYERS CO.
2301 West Third St., Los Angeles 5
Tel.: Dunkirk 8-2111

Radio Dept.: Madelyn Miles, media director.

Radio Accounts: Sears, Roebuck & Co. (S); Hoffman Candy Co. (S); Gordon Bread Co.; National Schools (S); Adolphs Food Products (S).

CHARLES H. MAYNE CO.
1709 W. 8th St., Los Angeles 14
Tel.: Dunkirk 7-4363

Radio Dept.: Eugene P. Ramey, radio director; W. A. Avery Jr., television director.

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

Radio Dept.: Catherine Abner, media director.

Radio Accounts: Barker Bros.; J. W. Robinson Co. (S); General Electric Appliances (S).

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400

Radio Dept.: William C. Dekker, director of radio service & station relations; Lee Cooley, director of TV; Alfred J. Scalpone, director of radio-TV programs; Hendrik Booraem, radio director. Robert Reusche, radio-TV timebuyer, manager; Thomas Lane, v-p charge radio-TV.

Boston 16—31 St. James Ave. Tel.: Liberty 5468. Watson M. Gordon, vice president & manager.

Chicago 4—318 S. Michigan Ave. Tel.: Webster 9-3701. James Shelby, radio-TV director.

Cleveland 14—National City Bank. Tel.: Cherry 3490. A. A. Sommer, vice president.

Detroit 28—3546 Penobscot Bldg. Tel.: Randolph 9792. Paul Holder & Frank Townsend, vice presidents.

Hollywood 28—6331 Hollywood Bldg. Tel.: Hillside 8288. J. Nell Reagan, manager.

Los Angeles 13—General Petroleum Bldg. Tel.: Mutual 1181. Burt Cochran, vice president & manager.

Portland 4, Ore.—1309 Public Service Bldg. Tel.: Atwater 4305. Harry Burton, manager.

San Francisco 4—114 Sansome St. Tel.: Douglas 5560. H. Q. Hawes, vice president & manager.

Radio Accounts: New York & Hollywood—Beverwyck Breweries Inc.; Chesebrough Mfg. Co. (N); Columbia Records Inc.; Cowles Mafazins Inc.; Junket Brand Foods; Lehn & Fink Products Corp.; National Biscuit Co.; Pacific Coast Borax Co. (N); Westinghouse Electric Corp. (N); Boston—John Hancock Mutual Life Insurance Co.; Chicago—Milk Foundation Inc.; International Harvester Co. (N); Standard Oil Co. of Indiana; Swift & Co. (N); Trans-Canada Airlines; Cleveland—Leisy Brewing Co.; National City Bank; Ohio Bell Telephone Co.; Perfection Stove Co.; Richman Bros. Co.; Standard Oil Co. of Ohio.

Detroit—Altes Brewing Co.; Briggs Mfg. Co.

Los Angeles — Broadway Dept. Stores; Soil-Off Mfg. Co.; Southern Calif. Gas Co.; Southern Counties Gas Co.

Portland—Pacific Power & Light Co.; Portland Gas & Coke Co.

San Francisco — Calif. Packing Corp.; Calif. Walnut Growers Assn.; Coldstream Products Co.; W. P. Fuller & Co.; The S.O.S. Co.

Television Accounts: Lelsy Brewing Co.; National Biscuit Co.; Standard Oil Co. of Ohio; Swift & Co.

L. F. McCARTHY & CO.
Provident Bank Bldg., Cincinnati 2
Tel.: Parkway 0368
Radio Dept.: Emil Bauer, timebuyer.

McCARTY CO.
1206 Maple Ave., Los Angeles 15
Tel.: Prospect 7011
Radio Dept.: Alden Weis, media director.

San Francisco 5-116 New Montgomery St. Tel.: Sutter 1-8224. Willard H. Wilde, manager.

Pittsburgh 19-600 Grant St. Tel.: Grant 6993. R. S. Reed Jr., manager.

McCORMICK CO.
217 E. 7th St., Amarillo, Texas
Tel.: 5333

Radio Dept.: John R. Forkner, account executive.

L. E. McGIVENA CO. INC.
444 Madison Ave., New York 22
Tel.: Plaza 3-7422

McKEE & ALBRIGHT INC.
1400 S. Penn Square, Philadelphia 2
Tel.: Locust 7-4737

Radio Dept.: J. A. McFadden, vice president; E. R. Wamsley, timebuyer.

Radio and Television Accounts: Breyers; Philadelphia & Reading; Western Md. Dairy; Breakstone.

Television Account: Renuzit (N-S).

McLEAN, OGLE & MYERS INC.
(Formerly TOMOWSKA ADVERTISING INC.)
603 Chronicle Bldg., Spokane 8
Tel.: Riverside 1159

Radio Dept.: William T. Ogle, president; J. Walter McLean, vice president.

McNEILL & McCLEERY INC.
1655 N. Cherokee Ave., Hollywood 28
Tel.: Hudson 2-2337

PHILIP J. MEANY CO.
816 West 5th St., Los Angeles 13
Tel.: Michigan 3601

Radio Dept.: Ray Clinton, timebuyer; C. K. Tester, radio director; Charles Warner, TV director.

Radio Accounts: Green Spot Inc. (N-S); L. R. Jones Sales Co.

RICHARD N. MELTZER ADVERTISING INC.
785 Market St., San Francisco 3
Tel.: Yukon 2-5877

Radio Dept.: Evelyn A. Ladd, timebuyer; R. N. Meltzer, television director; Howard Gossage, Stephen Crowley, account executives.

MENEUGH-FRIEDMAN ADV. AGENCY INC.
501 Carver Bldg., Des Moines 9
Tel.: 3-1221

Radio Dept.: Don D. Alt, E. M. Menough, Max Friedman, account executives.

Radio Accounts: Anderson Erickson; Capital City State Bank; Home Federal Savings; Tone's Coffee; Winston Newell; Service Optical; One Minute Washer, all spot radio.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860

Radio Dept.: Benjamin J. Green, radio and television director; Carol Perel Colby, timebuyer; George Rich 3d, associate radio and TV director.

Milwaukee 2-759 N. Milwaukee St. Tel.: Marquette 3144. George Grablin, mgr.

Radio and Television Accounts: Chicago National League Ball Club; Illinois Meat Co.; Murphy & Miller; M&W Mfg. Co.; Patricia Stevens Inc.; Wm. Wrigley Jr. Co.

C. L. MILLER CO. INC.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010

Radio Dept.: G. V. Carhart, radio director; Rita Driscoll, spot radio timebuyer.

Chicago 1-333 N. Michigan Ave. Tel.: Central 6-1640.

Radio Accounts: Corn Products Sales.

J. W. MILLER CO.
76 Broad St., Guilford, Conn.
Tel.: Guilford 820

Radio Dept.: A. M. Simmons, radio director; H. E. Carroll, J. Auritt, Ward Moody, account executives.

Radio Accounts: "Hold the Phone" (S); "Green Wheel of Safety" (S).

W. H. MILLHAEM & CO.
Fleming Bldg., Des Moines 9
Tel.: 4-4203

Radio Dept.: J. A. McCulla, radio director.

RAY MILLS ADVERTISING AGENCY
108 Court St., Auburn, Me.
Tel.: 3-0571

Radio Dept.: Ray Mills, radio director.

MILNE & CO. INC.
New World Life Bldg., Seattle 4, Wash.
Tel.: Main 2136

DAN B. MINER CO. INC.
304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301

Radio Dept.: Hildred Sanders, radio-TV director; Kay Ostrander, timebuyer; Robert Block, assistant radio-TV director.

Radio Accounts: American Beauty Macaroni (S); Luer Packing Co. (S); Forest Lawn Co.; Lakewood Park Inc.; Smart & Final Ltd.; Weber's Bread; Log Cabin Bread (S); Kendall Foods (S); Prepared Products Inc. (S).

MITCHELL & KNEPPER
1017 Baldwin Bldg., Erie, Pa.
Tel.: 22-912

Radio Dept.: George J. Mitchell, partner and radio director.

MITCHELL & MITCHELL INC.
1645 Hennepin Ave., Minneapolis 3
Tel.: Main 5387

Radio Dept.: J. K. Engstrom, timebuyer.

MITHOFF ADVERTISING
611 N. Stanton St., El Paso
Tel.: 3-4041

Radio Dept.: Martin Kern, radio director; Richard W. Mithoff, timebuyer.

Radio Accounts: Acme Laundry; El Paso Electric Co.; Globe Cereal Mills; State National Bank; Nelson Electric Co.; Segall Optical Co.; Hascom Frosted Foods; Purity Baking Co. All spots.

MOGGE-PRIVETT INC.
712 S. Carson, Los Angeles 14
Tel.: York 7243

Radio Dept.: Snowden M. Hunt Jr., media director; John A. Privett Jr., Norton W. Mogge, Snowden Hunt Jr., account executives.

Radio Accounts: Ben-Hur Products Inc. (S); Holmes Tuttle Co.; California Lima Bean Owners Assn. (S); Biscaglia Bros. Wine (S); Cabany Products Co.; Von's Grocery Co.; American Fruit Growers; Classet & Devers; Case-Swayne Co.; Jersey Maid Milk Products Co.; Karseal Corp.; Towne Talk Co.; Fall & Winter Pear Advisory Board.

Television Accounts: American Fruit Growers; Ben-Hur Products; Classet & Devers; Key Brands Inc.; Cabany Products Co.; Calif. Lima Bean Growers Assn.; Case-Swayne Co.; Karseal Corp.; Pacific Cracker Co.; Sylmar Packing Corp.; Towne Talk Co.; Holmes Tuttle; Fall & Winter Pear Advisory Board.

EMIL MOGUL CO.
250 West 57th Street, New York 19,
Tel.: Columbus 5-2482

Radio Dept.: Emil Mogul, president and radio-TV account executive; Charles L. Rothschild, executive vice president and account executive; Helen Munroe, radio and television timebuyer; Ely Landau, radio and television director.

Radio and Television Accounts: Berollio Import Co.; Blue Ridge Textile Co.; Gem Oil Co.; Klein Bros.; Knomark Mfg. Co.; Modern Industrial Bank; Napa Valley Grape Products; Rock-Flint; Ronzoni Macaroni Co.; Stone-Tarlow Co.; M. Wile & Co. Inc.

RICHARD G. MONTGOMERY & ASSOCIATES
1126 S.W. 13th Ave., Portland 5, Ore.
Tel.: Beacon 3109

Radio Dept.: Marvin Knudsen, account executive; Jordis Schick, timebuyer.

Radio Accounts: KEX—Westinghouse; Colonial Mortuary (S); Frank Chevrolet (S); Gill Bros. Seed Co. (N); Oregon City Woolen Mills (S); Palace Laundry & Dry Cleaners (S); Portland Federal Savings (S); Union Pacific Railroad (S); U.S. National Bank (S).

Television Accounts: Union Pacific Railroad.

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194

Radio Dept.: James Morgan, vice president in charge of radio and television.

Radio Accounts: White King Soap Co. (N-S); J. A. Folger & Co. (N-S); Planters Nut & Chocolate Co.

MORSE INTERNATIONAL INC.
122 E. 42nd St., New York 17
Tel.: Oregon 9-4600

Radio Dept.: C. C. Slaybaugh, manager, radio dept.

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7337

Radio Dept.: Arnold Leeds, radio and television director, account executive; Vera Norge, timebuyer; Hal Goldin, Adele Stulman, assistants.

Radio Accounts: Freemantle Voice Institute.

Television Accounts: Artbeck Prod. (S); N.Y. Red Cross Shoe Dealers; Dean Ross Piano Studios; Hats by Leeds; Nat Paterson Motors; Jackson Motors; Kay Novelty; Ziploc Co.; Peerless Camera Stores; N.Y. Technical School.

C. WENDEL MUENCH & CO.
75 E. Wacker Dr., Chicago 11
Tel.: Financial 6-3481

Radio Dept.: Glenn E. Martin, radio director; Victor Fabian, timebuyer; C. T. Kerrigan, W. O. Yocum, L. M. Bell, P. M. Fliske, account executives.

Radio Accounts: Adams Corp.; Monarch Brewing Corp.; Fannie May Candy Co.; Fox Deluxe Foods; Sugardale Provision Co.; A. F. Schwahn & Sons Co.; Maurer-Neuer Corp.; Toffenetti Restaurant; Triangle Restaurant; L. C. Forman & Sons.

MUIR AND CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6641

STANLEY MUSSELMAN INC.
247 Park Avenue, New York 17
Tel.: Plaza 5-1161

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 7-6828
Radio Dept.: Irvin P. Myerson, owner and timebuyer.

N

NACHMAN-RHODES INC.
Gulf Life Bldg., Augusta, Ga.
Tel.: 2-8301

Radio Dept.: Herbert Nachman, president, timebuyer.

WESLEY K. NASH CO.
1218 Olive St., St. Louis 3
Tel.: Chestnut 4155

Radio Dept.: R. L. White, radio director & account executive.

NATIONAL ADVERTISING SYNDICATE
Crosby Bldg., Buffalo, N. Y.
Tel.: Washington 0826

Radio Dept.: A. H. Longbotham, executive director; Thomas Lienert, radio director.

NATIONAL EXPORT ADVERTISING SERVICE
405 Lexington Ave., New York 17
Tel.: Murray Hill 9-6835

Radio Dept.: James G. Zea, radio and television director; M. K. Loo, timebuyer; Paul Krumming, Tom Hughes, Joseph Madden, John Sweeney, Philip Curuich, account executives.

Radio Accounts: American Safety Razor; Borden Co.; National Carbon; Electric Autolite; Esterbrook Pen; H. J. Heinz Co.; Lambert Co.; Lever Bros.; Richard Hudnut; Quaker Oats Co.; Ruppert Brewery; William R. Warner; Westinghouse.

Associates in principal cities throughout the world.

NEALE ADVERTISING ASSOCIATES
448 S. Hill Street, Los Angeles 13
Tel.: Michigan 2149

Radio Dept.: Ted Neale Jr., timebuyer.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200

Radio Dept.: Harry C. Ledingham, media director.

NEEDHAM, LOUIS & BRORBY
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151

Radio Dept.: Alan Wallace, vice president, radio and television director. Hollywood 28-1680 N. Vine St. Tel.: Hudson 2-2391. Frank Pittman, vice president.

Radio Accounts: Kraft Foods Co. (N-S); S. C. Johnson & Sons (N-S); Swift & Co. (N-S); Wieboldt Stores, Inc.; Derby Foods, Inc. (N); Eagle-Picher Sales Co. (S); Morton Salt Co. (S).

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230

Radio Dept.: William Rogow, president, account executive; Stewart Pierce Brown, account executive.

Radio Accounts: Bond Stores Inc.; Melville Shoe Corp.; Joseph Martinson & Co., all spot.

(Continued)

KECK

Dial "920"



FIRST in Permian Basin in Coverage in Listeners-Conlan survey year in and year out in Local Sports in Nation's Richest Market

Fastest Growing Market in the U. S. Supply center for over 25,000 Producing Oil Wells in Permian Basin

HOME of the World's Largest Carbon Black Plant

HOME of the Second largest Trucking Center in the State

Effective Buying Power — \$1,470 per capita

Blankets—18 Counties in West Texas—3 in New Mexico

Radio Homes—63,610 in the half millivolt area in West Texas

"It costs less than .07 to reach 1,000 homes in KECK's primary area.

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—232,675,000

Total General Food Sales—\$49,622,000

Source—Standard Rate and Data 1950, 1951 Consumers' Market

MEMBER N. A. B.

1000 Watts-D
Nondirectional

500 Watts-N-Directional

Ben Nedow,

Owner and General Manager

National Representative

FORJOE AND COMPANY, INC.
19 W. 44th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network. S spot

RALPH NELMS INC., ADVERTISING
318 St. Louis, Springfield, Mo.
Tel.: 4-2555

GEORGE R. NELSON INC.
208 State St., Schenectady 5, N. Y.
Tel.: 4-4135

Radio Dept.: Edward F. Flynn, television director; Anne F. Pratt, radio timebuyer; R. S. Cragin, radio director; Sybil Van Patten, TV timebuyer; Jack Landt, associate TV producer.

Radio Accounts: Carl Co.; William W. Lee & Co.; A. L. Parsons & Sons; Parsons Inc.; Rudolph Bros. Inc.; Saratoga Assn.; Industrial Bank; Rodgers Liquor Co.; Union-Fern Inc.; also radio transcription production accounts.

Television Accounts: Breslow Bros.; Rudisco Inc.; Mohawk Carpet Mills (N); Allen's Appliances; Apex Department Store; Carl Co.; William W. Lee Co.; Nusbaum's; A. L. Parsons & Sons; Parsons Inc.; Saratoga Assn.; Wm. Sherry Tire Co.; Empire State Bedding Co.; Golub Corp.; Fox & Murphy; Rodgers Liquor Co.; Sharlet's Furniture; Industrial Bank; also television film production accounts.

TED NELSON ASSOCIATES
750 Fifth Ave., New York 19
Tel.: Circle 6-8470

Radio Dept.: Ted Nelson, director; Nat Fields, account executive; Richard Diamond, script director; Perry Bruskin, talent director; Charles Durand, production.

Radio and Television Accounts: Eddie Electronics Corp.; Sol Birns; Delta Photo Supply Co.; Gotham's professional basketball team.

NEWBY & PERON
59 E. Van Buren, Chicago 5
Tel.: Harrison 7-9494

Radio Dept.: Nancy Clifford, timebuyer.

Radio Accounts: R. Gerber & Co. Television Accounts: R. Gerber & Co.; H. C. Knoke & Co.; Richter Products; Sylmar Packing Corp.; Bresler Ice Cream.

NEWMAN, LYNDE & ASSOCIATES INC.
400 Fla. Nat'l. Bank Bldg., Jacksonville 2
Tel.: 3-4435

Radio Dept.: David E. Robeson, radio-TV director; Hunter Lynde; Kenneth F. Small, timebuyers, account executives.

Miami—Chamber of Commerce Bldg. Tel.: 82-9975. Allan C. Gottschaldt, vice president.

Radio Accounts: Jax Brewing Co. (S); Bond Howell Lumber Co. (S); Southern Co. (S); Nickel Tackle Co. (S).

NEWMARKS ADVERTISING AGENCY
217 Seventh Ave., New York 11
Tel.: Watkins 9-5400

NOLAN & TWICHELL ADVERTISING AGENCY INC.
55 State St., Albany 7, N. Y.
Tel.: Albany 3-5284

Radio Dept.: Rosemary Clarke, radio-TV director, timebuyer.

KELSO NORMAN ADVERTISING
215 Kearny St., Norman Bldg., San Francisco 8
Tel.: Douglas 2-3942

Radio Dept.: Irv Cotanch, television director; Jean Gavin, media director.

NORTHWEST RADIO ADVERTISING CO.
Empress Bldg., Seattle 4
Tel.: Elliott 5488

Radio Dept.: Edwin A. Kraft, manager and radio director; W. L. Paul, timebuyer.

NORTON ADV. SERVICE
615 Orchard Pkwy., Niagara Falls, N. Y.
Tel.: 2-3508

Radio Dept.: M. Bradley Norton.

EARL C. NOYES ADV. AGENCY
129 State St., Rutland Vt.
Tel.: 56

Radio Dept.: Al Taylor, radio director; Laura Vay, timebuyer; F. S. Webster, Gladys Miller, R. L. Scott, account executives.

Washington 5, D. C.—Washington Bldg. Tel.: Sterling 2440. M. D. Randall, timebuyer.

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412

Radio Dept.: David A. Lown, radio & TV director.

Radio Accounts: Muralo Co. (S); Sapolin Paint Inc. (S); other accounts. Television Accounts: Minwax Co.

OHIO ADVERTISING AGENCY INC.
Warner Bros. Bldg., Cleveland 14
Tel.: Superior 1-7070

Radio Dept.: Melvin Tanenbaum, radio and television director; Allen Frymmer, Marilyn Williams, radio continuity.

JEROME O'LEARY ADVERTISING AGENCY
115 Chauncy St., Boston 11
Tel.: Liberty 2-1312

Radio Dept.: William Rattray Jr., radio-TV director.

DAVID OLEN ADV.
1127 Wilshire Blvd., Los Angeles 14
Tel.: Trinity 6144

Radio Dept.: David Olen, owner and account executive.

OLIAN ADVERTISING CO.
Ambassador Bldg., St. Louis 1
Tel.: Central 8380

Radio Dept.: Margaret Hart Nelson, radio director, timebuyer; Edith Walsh, assistant timebuyer.

Chicago 1—Pure Oil Bldg.
Radio Accounts: Waxrite; Manhattan Coffee; Topmost Foods; Dining Car Coffee Co.; A.R.A. Dist. Co. Brooks Catsup; Milton Oil Co.; Feld Chevrolet; Ritepoint Co.; Pevely Dairy; Knapp Monarch; Reddi-Wip; Sayman Soap.

OLMSTED & FOLEY
1200 Second Ave., Minneapolis 3
Tel.: Atlantic 8166

Radio Dept.: James D. McTigue, radio and television director. W. H. Olmsted, John T. Foley, Clarence Russell, John K. Mortland, R. B. Flie, account executives.

Radio Accounts: Schmidt's Beer; Marshall-Wells; Regan Bros. Bakery; King Midas Flour; Rochester Dairy; Ballard & Skellett Moving; First National Bank; Marguerite Appliances; all spot users.

O'MALLEY ADVERTISING & SELLING CO. INC.
44 School St., Boston 8
Tel.: Capitol 7-0060

Radio Dept.: M. C. O'Malley, radio director and timebuyer.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: ANdover 3-4470

Radio Dept.: Walter Zivl, timebuyer.

THE E. A. OPPENHEIM COMPANY
Michigan Bldg., Detroit 26
Tel.: Woodward 1-6765

Radio Dept.: E. A. Oppenheim, timebuyer; K. Walker, G. Faes, account executives.

Radio Accounts: Bill Brown Inc. (Ford Dealer); Barium Hotel.

Television Account: H. A. Powell Studios; Friedberg's.

ORMSBEE & GILBERT
21 Daniel St., Milford, Conn.
Tel.: 2-1691

Radio Dept.: E. N. Gilbert, media director.

ROBERT W. ORR & ASSOCIATES INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050

Radio Dept.: Stephen Bowen, media director.

Los Angeles 46—9130 Sunset Blvd. Richard Diggs, radio director.

Offices in London, Paris.

Radio Accounts: Seznick Releasing Organization (S); Andrew Jergens Co. (Jergens & Woodbury Products) (N-S).

OWEN & CHAPPELL INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400

Radio Dept.: David Hale Halber, radio and television director; Harry Torp, media director.

Radio and Television Accounts: National Bohemian Beer (S); National Premium Beer (S).

M. M. OWEN INC.
122 E. 42nd St., New York 17
Tel.: Murray Hill 6-1590

Radio Dept.: M. M. McLay, media director.

MERRITT OWENS ADV. AGENCY INC.
New Brotherhood Bldg., Kansas City 11, Kan.
Tel.: Drexel 7250

Radio Dept.: Merritt Owens, radio and television director, account executive; R. Grant Needs, account executive.

Radio Accounts: Sulfa-Dent Co.; Zephyr Ventilated Awning Co.; Joe M. O'Fall Motor Co.; Feld Chevrolet Co.; Davidson Bros. Motor Co.; Inter-State Moving & Storage Co.

P

PACIFIC ADVERTISING STAFF
1624 Franklin St., Oakland 12
Tel.: Templebar 2-2885

PACIFIC NATIONAL ADVERTISING AGENCY
605 Union St., Seattle 1
Tel.: Elliot 1401

Radio Dept.: Trevor Evans, radio and television director; G. M. Nyman, timebuyer; Mary Peacock, radio-TV production.

Portland 4, Ore.—Cascade Bldg. Tel.: Capitol 1021. Milton Foland.

Spokane—606 Chronicle Bldg. Tel.: Madison 4371. Vernon Cary.

Radio Accounts: Fisher Flouring Mills Co. (N-S); Washington Co-op. Farmers Assn. (N-S); Seattle-First Nat'l. Bank (S); Montag Co. (S); Federal Old Line Insurance Co. (S); Cowman & Campbell (S); Ivar Haglund Restaurant (S); Wash. Title Ins. Co. (S).

Television Accounts: Bacchus Luggage Co. (S); Fisher Flouring Mills Co.; Pacific Lincoln Mercury Co. (S); Sherman, Clay & Co.; Washington Cooperative Farmers Assn.; Seattle First National Bank.

PAIRO ADVERTISING AGENCY
223 Peachtree St., Atlanta 3
Tel.: Main 6935

Radio Dept.: V. A. Pairo, president; W. L. Dix, account executive.

Radio Account: Lee Baking Co.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424

Radio Dept.: Paul A. Danielson, media director and timebuyer; W. F. James, Remus Harris, George Cleland, account executives.

PARKER-ALLSTON ASSOCIATES
118 John St., New York 7
Tel.: Rector 2-6514

Radio Dept.: Raymond D. Parker, president.

AMOS PARRISH & CO.
505 Fifth Ave., New York 18
Tel.: Longacre 4-5600

Radio Dept.: David T. Levine, agency director.

PATCH & CURTIS ADVERTISING AGENCY
437 E. Broadway, Long Beach 2
Tel.: 6-1259

Radio Dept.: Gene Curtis, radio director; John Curtis, TV director.

Radio Accounts: Harrod Diagnostic Offices; L. B. Insurance Assn.; Psychological Testing Service of Calif.

Television Accounts: Kellogg Fertilizer; L. B. Board of Realtors; L. B. Amusement Co.; Psychological Testing Service of Calif.

HANCOCK PAYNE ADVERTISING ORGANIZATION
12 S. 12th St., Philadelphia 7
Tel.: Lombard 3-2405

Radio Dept.: M. J. McManamy, radio director and timebuyer.

PEARSON ADVERTISING AGENCY
250 Park Avenue, New York 17
Tel.: Murray Hill 8-3055

Radio Dept.: C. H. Pearson, radio director.

Radio Accounts: Manufacturers Trust Co. (S).

PECK ADVERTISING AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900

Radio Dept.: Arthur J. Daly, radio-television director; Elaine Cononica, assistant timebuyer; Donald Blauhut, assistant radio-TV director.

Radio Accounts: I. J. Fox; Howard Clothes; Old Dutch Coffee & Caffe 'Espresso'; Charles of the Ritz; Premier Foods; Street & Smith; Hearst Publications; Excelsior Frozen Meat; Julian Freilich Co.; Hartford Provision Co.; Teddy's Frozen Seafood; all spot users.

Television Accounts: Howard Clothes; Old Dutch Coffee; Charles of the Ritz; Premier Foods (Sauce Arturo); all spot.

PEDLAR AND RYAN INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1500

Radio Dept.: Wilfred S. Roberts, dir. of radio and television; John Halpern, assistant radio and television director; Elizabeth C. Shay, production supervisor; T. C. Fisher, vice-president in charge P&G account; William G. White, timebuyer; Donald Shaw, vice president, account executive.

Radio and Television Accounts: Procter & Gamble (N); Northeast Airlines (S).

PERRY-BROWN INC.
2831 Vernon Pl., Cincinnati 19
Tel.: Plaza 8200

Radio Dept.: Edward J. Doran, radio director and timebuyer.

THE PHILLIPS CO.
First Nat'l Bldg., San Diego 1
Tel.: Franklin 2121

Radio Dept.: Bill Mesmer, radio director; Charles C. Ramsey, Fred J. Volz and W. L. Phillips, account executives; Robert F. Lewis, timebuyer.

Radio Accounts: Tufford Motor Co. (S); Dr. Raichart (S); Dennstedt Electro-Mart; Arden Farms Co. (S); Associated Travel Service (S); Silver Gate Bldg. & Loan Assn. (S); Walker's Dept. Store (S); General Electric; First National Bank.

A. D. PHILLIPS ADVERTISING INC.
109 N. Wabash Ave., Chicago 2
Tel.: Central 6-7529

Radio Dept.: Lawrence Alden, account executive.

PHILLIPS-REICK-FARDON ADVERTISING
1012 Baltimore St., Kansas City 6, Mo.
Tel.: Harrison 7650

Radio Dept.: Dorothy L. Fox, media director.

PICARD ADVERTISING CO.
250 W. 57th, New York 19
Tel.: Columbus 5-4121

PITLUK ADVERTISING COMPANY
Alamo Nat'l Bldg., San Antonio 5
Tel.: Garfield 7268

Radio Dept.: Sam Riklin, timebuyer; L. Jerry Spangler, radio director and account executive.

PLATT-FORBES INC.
386 Fourth Ave., New York 16
Tel.: Murray Hill 6-3440

Radio Dept.: George Kraus, timebuyer. Hartford 5—3 Van Dyke Ave. Tel.: 7-0758. G. Frank Sweet, vice-president & manager.

San Francisco—235 Montgomery St. Thomas Cosgrove, manager.

PLAZA ADVERTISING AGENCY INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-8550

Radio Dept.: John T. O'Flaherty, president.

JULIAN G. POLLOCK CO.
1717 Sansone St., Philadelphia 3
Tel.: Locust 7-1686

Radio Dept.: Julian G. Pollock, owner, account executive.

POLLYEA INC.
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707

Radio Dept.: Ken Ward, vice president.

Radio Accounts: Terre Haute Brewing Co.; Hulmand Co. Baking Powder.

POSNER-ZABIN ADVERTISING
222 Fifth Ave., New York 1
Tel.: Murray Hill 9-2676

Radio Dept.: James B. Zabin, radio and television director.

Television Accounts: Dr. A. Posner Shoes; Bilt-Rite Baby Carriage Co.

POST, JOHNSON & LIVINGSTON INC.
108 Gillette St., Hartford 5
Tel.: Hartford 2-1717

Radio Dept.: Jack Livingston, president and radio director.

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Victor 9400

Radio Dept.: N. P. Rowe.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8,
Mo.

Tel.: Grand 5775
Radio Dept.: William J. Brewer, radio
and TV director.

POWELL-GRANT INC.
Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321

Radio Dept.: Robert H. Powell, president;
Charles Schiappa Casse, assistant
radio-TV director; Patricia
Freeman, timebuyer.

Cleveland 14—Union Commerce Bldg.
Tel.: Cherry 3458.

Radio and Television Accounts: Floyd
Rice; Lee & Cady; Park Motor
Sales; Louis Rose Co.; Plymouth
Dealers; Packer Pontiac; Sterling
Coal; Miller Boat Co.; Highland
Park Mfrs.; John Ivory Storage;
Jefferson-Lincoln; Military Inn;
Morris Lincoln Mercury; Ross Mul-
holland; Rose Co.; Charley's Nash;
Sid Savage; North Bros.

JOHN O. POWERS CO.
110 William St., New York 7
Tel.: Worth 4-7361

Radio Dept.: Robert W. Powers.
PRATER ADVERTISING AGENCY
INC.

705 Chestnut St., St. Louis 1
Tel.: Garfield 6490

Radio Dept.: Graham Black, radio and
television director.

F. W. PRELLE ADVERTISING CO.
983 Main St., Hartford 3, Conn.
Tel.: 7-3233

Radio Dept.: F. Wallace Prella, radio
and television director, account ex-
ecutive; Walter B. Semon, time-
buyer; Lincoln N. Kinnicutt, ac-
count executive.

Radio Accounts: Philip H. Stevens Co.;
Sloate Chevrolet Co.

Television Accounts: La Pointe-Plasco-
mold Corp.

PRESBA, FELLERS & PRESBA CO.
360 N. Michigan, Chicago 1
Tel.: Central 6-7683

Radio Dept.: Charles O. Dabney, tele-
vision director, account executive;
Marquis M. Smith, radio director;
E. E. Eldridge, timebuyer.

E. J. PRESSER & CO.
210 E. Fifth St., Charlotte 1, N. C.
Tel.: 4-7754

J. G. PROCTOR CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-5252

Radio Dept.: J. G. Proctor, president;
George Proctor, account executive.

PROFILE ADVERTISING
73 B St., Manchester, N. H.
Tel.: 4-4991

Radio Dept.: Falko Max Schilling,
president.

Nashua, N. H.—277 Main St., Tel.: 4292.
Paul Sheldon, manager. (Also pro-
duction agency.)

Q

QUALITY PARK ADVERTISING
AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Tel.: Nestor 7873

Radio Dept.: J. H. Fischbein, radio di-
rector; D. J. Holstad, timebuyer.

R

RADIO ADVERTISING CORP. OF
AMERICA

47 Audubon Ave., Jersey City, N. J.
Tel.: Bergen 4-2332

Radio Dept.: Michael A. Flore, presi-
dent and television director; Albert
Flore, radio-TV director.

Radio Accounts: China Clipper Inc.;
Watchung Lake Inc.

L. W. RAMSEY CO.
230 N. Michigan Ave., Chicago 1
Tel.: Franklin 2-8155

Radio Dept.: L. H. Copeland, vice
president; Dorothy Parsons, time-
buyer.

Davenport, Ia.—Union Arcade Tel.:
60157 E. G. Naekkel, general man-
ager.

Hollywood—6871 Sunset Blvd. Tel.:
3523 W. W. Kennedy, media di-
rector.

RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179

Radio Dept.: Florence F. Grady, radio
and television director.

Radio and Television Accounts: Crown
Petroleum Corp.; Hatry & Young;
United Radio Supply; Savitt Jew-
elers; Brown Thomson; Bacon Bot-
tling Co.; George E. Dewey & Co.;
Gamble-Desmond; General Electric
Supply; Hartford County Laundry;
Hartford Gas Co.; Hoffman Wall-
paper Co.

FRED M. RANDALL CO.
Book Tower, Detroit 26
Tel.: Woodward 1-4662

Radio Dept.: R. D. Hughes, radio direc-
tor; Charles E. Foerster, timebuyer.

RATCLIFFE ADVERTISING AGENCY
Mercantile Bank Bldg., Dallas 1
Tel.: Central 8035

Radio Dept.: M. K. Ratcliffe, radio di-
rector.

RAY-HIRSCH & CO.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515

Radio Dept.: Phyllis Duskin, radio-TV
director.

Radio Accounts: Helbros Watch Co.
(S).

Television Accounts: Helbros Watch
Co. (S); Gilbert Mfg. Co.

RAYMOND ADVERTISING AGENCY
11 Commerce St., Newark 2
Tel.: Market 2-6811

CHAS. DALLAS REACH CO.
89 Washington St., Newark, N. J.
Tel.: Market 3-5100

Radio Dept.: James Little, Howard
Sands Jr., James Symington, Frank
Risley, account executives.

New York—46 W. 55th St. Tel.: Circle
5-4176. Howard E. Sands.

Radio Accounts: Waterman Fountain
Pen Corp. (N); Dugan Bros.; New
Jersey Bell Telephone Co. (S);
Burry Biscuit Co.; Curtiss Wright
(S); Koppers Co. (S).

READINGER CORP.
20 S. 15th St., Philadelphia 2
Tel.: Locust 4-0240

Radio Dept.: Ruth Berman, media di-
rector and timebuyer; Col. Edward
A. Davies, radio-TV consultant.

REALSERVICE ADV. AGENCY
110 W. 34th St., New York 1
Tel.: Pennsylvania 6-4412

Radio Dept.: J. Elkins, J. Hanft.
REDFIELD-JOHNSTONE INC.
501 Madison Ave., New York 17
Tel.: Eldorado 5-7563

Radio Dept.: William Eynon, radio-
TV director.

KNOX REEVES ADVERTISING INC.
First National Bldg., Minneapolis 2
Tel.: Bridgeport 7701

Radio Dept.: Russell E. Neff, radio and
television director; Phil Archer, ra-
dio timebuyer; Elizabeth Reeves,
script editor.

San Francisco 5—625 Market St. Tel.:
Sutter 1-6744. H. R. Ohleyer, man-
ager; Walter A. Johnson, time-
buyer.

Radio Accounts: General Mills Inc. (N-
S); Midland Bank; Art Instruction
Inc.; Sperry Co.

Television Account: General Mills (S).
REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440

Radio Dept.: Frank M. Baker, radio
and television director.

Radio Accounts: Chicago, Burlington &
Quincy Railroad (S); Anderson Co.
(S); Sterling Insurance; Otarian;
Henriels.

Television Accounts: Von Schrader
Mfg. Co. (S); Anderson Co. (S).

REINGOLD CO. INC.

10 State St., Boston 9
Tel.: Capitol 7-7611

Radio Dept.: Thomas J. Bowen, media
director, timebuyer.

EMIL REINHARDT
1736 Franklin St., Oakland 12
Tel.: Templebar 2408

Radio Dept.: Joseph Connor, account
executive.

REISS ADVERTISING
221 W. 57th St., New York 19
Tel.: Plaza 7-8030

Radio Dept.: Joan Shiller, media direc-
tor; Stanley Sussman, account ex-
ecutive.

WILLIAM B. REMINGTON INC.
106 Worthington St., Springfield 3
Mass.
Tel.: 2-2135

Radio and Television Dept.: Betty Mc-
Gonigle, timebuyer.

Radio and Television Accounts: Spring-
field Institution for Savings; East-
ern States Exposition.

RHOADES & DAVIS
79 Post St., San Francisco 4
Tel.: Exbrook 2-6468

Radio Dept.: Harold M. Walker, radio
director; Del Wakeman, television
director.

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400

Radio Dept.: J. S. Davidson, vice presi-
dent and radio and television
director; George E. Pamental, time-
buyer.

Chicago—75 E. Wacker Dr. Tel.: Fi-
nancial 6-3585.

San Francisco 8—256 Sutler St., Tel.:
Exbrook 6025.
Los Angeles 36—5816 Wilshire Blvd.
Tel.: Webster 3-5577.

Radio Accounts: Eastern Air Lines;
Foremost Dairies Inc.; National
Sugar Refining Co.; Joseph Dixon
Crucible Co.; Durham-Enders Ra-
zor Corp.; Grid-L-Rich Inc.

Television Accounts: Eastern Air Lines;
Foremost Dairies Inc.; U.S. Rubber
Co.; Mishawaka Rubber Co.; Grid-
L-Rich Inc.

IRWIN S. RICHLAND CO.

59 West 46th St., New York 19
Tel.: Luxemburg 2-0270

Radio Dept.: Irwin S. Richland, ac-
count executive.

M. EVANS RICHMOND ADV.
AGENCY

1518 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-2334

Radio Dept.: M. Evans Richmond,
president and timebuyer.

Boston 16—230 Boylston St. Tel.: Com-
monwealth 6-4491. Robert S. Rich-
mond.

Hollywood — Yucca-Vine Bldg. Tel.:
Hempstead 3517. Morey Reiss.

R. C. RIEBEL ADVERTISING
AGENCY

151 S. 5th St., Louisville 2
Tel.: Wabash 6039

Radio Dept.: R. C. Riebel, owner and
manager.

Radio Accounts: Liberty National Bank

& Trust Co.; Louisville Taxicab &
Transfer Co. (Yellow Cab); Com-
monwealth Life Insurance Co.;
Hurry-Up-Broadway; Bank of Loui-
sville; Cooke's (Pontiac-Chevro-
let); Howell Furniture Co.

Television Accounts: Liberty National
Bank & Trust Co.; Louisville Taxi-
cab & Transfer Co.; Bank of Louis-
ville.

LEE RINGER ADVERTISING
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131

JOHN H. RIORDAN CO.
605 Lucas Ave., Los Angeles 14
Tel.: Madison 6-2291

Radio Dept.: John H. Riordan, owner;
Shirley A. Smith, timebuyer.

ARTHUR G. RIPPEY & CO.
First National Bank Bldg., Denver 2
Tel.: Tabor 0221

Radio Dept.: Arthur G. Rippey, man-
aging partner.

PHILIP RITTER CO. INC.
511 Fifth Ave., New York 17
Tel.: Murray Hill 7-6574

RITTS ADVERTISING AGENCY
123 E. 6th St., Cincinnati 2
Tel.: Dunbar 0532

Radio Dept.: Charles Rittenhouse, ra-
dio director and timebuyer.

(Continued)

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ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network. S spot

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766

Radio Dept.: Dan Rivkin.
Radio Accounts: Richard's Clothes; Royal Shoe stores; Spiro's Apparel; John Kohler Clothes; Berg Bros. Clothes; Schulte Optical Co.; Ford Optical Co.

ROBERTS & REIMERS INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-3175

Radio Dept.: Robert Power Reimers, president; Leon Kelley, vice president; Arthur MacArthur, radio director; Teresa Roberts, television director.

ROBERTSON ADVERTISING
U.S. National Bank Bldg., Denver
Tel.: Keystone 6269-60

Radio Dept.: Walter Kranz, radio director; Mary A. Robertson, Marshall G. Robertson, timebuyers; John Eby, James Briggs, account executives.

Radio Accounts: Miller Super-Markets; Furness Jewelry Co.; Cottrell Clothing; Thoro Products; Weicker Transfer; Grayson Apparel Co.; Lindner Packing; Anderson-Dempsey Realtor; Denver Burglar Alarm Co.; Anderson's Inc.; O'Meara Motor Co.; Towntalk Canned Foods. Brite-Ize Cleanser; Cinch Cake Mix; Elitch Gardens Co.

ELWOOD J. ROBINSON ADV. AGENCY

1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6239

Radio Dept.: Larry Kraft, radio director; Talbert Johns, television director; Robert C. Neuman, timebuyer.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760

Radio Dept.: Phil Stewart, radio director; N. J. Kavanagh, timebuyer.
Radio Accounts: Revere Camera.

IRVING ROCKLIN & ASSOCIATES
32 W. Randolph, Chicago 1
Tel.: Randolph 6-2324

Radio Dept.: M. S. Lovinger, radio director; Irving Rocklin, timebuyer, account executive; Dolores Engel, television director.

Radio Accounts: Libby Furniture Co. (S); Ace Window Screen Co.; Maynard Inc. (S); Linoleum City (S); Illinois Sewing Machine (S); Richards Drive-In (S); Muntz TV (S); Atlas Sewing Machine Distributors; M.E. Auto Sales; National Credit Clothing Co.; Roxy Rug & Linoleum; Television Appliance Mart; Chicago Downs Assn.; Thillens Check Cashing; Intermision Restaurant; Amvets; Adams Weaving Co.; Radio Television Publicity Corp.; Northtown Stadium.

Television Accounts: Balaban Floor Covering (S); Libby Furniture Co. (S); National Credit Clothing Co.; Richards Drive-In; Thillens Check Cashing; Dresden Sales; Econ Products; Electric Center; Majestic Theater; Northtown Stadium; Cole-Finder.

ROCKMORE CO.
37 West 57th St., New York 19
Tel.: Plaza 8-2506

ROGERS & SMITH ADVERTISING AGENCY

20 N. Wacker Dr., Chicago 6
Tel.: Dearborn 2-0020
Radio Dept.: Charles Princa, TV director.

Dallas 1—Reserve Loan Life Bldg. Tel.: Riverside 6044. Marie Callahan, radio director.

Kansas City 6—1004 Baltimore Ave. Tel.: Baltimore 4567. James W. Coy, manager.

ROIZEN ADVERTISING AGENCY INC.

291 Delaware Ave., Buffalo 2
Tel.: Cleveland 5975

Radio Dept.: Manus Roizen, president; David I. Levy, account executive.

Radio and Television Accounts: Sattlers; Pfeiffer's Food Products; Heintz & Weber; Music House.

Television Accounts: Sattlers; Cook Untereckers Inc.; Rich Ice Cream Co.; Buffalo 20th-Century; RKO Pictures Inc.

ROOT-MANDABACH ADV. AGENCY
677 N. Michigan Ave., Chicago 11
Tel.: Superior 7-8247

CHARLES EDSON ROSE CO.
100 E. Chicago Ave., Chicago 11
Tel.: Superior 7-3486

Radio Dept.: William Perry and M. B. Cooper, timebuyers.

ROSE-MARTIN INC.
21 W. 46th St., New York 19
Tel.: Luxemburg 2-3550

Radio Dept.: G. M. Rundbaken, media director.

IRVING ROSEN ADVERTISING

230 5th Ave., New York 1
Radio Dept.: Irving Rosen, timebuyer; E. Wayne, production.

ROSS ADVERTISING AGENCY
4053 Lindell Blvd., St. Louis 8
Tel.: Lucas 1322

Radio Dept.: Clark F. Ross, owner.
New Orleans 184 S. Alvarado. Tel.: Dunkirk 72148.

Los Angeles 13—1023 Baronne St. Tel.: Magnolia 7805

New York—489 Fifth Ave. Tel.: Murray Hill 2-2492. William E. Taylor.

ROSS, GARDNER & WHITE ADV.
2326 W. 8th St., Los Angeles 5
Tel.: Dunkirk 7-7211

Radio Dept.: Edward B. Ross, radio director; Frank Rynhlick, television director.

CHARLES ROSS ADVERTISING AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

Radio Dept.: Charles Ross, president.
Radio Accounts: Barr Mfg. Co.; Mildred's Market; Hollywood Ranch Market; Lewis S. Hart; El Rancho Barbecue; Kaiser Frazier Dealer; All American Upholstery Co.; Self Realization Fellowship.

W. B. ROSS & ASSOCIATES
672 W. Washington Blvd., Los Angeles 15
Tel.: Prospect 7656

A. JAMES ROUSE CO.
521 N. La Cienega Blvd., Los Angeles 36
Tel.: Bradshaw 2-5608

Radio Dept.: A. James Rouse, owner, radio director.

Radio Account: Original Barbecue.
Television Account: Harold's Shoes.

WALTER L. RUBENS & CO. INC.
410 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-3540

Radio Dept.: Mary R. Sheridan, radio director and timebuyer; Frederick Durrant, television director.

Radio Accounts: Chicago Arena; R-H Television Sales; C & B Steamship Lines; Perma-Starch Inc.

Television Accounts: R-H Television Sales; Perma-Starch Inc.

CHARLES RUMRELL CO. INC.
339 East Ave., Rochester 4, N. Y.
Tel.: Baker 4340

Radio Dept.: George Prince, vice president; Russell C. Hobbs, Neil Gallagher, Albert H. Thomas, account executives.

Radio Accounts: Neisner Bros.; Brighton Place Dairy; Puritan Co.; Rochesier Gas & Electric.

Television Accounts: Howe & Bassett; Pleasant Valley Wine Co.; Langie Fuel Co.; Maries & Fuller.

LOWE RUNKLE CO.
1365 First National Bldg., Oklahoma City 2
Tel.: 3-5439

Radio Dept.: Howard Neumann, television director and account executive; George Lynn, radio director.

Radio Accounts: Arkansas City Flour Mills (S); Cain's Coffee Co.; Dryer, Clark & Dryer; Evans Co.; Johnson's Dairy; Liberty National Bank; Local Federal Savings & Loan Assn.; Merit Mills Inc.; Ridd Inc. (S); Southwest Machinery.

Television Accounts: Oklahoma Operating Co.; Kerr's Inc.; Johnson's Dairy; Dulaney's Distributors; Bell Clothing Co.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

Radio Dept.: Wilson Tuttle, vice president in charge of radio and television; Grant Y. Flynn, television manager; Tom Slater, vice president; John G. Cole, production manager; Robert Steel, senior director; Miss Kathleen McMahon, casting director; Bernard Rasmussen, business manager; Sidney Slon, script editor; Bernard Zwrn, publicity director; Louis DeMilhau, manager of Canadian operation.

Chicago 1—360 N. Michigan Ave. Tel.: Financial 6-1833. R. W. Metzger, V.P. and radio director.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Glenn Middleton, head of radio production; Marvin Young, head of TV.

Detroit 2—7430 Second Blvd. Tel.: Trinity 4-2200.

Baltimore—7 West Hamilton St. David Nyren, radio-TV director.

Cincinnati 2—Carew Tower. Tel.: Ma 2413.

St. Louis 1—812 Olive St. Tel.: Main 0127.

Houston 2—712 Main St. Tel.: Charter 4-1741.

Seattle 1—Northen Life Tower. Tel.: Elliott 1572.

San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616.

Toronto—80 Richmond St. W. Tel.: Adelaide 4069.

Radio Accounts: American Safety Razor (S); Allied Florists (S); Chrysler (Dodge) (S); D. L. & W. "Blue Coal" (N-S); Prestolite Battery (S); Auto-Lite (N); Garrett Co. (S); Gunther Brewing (N-S); David E. Kennedy (S); Lever, U. S. (N-S); Lever, Canada (N-S); N. Y. Savings Banks (S); United Florists (S); Wrigley Gum (N); Mutual of Omaha (S); Griesdieck Brewery (S); Morris B. Sacks (S); Galveston-Houston Brewery (S).

Television Accounts: Chrysler (Dodge) (S); Garrett & Co. (S); Gunther Brewing (N-S); Lever, U. S. (N-S); N. Y. Savings Banks (S); Griesdieck Brewery (S); Galveston-Houston Brewery (S); Tower Grove Bank & Trust Co. (S); United Wallpaper Co. (S); Baldwin Piano (S); Goodall Fabric (S).

LEWIS EDWIN RYAN
726 Jackson Place, N.W., Washington 6
Tel.: Republic 7606

Radio Dept.: William J. Green, radio and television director; Gordon Manchester, account executive; Bette Murphy, radio-TV copy chief.

Radio Accounts: Capital Airlines; Wilkins Coffee; Appalachian Apples; Safeways Stores (Mid-Atlantic Div.); Millstream Cereal Co. (Covered Wagon Corn Meal); Jekyll Island Packing Co.; Dixiana Brand Frozen Foods.

Television Accounts: Thompson Dairies; Chas. Schneider Baking Co.

RYDER & INGRAM LTD.
1924 Franklin St., Oakland 12
Tel.: Templebar 2-0363

Radio Dept.: Ross H. Ryder, Robert L. Ingram, E. Bonfield, account executives; Estelle Guy, media director.

S

BEN SACKHEIM INC.
22 W. 59th St., New York 19
Tel.: Plaza 9-5141

Radio Dept.: David Piel, radio-TV director. Leonard H. Spring, timebuyer.

MAXWELL SACKHEIM & CO.
670 Fifth Ave., New York 19
Tel.: Plaza 8-2086

Radio Dept.: Eunice Kaplan, timebuyer.

Radio Accounts: Dictagraph Corp. (N-S); Doubleday & Co. (N-S); Henry Holt & Co. (S); French Book Guild (S).

ST. GEORGES & KEYES INC.
250 Park Avenue, New York 17
Tel.: Plaza 5-1180

Radio Dept.: Stanley J. Keyes Jr., radio director.

Baltimore 18—2111 N. Charles St. Tel.: Belmont 0795.

Radio Accounts: Bisceglia Bros. Wines; Davison Chemical Corp. (S); Lawrence Labs.

Television Accounts: Revere Copper & Brass (N); Berks-Lehigh Cooperative; Fruit Growers Inc. (S); Bisceglia Bros. (S); Lawrence Labs.

RICHARD SALINGER
99 Chauncy St., Boston 11
Tel.: Liberty 2-5332

Radio Dept.: Richard Salinger, radio-TV director; Irving Sacks, timebuyer.

SALOW & ASSOCIATES
82 Lexington Ave., Passaic, N. J.
Tel.: Gregory 3-1414

Radio Dept.: H. Harvey Salow, timebuyer and media director.

WALKER SAUSSY ADVERTISING
318 Carondelet St., New Orleans 12
Tel.: Magnolia 3218

Radio Dept.: Walter Saussý, Molse Bloch, W. S. Pleasant, Dorothea Schlesinger, P. J. Stakleum Jr.

Radio Accounts: American Brewing Co. (S); Elmer Candy Co.; J. T. Gibbons Inc.; Petrolane Gas Co. (S); Wm. B. Rely Co.; E. A. Stephens Buick Co. (S).

SAVAGE & TALLEY
Fountain Square Bldg., Cincinnati 2
Tel.: Main 1164

Radio Dept.: William Savage Jr., Thomas M. Talley, partners.

FRANK B. SAWDON INC.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516

Radio Dept.: Frank B. Sawdon, president; Jerry Bess, vice president in charge of radio-TV.

Chicago—75 E. Wacker Dr. Tel.: Dearborn 2-0876. Marty Hogan, manager.

Radio Accounts: Bond Television Inc. (S); Oklahoma Oil Products (S); Robert Hall Clothes (S); Abelson's Inc. (S).

Television Accounts: Robert Hall Clothes.

ROSS SAWYER ADV.
8438 Melrose Ave., Los Angeles 46
Tel.: Webster 6275

Radio Dept.: Ross Sawyer, timebuyer and account executive.

SHECK ADVERTISING AGENCY INC.
9 Clinton St., Newark 2
Tel.: Market 2-0480

Radio Dept.: Norman Gladney, vice president in charge of radio & TV; E. Grant Scheck, vice president, radio director; Morris Scheck, Julius Scheck, Wm. Andrews, account executives.

SCHOENFELD, HUBER & GREEN
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5593

Radio Dept.: Merritt R. Schoenfeld, president and account executive; Lewis G. Green, vice president, radio and television director; Marie Karlstrom, production manager.

Radio Accounts: (Partial List) Enzo Tel. Co.; Yerville Maid; Fifth Army & Air Force; WLS Chicago; Red Star Inn; Television Assoc.; Bunte Bros.; Confections Inc.; DeLand Cheese Co.

SCHOLTS ADVERTISING SERVICE
1201 West Fourth St., Los Angeles 17
Tel.: Michigan 2396

Radio Dept.: T. D. Scholts.

GORDON SCHONFARBER & ASSOC. INC.

58 Weybosset St., Providence 3
Tel.: Gaspee 1-4813

Radio Dept.: Claire R. Grenier, radio and television director; Gordon Schonfarber, account executive.

Radio Accounts: Old Colony Cooperative Bank (S); Tilden-Thurber Inc. (S); Colonial Laundry (S); Gladings, Inc. (S); United Electric Railways (S); Washington Trust Co. (S).

HAROLD S. SCHWARTZ & ASSOC.
1227 Loyola Ave., Chicago 26
Tel.: Rogers Park 4-1502

Radio Dept.: Harold S. Schwartz, Burton Neuburger, account executives.

Radio Accounts: Hollywood Film Studios (S); Guarantee Reserve Ins. Co. (S); Van Patten Pharmaceutical Co.; Midwest Aids.

SCHWIMMER & SCOTT INC.
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 2-1815

Radio Dept.: Evelyn Vanderpoe, timebuyer.

Radio and Television Accounts: Walgreen Drug Co.; Puritan Co. of America (Realemon); Salerno-McGowen Biscuit Co.; National Tea Co.; Hawthorne Melody Farms; Congress Cigar Co. (La Palina); Spiegel Inc.; Helzberg Jewelry Co.; Coronet Magazine; Esquire Magazine; Chicago Stadium; Lehigh Co. (Mullehde Roofing Products); Schutter Candy Co.; Erie Clothing Co.

BROADCASTING • Telecasting

HUNTER SCOTT ADVERTISING AGENCY
752 Fulton St., Fresno 1, Calif.
Tel.: 3-3283
Radio Dept.: Ruth Hunt, timebuyer.
San Francisco—400 Montgomery. Tel.: Sutter 1-2627.

SCOTT'S AGENCY INC.
11 Pemberton Square, Boston 8
Tel.: Capitol 7-2425
Radio Dept.: George L. Stingel, radio director and timebuyer.

J. B. SEBRELL ADVERTISING AGENCY
300 S. Los Angeles St., Los Angeles 13
Tel.: Madison 6-9397
Radio Dept.: J. B. Sebrell, radio director; P. W. Thomas, television director.

Radio Accounts: Children's Mart (S); Sject Donut Sales (S); D. B. Bushnell; Budro Import.

RUSSEL M. SEEDS CO.
119 North Michigan Ave., Chicago 11
Tel.: Delaware 7-1045
Radio Dept.: Jack Simpson, radio and television director; Merle Myers, timebuyer.

Jollywood 28—1469 N. Vine St. Tel.: Hudson 2-1206.
New York 1—4421 Empire State Bldg. Tel.: Longacre 3-2655.

Indianapolis 4—Lemcke Bldg. Tel.: Market 1395.

Radio Accounts: Brown & Williamson Tobacco Co. (N-S); Pinex Co. (S); Procter & Gamble (Red Skelton) (N); Princeton Farms.
Television Accounts: Brown & Williamson (S); Princeton Farms (S).

OSCOE W. SEGAR AGENCY
125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

Radio Dept.: R. W. Segar, radio director; D. Segar, timebuyer and account executive.

Radio Accounts: Niklas & Son (S); G. B. Wallace Co. (S).

VM. G. SEIDENBAUM ADV. AGENCY
E. 40th St., New York 18
Tel.: Murray Hill 3-3763
Radio Dept.: Milton Mensch, media director.

SEWELL, THOMPSON & CARIE
52 Carondelet, New Orleans 12
Tel.: Raymond 7114

Radio Dept.: Granville Sewell, president.

HAFFER, BRENNAN, MARGULIS ADV. CO.
N. 8th St., St. Louis 1
Tel.: Main 2579

Radio Dept.: Sam B. Margulis, partner, radio director.

LEONARD SHANE AGENCY
127 Wilshire Blvd., Los Angeles 17
Tel.: Michigan 3231

Radio Dept.: Leonard Shane, president, Robert S. Howell, general production manager; Jeanne McFarland, timebuyer and radio-TV client service; Allan Delman, F. W. Kline, account executives.

ED SHAPIRO ADVERTISING
612 Market St., Philadelphia 3
Tel.: Locust 4-2877

Radio Dept.: R. Goddes, media director.

HAPPE-WILKES INC.
15 Fourth Ave., New York 3
Tel.: Gramercy 5-5560

Radio Dept.: Louis Shappe, president and radio director.

THE SHAW CO.
16 W. 5th St., Los Angeles 13
Tel.: Mutual 5161

OHN W. SHAW ADVERTISING INC.
21 N. LaSalle St., Chicago 1
Tel.: Dearborn 2-5082

Radio Dept.: Robert Zelens, radio and television director.

C. E. SHEPARD ADVERTISING AGENCY
5 E. Wacker Dr., Chicago 1
Tel.: Andover 3-5966

Radio Dept.: K. E. Shepard, owner; Ben Homan, Frank McBride, account executives.

HERMAN & MARQUETTE
19 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000

Radio Dept.: Louis E. Tilden, radio director, Chicago; C. E. Bolgard, media, Chicago; L. D. Griffith, television director.

New York—10 Rockefeller Plaza, Tel.: Plaza 7-6400. John Crandall, media director.

Radio Accounts: Colgate Palmolive Peet Co. (N-S); The Quaker Oats Co. (N-S); Oscar Mayer & Co.

HAL SHORT CO.
718 W. Burnside St., Portland 9, Oregon.
Tel.: Beacon 3167

San Francisco—240 Stockton St. Hal E. Short, manager.

H. CHARLES SIECK, INC. LTD.
407 Commercial Center St., Beverly Hills, Calif.
Tel.: Bradshaw 2-6403

Radio Dept.: H. Charles Sieck, president; Gerald T. Sieck, account executive.

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6625

Radio Dept.: B. R. Solomon.

Radio Accounts: Rival Packing Co.; A. J. Gross Noodle Co.; Sampson Electric Co.; Elam Mills. All spot.

SILVERMAN ADV. AGENCY
400 N. Michigan Ave., Chicago 11
Tel.: Superior 7-1040

Radio Dept.: M. B. Silverman, owner, account executive.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Andover 3-6645

Radio Dept.: Phil W. Tobias Sr., president and radio director; Sheldon Wasserman, timebuyer; Georgia Xenos, assistant.

St. Louis—611 Olive St. Tel.: Chestnut 1162. Sherman Tobias, manager.

Dallas—533 Fidelity Bldg. Tel.: Prospect 7-8064. Monte Kleban, vice president.

Radio Accounts: Dr. LaGear Medicine (S); Renna Co. (S); Napanee Milling Co. (S); Security Mills (S); Airmaid Hosiery Mills (S); Reserve Life of Dallas (S); American Beauty Macaroni Co. (S).

Television Accounts: Airmaid Hosiery Mills; Reserve Life of Dallas; American Beauty Macaroni Co.

SIMON & GWYNN
Commerce Title Bldg., Memphis 3
Tel.: 5-2404

JAMES F. SIMONS CO.
914 Warner Bldg., Nashville 3
Tel.: 42-0301

Radio Accounts: Royal, Barry-Carter Mills (N-S); Bievin's Pop Corn (S); Anthony Pure Milk; Rigo Chemical (S); Shaw Supply Corp.

SIMONS-MICHELSON CO.
1126 Lafayette Bldg., Detroit 26
Tel.: Woodward 3-3000

Radio Dept.: Helen Anderson, radio director, Sam Rubin, Joshua Sarasohn, Charles Stein, Joe Morrison, account executives.

Radio Accounts: Benrus Watch Co. (S); Cunningham's Drug Stores; Dossins Food Products; Koeplinger Bakery (S); Schmidt Brewing Co. (S); Scotland Woolen Co. (S); Taylors Inc. (S); Velvet Peanut Products (S); Phil Bloomgarden Inc. (S); Kaiser-Frazier Dealers (S); Frazier Paint Co. (S); Benjamin Rich; Worth Clothes (S); Colonial Dept. Stores.

Television Accounts: Cunningham's Drug Stores; Schmidt Brewing Co.; Benjamin Rich; Velvet Peanut Products; Worth Clothes.

SIVE & ROSENFELD INC.
22 W. 7th St., Cincinnati 2
Tel.: Garfield 3000

Radio Dept.: Abe Rosenfeld, radio-TV director; Leonard M. Sive, Robert Granneth, account executives; B. Varnau, timebuyer.

SMITH & BULL AGENCY
6642 Sunset Blvd., Hollywood 28
Tel.: Hempstead 5671

Radio Dept.: Georgina Small, timebuyer; Richard Parker, television director; Henry R. Konysky, Sr., publicity and public relations; Mel Roach, Eljott Wolfe, Dick Smith, Frank Bull, account executives.

Radio Accounts: Marshall and Clampert (S); Western Harness Racing Assn. (S); Seaboard Finance Co. (S); Triangle Pub. (West Coast) (S); Western Town.

Television Accounts: Seaboard Finance; Western Harness Racing Assn.; Los Angeles Rams.

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1-9312

Radio Dept.: T. J. MacWilliams, radio and television director; Les Sterne, copy and production; Ron Taylor, Robert Quaid, Vaughn King, account executives.

W. J. SMITH CO.
Martin Brown Bldg., Louisville 2
Tel.: Jackson 2165
Radio Dept.: I. M. Diebold, radio director.

SON DE REGGER ADVERTISING AGENCY
1020 Locust St., Des Moines 9
Tel.: 3-3185

Radio Dept.: Les Son De Regger, president, timebuyer.

SORENSEN & CO.
864 N. Wabash Ave., Chicago 11
Tel.: Delaware 7-5030

SOUTH AGENCY
Farley Bldg., Birmingham 3
Tel.: 4-8554

Radio Dept.: Joe South, radio director; James Crim, timebuyer.

SPARROW ADVERTISING AGENCY, INC.
Farley Bldg., Birmingham 3
Tel.: 3-0287

Radio Dept.: J. Martin Smith, radio director.

CHARLES N. STAHL ADV.
542 S. Broadway, Los Angeles 13
Tel.: Madison 7844

Radio Dept.: Norman Noyes, radio director, account executive; Charles N. Stahl, television director; Kay Dunlap, timebuyer. A. J. Crevolin; R. O. Gould; Lloyd Gregg, Fletcher Jones, account executives.

Radio Accounts: Dr. Beauchamp Southern California Dental Offices (S); Model Furniture Manufacturing; Television Accounts: Dr. Beauchamp (S); Murphy Motors Co.

STANDARD ADVERTISING AGENCY
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-1188

Radio Dept.: William Erny, timebuyer.

THE STANLEY ADVERTISING AGENCY, INC.
David Broderick Tower, Detroit 26
Tel.: Woodward 5-6155

Radio Dept.: Leonard Kotowski, account executive; Evelyn Brannon, timebuyer.

Radio Accounts: Altes Beer; R. F. Meek Coal & Supply Co. (S); Acousticon Hearing Aids (S).

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 14
Tel.: Trinity 8821

Radio Dept.: E. C. Bloodworth, radio and television director; A. W. Gudelman, timebuyer; Walter Jensen, Nat Jeffras, A. W. Gudelman, account executives.

Radio Accounts: B-Slim Labs (S); Fortner & Perrin (S); Golden Creme Farms (S); Mrs. Lee's Pies (S); Ready-to-Bake Foods (S); Signal Oil Co. (N).

HAL STEBBINS INC.
714 W. Olympic Blvd., Los Angeles 15
Tel.: Prospect 5317

Radio Dept.: Paul Winans, vice president; Harvey Q. Hickman, account executive.

Radio Accounts: Dr. Hiss Shoe Stores (N); Gold Medal Macaroni; Pellissier Dairy Farms; Leigh Railsback; Slavick Jewelry Co.; XLNT Food Co.; Yami Yogurt Distributors (S).

STERLING ADVERTISING AGENCY
714 W. 40th St., New York 18
Tel.: Longacre 5-4600

Radio Dept.: Myron L. Broun, director of radio and television.

JEWELL F. STEVENS CO.
28 E. Jackson Blvd., Chicago 4
Tel.: Wabash 2-7941

Radio Dept.: Wilson Brown, vice president and radio director.

THE STEWART-JORDAN CO.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Locust 7-4637

Radio and Television Dept.: Garry Bub, vice president and radio director.

GLEE R. STOCKER & ASSOCIATES
721 Olive St., St. Louis 1
Tel.: Central 0742

Radio Dept.: John T. Southwell, radio director.

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ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network. S spot

STOCKTON-WEST-BURKHART, INC.
First National Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600

Radio Dept.: Richard M. Dunn, radio and television director; Joseph D. Nelson, Harry S. Robinson, account executives.

Radio Accounts: Cincinnati Gas & Electric Co. (S); Cincinnati Enquirer (S); U. S. Shoe Co. (S); The Ohio Oil Co. (S).

Television Accounts: Cincinnati Gas & Electric Co.; Ohio Oil Co.

STOCKWELL & MARCUSE
Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484

Radio Dept.: Donald R. Hodgins, radio and TV executive.

Radio and Television Accounts: Automobile Club of Michigan; Sam's Inc.; Star Carpet Cleaning; Detroit Creamery; Dick Connell Inc.; Standard Bldg. Products; Industrial National Bank; Merchants & Mechanics Bank; Southeastern Michigan Tourist Assn.; Mt. Clemens Board of Commerce.

STORM & KLEIN INC.
50 E. 42d St., New York 17
Tel.: Murray Hill 7-4460

Radio Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

STRANG & PROSSER ADVERTISING AGENCY
Securities Bldg., Seattle 1
Tel.: Elliot 1322

STRAUCHEN & MCKIM ADVERTISING
6 E. 4th St., Cincinnati 2
Tel.: Main 1618

Radio Dept.: Howard Paul, television director; Edmund R. Strauchen, timebuyer; Gordon F. McKim Jr., John Quackenbush, account executives.

Radio and Television Accounts: Geo. Weidemann Brewing Co. (S); Geo. Byers Sons (S); Ceco Installation; Thompson Bros.; Hyde Park Lumber Co.; Schmidlapp Motors; Valleyshop-In.

J. M. STRAUS & CO.
422 South Western Ave., Los Angeles 5
Tel.: Dunkirk 3-5072

Radio Dept.: Lester Jay, radio director.

Radio Accounts: B. J. Brock & Co.; Kaynar Co.

Television Accounts: Glorion Corp.

STREET & FINNEY INC.
76 9th Ave., New York 11
Tel.: Watkins 4-8510

Radio Dept.: Howard Miller, radio director; Warren Faxon, John T. Kelly Jr., Robert Finney, account executives; Helen A. Thomas, timebuyer.

Chicago—120 South LaSalle St. Tel.: Randolph 6-3657. Frank E. Dugan, account executive.

Radio Accounts: Foster Milburn Co.; Chattanooga Medicine Co.; G. T. Fulford Co.; Serutan Co. (Canada).

CHARLES R. STUART ADVERTISING
625 Market St., San Francisco 5
Tel.: Douglas 2-2438

Radio Dept.: Henry L. Buccello, account executive; Bob Howard, radio & TV director.

Radio Account: Bank of America (N-S).

SUDLER COMPANY
412 W. Sixth St., Los Angeles 14
Tel.: Trinity 0709

Radio Dept.: Hal Law, account executive.

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643

Radio Dept.: Eugene Stafford, radio and television director.

Radio Accounts: F. H. Snow (S); Hamid Morton Circus (S); Revere Racing (S); Middlesex County Banks; Eastern Mass. State Railway Co.; R. S. Robie Inc.; Carlings Red Cap Distributors; Kaler, Carney, Liffier & Co.; Hickox School; Nutters System; Wilbur-Williams (S).

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 Fifth Ave., New York 16
Tel.: Oregon 9-2500

Radio Dept.: Phil Cohen, vice president radio and television director; Thomas F. Victor, Richard Uhl, radio-TV producers.

Hollywood 28—6253 Hollywood Blvd.
Tel.: Gladstone 5048. J. J. Van Nostrand Jr., vice president.

Radio Accounts: American Cigarette & Cigar Co. (N); Carter Products (N-S); J. H. Filbert Inc. (S); Grove Labs (S); Lever Bros. (N-S); McCormick & Co. (S); Noxema Chemical Co. (N-S); Simonize Co. (S); Smith Bros. (S); Whitehall Pharmacal Co. (N).

Television Accounts: Spedel Corp. (N); McCormick & Co. (N); J. H. Filbert Inc.; Carter Products (N-S); American Cigarette & Cigar Co. (N).

G. LYNN SUMNER CO.
444 Madison Ave., New York 22
Tel.: Plaza 3-8730

MORRIS F. SWANEY INC.
135 South La Salle St., Chicago 3
Tel.: Andover 3-4171.

Radio Dept.: Leonard F. Thornton, media director.

Detroit 2—Fisher Building. Tel.: Trinity 3-3750.

New York 22—445 Park Avenue. Tel.: Plaza 9-6920. Earl G. Thomas, radio director.

SYMONDS, MACKENZIE & CO. INC.
407 S. Dearborn St., Chicago 5
Tel.: WAbash 2-8056

Radio Dept.: J. Morse Ely, radio director.

T

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: WEBster 3-8108

Radio Dept.: Ray Lewis, radio director.

Radio Accounts: Pontiac Dealers of Southern California (S); Cross-Pacific Co.; Columbia Mills; City Sewing Machine.

J. D. TARCHER & CO.
630 Fifth Ave., New York 20
Tel.: Circle 6-2626

Radio Dept.: Edmund C. Ridley, Len Tarcher, account executives.

TATHAM-LAIRD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Randolph 6-2171

Radio Dept.: George A. Bolas, radio and television director; Dan P. Ryan, director, radio and television production; Paul Schlesinger, radio and television timebuyer.

Radio Accounts: General Mills, Inc. (N-S); C. A. Swanson & Sons; Bear Brand Hosiery (S).

Television Accounts: Bear Brand Hosiery Co. (S); Bendix Home Appliances (N); C. A. Swanson & Sons (S).

SAMUEL TAUBMAN & CO.
1541 Sansom St., Philadelphia 2
Tel.: Locust 4-0792

Radio Dept.: M. Taylor, radio director.

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812

Radio Dept.: George Taylor, Carl Christopher, radio-TV timebuyers.

Radio Accounts: J. E. French Co. (S); Byington Electric Co. (S); Electra Sewing Center; Farber's Jewelers; Exposition Grotto (S); Hobergs Resorts (S); Henry Doelger (S); Glad Tidings Temple (S); Larkspur Fire Dept. (S); Panelli's.

J. WALTER THOMPSON CO.
420 Lexington Avenue
Tel.: Murray Hill 3-2000

Radio Dept.: Stanley Resor, president; John U. Reber, vice president in charge of radio and television; Linnea Nelson, radio and television timebuyer; Virginia Spragle, radio and television talent buyer.

Chicago—410 North Michigan Ave. Tel.: Superior 7-0303. Henry T. Stanton, vice president and general manager; Harold R. Rorke, radio director; Ed Fitzgerald, radio and television timebuyer.

Hollywood—1549 North Vine St. Tel.: Hillside 7241. Cornwell Jackson, vice president and manager.

San Francisco—320 California St. Tel.: Garfield 3510. Fred Fidler, vice president and manager; Frances Austin, radio and TV timebuyer.

Los Angeles—645 South Flower St. Tel.: Madison 2661. James L. Thompson, general manager; Jane Herbert, radio and TV timebuyer.

Radio Accounts: P. Ballantine & Sons (N-S); Fanny Farmer Candy Shops (S); Ford Dealer Advertising Groups (S); General Cigar Co. (S); Johns-Manville Corp. (N); Kraft Foods Co. (N-S); Lever Brothers Co. (N); Libby, McNeill & Libby (N-S); Northern Trust Co. (S); Pan American World Airways (S); Penick & Ford, Ltd. Inc. (S); Radio Corporation of America (N-S); Safeway Stores, Inc. (N-S); Shell Oil Co., Inc. (S); Standard Brands, Inc. (S); Swift & Co. (N-S); Ward Baking Co. (S); Washington State Apple Commission (S); Devoe & Reynolds (S); Indiana Bell Telephone Co. (S); Bowman Dairy (S); Kilmer & Co. (S); Puget Sound Navigation Co. (S); Real Gold Citrus Products (S); Southwest Airways Co. (S); San Francisco Chronicle (S); Scott Paper Co. (S); Trailer Coach Mfg. Co. (S).

Television Accounts: Elgin National Watch Co. (S); Ford Dealers (N); Kraft Foods (N-S); RCA Victor (N-S); P. Ballantine & Sons (N-S); Bowman Dairy (S); Lever Bros. (N); Libby, McNeill & Libby (N-S); Pharma Craft Corp. (N); Swift & Co. (N-S); Ward Baking Co. (S); J. B. Williams (S); Anthracite Institute (S); Atlantic Sales Corp. (S); E. J. Brach & Sons (S); Devoe & Reynolds (S); Ford Dealer Adv. Group (S); Menhollatum Co. (S); Pan American World Airways (S); Ponds Extract Co. (S); Purolator Products (S); RCA Distributing Corp (S); Real Gold Citrus Products (S); Safeway Stores (S); Arnold Schwinn & Co. (S); Shell Oil Co. (S); Washington Apple Commission (S).

MORRIS TIMBES ADVERTISING INC.
214 St. Michael St., Mobile 3, Ala.
Tel.: 2-7577

Radio Dept.: Jack Lewis, radio director and account executive; Morris Timbes, account executive.

Radio Accounts: Haas-Davis Packing Co. (Meats); China Doll Rice; Spearman Beer; Sharpe-Wheyland; Goldstein (Jewelry).

RALPH TIMMONS INC.
109 S. Webster St., Madison 3, Wis.
Tel.: 5-9483

Radio Dept.: L. H. Stafford, radio director & timebuyer.

ALFRED F. TOKAR
850 Broad St., Newark 2
Tel.: Mitchell 2-2561

Radio Dept.: Norman Tokar, radio director & timebuyer.

THE TOLLE CO.
1340 3rd Ave., San Diego 1
Tel.: Franklin 6606

Radio Dept.: Norman Tolle, president. Radio Accounts: Hage's Ltd.; City Chevrolet Co. Television Accounts—Hage's Ltd.; Hage & Lunch.

CHARLES TOMBRAS & ASSOCIATES
Knaff Bldg., Knoxville, Tenn.
Tel.: Knoxville 2-5046

Radio Dept.: Kenneth Wright, radio director.

TOMOWSKE ADVERTISING AGENCY INC.
(See McLean, Ogle & Myers Inc. Listing.)

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: 6-2668

Radio Dept.: Edward Kirley, radio director.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Radio Dept.: Philip Baecker, radio and television director.

Radio Accounts: Diplomat Products; H. C. Brill Co.; Taylor-Reed Corp.; Three-Vee Co.; J. W. Beardley's Sons; Chin & Lee Co.; John Opitz; Middletown Milk & Cream Co.; Charles & Co.; Gristede Bros. All spot.

Television Accounts: Diplomat Products; H. C. Brill Co.; Taylor-Reed Corp.; Charles & Co.; Gristede Bros. Celomat Corp. (S).

TRACY-LOCKE CO. INC.
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655

Radio Dept.: Philip L. McHugh, radio-TV director; Tena Cummings, assistant director.

Radio Accounts: Burrus Mill & Elevator Co. (N); Imperial Sugar Co. (S); Mrs. Baird's Bread Co. (S). Borden Co. (S).

Television Accounts: King Candy Co. (S); Neuhoff Packing Co. (S); Textanof Youkum (S); Hagger Co. (S).

TRIANGLE ADV. AGENCY,
201 N. Wells St., Chicago 6
Tel.: RANdolph 6-4594

Radio Dept.: Kenneth A. Ford, president, account executive.

THE TULLIS CO.
6000 Sunset Blvd., Hollywood 28
Tel.: Hempstead 6831

Radio Dept.: Howard L. Tullis, president; Willy Braslie, timebuyer; Ben Lang, television director.

TURNER ADVERTISING AGENCY
520 N. Michigan Ave., Chicago 11
Tel.: SUPERior 7-2161

Radio Dept.: A. F. Marthens, director radio and television.

TURNER, LEACH & CO.
10 E. 40th St., New York 16
Tel.: Murray Hill 6-4242.

Radio Dept.: Franklyn W. Dyson, vice president in charge of radio and television.

Radio Accounts: Lamour Lab. (S). Television Accounts: Mason, Au & Magenheimer (N); Lamour Lab (S).

U

C. J. ULRICH & ASSOCIATES
127 N. Dearborn St., Chicago 2
Tel.: Andover 3-5328

Radio Dept.: Sol La Rocca, radio director.

V

VALLEY ADV. CO.
113 W. 4th St., Weslaco, Tex.
Tel.: Weslaco 175

Radio Dept.: J. D. Grafton, president radio director & timebuyer.

VAN AUKEN, RAGLAND & STEVEN;
326 W. Madison St., Chicago 6
Tel.: Franklin 2-2910

Radio Dept.: B. F. Stevens, Kenneth L. Van Auker, C. A. Ragland, account executives.

JOHN B. VAN DOMELEN AGENCY
Federal Square Bldg., Grand Rapids 2 Mich.
Tel.: 9-3453

Radio Dept.: John B. Van Domelen owner and timebuyer; Rober Riekse, account executive.

VANGUARD ADVERTISING
15 E. 40th St., New York 16
Tel.: Murray Hill 5-4686

Radio Dept.: Richard Palmer, media director.

VAN HECKER INC.
664 N. Michigan Ave.; Chicago 11
Tel.: DELaware 7-3122

Radio Dept.: C. E. Van Hecker, president; Wm. F. Barkow, account executive.

VAN SANT, DUGDALE & CO. INC.
Court Square Bldg., Baltimore 2
Tel.: Lexington 5400

Radio Dept.: Robert V. Walsh, director of radio and television; R. E. Daiger, C. M. Buchanan, H. G. Erick, Wm. Dugdale, T. F. C. Quinn, Daniel J. Loden, account executives; Gertrude M. Talbot, timebuyer; Anne Paris, radio research

Radio and Television Accounts: Frarr Corp. (S); Sherwood Bros. (R-S) York Wallpaper (S); Anchor Pos (S); Crosse & Blackwell (S); International Bedding (S); Manhattar Laundry (S); Interstate Building and Savings (S); Wm. Schludenberg—T. J. Kurlde (S); Black and Decker (S); Gibbs Packing (S) Shriver Packing (S); Secon Army (S); Equitable Trust (S) A. B. Farquhar Co. (S); Royster Guna Co. (S); Weaver Bros. (S)

VENABLE-BROWN CO. INC.
211 E. Fourth St., Cincinnati 2
Tel.: Dunbar 0067

Radio Dept.: Dolores Mescher, timebuyer.

M. BELMONT VER STANDIG
1917 I St., N.W., Washington, D. C.
Tel.: Republic 2929

Radio Dept.: M. Belmont Ver Standig president; Alice Duprey, media director; James Milloy Jr., account executive.

Radio Accounts: Southern Venetian Blind Co.; Tru Blu Beer; General Electric Supply Corp.; Dowd's Radio & Electric Co.; Colony Radio Sales & Service; Greenspring Dairy; Embassy Dairy.

Television Accounts: General Electric Supply Corp.; Dowd's Radio & Electric Co.; Colony Radio Sales & Service; Greenspring Dairy.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 18
Tel.: Lexington 2-9477

Radio Dept.: Carlo Vinti, owner and production manager; Ben Vinti Jr., account executive.

W. L. VOMACK INC.
320 Madison Ave., New York 17
Tel.: Eldorado 5-4874

HENRY VON MORPURGO & CO.
258 Sutter St., San Francisco 8
Tel.: Douglas 2-8920

Radio Dept.: William Pucok, radio director.

Los Angeles—7958 Beverly Blvd.
Tel.: Webster 1-1551

Radio Accounts: Sister Kenny Foundation; Pet-Aide.

Television Account: Mitchell Camera.

W

WADE ADVERTISING AGENCY

30 N. Wacker Dr., Chicago 6
Tel.: State 2-7369

Radio Dept.: Jeff Wade, radio director; Louis J. Nelson, radio media director; R. W. Davidson, Booth Luck, R. O. Archer, account executives; David S. Williams, timebuyer.

Los Angeles 13—411 W. Fifth St. Tel.: Michigan 2-8608. F. O. Owen Jr., radio director.

Radio Accounts: Miles Labs. (N-S); Murphy Products Co. (S); Wait-Cahill Co. (S); Miles California Co. (N-S).

LOUIS E. WADE INC.
64 Paramount Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 6282

Radio Dept.: Guy Harris, radio director; Joe T. Faulkner, Louis E. Wade, account executives.

Radio Accounts: Patterson-Fletcher Co.; G. E. Bursley & Co.; ABC Coach Lines; Meyers Drug Stores; Grand Leader; Howard's; Home Telephone & Telegraph Co.; Retail Merchant's Group; Wolf Bedding Co.; miscellaneous accounts.

VADSWORTH & WALKER INC.
671 Barbarossa Ave., Miami 33, Fla.
Tel.: Miami 4-9823

Radio Dept.: Ralph K. Wadsworth, president in charge of radio.

New York 17—369 Lexington Ave. Tel.: Murray Hill 5-6100

HUGO WAGENSEL & ASSOCIATES
'albot Bldg., Dayton 2
Tel.: Hemlock 5542

Radio Dept.: Lincoln Schurle, television director; F. R. Harwood, radio and television executive; John Leonard, radio director.

Radio Accounts: Gallaher Drug Co. (S); Bonded Oil Co. (S); First Nat'l Bank (S); Ohio Yellow Cab Co. (S); Lowe Bros. Co.; Miami Valley Milk Producers Assn.; Savings Society.

Television Accounts: Dairy Council; Dayton Power & Light Co.; Himes Bros. Dairy Co.; House of Lowell; Miami Valley Milk Prod. Assn.; Portable Beauty Service; Anderson Piano Co.

EARL C. WAKEFIELD ADV. AGENCY

10th Bldg., San Francisco 4
Tel.: Douglas 2-5407

Radio Dept.: Carl C. Wakefield, president.

VALKER & DOWNING
River Bldg., Pittsburgh 22
Tel.: Grant 1900

Radio Dept.: R. B. Stevens, radio director; Walter Sickles, television director.

Radio and Television Accounts: Alleghany Ludlum Steel Corp. (N-S); Champlain Coal Co. (S); Coal Heating Service (S); Colonial Biscuit Co. (S); Duquesne Brewing Co. (S); Duquesne Baking Co. (S); Fan Tan Chewing Gum Co. (S); Galen Labs (S); Hagen Milk & Ice Cream Co. (S); Jersey Farm Products Co. (S); Pittsburgh Consolidation Coal Co. (S); Samson Buick Co. (S); Sterling Oil Div.—Quaker State Oil Refining Corp. (S).

VALLACE-FERRY-HANLY CO.
60 W. Madison St., Chicago 6
Tel.: Franklin 2-6440

(For Personnel, see Han'y. Hicks and Montgomery.)

WARD, MACDONALD & STAGG
12 Geary St., San Francisco 8
Tel.: Yukon 6-0389

Radio Dept.: Anne H. Stagg, timebuyer and account executive.

HAROLD WARNER CO.
M & T Bldg., Buffalo 2
Tel.: Madison 2100

Radio Dept.: Harold J. Warner, president.

WARNER, SCHULENBURG, TODD & ASSOC.
1415 Brentwood Blvd., St. Louis 17
Tel.: Republic 5125

Radio Dept.: Ralph E. Schulenburg, vice president and radio director.

WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 19.
Tel.: Judson 6-0350

Radio Dept.: Tom Delaney, radio director; Stevens P. Jackson, television director; Harry Solow Jr., timebuyer; Tom Delaney; Milt Schwartz, Jack Wilson, Conrad Mikorenda, William Solow, S. P. Jackson, account executives.

Radio Accounts: Alexanders Dept. Store; Sachs Quality Stores; Strauss Stores; Pierce School of Radio and Television; Flag Pet Food; Sophia Bros. Inc.; Warren-Connelly; Speers Furniture; Federal Life & Casualty Co.; Snow White Products; Stevens Appliances; Technical & Trade School; Birdland Restaurant; Book Find; Herbert; Thrifty Vacuums; Ritz Thrift Shop; all spot.

Television Accounts: Save By Television; Vim Stores; Cardinal Ties; Stevens Appliances; Ritz Thrift Shop; Warren Connelly; Flag Pet Food Corp.; Strauss Stores; Spear & Co.; Sachs Quality Stores; Alexander's Dept. Store; all spot.

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 6-8585

Radio Dept.: Tevis Huhn, director of radio; William P. Warwick, radio-TV director; H. Paul Warwick, president; Joseph W. Pearson Jr., timebuyer.

Hollywood 28—6331 Hollywood Blvd.
Tel.: Hemstead 8163. Cecil Underwood, manager.

NORMAN D. WATERS & ASSOC. INC.
6 East 39th St., New York 16
Tel.: Murray Hill 5-8950

Radio Dept.: Louis Landesman, radio director.

WATTS-PAYNE ADVERTISING INC.
205 South Cheyenne, Tulsa 3
Tel.: 3-8108

Radio Dept.: Don Mitchell, radio and television director; Don Dyer, Dick White, C. Jackson Jones, account executives

Dallas—Fidelity Bldg. Tel.: Riverside 5625. Burke Gilliam, manager.

Radio Accounts: Oklahoma Tire & Supply Co. (S); Bryan & Sons (S); Bell Oil & Gas Co. (S); First National Bank (S); Mid-West Chevrolet (S).

WAXELBAUM ADVERTISING CO.
10 E. 43rd St., New York 17
Tel.: Murray Hill 2-7398

Radio Dept.: Ben Waxelbaum, in charge of radio and timebuyer.

TUCKER WAYNE & CO. INC.
1175 Peachtree St., N. E., Atlanta 5
Tel.: Atwood 3856

Radio Dept.: Douglas D. Connah, radio and television director.

Radio Accounts: American Bakeries Co. (N-S); J. Allen Smith & Co. (S); Southern Dairies Inc. (S); Southern Bell Telephone & Telegraph Co. (S); U.S. Third Army. Television Accounts: American Bakeries Co. (N-S); J. Allen Smith & Co. (S); Norris Candy Co. (S); Southern Bell Telephone & Telegraph Co. (S); Southern Spring Bed Co. (S).

LUTHER WEAVER & ASSOCIATES
Globe Bldg., St. Paul 1
Tel.: Cedar 3777

Radio Dept.: Luther Weaver, radio and television director; Donald F. Gardner, radio account executive.

Radio Accounts: Twin City Wholesale Grocer Co.; Stewart Point Mfg. Co.; Minnesota Hospital Service Assn.

JOHN P. WEIDENHAMER & ASSOCIATES
1735 37 Park St., Harrisburg, Pa.
Tel.: 4-1808

Radio Dept.: N. H. Weidenhamer, radio director & timebuyer.

H. J. WEIL INC.
Walbridge Bldg., Buffalo 2, N. Y.
Tel.: Madison 6755

Radio Dept.: Stephen Gotthelf, radio and television director, timebuyer.
ARMAND S. WEILL CO. INC.
170 Franklin, Buffalo 2
Tel.: Washington 6251

Alice C. Taylor, media director.
MILTON WEINBERG ADV. CO.
325 W. 8th St., Los Angeles 14
Tel.: Tucker 4111

Radio Dept.: Bernard Weinberg, president and radio talent buyer; William H. Krauch, radio and television director.

Radio Accounts: May Co. (S); Mike Lyman Grills (S); Thrifty Drug Stores (S); Capitol Milling Co. (S); Hollywood Turf Club (N-S); Grayson's Shops (N-S); Comfort Bedding Mfg. Co. (S); Capitol Milling Co. (S).

WILLIAM H. WEINTRAUB & CO.
30 Rockefeller Plaza, New York 20
Tel.: Murray Hill 8-4110

Radio Dept.: Noran Kersta, vice president, radio and television director; Gladys York, business manager, timebuyer.

WEISS & GELLER INC.
400 N. Michigan, Chicago 11
Tel.: Delaware 7-1124

Radio Dept.: Marvin L. Mann, vice president, television and radio director; John Michel, account executive; Helena Clayton, timebuyer.
New York 17—400 Madison Ave. Tel.: Plaza 3-4070. Max Geller, president.

WAYNE WELCH INC.
1025 14th St., Denver 2.
Tel.: Acoma 3731

Radio Dept.: Wayne Welch, radio director; J. K. Tool, J. B. Armstrong, timebuyers, account executives.

Radio Accounts: Denver National Bank (S); Mountain Frozen Foods Co. (S); Bluhli Foods Inc. (S); Montgomery-Ward Co. (S); Weaver-Beatty Motor Co. (S).

WELLMAN ADVERTISING AGENCY
Empire Bldg., Philadelphia 7
Tel.: Lombard 3-5189

Radio Dept.: F. A. Wellman.

WELSH-HOLLANDER ADVERTISING AGENCY
412 West 6th St., Los Angeles 14
Tel.: Michigan 0876

Radio Dept.: A. M. Hollander, account executive.

WERTHEIM ADV. ASSOC.
11 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978

Radio Dept.: Edward Wertheim, president.
Philadelphia—1031 Arch St., Tel.: Lombard 3-0934.

THE WESLEY ASSOCIATES
347 Madison Ave., New York 17
Tel.: Murray Hill 6-7077

Radio Dept.: Harry Weiner, director of media.

Radio Accounts: Cigar Enjoyment Parade (S); Shulton Inc. (N-S).
Television Accounts: Cigar Enjoyment Parade; Seamprufe Inc.; Shulton Inc.

BRONSON WEST ADVERTISING
500 Robert St., St. Paul 1
Tel.: Garfield 4422

Radio Dept.: Franklin Matson, radio-television.

WESTERN ADVERTISING AGENCY INC.
35 E. Wacker Dr., Chicago 1
Tel.: Anderson 3-2545

Radio Dept.: Paul W. Limerick, Lee Hammett, account executives.
Racine, Wis.—610 Wisconsin Ave. Tel.: Jackson 974.

WESTERN ADV. AGENCY
688 S. Coronado St., Los Angeles 5
Tel.: Dunkirk 7-7367

Radio Dept.: Milton Carlson, radio and television director; Ed Lytle, timebuyer.

WESTHEIMER & BLOCK
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080

Radio Dept.: Elizabeth Ehrlich, timebuyer.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 14
Tel.: Madison 9-2214

Radio Dept.: George Wolfe Jr., director.

San Francisco 3—785 Market St., Tel.: Garfield 1-1716. A. M. Ariett, account executive.

Seattle 4—Dexter Horton Bldg. Tel.: Mutual 1066. Welles Wiley, vice president.

Portland 4—American Bank Bldg., Richard Stanton, vice president.
Long Beach—602 Pacific Ave. Tel.: 7-5171. Jack Horner, manager.

Radio Accounts: California Farm Bureau (N); Northrop Aeronautical Institute (S); 6th Army Headquarters (S); Areated Products (S).

Television Accounts: General Petroleum Corp. (S).

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8461

Radio Dept.: Tom Westwood, radio director, account executive; Frances Nielsen, timebuyer.

Radio Accounts: Voice of China (S); S. Calif. Lutheran Synod (S); Hebrew Evangelization Society Inc. (S); Anglican Lutheran Church (S).

WARD WHEELLOCK COMPANY
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7500

Radio Dept.: John DeBevec, media director.

New York 22—444 Madison Ave. Tel.: Plaza 3-7120. Ralph Strassman, vice president.

Hollywood 28—Guaranty Bldg. Tel.: Hillside 9221. Diana Bourbon, radio director.

Radio Accounts: Campbell Soup Co. (N-S); Stephen F. Whitman (S).

WHITE ADVERTISING AGENCY
19 West Tenth, Tulsa 14
Tel.: 2-5149

Radio Dept.: John J. Howley, Peter De Felice.

Radio and Television Accounts: Doenges Motors Inc. (S); Healing Waters; Cathey Furniture; Video Theaters; Assoc. Grocers; Democratic Central Committee.

CHARLES A. WHITE JR. & CO.
423 Walnut St., Philadelphia 6
Tel.: Market 7-6586

Radio Dept.: Charles A. White Jr., president and account executive; Maxham Metcalf, production manager.

WILEY, FRAZEE & DAVENPORT INC.
41 E. 50th St., New York 22
Tel.: Murray Hill 8-1700

Radio Dept.: Harold D. Frazee, president.

WILHELM - LAUGHLIN - WILSON & ASSOC.
1715 W. Webster, Houston 2
Tel.: Justin 0621

Radio Dept.: William C. Bryan, vice president and radio director; John White, account executive.

Dallas—Melba Theatre Bldg., Tel.: Central 6718. Don L. Baxter, vice president.

Memphis—Municipal Airport, Tel.: 39-5303. John White, manager.

New York—57 Park Ave. Tel.: Murray Hill 6-8133. Howard Persons, manager.

WILLIAMS ADVERTISING AGENCY
347 Fifth Ave., New York 16
Tel.: Murray Hill 3-6592

WILLIAMS & SAYLOR INC.
271 Madison Ave., New York 16
Tel.: Lexington 2-3493

HARRY G. WILLIS & ASSOCIATES
110 W. Broadway, Glendale 4
Tel.: Chapman 5-3325

Radio Dept.: Pearl S. Willis, radio director & timebuyer.

THOMAS C. WILSON ADVERTISING AGENCY
33 E. Truckee River Lane, Reno, Nev.
Tel.: 27011

Radio Dept.: J. Klein, timebuyer; Roy Powers, T. C. Wilson, account executives.

Radio Accounts: Bonanza Airlines Inc. (S); First National Bank of Nevada (S); Harols Club (S); Reno Brewing Co. (S); Riverside Hotel (S).

WILSON HAIGHT & WELCH INC.
10 Allyn St., Hartford 3, Conn.
Tel.: 2-3208

Radio Dept.: Alan R. Burman, radio and television director; Ronald W. Donahue, account executive.

New York—220 West 42nd St. Tel.: Murray Hill 7-8780. Howard Shaw.

WILTMAN & CALLAHAN
223 Fourth Ave., Pittsburgh 21.
Tel.: Atlantic 1-1892

Radio Dept.: Marjorie Thoma, TV director, timebuyer; Stanley Shultz, radio director; Miriam Jett, timebuyer; Robert Wiltman, account executive.

PAUL WINANS ADVERTISING
426 S. Spring St., Los Angeles 13
Tel.: Michigan 3884

Radio Dept.: Paul Winans, manager.
Radio Accounts: All local now.

WINIUS-DRESCHER-BRANDON INC.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

N indicates network. S spot

Radio Dept.: Vernon L. Morelock, vice-president, radio director; Rosalia A. Babich, assistant radio director.

Radio Accounts: American Packing Co. (S); Emerson Electric Mfg. Co. (S); Missouri-Kansas-Texas Railroad Co. (S); Endicott Johnson Shows (S); Deep Rock Oil Corp. (S); H. C. Cole Milling Co. (S).

Television Accounts: American Packing Co.

N. A. WINTER ADVERTISING AGENCY
Paramount Bldg., Des Moines 9, Iowa
Tel.: 4-9154

Radio Dept.: N. A. Winter, director and account executive; Robert Lochrie, Bill Winter, account executives.

FRED WITNER ADVERTISING
581 5th Ave. New York 17.
Tel.: Plaza 9-7120

Radio Dept.: Mack Leblang, general manager.

WOLFE-JICKLING-CONKEY INC.
78 W. Adams Ave., Detroit 26
Tel.: Woodward 1-1865

Radio Dept.: James Land Jr., radio and TV director; R. C. Allman, account executive; Lorraine Sulewski, special production.

Radio Accounts: Morley Bros., Rollie Barrett; Detroit Employers Assoc. (S).

ED WOLFF & ASSOCIATES
Taylor Bldg., Rochester 4
Tel.: Baker 2090

Radio Dept.: Al Scheible, radio director.

LESTER "L." WOLFF INC.
14 E. 39th St., New York 16
Tel.: Murray Hill 9-1440

Radio Dept.: Jack Lyman, radio director; Al Berkompas, TV director; Lester "L." Wolff, account executive.

Radio Accounts: Associated Food Stores (S); Manhattan Quality Stores; Cathedral Records; Sunrise Food Stores (S); Astor Coffee.

VAN WOOD ASSOCIATES INC.
119 W. 57th St., New York 19
Tel.: Circle 6-3660

Radio Dept.: A. A. Klinger, president; Marvin R. Cole, vice president.

Radio and Television Accounts: Muntz Television (S); Flying Irishman (S); Embassy Auto Sales; Famous Vacuum Shops; Victor Stores; Copacabana; Colorama TV (S); CIO (state and city) (N-S); Townley Restaurant; Wentworth Hall (S).

THE ALBERT WOODLEY CO.
500 Fifth Ave., New York 18
Tel.: Wisconsin 7-0380

Radio Dept.: Edith M. Knoth, time-buyer.

New Haven—205 Church St. Tel.: New Haven 5-2919.

WOODWARD AND FRIS INC.
24 James St., Albany 7, N. Y.
Tel.: 3-1248

Radio Dept.: Mary Elizabeth Gaynor, radio director; Barbara H. Lewis, television director; R. David Fris, T. L. Woodard, account executives.

Radio Accounts: First Trust Co.; Albany Savings Bank; Dobler Brewing Co. (S); Mayfair Inc.; McManus & Riley Inc.; Ice Vogues of 1951.

WORLD WIDE ADV. CORP.
11 W. 42nd St., New York 18
Tel.: Longacre 5-4500

Radio Dept.: N. T. Scholz, president.

WORTMAN, WILCOX & CO. INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-2756

Radio Dept.: E. B. M. Wortman, president, account executive.

Television Accounts: Balcony Downs Plantation.

YAMBERT, PROCHNOW, McHUGH & MACAULAY INC.
220 N. Canon Dr., Beverly Hills, Calif.
Radio Dept.: Ralph F. Yambert, general manager.

THOMAS L. YATES ADVERTISING AGENCY
263 Texas St., Fort Worth 2
Tel.: Edison 4473

Radio Dept.: Frances Deason, radio director; Jack White, television director; Leonard Paul, timebuyer; Thomas L. Yates, Paul Berthelot, account executives.

Radio Accounts: Haltom's Jewelers; Boswell Dairies; Tarrant County Bldg. & Loan Assn.; Southwestern Exposition; Fort Worth Warehouse & Storage Co.; Nocona Boot Co.; Harry Keeton Supply Co.

Television Accounts: Haltom's Jewelers.

ROBT. B. YOUNG ADVERTISING AGENCY
625 Market St., San Francisco 5
Tel.: Sutter 1-5411

Radio Dept.: Robert B. Young, account executive.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000

Radio Dept.: Everard W. Meade, vice-president & director of radio & television; Joseph A. Moran, vice-president & associate director of radio and television; Roland Gillett, V.P. in charge of radio and television production; Rodney Erickson, supervisor radio-television operations; John L. Swayze, manager, radio-TV commercial copy; Harry Rauch, manager radio-TV publicity department; Frank Coulter Jr., manager radio station relations.

Chicago 1—333 N. Michigan Ave. Tel.: Financial 0750. Phillip Bowman, radio director; Marion Reuter, time-buyer.

Detroit 26—Penobscot Bldg. Tel.: Cadillac 1-0067. Vance Nicks, media director and vice president.

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-6977. Edward Merrill, manager.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 2734. Walter Bunker V. P. & Mgr. Hollywood Radio Div.

Montreal—University Tower. Tel.: Plateau 4691. A. R. McGill, V. P. & mng. director.

Toronto—80 King St. West. Tel.: Adelaide 5035. W. D. Byles, supervisor.

Mexico, D. F.—Edijo 7—Sexto Piso 608. Tel.: 10-49-00, 35-24-12. Luis Gurza, radio director.

London—Roxburghe House, 285 Regent St. W1. Tel.: Regent 0211-4. George D. Bryson, managing director.

Radio Accounts: The Borden Co. (S); Bristol-Myers Co. (N); General Foods (N-S); Gulf Oil Corp. (N-S); Duffy-Mott Co. Inc. (S); Thomas J. Lipton Inc. (N); Metropolitan Life Insurance Co. (N); Petri Wine Co. (N); Purity Bakeries (S); Rath Packing Co. (S); Sanfortized; K. Arakelian Inc. (S); The Brackett Co. (S); Live Savers Corp. (S); National Sugar Refining Co. (S); Rosefield Packing Co. (N); Schiltz Brewing Co. (S); Singer Sewing Machine Co. (S).

Television Accounts: The Borden Co. (S); Gulf Oil Corp. (N); Bigelow-Sanford Carpet Co. (N); Duffy-Mott Co. (S); General Electric Co. (N); General Foods Corp. (N-S); Good-year Tire & Rubber Co. (N-S); International Silver (N); Johnson & Johnson (S); Thomas J. Lipton (N); O-Cedar Corp. (S); Petri Wine Co. (S); Rosefield Packing Co. (S); Simmons Co. (S).

Z

DAVID ZIBMAN ADVERTISING
1920 Locust St., Philadelphia 2
Tel.: Kingsley 5-0321

Radio Dept.: David Zibman, partner, account executive and timebuyer; Ida M. Nelson, media director.

ZIMMER-KELLER INC.
1900 Stroh Bldg., Detroit 26.
Tel.: Woodward 1-9151

Radio Dept.: Clyde Vortman, media director; A. N. Ritler, H. W. Calvert, Robert H. Gass, account executives.

Radio and Television Accounts: Stroh Brewery Co. (S); General Mills (S); F & M Beet Sugar.

THE ZLOWE CO.
598 Madison Ave., New York 22
Tel.: Vanderbilt 6-4885

Radio Dept.: Pauline Mann, media director.

CANADIAN AGENCIES

ARDIEL ADV. AGENCY LTD.
Lawton Blvd., Toronto, Ont.
Tel.: Mayfair 6544

Radio Dept.: Clark Wright.
Hamilton—37 James St. S. Tel.: 7-9284. S. P. Westaway, manager.

ASSOCIATED BROADCASTING CO.
1139 Bay St., Toronto, Ont.
Tel.: Princess 1111

Radio Dept.: Gordon Allen, radio director.

ATHERTON & CURRIER INC.
Concourse Bldg., Toronto 1, Ont.
Tel.: Adelaide 5418

Radio Dept.: K. C. Utley, manager.

ATLANTIC ADVERTISING AGENCY LTD.
Main St., Sackville, N. B.
Tel.: 60 & 15

Radio Dept.: C. F. Johns, president, production manager and radio director.

THE BAKER ADVERTISING AGENCY LTD.
1375 Yonge St., Toronto 5, Ont.
Tel.: Princess 2101

Radio Dept.: Jack F. Horler, radio director; Hazel A. Blair, assistant radio director; Lenore Dighton, timebuyer.

Montreal—1557 Mackay St. Tel.: Ha 9247. Gabriel Langlais, manager.

BROADCAST ADVERTISING CO.
44 Sherbourne St., Toronto 5, Ont.
Tel.: Michigan 3889

Radio Dept.: Don H. Copeland, general director.

CANADIAN ADVERTISING AGENCY LTD.
Sun Life Bldg., Montreal 2, P. Q.
Tel.: Plateau 8046

Radio Dept.: Andre Sauve, radio director.

Toronto—69 Yonge St. Tel.: Adelaide 3051. J. Teitel, manager.

Vancouver, B. C.—Province Bldg. Tel.: Tatlow 1938. H. D. Madden.

Radio Accounts: B. C. Tree Fruit Growers Assn. (S); N. G. Valiquette Ltd. (S); Viaw Ltd. (S); City of Montreal (S); Milk Distributors Assn. of P. Q. (S); Julius Kayser & Co. Ltd. (S); Canada Drug Co. Ltd. (S); World Wide Chewing Gum Co. (S).

GARRY J. CARTER OF CANADA LTD.
59 Avenue Rd., Toronto, Ont.
Tel.: Princess 2505

Radio Dept.: Bob Howe, radio director and account executive; Isabel Phillip, timebuyer; Wm. Gent, account executive.

Radio Accounts: Walter Thornton of Canada Ltd. (S); Met-Wo Industries Ltd. (S); Siberry's Ltd. (S); Anne Graham Logan (S); Pellee Brewing Co. Ltd. (S); Paige Credit Jewelers Ltd. (S); Stoney's Car Market (S); Taylor Service Stores (S); Swears & Wells (Canada) Ltd (S).

COCKFIELD, BROWN & CO. LTD.
Canada Cement Bldg., Montreal 2, Que.
Tel.: Harbour 4111

Radio Dept.: R. W. de L. Harwood, radio dept. manager; W. D. Hannah, assistant manager; C. H. Ellis, C. Duhamel, radio dept.; E. W. Box timebuyer.

Toronto, Ont.—Metropolitan Bldg. Tel. Elgin 8201. T. L. Anderson, vice president and managing director C. W. McQuillin, radio director; J. A. Savage, King Whyte, R. Weymen, J. R. MacRae.

Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. Peter M. Downes.

Winnipeg, Man.—Electric Railways Chambers. Tel.: 923538. J. Burk Gaffney, radio director.

DON H. COPELAND ADVERTISING LTD.
442 Sherbourne St., Toronto 5, Ont.
Tel.: Kingsdale 3110-9

DANCER-FITZGERALD-SAMPLE LTD.
6 King St. E., Toronto, Ont.
Radio Dept.: Gilbert Nunns, general manager.

A. J. DENNE & Co. LTD.
90 King St. W., Toronto, Ont.
Tel.: Elgin 3444

Radio Dept.: R. O. McKeown, manager W. M. Findlay, E. R. White, account executives.

JAMES FISHER CO. LTD.
204 Richmond St., W. Toronto 1, Ont.
Tel.: Waverly 8091

Radio Dept.: David M. Fenn, radio timebuyer.

Montreal—149 Sun Life Bldg. Tel.: Larcaster 1205. G. Humphrys, manager

Radio Accounts: Wm. Wrigley Jr. Co. (N); Panther Rubber Co. Ltd. (S) Kist (Canada) Ltd. (S); W. Syrrington & Co. Ltd. (S); Victor Mills Ltd. (S); Thor-Canadian Co. Ltd. (S); Tide-Water Oil Co. (S)

HARRY E. FOSTER ADVERTISING LTD.
King Edward Hotel, Toronto, Ont.
Tel.: Plaza 4661

Radio Dept.: G. Forsyth, radio director; Syd Banks, television director; Miss Mary Newton, timebuyer

Montreal, Que.—128 Sun Life Bldg. A. Herdt.

Vancouver, B. C.—407 Dominion Bld; Leigh Webster.

Halifax, N. S.—612 Barrington St. Erv S. Murray.

Winnipeg—165 McDermot Ave. W. Saiford Evans.

Radio Accounts: Colgate - Palmolive Peet Co. Ltd.; Northern Electric Co. Ltd.; Bauer & Black Co.; Rubersot Co. Ltd.; Superstet Petroleum Corp. Ltd.; Orange Crus Ltd.; Evening Telegram.

J. J. GIBBONS LTD.
200 Bay St., Toronto, Ont.
Tel.: Elgin 2111

Radio Dept.: Don Bassett, radio director.

Montreal, Que.—Dominion Sq. Bld. Tel.: Harbour 8207. C. W. McGill bon.

Regina, Sask.—Leader Bldg. Tel.: 6-14 R. P. Wilson.

Calgary, Alta.—Renfrew Bldg. Tel.: 1 5437. Reg. G. Smith.

Edmonton, Alta.—Agency Bldg. Tel. 27-512. J. H. Fulton.

Winnipeg, Man.—Scott Block. Tel.: 9' 373. A. B. Johnston.

Vancouver, B. C.—Province Bldg. Tel. Pacific 0157. Dave Crawford.

THE F. H. HAYHURST CO. LTD.
38 King St. W., Toronto 2, Ont.
Tel.: Elgin 9263

Radio Dept.: Robert D. Amos, radio director; C. M. Harrison, radio assistant.

Montreal—1405 Peel St. Tel.: Marquet 2212.

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FULL TIME INDEPENDENT Wins Friends in Agricultural Market

Located in the center of a rich agriculture area, WRCO, Richland Center, Wis., has an audience in ten counties in Southwestern Wisconsin. Because there is no daily paper published in the area, there is a very heavy demand for local news. WRCO employs a full-time news editor and features nine newscasts daily.

The entire schedule is balanced to provide the programs most desired by the listeners and frequent surveys are conducted by the station. The results of a recent Conlan survey indicate that this careful programming pays off with a large and loyal audience. One request program "Birthdays and Anniversaries," consistently pulls over 1000 mail requests each week. Participating spots are available in this program at regular rates.

Television competition is no problem as none exists.

Local advertisers are well aware of the value of radio advertising on WRCO and national accounts are accumulating at a surprising rate. The agencies appreciate the fact that they are quoted "local rates" on WRCO.

U. S. Government Agencies Dealing With Radio

(For FCC see page 531)

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Blair House
17th & Pennsylvania Ave. N.W.
National 1414

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1625 "I" St., N. W.
STERling 4700

Administrator: Millard F. Caldwell Jr. Acting Deputy Administrator, James B. Wadsworth. Special Assistant to Administrator, Frederick Hobart. Administrative Assistant, John Bolinger. Information Office: Director, John DeChant. Assistants, Hal Goodwin, Thomas Needham, Charles Ellsworth. Communications Section: Director, Robert R. Burton.

DEFENSE PRODUCTION ADMINISTRATION

General Accounting Office Bldg.
5th & "G" Sts., N.W.

Administrator: Brig. Gen. William H. Harrison.

AGRICULTURE DEPT.

14th St. & Independence Ave. S. W.
REpublic 4142

Secretary: Charles Brannan. Office of Information: Director, Keith Himebaugh. Associate Director, R. L. Webster. Assistant Director, J. H. McCormick. Assistant Director of Information in Charge of Radio and Television, Kenneth M. Gopen. TV Information Specialists, Maynard

Speece, Alice Skelsi, Supervisor of Network Programming, Mrs. Elizabeth Pitt. Radio Services, C. A. Herndon. Chief of Distribution for Motion Picture Service, Tom Noone.

COMMERCE DEPT.

14th St. & Constitution Ave. N.W.
STERling 9200

Secretary: Charles Sawyer.

Director of Office of Publications: Donald R. Burgess. Chief, News Section, Harry Weiss. Deputy Director, Henry Scherer. Assistant, Alfred O'Leary. Census Bureau: Director, Roy V. Peel. Executive Assistant to Director, William F. Bennett. Information Assistant to the Director, Frank Wilson. Assistants, Conrad Shamel, A. W. von Struve, Earl A. Nash, Harry Prentiss.

National Bureau of Standards: Director, E. U. Condon. Chief, Central Radio Propagation Labs. Dr. Newbern Section, Kenneth A. Norton. Chief, Electronics Div., J. Gilman Reid. Director, Office of Scientific Publications, Hugh Odishaw.

Civil Aeronautics Administration: Acting Chief, Aids & Hazards Section, T. H. Chapman. Director, Office of Aviation Information, Ben Stern.

U. S. Weather Bureau, 24th & M Sts., N.W., Michigan 3200, ext. 310: Radio-TV Unit. Chief, James C. Fidler.

ECONOMIC STABILIZATION AGENCY

Administrator: Dr. Alan Valentine. Director: Director, Michael V. Di Salle.

DEFENSE DEPT.

Pentagon Bldg.
Liberty 5-6700

Secretary: Gen. George C. Marshall. Assistant Secretary: Marx Leva. Office of Public Information: Director Clayton Fritchey. Deputy Assistant, Osgood Roberts. Chief, Public Relations, Lt. Col. Donald T. Jones. Assistant, F. Clark Newlon.

Radio-Television Branch: Chief, Charles Dillon. Chief, TV Section, Maj. Robert P. Keim (Air Force). News & Special Events, Maj. Chester Christianson (Marine Corps). Chief, Field Liaison & Promotion, Capt. Cass Bielski (Air Force). Chief, Script & Production, Stanley Field.

Press Branch: Acting Chief, C. H. Schooley. Deputy, Joseph R. Flynn. Executive Assistants, Edward Cottrell, Lt. Comdr. Marshall W. Baggett (Navy), Maj. Jesse E. Stay (Air Force). Administrative Assistant, John E. Garland.

(National Military Establishment By Branches)

DEPT. OF THE AIR FORCE

Pentagon Bldg.
Liberty 5-6700 Ext. 53201

Air Information Branch: Director, Brig. Gen. Sory Smith. Deputy, Nils A. Lennartson.

(Continued on page 422)

Radio Accounts: American Safety Razor (S); Bromo-Seltzer Co. (N-S); Blatchford Feeds (S); Addison's Ltd. (S); Canadian Cannery (S); Dr. A. W. Chase Medicine Co.; Edgewater Tobacco (S); Brading Breweries Ltd. (S); Fulford Ltd. (S); Golden Bar Honey Butter (S); Spanner Products Ltd. (S); Visking Ltd. (S); Wynola Corp. (S); Minibrix (S); Lakeside Milling (S); Meccano Ltd. (S); Templeton's Ltd.

L. J. HEAGERTY LTD.
19 Melinda St., Toronto, Ont.
Tel.: Adelaide 1186

Radio Dept.: Helen Whitecombe, radio director; Margo D'Angelo, assistant radio director.

Radio Accounts: Colgate-Palmolive-Peet Co. (N); West Toronto Creamery (S).

RUSSELL T. KELLEY LTD.
447 Main St. E., Hamilton, Ont.
Tel.: 2-1155

Radio Dept.: G. G. Ham, timebuyer. Montreal, Que.—480 LaGauchetiere St., W. Tel.: Plateau 5025.

Toronto, Ont.—86 Adelaide St. E. Tel.: Elgin 6415. J. M. Bingham, manager.

LOCKE JOHNSON & CO. LTD.
Harbour Commission Bldg., Toronto 1, Ont.
Tel.: Elgin 6271

Radio Dept.: Elton Johnson, vice president; Gordon Hill, account executive.

JAMES LOVICK & CO. LTD.
Hermant Bldg., Vancouver, B. C.
Tel.: Adelaide 8203

Radio Dept.: J. E. Lovick, president. Florence Asson.

Calgary—21 Canada Life Bldg. Tel.: Main 4445. L. Duncaife.

Montreal—634 Dominion Sq. Bldg. Tel.: Plateau 8757. J. Collyer.

Radio Accounts: Assoc. Salmon Cannery of B. C. (S); B-A Oil Co. Ltd. (N-S); Burns & Co. Ltd. (N-S); Canada Nut Co. (S); Canadian Bakeries Ltd. (S); Marpole Coal Co. (S); Nelson's Laundries (S); Nabob Foods Ltd. (N); Pacific Milk Co. (S).

McCONNELL, EASTMAN & CO. LTD.
147 University Ave., Toronto, Ont.
Tel.: Adelaide 7004

Radio Dept.: J. E. McConnell Jr. radio and television director.

Montreal—Dominion Square Bldg. Tel.: Plateau 1146. J. E. McConnell Jr., manager.

Winnipeg—Confederation Life Bldg. Tel.: 93317. B. McCrea.

Vancouver—Stock Exchange Bldg. S. Griffiths, manager.

London, Ont.—Huron & Erie Bldg. Tel.: Metcalfe 544. J. E. McConnell, manager.

Radio Accounts: Tip Top Tailors Ltd.; National Dry Ltd.; London Life Insurance Co.; Libby, McNeil & Libby of Canada Ltd.; McCormick's Ltd.; St. Lawrence Starch Co. Ltd.; Multhead's Cafeterias Ltd.; Honey Dew Coffee Shops; Swift-Canadian Co. Ltd. (Cleanser Div.); Pullin Chambers Ltd.; Barker's Biscuits Ltd.

McGUIRE ADVERTISING LTD.
Canadian Bank of Commerce Bldg., Windsor, Ont.
Tel.: 2-7297

Radio Dept.: W. A. McGuire, president.

McKIM ADVERTISING LTD.
47 Fraser Ave., Toronto, Ont.
Tel.: Kenwood 3561

Radio Dept.: Frank C. Flint, radio and television director.

Radio Accounts: General Dry Batteries of Canada Ltd.; Dept. of Agriculture; Pioneer Feeds; Salvation Army; Canadian Foundation for Poliomyelitis; Interlake Tissue Mills; Minaud's Liniment Co.; MacDonald & Tomlinson; Kelvinator of Canada; North American Dye Corp.; Ontario Fruit & Vegetable Growers Assn.; Province of Ontario (Dept. of Travel and Publicity); St. Williams Preserves; Wilson Labs; Purity Flour Mills Ltd.; A Wander Ltd.

METROPOLITAN BROADCASTING SALES

21 Dundas Square, Toronto 1, Ont.
Tel.: Adelaide 0181

Radio Dept.: Don E. Wright, manager.

O'BRIEN ADVERTISING LIMITED
928 W. Pender St., Vancouver, B. C.
Tel.: Pacific 9174

Radio Dept.: Ray Perravit, radio director.

Radio Accounts: Vancouver Daily Province (N-S); Fred Deeley Ltd. (S); Jordans Ltd. (S); Little Dipper Food Prod. (S); Standard Oil Co. of B. C. (S); Vancouver Motors Ltd. (N).

THORNTON PURKIS ADV. AGENCY
330 Bay St., Toronto, Ont.
Tel.: Adelaide 3762

Radio Dept.: Miss Gladys Race.

Montreal—1922 St. Catherine St. Tel.: Wellington 7178. Thomas L. Marchant.

E. W. REYNOLDS & CO.

145 Yonge St., Toronto, Ont.
Tel.: Waverly 6157

Radio Dept.: G. E. Howard, radio director; S. Oakes, timebuyer.

RONALDS ADV. AGENCY LTD.
1440 St. Catherine St., Montreal 25, Que.

Tel.: Plateau 4803

Radio Dept.: Frank Starr, radio director; S. B. Hayward, timebuyer.

Toronto, Ont.—137 Wellington St. Tel.: Adelaide 0237. R. J. Avery.

Radio Accounts: Canadian Industries Ltd. (Paint & Varnish); Canadian Industries Ltd. (Agricultural Chemicals); Canadian Arena Co.; Canada Packers; Montreal Shoe Stores Ltd.; Bank of Canada (S); Dept. of Nat'l Defense (N-S); Bovril (Canada) Ltd. (S); J. H. Andrews (S); National Breweries (S); Nacchi Sewing Machines (S); Grissol Bread Sticks (S); L. K. Liggett Co. (S); Rexall Drug Co. (S); Trans-Canada Credit Corp. (S); Roe Farms Milling (S); Elizabeth Arden Canada Ltd. (S).

RUTHRAUFF & RYAN INC.
2 Toronto St., Toronto, Ont.
Tel.: Plaza 1515

Radio Dept.: Ramsay Lees, radio producer.

R. C. SMITH & SON LTD.
80 King St. W., Toronto, Ont.
Tel.: Elgin 9396

Radio Dept.: G. Alec Phare, radio director.

SPITZER & MILLS LTD.
50 King St. W., Toronto, Ont.
Tel.: Plaza 2811

Radio Dept.: R. Hart, acting radio manager.

Montreal—Dominion Square Bldg. Tel.: Harbour 9147. Paul Corbeil, French radio director.

Vancouver—701 Royal Bank Bldg. Tel.: Pacific 2102. J. H. Randle.

Radio Accounts: Canadian Laco Lamps (S); Colgate-Palmolive-Peet Co. Ltd. (N-S); Fruitatives Ltd. (S); Langley Ltd. (S); Monarch Overall Co. (S); Quaker Oats Co. (N-S); Toni Co. (N-S); Bell Telephone Co. (S); General Bakeries Co. (S); RCA Victor (N).

HAROLD F. STANFIELD LTD.
1010 St. Catherine St., Montreal, Que.
Tel.: Belair 8841

Radio Dept.: J. U. Selinger, radio production supervisor, account executive; Wallace Telford, timebuyer.

Toronto, Ont.—67 Richmond St. W. Tel.: Plaza 5454. A. T. Gowe, manager.

Vancouver, B. C.—234 Copp Bldg. Edmonton, Alta.—LaFleche Bldg. D. Wood, manager.

STEVENSON & SCOTT LTD.
1260 University St., W., Montreal, Que.
Tel.: Harbour 4131

Radio Dept.: H. E. Smith.

Vancouver, B. C.—402 W. Pender St. Roy Hunter, manager.

Toronto, Ont.—100 Adelaide St. W. Tel.: Adelaide 1168. S. Young, manager.

STEWART-LOVICK & MacPHERSON LTD.
198 W. Hastings, Vancouver, B. C.
Tel.: Pacific 3531

Radio Dept.: P. B. Ballentine, timebuyer.

Montreal—1516 Mountain St. Tel.: HA. 4960.

Toronto—88 Richmond St. Tel. Waverly 8648. J. M. Bownan, manager.

Edmonton, Alta.—Brock Bldg. Tel.: 2-3284.

Calgary, Alta.—337 W. 8th Ave. Tel.: Main 1432.

Winnipeg—Somerset Bldg. Tel.: 9-7072. TANDY ADVERTISING AGENCY LTD.

66 Portland St., Toronto 2B Ont. Tel.: Adelaide 6362

Radio Dept.: A. C. Haight Jr., radio director; W. H. Wilkes, A. S. Collins, account executives.

Radio Accounts: Continental Casualty Co. (S); Sun Oil Co. Ltd.; W. H. Comstock Co. (S); Mudson Book Co. Ltd. (S); Nat'l Sanitarium Assn. (S).

VICKERS & BENSON LTD.
Keefe Bldg., Montreal, Que.
Tel.: Plaza 5051

Radio Dept.: Miss Jeanne Berube, timebuyer.

Toronto, Ont.—380 Victoria St. Tel.: Waverly 6301. Howard Caine, radio director.

Radio Accounts: S. C. Johnson & Son, and others.

WALLACE ADV. LTD.
Roy Bldg., Halifax, N. S.
Tel.: 3-7557

Radio Dept.: F. R. Wallace.

Saint John, N. B.—72½ Prince William St. Tel.: 3-2355. J. B. Whalley, manager.

WALSH ADV. CO. LTD.
Guaranty Trust Bldg., Windsor, Ont.
Tel.: 2-7224

Radio Dept.: R. Lubelan, media.

Toronto—Concourse Bldg. Tel.: Adelaide 3055. J. E. Palmer, radio director.

Montreal—University Tower Bldg. Tel.: Belair 8431. Athal Stewart, radio director.

WHITEHALL BROADCASTING LTD.
502 Dominion Square Bldg., Montreal, Que.
Tel.: Lancaster 6500

Radio Dept.: W. L. Charland, radio director; Joan A. Bridge, timebuyer; Claude Sutton, producer.

Radio Accounts: Imperial Tobacco Co. of Canada Ltd. (S); B. Houde & Grothe Ltd. (N).

YOUNG & RUBICAM LTD.
660 St. Catherine St. W., Montreal, Que.
Tel.: Plateau 4891

Radio Dept.: William H. Poole, supervisor of research; Jean-Francois Pelletier, radio.

Toronto, Ont.—80 King St. W. Tel.: Adelaide 5035. G. T. Berthon, manager; W. D. Byles, supervisor of radio.

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Harold Morgan, National Director of Television Operations

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Chicago 6, Ill.

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Gerald R. Vernon, Coordinator of Television Sales

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Hollywood 27, Calif.

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Ama Baron, Western Division Radio Sales Manager
Dorothy L. Brown, Continuity Acceptance Editor
Philip G. Caldwell, Western Division Manager of Technical Operations
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Dresser M. Dahlstead, Radio Production Manager
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Cameron Pierce, Television Engineering Operations Supervisor
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E. Carlton Winckler, Television Production Manager

KECA

Byington Colvig, Continuity Acceptance Editor
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Harry Walstrum, KECA Radio Operations Manager

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San Francisco 2, Calif.

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Maurice Baker, Advertising, Promotion & Publicity Manager
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Dexter K. Nichols, Continuity Editor
Victor Reed, News Editor
Kenneth Stedman, Auditor
Bloyce Wright, Program Manager

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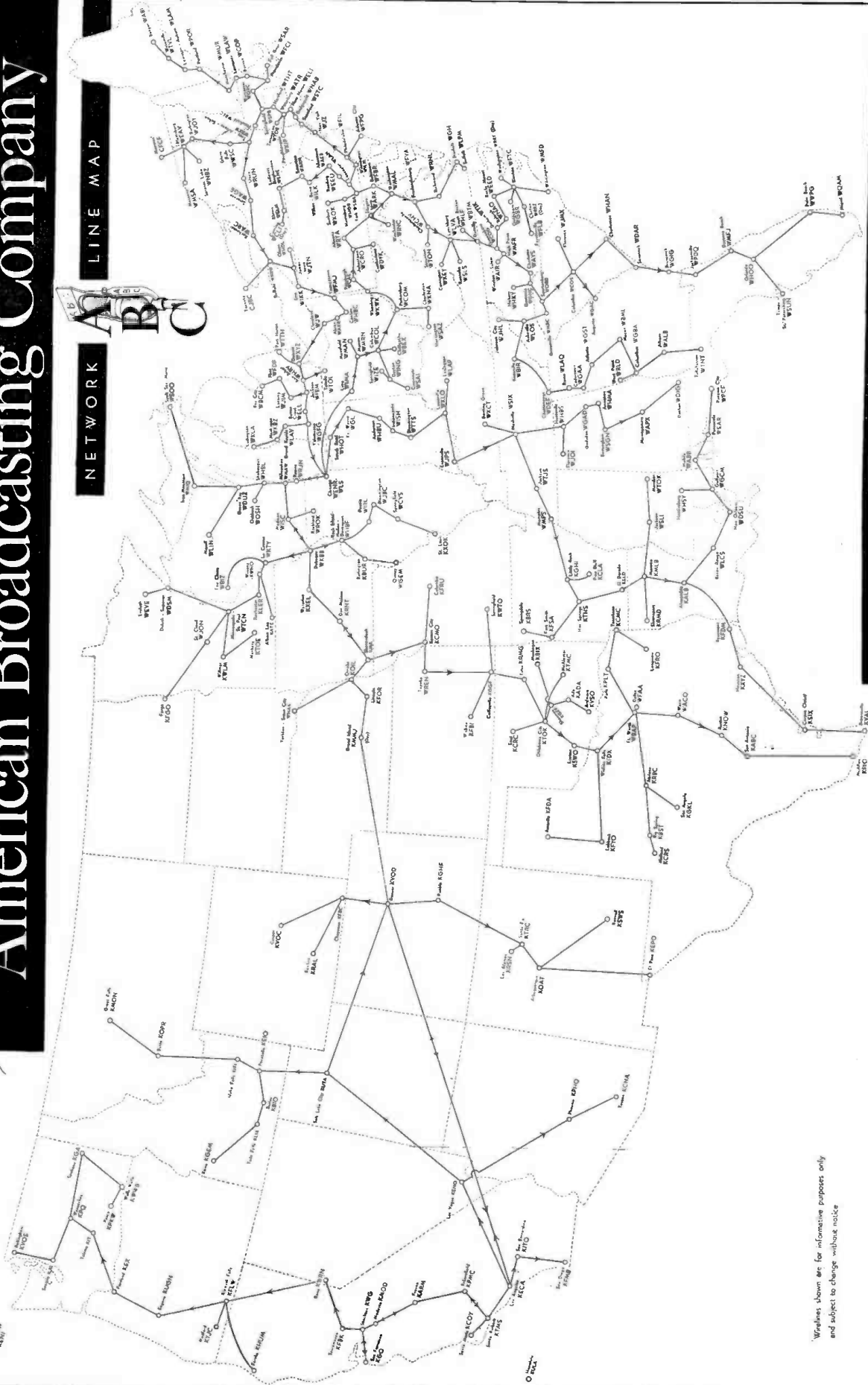
BROADCASTING • Telecasting

American Broadcasting Company

ABC

NETWORK

LINE MAP



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ABC RESEARCH DEPARTMENT OCTOBER 1950

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 5-2000

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Howard S. Meighan, Vice President and General Executive
Lawrence W. Lowman, Vice President and General Executive
Daniel O'Shea, Vice President and General Executive
William C. Gittinger, Vice President and Assistant to the President
H. V. Akerberg, Vice President in Charge of Station Relations
H. Leslie Atlass, Vice President in Charge of Central Division
Frank B. Falknor, Vice President in Charge of Program Operations
Earl H. Gammons, Vice President in Charge of Washington Office
Dr. Peter C. Goldmark, Vice President in Charge of Engineering Research and Development
Louis Hausman, Vice President in Charge of Advertising and Sales Promotion
Arthur Hull Hayes, Vice President in Charge of San Francisco Office
William B. Lodge, Vice President in Charge of General Engineering
Hubbell Robinson, Jr., Vice President in Charge of Network Programs
James M. Seward, Vice President in Charge Business Affairs, Network Programs
J. Kelly Smith, Vice President in Charge of Station Administration
J. L. Van Volkenburg, Vice President in Charge of Network Sales
Julius F. Brauner, Secretary and General Attorney
S. R. Dean, Treasurer
William J. Flynn, Assistant Treasurer
Arthur S. Padgett, General Auditor
Edward L. Saxe, Controller
Kenneth Yourd, Assistant Secretary
General Counsel: Rosenman, Goldmark, Collin, and Kaye

Accounting Department

S. R. Dean, Treasurer
William J. Flynn, Assistant Treasurer
Norman C. Hadley, Chief Accountant

Auditing and Tax Department

Arthur S. Padgett, General Auditor
Norman DuFrane, Chief Auditor

Budget Department

Paul Nagel, Director

Business Affairs, Network Programs

James M. Seward, Vice President in Charge
I. S. Becker, Director
Henry White, Business Manager
Merritt Coleman, Assistant to the Director
Kenneth Yourd, Director of Business Affairs, Network Programs Hollywood
Martin Leeds, Associate Director
Janice O'Connell, Supervisor Literary Clearance and New Program Ideas.

Editing Department

James C. Shattuck, Director

Engineering Research and Development Department
Peter C. Goldmark, Vice President in Charge
John W. Christensen, Chief Engineer
John Martin, Executive Assistant
Richard Mahler, Industrial Consultant

General Engineering Department

William B. Lodge, Vice President in Charge
A. B. Chamberlain, Chief Engineer
H. A. Chinn, Chief Audio-Video Engineer
J. W. Wright, Chief Radio Engineer

Legal Department

Julius F. Brauner, Secretary and General Attorney
Henry Howard Jr., Senior Attorney

Network Sales

J. L. Van Volkenburg, Vice President in Charge of Network Sales
John J. Karol, AM Sales Manager
David Sutton, TV Sales Manager
William J. Fagan, Administrative Manager (AM)
Alynn Jay Marsh, Director of Program Sales (AM)
Eldon Hazard, Assistant Sales Manager
Thomas Connolly, Director of TV Program Sales
Edward Shurick, Market Research Counsel (AM)
Arthur Duram, Market Research Counsel (TV)
T. P. Maguire, Sales Service Manager
Ben Margolis, Sales Service Manager (TV)

Chicago Office of Network Sales, 410 North Michigan Avenue

Wendell B. Campbell, Western Manager

Detroit Office of Network Sales, Fisher Building

Joseph Spadea, Manager

Personnel Relations Department

Robert Kalaidjian, Director of Personnel Relations
Dr. Jack Nelson, Director of Medical Office
Charles Burt, Personnel Administrator
John Anderson, Personnel Research Manager

Press Information

George Crandall, Director
Michael Foster, Assistant Director
Michael Boscia, Executive Assistant
Harry Warner, Manager of Operations
Walter Seigal, Manager of Photographic Division
Harry Feeny, Trade News Editor
Dorothy Leffer, Manager of Magazine Division
Anne Harding, Manager of Service Division

Program Department

Hubbell Robinson Jr., Vice President in Charge of Network Programs, (AM & TV)
Harry S. Ackerman, Executive Head of Production
Harry Ommerle, Director of TV Programs
Guy della-Cioppa, Associate Director of Network Programs, Hollywood (AM & TV)
Gerald Mausby, Manager of Broadcasts (AM)
Charles Underhill, General Manager, New York
Jerome Danzig, Associate Director of TV Programs
Allan Parr, TV Program Manager
James H. Fassett, Director of Serious Music
Charles Monroe, Associate Script Editor
Hal Hudson, Manager of TV Network Programs, Hollywood

Program Operations

Frank B. Falknor, Vice President in Charge of Operations
Gilson Gray, Director of AM Program Operations
Richard Redmond, Director of General TV Operations
James Connors, Business Manager
Harold Meier, Manager of Program Operations (TV)
Paul Wittlig, Manager of TV Technical Operations
R. L. Hopkins, Manager of Set Construction
John E. Forsander, Purchasing Agent
Albert H. Bryant, Manager, Transportation, Mail, File, Mimeograph
Julius Mattfeld, Director of Music Library
Horace Guillotte, Manager of AM Network Operations
Lucile Singleton, Director of Vocal Auditions and Manager of Record and Script Library
Laurette Banks, Manager of Ticket Division
W. C. Harrington, Manager, Music Copyright Division
Harriet Hess, Supervisor of Program Typing
Emily Scheiner, Supervisor of Ediphone
Henry Grossman, Director of Plant and Construction
R. G. Thompson, Manager, Network Technical Operations and Chief Engineer of WCBS
Walter Pierson, Manager, Building Operations
Hugh Cowham, Traffic Manager
Roland Young, Manager of Construction

Public Affairs

Sig Mickelson, Director of Public Affairs
Edward R. Murrow, Counselor on Public Affairs
Red Barber, Director of Sports
John Derr, Associate Director
Werner Michel, Director of Production
Helen Sioussat, Director of Talks
Leon Levine, Director of Discussion Broadcasts
Lewis Shollenberger, Director Special Events, Washington, D. C.
George Crothers, Director of Religious Broadcasts

News

Edmund A. Chester, Director, CBS News
Wells Church, Editor-in-Chief, CBS News
Robert Bendick, Director of Special Events
Theodore F. Koop, Director of News, Washington

Radio Sales, Radio and Television Stations' Representative

Carl Burkland, General Sales Manager
H. A. Carlborg, Manager of Sales Development
George Dunham, Eastern Television Sales Manager
William Shaw, Eastern Sales Manager, N. Y.
Chicago Office of Radio Sales, 410 North Mich. Ave.
Gordon F. Hayes, Sales Manager
Sam Digges, TV Sales Manager
Memphis Office of Radio Sales, 63 South Main St.
H. H. Holtshouser, Southern Sales Manager
San Francisco Office of Radio Sales, Palace Hotel
Hugh Stump, AM Sales Manager
Lamont Thompson, TV Sales Manager
Los Angeles Office of Radio Sales, Columbia Square
Richard Elpers, Sales Manager
Detroit Office of Radio Sales, Fisher Building
Ralph Patt, Sales Manager

Reference Department

William C. Ackerman, Director of the Reference Department
May Dowell, Manager of General Information Division
Agnes Law, Librarian

Research Department

Oscar Katz, Director of Research
Harper Carraine, Assistant Director of Research
Edward Reeve, Research Projects Manager

Sales Promotion and Advertising Department

Louis Hausman, Vice President in Charge of Sales Promotion and Advertising
William Golden, Associate Director
John P. Cowden, General Manager
Charles Oppenheim, Manager of Program Promotion
Henry Brenner, Manager of Trade Promotion

Station Relations

Herbert V. Akerberg, Vice President in Charge of Station Relations
William A. Schudt, Jr., Director of Station Relations
Edward E. Hall, Eastern Division Manager

Station Administration Department

J. Kelly Smith, Vice President in Charge of Station Administration
Edward DeGray, Executive Assistant to the Vice President
H. W. Zipper, Executive Assistant

Housewives' Protective League Productions

Edward W. Wood, Jr., General Sales Manager and General Manager, HPL Program Services, Inc.

Columbia-Owned Stations

KMOX, 401 South Twelfth Boulevard, St. Louis 2
John Akerman, General Manager
Percy Anderson, General Sales Manager
Robert F. DeVoe, Supervisor of Accounting, Personnel and Office
Harry Harvey, Chief Engineer
KNX and KNX-FM and Columbia Pacific Network, Columbia Square, Los Angeles 28
Howard Meighan, Vice President and General Executive
Merle Jones, General Manager, KNX and CPN and KTSL (TV)
A. E. Joscelyn, Director CBS Operations, Hollywood
Wilbur Edwards, Director of KNX-CPN Operations
Edwin Buckalew, Sales Manager of KNX and CPN
Ned Marr, West Coast Attorney
John Minkowsky, Manager of Accounting and Purchasing
Edith Todesca, Director of Personnel Relations
Benjamin Paley, Director of Program Operations
Lester H. Bowman, Chief Engineer of KNX and Manager of Technical Operations Western Division

WBWB and WBWB-FM, 410 N. Michigan Ave., Chicago 11

H. Leslie Atlass, Vice President in Charge of Central Division and General Manager of WBWB

Erwin Shomo, Assistant General Manager

Kenneth Craig, Executive Assistant

J. V. McLoughlin, Supervisor of Accounting

Ralf Brent, Sales Manager

George V. Sherman, Chief Engineer

WCBS, WCBS-FM, and WCBS-TV, Ninth Floor, 485 Madison Avenue, New York 22

G. Richard Swift, General Manager of WCBS & WCBS-TV

Clarence Worden, Assistant to the General Manager

Don Eal, Program Director and Director of Continuity Editing

Don Miller, Sales Manager, (AM)

D. Gordon Graham, Assistant Program Director, (AM)

William Ellwell, Manager, WCBS Program & Office Operations

Robert Patt, Director of Sales Promotion, (AM & TV)

Richard Doan, WCBS-TV Program Director

George Dunham, WCBS-TV Sales Manager

Mort Barrett, WCBS-TV Service Manager

WCCO—625 Second Avenue, S. Minneapolis

Eugene B. Wilkey, General Manager

Carl Ward, Assistant General Manager and General Sales Manager

John R. Lucas, Accountant and Office Manager

WEEI and WEEI-FM—182 Tremont Street, Boston 2

Harold E. Fellows, Manager of New England Operations for CBS and General Manager of WEEI

Harvey Struthers, Assistant General Manager

J. J. Murray, Director of Accounting and Personnel and Executive Assistant

Guy H. Cunningham, Sales Executive, National Spot

KCBS—Palace Hotel, San Francisco

Arthur Hull Hayes, Vice President in Charge, San Francisco Office

Jules Dundes, Director Advertising and Sales Promotion

CBS Television

Hubbell Robinson, Jr., Vice President in Charge of Network Programs

Harry S. Ackerman, Executive Head of Production

Guy della-Cioppa, Associate Director of Programs, CBS Hollywood

Harry Ommerle, Director of Programs

Charles Underhill, General Manager, New York

Jerome Danzig, Associate Director of Programs

David Sutton, Sales Manager

Thomas D. Connolly, Manager of Program Sales

Ben Margolis, Sales Service Manager

James Connors, Business Manager

Allan Parr, Program Manager

John DeMott, Manager, Special Effects

Harold Meier, Manager of Program Operations

Paul Wittlig, Manager of Technical Operations

Columbia Affiliates Advisory Board

I. R. Lounsbury, WGR Buffalo, Chairman, representing District No. 2

C. T. Lucy, WRVA Richmond, Va., District No. 3

Glenn Marshall Jr., WMBR Jacksonville, Fla., District No. 4

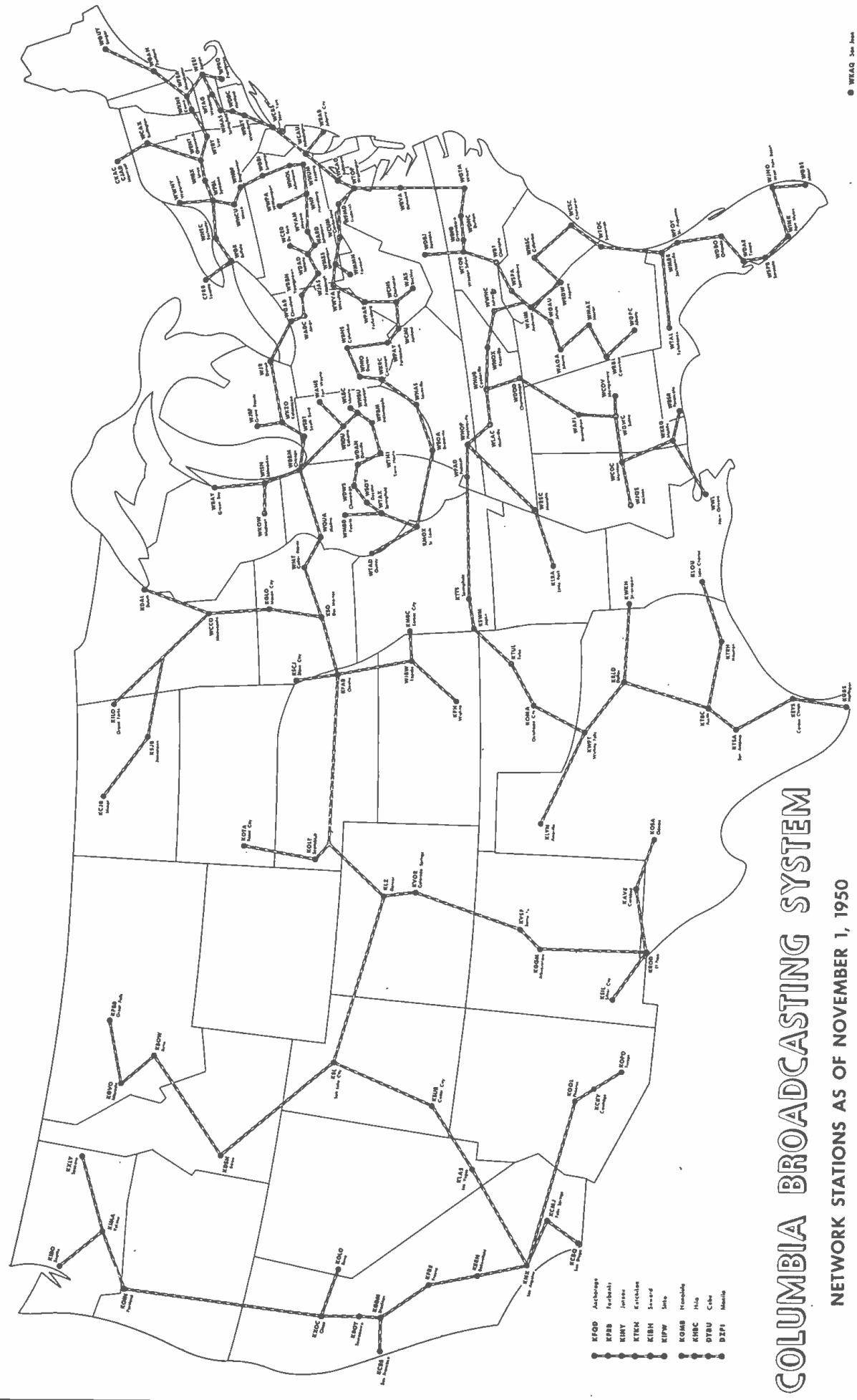
Howard Sumerville, WWL New Orleans, District No. 5

Richard Borel, WBNS Columbus, O., District No. 6

William Quarton, WMT Cedar Rapids, Iowa, District No. 7

Clyde Rembert, KRLL, Dallas, Texas, District No. 8

Clyde Coombs, KROX Sacramento, Calif., District No. 9



- KGOO Anchorage
- KPBB Fairbanks
- KINY Inverness
- KTKN Eureka
- KIBH Seward
- KIPW Sitka
- KQMS Honolulu
- KHRC Hilo
- OTRU Cienfuegos
- DZFI Manila

COLUMBIA BROADCASTING SYSTEM

NETWORK STATIONS AS OF NOVEMBER 1, 1950

DuMONT TELEVISION NETWORK

A Division of Allen B. DuMont Laboratories, Inc.
515 Madison Avenue, New York 22, New York Telephone: MU 8-2600

Network Executives

Allen B. DuMont, Chief Executive Officer
Mortimer W. Loewi, Director of the Network
Chris. J. Witting, General Manager
Clarence G. Alexander, Administrative Assistant
Norman W. Drescher, Administrative Assistant
Tom S. Gallery, Director of Sales
James L. Caddigan, Director of Programming & Production
Rodney D. Chipp, Director of Engineering
Leslie G. Arries, Sr., Director of Sports and Special Events
Robert Jamieson, Manager of Station Relations Department
Gerald Lyons, Director of Public Relations & Publicity
Charlotte F. Stern, Director of Advertising and Sales Promotion
George Faust, Manager of Network Traffic
Edward R. Carroll, Manager of Teletypewriting Department
Melvin A. Goldberg, Manager, Network Research Department
Andrew Jaeger, Manager, Film Department
Milton Morel, New York Operations Manager
Walter Compton, Manager of Station WTTG Washington, D. C.
Donald Stewart, Manager of Station WDTV Pittsburgh, Pa.

Sales

Tom S. Gallery, Director of Sales
J. Trevor Adams, Assistant Director of Sales
Gilbert I. Berry, Western Sales Manager, Field Building, Chicago, Illinois
Richard S. Ralton, West Coast Sales Representative, Monadnock Building, San Francisco 5, Calif.
Lynn Cleary, Sales Service Manager
Charles R. Abry, Account Executive
John H. Bachem, Account Executive
Halsey V. Barrett, Account Executive
Theodore Bergmann, Account Executive
Arthur C. Elliot, Account Executive
William Koblenzer, Account Executive
James Owens, Account Manager
Lawrence Buck, Account Manager
Albert Tilt, III, Account Manager
William Walters, Account Manager

Public Relations & Publicity

Gerald Lyons, Director of Public Relations & Publicity

Advertising and Sales Promotion

Charlotte F. Stern, Director of Advertising & Sales Promotion

Research

Melvin A. Goldberg, Manager of Research

Programming and Production

James L. Caddigan, Director of Programming & Production

M. Bernard Fox, Assistant to the Director of Programming & Production

Les Arries Sr., Director of Sports-Special Events

Al Hollander, Production Facilities Manager

Harry Coyle, Remote Program Production Manager

Frank Bunetta, Production Supervisor

Andrew Jaeger, Film Department Supervisor

Peter Sarkies, Chief Film Editor

Elizabeth Mears, Casting and Talent Audition Manager

Max Bryer, Continuity Acceptance Supervisor

Edward Saulpaugh, Assistant Continuity Acceptance Supervisor

Duncan MacDonald, Supervisor of Women's Programs

Samuel Fairchild, Assistant Supervisor of Women's Programs

Marian Glick, News Editor

David Schooler, Supervising Producer

Charles Parsons, Supervising Producer

Theodore Hammerstein, Supervising Producer

Edward Dimond, Supervising Producer

Don Russell, Chief Announcer

Edward Lieberthal, Chief Coordinator

Dominic Celentano, Music Clearance Supervisor

Rudy Lucek, Scenic Designer

Ralph Robbins, Assistant to Production Facilities Manager

Traffic

George Faust, Traffic Manager

Joseph Cox, Traffic Assistant

Allan Ramsey, Traffic Assistant

Station Relations

Robert F. Jamieson, Manager of Station Relations

Edwin G. Kohler, Station Relations District Manager

Teletypewriting Department

Edward R. Carroll, Manager of Teletypewriting Department

Robert S. Woolf, Assistant Manager of Teletypewriting Department

Administrative & Accounting Department

Clarence G. Alexander, Administrative Assistant
Norman W. Drescher, Administrative Assistant
Irwin Rosten, Administrative Assistant
W. P. Popp, Chief Accountant
R. M. Skaar, Accountant
W. W. Walsh, Accounts Payable Supervisor
Mae K. Blake, Accounts Receivable Supervisor
Edna Tidik, Payroll Supervisor
Frank Collora, Credit and Collection

Operations

Milton Morel, Manager of New York Operations
Harry Krivit, Supervisor, Studio A
Saul Abraham, Supervisor, Adelphi Theatre
Samuel Spachner, Supervisor, Ambassador Theatre
William Seaman, Supervisor, Studio D

Engineering Department

Rodney D. Chipp, Director of Engineering
Robert Bigwood, Facilities Engineer
S. Patremio, Special Projects Engineer
H. C. Milholland, Technical Operations Engineer
Eric Herud, Assistant Technical Operations Engineer
Arthur Beneke, Propagation Engineer

Du Mont Owned & Operated Stations

WABD New York, New York (See Network Listing)
WTTG Washington, D. C.

Walter Compton, General Manager
Perry P. Walders, Commercial Manager
Roger M. Coelos, Operations Manager
Malcom M. Burleson, Chief Engineer
Rick LaFalce, Director of Promotion and Publicity
Jules Huber, Film Editor
Donald Roper, Director of Special Events

WDTV Pittsburgh, Pa.

Donald A. Stewart, General Manager
Larry Israel, Sales Director
Peter M. Barker, Program Director
Raymond Rodgers, Chief Engineer
Herbert Skaggs, Sales Service Manager
John J. Cole, Account Executive
Jacqueline M. Dodge, Account Executive
Robert P. Schroeder, Account Executive

LIBERTY BROADCASTING SYSTEM

NETWORK EXECUTIVES

Gordon B. McLendon, President
Barton R. McLendon, Chairman of the Board
James Foster, Executive Vice President
James Kirksmith, Vice President in Charge of Station Relations
H. W. (Bob) Bumpas, Vice President in Charge of Programming and Production
Benton Paschall, Vice President in Charge of West Coast Operations
Glenn Douglas, Program Director
Sewall Cutler, Traffic Director
Glenn Callison, Chief Engineer

Offices

DALLAS—2008-A Jackson St., Dallas, Tex., Telephone: Prospect 4469.

NEW YORK—509 Madison Ave., Murray Hill 2-7458; Frank R. Margeson, Regional Manager

WASHINGTON—1000 Connecticut Ave., N. W., Telephone: National 4458; WOL Studio, John Dunnagan, Regional Manager.

CHICAGO—Lincoln Tower, Chicago, Ill.

HOLLYWOOD—Radio Station KMPC Los Angeles, Calif., Benton Paschall, Vice President in Charge of West Coast Operations.

ATLANTA, GA.—101 Marietta St. Bldg., Tom Carr, Regional Manager.

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PROGRESSIVE BROADCASTING SYSTEM

MEMBERS OF THE BOARD

Miller McClintock, Chairman and Chief Executive Officer
Larry Finley, President and General Manager
Jack L. Rau
Bernard Fleisher
William Bartman
J. D. Shane
Paul Ziffren
Jack Ostrow

NETWORK EXECUTIVES

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Larry Finley, President and General Manager
B. B. Robinson, First Vice President
William Barton, Vice President
Donald Withycumb, Operating Vice President
Jack L. Rau, Secretary and General Counsel
Jack Ostrow, Treasurer
Edgar Twamley, Eastern Div. Manager
Robert B. White, Central Div. Manager
Forrest Wallace, Western Div. Manager
Morgan Ryan, General Sales Manager
Wade Crosby, Director of Advertising and Promotion
Mel Williamson, Director of Production
Raymond Berquist, Program Director

Offices

Headquarters: Park Sheraton Hotel, 55th St. and Seventh Ave., New York
Telephone: Judson 6-5526-9.

Chicago—Furniture Mart Bldg., 666 Lake Shore Dr. Telephone: Superior 7-661

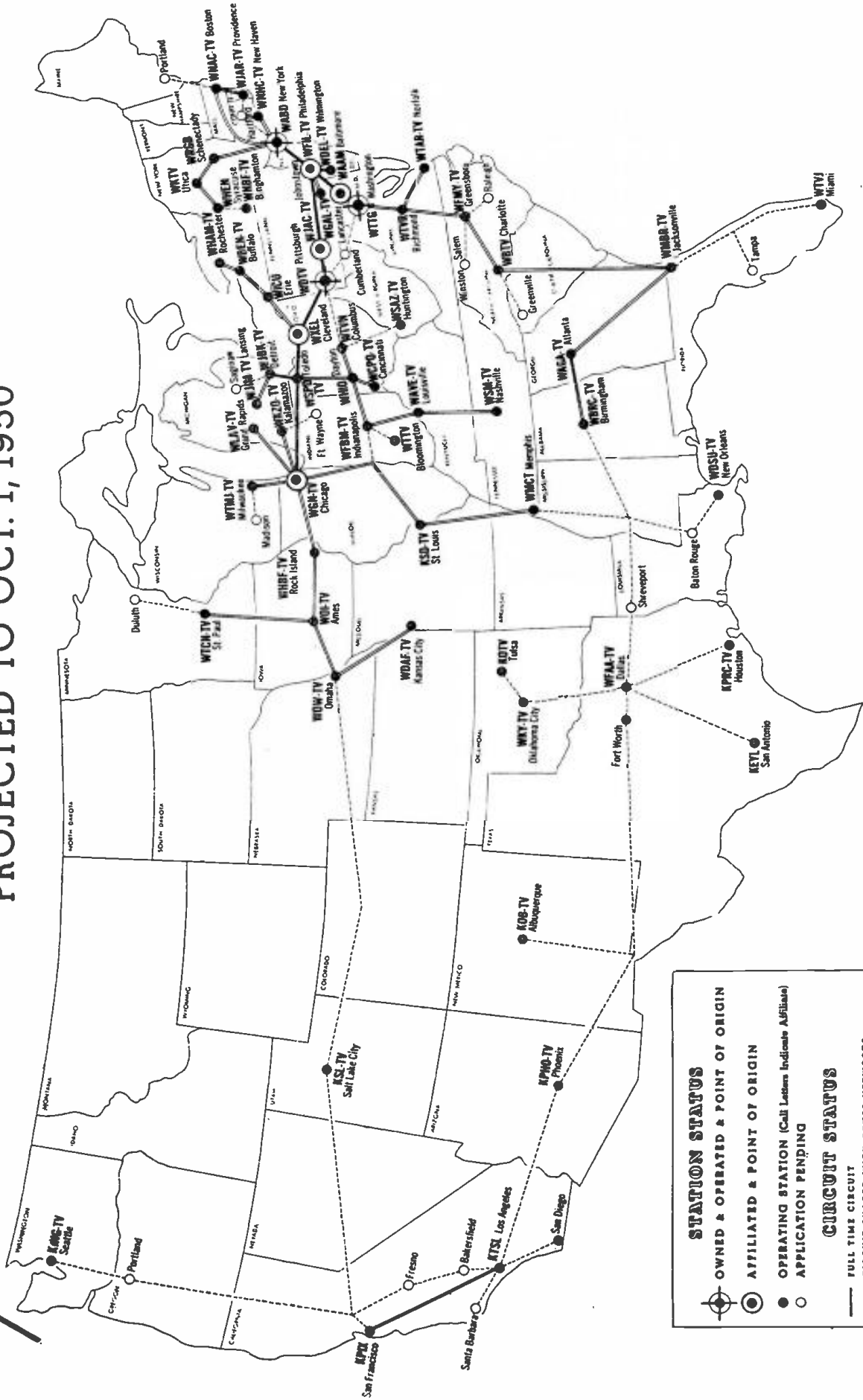
Hollywood—8983 Sunset Blvd., Telephone: Bradshaw 2-5841.

BROADCASTING • Telecasting

The

DU MONT Television Network-Intercity Connections

PROJECTED TO OCT. 1, 1950



| STATION STATUS | |
|----------------|---|
| | OWNED & OPERATED & POINT OF ORIGIN |
| | AFFILIATED & POINT OF ORIGIN |
| | OPERATING STATION (Call Letters Indicate Affiliate) |
| | APPLICATION PENDING |
| CIRCUIT STATUS | |
| | FULL TIME CIRCUIT |
| | CIRCUIT SHARED WITH OTHER NETWORKS |
| | PROJECTED CIRCUIT |

KEYSTONE BROADCASTING SYSTEM, INC.

OFFICES

134 North LaSalle Street
Chicago 2, Illinois
State 2-4590

580 Fifth Avenue
New York 19, New York
PLaza 7-1460

OFFICERS & DIRECTORS

Sidney J. Wolf, *President (Director)*
Naylor Rogers, *Exec. Vice-President (Director)*
Arthur Wolf, *Vice-President (Director)*
Joseph Bayer, *Vice-President (Director)*
Noel Rhys, *Vice-President*
Arthur Wolf, *Secretary-Treasurer (Director)*

NEW YORK 580 Fifth Avenue

Noel A. Rhys, *Vice-President and Eastern Sales Manager*
Eve Banner, *Office Manager*
James A. Yergin, *Research Director*

CHICAGO 134 North LaSalle St.

Sidney J. Wolf, *President*
Naylor Rogers, *Exec. Vice-President*
Arthur Wolf, *Secretary-Treasurer*
Edwin R. Peterson, *Special Representative*
Emma G. Rogers, *Director of Station Relations*
Ethel D. Harris, *Accountant*

SERVICES OFFERED: Keystone Broadcast System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network included 395 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length. Keystone makes its facilities available nationally or in selected groups. The list of stations affiliated with Keystone as of Jan. 1, 1951, is as follows:

ALABAMA—WCTA Andalusia; WJLD Bessemer; WEBJ Brewton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WOOF Dothan; WULA Eufaula; WMFT Florence; WGWD Gadsden; WBHP Huntsville; WFWB Jasper; WJHO Opelika; WFEB Sylacauga; WHTB Talladega; WTBF Troy; WTBC Tuscaloosa.

ALASKA—KFQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward.

ARIZONA—KCLS Flagstaff; KTYL Mesa.

ARKANSAS—KVRC Arkadelphia; KAMD Camden; KGRH Fayetteville; KXJK Forest City; KHOZ Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KBTM Jonesboro; KDRS Paragould; KOTN Pine Bluff; KXRJ Russellville; KWAK Stuttgart.

CALIFORNIA—KCVR Lodi; KMBY Monterey; KPRL Paso Robles; KVEC San Luis Obispo; KSMA Santa Maria; KVCV Ventura.

COLORADO—KGIW Alamosa; KRLN Canon City; KOKO La Junta; KUBC Montrose; KVRH Salida; KGEK Sterling; KCRF Trinidad.

FLORIDA—WDHL Bradenton; WTAN Clearwater; WCNU Crestview; WINK Ft. Myers; WJVB Jacksonville Beach; WKWF Key West; WLBE Leesburg; WNER Live Oak; WTMK Ocala; WDLF Panama City; WPLA Plant City; WTRR Sanford; WTNT Tallahassee.

GEORGIA—WGAU Athens; WBBQ Augusta; WMGR Bainbridge; WMOG Brunswick; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WTJH East Point; WSGC Elberton; WGGG Gainesville; WKEU Griffin; WBGJ Jessup; WMVG Milledgeville; WMGA Moultrie; WLAQ Rome; WWSN Statesboro; WTWA Thomson; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point

IDAHO—KGEM Boise; KBIO Burley; KIFI Idaho Falls; KRPL Moscow; KEIO Pocatello; KPST Preston; KSPT Sand Point; KLIX Twin Falls; KWAL Wallace; KWEI Weiser.

ILLINOIS—WMRO Aurora; WBYS Canton; WROY Carmi; WEBQ Harrisburg; WJPF Herrin; WKAI Macomb.

INDIANA—WTOM Bloomington; WTRC Elkhart; WTJ Tell City.

IOWA—KSIB Creston.

KANSAS—KARE Atchison; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KAYS Hays; KWHK Hutchinson; KIND Independence.

KENTUCKY—WLBK Bowling Green; WCTT Corbin; WZIP Covington; WHIR Danville; WHLN Harlan; WHOP Hopkinsville; WOMI Owensboro.

LOUISIANA—KVOB Bogalusa; WIHL Hammond; KWJ Natchitoches; KSLO Opelousas.

MAINE—WAGM Presque Isle.

MARYLAND—WASA Havre de Grace.

MASSACHUSETTS—WOCB Cape Cod-West Yarmouth.

MICHIGAN—WATZ Alpena; WGRO Bay City; WATT Cadillac; WHDF Calumet; WTVB Coldwater; WDDB Escanaba; WMRP Flint; WIKB Iron River; WJMS Ironwood; WKLA Ludington; WMBN Petoskey; WHLS Port Huron; WTCM Traverse City.

MINNESOTA—KBZY Grand Rapids; CKFI International Falls (Port Frances, Ont.); WSHB Stillwater.

MISSISSIPPI—WGCM Biloxi-Gulfport; WROX Clarksdale; WCJU Columbia; WCBI Columbus; WCMA Corinth; WJPR Greenville; WGRM Greenwood; WNAG Grenada; WFOR Hattiesburg; WKOZ Kosciusko; WAML Laurel; WAPF McComb; WMOX Meridian; WMIS Natchez; WHOC Philadelphia; WELO Tupelo; WQBC Vicksburg; WROB West Point; WAZF Yazoo City.

MISSOURI—KDMO Carthage; KCHI Chillicothe; KREI Farmington; KWOS Jefferson City; KMMO Marshall; KNEM Nevada; KWOC Poplar Bluff; KTRR Rolla; KSGM Ste. Genevieve; KDRO Sedalia; KWPM West Plains.

MONTANA—KBYM Billings; KAVR Havre; KXLO Lewistown; KPRK Livingston; KRJF Miles City; KIYI Shelby; KGXC Sidney.

NEBRASKA—KJSK Columbus; KHAS Hastings; KGFV Kearney; KBRL McCook; KODY North Platte.

NEVADA—KRAM Las Vegas; KATO Reno.

NEW HAMPSHIRE—WMOU Berlin; WLNH Laconia.

NEW JERSEY—WSNJ Bridgeton.

NEW MEXICO—KSVP Artesia; KWEW Hobbs; KCHS Hot Springs; KGFL Roswell; KTNM Tucumcarl.

NEW YORK—WMBO Auburn; WWSC Glens Falls; WHUC Hudson; WJOC Jamestown; WICY Malone; WALL Middletown; WSLB Ogdensburg; WHDL Olean; WNBZ Saranac Lake.

NORTH CAROLINA—WABZ Albemarle; WBBB Burlington; WEGO Concord; WCKB Dunn; WCNC Elizabeth City; WBBO Forest City; WFGV Fuquay Springs; WGNC Gastonia; WHNC Henderson; WHKP Hendersonville; WHPE High Point; WLOE Leaksville; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WMAP Monroe; WFRS Reidsville; WCBT Roanoke Rapids; WCEC Rocky Mount; WSTS Southern Pines.

NORTH DAKOTA—KDIX Dickinson; KDRL Devils Lake; KOVC Valley City; KNOX Grand Forks.

OHIO—WMOA Marietta; WJEL Springfield.

OKLAHOMA—KADA Ada; KWHW Altus; KVSO Ardmore; KWCO Chickasha; KSEO Durant; KASA Elk City; KTAT Frederick; KTJS Hobart; KTMK McAlester; KHGB Okmulgee; KVLH Paul's Valley; WBBZ Ponca City.

OREGON—KWIN Ashland; KAST Astoria; KBK Baker; KBND Bend; KWRO Coquille; KRUL Coquille; KASH Eugene; KLBK La Grande; KGA Lebanon; KMCM McMinnville; KOCO Salem; KOD The Dalles; KTLI Tillamook.

PENNSYLVANIA—WISR Butler; WCDL Carbondale; WLSW Carlisle; WESA Charleroi; WHUN Huntingdon; WDAD Indiana; WMCK McKeesport; WKR Oil City; WMAJ State College.

RHODE ISLAND—WRJM Newport; WERI Westerly.

SOUTH CAROLINA—WACA Camden; WGCD Chester; WOLS Florence; WFGN Gaffney; WLBC Lenoir-Clinton; WMRA Myrtle Beach; WKDK Newberry; WRHI Rock Hill.

SOUTH DAKOTA—KDSJ Deadwood; KGFX Pierre; KWAT Watertown.

TENNESSEE—WLAR Athens; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyerburg; WHBT Harriman; WIRJ Humboldt; WDJ Jackson; WIBK Knoxville; WGAP Maryville; WMM McMinnville; WNAH Nashville; WTPR Paris; WJ Tullahoma; WENK Union City.

TEXAS—KVLF Alpine; KRUN Ballinger; KIOX B. City; KRCT Baytown; KNEL Brady; KSTB Breckenridge; KWHI Brenham; KBWD Brownwood; KAND Corsicana; KDNT Denton; KERP El Paso; KGAF Gainesville; KLUF Galveston; KGVL Greeville; KSAM Huntsville; KEBE Jacksonville; KOC Kilgore; KPET Lamesa; KHIT Lampasas; KFI Longview; KRBA Lufkin; KMHT Marshall; KJI Midland; KRC Mineral Wells; KVKM Monahan; KOSF Nacogdoches; KRIG Odessa; KNI Palestine; KIUN Pecos; KVOP Plainview; KTA Sherman; KDWT Stamford; KSST Sulphur Springs; KXOX Sweetwater; KTEM Temple; KTFS Texas; KTLW Texas City; KGKB Tyler; KVC Uvalde; KVWC Vernon; KVIC Victoria.

UTAH—KVNU Logan; KOPP Ogden; KOAL Pric; KJAM Vernal.

VERMONT—WSYB Rutland; WTVN St. Johnsbury.

VIRGINIA—WKEY Covington; WSVS Crew CVCA Culpeper; WFVA Fredericksburg; WBC Galax; WVEC Hampton; WREL Lexington; WMY Martinsville; WNVA Norton; WPUV Pulaski; WJ South Boston; WLPN Suffolk; WAYB Waynesboro; WINC Winchester.

WASHINGTON—KXRO Aberdeen; KELA Central Chehalis; KCLX Colfax; KWLK Longview; KSI Moses Lake; KGY Olympia; KONP Port Angel; KWWB Walla Walla.

WEST VIRGINIA—WVFC Beckley; WHAR Marlinton; WDNE Elkins; WAJR Morgantown; WLC Princeton; WRON Ronceverte; WBRW Welch; WHAN Weston.

WISCONSIN—WATW Ashland; WLDY Ladysmith; WDLB Marshfield; WIGM Medford; WIBU Poynt; WRJN Racine; WOBT Rhinelander; WTTN Watertown.

WYOMING—KSPR Casper; KOVE Lander; KPC Powell; KRAL Rawlins; KVRK Rock Springs; KW Sheridan; KWOR Worland.

LIST OF ASSOCIATED STATIONS

(Carrying KBS Commercials on Special Working Agreements)

WHBB Selma, Ala.; KXLR, No. Little Rock, Ark.; KUOA Siloam Springs, Ark.; KFJX Grand Junction, Colo.; WDWS Champaign, Ill.; WJOL Joliet, Ill.; KLFY Lafayette, La.; KANE New Iberia, La.; KRUS Ruston, La.; WMIQ Iron Mountain, Mich.; WDMJ Marquette, Mich.; WKNC Muskegon, Mich.; WSOO Sault Ste. Marie, Mich.

BROADCASTING • Telecasts

400 LOCAL LEVEL

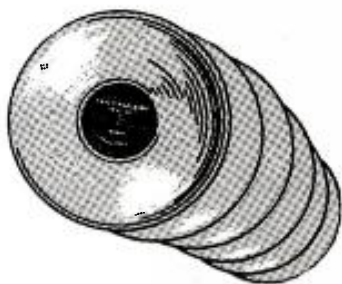
Leading brands using **KEYSTONE BROADCASTING SYSTEM** know that the **KBS local-level-400** reaches the rich, high income, small town and rural markets! As the **ONLY** established and growing Transcription Network, every local **KBS** affiliate is a home town station . . . and, according to **BMB** studies, local stations produce more impact with their higher listener-loyalty.

The **Keystone Network** consists of more than **400** stations located in towns with populations of **10,000 to 50,000** . . . **PLUS** the **RURAL BUYING POWER** of that area! These areas are largely beyond the dependable service of major wired networks . . . and effective **TV!** **AND** . . . these same markets contain more than **HALF OF THE NATION'S RETAIL STORES** which do nearly **HALF OF THE NATION'S RETAIL BUSINESS!**

Investigate this rich and loyal **KBS** small town and rural market **NOW!**

KEYSTONE BROADCASTING SYSTEM, INC.

KBS STATIONS REACH THE SMALL TOWN AND RURAL MARKETS— BEYOND EFFECTIVE TV!



ONE SINGLE ORDER BUYS AN ATTRACTIVE PACKAGE RATE!

Think of it! The Keystone Network operates in the same manner as wired networks . . . **WITH THE SAME ADVANTAGES!** Instead of a large number of clerical, time consuming hours of transactions, KBS reduces your problem to **ONE** order, **ONE** time clearance, **ONE** series of Affidavits of Performance, and **ONE** invoice . . . for all 400 KBS stations . . . or as few stations as needed to meet your needs.

SEARCHING FOR AN ANSWER TO TV-itis?

KBS is the only National radio network without a single station located in a TV City. As a result, many advertisers are using KBS to supplement their TV schedule which doesn't reach the KBS small town and rural market!



NEW YORK: 580 Fifth Avenue • CHICAGO: 134 N. LaSalle St.

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-9600

MUTUAL BOARD OF DIRECTORS

Theodore C. Streibert, *Chairman*, WOR New York.
T. F. O'Neil, *Vice Chairman*, The Yankee Network,
21 Brookline Ave., Boston.
Frank White, Mutual Broadcasting System, 1440
Broadway, New York.
Benedict Gimbel, Jr., WIP Philadelphia.
Elbert M. Antrim, WGN Tribune Tower, Chicago.
Frank P. Schreiber, WGN Tribune Tower, Chicago.
H. K. Carpenter, WHK Cleveland.
J. R. Poppele, WOR New York.
Linus Travers, The Yankee Network, 21 Brookline
Ave., Boston.
Willet H. Brown, Don Lee Broadcasting System, 1313
N. Vine St., Hollywood 28.

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E. M. Antrim, Chicago, *Secretary*
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in Charge of Programs
Adolf N. Hult, New York, *Vice President in Charge*
of Sales
Robert A. Schmid, New York, *Vice President in Charge*
of Advertising, Publicity, Research and
Planning
E. M. Johnson, New York, *Vice President in Charge*
of Station Relations and Engineering

LEGAL COUNSEL

Louis G. Caldwell } *Kirkland, Fleming, Green,*
Keith Masters } *Martin & Ellis, Washing-*
Andrew C. Hamilton } *ton, D. C., and Chicago*
McGoldrick & Dannett } *MBS Counsel*
Elisha Goldfarb }

DEPARTMENTS AND DIVISIONS

Frank White, *President*
James E. Wallen, *Treasurer*
Elisha Goldfarb, *Legal Counsel*

OFFICE MANAGEMENT

James E. Wallen, *Treasurer*
Beatrice M. Marschner, *Personnel Director*
Ruth Hendler, *Purchasing Agent*
Gail Dody, *Supervisor, Central Steno*
Sigrid Ramberg, *Supervisor, File & Reception*

PROGRAM DEPARTMENT

William H. Fineshruber, Jr., *Vice President*
Adolph Ofinger, *Assistant Program Director*
Milton Burgh, *Director of News*
Arthur Feldman, *Director of Special Events*
Paul Jonas, *Director of Sports*
Herbert C. Rice, *Director of Production*
B. J. Hauser, *Director of Co-op Programs*
Sally Raynor, *Assistant Director of Co-op Programs*
Harold M. Wagner, *Manager of Program Operations*
John Newhouse, *Assistant Manager of Program*
Operations
Edwin Otis, *Commercial Program Supervisor*
Dorothy Kemble, *Director of Continuity Acceptance,*
Religious & Educational Programs
Marlon Lennox, *Assistant Director of Continuity*
Acceptance
Isabel S. Biasini, *Assistant Director of Religious*
Programs
Dolores Goudsward, *Supervisor of Program Traffic*
Hugo Seiler, *Frank Miller, Night Program Super-*
visors
Idella Grindlay, *Day Program Supervisor*

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E. M. Johnson, *Vice President*
Station Relations Representatives:
Charles Godwin, *Director of Station Relations*
Robert Carpenter, *Eastern Manager*
Roy Danish, *Western Manager*
Ruth Jaffe, *Supervisor of Station Traffic*
Robert O'Connor, *Manager of Station Information*
Leslie Learned, *Chief of Engineering Traffic*
James Chapman, *Superintendent of Engineering*
Traffic
Margaret Riordan, *Supervisor of Wire Communica-*
tions
Lewis Tower, *Chief Facilities Engineer*
Margaret Maloney, *Telephone Supervisor*

ADVERTISING, PUBLICITY, PLANNING AND RESEARCH

Robert A. Schmid, *Vice President*
Harold Coulter, *Director of Promotion*
James Tyler, *Manager of Advertising and Promotion*
James E. O'Bryon, *Director of Publicity*
Francis X. Zuzulo, *Assistant Director of Publicity*
Richard Puff, *Director of Research and Planning*
Paul Benson, *Assistant Director of Research*
F. Carleton McVarish, *Manager of Audience Pro-*
motion
Arnold Roston, *Art Director*
Winifred Hall, *Production Supervisor*

SALES

Adolf N. Hult, *Vice President*
Sidney P. Allen, *Administrative Manager Network*
Sales
John R. Overall, *Eastern Sales Manager*
Carroll Marts, *Midwestern Sales Manager*
Alma Graef, *Manager of Sales Service*
Terrence Danley, *Manager of Sales Traffic*
Eda Purcell, *Manager of Contracts*

ACCOUNTING

George Ruppel, *Assistant Controller*
George Westby, *Budget Director*
Richard Groome, *Auditor*
Madeline Pellinger, *Supervisor of Affidavit*

CHICAGO

Carroll Marts, *Midwestern Sales Manager*
Dorothy Raynolds, *Midwest Sales Service Manager*
Myrtle Goulet, *Office Manager and Program Traffic*
George Herro, *Director of Promotion and Publicity*

WASHINGTON

Hollis Seavey, *Washington Program Coordinator*
William Hillman, *White House Correspondent*

HOLLYWOOD

Ned Tollinger, *Program Manager*
Harriet Crouse, *Publicity Director*

U. S. Government Agencies

(Continued from page 411)

DEPT. OF THE ARMY

Pentagon Bldg.
Liberty 5-6700 Ext. 53201
Information Branch: Chief, Maj. Gen.
Floyd R. Parks.

Radio-Television Branch: Chief, Col.
Edward M. Kirby, Assistants, Lt. Carl
Zimmerman, Capt. Ben Miller.

DEPT. OF THE NAVY

Pentagon Bldg.
Liberty 5-6700 Ext. 54435
Information Division: Chief, Adm. R. F.
Hickey, Assistant Chief, Walter Karig,
Deputy, H. D. Smith, Director, Capt.
Roy S. Benson, Chief, News Branch,
Commdr. Francis J. Lovell.
Pictorial, Radio-TV Branch: Commdr.
Harry H. Holton.

COAST GUARD

1300 "E" St., N. W.
Executive 6400 Ext. 2993
Office of Public Information: Chief,
Capt. Samuel F. Gray, Special Assistant
in Charge of All Media, Wade W.
McCoy, Assistant Chief, Lt. Comdr.
William D. Strauch, Jr., Assistant,
Editorial Section, Lt. Walter F. Guy.

MARINE CORPS

Navy Annex, Arlington, Va.
Republic 7400 Ext. 41492
Office of Public Information: Director,
Brig. Gen. John C. McQueen,
Assistant Director, Col. R. J. Kester,
Radio-TV Section: Lt. John S. Sorenson.

DEFENSE DEPT.

CIVIL DEFENSE LIAISON

Pentagon Bldg.
Liberty 5-6700
Assistant to the Secretary of Defense:
Col. Barnett W. Beers, Director, OCD
liaison, Col. A. B. Pitts, Information
Director, James McCrory.

DEFENSE DEPT.

GENERAL SERVICES

ADMINISTRATION
F Between 18th & 19th Sts., N.W.
Executive 4900
Administrator: Jess Larson.
Office of Public Information & Re-
ports: Director, Joseph S. Cohen.

DEFENSE DEPT.

MUNITIONS BOARD

Pentagon Bldg.
Liberty 5-6700
Chairman: John D. Small.
Public Information Office: Advisor,
Floyd Brinkley, Assistant, Hunt
Clement.
Communications Section: Chief, Mar-
vin Hobbs.

FEDERAL SECURITY AGENCY

4th St. & Independence Ave. S. W.
Executive 6300
Administrator: Oscar R. Ewing.
Office of Publications & Reports: Di-
rector, Zilpha C. Franklin.
Other offices: Food & Drug Administra-
tion, Office of Education, Office of
Vocational Rehabilitation, Public
Health Service, Social Security Ad-
ministration.

FEDERAL TRADE COMMISSION

6th St. & Pennsylvania Ave. N. W.
Executive 6800
Commissioners: Chairman, James Mead,
W. A. Ayres, John Carson, Lowell E.
Mason, Stephen Spingarn.
Public Relations Office: Assistant to
the Chairman, Nick Carey, Assistant,
Donald R. Moore.

JUSTICE DEPT.

9th & Pennsylvania Ave. N. W.
Republic 8200
Attorney General: J. Howard McGrath,
Assistant Attorney General, Anti-
Trust Division, Herbert A. Bergson,
Special Assistant to the AG, Chief of
Litigation Section, Anti-Trust Divi-
sion, Holmes Baldrige.
Office of Public Information: Director,
Dean L. Schedler, Assistant Director,
Leo M. Cadison.

LABOR DEPT.

14th St. & Constitution Ave. N. W.
Executive 2420
Secretary: Maurice Tobin.
Office of Public Information: Director,
Herbert Little, Assistant, Joseph R.
Noone.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave. N. W.
Sterling 7373 Republic 7500
Members: Chairman, Paul M. Herzog,
John M. Houston, Abe Murdock,
James J. Reynolds Jr., Paul L. Styles.

General Counsel: George J. Bott.
Office of Information: Director, Louis
G. Silverberg, Assistant Director, Jay
E. Shanklin.

NATIONAL PRODUCTION AUTHORITY

14th St. & Constitution Ave., NW
Sterling 9200 ext. 4445

Office of the Administrator: Adminis-
trator, Manly Fleischmann, Assis-
tants to Administrator, H. George
Wilde, Glen Ireland.

Office of Public Information: Special
Consultant to Administrator, W.
Howard Chase, Deputy, Edward K.
Moss, Operations Division: Albert
J. Lubin, Rollen B. Kadesch, Roy
Wade, Publications and Reports
Division: Rex E. Greaves, Marian
McGovern.

Office of Executive Officer: Acting Ex-
ecutive Officer, Oscar H. Nielson.

Program Bureau: Acting Assistant Ad-
ministrator, Charles E. Kohlhepp,
Deputy Assistant, John J. Corson,
Consultant, Melvin L. Anshen,
Special Assistant, Eugene H. Merrill,
Facilities Clearance Staff: Director,
Frank R. Creedon.

Office of Analysis and Reports: Director,
Nathaniel Knowles.

Industry Operations Bureau: Assis-
tant Administrator for Industry Op-
erations, Horace B. McCoy, Assis-
tants, Dean Bowman, Robert Hat-
field, Kurt Rosinger, Industry Divi-
sions: Building Materials, John L.
Haynes, Construction Controls,
James W. Follin, Copper, Frank H.
Hayes, Electronics, John Daley, Don-
ald S. Parris, Communications, Gen-
Calvert Arnold, General Products,
Thomas W. Delahanty, Iron & Steel,
David B. Carson, Light Metals, Nigel
H. Bell, Motion Picture-Photographic
Products, Nathan Golden, Rubber,
Earl W. Glen, Tin-Lead-Zinc, Whit-
man W. Hopton.

Office of Field Service: Director, Car-
lton Hayward.

Office of Small Business: Acting Di-
rector, James L. Kelly, Government
Procurement, B. K. Slaughter, Pro-
duction Research, J. C. Dockeray.

SECURITIES & EXCHANGE COMMISSION

425 2nd St. N. W.
Sterling 7600 Ext. 5526
Chairman: Harry A. McDonald.
Secretary of the Commission and Di-
rector of Information: Orville L. Du-
Bois.

STATE DEPT

21st & Virginia Ave. N. W.
Republic 5600

Assistant Secretary of State for Public
Affairs: Edward W. Barrett, Deput.
Assistant, Howland H. Sargent, Spe-
cial Assistant, William O. Playe,
Deputy to the Special Assistan,
Joseph M. Sitrick, Special Assistan
to the Under-secretary, Lloyd A.
Lehrbas.

Interdepartmental Foreign Informa-
tion: Staff: Chairman, William T. Stone,
Vice-chairman, Frederick Oechsne

International Broadcasting Division
Chief, Foy D. Kohler, Associate Chief
(policy), Edwin Kretzman, Associat
Chief (operations), James Thompson
Chief, Program Operations Bureau
Alfred Fuhler, Facilities Chief, Georg
Herrick, Acting Chief, Washingto
Branch, Sidney Sulkin, Directo
Washington Special Events, John I
Hogan, Washington Information Off-
cer, Marguerite Preston.

International Press & Publication:
Chief, John L. Dunning, Assistan
Chief, Leo Pinkus, Acting Chief
Washington Coverage, Joseph Pol
koff.

Office of Educational Exchange: D
rector, William C. Johnstone Jr.

Transportation and Communicator
Office (Telecommunications Service
Chief, Francis Colt De Wolf, As-
sociate Chief, Harvey Otterman, As-
sistant Chiefs, John S. Cross, Cec
G. Harrison, Arthur L. Lebel, T. H. J
Nesbitt, Special Assistant to th
Chief, Helen Kelly.

TREASURY DEPT.

(U. S. Savings Bond Division)
Washington Bldg.
15th St. & New York Ave. N. W.
Executive 6400

Secretary: John Snyder.
National Director: Vernon L. Clark,
Promotion & Publicity: Director, Lou
Carow, Chief, Radio Section, Nath
P. Colwell.

VETERANS ADMINISTRATION

Vermont Ave. & H St. N. W.
Executive 4120
Administrator: Carl R. Gray Jr.
Office of Public Information: Directo
A. W. Woolford, Associate Directo
T. O. Black, Assistant Director, R
dio-TV Division, H. D. Silva.

[NOTE: * Falls under Executive Offi-
ce of the President. † Falls under Dep
of Commerce.]

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City 20. Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST, NEW YORK

BOARD OF DIRECTORS

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Charles R. Denny
Gano Dunn
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Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward F. McGrady
Mildred MacAfee Horton
Brig. Gen. David Sarnoff

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O. B. Hanson, *Vice President*
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John K. Herbert, *Vice President*
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William Hedges, *Vice President in Charge of Integrated Services*
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George MacGovern, *Rate Specialist*

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Thomas E. Ervin, *Assistant General Attorney*
George H. Halbert, *Senior Attorney*
John V. Shute, *Senior Attorney*
Paul B. Lynch, *Attorney*
Charles Moos, *Attorney*
Cahill, Gordon, Zachry & Reindel, *Counsel (New York & Washington)*

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Allan Kalmus, *Television Manager*
Michael Dann, *Trade News Editor*
Leo Hershordter, *Feature & Copy Editor*
Don Bishop, *Magazine Editor*
Leonard Meyers, *Music Editor*
Sidney Desfor, *Photo Editor*
Ursula Halloran, *Column Editor*
Phil Dean, *Exploration Editor*

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Stephen Riddleberger, *Assistant to the Budget Officer*

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Hugh R. McGeachie, *Assistant Controller*

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William D. Bloxham, *Purchasing Agent*

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Edward R. Cullen, *Operations Assistant*
Joseph D'Agostino, *Liaison Engineer*
Raymond F. Guy, *Manager, Radio and Allocations Engineering*
George M. Nixon, *Manager, Engineering Development*
Chester A. Rackey, *Manager, Audio and Video Engineering*
James Wood, *Manager of Technical Services*

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Albert Walker, *Executive Assistant in Charge of Special Services*
William Burke Miller, *Night Executive Officer*

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Allin Robinson, *Supervisor of Associate Directors*
Thomas Adams, *Supervisor of Literary Rights and Playreading*
Patrick J. Kelly, *Supervisor of Announcers*
Frederick G. Knopfke, *Supervisor of Sound Effects*
Miriam Hoffmeir, *Supervisor of Program Analysis Division*
Frances Sprague, *Chief Librarian*
Charles G. Hicks, *Manager of Radio Recording*

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Albert Humbert, *Supervisor of Building Maintenance Division*
Helen Davis, *Supervisor of Office Services Division*

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Alton Porter, *Supervisor of Tour Operation and Promotion Division*
James Van Gaasbeek, *Supervisor of Ticket Division*

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Edmund Souhami, *Labor Relations Assistant to the Director*
Theodore Thompson, *Manager*
Doris Ann, *Supervisor of Placement Division*
John Michel, *Supervisor of Employee Services Division*
Robert de Beer, *Supervisor of Records & Research Division*

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Barry T. Rumpke, *Plans Specialist*
George Trimbale, *Rate Specialist*
Harold Bell, *Survey Specialist*

RADIO NETWORK

EXECUTIVE

Charles R. Denny, *Executive Vice President, Acting Head Radio Network*
Henry T. Sjuggren, *Controller for Radio Network*
Curtis Lewis, *Cost Accountant*

SALES DEPARTMENTS

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Walter Scott, *Eastern Sales Manager*
Sackett Miles, *Sales Service Manager*

SALES PLANNING & RESEARCH DEPARTMENT

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Howard Gardner, *Sales Planning Supervisor*
Kenneth E. Greene, *Circulation Supervisor*
Calvin Morris, *Program Research Supervisor*
Dwayne L. Moore, *Ratings Supervisor*

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George Wallace, *Manager*
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Pat Steel, *Audience Promotion Manager*
Clyde Clem, *Assistant Manager for On-the-Air Promotion*
Allan J. Hughes, *Senior Presentation Writer*
Edward Antonelli, *Promotion and Production Manager*

STATION RELATIONS DEPARTMENT

Burton Adams, *Station Relations Contact Representative*
Norman Cash, *Station Relations Contact Representative*
Paul Hancock, *Station Relations Contact Representative*
Paul Rittenhouse, *Station Relations Contact Representative*
William M. Kelly, *Supervisor of Affiliation Contracts*

PROGRAM DEPARTMENTS

Charles Barry, *Vice President in Charge of Radio Network Programs*
Leslie Harris, *Eastern Program Manager*
Robert Wamboldt, *Eastern Production Manager*

Joel Hammil, *Manager of Package Programs & Talent Contracts*
Van Woodward, *Supervisor of Script Preparation*
Stockton Helffrich, *Supervisor of Continuity Acceptance*
Grant Tinker, *Supervisor of Program Operations*
Leonard Goldstein, *Supervisor of Talent Auditions*
Claire Trainor, *Supervisor of Talent Casting*
Samuel Chotzinoff, *General Music Director*
Ernest La Prade, *Supervisor of Music Research*

PUBLIC AFFAIRS AND EDUCATION DEPARTMENT

Doris Corwith, *Supervisor of Talks & Religious Broadcasts*
Margaret Cuthbert, *Supervisor of Public Affairs*

NEWS, SPECIAL EVENTS AND SPORTS DEPARTMENT

Henry C. Cassidy, *Director*
Joseph O. Meyers, *Manager of Operations*
Francis Littlejohn, *News Desk Supervisor*
Cal Abraham, *Station Liaison & Public Relations Director*
Bill Stern, *Director of Sports*

TECHNICAL OPERATIONS DEPARTMENT

George McElrath, *Director of Radio Network Technical Operations*
Thomas H. Phelan, *Manager of New York Radio Technical Operations*

TELEVISION NETWORK EXECUTIVE

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Edward D. Madden, *Vice President in Charge of Television Network Operations & Sales*

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Edward Lyman, Munson (Brig. Gen., Ret.), *Director of TV Operations*
J. Robert Myers, *Administrative Assistant to the Director of TV Operations*
William Roden, *TV Personnel Supervisor*

FINANCE DEPARTMENT

Charles Cresswell, *Controller for TV Network*
Joseph Berhalter, *Supervisor of Budget Division*

STATION RELATIONS DEPARTMENT

Sheldon B. Hickox, *Director*
Elmore B. Lyford, *TV Contact Representative*
Thomas Knode, *TV Contact Representative*
Stephen Flynn, *TV Contact Representative*
Robert Guthrie, *Supervisor of Affiliation Contracts*

PRODUCTION SERVICES DEPARTMENT

Fred Shawn, *Director of TV Production Services*
Ernest Theiss, *Supervisor of Broadcast Operations*
James Kovach, *Operations Coordinator*

STAGING SERVICES

Robert Wade, *Manager of Staging Services*
Robert Brunton, *Supervisor of Staging Operation Section*

FILM DEPARTMENT

Edward Munson, *Director of Film Department*
Frank Lepore, *Supervisor of Film & Kinescope Operations Division*

TECHNICAL OPERATIONS DEPARTMENT

Robert E. Shelby, *Director of TV Technical Operations*
F. A. Wankel, *Manager of TV Technical Operations*

PRODUCTION DEPARTMENTS

Frederic W. Wile, *Vice President and Director of Television Production*

PROGRAM DEPARTMENT

Ernest Walling, *TV Program Manager*
Leonard Hole, *TV Production Manager*
Fred Coe, *Manager of New Program Development*
George Sweeney, *Staff Supervisor*

TALENT & PROGRAM PROCUREMENT DEPARTMENT

Carl Stanton, *Talent & Program Procurement Manager*
Jack Rayel, *Program Procurement Supervisor*
Martin Begley, *Talent Procurement Supervisor*

NEWS, SPECIAL EVENTS & SPORTS DEPARTMENT

Francis C. McCall, *Director of TV News & Special Events*
Adolph Schneider, *Manager of Operations*
James Dolan, *Assistant Director of Sports*

COMMERCIAL PROGRAM PLANNING

Merritt Barnum, *Manager, Commercial Program Planning*

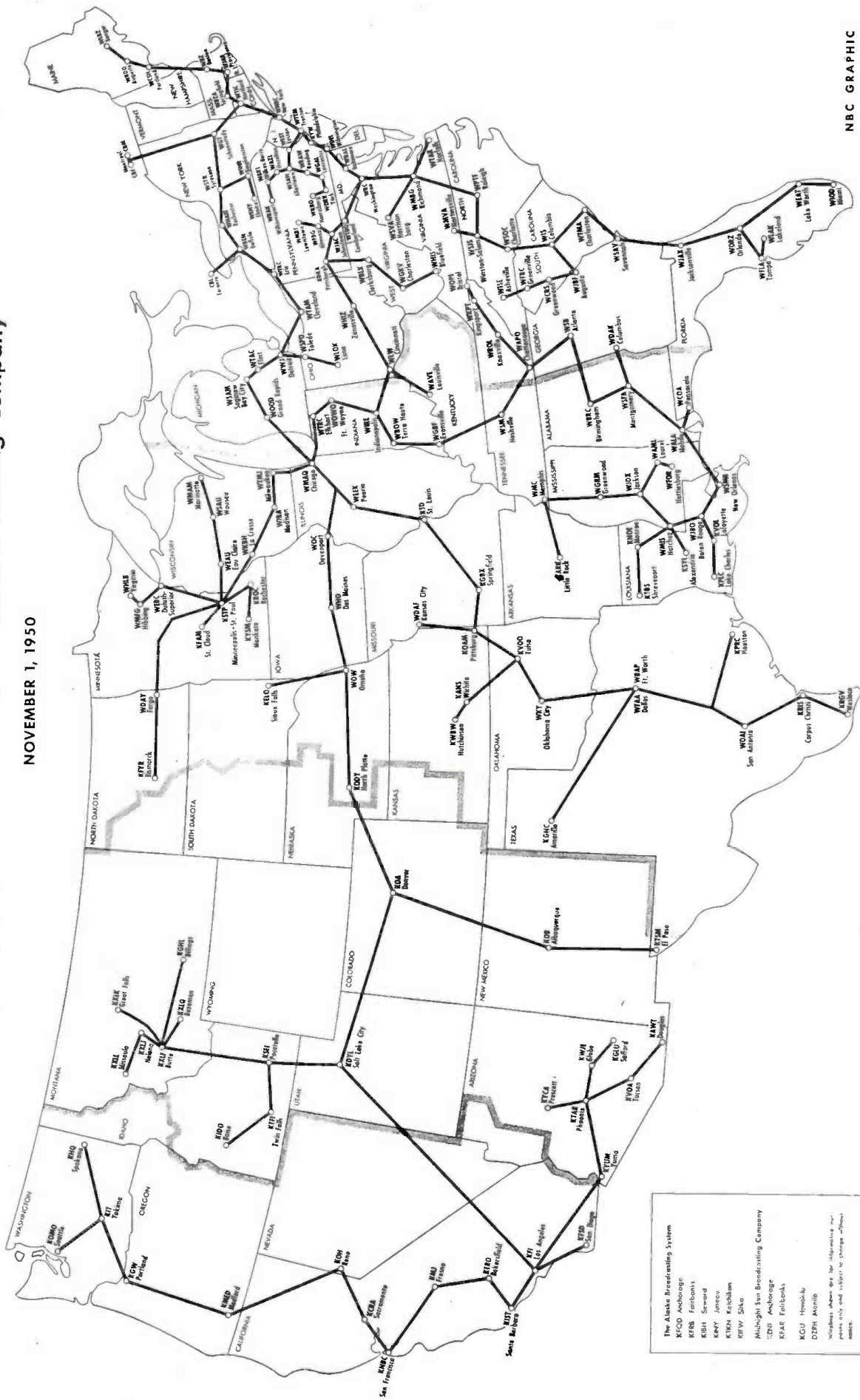
SALES DEPARTMENTS

George Frey, *Vice President and Director of TV Network Sales*
Hamilton Robinson, *Assistant to Director of TV Network Sales*
Ruddick Lawrence, *Manager of TV Sales Development*

(Continued on page 446)

Radio Network Facilities of the National Broadcasting Company

NOVEMBER 1, 1950



NBC GRAPHIC

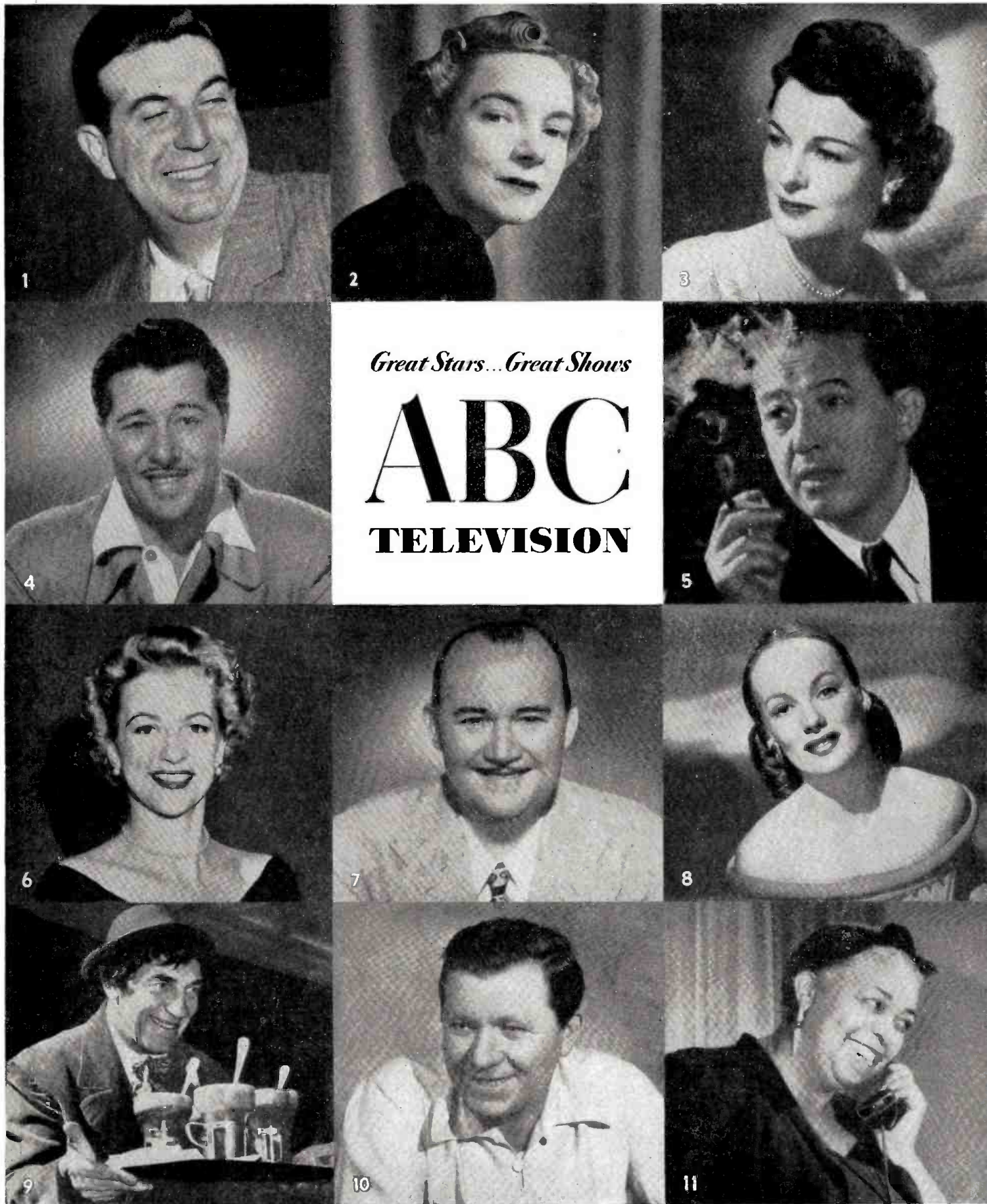
The Alaska Broadcasting System
 KACD Anchorage
 KFBS Fairbanks
 KRSI Seward
 KRRY Jareau
 KTKN Ketchikan
 KFWJ Sitka
 Alaska Anchorage Company
 KADR Anchorage
 KFAR Fairbanks
 KGU Kodiak
 DZPH Kodiak
 *Stations shown are for information only
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| Sponsor, Product No. of Stations | Program Day, Time EST | Duration of Contract | Agency | Sponsor, Product No. of Stations | Program Day, Time EST | Duration of Contract | Agency |
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| American Bakeries Co., Atlanta, Georgia; Merita Bread, Cake, Soda Crackers, Sweet Goods, 36 | Lone Ranger; MWF 7:30-8 PM. | 6-13-49— | Tucker Wayne & Company | General Mills, Inc., Minneapolis, Minn.; Cheerios, Betty Crocker Devil Food Cake Mix, Ginger Cake Mix, Cookie Mix, 138 | Lone Ranger; MWF 7:30-8 PM. | 5-4-42— | Dancer-Fitzgerald-Sample, Inc. |
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| Black Drug Co., Inc., Jersey City, N. J.; Amra-i-dent Toothpaste & Powder, Minipoo, Alkalds, Omega Oil, Omega Rub, Polident, Dentu-Creme, Stera-Kleen, Poll-Grip, Poslam; Dr. Wernet's Powder, Dentu-Grip, Polaris Tablets, Allenru, Pyclope, Polaris Poulitices, Jiffy Toothache Drops, 159 | Quick As A Flash; Tues. & Thurs. 11:30-11:55 AM. | 9-19-50— | Cecil & Presbrey, Inc. | Wheaties, Cheerios, Kix, Betty Crocker Soups, 149 | Armstrong of the SBI; Tues. & Thurs. 7:30-8 PM. | 9-5-50— | Knox Reeves Adv., Inc. |
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| | Jacques Fray (first 15 minutes); Sidney Walton (second 15 minutes); Sat. PM. following Metropolitan Opera | 1-14-50 only | Huber Hoge & Sons, Inc. | Independent Citizens Committee for Dewey and Hanley, New York City; Political, 15 | Speech by Everett M. Dirksen; Wed. 8:30-9 PM. CST | 5-17-50 only | Kapps Company |
| | Jacques Fray—½ hr. fol. Met. Opera | 1-21-50— 1-28-50 | | Same, 15 | Speech by Gov. Thomas E. Dewey; Thurs. 6:30-6:45 PM. | 10-5-50 only | Batten, Barton, Durstine & Osborn, Inc. |
| | Jacques Fray—15 min. fol. Met. Opera | 2-4-50— 3-11-50 | | Same, 15 | Speech by Lt. Gov. Joe Hanley; Mon. 9-9:30 PM. | 10-11-50 only | BBD&O, Inc. |
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| Same, 13 | Thurs. 10-10:30 PM. | 11-2-50 only | Ben Sackheim, Inc. | | | 12-10-50 only | Charles W. Hoyt Co., Inc. |
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Great Stars...Great Shows

ABC
TELEVISION

1. Don McNeill, Wednesday, 9 pm **2.** Helen Hayes, Showtime—USA, Sunday, 7:30 pm **3.** Ruth Hussey, appeared on Pulitzer Prize Playhouse, Friday, 9 pm **4.** Don Ameche, Holiday Hotel, Thursday, 9 pm **5.** Billy Rose, Tuesday, 9 pm **6.** Betty Furness, Penthouse Party, Friday, 8:30 pm **7.** Paul Whiteman, Sunday, 7 pm **8.** Faye Emerson, Monday, Wednesday, Friday, 7:15 pm **9.** Chico Marx, The College Bowl, Monday, 9 pm **10.** Stuart Erwin, Saturday, 7:30 pm **11.** Ethel Waters, Beulah, Tuesday, 7:30 pm **12.** Risé Stevens, Metropolitan Opera, Saturday, 2 pm





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Great Entertainment
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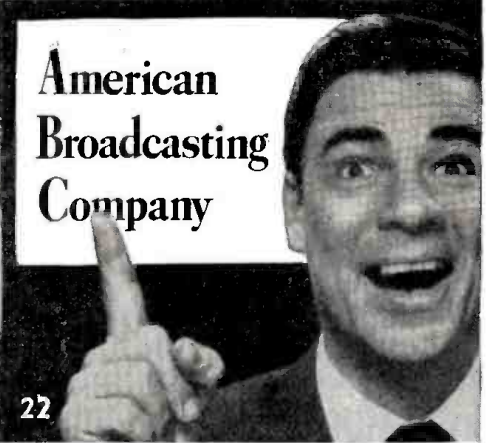
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**American
Broadcasting
Company**

13. Gregory Peck, guest star—Screen Guild Players, Thursday, 8 pm **14.** Elmer Davis, Monday through Friday, 7:15 pm **15.** Harold Stassen, a guest during 1950 on America's Town Meeting of the Air, Tuesday, 9 pm **16.** Ginny Sims, Song Shop, Sunday, 10 pm **17.** Robert Montgomery, Thursday, 9:45 pm **18.** Dick Powell, Richard Diamond, Friday, 8 pm **19.** Walter Winchell, Sunday, 9 pm **20.** Ozzie and Harriet, Friday, 9 pm **21.** Louella Parsons, Sunday, 9:15 pm **22.** Bert Parks, Stop the Music, Sunday, 8 pm (and on ABC Television, Thursday, 8 pm)

Here at ABC, we practice what we preach. We believe in advertising, so we run ads like this one—lots of them—to help our sponsors build bigger audiences, get more out of every dollar they spend on ABC.

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| RADIO | | | | | | | |
| Sterling Drug, Inc., New York City; Philip- p's Toothpaste; Milk of Magnesia Tablets; Creams; Mulsified Shampoo; Dr. Lyon's Tooth Paste and Powder; Bayer As- pirin; Energine; Cleaning Fluid, Lighter Fluid, Shoe White, Window Cleaner; Campho- phenique; Instantine; Cal-Aspirin; Pape's Cold Compound; Diapepsin; Astring- o-sol; Mulsitan; Ayer's Pectoral; Fletcher's Castoria; Haley's M-O Double Dandertine; Ironized Yeast; Personna Blades; Mollie; ZBT Baby Powder, 224 | Bride and Groom; M-F 2:30-2:55 PM.; M-F 3-3:25 PM. | 1-2-50— 1-27-50 1-30-50— 6-30-50 | Dancer-Fitzgerald- Sample, Inc. | Committee of 10,000; Political, 12 | Talks by Richard Nixon and Senator Knowland; Mon. 8:45- 9 PM. Thurs. 9:30-10 PM. Wed. 9-9:30 PM. | 10-16 & 23-50 only 10-19-50 only 10-25-50 only | Elwood J. Robinson Adv. |
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| Sylvania Electric Products Corp., Buf- falo, N. Y.; Sylvania TV and Radio Re- ceivers, 72 | Game of the Week; Sat. 2 PM. to Concl.; Thurs. 2:45-5:30 PM. | 9-30-50— 11-4-50 11-23-50 only | Kenyon & Eckhardt Inc. | Dennison's Food, Oakland, Calif.; Food Products, 18 | Bob Garred and the News; Mon.-Sat. 7:30- 7:45 AM.; 6:05-6:15 PM. | 2-14-50— 8-9-50 | Brisacher, Wheeler & Staff |
| Texas Company, New York City; Gas and Oil, 317 | Metropolitan Opera; Sat. 2 PM. to Concl. | 11-26-49— 3-25-50 11-11-50— | Kudner Agency | Douglas for Senator Committee; Political, 11 | Speech by Helen Gahagan Douglas; Mon. 8-8:15 PM.; Sat. 7:30-7:45 PM. | 10-2, 9, 16, 23 & 30-50 11-4-50 | David S. Hillman, Inc. |
| Toni Company, Chi- cago, Illinois; Toni Home Permanent, 147 | Modern Romances; MWF 11:15-11:30 AM. | 6-9-50 | Foote, Cone & Belding, Inc. | Dr. Hiss Shoe Stores, Los Angeles, Calif.; Shoes, 5 | Flying Feet; Sat. 10-10:30 AM. | 12-3-50 | Hal Stebbins, Inc. |
| Same, 147 | Quick As A Flash; Tues. & Thurs. 11:30- 11:45 AM.; MWF 11:45- 12 Noon Carol Douglas; M-F 12:25-12:30 PM. | 5-30-50— 9-15-50 6-12-50— 9-15-50 3-20-50— 9-15-50 | Foote, Cone & Belding, Inc. | Helen Gahagan Douglas Campaign Committee; Political, 11 | Speech by Helen Gahagan Douglas; Tues. 8-8:15 PM. | 2-28-50 only | David S. Hillman, Inc. |
| Toni Home Perma- nent, Shampoo, Cream Rinse, 182 | Chance of a Lifetime; MWF 2:45-3 PM.; TuTh 2:30-2:45 PM. Stop the Music; Sun. 8:15-8:30 PM.; Sun. 8:30-8:45 PM. | 5-29-50— 9-15-50 3-26-50— 6-18-50 9-3-50— 11-26-50 | William H. Weintraub & Co., Inc. | Gov. Earl Warren | Political Speech by Gov. Warren; Fri. 6:30-6:45 PM. | 2-3-50 only | |
| Trimount Clothing Co., Inc., New York City; Men's Suits, Topcoats, Overcoats, Sport Jackets, Slacks, Summer Suits, 201 | Arthur Gaeth; Mon. 10-10:15 PM. | 4-19-48— 1-9-50 | Weinstein Company | Green Spot, Inc.; Orangeade | Suprise Package; Tues., Thurs. 2-2:15 PM. | 11-3-49— 2-9-50 2-14-50— 2-28-50 | Philip J. Meany Co. |
| United Electrical, Radio & Machine Workers, New York City; Institutional, 114 | Game of the Week; Sat. 2 PM. to Concl.; Thurs. 2:45-5:30 PM. | 9-30-50— 11-4-50 11-23-50 only | Grant Advertising, Inc. | General Mills, Minneapolis, Minn.; Kix, 23 | Today in Hollywood; Mon.-Fri. 3-3:05 PM. | 6-5-50— | Tatham Laird, Inc. |
| U. S. Army and Air Force, Washington, D. C.; Cadet Recruit- ing, 179 | The Voice of Prophecy; Sun. 9:30-10 AM. | 6-19-49— | Western Advertising Agency, Inc. | Institute of Religious Science, Los Angeles, Calif.; Institutional, 7 | This Thing Called Life; Sun. 4-4:30 PM. | 11-20-49— 9-24-50 10-1-50— | Raymond R. Morgan Co. |
| Voice of Prophecy, Inc., Glendale, Cal.; Institutional, 108 | Share the Wealth; Mon. 8-8:25 PM. | 10-17-49— 1-9-50 | Hershon-Garfield, Inc. | Langendorf United Bakeries, Inc., San Fran., Calif.; Bakery Products, 9 | Zeke Manners; Mon.- Fri. 7:45-8 AM. | 10-3-49— | The Blow Co., Inc. |
| Waltham Watch Company, Waltham, Mass.; Waltham Watches, 21 | Walter Winchell; Sun. 9-9:15 PM. | 1-1-50— | Kenyon & Eckhardt, Inc. | Los Angeles Tenants Council, Political, 12 | Political Speech by various speakers; Mon. 9-9:30 PM. | 11-6-50 only | Leonard Shane Agency |
| Warner, William R. and Company, New York City; Home Permanent, 230 | Ted Malone; M-F 12:25-12:30 PM. | 1-2-50— 3-17-50 | McCann-Erickson, Inc. | Lucky Lager Brew- ing Co., San Fran- cisco; Beer & Ale, 12 | Ira Blue Sports; Fri. 5 min. following Gil- lette fights between 7:30-8 PM. | 10-27-50— | McCann-Erickson, Inc. |
| Westinghouse Elec- tric Corp., Pitts- burgh, Pa.; Ranges, Laundromats, Refrig- erators, Irons, Roast- ers, Radios, Light Bulbs, Electric Sheets, Television Receivers, 225 | National Pro Cham- pionship Football Game; Sunday aft. | 12-17-50 only | Ewell and Thurber Associates | Pacific Greyhound Lines, San Fran., Calif.; Bus Transpor- tation, 11 | Romance of the High- ways; Sun. 10:15-10:30 AM. | 10-24-48— 4-16-50 | Beaumont & Hohman, Inc. |
| Wilson Sporting Goods Co., Chicago, Ill.; Co-sponsor with General Mills, Inc., Sporting Goods, 43 | Get More Out of Life; Sun. 10:15-10:30 PM. | 1-22-50— 5-14-50 | Thwing & Altman, Inc. | Pat Brown for Attor- ney General Com- mittee; Political, 12 | Speech by Edmund G. (Pat) Brown; Sat. 6- 6:15 PM. Tues. 9:45-10 PM. Fri. 6:30-6:45 PM. | 11-4-50 only 10-17-50— 10-31-50 10-27-50 only | |
| Wise, William H. & Co., New York City; Book Offer, 62 | Speech by Vice-Pres- ident Alben Barkley; Mon. 9:30-10 PM. | 10-9-50 only | Leonard Shane Agency | Peter Paul, Inc.; Candy, 18 | Bob Garred and the News; Mon.-Sat. 7:30- 7:45 AM.; 6:05-6:15 PM. | 2-13-50— 8-12-50 | Maxon, Inc. |
| ABC PACIFIC COAST NETWORK | | | | | | | |
| California Machin- ists Non-Partisan Political League; Political, 5 | Speech by Gov. War- ren; Tues. 7:30-7:45 PM. Mon. 6:45-7 PM. | 10-10, 17, 24, & 31-50 only 11-6-50 only | | Pictsweet Foods, Inc., Mt. Vernon, Wash.; Canned Peas, Corn & Frozen Foods, 18 | Bob Garred and the News; Mon.-Fri. 7:30- 7:45 AM.; 6:05-6:15 PM. | | Brisacher, Wheeler & Staff |
| BROADCASTING • Telecasting | | | | | | | |

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| TELEVISION | | | | | | | |
| Admiral Corp., Chicago, Ill.; Radios, Radio Phonographs, Television Receivers, Refrigerators, Electric Ranges, 30 | Stop the Music; Thurs. 8-8:30 PM. | 5-5-49- 4-27-50 5-4-50- 8-3-50 | Kudner Agency, Inc. | Gospel Broadcasting Assoc., Pasadena, Calif.; Religious, 40 | Old Fashioned Meeting; Sun. 10-10:30 | 10-3-50- | R. H. Alber Co. |
| American Bakeries Co., Atlanta, Ga.; Bread and Bakery Products, 7 | Lone Ranger; Thurs. 7:30-8 PM. | 10-6-49- | Tucker Wayne & Co. | Green Giant Co., LeSueur, Minn.; Green Giant Peas, 21 | Life With Linkletter; Fri. 7:30-8 PM. | 9-22-50- | Leo Burnett Co., Inc. |
| American Dairy Association, Chicago, Ill.; Milk, 8 | Paul Whiteman TV Teen Club; Sat. 8-8:30 PM. | 3-4-50- 8-19-50- 8-26-50- | Campbell-Mithun, Inc. | Griffin Manufacturing Co., Inc., Brooklyn, N. Y.; Shoe Polish, 11 | Paul Whiteman TV Teen Club; Sat. 8:30-9 PM. | 3-4-50- 6-17-50- | Birmingham, Castleman & Pierce, Inc. |
| American Safety Razor Corp., Brooklyn, N. Y.; Razor Blades and Lighters, 32 | College Bowl; Mon. 9-9:30 PM. (every other week) | 10-2-50- | Ruthrauff & Ryan, Inc. | Gruen Watch Co., New York City; Wrist and Pocket Watches, 31 | Blind Date; Thurs. 9:30-10 PM. | 9-28-50- | Stockton, West Burkhardt, Inc. |
| American Tobacco Co., New York City; Lucky Strike Cigarettes, 5 | Roller Derby; Tues. 10:30 to concl. | 9-26-50- | Batten, Barton, Durstine & Osborn, Inc. | Homecrafts, New York City; Book "Wrestlin' Scene", 12 | Wrestling Interviews; Wed. 5 min. following wrestling | 8-16 & 23-50 only | Huber Hoge & Sons, Inc. |
| Arnold Bakers, Inc., Fort Chester, N. Y.; Bread, Rolls, Cookies, 11 | Life Begins at 80; Wed. 8-8:30 PM. | 10-3-50- | Benton & Bowles, Inc. | Hudson Motor Car Co., Detroit, Mich.; Motor Cars, 61 | The Billy Rose Show; Tues. 9-9:30 PM. | 10-3-50- | Brooke, Smith, French & Dorrance, Inc. |
| Arthur Murray, Inc., New York City; Arthur Murray Dance Studios | The Arthur Murray Show; Thurs. 9-9:30 PM. | 7-20-50- 8-7-50 | Huber Hoge and Sons, Inc. | Independent Citizens Committee for Dewey for Governor, Political | Speech by Gov. Thomas E. Dewey; Wed. 6:45-7 PM. | 11-4-50 only | |
| Bendix Home Appliances, Inc., Chicago, Ill.; Automatic Washers and Clothes Dryers, 50 | Chance of a Lifetime; Wed. 7:30-8 PM. | 9-6-50- | Tatham-Laird, Inc. | Ironite Ironers Corp., Mt. Clemens, Mich.; Ironing Machines, 6 | Hollywood Screen Test; Mon. 7:30-8 PM. | 10-2-50- 12-25-50 | Brooke, Smith, French & Dorrance, Inc. |
| Best Foods, New York City, Shinola Shoe Polish, Rit Tint Dyes, 55 | Penthouse Party; Fri. 10-10:30 PM. | 9-15-50- | Earle Ludgin & Co. | Kellogg Co., Battle Creek, Mich.; Kellogg's Shredded Wheat & Corn Soya, 13 | Irene Wicker—The Singing Lady; Sun. 6-6:30 PM. | 2-13-49- 2-15-50 2-12-50 8-6-50 | Kenyon & Eckhardt, Inc. |
| Blatz Brewing Co., Milwaukee, Wis.; Blatz Beer, 14 | Roller Derby; Thurs. 10:30 PM. to concl. | 9-29-49- 9-21-50 9-28-50 6-8-50 only | Kastor, Farrell, Chesley & Clifford, Inc. | Knemark Mfg. Co., Inc., Brooklyn, N. Y.; Esquire Boot Polish, 25 | Blind Date; Thurs. 9:30-10 PM. | 3-16-50- 6-8-50 | Emil Mogul Co., Inc. |
| Campana Sales Co.; Ayds, Italian Balm, Solitaire Cake Make-up, Lipstick, Magic Touch, 10 | Roller Derby World Series; 10:30 to concl. First Nighter; Wed. 8-9 PM. | 10-18-50- | H. W. Kastor & Sons Advertising Co., Inc. | Libby, McNeill & Libby, Chicago, Ill.; Libby Products, 8 | Auction-Aire; Fri. 9-9:30 PM. | 9-30-49- 6-23-50 | J. Walter Thompson Co. |
| Canada Dry Ginger Ale, Inc., New York City; Ginger Ale and Sparkling Water, 37 | Super Circus; Sun. 5-5:30 PM. | 4-3-49- 3-26-50 4-9-50- | J. M. Mathes, Inc. | Lorillard, P. Co., New York, N. Y.; Old Gold Cigarettes, 26 | Stop the Music; Thurs. 8:30-9 PM. | 5-5-49- 4-27-50 5-4-50- | Lennen & Mitchell, Inc. |
| Chesebrough Mfg. Co., New York City; Vaseline Products, 10 | Roller Derby; Thurs. 10-10:30 PM. | 10-13-49- 3-26-50 | McCann-Erickson, Inc. | M & M Ltd., Newark, N. J.; Candy Coated Chocolate, 14 | Super Circus; Sun. 5:30-6 PM. | 4-30-50- 6-11-50 8-13-50 12-3-50 | Wm. Esty Co. |
| Chevrolet Dealers Assoc., Inc., New York City; Automobiles and Trucks, 1 | Roller Derby; Fri. 10 PM. to concl. | 12-30-49- 5-5-50 | Campbell-Ewald Co., Inc. | Mason, Au & Magenheimer, Mineola, Long Island; Mason Candies, 13 | Chester the Pup; Sat. 12-12:15 PM. | 10-2-50- | Turner Leach & Co., Inc. |
| C & W Enterprises, Hollywood, Calif.; 7 | Roller Derby Scene; Thurs. 15 min. following concl. of Roller Derby | 8-17-50- 9-7-50 | Mail Order Network | May Company, George S., Chicago, Ill.; Institutional Mogen-David Wine Corp. of America, Chicago, Ill.; Wine, 26 | World Championship of Golf; Sun. 6:30-7 PM. | 8-15-50 only | M. M. Fisher Assoc. |
| Chrysler Sales Division, Chrysler Corp., Detroit, Mich.; Automobiles, 58 | Treasury Men in Action; Mon. 8-8:30 PM. | 9-11-50- | McCann-Erickson, Inc. | Packard Motors, Inc., Detroit, Mich.; Packard Cars & Service, 46 | Can You Top This; Tues. 9:30-10 PM. | 10-3-50- | Weiss & Geller, Inc. |
| Cigar Enjoyment Parade in Behalf of Cigar Industry, New York City; 13 | Wrestling Interviews from the ringside following wrestling | 8-3-50- 9-27-50 | Wesley Associates | Peter Paul, Inc., Naugatuck, Conn.; Candies, 24 | Holiday Hotel; Thurs. 9-9:30 PM. | 3-23-50- | Young & Rubicam Inc. |
| Democratic National Committee, Political, 1 | Speech by President Truman; Thurs. 9-9:30 PM. | Nov. 4, 1950 only | Blow & Company | Peter Paul, Inc., Naugatuck, Conn.; Candies, 24 | Buck Rogers; Sat. 7-7:30 PM. | 4-15-50- 8-12-50 | Maxon, Inc. |
| Dodge Division of Chrysler Corp., Detroit, Mich.; Cars and Trucks, 58 | Showtime... U.S.A.; 7:30-8 PM. | 10-1-50- | Ruthrauff & Ryan | Peter Paul, Inc., Naugatuck, Conn.; Candies, 24 | Super Circus; Sun. 5:30-6 PM. | 4-23-50- | Henri, Hurst & McDonald, Inc. |
| Exquisite Form Brassiere, Inc., New York City; Brassieres, 8 | Roller Derby World Series; various time and days | 6-3, 4, 8-50 only | | Pharma-Craft, New York City; Ting, Oteen, Sprite, Fresh, Fresh Deodorant Soap, Eratol, Obay, 32 | College Bowl; Mon. 9-9:30 PM. (every other week) | 10-2-50- | Ruthrauff & Ryan, Inc. |
| Florshelm Shoe Company, Chicago, Ill.; Shoes, 9 | The Robbins' Nest; Fri. 11-11:15 PM. | 9-29-50- | Brandford Adv., Inc. | Philco Corp., Phila., Pa.; Refrigerators, Freezers, Air Conditioning Units, TV Receivers, Radios, 59 | Don McNeill TV Club; Wed. 9-10 PM. | 9-13-50- | Hutchins Advertising Co., Inc. |
| General Mills, Inc., Minneapolis, Minn.; Cheerios, Betty Crocker Devils Food Cake Mix, Ginger Cake Mix, Cookie Mix | Mrs. America Beauty Contest; Sun. 6-6:30 PM. | 9-10-50 only | | Pontiac Division of General Motors, Pontiac, Mich.; Pontiac Cars, 61 | All American Game of the Week; Tues. 8-8:30 PM. | 10-3-50- | McManus, John & Adams, Inc. |
| | Red Grange Predicts; Thurs. 15 min. following Roller Derby | 9-21-50- | Gorden Best Co. | Procter & Gamble Co., Cincinnati, Ohio; Dreft and Oxydol, 30 | Beulah; Tues. 7:30-8 PM. | 10-3-50- | Dancer-Fitzgerald-Sample, Inc. |
| | Lone Ranger; Thurs. 7:30-8 PM. | 10-21-50- | Dancer-Fitzgerald-Sample, Inc. | Radio Offers Co., New York City; Wally Frank Pipes, 12 | Wrestling Scene Interviews; Wed. 5 min. following wrestling matches | 10-4-50- | Huber Hoge & Sons, Inc. |
| | The Stu Erwin Show; Sat. 7:30-8 PM. | 10-21-50- | | Ronson Art Metal Works, Inc., Newark, N. J.; Ronson Lighters, 12 | Twenty Questions; Fri. 8-8:30 PM. | 3-31-50- | Grey Advertising Agency, Inc. |
| | Chicago Golden Gloves; Wed., Sat. 9:30 PM. to concl. | 3-29-50 & 4-1-50 only | | Schlitz Brewing Co., Joseph E., Milwaukee 1, Wisc.; Schlitz Beer, 51 | Pulitzer Prize Playhouse; Fri. 8-8:30 PM. | 10-6-50- | Young & Rubicam, Inc. |
| | National Professional Championship Football Game; Sun. 1:30 PM. to concl. | 12-17-50 only | | Seeman Brothers, New York, N. Y.; Air-Wick, 19 | I Cover Times Square; Thurs. 10-10:30 PM. | 10-5-50- | William H. Weintraub & Co., Inc. |
| General Shoe Corporation, Nashville, Tenn.; Shoes, 35 | Acrobat Ranch; Sat. 11:30-12 Noon | 8-19-50- | Ruthrauff & Ryan Inc. | Sun Oil Co., Phila., Pa.; Gas, Oil, Service and Accessories | National Football League Championship Games; various days and time | 9-16-50- 12-10-50 | Hewitt, Ogilvy, Benson & Mather, Inc. |
| Gillette Safety Razor Co., Boston, Mass.; Shaving Creams, Razors, Razor Blades, 19 | World Series Baseball Games; Wed.-Thurs.-Fri.-Sat. 12:45 PM. to concl. | Oct. 4, 5, 6, 7, 1950 only | Maxon, Inc. | Schlitz Brewing Co., Joseph E., Milwaukee 1, Wisc.; Schlitz Beer, 51 | Professional Football Highlights; Fri. 8:30-9 PM. | 9-15-50- 12-22-50 | |
| | NCAA Tournaments; 10 PM. to concl. | March 18, 25, 28 & 4-1-50 only | | Texas Company, New York City; Institutional | Metropolitan Opera—opening night performance; Mon. 7:45 PM. to concl. | 11-6-50 only | Kudner Agency, Inc. |
| Goodrich, the B. F. Co.; Tires, Tubes, Rubber Products, 21 | Celebrity Time; Sun. 10-10:30 PM. | 4-3-49- 6-26-49 7-3-49- 3-26-50 11-6-49- 10-29-50 11-28-50 | Batten, Barton, Durstine & Osborn, Inc. | Toni Co., New York City; Toni Home Permanent, Shampoo, Cream Rinses | Beauty and Fashions by Carol Douglas; Mon. thru Fri. 12:25-12:30 PM. | 3-20-50- 9-15-50 | Foote, Cone & Belding, Inc. |
| Goodyear Tire and Rubber Co., Inc., Akron, Ohio; Passenger Car Tires and Life Guard Tubes, 42 | Paul Whiteman Good-year Revue; Sun. 7-7:30 PM. | 11-6-49- 10-29-50 11-28-50 | Young & Rubicam Inc. | Wander Co., Chicago, Ill.; Ovaltine, 14 | Sandy Strong; Mon.-Fri. 5:15-8:30 PM. | 9-25-50- | Grant Advertising, Inc. |
| | | | | Wilson Sporting Goods Co., Chicago, Ill.; Wilson Sporting Goods, 43 | National Pro Championship Football Games; Sun. 1:30 PM. to concl. | 12-17-50 only | Ewell and Thurber, Associates |
| | | | | Young People's Church of the Air, Phila., Pa.; Institutional, 18 | Youth on the March; Sun. 10:30-11 PM. | 10-9-49- 9-24-50 10-1-50- | J. M. Camp & Co. |

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| RADIO | | | | | | | |
| American Home Products Corp. Jersey City, N. J.; (Whitehall Pharmaceutical Co. division), Aero Wax, Autobrite, Black Flag, Kolynos, Kriptin, Wizard Wick, 168 | Romance of Helen Trent; M-F 12:30-12:45 PM. | Jan-Dec | John F. Murray Adv. Agency, Inc., Duane Jones Co., Inc. | Chemicals, Inc. Oakland, Calif.; Vano Household Chemical, 12 | Frank Goss, News; MWF 8-8:15 PM. CNYT; 7/3 MWF 8:45-8:55 PM. CNYT | Apr-Dec | Garfield & Guild |
| Anacin, 10 | Harry Babbitt Show; Tues.-Thur. 10:45-11 AM. CNYT | Sep-Dec | Duane Jones Co., Inc. | Chesebrough Mfg. Co. Consolidated New York; Vaseline Hair Tonic, Petroleum Jelly, Lip Ice, Shampoo, 157-175 | Dr. Christian, with Jean Hersholt; Wed. 8:30-9 PM.; 11:30-12 Mid. | Jan-Dec | McCann-Erickson, Inc. |
| Anacin, 158 | Our Gal Sunday; M-F 12:45-1 PM. | Jan-Dec | John F. Murray Adv. Agency, Inc., Earl Bothwell, Inc. | Chrysler Corp. De Soto-Plymouth Dealers; De Soto, Plymouth Cars, 171 | You Bet Your Life, with Groucho Marx; Wed. 9-9:30 PM. | Jan-Jun | BBDO, Inc. |
| Anacin, Kolynos, Kriptin, 151-157 | Mr. Keen, Tracer of Lost Persons; Thurs. 8:30-9 PM. | Jan-Dec | John F. Murray Adv. Agency, Inc., Duane Jones Co., Inc. | Coca-Cola Co. New York; Coca-Cola, 187+ CBC | It Pays to be Ignorant; Wed. 9-9:30 PM. | Jul-Sep | |
| American Oil Co. Baltimore; Amoco Gas, Oil, Lubricants, 76 | Edward R. Murrow; M-F 7:45-8 PM. | Jul-Dec | Joseph Katz Co. | Coca-Cola, 176 | Charlie McCarthy Program; Sun. 8-8:30 PM.; 11:30-12 Mid. | Jan-May | D'Arcy Advertising Co., Inc. |
| American Tobacco Co.; Lucky Strike Cigarettes, 180-186 | Larry Lesueur; M-F 7:45-8 PM. | 7-10-9-1 | Joseph Katz Co. | | Pause That Refreshes, with Percy Faith's Orchestra; Sun. 8-8:30 PM. | Jan-Sep | |
| | Jack Benny Show; Sun. 7-7:30 PM.; 12:30-1 AM. | Jan-May | BBDO, Inc. | | Refreshment Time with Morton Downey; Sat. 10:30-11 AM.; 3-3:30 PM. | Oct-Dec | |
| | Guy Lombardo Orch.; Sun. 7-7:30 PM.; 12:30-1 AM. | Sep-Dec | | | Strike It Rich; M-F 4-4:30 PM.; 7:15-7:45 PM. | Apr-Dec | Wm. Esty & Co., Inc. |
| Rol-Tan Cigars, 174 | Leave It To Joan; Fri. 9-9:30 PM. | Jan-Mar | Lawrence C. Gumbiner Adv. Agency | Colgate-Palmolive-Peet Co. Jersey City; All Products 10/2 Vel & Colgate Dental Cream, 38 | Our Miss Brooks; Sun. 6:30-7 PM.; 11-11:30 PM. | Jan-May | Ted Bates & Co. |
| Armour & Co. Chicago; Canned Meats, Bacon, Sausages, Ham, Chiffon Flakes, Dial Soap, 181 | Stars Over Hollywood; Sat. 1-1:30 PM. | Jan-Dec | Foote, Cone & Belding | Colgate Dental Cream, Lustré Creme Shampoo, 152+ CBC | Steve Allen Show; Sun. 6:30-7 PM.; 11-11:30 PM. | Sep-Dec | Ted Bates & Co. |
| Animal Foundation, Inc. div. of Maritime Milling Co., Inc. Sherburn, N. Y.; Hunt Club Dog Food, 62 | Allan Jackson & the News; Sun. 11-11:05 AM. | Jan-Mar | Comstock, Duffes & Co. | 152+ CBC | | Jan-Aug | |
| Hunt Club Dog Food, 58 | Bill Shadel & the News; Sun. 11-11:05 AM. | Sep-Dec | Moser & Cotins, Inc. | Halo Shampoo, 8 | Your Stand In; M-F 7:15-7:30 PM. CNYT | Jan-Apr | Sherman & Marquette |
| Armstrong Cork Co. Lancaster; Armstrong Quaker Rugs, 166-175 | Armstrong Theater of Today; Sat. 12-12:30 PM. | Jan-Dec | BBDO, Inc. | Halo Shampoo, Palmolive Shave Cream, 152 | Mr. & Mrs. North; Tues. 8:30-9 PM.; 11:30-12 Mid. | Jan-May | |
| B. T. Babbitt, Inc. New York; Bab-O, 149 | Nona from Nowhere; M-F 3-3:15 PM. | Jan-Dec | Duane Jones Co., Inc. | Columbia Records, Inc. Bridgeport; Long Playing Records, 58 | Satan's Waitin'; Tues. 8:30-9 PM.; 11:30-12 Mid. | Sep-Dec | |
| Bank of America National Trust & Savings Association San Francisco; Banking Service, 9 | Top of the Week; Sun. 1:15-1:30 AM. CNYT | Jan-Dec | Charles R. Stuart Advertising | Continental Baking Co., Inc. N. Y.; Wonder Bread, Hostess Cake, 48 | Columbia Long Playing Record Parade; Sun. 4:30-5 PM.; 4/16 Sun. 1:30-2 PM. | Jan-Aug | McCann-Erickson, Inc. |
| Bekins Van & Storage Co. Seattle; Storage, 13 | Bekins Hollywood Music Hall; Wed. 10:30-11 PM. CNYT; 10/10 Tues. 10-10:30 PM. CNYT | Jan-Dec | Brooks Adv. Agency | Cream of Wheat Corp. Minneapolis; Cream of Wheat Cereal, 154 | Grand Slam with Irene Beasley; M-F 11:30-11:45 AM. | Jan-Dec | Ted Bates & Co. |
| Block Drug Co., Inc. Jersey City; Amm-ident Toothpaste, 171 | Burns & Allen Show; Wed. 10-10:30 PM. | Jan-May | Cecl & Presbrey, Inc. | Democratic National Committee; Political, 178 | Let's Pretend; Sat. 11:05-11:30 AM. | Jan-Dec | BBDO, Inc. |
| The Borden Co. New York; All Products, 167 | County Fair; Sat. 2-2:30 PM. | Jan-Apr | Kenyon & Eckhardt, Inc. | Political, 178 | V. P. Barkley; Fri. 9-9:30 PM. | 10-27 only | The Biow Co., Inc. |
| Brock Candy Co. Chattanooga; Brock Bar Candy, 40 | Brock Bar Ranch; Sat. 7-7:30 PM. | Apr-Jun | Liller, Neal & Battle | Political, 178 | Sen. Boyle; Tue. 10-10:15 PM. | 10-31 only | The Biow Co., Inc. |
| Bu-Tay Products, Ltd. Los Angeles; "Raindrops" Water Softener | CBS News Room—Sunday Desk; Sun. 8:30-9 PM. CNYT | Sep-Dec | Glasser-Galley & Co. | Democrats for Nixon Committee; Political, 9 | Harry S. Truman; Sat. 10-10:30 PM. | 11-4 only | The Biow Co., Inc. |
| Bymart, Inc. New York; Tintair, 12 | Frank Sinatra Show; Sun. 5-5:15 PM. | Oct-Dec | Cecl & Presbrey, Inc. | Dennison Food Co. Oakland; Canned Foods, 12 | Nixon Committee; Fri. 10-10:15 PM. CNYT 11/3 only | 10-27-50 | Elwood J. Robinson Adv. Agency |
| California Packing Corp. San Francisco; Del Monte Products, 26 | Rocky Jordan; Sun. 8:30-9 PM. CNYT | Jan-Jul | McCann-Erickson, Inc. | Doubleday & Co., Inc. New York; Books, 57 | Bob Garred, News; Tues.-Thur.-Sat. 8:45-8:55 PM. CNYT | Jan-Feb | Brisacher, Wheeler & Staff, Inc. |
| Campbell Soup Co. Camden, N. J.; Campbell Soups, 155+ CBC | Club 15 with Dick Haymes, Andrews Sisters, Evelyn Knight; M-F 7:30-7:45 PM.; 12:45-1 AM. | Jan-Mar | Ward Wheelock Co. | Ted Steele Show; 1/22 Jack Sterling; 2/19 Bill Lang; Sun. 2:45-3 PM. | Galen Drake; Sun. 2:30-2:45 PM. | Jan-Mar | Huber Hoge & Sons |
| | Club 15 with Bob Crosby, Andrew Sisters, Jo Stafford; M-F 7:30-7:45 PM.; 12:45-1 AM. | Mar-Jun | Ward Wheelock Co. | Bill Lang Show; Sun. 2:30-2:45 PM. | Jacques Fray Show; Sun. 2:45-3 PM. | Jan-Mar | |
| | Edward R. Murrow; M-F 7:45-8 PM. | Jan-Jun | Dancer-Fitzgerald-Sample, Inc. | Suspense; Thurs. 9-9:30 PM. | | Jan-Jun | Cecil & Presbrey, Inc. |
| | Contented Hour, with Dick Haymes, Jo Stafford; Sun. 10-10:30 PM. | Jan-Sep | Erwin, Wasey & Co., Ltd. | Electric Auto-Lite Co. Toledo; Spark Plugs, Batteries, Ignition Systems & Auto Accessories, 177+ CBC | Corliss Archer; Sun. 9-9:30 PM. | Jan-Aug | N. W. Ayer & Son, Inc. |
| | Contented Hour, with Tony Martin, Jo Stafford; Sun. 10-10:30 PM. | Oct-Dec | Erwin, Wasey & Co., Ltd. | Electric Companies Adv. Program NYC; Institutional, 167 | Inner Sanctum; 4/24 Hollywood Star Playhouse; Mon. 8-8:30 PM.; 12-12:30 AM. | Jan-Dec | BBDO, Inc. |
| | Family Party; Sat. 10-10:30 AM.; 2-2:30 PM. | Jul-Dec | Erwin, Wasey & Co., Ltd. | Emerson Drug Co. Baltimore; Bromo-Seltzer, 159 | Garden Gate; Sat. 9:45-10 AM.; 5:45-6 PM. | Jan-May | MacManus, John & Adam, Inc. |
| | Carnation Family Party; Sat. 3:30-4 PM. CNYT; 4/8 Sat. 2-2:30 PM. CNYT | Jan-Jun | Erwin, Wasey & Co., Ltd. | Ferry-Morse Seed Co. Detroit; Seeds, 173 | Lum 'n Abner; Wed. 10:30-11 PM.; re: Fri. 10:30-11 PM. | 1-4, 11 only | J. Walter Thompson Co. |
| | Sing It Again; Sat. 10:30-10:45 PM. | Jan-Sep | Sullivan, Stauffer, Colwell & Bayles, Inc. | Ford Motor Cars, 172 | Pursuit; Fri. 10-10:30 PM.; Tues. 10:30-11 PM. | 4-18 only | J. Walter Thompson Co. |
| | Sing It Again; Sat. 10:15-10:30 PM.; 10/7 Sat. 10-10:15 PM. | 9-30-Dec | | Ford Motor Cars, 172 | Philip Marlowe; Sat. 8:30-9 PM.; 9-9:30 PM. | 1-7 only | J. Walter Thompson Co. |
| | | | | Ford Motor Cars, 172 | Philip Marlowe; Tues. 10-10:30 PM. | 4-11 only | J. Walter Thompson Co. |
| | | | | Ford Motor Cars, 140 | Paul Neighbor's Orchestra; Sun. 10:30-11 PM. | 1-8 only | J. Walter Thompson Co. |

| Sponsor, Product No. of Stations | Program Day, Time EST | Duration of Contract | Agency | Sponsor, Product No. of Stations | Program Day, Time EST | Duration of Contract | Agency |
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| Ford Motor Cars, 172 | Young Love; Fri. 9:30-10 PM. | 1-13 only | J. Walter Thompson Co. | Lever Brothers Co. New York; Lipton's Tea and Soup Mixes, 155+ CBC | Arthur Godfrey's Talent Scouts; Mon. 8:30-9 PM.; 11:30-12 Mid. | Jan-Jun Aug-Dec | Young & Rubicam, Inc. |
| Ford Motor Cars, 140 | Stan Daugherty Presents; Sun. 10:30-11 PM. | 1-15 only | J. Walter Thompson Co. | Lux Toilet Soap, Lux Flakes, 176+ CBC | Lux Radio Theatre; Mon. 9-10 PM. | Jan-Jun Aug-Dec | J. Walter Thompson Co. |
| Ford Motor Cars, 172, 153 | Escape; Tues. 9:30-10 PM. | 1-17-50 only | J. Walter Thompson Co. | Pepsodent Toothpaste, 176+ CBC | My Friend Irma; Mon. 10-10:30 PM. | Jan-Jun Aug-Dec | Foote, Cone & Belding |
| Ford Motor Cars, 172 | Broadway is My Beat; Fri. 9:30-10 PM.; 12-12:30 AM. | 4-21-50 only | J. Walter Thompson Co. | Rayve Home Permenants, 173 | Junior Miss; Sat. 11:30-12 Noon | Jan-Dec | J. Walter Thompson Co. |
| Helen Gahagan Douglas for Senator; Political, 9 | Talk; Fri. 8:30-8:45 PM. CNYT | 5-26-50 only | David S. Hillman, Inc. | Rinso, 173+ CBC | Amos 'n' Andy; Sun. 7:30-8 PM. | Jan-May Oct-Dec | Ruthrauff & Ryan, Inc. |
| General Foods Corp. New York; Certo, 13 | Frank Goss, News; TuTh 8-8:15 PM. CNYT; 7/4 TuTh 8:45-8:55 PM. CNYT | May-Aug | Benton & Bowles, Inc. | Rinso, 173 | Hit the Jackpot; Sun. 7:30-8 PM. | May-Jul | Ruthrauff & Ryan, Inc. |
| Certo, Instant Swans Down, Jell-O, Jell-O Puddings, La France, 68 | Second Mrs. Burton; M-F 2-2:15 PM. | Jan-Dec | Young & Rubicam, Inc. | Rinso, Spry, 167 | Arthur Godfrey Show; M-F 10-10:15 AM.; 5:30-5:45 PM. | Oct-Dec | Ruthrauff & Ryan, Inc. |
| Corn Starch Pudding, Jell-O, Tapioca, 153+ CBC | My Favorite Husband; Fri. 8:30-9 PM.; 12:00-12:30 PM.; Sun. 6-6:30 PM. | Jan-Jun | Young & Rubicam, Inc. | Spry, 83+ CBC | Aunt Jenny; M-F 12:15-12:30 PM. | Jan-Dec | Ruthrauff & Ryan, Inc. |
| Corn Starch Pudding, Jell-O, Tapioca, 154+ CBC | My Favorite Husband; Sat. 9:30-10 PM. HG | Sep-Dec | Young & Rubicam, Inc. | Liggett & Myers Tobacco Co., Inc. N. Y.; Chesterfield Cigarettes, 185 | Arthur Godfrey Show; M-F 11-11:30 AM.; 6:30-7 PM. | Jan-Jul Sep-Dec | Cunningham & Walsh, Inc. |
| Grape Nuts, 151 | Gang Busters; Sat. 9-9:30 PM.; 12-12:30 AM.; 9/30 re: 12:30-1 AM. | Jan-Jun Aug-Dec | Young & Rubicam, Inc. | Chesterfield Cigarettes, 186 | Robert Q. Lewis; M-F 11-11:30 AM.; 6:30-7 PM. | 7-31-9-22 only | Cunningham & Walsh, Inc. |
| Maxwell House Coffee, Instant Maxwell House Coffee, 150 | Wendy Warren and the News; M-F 12-12:15 PM. | Jan-Dec | Benton & Bowles, Inc. | Chesterfield Cigarettes, 183 | The Godfrey Digest; Sat. 9:30-10 PM.; 12:30-1 AM. | Jan-Jul | Cunningham & Walsh, Inc. |
| Post's Cereals, 87 | Brooklyn Dodgers Baseball Games; Sat. 2:30 PM. to concl. | 4-22, 5-13, 20; 6-17, 24; 7-8, 28; 8-5, 19; 9-2, 16, 30 only | Young & Rubicam, Inc. | Longines-Wittnauer Watch Co., Inc. N. Y.; Longines Watches, 147 | Bing Crosby Program; Wed. 9:30-10 PM. | Jan-May Oct-Dec | Cunningham & Walsh, Inc. |
| Post's Cereals, 151 | Hopalong Cassidy; Sat. 8:30-9 PM.; 12-12:30 AM. | Sep-Dec | Young & Rubicam, Inc. | Wittnauer Watches, 145 | ABC's of Music, with Robt. Q. Lewis; Wed. 9:30-10 PM. | 5-31-9-27 only | Cunningham & Walsh, Inc. |
| Sanka, Instant Sanka, 151 | The Goldbergs; Fri. 8-8:30 PM.; 11:30-12 Mid.; 2/4 Sat. 8:30-9 PM.; 9:30-10 PM. | Jan-Jun | Young & Rubicam, Inc. | Watches, 149 | Choraliers; Sun. 2:30-3 PM. | Apr-Jun | Victor A. Bennett Co., Inc. |
| General Mills, Inc. Minneapolis; All Products, 175 | Welcome Back Baseball, with Bing Crosby; Sat. 10-10:30 PM.; 1-1:30 AM. | 4-15-50 only | Knox Reeves Adv., Inc. | Lucerne Milk Co. div. of Safeway Stores, Inc.; All Products, 9 | Symphonette; Sun. 4:30-5 PM.; 10/1 Sun. 2:30-3 PM. | Sep-Dec | Victor A. Bennett Co., Inc. |
| General Motors Corp. Detroit; Chevrolet Motor Division, Chevrolet Cars, 175 | Soap Box Derby; Sun. 4:30-4:45 PM. | 8-13-50 only | Campbell-Ewald Co., Inc. | Lucky Lager Beer Brewing Corp. San Francisco; Lucky Lager Beer, 15 | Memo from Molly; Sun. 6:30-7 PM. CNYT | Sep-Dec | J. Walter Thompson Co. |
| Gillette Safety Razor Co. Boston; Gillette Shaving Cream, Razors, Blades, 175 | Mid-Century; Sun. 5-5:45 PM. 1-1-50 only | 1-2-50 only | Campbell-Ewald Co., Inc. | Frank Sinatra Program; Sun. 5:15-5:30 PM. | Golden Gate Field Handicap; Sat. 8-8:30 PM. CNYT | 6-24-50 only | McCann-Erickson, Inc. |
| Gillette Shaving Cream, Razors, Blades, 175+ CBC | Orange Bowl & Rose Bowl Games; Mon. 1:45-7:30 PM. | 1-2-50 only | Maxon, Inc. | American Handicap; Sat. 7:45-8 PM. CNYT | Sing It Again; Sat. 10:45-11 PM. | 7-22-50 only | McCann-Erickson, Inc. |
| Gillette Shaving Cream, Razors, Blades, 176 | Kentucky Derby; Sat. 5:15-5:45 PM. | 5-6-50 only | Maxon, Inc. | Sing It Again; Sat. 10:45-11 PM. | Sing It Again; Sat. 10:45-11 PM. | Jan-Mar | J. M. Mathes, Inc. |
| Gillette Shaving Cream, Razors, Blades, 16 | Preakness Stakes; Sat. 5-5:30 PM. | 5-20-50 only | Maxon, Inc. | All Products, 140 | Sing It Again; Sat. 10:45-11 PM. | Nov-Dec | J. M. Mathes, Inc. |
| Toni Home Permanent, Toni Creme Shampoo, 158 | Tanforan Handicap; Sat. 8-8:30 PM. CNYT | 4-22-50 only | Maxon, Inc. | Cough Drops, Candy Bars, 158 | Frank Sinatra Program; Sun. 5:15-5:30 PM. | Nov-Dec | J. M. Mathes, Inc. |
| Toni Home Permanent, Toni Creme Shampoo, 150 | This is Nora Drake; M-F 2:30-2:45 PM. | Jan-Dec | Foote, Cone & Belding | M. & M. Limited, Newark; M & M Candies, 16 | Joe Di Maggio Show; Sat. 10:30-11 AM. | Jan-Mar | Lynn Baker, Inc. |
| Toni Home Permanent, Toni Creme Shampoo, 177 | Give & Take; Sat. 1:30-2 PM. | Jan-Dec | Foote, Cone & Belding | Manhattan Soap Co., Inc. N. Y.; All Products, 15 | Frank Goss, News; TuThSa 10:30-10:45 AM. CNYT | Mar-Dec | Duane Jones Co., Inc. |
| Gold Seal Co. Bismark, N. D.; "Gold Seal" Wax Cleaning Products, 177 | Arthur Godfrey Show; M-F 10:30-10:45 AM.; 6-6:15 PM.; 10/31 start alternate days | Jan-Jul Sep-Nov. | Campbell-Mithun, Inc. | Mennen Co. Newark; All Products, 15 | Bob Garred, News; 2/13 Frank Goss, News; MWF 10:30-10:45 AM. CNYT | Jan-Dec | Duane Jones Co., Inc. |
| "Gold Seal" Wax Cleaning Products, 177 | Robert Q. Lewis; M-F 10:30-10:45 AM.; 6-6:15 PM. | 7-31-9-22 only | Campbell-Mithun, Inc. | Metropolitan Life Insurance Co. N. Y.; Institutional, 16 | Eric Sevareid—News; 4/3 Allan Jackson—News; M-F 6-6:15 PM. | Jan-Dec | Young & Rubicam, Inc. |
| Hall Bros. Inc. Kansas City, Mo.; "Hallmark" Greeting Cards, 175 | Hallmark Playhouse; Thurs. 10-10:30 PM.; 11/16 Thurs. 9:30-10 PM. | Jan-Jun Sep-Dec | Foote, Cone & Belding | Institutional, 6 | Dave Valle—News; M-F 11:15-11:30 AM. CNYT | Jan-Dec | Young & Rubicam, Inc. |
| Theo. Hamm Brewing Co. St. Paul; Hamm's Beer, 25 | Edward R. Murrow; M-F 7:45-8 PM. | Sep-Dec | Campbell-Mithun, Inc. | Miles Laboratories, Inc. Elkhart; Alka-Seltzer, One-a-Day Vitamin Tablets, 141 | Curt Massey Time, with Martha Tilton; M-F 5:45-6 PM.; 6:30-6:45 PM.; 7-7:15 PM. | Jan-Dec | Wade Adv. Agcy. |
| Geo. A. Hormel & Co. Austin, Minn.; All Products, 57-110 | Music with the Hormel Girls; Sat. 2-2:30 PM.; 3-3:30 PM.; 10/7-11/25 re: 2:30-3 PM. | May-Dec | BBDO, Inc. | Alka-Seltzer, 139 | Hilltop House; M-F 3:15-3:30 PM.; add re: 6/19 4:15-4:30 PM. | Jan-Dec | Wade Adv. Agcy. |
| Hotpoint, Inc. div. of General Electric Co. Chicago; All Products, 173 | Dinner at 8, with Charles Boyer, John Garfield, Roslind Russell; Sun. 5-6 PM. | 4-9-50 only | Maxon, Inc. | Minute Maid Corp. N. Y.; Minute Maid Frozen Orange Juice, 8 | This is Bing Crosby; M-F 5:30-5:45 PM. CNYT | Mar-Sep | Doherty, Clifford & Shenfield, Inc. 7/3 Ted Bates & Co. |
| Household Finance Corp. Chicago; Personal Loans, 12 | The Philadelphia Story, with Jane Cowl, Mel Ferrer, John Garfield; Sun. 5-6 PM. | 5-14-50 only | Maxon, Inc. | National Biscuit Co. N. Y.; All Products, 178 | Arthur Godfrey Show; M-F 10:45-11 AM.; 6:15-6:30 PM. | Jan-Jul Sep-Dec | McCann-Erickson, Inc. |
| Independent Citizens Committee for Dewey & Hanley; Political, 9-11* | Chet Huntley, News; MWF 8:30-8:45 PM. CNYT | Jan-Dec | LeValley, Inc. | All Products, 173 | Robert Q. Lewis; M-F 10:45-11 AM.; 6:15-6:30 PM. | 7-31-9-22 only | McCann-Erickson, Inc. |
| Independent Citizens Committee for re-election of Herbert Lehman; Political, 10* | Talk; Fri. 6:15-6:30 PM.; Wed. 6:15-6:30 PM.; Tues. 6:15-6:30 PM. | 10-13, 17, 18, 24, 31 only | BBDO, Inc. | New York State Democratic Committee; Political, 8* | Talks; Thurs. 6:15-6:30 PM. | 10-5, 12, 19, 26 only | Ben Sackheim, Inc. |
| | Talks; Mon 6:15-6:30 PM. | 10-2, 9-16, 23, 30 & 11-6 | Grey Adv. Agcy, Inc. | Political, 8* | Talks; Wed. 6:15-6:30 PM. | 11-1 only | Ben Sackheim, Inc. |
| | | | | Political, 8* | Talks; Tues., Fri. 10-10:30 PM. | 10-24, 27 & 11-3 | Ben Sackheim, Inc. |
| | | | | Pabst Sales Co. Chicago; Pabst "Blue Ribbon" Beer, 124 | Joe Louis-Ezzard Charles Contest; Wed. 10-10:30 PM. | 9-27-50 only | Warwick & Legler, Inc. |
| | | | | Pabst "Blue Ribbon" Beer, 126 | International Boxing Bouts; Wed. 10-10:30 PM. | Oct-Dec | Warwick & Legler, Inc. |
| | | | | Pan-Am Southern Corp. New Orleans; Lubricants, 15 | Edward R. Murrow; M-F 7:45-8 PM. | Oct-Dec | Fitzgerald Adv. Agcy. |

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ADVERTISERS USING CBS NETWORK DURING 1950

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| Peter Paul, Inc.; Candy Bars, 17 | Edward R. Murrow; MWF 8-8:15 PM. CNYT | Aug-Dec | Maxon, Inc. | Richfield Oil Corp. of N. Y.; Lubricants, 33 | Escape; Fri. 10-10:30 PM. | Apr-Aug | Morey, Humm & Johnstone, Inc. |
| Candy Bars, 12 | Bob Garred—News; MWF 8:45-8:55 PM. CNYT; TuThSa 10:30-10:45 AM. CNYT | Jan-Feb | Brisacher, Wheeler & Staff, Inc. | Lubricants, 34 | Larry Lesueur, News; Sat. 6:45-7 PM. | Sep-Dec | Morey, Humm & Johnstone, Inc. |
| Philip Morris & Co., Ltd., Inc. N. Y.; Philip Morris Cigarettes, 149 | Crime Photographer; Thurs. 9:30-10 PM. | Jan-Oct | The Blow Co., Inc. | Lubricants, 34 | Charles Collingwood, News; Sun. 12:45-1 PM. | Sep-Dec | Morey, Mumm & Johnstone, Inc. |
| Philip Morris Cigarettes, 175 | Horace Heidt Show; Sun. 9:30-10 PM. | Jan-Dec | The Blow Co., Inc. | Roman Meal Co. Tacoma; Breakfast Food, 26 | Night Editor; Sun. 12-12:15 AM CNYT | Jan-Jun | Guild, Bascom & Bonfigli |
| Philip Morris Cigarettes, 150 | This is Your Life; Tues. 9:30-10 PM. | May | The Blow Co., Inc. | Roosevelt for Governor Headquarters; Political, 8 | Talks; Fri. 10-10:15 PM. CNYT; 6/2 Fri. 10-10:30 PM. CNYT | Mar-Jun | Milton Weinberg Adv. Co. |
| Philip Morris Cigarettes, 150 | Candid Microphone; Tues. 9:30-10 PM. | Jun-Aug | The Blow Co., Inc. | Political, 9 | Talks; Fri. 11:30-12 Mid. CNYT | 9-15-50 only | Milton Weinberg Adv. Co. |
| Philip Morris Cigarettes, 150 | Truth or Consequences; Tues. 9:30-10 PM. | Sep-Dec | The Blow Co., Inc. | Political, 9 | Talks; Sun. 11:30-11:45 PM. CNYT | 10-1-50 only | Milton Weinberg Adv. Co. |
| Phillips Petroleum Co. Bartlesville; "Phillips 66" Gasoline & Motor Oil, 64 | Rex Allen Show; Fri. 10-10:30 PM. | Mar-Dec | Lambert & Feasley, Inc. | Rosefield Packing Co. Alameda; Skippy Peanut Butter, 59 | Skippy Hollywood Theater; Thurs. 10:30-11 PM. | Jan-Sept | Guild, Bascom & Bonfigli |
| Pillsbury Mills, Inc. Minneapolis; All Products, 151 | House Party; M-F 3:30-3:55 PM. | Jan-May | Leo Burnett Co., Inc. | S & W Fine Foods, Inc. San Francisco; Coffee & Foods, 12 | Harry Babbitt Show; MWF 10:45-11 AM. CNYT | Aug-Dec | Foote, Cone & Belding |
| All Products, 151 | Cedric Adams—News; M-F 3:30-3:55 PM. | Jan-May | Leo Burnett Co., Inc. | Sealy Mattress Co. div. of L. I. Mattress Co. Brooklyn; Mattresses, 8 | Chet Huntley, News; TuThSa 8:30-8:45 PM. CNYT | Jan-Dec | Alvin Wilder |
| All Products, 153 | Grand Central Station; Sat. 12:30-1 PM.; 5/27 Sat. 12:30-12:55 PM. | Jan-Dec | Leo Burnett Co., Inc. | Seeman Brothers, Inc. New York; Air Wick, 170 | Allan Jackson, News; Sat. 11-11:05 A.M. 4/8 Bill Shadel News | Jan-Dec | Wm. H. Weintraub & Co., Inc. |
| All Products, 153 | Cedric Adams—News; Sat. 12:55-1 PM. | May-Dec | Leo Burnett Co., Inc. | Shattuck Campaign Committee; Political, 9 | Talks; Wed. 10-10:15 PM. CNYT | 5-31-50 only | Smith & Bull Adv. Co. |
| All Products, 174 | Arthur Godfrey Show; M-F 10:15-10:30 AM.; 5:45-6 PM. alternate days. EG. 11/27 daily. | Apr-Jul | Leo Burnett Co., Inc. | Signal Oil Co. Los Angeles; Gasoline, Oil, 17 | Talks; Fri. 12-12:30 AM. CNYT | 10-27; 11-3 only | Smith & Bull Adv. Co. |
| All Products, 174 | Robert Q. Lewis; M-F 10:15-10:30 AM.; 5:45-6 PM. alternate days | 7-31—9-22 | Leo Burnett Co., Inc. | Statco Corp. Glowing Christmas Tree Ornaments, 25 Sta. | The Whistler; Sun. 10:30-11 PM. CNYT | Jan-Dec | Barton A. Stebbins Adv. Agcy. |
| All Products, 12 | Fun to be Young; Sat. 2:30-3 PM. CNYT | Jan-May | Leo Burnett Co., Inc. | State Professional Prescription Pharmacists Committee for Warren; Political, 8 | World News Round-up; Sun. 9-9:15 AM. Meet Frank Sinatra; Sun. 5:30-5:45 PM. | 11-26; 12-3 only | Arthur Rosenberg Co. Inc. |
| Planers Nut & Chocolate Co. Wilkes-Barre; Planters Peanuts & Peanut Oil, 17 | Edward R. Murrow; TuTh 8-8:15 PM. CNYT | Oct-Dec | Raymond R. Morgan Co. | Sterling Drug Inc. New York; Bayer Aspirin, Children's Size Bayer Aspirin, Phillips Milk Magnesia, 138-152 | Talks; Sat. 9-9:15 PM. CNYT | 6-3-50 only | Geo. I. Lynn |
| Procter & Gamble Co. Cincinnati; Crisco, 105-139 | Young Dr. Malone; M-F 1:30-1:45 PM. | Jan-Dec | Compton Advertising, Inc. | Bayer Aspirin, Phillips Milk of Magnesia & Tablets, 151+ CBC | Mr. Chameleon; Wed. 8-8:30 PM.; 12-12:30 AM. | Jan-Dec | Dancer-Fitzgerald-Sample, Inc. |
| Crisco, Ivory Soap, Spic & Span, 98-141—CBC | Big Sister; M-F 1-1:15 PM. | Jan-Dec | Compton Advertising, Inc. | Ironized Yeast, Double Danderine, Phillips Milk of Magnesia, 140 | Mystery Theater; Tues. 8-8:30 PM.; 12-12:30 AM. | Jan-Dec | Dancer-Fitzgerald-Sample, Inc. |
| Dreft, 91-110+ CBC | Beulah; M-F 7-7:15 PM.; 12:30-12:45 AM. | Jan-Dec | Dancer-Fitzgerald-Sample, Inc. | Ironized Yeast, Double Danderine, Phillips Milk of Magnesia, 141+ CBC | Sing It Again; Sat. 10:45-11 PM. | Mar-Jul | Dancer-Fitzgerald-Sample, Inc. |
| Duz, 87-144 | Guiding Light; M-F 1:45-2 PM. | Jan-Dec | Compton Advertising, Inc. | Liquid Cream Shampoo, Wildroot Hair Tonic, 177 | Sing It Again; Sat. 10:30-11 PM. | Oct-Dec | Dancer-Fitzgerald-Sample, Inc. |
| Ivory Flakes, 82-107 | Brighter Day; M-F 2:45-3 PM. | Jan-Dec | Compton Advertising, Inc. | Wildroot Co., Inc. Buffalo; Liquid Cream Shampoo, Wildroot Hair Tonic, 177 | Arthur Godfrey Show; M-F 10:15-10:30 AM.; 5:45-6 PM. alternate days | Jan-Jul | BBDO, Inc. |
| Ivory Snow, Prell, 69-135 | Rosemary; M-F 11:45-12 Noon | Jan-Dec | Benton & Bowles, Inc. | Liquid Cream Shampoo, Wildroot Hair Tonic, 177 | Robert Q. Lewis; M-F 10:15-10:30 AM.; 5:45-6 PM. alternate days | Jul-Sep | BBDO, Inc. |
| Ivory Soap, 78-102 | Lowell Thomas; M-F 6:45-7 PM.; 11-11:15 PM. | Jan-Dec | Compton Advertising, Inc. | Wm. H. Wise & Co. New York; Books, 53 | Get More Out of Life; Sat. 2:30-3 PM.; 3-3:30 PM. | Jan-May | Thwing & Altman, Inc. |
| Lava Soap, Tide, 149 | F.B.I. in Peace & War; Thurs. 8-8:30 PM.; 12-12:30 AM. | Jan-Jun | The Blow Co., Inc. | Books, 53 | Get More Out of Life; Sun. 12-12:30 PM.; 3/19 Sun. 2-2:30 PM. | Jan-Apr | Thwing & Altman, Inc. |
| Oxydol, 111-145+ CBC | Ma Perkins; M-F 1:15-1:30 PM. | Jan-Dec | Dancer-Fitzgerald-Sample, Inc. | Books, 53 | Get More Out of Life; Sat. 6:15-6:30 PM. | 9-23-50 only | Thwing & Altman, Inc. |
| Oxydol, 84-106+ CBC | The Oxydol Show; starring Jack Smith, Dinah Shore, Margaret Whiting; M-F 7:15-7:30 PM.; 11:15-11:30 PM. | Jan-Jun | Dancer-Fitzgerald-Sample, Inc. | Wm. Wrigley Jr. Co. Chicago; Chewing Gum, 174 | Gene Autry Show; Sat. 8-8:30 PM.; 11:30-12 Mid. | Jan-Jun | Ruthrauff & Ryan, Inc. |
| Tide, 151 | Red Skelton Show; Sun. 8:30-9 PM.; 12-12:30 AM. | Oct-Dec | Benton & Bowles, Inc. | Chewing Gum, 173 | Pursuit; Sat. 8-8:30 PM.; 11:30-12 Mid. | Jul only | Arthur Meyerhoff & Co. |
| Tide, 151 | Dave Rose Orchestra; Sun. 8:30-9 PM.; 12-12:30 AM. | Aug-Dec | Benton & Bowles, Inc. | Chewing Gum, 172 | Life with Luigi; Tues. 9-9:30 PM. | Jan-Jun | Arthur Meyerhoff & Co. |
| Tide, 29 | Edward R. Murrow; M-F 7:45-8 PM. | Aug-Dec | Benton & Bowles, Inc. | Chewing Gum, 172 | Romance; Tues. 9-9:30 PM. | Jun-Aug | Arthur Meyerhoff & Co. |
| Tide, 114-147 | Perry Mason; M-F 2:15-2:30 PM. | Jan-Dec | Benton & Bowles, Inc. | Chewing Gum, 169 | Broadway is my Beat; Mon. 8:30-9 PM.; 11:30-12 Mid. | July only | Arthur Meyerhoff & Co. |
| Prudential Insurance Co. of America; Newark; Insurance Services, 149 | Prudential Family Hour; Sun. 6-6:30 PM. | Jan-Feb | Benton & Bowles, Inc. | Chewing Gum, 169 | Adv. of Philip Marlowe; Wed. 10-10:30 PM. | 6-14, 21, 28; 7-5, 12, 19 only | Arthur Meyerhoff & Co. |
| Quaker Oats Co. Chicago; Quaker Corn Meal, 35 | Grady Cole and the Johnson Family; MWF 2-2:15 PM. | Jan-Dec | Needham, Louis & Brorby, Inc. | Chewing Gum, 169 | Adv. of Philip Marlowe; Fri. 8-8:30 PM. 11:30-12 Mid. | 7-28; 8-4 only | Arthur Meyerhoff & Co. |
| Aunt Jemima Corn Meal and Quaker Grits, 18 | Lou Childre; TuTh 2-2:15 PM. | Jan-Dec | Needham, Louis & Brorby, Inc. | Chewing Gum, 169 | Yours Truly, Johnny Dollar; Thurs. 10-10:30 PM. | 6-15, 22, 29; 7-6, 13, 20, 27, 8-3 only | Arthur Meyerhoff & Co. |
| Quaker State Oil Refining Corp. Oil City; Petroleum Products, 17 | Edward R. Murrow; TuTh 8-8:15 PM. CNYT | Jul-Sep | Kenyon & Eckhardt, Inc. | Chewing Gum, 169 | Cloud Nine; Fri. 8-8:30 PM.; 11:30-12 Mid. | 7-7, 14, 21 only | Arthur Meyerhoff & Co. |
| Reddi-Wip Inc. St. Louis; "Reddi-Wip" Cream, 176 | The Godfrey Digest; Sun. 4:30-5 PM. | Oct-Dec | Ruthrauff & Ryan, Inc. | Earl Warren Committee, Political 9 Sta. | Talks. Fri. 12-12:30 AM. CYNT | 11-3 only | Elwood J. Robinson Adv. Agcy. |
| Regal Amber Brewing Co. San Francisco; Regal Pale Beer, 9 | Take It Easy Time. with Freddie Martin's Orch.; M-F 5:15-5:30 PM. CNYT | Sep-Dec | Abbott Kimball Co. | | | | |
| R. J. Reynolds Tobacco Co. Winston-Salem; Camels, 14 | Frank Goss, News; TuThSa 8:45-8:55 PM. CNYT | Sep-Dec | Wm. Esty Co., Inc. | | | | |
| Camels, 129 | Camel Football Round-up; Sat. 2:30-5:30 PM. | Oct-Nov | Wm. Esty Co., Inc. | | | | |
| Camels, 166 | Vaughn Monroe Show; Sat. 7:30-8 PM.; 11-11:30 PM. | Jan-Jul | Wm. Esty Co., Inc. | | | | |
| Camels, 166 | Bob Hawk Show; Mon. 10:30-11 PM. | Jan-Jun | Wm. Esty Co., Inc. | | | | |

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| TELEVISION | | | | | | | |
| Aluminum Cooking Utensil Co., New Kensington; Wear-Ever Aluminum | Homemakers Exchange; Mon. 4-4:30 PM. partic. | Apr-Dec | Fuller & Smith & Ross, Inc. | Oldsmobile Division; Oldsmobile Cars | CBS News with Douglas Edwards; MWF 7:30-7:45 PM.; 9/26 M-F 7:30-7:45 PM. | Jan-Dec | O. P. Brother Co., Inc. |
| American Home Products Corp., Jersey City; G. Washington Coffee | Homemakers Exchange; Wed. 4-4:30 PM. partic. | Aug-Oct | Ted Bates & Co. | Pontiac Division; Pontiac Cars | Arthur Godfrey presents The General Motors Show; Wed. 9:30-10 PM. | 1-18-50 only | MacManus, John & Adams, Inc. |
| Duff's Cake Mixes | Homemakers Exchange; Thurs. 4-4:30 PM. partic. | Sep-Oct | Ted Bates & Co. | Gillette Safety Razor Co., Boston; Shaving Cream, Blades, Razors | Highlights of the Orange Bowl, Sugar Bowl & Rose Bowl Football Games; Tues. 10-10:30 PM. Preakness Race; Sat. 5-5:30 PM. Kentucky Derby; Sun. 10:30-10:45 PM. World Series; W-Sa 1:30 PM. to concl. | 1-3-50 only | Maxon, Inc. |
| American Safety Razor Corp., Brooklyn; Razors, Blades, Cameras, Camera Eqpt., Cigarette Lighters | The Show Goes On; Thurs. 8:30-9 PM. | Sep-Dec | McCann-Erickson, Inc. | Toni Products; see separate listing | Celebrity Time; Sun. 10-10:30 PM. | 5-20 only | BBDO, Inc. |
| American Tobacco Co., New York; | This is Showbusiness; Sun. 7:30-8 PM. | Apr-Jun | BBDO, Inc. | B. F. Goodrich Co., Watertown, Mass.; Tires | John Daly and the News; Sun. 10-10:15 PM. | Apr-Jun Oct-Dec | BBDO, Inc. |
| Lucky Strike Cigarettes | Jack Benny Show; Sat. 8-8:45 PM. | Aug-Dec 10-28 only | D'Arcy Adv. Co., Inc. | Gorton-Pew Fisheries Co., Ltd., Gloucester; Sea Food | Homemakers Exchange; Thurs. 4-4:30 PM. partic. | Aug-Sep | H. B. Humphrey Co. |
| Anheuser Busch, Inc., St. Louis; Budweiser Beer | The Ken Murray Show; Sat. 8-9 PM. alternate weeks Sat. 8-9 PM. weekly | Jan-Jun | Benton & Bowles, Inc. | Chr. Hansen's Laboratories, Inc., Little Falls; Junket Desserts | Homemakers Exchange; Fri. 4-4:30 PM. partic. | Feb-Apr | McCann-Erickson, Inc. |
| Aronold Bakers Inc., Port Chester; Arnold Bread & Cake | Faye Emerson Show; Mon. 11-11:15 PM. Sun. 10:30-10:45 PM.; 6/25 Sun. 9-9:15 PM. Robert Q. Lewis Show; Sun. 9-9:15 PM.; 9/24 Sun. 11-11:15 PM. | Mar-Apr May-Jul | Benton & Bowles, Inc. | Hj-V Corp., Newark; Orange Juice | Arthur Godfrey; TuTh 7:45-8 PM.; 4/25 TuFri 7:45-8 PM. | Apr-Jun | Franklin Bruck Adv. Corp. |
| AVCO Mfg. Corp., Crosley Div., New York; Radios, Television, Refrigerators, Elec. Ranges, Freezers | This is Showbusiness; Sun. 7:30-8 PM. | Jan-Mar | Benton & Bowles, Inc. | General Electric Co., Schenectady. Hotpoint, Inc. Division; Hotpoint Electrical Appliances | Homemakers Exchange; M-F 4-4:30 PM. partic. | Oct-Dec | Maxon, Inc. |
| P. Ballantine & Sons, Newark; Ballantine Beer & Ale | International Boxing Club; Wed. 10-11 PM. | Jan-Feb | J. Walter Thompson Co. | Household Finance Corp., Chicago; Finance Loans | People's Platform; Fri. 10-10:30 PM.; 9/3 Sun. 5:30-6 PM. Talks; Tues. 7-7:15 PM.; Fri. 7-7:15 PM. | Jan-Jun Sep-Dec | LeVally, Inc. |
| Bigelow-Sanford Carpet Co., Inc., New York; Bigelow Carpets | Bigelow Theatre; Sun. 6-6:30 PM. | Dec | Young & Rubicam, Inc. | Independent Citizens Committee; Political | Look Your Best, 11/3 Fashion Magic; Mon. Fri. 3:30-4 PM. | 10-24 only | BBDO, Inc. |
| Block Drug Co., Inc., Jersey City; Ammident | Danger; Tues. 10-10:30 PM. | Sep-Dec | Cecil & Presbrey, Inc. | International Latex Corp., Dover, Del.; All Products | The Silver Theatre; Mon. 8-8:30 PM. | 11-3 only | Foote, Cone & Belding |
| Bristol-Myers Co., New York; Ipana Toothpaste | Lucky Pup; Thurs. 6:30-6:45 PM.; 9/7 Thurs. 5-5:15 PM. | Jan-Jul | Doherty, Clifford & Schenfield, Inc. | International Silver Co., Meriden; Sterling & 1847 Rogers | Starlight Theatre; Thurs. 8-8:30 PM. alternate weeks | Sep-Dec | Young & Rubicam, Inc. |
| Bulova Watch Co., New York; Watches | Frank Sinatra Show; Sat. 9-9:30 PM. | Nov-Dec | The Blow Co., Inc. | S. C. Johnson & Co., Inc., Racine; Johnson's Wax Products | Tom Corbett-Space Cadet; MWF 6:45-7 PM. | Nov-Dec | Needham, Louis & Borby |
| Bymart, Inc., New York; Tintair | Teller of Tales; Wed. 9-9:30 PM. | Oct-Dec | Cecil & Presbrey, Inc. | Kellogg Co., Battle Creek; All Products | Homemakers Exchange; Wed. 4-4:30 PM. partic. | Oct-Dec | Kenyon & Eckhardt, Inc. |
| California Prune & Apricot Growers Assn., San Jose; Sun-sweet Products | Homemakers Exchange; Thurs. 4-4:30 PM. partic. | Apr-Jun Sep-Dec | Long Adv. Service | Chas. B. Knox Gelatine Co., Inc., Johnstown; Gelatine | Alan Young Show; Thurs. 9-9:30 PM. | Sep-Dec | Charles W. Hoyt Co., Inc. |
| California Walnut Growers Assn., Los Angeles; Diamond Walnuts | Homemakers Exchange; Fri. 4-4:30 PM. partic. | Oct-Dec | McCann-Erickson, Inc. | Kroger Co., Cincinnati; Chain Stores, Grocers | Mr. I. Magination; Sun. 6:30-7 PM. | Sep-Dec | Ralph H. Jones Co. |
| Carnation Co., Los Angeles; Evaporated Milk | Burns & Allen; Thurs. 8-8:30 PM. alternate weeks | Oct-Dec | Erwin Wasey & Co., Inc. | Lamont, Corliss & Co., New York; Nestle's Chocolate | Glamour Go-round with Ilka Chase; Thurs. 9:30-9:45 PM. | Sep-Dec | Cecil & Presbrey, Inc. |
| Carter Products, Inc., New York; Arrid | Sing It Again; Sat. 10-10:15 PM. | Oct-Dec | Sullivan, Stauffer, Colwell & Bayles, Inc. | Lever Brothers Co., New York; Harriet Hubbard Ayer Div.; Cosmetics | Lux Video Theatre; Mon. 8-8:30 PM. Big Town; Thurs. 9:30-10 PM. | Feb-Aug | Federal Adv. Agency, Inc. |
| Coca-Cola Co., New York; Coca-Cola | Edgar Bergen & Charlie McCarthy; Thurs. 4:30-5 PM. | 11-23 only | D'Arcy Advertising Co. | Lux | Arthur Godfrey's Talent Scouts; Mon. 8:30-9 PM. | Oct-Dec | Hicks & Greist, Inc. |
| Columbia Records, Inc., New York; Records | The Show Goes On; Thurs. 8:30-9 PM.; 9/28 Thurs. 8-8:30 PM.; 10/19 Thurs. 8-8:30 PM. alternate weeks | Apr-Jun Sep-Nov | McCann-Erickson, Inc. | Rinso | Homemakers Exchange; Mon. 4-4:30 PM. partic. | Jan-Jul | Cunningham & Walsh Inc. |
| Doubleday & Co., New York; Books | You Are an Artist; Mon. 11-11:15 PM.; 2/27 Warren Hull Show; 7/3 Mon. 10-10:15 PM.; 6/19 Doubleday Pgm.; 7/17 Mon. 9:30-9:45 PM. Suspense; Tues. 9:30-10 PM. | Feb-Jul | Huber Hoge & Sons | Thomas J. Lipton Co. Div.; Lipton's Tea & Noodle Soup | Arthur Godfrey and His Friends; Wed. 8-9 PM. 9/27 Wed. 8:30-9 PM. Perry Como; MWF 7:45-8 PM. | Jan-Jun Aug-Dec | Young & Rubicam, Inc. |
| Electric Auto-Lite Co., Toledo; Spark Plugs, Batteries | Alan Young Show; Thurs. 9-9:30 PM. | Apr-Jul Sep-Dec | Marschalk & Pratt Co. | Lewyt Corp., Brooklyn; Vacuum Cleaners | Toast of the Town; Sun. 8-9 PM. | Oct-Nov | Kenyon & Eckhardt, Inc. |
| Esso Standard Oil Co., New York; Gasoline, Motor Oil, Auto Accessories | Football Games; Sat. 1:45 PM. to concl. Homemakers Exchange; Tues. 4-4:30 PM. partic. | Sep-Nov | McCann-Erickson, Inc. | Liggett & Myers Tobacco Co., New York; Chesterfield Cigarettes | Election Returns; Tues. 10:30-12 Mid. Thanksgiving Day Festival; Thurs. 5-6 PM. | Jan-Jun Sep-Dec | Victor A. Bennett Co., Inc. |
| Ex-Cell-O Corp., Detroit; Pure Pak Containers | Homemakers Exchange; Tues. 4-4:30 PM. partic. | Aug-Nov | Fred M. Randall Co. | Lincoln-Mercury Dealers; Lincoln, Mercury Cars | The Web; Tues. 9:30-10 PM.; 8/30 Wed. 9:30-10 PM. | 11-7 only | Geyer, Newell & Ganger, Inc. |
| Fashion Frock, Inc., Cincinnati; Women's Dresses | Vanity Fair; TuTh 4:30-5 PM. | Jan-Feb | Franklin Bruck Adv. Co. | Longines-Wittnauer Watch Co., New York; Watches | Popsicle Parade of Stars; Mon. 7:45-8 PM. Sing It Again; Sat. 10:15-10:30 PM. Magnavox Theatre; Fri. 9-10 PM. alternate weeks | 11-23 only | Blaine-Thompson Co., Inc. |
| Ford Dealers Association; Ford Cars & Trucks | Actor's Studio; Tues. 9-9:30 PM. Front Page; Thurs. 8-8:30 PM. Ford Theater; Fri. 9-10 PM. alternate weeks | Jan Sep-Dec | J. Walter Thompson Co. J. Walter Thompson Co. Kenyon & Eckhardt, Inc. Young & Rubicam, Inc. | Magnavox Co., Ft. Wayne; Radio, Television & Phonographs | Maiden Form Brassiere Co., New York; Brassieres | Oct-Dec | J. M. Mathes, Inc. |
| General Electric Co., Schenectady; All Products | Fred Waring Show; Sun. 9-10 PM. | Jan-Jun Sep-Dec | Young & Rubicam, Inc. | Masland at Home Party; Wed. 7:45-8 PM. 9/11 Mon. 11-11:15 PM. Kuda Bux; Sat. 7:15-7:30 PM.; 4/1 Sat. 6:30-6:45 PM. | Vanities Fair; MWF 4:30-5 PM. | Sep-Dec | Maxon, Inc. |
| General Foods Corp., New York; Maxwell House Coffee | Mama; Fri. 8-8:30 PM. | Jan-May Aug-Dec | Benton & Bowles, Inc. | Mason Au & Magenheimer Conf. Co., Mineola, N. Y.; Mason Candy | Wm. H. Weintraub & Co., Inc. | Jan-Jul | Wm. H. Weintraub & Co., Inc. |
| Sanka | The Goldbergs; Mon. 9-9:30 PM. Betty Crocker; Thurs. 3:30-4 PM. | Jan-Jun Sep-Dec | Young & Rubicam, Inc. BBDO, Inc. | | | Jan-Jun | Anderson, Davis & Platte, Inc. |
| General Mills, Inc., Minneapolis; All Products | You Have A Date at the Waldorf; Thurs. 9:30-10 PM. | 1-19-50 only | Kudner Agency, Inc. | | | Sep-Dec | Lindstrom, Leach & Co., Inc. |
| General Motors Corp., Detroit; Institutional | Inside U.S.A.; Thurs. 8:30-9 PM. alternate weeks | Jan-Mar | Campbell-Ewald Co. | | | Mar-Jun | Lindstrom, Leach & Co., Inc. |

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ADVERTISERS USING CBS NETWORK DURING 1950

(Continued from page 435)

| Sponsor, Product | Program Day, Time EST | Duration of Contract | Agency | Sponsor, Product | Program Day, Time EST | Duration of Contract | Agency |
|--|--|----------------------|--|--|---|--------------------------------|----------------------|
| Jules Montenier, Inc., Chicago; Stopette | What's My Line; Wed. 9-9:30 PM. alternate weeks; 10/8 Sun. 10:30-11 PM. weekly | Apr-Dec | Earle Ludgin & Co. | R. J. Reynolds Tobacco Co., Winston-Salem; Camel Cigarettes | Ed Wynn Show; Sat. 9-9:30 PM.; 4/4 Tues. 9-9:30 PM. | Jan-Jul | Wm. Esty & Co., Inc. |
| Arthur Murray School of Dancing; Dancing | Arthur Murray Show; Various days and time | Aug-Sep | Huber Hoge & Sons | Vaughn Monroe Show; Tues. 9-9:30 PM. | Oct-Dec | Wm. Esty & Co., Inc. | |
| Nash Kelvinator Corp., Detroit; Nash Cars | Homemakers Exchange; M-F 4-4:30 PM. partic. | Jan-Jun | Geyer, Newell & Ganger, Inc. | Man Against Crime; Fri. 8:30-9 PM. | Jan-Jun | Wm. Esty & Co., Inc. | |
| Kelvinator Kitchen Appliances | Morton Downey Show; Fri. 10-10:30 PM. | Sep-Dec | Geyer, Newell & Ganger, Inc. | Homemakers Exchange; Thurs. 4-4:40 PM. partic.; 5/1 Mon. 4-4:30 PM. partic.; 11/22 Wed. 4-4:30 PM. partic. | Oct-Dec | McCann-Erickson, Inc. | |
| Nash Cars | Nash Airflyte Theater; Thurs. 10:30-11 PM. | Sep-Dec | Geyer, Newell & Ganger, Inc. | Preakness Sat. 10:45 PM. | 5-20 only | I. A. Goldman | |
| National Democratic Committee; Political | Harry S. Truman; Sat. 10-10:30 PM. | 11-4 only | The Blow Co., Inc. | A. Sanger & Sons, Baltimore; Northcool Suits | 5-20 only | I. A. Goldman | |
| New York State Democratic Committee; Political | Talks; Mon. 11:25-11:40 PM. | 11-6 only | Ben Sackheim, Inc. | Seeman Brothers, Inc., New York; Air Wick | Jan-Apr | Wm. H. Weintraub & Co., Inc. | |
| Onley & Carpenter, Inc., Wolcott, N. Y.; Frozen French Fried Onions, Potato Sticks | Homemakers Exchange; Fri. 4-4:30 PM. partic. | Mar-Dec | Fuller & Smith & Ross, Inc. | Sterling Drug Inc., New York; All Products | Oct-Dec | Dancer-Fitzgerald-Sample, Inc. | |
| Owens-Corning Fiberglass Inc., Toledo; Fiberglass Curtains | Vanity Fair; Tues. 4:30-5 PM. partic. | Mar-Jun | Fuller & Smith & Ross, Inc. | Sundial Shoe Co., div. International Shoe Co., St. Louis; Shoes | Jan-Jul | Hoag & Provandie, Inc. | |
| Pabst Sales Co., Chicago; Beer & Ale | International Boxing Club; Wed. 10 PM. to concl. | Mar-May | Warwick & Legier, Inc. | Swift & Co., Chicago; Swift's Peanut Butter | Aug-Dec | J. Walter Thompson Co. | |
| Pepsi-Cola Co., New York; Pepsi-Cola | Faye Emerson Show; TuThSa 7:45-8 PM. | Sep-Dec | The Blow Co., Inc. | Sylvania Electric Products, Inc., New York; Sylvania Electric Products | Oct-Dec | Cecil & Presbrey, Inc. | |
| Phillip Morris & Co., Ltd., Inc., New York; Phillip Morris Cigarettes | Sports Interview; Wed. 10:45-11 PM. | Sep-Oct | Cecil & Presbrey, Inc. | The Toni Co. div. of Gillette Safety Razor Co., Boston; Toni Home Wave | Sep-Dec | Cecil & Presbrey, Inc. | |
| | Candid Camera; Mon. 9-9:30 PM. | Jan-Sep | The Blow Co., Inc. | United Fruit Co., New York; Bananas | Apr-Sep | Foote, Cone & Belding | |
| | Horace Heidt; Mon. 9-9:30 PM. | Oct-Dec | The Blow Co., Inc. | Arthur Godfrey and His Friends; Wed. 8-8:15 PM.; 10/25 Wed. 8-8:30 PM. alternate weeks | Sep-Dec | Foote, Cone & Belding | |
| | Herb Shriner Show; MoTuThFrSa 7:55-8 PM. | Jan-Feb | The Blow Co., Inc. | Homemakers Exchange; various days 4-4:30 PM. | Apr-Jun | BBDO, Inc. | |
| | Truth or Consequences; Thurs. 10-10:30 PM. | Sep-Dec | The Blow Co., Inc. | Homemakers Exchange; Wed. 4-4:30 PM. | Sep-Dec | BBDO, Inc. | |
| Pillsbury Mills, Inc., Minneapolis; All Products | Arthur Godfrey and His Friends; Wed. 8:15-8:30 PM.; 11/1 Wed. 8-8:30 PM. alternate weeks | Sep-Dec | Leo Burnett Co. | Easter Parade; Sun. 11:45 AM.-1:45 PM. | 4-9 only | BBDO, Inc. | |
| Procter & Gamble Co., Cincinnati; All Products | First 100 Years; M-F 2:30-2:45 PM. | Dec | Benton & Bowles, Inc. | Studio One; Mon. 10-11 PM. | Jan-Jun | McCann-Erickson, Inc. | |
| Prudential Insurance Co. of America, Newark; Insurance Services | Prudential Family Theatre; Tues. 8-9 PM. alternate weeks | Oct-Dec | Calkins & Holden, Carlock, McClinton & Smith, Inc. | Westinghouse Electric Corp., Pittsburgh; Washing Machines, Driers, Water Heaters, Home Appliances | Aug-Dec | McCann-Erickson, Inc. | |
| Quaker City Chocolate & Conf. Co., Philadelphia; Good & Plenty | Lucky Pup; Wed. 6:30-6:45 PM. | Mar-May | Adrian Bauer Adv. Agency | Wilbur Suchard Chocolate Co., Inc., Lititz, Pa.; Chocolate | Sep-Dec | Foltz-Wessinger, Inc. | |
| Renuzit Co., Philadelphia; Renuzit Cleaner | Wed. 5-5:15 PM. | Sep-Dec | Adrian Bauer Adv. Agency | Wildroot Co., Inc., Buffalo; Hair Tonic & Shampoo | 10-28 only | BBDO, Inc. | |
| | Homemakers Exchange; Tues. 4-4:30 PM. | Mar-Nov | McKee & Albright, Inc. | Wm. Wrigley Jr. Co., Chicago; Chewing Gum | Jul-Dec | Ruthrauff & Ryan, Inc. | |

ADVERTISERS USING DuMONT NETWORK DURING 1950

| Sponsor, Product No. of Stations | Program Day, Time EST | Duration of Contract | Agency | Sponsor, Product No. of Stations | Program Day, Time EST | Duration of Contract | Agency |
|---|--|----------------------|----------------------------|--|---|----------------------|---------------------------------------|
| Drug Store Television Productions, Drug Products, 18 | Cavalcade of Stars; Fri. 10-11 PM. | 6-4-49-6-29-51 | Product Advertising Corp. | Phillips Packing Co., Canned Soup and Foods, 15 | Easy Aces; Wed. 7:45-8 PM. | 12-14-49-6-5-50 | Aitkin-Kynett |
| Food Store Programs Corp., Chain Store Food Products, 30 | Cavalcade of Bands; Tues. 9-10 PM. | 1-17-50-12-26-50 | Franklin Bruck | Peter Paul, Inc., Walnettos, Choclettos and Coconettos, 5 | Magic Cottage; Wed. 6:45-7 PM. | 4-5-50-6-28-50 | Maxon, Inc. |
| Tidewater Associated Oil Co., Gasoline, Oil Products, 2 | Star Time; Tues. 10-11 PM. | 9-5-50-8-28-51 | Franklin Bruck | Mall Pouch Tobacco Co., Kentucky Club Tobacco, 6 | The Fishing and Hunting Club; Fri. 9-9:30 PM. | 9-30-49-3-24-50 | Walker & Downing |
| Walter H. Johnson Candy Co., Powerhouse Candy Bar, 18 | Broadway to Hollywood; Wed. 10-10:30 PM. | 5-17-50-3-7-51 | Lennen & Mitchell | Arthur Murray Schools of Dancing, Dance Course, 31 | The Arthur Murray Show; Sun. 9-10 PM. | 10-15-50-7-8-51 | Ruthrauff & Ryan |
| Rosefield Packing Co., Skippy Peanut Butter, 18 | Captain Video; Tues. & Thurs. 7-7:30 PM. | 1-23-50-1-18-51 | Franklin Bruck | Gerber Products Co., Baby Food, 2 | The Most Important People; Fri. & Wed. 7:30-7:45 PM. | 10-18-50-4-13-51 | Federal Adv. |
| Bond Clothing Stores, Coats, Suits, 15 | Captain Video; Wed. 7-7:30 PM. | 1-23-50-12-27-50 | Guild, Bascom and Bonfigli | Receiver Sales Division of Allen B. Du Mont Laboratories, Inc., Du Mont Tele-sets, 9 | Saturday Night at the Garden; Sat. 8:30-10 PM. | 10-14-50-3-31-51 | Campbell-Ewald |
| Sterling Products, Bayer Aspirin, Dr. Lyons Tooth Powder, Phillips Milk Magnesia, Ironized Yeast, 4 | Hands of Mystery; Fri. 9-9:30 PM. | 9-8-50- | Grey | Chesebrough Manufacturing Co., Vaseline Hair Tonic, 9 | Saturday Night at the Garden; Sat. 10:30-11 PM. | 10-14-50-3-31-51 | Cayton Co. |
| Consolidated Cigar Corp., Harvester Cigars, 15 | Okay Mother; Mon.-Fri. 1-1:30 PM. | 12-29-49-12-29-50 | Dancer-Fitzgerald-Sample | Wilson Sporting Goods Co., Sports Equipment, 22 | Football; Fri. 9:30 PM. to conclusion | 8-11-51 | Ewell & Thurber Assoc. |
| Homecraft Publishing Co., Wrestling Book, 17 | Plainclothesman; Wed. 9:30-10 PM. | 5-31-50-5-23-51 | Erwin, Wasey Co. | General Mills Co., 22 | Football; Fri. 9:30 PM. to conclusion | 8-11-51 | Knox Reeves Advertising Ellington Co. |
| Chevrolet Division of General Motors, Chevrolet Automobiles, 44 | The Wrestling Scene; Sat. 12-12:05 AM. (approx.) | 7-15-50-9-2-50 | Huber, Hoge & Sons | Cadbury-Fry America, Inc., Candy, 3 | Small Fry Club; Wed. 6-6:30 PM. | 9-27-50-11-29-50 | Lennen & Mitchell |
| Esquire Boot Polish, Boot Polish, 22 | Notre Dame Football Games; Sat. 2-4:30 PM. | 9-30-50-11-11-50 | Campbell-Ewald | P. Lorillard & Co., Old Gold Cigarettes, 29 | Dennis James Interviews; Sat. 5:15-5:30 (approx.) (post Notre Dame games) | 9-30-50-11-11-50 | Lennen & Mitchell |
| Receiver Sales Division of Allen B. Du Mont Laboratories, Inc., Du Mont Tele-sets, 35 | Hold That Camera; Fri. 8:30-9 PM. | 9-15-50-9-7-51 | Emil Mogul | Kaiser-Frazer, Kaiser-Frazer Automobiles, 10 | Elly Queen; Thurs. 9-9:30 PM. | 10-19-50-10-11-51 | William Weintraub Agency |
| | Morey Amsterdam; Thurs. 9-9:30 PM. | 4-20-50-10-12-50 | Campbell-Ewald | Carter Products | "Saturday Night at the Garden"—Saturdays, 10:00-10:15 PM. | 11-11-12-16- | Sullivan, Stauffer, Colwell, Bayles |
| | | | | Eversharp, Inc. | "Saturday Night at the Garden"—Saturdays, 10:15-10:30 PM. | 11-18- | Blow Company Inc. |
| | | | | National Democratic Committee | Political 10:00-10:30 | 11-4 | Blow Company Inc. |

DU MONT

20th year as pioneer
in television

1931-1951



ALLEN B. DU MONT

The story of television in those twenty years is the story of Dr. Allen B. Du Mont, President and Founder of the Allen B. Du Mont Laboratories, Inc.

First in development It was Dr. Du Mont whose research, begun in 1931, changed the cathode ray tube from a laboratory curiosity into a practical television picture tube.

First in radar It was Dr. Du Mont's work, on which he applied for patents in 1933, that was developed in military secrecy to provide radar.

First in fine receivers Du Mont built the first home receivers in 1939. Many are still in use. Du Mont was first to offer a fine line of post-war receivers.

First television station Du Mont established the first fully equipped, regularly operating station, WABD, New York City, in 1944.

First television network In 1946, Du Mont opened the first television network, Station WABD, New York City, to Station WTTG, Washington, D. C.

First in daytime television Du Mont inaugurated the first regular daytime programming in 1948.

First with the big tube Du Mont was the first with the 19-inch tube, the first with the giant 30-inch tube, producing the world's largest direct-view television receiver.

First in station equipment Du Mont has planned, designed and built many of the nation's leading stations — and the high-fidelity electronic equipment used for telecasting.

First in precision electronics Du Mont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

World's largest cathode ray tube plant The Du Mont plant at Clifton, New Jersey, is the world's largest cathode ray tube manufacturing plant.

The name "Du Mont" is on every milestone in the short but eventful history of television. Du Mont has the experience, the know-how, the facilities. In television broadcasting, network or local, program or spot, it pays to talk it over at Du Mont *first*.

62 STATIONS



THE NATION'S WINDOW ON THE WORLD

515 MADISON AVENUE, NEW YORK 22, NEW YORK • PHONE: MUrray Hill 8-2600

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BROADCASTING • Telecasting

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ADVERTISERS USING MUTUAL NETWORK DURING 1950

| Advertiser & Product | Program—Day & Time No. of Stations | Duration of Contract | Agency | Advertiser & Product | Program—Day & Time No. of Stations | Duration of Contract | Agency |
|--|--|--|--|--|--|--|---|
| American Bird Products Inc. Chicago; 3 Vee Bird Food | American Radio Warriors; Sun. 1:30-1:45 PM, Eff. 10-22-50; Sun. 1:00-1:15 PM, 14 | 10-23-49— 4-16-50; 10-22-50 | Weston-Barnett Inc., Chicago. | Gillette Safety Razor Co. New York; Blades & Razors | All-Star Baseball Game; Tues. 2:15 PM to concl., 485 World Series of 1950; Wed. - Th. - Fri. - Sat. 12:30 PM to concl., 750 Army - Navy Game Dec. 2, 1:15 PM to concl. 450 | 7-11-50 only 10-4, 5, 6, 7-50 only | Maxon Inc., New York. |
| American Federation of Labor, Washington, D. C.; Institutional | Frank Edwards, News; M-F 10:00-10:15 PM, 169 | 1-2-50 | Furman, Feiner & Co., New York. | Grove Laboratories Inc. St. Louis, Mo.; Fitch Hair Tonic & Shampoo | The Shadow; Sun. 5:00-5:30 PM, 457 | 9-11-49— | Harry B. Cohen Adv. Co., New York. |
| American Labor Party | Political Sun. 9:15-9:30 PM, 17 stations | 10-22-50 | Freind-Kreiger Co., N.Y. | Gulf Oil Corp. Pittsburgh, Pa.; Gulf Sprayer & other Gulf Products | Lanny Ross; M-F 12:15-12:30 PM, 383 | 5-1-50— 9-15-50 | Young & Rubicam Inc., New York. |
| Amuro Products Co. Inc. Chicago; | Gabriel Heatter; Thurs. 7:30-7:45 PM, 27 | 9-14-50— | O'Neil, Larson & McMahon Inc., Chicago. | Hallcrafters Corp. Chicago; Television Sets | Hollywood Quiz; Sat. 5:45-6:00 PM, 56 | 12-19-49— 3-4-50 | Sorensen & Co., Chicago. |
| Tooth Powder | Adventures of the Falcon; Sun. 7:00-7:30 PM, 320 | 1-1-50— 3-26-50 | Foote, Cone & Belding Inc., New York. | Ind. Citizens Committee | Dewey & Handley; 7:15-7:30 PM, 17 6:15-6:30 PM, 17 6:15-6:30 PM, 17 6:15-6:30 PM, 17 12:15-12:30 PM, 17 6:15-6:30 PM, 17 | 10-20-50 10-17-50 10-26-50 10-30-50 10-27-50 10-12-50 | BBDO Inc., N. Y. |
| Anahist Co., Inc. New York; Anahist | True or False Quiz; Sat. 5:00-5:30 PM, 396 | 1-7-30— 4-1-50 | Olian Advertising Co., Chicago. | Johns-Manville Corp. New York; Industrial Products | Bill Henry & the News; M-F 8:55-9:00 PM, 426 | 8-23-48— | J. Walter Thompson Co., New York. |
| Beltone Hearing Aid Co. Chicago; | Gabriel Heatter; Wed. 7:30-7:45 PM, 144 | 9-20-50— | Olian Advertising Co., Chicago. | Kellogg Co. Battle Creek, Mich.; Cereals & Gro-Pup | Mark Trall; M-W-F 5:00-5:30 PM, 395 | 1-30-50— 6-30-50 9-18-50— | Kenyon & Eckhardt Inc., New York. |
| Hearing Aids | Radie Harris; Sat. 5:30-5:45 PML, 83 | 2-25-50— 8-19-50 | Sorensen & Co., Chicago. | Lutheran Laymen's League; Religion | Lutheran Hour; Sun. 12:30-1:00 PM, Eff. 4-23-50 Sun. 1:30-2:00 PM, 383 | 10-24-37— | Gotham Advertising Co., Inc., New York. |
| Bowey's Inc. Chicago; Dari-Rich | Light Crust Doughboys; M-W-F 11:45-12:00 N, 148 | 9-5-49— | Tracy-Locke Co., Inc., Dallas. | Mail Pouch Tobacco Co. Wheeling, W. Va.; Tobaccos | Fishing & Hunting Club; Thurs. 8:30-8:55 PM, Eff. 1-12-50 Sports For All; Thurs. 8:30-8:55 PM, 72 | 12-25-46— 6-15-50 | Charles W. Hoyt Co., New York. |
| Burrus Mill & Elevator Co. Fort Worth, Tex.; Light Crust Flour | John B. Kennedy; Sat. 7:55-8:00 PM, 483 Cecl Brown, Sat. 7:55-8:00 PM, 500 | 12-24-49— 3-18-50 9-16-50 | Batten, Barton, Durstine & Osborn Inc., Chicago. | Miles Laboratories Inc. Elkhart, Ind. | Queen for A Day; M-F 2:30 3:00 PM, 434 | 10-25-45— 10-27-50 | Wade Advertising Agency, Chicago. |
| Chamberlain Sales Corp. Des Moines, Ia.; Hand Lotion | Back to God; Sun. 11:00-11:30 AM, 294 | 12-7-47— | Glenn-Jordan-Stoetzel Inc., Chicago. | Alka-Seltzer, Tabcin, Bactine | Ladies Fair; M-F 2:00-2:30 PM, Eff. 5-8-50; M-W-F 2:00-2:30 PM, 443 | 2-6-50— 9-29-50 | |
| Christian Reformed Church; Religion | Nick Carter; Sun. 6:30-7:00 PM, 315 | 9-11-49— | Grant Advertising Co., Chicago. | Benjamin Moore & Co. New York; Paints & Varnish | Your Home Beautiful; Sat. 11:00-11:15 AM, 392 | 3-4-50— 5-27-50 | St. Georges & Keyes, Inc., New York. |
| Cudahy Packing Co. Chicago; | Frank & Ernest; Sun. 12:45-1:00 PM, 323 | 10-15-50— | Wm. Gleeson & Co., Riverside, Calif. | Muntz TV Inc. Chicago; Television Sets | Rebuttal; Sun. 9:15-9:30 PM, 40 | 1-15-50— 2-26-50 | Michael Shore Adv. Agency, Chicago. |
| Old Dutch Cleanser | The Shadow; Sun. 5:00-5:30 PM, 26 | 9-11-49— 6-4-50 | Ruthrauff & Ryan Inc., New York. | Murine Co. Chicago; Murine Eye Lotion | Gabriel Heatter, News; Fri. 7:30-7:45 PM, 490 | 9-1-50— 11-24-50 | Batten, Barton, Durstine & Osborn Inc., Chicago. |
| Dawn Bible Students Association; Religion | Sky King; Tues.-Thurs. 5:30-5:55 PML, 523 | 9-12-50— | Needham, Loufs & Brorby Inc., Chicago. | National Biscuit Co. New York; Nabisco Shredded Wheat | Straight Arrow; Mon. 8:00-8:30 PM; Tues. & Thurs. 5:00-5:30 PM, 265 | 2-6-49— 1-30-50 2-7-49— | McCann-Erickson Inc., New York. |
| Delaware, Lackawanna & Western Coal Co., New York; "Blue Coal" | Sidney Walton; Sun. 1:00-1:15 PM, 57 | 1-8-50— 2-19-50 | Huber Hoge & Sons, New York. | National Council of Protestant Episcopal Churches; Religion | One World in Christ; Sun. 11:30-11:45 AM, 159 | 3-12-50 only | Van River & Crowe Inc., New York. |
| Derby Foods Inc. Chicago; | Bill Lang; Sun. 1:15-1:30 PM, 80 | 1-8-50— 2-19-50 | Huber Hoge & Sons, New York. | National Dem. Committee | V. P. Barkley; 10:30-11:00 PM. | 11-3-50 | |
| Peter Pan Products | Sidney Walton; M-W-F 11:30-11:45 AM, 10 | 1-8-50— 2-19-50 | Huber Hoge & Sons, New York. | National Education Campaign of American Medical Association; Medical Insurance | Pres. Inauguration; Tues. 9:00-9:30 PM, 250 | 6-27-50 only | Campaigns Inc., New York. |
| Doubleday & Co. New York; Books | Galen Drake; M-W 11:45-12:00 N, 10 | 1-8-50— 2-19-50 | Huber Hoge & Sons, New York. | N. Y. State Dem. Committee | Lynch & Lehman; 9:30-10 PM, 10:30-11 PM, 10:00-10:30 PM, 11 | 10-28-50 10-31-50 10-25-50 | Ben Sackheim Inc., New York |
| First Church of Christ Scientist; Religion | Doubleday Quiz; Fri. 11:45-12:00 N, 10 | 1-8-50— 2-19-50 | Huber Hoge & Sons, New York. | N. Y. State Rep. Committee | Gov. Dewey; 9:00-9:30 PM, 17 | 11-2-50 | BBDO Inc., N. Y. |
| Ford Motor Co. Dearborn, Mich.; 1950 Ford | Healing Ministry of Christian Science; Sun. 9:45-10:00 AM, 65 | 4-3-48— | H. B. Humphrey Co., New York. | Noxzema Chemical Co. Baltimore; Noxzema Products | Gabriel Heatter, News; Mon. 7:30-7:45 PM, 80 | 12-27-48— | Sullivan, Stauffer, Colwell & Bayles, Inc., New York. |
| | Can You Top This?; Wed. 8:00-8:30 PM, 356 | 1-4, 18-50 only 4-26-50 only | J. Walter Thompson Co., Chicago. | Oatmeal | Roy Rogers Show; Sun. 6:00-6:30 PM, 526 | 8-29-48— 6-25-50 8-6-50— | |
| | Mutual Newsreel; M-F 10:15-10:30 PM, 350 | 1-6, 13-50 only | | Pal Razor Blade Co. New York; Pal Blades | Rod & Gun Club of the Air; Thurs. 8:30-8:55 PM, 133 | 9-7-50— | Al Paul Lufton Co., Inc., New York. |
| | Hawaii Calls; Sat. 7:00-7:30 PM, 310 | 1-7, 14-50 only | | Perfect Circle Co. Hagerstown, Md.; Piston Rings | Indianapolis Speedway Race; Tues. 11:45-12:15 PM, 3:00-3:15 PM, 4:00 PM to concl., 513 | 5-30-50 only | Henri, Hurst & McDonald Inc., Chicago. |
| | The Saint; Sun. 7:30-8:00 PM, 441 | 1-8, 15-50 only 4-16-50 only | | Puffed Grain Products | Challenge of the Yukon; M-W-F 5:30-6:00 PM, 383 | 9-11-50— 12-8-50 | |
| | Affairs of Peter Salem; Mon. 8:30-8:55 PM, 386 | 1-9-50 only 4-17-50 only | | Quaker Oats Co. Chicago; Ful-O-Pep Feed | Man On the Farm; Sat. 12:00-12:30 PM, Eff. 10-8-49; Sat. 11:30-12:30 PM; Eff. 8-26-50, 409 | 8-27-49— 5-20-50 | Sherman & Marquette Inc., Chicago. |
| | Crime Fighters; Mon. 9:30-10:00 PM, 410 | 1-9-50 only | | Radio Bible Class; Religion | Sat. 12:00-12:30 PM; Eff. 10-14-50; Sat. 12:00-1:00 PM, 4:15 | 8-28-50— | |
| | Mysterious Traveler; Tues. 9:30-10:00 PM, 413 | 1-10-50 only 4-11-50 only | | | Radio Bible Class; Sun. 10:00-10:30 AM, 293 | 11-10-40— | Stanley G. Boynton Co., Detroit. |
| | I Love A Mystery; M-F 7:45-8:00 PM, 350 | 1-16-50 only 4-14, 25-50 only | | | | | |
| | Guy Lombardo Orch.; Mon. 10:30-11:00 PM, 363 | 1-16-50 only | | | | | |
| | Official Detective; Tues. 8:30-8:55 PM, 391 | 1-17-50 only | | | | | |
| | Sports Award Dinner; Thurs. 9:30-10:00 PM, 474 | 1-19-50 only | | | | | |
| | Adventures of the Falcon; Sun. 7:00-7:30 PM, 400 | 2-9-50 only | | | | | |
| Gaines Dog Food | Juvenile Jury; Sun. 3:30-4:00 PM, Eff. 10-8-50, Sun. 7:30-8:00 PM, 195 | 10-2-49— 6-25-50 10-8-50— | Benton & Bowles Inc., New York. | | | | |
| General Foods Sales Corp. New York; Grape-nuts & Grape-nuts Flakes | Hopalong Cassidy; Sun. 4:00-4:30 PM, 490 | 1-1-50— 9-24-50 | Young & Rubicam Inc., New York. | | | | |
| General Mills Inc. Minneapolis, Minn.; Wheaties | Welcome Back Baseball; Sun. 7:00-7:30 PM, 480 | 4-16-50 only | Knox-Reeves Inc., Minneapolis, Minn. | | | | |
| | All-Star Football Game; Fri. 9:30 PM to concl., 460 | 8-11-50 only | | | | | |

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ADVERTISERS USING NBC NETWORK DURING 1950

RADIO


| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires | Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
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| Albers Milling Co., Albers Flapjack Mix, Albers Peacock Mix, 23 | Aunt Mary; M-F. | Erwin, Wasey & Co., Ltd. | 2-9-51 | Palmolive Soap, Lustre-Creme Shampoo, Other Products, 144 | Sat. 10:00-10:30 PM. | | |
| Allis Chalmers Mfg. Co., Farm Equipment, 166 | National Farm & Home Hour, The; Sun. 5:00-5:30 PM. | Bert S. Gittins Advertising | 9-1-51 | Colgate-Palmolive-Peet Co., Colgate Shave Cream, Colgate Brushless Shave Cream, Rapid Shave Cream, Colgate Ammoniated Tooth Powder, 140 | Sports Newsreel of the Air; Fri. 10:45-11:00 PM. | Sherman and Marquette | 12-29-50 |
| American Cigarette & Cigar Co., Inc., Pall Mall Cigarettes, 173 | The Big Story; Wed. 10:00-10:30 PM. | Sullivan, Stauffer, Colwell and Bayles, Inc. | 9-19-51 | De Soto Div., Chrysler Corp., Automobiles, 166 | Groucho Marx, You Bet Your Life; Wed. 9:00-9:30 PM. | Batten, Barton, Durstine and Osborn, Inc. | 9-26-51 |
| E. I. duPont de Nemours & Co., Inc., Institutional, Du Pont Products, 153 | Cavalcade of America; Tues. 8:00-8:30 PM. | Batten, Barton, Durstine and Osborn, Inc. | 12-11-51 | Doubleday & Co., Inc., Publishers, Publications, 42 | Facts Unlimited; Sun. 4:15-4:30 PM. | Huber, Hoge and Sons | 4-2-50 |
| American Tobacco Co., The Lucky Strike Cigarettes, 164 | Light Up Time; M-F 7:00-7:15 | Batten, Barton, Durstine and Osborn, Inc. | 9-1-50 | Doubleday & Co., Publishers, Publications, 19 | Edwin C. Hill; Sun. 4:00-4:15 PM. | Huber, Hoge and Sons | |
| American Tobacco Co., The Lucky Strike Cigarettes, 166 | Your Hit Parade; Sat. 9:00-9:30 PM. | Batten, Barton, Durstine and Osborn, Inc. | 4-14-51 | Eversharp, Inc., Pens, Pencils, Razors, Blades, 164 | Take It or Leave It; Sun. 10:00-10:30 PM. | The Blow Co., Inc. | 9-3-50 |
| Animal Foundation, Inc., Hunt Club Dog Food, 61 | Confidential Closeups; | Comstock, Duffes and Co. | 6-3-50 | Faultless Starch Co., Starch, 54 | Faultless Starch Time; | Bruce B. Brewer & Sweeney and James Co. | 9-30-51 |
| Armour & Co., Dial Soap, Chiffon Flakes, other Armour products, 125 | Dial Dave Garroway; M-F 12:15-12:30 | Foote, Cone and Belding, Inc. | 8-31-51 | Firestone Tire & Rubber Co., Tires & Tubes, Institutional, 140 | Voice of Firestone, The; Mon. 8:30-9:00 PM. | | 5-14-51 |
| Association of American Railroads, Institutional, 170 | Railroad Hour; Mon. 8:00-8:30 PM. | Benton & Bowles, Inc. | 9-24-51 | Fisher Flouring Mills Co., Flouring Mills Products, 4 | Fishers' 7:00 O'clock News; With Merrill Mueller | Pacific Nat'l Adv. Agency | 10-19-51 |
| B. T. Babbitt, Inc., Bab-O, Glim, 58 | David Harum; M-F 11:45-12:00 | Duane Jones Co., Inc. | 1-5-51 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 155 | Big Show, The; Sun. 6:00-7:30 PM. | J. Walter Thompson Co. | |
| B. T. Babbitt, Inc., Bab-O, Glim, 144 | Lora Lawton; M-F 11:45-12:00 | Duane Jones Co., Inc. | 1-6-50 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 150 | Dangerous Assignment; Mon. 10:30-11:00 PM. | J. Walter Thompson Co. | |
| Belle Telephone System, The Institutional, 155 | The Telephone Hour; Mon. 9:00-9:30 PM. | N. W. Ayer & Son, Inc., The | 4-9-51 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 154 | Duffy's Tavern; Fri. 9:30-10:00 PM. | J. Walter Thompson Co. | |
| Blatz Brewing Co., Beer, 155 | Duffy's Tavern; Fri. 9:30-10:00 PM. | Kaston, Farrell, Chesley and Clifford, Inc. | 9-21-50 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 154 | Magnificent Montague, The; Fri. 9:00-9:30 PM. | J. Walter Thompson Co. | |
| Bristol-Myers Co., Mum, Vitalis, Ipana, Benex Brushless Shave Cream, Sal Hepatica, Trushay, Bufferin, Resistab, 153 | Break The Bank; Mon., Wed., Fri. 11:00-11:15 AM. | Doherty, Clifford and Shenfield, Inc. | 3-21-52 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 150 | Man Called X; Fri. 9:00-9:30 PM. | J. Walter Thompson Co. | |
| Bristol-Myers Co., Sal Hepatica & Ipana, Bufferin, Vitalis Hair Cream, Other Products, 169 | Mr. District Attorney; Wed. 9:30-10:00 PM. | Young and Rubicam, Inc. | 12-12-51 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 113 | NBC Symphony; Mon. 10:00-11:00 PM. | J. Walter Thompson Co. | |
| Brown Shoe Co., Buster Brown Shoes | Smilin' Ed McConnell & His Buster Brown Gang; Sat. 11:30-12:00 PM. | Leo Burnett Co., Inc. | 10-21-51 | Ford Motor Co., Automobiles, Trucks, Parts & Services, 147 | Screen Directors' Playhouse; Thurs. 10:00-11:00 PM. | J. Walter Thompson Co. | |
| Brown & Williamson Tobacco Corp., Raleigh Cigarettes, Sir Walter Raleigh Pipe Tobacco, Alumidor Pack for Raleigh Cig., 166 | A Life In Your Hands; Tues. 10:30-11:00 PM. | Russel M. Seeds Co., Inc. | 8-28-51 | General Foods Corp., Jello, Minute Rice, Other Gen. Foods Products, 151 | Aldrich Family, The; Thurs. 8:00-8:30 PM. | Young & Rubicam, Inc. | 6-21-51 |
| Brown & Williamson Tobacco Corp., Raleigh Cigarettes, Sir Walter Raleigh Pipe Tobacco, Alumidor Pack for Raleigh Cigarettes, 72 | People Are Funny; Tues. 10:30-11:00 PM. | Russel M. Seeds Co., Inc. | 9-1-51 | General Foods Corp., Maxwell House Coffee, Instant Maxwell House Coffee, 161 | Father Knows Best; Thurs. 8:30-9:00 PM. | Benton & Bowles, Inc. | 6-21-51 |
| Campana Sales Co., Ayds, Solitair, Makeup, Coolies, Lipstick, Campana Balm, 20 | Solitair Time; Sun. 11:45-12:00 N | The Clements Co., Inc. | 10-21-51 | General Foods, Jello & Jello Puddings, Posts 40% Bran Flakes, Instant Postum, Cake Mix, Bran Flakes, Grape Nuts, Wheat Meal, Other General Foods Products, 89 | Portia Faces Life; Mon.-Fri. 2:00-2:15 PM | Benton & Bowles, Inc. Eff. 7/3/50 Young & Rubicam, Inc. | 3-23-51 |
| Campbell Soup Co., Canned Soups, Pork & Beans, V-8 Vegetable Juice, Franco-American Beef Gravy, Franco-American Spaghetti, 146 | Double or Nothing; M-F 10:30-11:00, 2:00-2:30. | Ward Wheelock Co. | 6-22-51 | General Foods Corp., Calumet, Swansdown, Sweet Cocoa Mix, Baker's Coconut, Other Gen. Foods Products, 81 | When A Girl Marries; Mon.-Fri. 2:15-2:30 PM. | Benton & Bowles, Inc. Young & Rubicam, Inc. | 3-23-51 |
| Cities Service Co., Gas & Oil, Institutional, 83 | Cities Service Band of America; Mon. 9:30-10:00 PM. | Ellington & Co., Inc. | 1-15-51 | General Mills, Inc., Wheaties | Dangerous Assignment; Mon. 10:30-11:00 PM. | Knox-Reeves Adv., Inc. | 6-7-50 |
| Cocoa-Cola Co., The Coca-Cola, 156 | Songs by Morton Downey; Tues.-Thurs. 11:15-11:30 PM. | D'Arcy Advertising Co. | 7-1-50 | General Mills, Inc., Wheaties | Dimension X; Sat. 8:30-9:00 PM. | Knox-Reeves Adv., Inc. | 8-25-50 |
| Colgate-Palmolive-Peet | Day in the Life of Dennis Day; (Eff. Oct. 1950 title change to Dennis Day Show) Sat. 9:30-10:00 PM. | Ted Bates and Co. | 12-30-50 | General Mills, Inc., Sperry Pancakes & Waffle Flour, Wheathearts, Wheaties, 8 | Sam Hayes | Knox-Reeves Adv., Inc. | 5-31-51 |
| Halo Shampoo, Colgate Dental Cream, Colgate Shave Cream, Palmolive Soap, 144 | Judy Canova Show, The; | Ted Bates and Co. | 12-30-50 | General Mills, Inc., Pyequick, Gold Medal Kitchen-Tested Flour, Other Gen. Mills Products, 73 | Live Like A Millionaire; | Knox-Reeves Adv., Inc. | 8-25-50 |

| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires | Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
|---|---|--|------------------|--|---|--|------------------|
| Quik, Bisquick, 131 | Mon.-Fri. 2:30-3:00 PM. | | | Manhattan Soap Co., Inc., Sweetheart Soap, Blu-White Flakes, Other Manhattan Products, 162 | We Love & Learn; Mon.-Fri. 12:45-1:00 PM. | Duane Jones Co., Inc. | 3-24-50 |
| General Mills, Inc., Wheaties, 136 | Night Beat | Knox-Reeves Adv., Inc. | 7-31-50 | Mars, Inc., Candy | Curtain Time; Wed. 10:30-11:00 PM. | Grant Advertising, Inc. | 6-28-50 |
| General Mills, Inc., Red Brand Flour, 11 | Cal Tinney; Mon.-Fri. 10:45-11:00 | Knox-Reeves Adv., Inc. | 9-14-51 | Miles Laboratories, Inc., Alka-Seltzer & Vitamins, Other Miles Products, 148 | News of the World; Mon.-Fri. 7:15-7:30 PM. | Wade Advertising Agency | 3-30-51 |
| General Mills, Inc., Bisquick, Crustquick, Soft-as-Silk, Sperry Pancake & Waffle Flour, Other Gen. Mills Products, 73 | Today's Children | Knox-Reeves Adv., Inc. | 5-31-50 | Miles Laboratories, Inc., Bactine, One-a-Day Vitamins, Tabcin, Alka-Seltzer, 146 | One Man's Family; Mon.-Fri. 7:00-7:15 PM. | Wade Advertising Agency | 6-29-51 |
| General Mills, Inc., Wheaties, 138 | Tales of the Texas Rangers | Knox-Reeves Adv., Inc. | 8-26-50 | Miles Laboratories, Inc., Alka-Seltzer, One-a-Day Vitamins, Tabcin, Bactine, 161 | Quiz Kids; Sun. 3:30-4:00 PM. | Wade Advertising Agency | 9-23-51 |
| Billette Safety Razor Co., Razors, Blades, Soap | Belmont Stakes Race; Sat. 5:30 | Maxon, Inc. | | Minnesota Valley Canning Co., Canned Vegetables, 114 | Fred Waring Show, The; Tues.-Thurs. 10:30-11:00 PM. | Leo Burnett Co., Inc. | 7-8-50 |
| Gulf Oil Corp., Gasoline, Oil, Lubricants, Tires, Insecticides, 116 | We, The People; Thurs. 9:30-10:00 PM. | Young and Rubicam, Inc. | 9-27-51 | John Morrell & Co., Red Heart Dog Food, 153 | Lassie | N. W. Ayer and Son, Inc. | 4-28-50 |
| Geo. A. Hormel & Co., Meat Products, 43 | Music with the Hormel Girls; Sun. 3:00-3:30 PM. | B.B.D. & O., Inc. | 11-25-51 | Pabst Sales Co., Pabst Blue Ribbon Beer, 151 | Blue Ribbon Sports of Kings; Sat. 5:00-5:30 PM. | Warwick and Legler, Inc. | 9-15-50 |
| Hudson Coal Co., Coal, 14 | D & H Miners, The; (6/25/50 title changed to The Hudson Coal Miners), Sun. 9:45-10:00 AM. | The Clements Co., Inc. | 9-30-51 | Pabst Sales Co., Pabst Blue Ribbon Beer, 158 | Life of Riley, The; Fri. 10:00-10:30 PM. | Warwick and Legler, Inc. | 9-28-51 |
| International Harvester Co., Motor Trucks, Farm Machinery, 165 | Harvest of Stars; Sun. 5:30-6:00 PM. | McCann-Erickson, Inc. | 9-17-50 | Pet Milk Sales Corp., Pet Milk, Sego Milk, 150 | Fibber McGee & Molly; Tues. 9:30-10:00 PM. | Gardner Advertising Co. | 10-16-51 |
| J. C. Johnson & Son., Johnson's Wax & Allied Products, Cream Wax, 165 | Fibber McGee & Molly; Tues. 9:30-10:00 PM. | Needham, Louis and Brorby, Inc. | 5-23-50 | Pet Milk Sales Corp., Pet Milk, Sego Milk, 151 | Mary Lee Taylor; Sat. 10:30-10:45 AM. | Gardner Advertising Co. | 10-13-51 |
| Kraft Foods Co., Miracle Whip, Arkay, Philadelphia Cream Cheese, 144 | The Falcon; Wed. 8:30-9:00 PM. | Needham, Louis and Brorby, Inc. | 5-27-51 | Pet Milk Sales Corp., Pet Milk, Sego Milk, 149 | The Pet Milk Show; Mon. 10:30-11:00 PM. | Gardner Advertising Co. | 10-15-50 |
| Kraft Foods Co., Melveta, Nabst-eit, Yellow Margarine, Other Kraft Products, 149 | The Great Gildersleeve; Wed. 8:30-9:00 PM. | Needham, Louis and Brorby, Inc. | 7-18-51 | Philip Morris & Co., Ltd., Cigarettes, Revelation Smoking Tobacco, 146 | This Is Your Life; Tues. 8:30-9:00 PM. | The Biow Co., Inc. | 1-10-51 |
| Kraft Foods Co., Melveta, Kraft Deluxe Slice, Miracle Whip Salad Dressing | Marriage For Two | J. Walter Thompson Co. | | Procter & Gamble Co., The Tide, Lava, Ivory Snow & Crisco, Other P & G Products, 153 | Life Can Be Beautiful; Mon.-Fri. 3:00-3:15 PM. | Benton & Bowles, Inc. | 6-29-51 |
| Lever Bros., Co., Lifebuoy, Liso, 134 | Big Town; Tues. 10:00-10:30 PM. | Sullivan, Stauffer, Colwell and Bayles, Inc. | 6-5-51 | Procter & Gamble Co., The Drett, Prell, Other P & G Products, 144 | Lorenzo Jones; Mon.-Fri. 4:30-4:45 PM. | Dancer-Fitzgerald-Sample, Inc. | 6-29-51 |
| Lever Bros., Swan Soap, Spry, Gayve Creme Shampoo, Lifebuoy Shave Cream, Lux Shakes, Lux Soap, Surf, 153 | Bob Hope Show; Tues. 9:00-9:30 PM. | Batten, Barton, Durstine and Osborn, Inc. | 12-12-50 | Procter & Gamble Co., Camay Soap, Shasta, Ivory Snow, Spic & Span, Other P & G Products, 156 | Pepper Young's Family; Mon.-Fri. 3:30-3:45 PM. | Pedlar & Ryan, Inc. | 6-29-51 |
| Lewis-Howe Co., Gums, N R Tablets, 165 | Fanny Brice-Baby Snooks; Tues. 8:30-9:00 PM. | Dancer-Fitzgerald-Sample, Inc. | 10-2-51 | Procter & Gamble Co., The Right to Happiness, Ivory Soap, Duz, Tide, Other P & G Products, 153 | Right to Happiness; Mon.-Fri. 3:45-4:00 PM. | Compton Advertising, Inc. | 6-29-51 |
| Lewis-Howe Co., Gums, N R Tablets, 152 | Star Light Concert; Tues. 8:00-8:30 PM. | Dancer-Fitzgerald-Sample, Inc. | 10-3-50 | Procter & Gamble Co., The Crisco, Duz, Other P & G Products, 154 | Road of Life; Mon.-Fri. 3:15-3:30 PM. | Compton Advertising, Inc. | 6-29-51 |
| Liggett & Myers, Chesterfield Cigarettes, 155 | The Big Show; Sun. 6:00-7:30 PM. | Cunningham and Walsh | | Procter & Gamble Co., The Duz, Drene, 142 | Truth or Consequences; Sat. 8:30-9:00 PM. | Compton Advertising, Inc. | 6-24-50 |
| Liggett & Myers Tobacco Co., Inc., Chesterfield Cigarettes, 164 | Chesterfield Supper Club; Thurs. 10:00-10:30 | Newell-Emmett Co. (eff. Jan. 1950, Cunningham and Walsh) | 6-1-50 | Procter & Gamble Co., The Spic & Span, Lava Soap, Drene, Tide, Joy, Other P & G Products, 143 | Welcome Travelers; Mon.-Fri. 10:00-10:30 AM. | The Biow Co., Inc. | 6-29-51 |
| Liggett & Myers, Chesterfield Cigarettes, 150 | Dangerous Assignment; Mon. 10:30-11:00 | Cunningham and Walsh | | Prudential Insurance Company of America, Insurance, 140 | The Jack Berch Show; Mon.-Fri. 11:30-11:45 AM. | Benton & Bowles, Inc. (eff. 5/1/50 Calkins & Holden, Carlock, McClinton & Smith) | 9-21-51 |
| Liggett & Myers Tobacco Co., Inc., Fatima Cigarettes, 157 | Dragnet; Thurs. 10:00-10:30 PM. | Newell-Emmett Co. (Jan., 1950, Cunningham and Walsh) | 9-27-51 | Pure Oil Company, The Pure Oil Petroleum Products, 33 | Harkness of Washington | Leo Burnett Company, Inc. | 4-27-51 |
| Liggett & Myers, Chesterfield Cigarettes, 154 | Duffy's Tavern; Fri. 9:30-10:00 | Cunningham and Walsh | | Pure Oil Company, The Pure Oil Petroleum Products, 33 | Kaltenborn Edits the News; Mon.-Fri. 7:45-8:00 PM. | Leo Burnett Company, Inc. | 4-27-51 |
| Liggett & Myers Tobacco Co., Inc., Chesterfield Cigarettes, 169 | Bob Hope Show; Tues. 9:00-9:30 PM. | Cunningham and Walsh, Inc. | 9-25-51 | Radio Corporation of America, Radios, Television Sets, Phonographs & Records, 155 | The Big Show; Sun. 6:00-7:30 PM. | J. Walter Thompson Company | |
| Liggett & Myers, Chesterfield Cigarettes, 154 | Magnificent Montague, The; Fri. 9:00-9:30 PM. | Cunningham and Walsh, Inc. | | | | | |
| Liggett & Myers, Chesterfield Cigarettes, 150 | Man Called X; Sat. 8:30-9:00 PM. | Cunningham and Walsh | | | | | |
| Liggett & Myers, Chesterfield Cigarettes, 147 | Screen Directors' Playhouse; Thurs. 10:00-11:00 PM. | Cunningham and Walsh | | | | | |

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This Year NBC Radio rounds out 25 years of service to advertisers. During this time NBC's leadership has consistently set the pace for the entire radio industry. And today —

NBC is first in audience — the largest in all advertising.

NBC is first in facilities — the finest in all radio.

NBC is first in programming — geared to today's need for low-priced, effective shows.

NBC is first in new advertising ideas — better ways of using network time.

In every respect, NBC Radio is bigger and more economical than any other advertising medium, including the other networks.

NBC RADIO

America's No. 1 Advertising Medium

A service of Radio Corporation of America

ADVERTISERS USING NBC NETWORK DURING 1950
(Continued from page 441)

| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires | Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
|---|---|---------------------------------|------------------|---|--|--|------------------|
| Radio Corporation of America, Radios, Television Sets, Phonographs & Records, 150 | Dangerous Assignment; Mon. 10:30-11:00 PM. | J. Walter Thompson Company | | White King Soap, Soap Products, 13 | Elmer Peterson | Raymond R. Morgan Company | 3-17-51 |
| Radio Corporation of America, Radios, Television Sets, Phonographs & Records, 154 | Duffy's Tavern; Fri. 9:30-10:00 PM. | J. Walter Thompson Co. | | Whitehall Pharmacal Company, Anacin, 50 | The Big Show; Sun. 6:00-7:30 PM. | John F. Murray Adv. Agency, Inc. | |
| Radio Corporation of America, Radios, Television Sets, Phonographs & Records, 154 | The Magnificent Montague; Fri. 9:00-9:30 PM. | J. Walter Thompson Co. | | Whitehall Pharmacal Company, Anacin, 154 | Dangerous Assignment; Mon. 10:30-11:00 PM. | John F. Murray Adv. Agency, Inc. | |
| Radio Corporation of America, Radios, Television Sets, Phonographs & Records, 154 | Man Called X Sat. 8:30-9:00 PM. | J. Walter Thompson Co. | | Whitehall Pharmacal Company, Anacin, 50 | Duffy's Tavern; Fri. 9:30-10:00 PM. | John F. Murray Adv. Agency, Inc. | |
| Radio Corporation of America, Radios, Television Sets, Phonographs, Records, 150 | NBC Symphony; Mon. 10:00-11:00 PM. | J. Walter Thompson Co. | | Whitehall Pharmacal Company, Anacin, 154 | Front Page Farrell; Mon.-Fri. 5:45-6:00 PM. | John F. Murray Adv. Agency, Inc. | 9-21-51 |
| Radio Corporation of America, Radios, Television Sets, Phonographs, Records, 113 | Screen Directors' Playhouse; Thurs. 10:00-11:00 PM. | J. Walter Thompson Co. | | Airowax, Kolynos Toothpaste, Black Flag, Other Whitehall Products, 114 | Anacin Hollywood Star Theatre; The; Sat. 7:30-8:00 PM. | Sullivan, Stauffer, Colwell & Bayles, Inc. | 6-24-50 |
| Radio Corporation of America, Radios, Television, Records, 165 | Sixty-Four Dollar Question, The; Sun. 10:00-10:30 PM. | The Biow Co., Inc. | 9-2-51 | Whitehall Pharmacal Company, Anacin, 113 | Just Plain Bill; Mon.-Fri. 5:30-5:45 PM. | John F. Murray Adv. Agency, Inc. | 9-21-51 |
| Rexall Drug Company, Rexall Drugs, 163 | Phil Harris-Alice Faye Show; Sun. 7:30-8:00 PM. | B.B.D.&O., Inc. | 6-25-50 | Whitehall Pharmacal Company, Anacin, 154 | The Magnificent Montague; Fri. 9:00-9:30 PM. | John F. Murray Adv. Agency, Inc. | |
| Reynolds Tobacco Co., R. J., Camel Cigarettes & Prince Albert Tobacco, 144 | Private Richard Diamond; Wed. 10:30-11:00 PM. | B.B.D.&O., Inc. | 6-6-51 | Whitehall Pharmacal Company, Anacin, 150 | Man Called X; Sat. 8:30-9:00 PM. | John F. Murray Adv. Agency, Inc. | |
| Reynolds Tobacco Co., R. J., Camel Cigarettes, 160 | Cotton Bowl Football Game; New Year's Day 2:00-4:30 PM. | William Esty Co., Inc. | | Whitehall Pharmacal Company, Anacin, 113 | NBC Symphony; Mon. 10:00-11:00 PM. | John F. Murray Adv. Agency, Inc. | |
| Reynolds Tobacco Co., R. J., Camel Cigarettes, 160 | Jimmy Durante; Fri. 9:00-9:30 PM. | William Esty Co., Inc. | 9-29-50 | Whitehall Pharmacal Company, Anacin, 147 | Screen Directors' Playhouse; Thurs. 10:00-11:00 PM. | John F. Murray Adv. Agency, Inc. | |
| Reynolds Tobacco Co., R. J., Camel Cigarettes, 162 | Grand Ole Opry; Sat. 10:30-11:00 PM. | William Esty Co., Inc. | 12-30-50 | Wildroot Co., Inc., Wildroot Cream Oil, Hair Tonic, Wildroot Liquid Cream, Shampoo, 165 | Adventures of Sam Spade, The; Sun. 8:00-8:30 PM. | Batten, Barton, Durstine and Osborn, Inc. | 9-17-50 |
| Richfield Oil Corp., Gas & Oil Automotive Accessories, 21 | Camel Screen Guild Players; Thurs. 9:30-10:00 PM. | William Esty Co., Inc. | 9-28-50 | Wildroot Company, Inc., Wildroot Cream Oil, Wildroot Hair Tonic, 165 | Charlie Wild, Private Eye, (Charlie Wild, Private Detective); Sun. 5:30-6:00 PM. | Batten, Barton, Durstine and Osborn, Inc. | 9-16-51 |
| Schultz Brewing Company, Joseph, Beer, 160 | Richfield Reporter; Mon.-Sun. 11:00-11:15 PM. | Hixson-Jorgenson, Inc. | 6-22-51 | Admiral Corp. TV & Radio Sets Refrigerators, Ranges, 43 | Lights Out; Mon. 9:00-9:30 PM. | Kudner Agency, Inc. | 6-25-51 |
| Shulton, Inc., Old Spice Men's After Shave Lotion, Brushless Shaving Cream, Lather Shaving Cream, 9 | The Halls of Ivy; Wed. 8:00-8:30 PM. | Young & Rubicam, Inc. | 12-27-50 | Allis-Chalmers Mfg. Co., Farm Machinery, 43 | The National Farm & Home Hour—International Live Stock Show Through Wendy's Window | Dubin Advertising Agency | 11-18-50 |
| Skelly Oil Company, Petroleum Products, 26 | High Adventure; Sun. 4:30-5:00 PM. | The Wesley Associates | 7-23-50 | Alco, Inc. Storm Doors & Windows, 30 | The Big Story; Alt. Fri. 9:30-10:00 PM. | Sullivan, Stauffer, Colwell & Bayles, Inc. | 3-2-51 |
| Sterling Drug, Inc., Bayer Aspirin, Other Products, 152 | Alex Dreier; Mon.-Fri. 11:00-11:15 PM. | Henri, Hurst & McDonald, Inc. | 9-1-51 | American Cig. & Cigar Co., Inc., Pall Mall Cig., 35 | The Kate Smith Hour; Mon.-Fri. 4:00-5:00 PM. | W. Earl Bothwell, Inc. | 9-20-51 |
| Sterling Drug, Inc., Haley's M-O, Energene, Other Products, 147 | American Album of Familiar Music, The Sun. 9:30-10:00 PM. | Dancer-Fitzgerald-Sample, Inc. | 9-16-51 | American Home Products Corp., Aerowax, Duff's Mixes, Clapp's Baby Foods, Chef's Boy-Ar-Dee, G. Washington Coffee, Wizard Wick Deodorizer, Autobrite Car Polish, Black Flag insecticides, 22 | Your Hit Parade; Sun. 10:30-11:00 PM. | BBD & O, Inc. | 9-7-51 |
| Sterling Drug, Inc., Phillips Milk of Magnesia & Tablets, Astring-O-Sol, Double Danderine, Phillips' Toothpaste, Iozonized Yeast, Other Products, 147 | Backstage Wife; Mon.-Fri. 4:00-4:15 PM. | Dancer-Fitzgerald-Sample, Inc. | 9-7-51 | American Tobacco Co., The, Tobacco Products of American Tobacco and/or its Subsidiaries, 26 | Robert Montgomery Presents Your Lucky Strike Theatre; Alt. Mon. 9:30-10:30 PM. | BBD & O, Inc. | 1-22-51 |
| Sterling Drug Inc., Bayer Aspirin, Phillips Milk of Magnesia Other Products, 147 | Stella Dallas; Mon.-Fri. 4:15-4:30 PM. | Dancer-Fitzgerald-Sample, Inc. | 9-7-51 | American Tobacco Co., The, Lucky Strike Cigarettes, 29 | Broadway Open House; Mon.-Fri. 11:00-12:00 MID. | Wm. H. Weintraub & Co., Inc. | 5-25-51 |
| Sun Oil Company, Oil, Fuel Oil, Sunoco Gas, 34 | Young Widder Brown; Mon.-Fri. 4:45-5:00 PM. | Dancer-Fitzgerald-Sample, Inc. | 9-7-51 | Anchor Hocking Glass Corp., Institutional, Anchorglass beer bottles, 39 | Stars Over Hollywood; Wed. 10:30-11:00 PM. | Foote, Cone & Belding, Inc. | 8-29-51 |
| Swift & Company, Jewel Shortening, Jewel Salad Oil, Other Jewel Products, 47 | Sam Hayes | Roche, William & Cleary, Inc. | 12-29-50 | Armor & Co., Dial Soap, Canned Meats, Dash Dog Food, 26 | Armstrong's Circle Theatre; Tue. 9:30-10:00 PM. | BBD & O, Inc. | 5-29-51 |
| Tide Water Associated Oil Co., Petroleum Products, 35 | Sunoco Three Star Extra; Mon.-Fri. 6:45-7:00 PM. | Hewitt, Ogilvy, Benson & Mather | 1-12-51 | Armstrong Cork Co., Linoleum, Floor Coverings, Building Materials, 22 | College Football; Sat. 2:00-4:00 PM. | N. W. Ayer & Sons, Inc. | 11-25-50 |
| U.S. Army R.O.T.C., Dept. of Army, Organized Reserve Corps, Institutional, ROTC Training Corps, 160 | Red Foley Show; Mon.-Fri. 10:30-10:45 | J. Walter Thompson Co. | 11-23-51 | Atlantic Refining Co., Gasoline, Oils, etc., 7 | Believe It Or Not; Thurs. 8:30-9:00 PM. | J. Walter Thompson Co. | 1-1-50 |
| U.S. Steel Corp., Institutional, 166 | Pacific Coast Conference Football Games | Buchanan & Co., Inc. | 11-25-50 | Ballantine, P & Sons, Beer & Ale, 17 | Year End Tele News | J. D. Tarcher Co., Inc. | 3-3-51 |
| | Mindy Carson Sings; Mon., Wed., Fri. 11:15-11:30 PM. | Grant Advertising, Inc. | 9-12-50 | Ballantine, P. & Sons, Beer, 27 | Saturday Night Review, Your Show of Shows; Sat. 9:00-10:30 PM. | Gibraltar Adv. Agency, Inc. | 1-19-51 |
| | The Theatre Guild On the Air; Sun. 8:30-9:30 PM. | B.B.D.&O., Inc. | 6-3-51 | Benrus Watch Co., Inc., Watches, 41 | Bonny Maid Versatile Varieties; Fri. 9:00-10:30 PM. | Cayton, Inc. | |
| | | | | Bond Clothes, Inc., Wearing Apparel | Sport Highlights of the Week | Kenyon & Eckhardt, Inc. | 11-15-51 |
| | | | | Borden Co., The, Instant Coffee, 18 | The Peter Lind Hayes Show; Thur. 8:30-9:00 PM. | | |

TELEVISION

| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
|---|--|--|------------------|
| Bristol-Myers Co., Mum. Vitalis, Ipana, Frusha, Resistab, Sal Iepatica, Bufferin, 46 | Break the Bank; Wed. 10:00-10:30 PM. | Doherty, Clifford & Shenfield | 3-12-52 |
| Brown Shoe Company, shoes, 9 | Smilin' Ed McConnell; Alt. Sat. 6:30-7:00 PM. | Leo Burnett Co., Inc. | 8-11-51 |
| Campbell Soup Company, soup, 29 | Saturday Night Revue, Jack Carter Show; Sat. 8:00-9:00 PM. | Ward-Wheelock Co. | 6-2-51 |
| Chesebrough Mfg. Co., Vaseline Cream Hair Tonic | Greatest Fights of the Century; Fri. 10:45-11:00 PM. | Cayton, Inc. | |
| Chevrolet Motor—Div. of General Motors Corp., Automobiles, Trucks, 9 | Chevrolet-Tele-Theatre; Mon. 8:00-8:30 | Campbell-Ewald Co., Inc. | 6-9-50 |
| Cities Service, Gasoline, Oil | Cities Service Band of America; Mon. 10:00-10:30 PM. | Ellington & Co., Inc. | |
| Coca-Cola Company, Coca-Cola, 61 | One Hour in Wonderland; Thur. 4:00-5:00 PM. | D'Arcy Adv. Co., Inc. | 12-25-50 ONLY |
| Colgate-Palmolive-Toilet Co., Gel, Lustre Cream, Ajax, Palmolive Soap, 50 | The Colgate Theatre; Sun. 8:00-9:00 PM. | Wm. Esty Company | 6-24-51 |
| Colgate-Palmolive-Toilet Co., Gel, Lustre-Creme, Ajax, Palmolive Soap, Halo Sham-POO, Colgate Dental Cream, 50 | The Comedy Hour; Sun. 8:00-9:00 PM. | Sherman & Marquette | 6-24-51 |
| Colgate-Palmolive-Toilet Co., Colgate Dental Cream, Halo Sham-POO, 29 | Howdy Doody; Mon.-Fri. 5:30-6:00 PM. | Tues.-Thurs.—Ted Bates & Co.; Mon.—Sherman & Marquette | 12-28-50 |
| Congoleum-Nairn, nc., Anoleum Floor & Wall Coverings, 51 | Garroway at Large; Sun. 10:00-10:30 PM. | McCann-Erickson, Inc. | 2-11-51 |
| Crosley-Div.-AVCO Mfg. Corp., TV Sets, Refrigerator Kitchen Units, 39 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | Benton & Bowles, Inc. | 9-1-51 |
| De Soto-Div. of Chrysler Corp., Automobiles, 59 | Groucho Marx—You Bet Your Life; Tues. 8:00-8:30 PM. | BBD & O | 9-27-51 |
| Doubleday & Co., nc., Books, 10 | The Warren Hull Show | Huber Hoge & Sons | |
| Doubleday & Co., nc., Books, 27 | You Are an Artist; Tues. 11:00-11:15 PM. | Huber Hoge & Sons | |
| Doubleday & Co., nc., Books, 14 | Your Home Repair Man | Huber Hoge & Sons | |
| Durkee Famous Foods, Inc., Margarine, 48 | The Kate Smith Hour; Mon.-Fri. 4:00-5:00 PM. | Meldrum & Fewsmith, Inc. | 2-7-51 |
| Emerson Radio & Phonograph Co., nc., Radios, TV Sets & Phonographs, 18 | The Clock; Fri. 9:30-10:00 PM. | Foote, Cone & Belding, Inc. | 4-6-51 |
| Firestone Tire & Rubber Co., tires & Tubes, 31 | Voice of Firestone; Mon. 8:30-9:00 PM. | Sweeney & James Co. | 5-14-51 |
| Ford Dealers of America, Automobiles, Trucks, 4 | Ford Star Revue; Thurs. 9:00-10:00 PM. | J. Walter Thompson Co. | 12-28-51 |
| Ford Dealers of America, Automobiles & Trucks, 34 | Kay Kyser's College of Musical Knowledge; Thur. 9:30-10:30 PM. | J. Walter Thompson Co. | 12-28-50 |
| Ford Motor Division, Automobiles, Trucks, 32 | Kukla, Fran & Ollie Show, The; Mon.-Fri. 7:30-8:00 PM. | J. Walter Thompson Co. | 6-21-52 |
| Frigidaire-Div. of General Motors Corp., Refrigerators, 56 | The Comedy Hour; Sun. 8:00-9:00 PM. | Foote, Cone & Belding, Inc. | 6-10-51 |
| Frigidaire-Div. of General Motors, Refrigerators, Washing Machines, Other Products, 62 | Star Spangled Revue; Thurs. 9:00-10:00 PM. | Foote, Cone & Belding, Inc. | 9-14-50 ONLY |
| General Foods Company, Jell-o, Corn Starch, Tapioca, 27 | The Aldrich Family; Sun. 7:30-8:00 PM. | Young & Rubicam, Inc. | 9-23-51 |
| General Foods Corp., Jello, Birds-Eye, Swansdown, Maxwell House Coffee, Walter Baker Coconut, Cocoa & Chocolate, Instant Mixes, Minute Rice, La-France & Satina, 32 | Bert Parks Show; Mon., Wed., Fri. 3:30-4:00 PM. | Young & Rubicam, Inc. | 12-31-51 |
| General Foods Corp., Grape Nuts Flakes, Post Toasties, Sugar Crisp, Sugar Krinkles & other G. F. Products, 35 | Hopalong Cassidy; Sun. 6:00-7:00 PM. | Young & Rubicam, Inc. | 12-30-51 |

| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
|--|---|---|-----------------------|
| Gillette Safety Razor Co., Razors, Blades, and Shaving Cream, 33 | All-Star Baseball Game | Maxon, Inc. | July 11—ONLY |
| Gillette Safety Razor Co., Razors, Blades, Shaving Cream, Toni Home Permanents, 36 | Army-Navy Football Game | Maxon, Inc. | 12-2-50 |
| Gillette Safety Razor Co., Razors, Blades, Shaving Cream, 47 | Baseball—World Series | Maxon, Inc. | 10-2, 3, 4, 5-50 ONLY |
| Gillette Safety Razor Co., Razors, Blades, Shaving Soap, 22 | Belmont Stakes—Horse Race | Maxon, Inc. | 6-10-51 ONLY |
| Gillette Safety Razor Co., Razors, Blades, Shaving Cream, 43 | Boxing Bouts; Fri. 10:00-10:45 PM. | Maxon, Inc. | 8-31-51 |
| Gillette Safety Razor Co., Razors, Blades, Shaving Cream, 21 | Cavalcade of Sports | Maxon, Inc. | 9-1-50 |
| Gulf Oil Corp., Gasoline, Oil, Lubricants, Tires, Insecticides, 9 | We, the People; Fri. 8:30-9:00 PM. | Young & Rubicam, Inc. | 6-28-51 |
| Hamilton Watch Co., Watches, 25 | New Year's Eve Show: 12:00-1:00 AM. | BBD & O | 1-1-50 |
| International Shoe Co., Shoes, 31 | Howdy Doody; Mon.-Fri. 5:30-6:00 PM. | Henri, Hurst & McDonald Inc. | 8-7-50 ONLY |
| Johnson, S. C. & Son, Inc., Wax & Allied Products, 30 | Saturday Night Revue Jack Carter Show; Sat. 8:00-9:00 PM. | Needham, Louis & Brorby, Inc. | 6-2-51 |
| Kellogg Co., Rice Krispies, Kellogg's Cereals, 31 | Howdy Doody; Mon.-Fri. 6:30-6:00 PM. | Kenyon & Eckhardt, Inc. & Leo Burnett Co., Inc. | 8-30-51 |
| Kraft Foods Co., Mayonnaise, Velveeta, Kraft Deluxe Slices, 23 | Kraft TV Theatre; Wed. 9:00-10:00 PM. | J. Walter Thompson Co. | 12-27-50 |
| Lever Bros. Co., Lux, Rinso, Spry, Pepsodent, 50 | The Clock; Mon. 8:30-9:00 PM. | J. Walter Thompson Co. | 3-29-50 |

(Continued on page 568)

Mutual Advertisers

(Continued from page 438)

| | | | |
|---|--|--|---|
| Radio Offer Co. New York; Novelties | B-Bar-B Ranch; Tues. 5:30-6:00 PM. 54 | 3-21-50 | Huber Hoge & Sons Inc., New York. |
| Ralston Purina Co. St. Louis, Mo.; Chow Products | Checkerboard Jamboree; M-F 1:45-2:00 PM. 213 | 11-17-45—9-22-50 | Brown Radio Productions Inc., St. Louis. |
| Ralston, Instant Ralston & Shredded Ralston | Tom Mix & His Ralston Straight Shooters; M-W-F 5:30-6:00 P.M.L. 386 | 9-26-49—6-23-50 | Gardner Advertising Agency, St. Louis. |
| R. J. Reynolds Tobacco Co. Winston-Salem, N. C.; Camel Cigarettes | Camel Scoreboard; M-S 5 min. at end of Game of the Day; Eff. 9-23-50; Sat. 5 min. preceding and 5 min. following Game of the Week, 343 | 5-20-50—11-25-50 | Wm. Esty & Co., Inc., New York. |
| RhodesPharmaceutical Co. Cleveland; Imdrim | Gabriel Heatter; Tues. & Thurs. 7:30-7:45 PM; Eff. 4-18-50; Tues. 7:30-7:45 PM; Eff. 8-20-50, 213 | 9-20-49— | O'Neil, Larson & McVahon Inc., Chicago. |
| Ronson Art Metal Works, Newark, N. J.; Ronson Lighters | Twenty Questions; Sat. 8:00-8:30 PM. 359 | 8-20-50—7-6-46— | Grey Advertising Agency, New York. |
| Ronsonol Fuel | Johnny Desmond; Sun. 7:55-8:00 PM. 464 | 1-9-49—1-1-50 | Grey Advertising Agency, New York. |
| R. B. Semler Inc. New Canaan, Conn.; Kreml Hair Tonic & Shampoo | Gabriel Heatter, Wed. 7:30-7:45 PM. 240 | 10-16-48—6-28-50 | Erwin, Wasey & Co., Inc., New York. |
| Shipstad & Johnson Hollywood; Ice Follies | Ice Follies of 1951; Thurs. 11:30-12:00 Mid. 47 | 9-7-50 only | Walter McCreery Inc., Hollywood. |
| U. S. Tobacco Co. New York; Tobaccos | Martin Kane, Private Eye; Sun. 4:30-5:00 PM. 409 | 8-7-49— | Kudner Agency Inc., New York. |
| Voice of Prophecy Inc.; Religion | Man Next Door; Sat. 8:30-9:00 PM. 127 | 3-28-49— | Kudner Agency Inc., New York. |
| Williamson Candy Co. Chicago; Oh Henry Candy Bars | Voice of Prophecy; Sun. 10:30-11:00 AM. 302 | 1-4-42— | Western Advertising Inc., Los Angeles. |
| Wilson Sporting Goods Co. Chicago; Sporting Goods | True Detective Mysteries; Sun. 5:30-6:00 PM. 512 | 9-4-49— | Aubrey, Moore & Wallace Inc., Chicago. |
| | All-Star Football Game; Fri. 9:30 PM to concl., 460 | 8-11-50 only | Ewell-Thurber Associates, Chicago. |
| | | | Mutual Research Department, October 31, 1950. |
| Wm. H. Wise Co., Inc. New York; Books | Get More Out of Life; Sat. 5:30-5:45 PM, Sun. 9:45-10:00 PM, Sat. 5:30-5:45 PM, 47 | 1-14-50 9-24-50 9-30-50 11-5, 12, 19-50 | Twing & Altman Inc., New York. |

NATIONAL BROADCASTING COMPANY

(Continued from page 424)

EASTERN DIVISION

Edward R. Hitz, TV Eastern Sales Manager

SALES SERVICE DIVISION

Frank Reed, Manager of TV Sales Service

PROGRAM SALES

Robert Sarnoff, Manager of TV Program Sales

ADVERTISING & PROMOTION DEPARTMENT

James Nelson, Manager of TV Advertising & Promotion
Raymond O'Connell, Supervisor of Audience Promotion Division
Fred Viet, Art Director

SALES PLANNING & RESEARCH DEPARTMENT

Robert McFadyen, Manager of Sales Planning & Research
Lance Ballou, Supervisor of Sales Planning Division
Thomas Coffin, Supervisor of Program Research Division
Richard Paige, Supervisor of Ratings Division

OWNED & OPERATED STATIONS

James M. Gaines, Vice President for the Owned and Operated Stations
Charles C. Bevis, Assistant to the Vice President
Hamilton Shea, Controller
H. Norman Neubert, Merchandising Manager

NATIONAL SPOT SALES DEPARTMENT

James V. McConnell, Director
Richard Close, Eastern Sales Manager for Radio
Jacob Evans, Manager of Advertising & Promotion
Charles Phillips, Eastern Sales Manager for TV
Oliver Morton, Chicago Spot Sales Manager for Radio
Robert Ewing, Chicago Spot Sales Manager for TV

WNBC, WNBC-FM, WNBT New York

Ted Cott, Manager of WNBC, WNBC-FM, WNBT
John H. Reber, Sales Manager, WNBT
Ivan Reiner, Program Manager, WNBT
Benny Long, Director of Sales
Leonard Safir, Advertising & Promotion Manager
George Stevens, Controller
Winifred Schaefer, Director of Press, Public Affairs & News
Harvey Gannon, Radio Program Manager
George Wallach, News and Special Events Supervisor

WTAM, WTAM-FM, WNBC (TV) Cleveland

815 Superior Ave. N. E., Cleveland 14, Ohio
Tel. Cherry 0942

John McCormick, General Manager
John L. McHale, Controller
Joseph Bana, Manager, WTAM Program Dept.
Edward Wallace, Director of News & Special Events
Jacob Hines, Manager of Public Affairs & Integrated Services

Harold Gallagher, Sales Manager
Howard Barton, Sales Promotion & Public Relations Manager

Samuel Leonard, Engineer in Charge
Philip Worcester, Program Manager, WNBC

KOA, KOA-FM Denver

1625 California St., Denver 2, Colorado
Tel. Main 6211

General Manager (open at present)
Dale Newbold, Controller
Robert Owen, Assistant General Manager and Engineer in Charge
William Day, Manager of News, Press & Public Affairs
Earl Ferguson, Program Manager
C. M. Penley, Supervisor of Advertising and Promotion
Donald Peach, Agricultural Director
Duncan McCall, Sales Manager

KNBC, KNBC-FM San Francisco

Taylor & O'Farrell Sts., San Francisco 2, California
Tel. Graystone 4-8700

Lloyd Yoder, General Manager
George Greaves, Assistant General Manager
A. G. Diederich, Controller
Curtis Peck, Engineer in Charge
John Thompson, Manager of Press, Public Affairs and News
William Minette, Supervisor of Public Affairs & Education
Paul Speegle, Program Manager
Randy Smith, Supervisor of Promotion & Advertising
Alfred Crapsey, Local Sales Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago 54, Illinois
Tel. Superior 7-8300

WMAQ, WMAQ-FM, WNBQ (TV)

Harry C. Kopf, Vice President & General Manager
John F. Whalley, Controller
Howard Luttgens, Engineer-in-Charge
William Ray, Manager of News, Press & Public Affairs

Homer Heck, Manager, WMAQ Program Department

Jack Ryan, Supervisor of Press
Frederick Jacobson, Program Manager, WNBQ
Judith Waller, Education Director
Leonard Anderson, Manager, Integrated Services
Howard B. Meyers, Sales Manager, WMAQ
Jules Herbuveaux, Manager WNBQ
John McPartlin, Sales Manager, WNBQ
Paul Moore, TV Engineering Operations Supervisor
Edwin S. Mills, Executive Producer

WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. & Vine St., Hollywood 28, California
Tel. 9-6161
KNBH (TV)

John K. West, Vice President in Charge of the Western Division

Lewis Frost, Assistant to the Vice President
Norman Blackburn, Director Western Network Television Operations
Frank V. Dellett, Controller
Donald Honrath, Manager of Continuity Acceptance
Alfred Saxton, Manager of Radio Technical Operations
Robert Howard, National Spot Sales Manager Western Division
Frank Berend, Radio Network Sales Manager Western Division

Roger Sprague, Manager of News, Special Events & Sports Western Division

Leslie Raddatz, Manager of Radio Press Western Division

Henry Maas, Supervisor of Sales & Program Traffic
Thomas McCray, Director of Radio Network Operations

Homer Canfield, Manager of Radio Program & Public Affairs Department

Harry Bubeck, Production Manager
Thomas McFadden, General Manager, KNBH

William Boone, Controller, KNBH
Robert Clark, Manager, KNBH Technical Operations

Robert Brown, Manager, KNBH Program Department

Robert Thompson, Supervisor, KNBH Operations
Donald Norman, Manager, KNBH Sales Department

Robert Pelgram, Manager, KNBH Press Department

WRC, WRC-FM, WNBW(TV) Washington

Trans Lux Bldg., 14th St. & N.Y. Ave.,
Washington 5, D. C.
Tel. Republic 4000

William R. McAndrew, General Manager, WRC-WNBW

Mahlon Glascock, Sales Manager, WRC
Kenneth French, Director of Programs, WRC

Donald Cooper, Chief Engineer, WRC
Cassius Keller, Director of News & Special Events, WRC-WNBW

Thomas Geoghegan, Manager of Advertising, Promotion & Press, WRC

Ralph Burgin, Program Manager, WNBW
Charles Colledge, Engineering Operations Supervisor, WNBW

Charles de Lozier, Sales Manager, WNBW
John Ghilain, Manager of Advertising, Promotion & Press, WNBW

NBC STATIONS PLANNING & ADVISORY COMMITTEE

Harold Essex, WSJS Winston-Salem, N. C.
Clair McCollough, WGAL Lancaster, Pa.

Walter Damm, WTMJ Milwaukee, Wis.
Ewing Kelly, KCRA Sacramento, Calif.

John Outler, WSB-TV Atlanta, Ga.
Howard Pill, WSFA Montgomery, Ala.

Milton Greenebaum, WSAM Saginaw, Mich.
Jack Harris, KPRC Houston, Tex.

Walter Wagstaff, KIDO Boise, Ida.
John Murphy, WLW-TV Cincinnati, O.

STATIONS OWNED AND OPERATED BY THE NATIONAL BROADCASTING COMPANY AM & FM

WNBC, WNBC-FM New York
WMAQ, WMAQ-FM Chicago

WRC, WRC-FM Washington
WTAM, WTAM-FM Cleveland

KNBC, KNBC-FM San Francisco
KOA, KOA-FM Denver

Television

WNBT New York
WNBW Washington
WNBK Cleveland
WNBQ Chicago
KNBH Hollywood

AFFILIATED TV STATIONS

Interconnected Network

NBC TELEVISION NETWORK

October 1, 1950

NBC Interconnected Network (Operating)

| City | Call | Channel |
|--------------------|----------|---------|
| Ames, Iowa | *WOL-TV | 4 |
| Atlanta, Ga. | WSB-TV | 8 |
| Baltimore | WBAL-TV | 11 |
| Binghamton | *WNBK-TV | 12 |
| Birmingham, Ala. | WBRC-TV | 4 |
| Boston | WBZ-TV | 4 |
| Buffalo | WBEN-TV | 4 |
| Charlotte, N. C. | *WBTV | 3 |
| Chicago | WNBQ | 5 |
| Cincinnati | WLW-TV | 4 |
| Cleveland | WNBK | 4 |
| Columbus | WLW-TV | 3 |
| Davenport, Iowa | WOC-TV | 5 |
| Dayton | WLW-TV | 5 |
| Detroit | WWJ-TV | 12 |
| Erie | *WICU | 4 |
| Grand Rapids | *WLAU-TV | 7 |
| Greensboro, N. C. | *WFMY-TV | 2 |
| Huntington | WSAZ-TV | 5 |
| Indianapolis | *WFBI-TV | 6 |
| Jacksonville, Fla. | *WMBR-TV | 4 |
| Johnstown, Pa. | WJAC-TV | 13 |
| Kalamazoo | WKZO-TV | 3 |
| Kansas City, Mo. | WDAF-TV | 4 |
| Lancaster | WGAL-TV | 4 |
| Lansing | WJIM-TV | 6 |
| Louisville | WAVE-TV | 5 |
| Memphis | WMCT | 4 |
| Minn., St. Paul | KSTP-TV | 5 |
| Milwaukee | WTMJ-TV | 3 |
| Nashville | WSM-TV | 4 |
| New Haven | *WNHC-TV | 6 |
| New York | WNBZ | 4 |
| Norfolk | WTAR-TV | 4 |
| Omaha | WOW-TV | 6 |
| Philadelphia | WPTZ | 3 |
| Pittsburgh | *WDTV | 3 |
| Providence | WJAR-TV | 11 |
| Richmond | WTR | 6 |
| Rochester | WHAM-TV | 8 |
| St. Louis | KSD-TV | 5 |
| Schenectady | WRGB | 4 |
| Syracuse | WSYR-TV | 5 |
| Toledo | WSPD-TV | 13 |
| Utica | WKTV | 13 |
| Washington | WNBW | 4 |
| Wilmington | WDEL-TV | 7 |

Total—47

* Interim Affiliate.

NBC Non-Interconnected Stations (Operating)

| City | Call | Channel | Exp. inter-con. date |
|-------------------|----------|---------|----------------------|
| Albuquerque | KOB-TV | 4 | Mar. 1951 |
| Bloomington, Ind. | *WTTV | 10 | |
| Dallas | WFDA-TV | 8 | |
| Fort Worth | WBAP-TV | 5 | |
| Houston | KPRC-TV | 2 | |
| Los Angeles | KNBH | 4 | |
| Miami | *WTVJ | 4 | |
| New Orleans | *WDSU-TV | 6 | |
| Oklahoma City | WKY-TV | 4 | |
| Phoenix | *KPHO-TV | 5 | |
| Salt Lake City | KDYL-TV | 4 | |
| San Antonio | WOAI-TV | 4 | |
| San Diego, Cal. | *KFMB-TV | 8 | |
| San Francisco | KRON-TV | 4 | |
| Seattle | *KING-TV | 5 | |
| Tulsa | *KOTV | 6 | |

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AIRSHOWS INC.
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Services: TV and 16 mm films.
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Dallas—1915 Live Oaks St.; Tel.: Randolph 3144; Carl L. Stahl.

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Services: TV films.

AUDIO-VIDEO RECORDERS INC.
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B

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(Continued on page 454)

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- ★ **MR. AND MRS.**
- ★ **MEET THE MENJOUS** Starring Adolphe and Verree Teasdale Menjous
- ★ **EASY ACES** Perennial favorites, Goodman and Jane Ace in their famous brand of comedy.

MUSICALS

- ★ **SHOWTIME FROM HOLLYWOOD** With Freddy Martin and his "singing" saxophone and The Martin Men.
- ★ **PLEASURE PARADE** With Vincent Lopez and The Modernaires.
- ★ **THE BARRY WOOD SHOW** With Margaret Whiting, The Melchor and Henry Sylvern and his Orchestra.
- ★ **SINCERELY KENNY BAKER** With Buddy Cole and his Men.
- ★ **KORN KOBBLERS** America's most humorous band, with Al Shope, Lydia Summers, Stanley Carlson, Gerald Allaire Sears, a Selinsky, Orchestra Conductor.

WESTERN VARIETY

- ★ **OLD CORRAL** With Pappy Cheshire, Sally Foster, Merle Traub and The Bunk House Quartette.

MYSTERY

- ★ **MANHUNT** An exciting mystery thriller.

SOAP OPERAS

- ★ **DEAREST MOTHER, CAREER OF ALICE BLAIR, FOR** Three popular soap operas.

SPORTS

- ★ **ONE FOR THE BOOK** Delightful 5 minute sports stories. Can be combined for 15 minute show.

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EASIER SALES***

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1/2 HOUR SHOWS

WESTERN ADVENTURE

- ★ **CISCO KID** O. Henry's creation. Each a separate episode. Exciting western adventure. The top-rated "kid" program, coast to coast.
- ★ **LIGHTNING JIM** Exciting western adventure. Each episode complete.

DRAMA

- ★ **FAVORITE STORY** Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars.

MYSTERY

- ★ **BOSTON BLACKIE** The top-rated mystery adventure. Each episode complete. Starring Richard Kollmar.
- ★ **PHILO VANCE** Scientific sleuthing portrayed by Jackson Beck and star cast.

MUSICAL

- ★ **THE GUY LOMBARDO SHOW** With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Don Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley.
- ★ **THE WAYNE KING SHOW** With the Waltz King and his incomparable music. Narrated by Franklyn MacCormack, and featuring the vocals of Nancy Evans and Larry Douglas.

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"BOLD VENTURE"
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Expert Ziv Technicians, Writers, Musicians, Directors, and
Actors, Using the Finest and Latest Television Techniques.

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DUNCAN RENALDO
AS "CISCO"
and
LEO CARRILLO
AS "PANCHO"



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Each program a complete episode. Stirring adventures
of O. Henry's famous Robin Hood of the Range.

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TELEVISION'S FINEST AUDIENCE-BUILDING DRAMATIC SHOW!

Top actors, music, direction, and stories are combined for this great series. Jeanne Cagney, Eric Blore, John Beal, Robert Alda, Dan Seymour, Bill Frawley, Peggy Dow and many other stars of the stage and screen bring to life such classics as Guy de Maupassant's "The Diamond Necklace," Mark Twain's "The Celebrated Jumping Frog," etc., in twenty-six half-hour programs produced exclusively for television. Each half-hour planned for three 1-minute commercials.

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NEW YORK

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HOLLYWOOD

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 448)

ZACH BAYM FILMS
13 E. 37th St., New York 16; Tel.: Murray Hill 9-4175; Zach Baym, director.
Services: Package TV film production.

BECK STUDIOS INC.
(Twin City Television Lab.)
Lyceum Theatre, Minneapolis 3; Tel.: Lincoln 4708; Mel Jass, asst. general manager.
Services: Radio & TV school, non-technical.

V. S. BECKER PRODUCTIONS
562 Fifth Ave., New York 19; Tel.: Luxemburg 2-1040; Viola Becker, owner.
Services: Package and produce radio and TV programs, manage talent, scripts.

BELL PICTURES CORP.
630 Ninth Ave., New York 19; Tel.: Circle 6-1383; Bert Kulick, sales director.
Services: TV film distribution.

BELTONE RECORDING CORP.
709 8th Ave., New York; Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: Recording service.

BENNETT FILMS
5617 Harcourt Ave., Los Angeles 43; Tel.: Axminster 2-7174; Walter Bennett, manager.
Services: TV film.

GEORGE R. BENTEL & ASSOC.
6606 Sunset Blvd., Hollywood 28; Tel.: Granite 8608; George R. Bentel, president.
Services: Production, scripts, TV film subjects, package programs.

BEVERLY RECORDING STUDIO
1603-05 W. 95th St., Chicago; Tel.: Cedarcrest 3-4677; Roy Young, manager.
Services: Recording service.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15; Tel.: Richmond 8184; Guy Biddick, manager.
Services: Recording, TV film production.

WADE BINGHAM STUDIOS
208 W. Lafayette St., Tampa 6, Fla.; Tel.: H-5438; Wade Bingham, owner.
Services: Complete production facilities for TV film, scripts, talent.

FRITZ BLOCKI PRODUCTIONS
7266½ Fountain Ave., Hollywood 46; Tel.: Hudson 2-8971; Fritz Blocki.
Services: Live radio & TV package programs.

JOSEPH BLOOM
19 W. 44th St., New York 18; Tel.: Murray Hill 7-5343; Joseph Bloom, president.
Services: Production, package programs.

FORD BOND RADIO PRODUCTIONS INC.
810 RCA Bldg. W, New York 20; Tel.: Circle 7-2236-7; Ford Bond, president.
Services: Open end transcribed programs.

BORDER PRODUCTIONS
6533 Hollywood Blvd., Hollywood 28; Tel.: Hillside 8266; Dorothy N. Raison, manager.
Services: TV film production.

BOWMAN FILMS
360 Michigan Ave., Chicago 1; Tel.: Dearborn 2-6292; Gordon Lind, manager.
Services: Sound, slide films for television.

BOYD ENTERPRISES
3569 Frazier St., Fort Worth 10; Tel.: Wayside 8932; Harvey R. Boyd, owner.
Services: Recording, package programs, talent, scripts.

BRACKEN PRODUCTIONS INC.
8473 Beverly Blvd., Los Angeles 48; Tel.: Webster 6196; Eddie Bracken, president.
Services: Radio & TV production, scripts, package programs, TV film production.
New York 17—480 Lexington Ave.; Tel.: Plaza 5-5714; Larry Gordon.

BRANDON FILMS INC.
1700 Broadway, New York 19; Tel.: Circle 6-4868; Thomas J. Brandon, president.
Services: TV film distribution.

BRAY STUDIOS INC.
729 Seventh Ave., New York 19; Tel.: Circle 5-4582; J. R. Bray, president.
Services: TV film library, production and distribution.

BRINKLEY RECORDING CO.
232 E. Erie St., Chicago 11; Tel.: Delaware 7-4786; Jack Brinkley, owner.
Services: Recording on tape, disc & film, phonograph records.

BRISCOE & GOLDSMITH INC.
522 Fifth Ave., New York; Tel.: Murray Hill 2-6244; Frank Gibney, manager.
Services: Talent.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20; Tel.: Circle 6-5100.
Services: Film rental & sales, scripts, talent.

BROADCAST PRODUCTIONS CORP.
25 E. Jackson Blvd., Chicago 4; Tel.: Wabash 2-0711; John Stamford, president.
Services: Recording, production, package programs, live & film TV, talent.

BROADCAST PRODUCTIONS INC.
350 Madison Ave., Detroit 26; Tel.: Woodward 5-0909; Lois Michels, president.
Services: TV film production, package programs, transcriptions, scripts, talent.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 19; Tel.: Murray Hill 3-3881; Herbert Rosen, president.
Services: Production, transcriptions, package programs, TV films.

WILLIAM F. BROIDY PRODUCTIONS INC.
4376 Sunset Dr., Hollywood 27; Tel.: Normandy 2-9181; William F. Broidy, president.
Services: TV film production, package programs.

BROWN RADIO PRODUCTIONS INC.
4th & Union, Nashville, Tenn.; Tel.: 4-1751; Charles Brown, president.
Services: Package programs, syndicated transcriptions, recordings, production, TV film.
Chicago 1—75 E. Wacker Dr.; Tel.: Andover 3-7169; W. K. Ermeling.

CHAMBERLAIN BROWN
145 W. 45th St., New York 19; Tel.: Luxemburg 2-2207; Chamberlain Brown, manager.
Services: Production, talent, scripts.

IRVING BROWNING STUDIOS
70 W. 45th St., New York; Tel.: Murray Hill 2-7490; Irving Browning, manager.
Services: Film to order, TV film, camera rental.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-8367; Al Buffington, owner and president.
Services: Recording, production, package TV and radio shows, scripts.

ALLEN BURG, PHOTOGRAPHY
819 N. La Cienega, Los Angeles 46; Tel.: Bradshaw 2-3737.
Services: TV film.

ALLYNBUTTERFIELD PRODUCTIONS
6823 Santa Monica Blvd., Los Angeles 38; Tel.: Hollywood 9-3961; A. Butterfield, manager.
Services: Films to order.

BYRON INC.
1226 Wisconsin Ave., N. W. Washington, D. C.; Tel.: Dupont 1800; T. Byron, manager.
Services: Film production & processing, magnetic film sound reproduction.

BYRON PRODUCTIONS CO.
730 Fifth Ave., New York 19; Tel.: Circle 6-2677; Edward A. Byron, president.
Services: Package programs.

C

C. & G. FILM EFFECTS CO.
1600 Broadway, New York 19; Tel.: Plaza 7-2098; H. A. Casolaro, Milton M. Gottlieb.
Services: TV film production, animation, slidefilm.

S. W. CALDWELL LTD.
2100 Richmond St. W., Toronto 1; Tel.: Elgin 6586; G. F. Keeble, manager.
Services: Radio & TV programs, scripts, package programs, recording.

CALIF. COMMERCIAL FILM CO.
9629 Brighton Way, Beverly Hills; Tel.: Crestview 6-3196; Stanley Bergerman, president.
Services: TV film programs.

CAMERA CRAFT
6764 Lexington Ave., Hollywood 38; Tel.: Hempstead 6856; Robert Crawford, owner.
Services: Recordings, TV film production, equipment rental.

CAMPBELL-CAHILL STUDIO
360 North Michigan; Chicago; Tel.: Franklin 2-4649; Jerry Campbell.
Services: Television commercials.

CAMPUS FILM PRODUCTIONS
1611 Remsen St., Brooklyn 2; Tel.: Triangle 5-6296; Nat Campus, executive producer.
Services: Film production.

CAPITAL FILM EXCHANGE
309 N. 13th St., Philadelphia 7; Tel.: Spruce 4-2698; E. J. Gabriel, manager.
Services: Film distribution, cutting & booking.

CAPITOL RECORDS INC.
(Broadcast Div.)
Sunset & Vine, Hollywood 28; Tel.: Hollywood 9-8171; Clifford E. Ogden, general manager.
Services: Production & distribution of Capitol transcription libraries & TV film programs.
New York—250 W. 57th St.; Tel.: Circle 5-5725; Alvin King, eastern representative.
Atlanta 3—535 Courtland St., N.E.; Tel.: Atwood 4433; William T. Stubblefield.

CARAVEL FILMS INC.
730 Fifth Ave., New York 19; Tel.: Circle 7-6111; David I. Pincus, president.
Services: Industrial & TV films to order.

THE CARDINAL CO. INC.
1459 N. Seward St., Hollywood 28; Tel.: Hempstead 1177; Joseph F. MacCaughy, president.
Services: Production, package programs, TV live & film shows.

PHILLIPS CARLIN
Rm. 2214, RKO Bldg., Radio City, New York; Tel.: Judson 6-5534; Phillips Carlin.
Services: Radio & TV consultant, artists' representative.

CARSON-STEMPEL ENTERPRISES
717 N. La Cienega Blvd., Los Angeles 46; Tel.: Crestview 1-7141; Frank Stempel, partner.
Services: Scripts, talent, package programs, TV live & film shows.

CASCADE PICTURES OF CALIF.
8822 Washington Blvd., Culver City, Calif.; Tel.: Texas 6-2761; Bernard Carr, president.
Services: Film production.

CASINO FILM EXCHANGE INC.
210 E. 86th St., New York 25; Tel.: Butterfield 8-0561, Regent 4-2057; Munio Podhorzer, secretary.
Services: TV film.

CASTING CONSULTANTS
595 Madison Ave., New York; Tel.: Murray Hill 8-4222; Eleanore Kilgallen, manager.
Services: Casting consultants, talent.

CASTON PRODUCTIONS
8611 Sunset Blvd., Los Angeles 46; Tel.: Crestview 5-0113; Robert L. Cashy, owner-producer.
Services: TV film programs.

CATHOLIC BROADCASTING SERVICE
P. O. Box 16, Long Island City 3, N. Y.; Tel.: Astoria 8-2474; M. E. O'Brien, manager.
Services: Catholic programs and music.

CATHOLIC MOVIES
220 W. 42nd St., New York; Tel.: Wisconsin 7-9130; Stan Lewek, manager.
Services: Religious films for TV rental.

CAVALCADE PICTURES INC.
933 Seward St., Hollywood 38; Tel.: Hollywood 9-5458; Harvey Pergament, president.
Services: TV film production & rental.
New York—142 W. 4th St., Stanley Gottlieb.

CENTURY ARTISTS LTD.
8619 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-8131; Richard J. Dorso, president.
Services: TV film programs, artists, writers, directors.

HU CHAIN ASSOCIATES
41 E. 41st St., New York 17; Tel.: Murray Hill 2-7125; Hubert V. Chain, president.
Services: Transcriptions, production, TV live & film shows, scripts.

(Continued on page 456)

Campbell-Cahill Studio

FILM COMMERCIALS

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COSTS LITTLE TO START... COSTS LESS TO CONTINUE

**\$75 a month
the
First Year**

**\$50 a month
thereafter**

**regardless of station
or market**

**brings
you**

Capitol's
**CUSTOM
LIBRARY**

YOU START WITH 2000 SELECTIONS (Approx.) OF YOUR CHOICE

Look over the complete catalog and select the 220 discs that you want. (Approximately 2000 tunes.)

YOU GET 300 ADDITIONAL SELECTIONS (Approx.)

Each year you may choose 30 additional discs to add to your library... either from new releases or from material in the library not previously drawn.

GENEROUS EXCHANGE DISC ALLOWANCE

Keep your library fresh with your exchange allowance; 30 exchange transcriptions per year—close to 300 new selections, in exchange, or you may have replacements. (Discs over allowance, \$2.50 each.)

NO LONG-TERM CONTRACT NECESSARY

You use your library on a month-to-month basis, after the first contract year... allowing you complete flexibility of operation.

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Choose complete repertoire of individual artists with their program aids... voice tracks, themes, segues and bridges... for production programming.

if you want SELECTED MUSIC

Choose complete sections by musical category: Pop Concert, Salon, Standard, etc... all listed for easy selection in the Capitol catalog.

if you want MUSIC BY TITLE

You'll find them all listed for you alphabetically in the Capitol catalog.

if you want PROGRAM AIDS

Mood music, theme music, sound effects, general use voice tracks, etc.—all available for your use.

if you want INSTRUMENTAL MUSIC

You'll find the finest, all listed for you in Section 3 of the Capitol catalog.

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Proven Performance • High Fidelity
16" vinylite discs • Lateral cut—Out-
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Unique 3 turn cue-in device on every
track • Capitol's live, brilliant record-
ing technique.

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Complete Capitol Transcription cata-
log—revised every three months, plus
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Title file cards for every selection in
your Library.

Roller bearing action, pull drawer
type, steel transcription cabinet.

Heavy weight, numbered jacket for
each transcription.

Artist's promotion pictures, ad mats,
and biography cards.

**write or wire
for
complete details**

**Capitol Records, Inc.
Broadcast Division
Sunset and Vine
Hollywood 28, Calif.**



RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 454)

THE BRUCE CHAPMAN CO.
55 W. 42nd St., New York 18; Tel.: Wisconsin 7-9244; Bruce Chapman, president.
Services: Package programs, production.
Boston 34-1170 Soldiers Field Rd.; Tel.: Algonquin 4-5670; George Willard.
Chicago 11-114 N. Michigan Ave.; Tel.: Superior 7-0100; Stanley Whitman.
Rochester 3-201 Humboldt St.; Tel.: Culver 7240; Owen McFarland.
Hollywood 28-1313 N. Vine St.; Tel.: Hudson 2133; Joseph Mansfield.
Philadelphia 3-1619 Walnut St.; Tel.: Locust 4-3700; John Holbrook.

CHARTOC & COLE
360 N. Michigan Blvd., Chicago 1; Tel.: Dearborn 2-6861; Shepard Chartoc, Don Cole, partners.
Services: TV packages & producers of live or film programs.

MARY D. CHASE PRODUCTIONS
25 W. 45th St., New York 19; Tel.: Luxemburg 2-1700; Mary Chase.
Services: Production, talent, package programs, live & film TV programs.

CHESHIRE & ASSOC.
6533 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-4580; Bob Reichenbach, general manager.
Services: Radio program production, syndicated transcriptions, package programs.

CHICAGO FILM LABORATORY INC.
18 W. Walton Pl., Chicago; Tel.: Whitehall 4-6971; Mrs. A. G. Dunlap, president.
Services: TV film production, animation, sound recording, film processing.

CHICAGO RECORDING STUDIOS INC.
64 E. Jackson Blvd., Chicago; Tel.: Webster 9-7288; R. W. Kittinger, manager.
Services: Recording, phonograph records.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.
220 E. 42nd St., New York 17; Tel.: Murray Hill 2-1234; Mollie Slott, manager.
Services: Newspaper features adaptable to broadcasting.

CHINA FILM ENTERPRISES OF AMERICA INC.
11 W. 42nd St., New York 18; Tel.: Longacre 5-6840; H. C. Weng, president.
Services: Film production and rental.

CHOREOGRAPHERS' WORKSHOP INC.
471 Park Ave., New York; Tel.: Plaza 9-6239; Trudy Goth, director.
Services: Live programs.

CHRISTIAN FILMS
625 N. Mansfield Ave., Hollywood 36; Tel.: York 1783; Rev. H. K. Rasbach, manager.
Services: Religious motion picture, radio and TV production, special recordings.

CHRISTL & CASTOR
521 N. La Cienega Blvd.; Los Angeles 48; Tel.: Crestview 1-8452; Frank Christl, head of production.
Services: Packaging & producing radio & TV shows.

ARTHUR B. CHURCH PRODUCTIONS
Pickwick Hotel, Kansas City 6; Tel.: Harrison 2650; George E. Halley, manager.
Services: Library tape service, TV film, syndicated transcriptions.

CHURCHILL-WEXLER FILM PRODUCTIONS
137 N. La Brea Blvd., Los Angeles 36; Tel.: Wyoming 7738; R. B. Churchill, Sy Wexler.
Services: TV film programs, commercial spots.

CINEFFECTS INC.
115 W. 45th St., New York; Tel.: Circle 8-0951; Nathan Sobel, manager.
Services: TV film production.

CINEMA SERVICE CORP.
106 West End Ave., New York 23; Tel.: Trafalgar 3-1411; Joseph Seiden, president.
Services: TV film production.

CINEMART INC.
565 Fifth Ave., New York 17; Tel.: Murray Hill 8-3837; Varian Fry, president.
Services: TV film production, recording.

CINEQUE LABORATORIES INC.
424 E. 89th St., New York; Tel.: Sacramento 2-5837; Sam Marcus, president.
Services: TV film production, processing, film strip.
Chicago-30 W. Washington St., Tel.: FL 6-4450; Robert Gerard.

CINETECH CO. INC.
106 W. End Ave., New York; Tel.: Trafalgar 3-1411; Joseph Seiden, manager.
Services: Rental of recording and TV equipment.

CINETEL CORP.
119 W. 57th St., New York 19; Tel.: Judson 2-4813; Ed Woodruff, president.
Services: TV film distribution.

CINE-TELE PRODUCTIONS
1161 N. Highland Ave., Hollywood 38; Tel.: Hillside 7475; Harry J. Lehman, president.
Services: TV film, package programs.

CIVIC CONCERT SERVICE INC.
(Subsidiary of Natl. Concert & Artists Corp.)
711 Fifth Ave., New York 22; Tel.: Plaza 9-6000; O. O. Bottorff, president.
Services: Promotion of the civic music associations.

CKEY RECORDING SERVICE
(Toronto Broadcasting Co. Ltd.)
444 University Ave., Toronto; Tel.: Waverly 3881; William McAlpine, manager.
Services: Complete recording facilities.

BOB CLAMPETT ENTERPRISES
840 N. Seward, Hollywood 38; Tel.: Granite 6144; D. J. Nocerine, production supervisor.
Services: TV program production, package programs.

COASTAL RECORDING CO. INC.
138 W. 52nd St., New York 20; Tel.: Circle 6-3900; Arthur Shaer, manager.
Services: Disc recording.

GEO. W. COLBURN LAB. INC.
164 N. Wacker Dr., Chicago 6; Tel.: State 2-7317; John E. Colburn, secretary-treasurer.
Services: All forms of film laboratory work, recording, film production.

COLE CORP.
823 S. Wabash Ave., Chicago 5; Tel.: Harrison 7-7461; M. M. Cole, president.
Services: Transcription library.

TED COLLINS CORP.
1819 Broadway, New York 23; Tel.: Circle 7-0094; Ted Collins, manager.
Services: Talent, production.

COLONIAL FILMS
Rear 2118 Massachusetts Ave., N. W., Washington 8, D. C.; Tel.: Adams 8101; Harold L. Lassiter, executive director.
Services: TV films, newsreels.

COLUMBIA ARTISTS MANAGEMENT INC.
113 W. 57th St., New York 19; Tel.: Circle 7-6900; Lawrence Evans, president.
Services: Talent.
Chicago-406 Wrigley Bldg.; Tel.: Superior 2542; Arthur Wisner, executive vice president.
Los Angeles-427 W. Fifth St.; David Ferguson, manager.
San Francisco-San Francisco Opera Assn.; Tel.: Underhill 4008; Paul Posz, manager.

COLUMBIA TRANSCRIPTIONS
(Div. of Columbia Records Inc.)
799 Seventh Ave., New York 19; Tel.: Circle 5-7300; Robert J. Clarkson, general manager.
Services: Disc & tape recording, studio facilities, scripts, production. Manufacturing plants in Hollywood & Bridgeport, Conn.
Chicago-410 N. Michigan Ave.; Tel.: Whitehall 4-6000; Gerard D. Ellis, manager.
Los Angeles-8723 Alden Dr.; Tel.: Crestview 8-1034; Andrew J. Schrade

COMMODORE PRODUCTIONS & ARTISTS INC.
1350 N. Highland Ave., Hollywood 28; Tel.: Hollywood 9-8229; Walter White Jr., president.
Services: Production, package programs, TV production.

COMMONWEALTH FILM & TELEVISION INC.
723 Seventh Ave., New York 19; Tel.: Circle 5-6456; Jerome Hyams, sales manager.
Services: TV film distribution.

COMPO CO. LTD.
485 18th Ave., Lachine, Que.; Tel.: Walnut 5653; S. D. Roberts, sales manager.
Services: Processing and pressing of electrical transcriptions.

CONSOLIDATED RADIO ARTISTS INC.
30 Rockefeller Plaza, New York 20; Tel.: Columbus 5-3580; Charles E. Green, president.
Services: Talent.

CONSOLIDATED TELEVISION PRODUCTIONS INC.
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-7381; Carl Hittleman executive producer.
Services: TV film production.

CONTINENTAL TRANSCRIPTIONS
(Div. of Continental Nameplate & Engraving Co.)
Box 224, Bexley Stn., Columbus 9 Ohio; Tel.: Evergreen 3315; L. B. Lamp, director.
Services: Recording, strip film, production.

HALLAM COOLEY AGENCY
9111 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-6161; Hallam Cooley president.
Services: Talent, package programs.

FRANK COOPER ASSOCIATES
521 Fifth Ave., New York 17; Tel.: Vanderbilt 6-5661; Frank Cooper.
Services: Talent, radio & TV productions.
Hollywood-7225 Hollywood Blvd.; Tel.: Hollywood 3737; Jack Stewart.

COOPERATIVE BROADCASTING ASSN.
1120 Conn. Ave., Washington 6; Tel.: Republic 8688; George A. Bernstein general manager.
Services: Syndicated transcriptions.

(Continued on page 458)

Commodore Productions
and Artists, Inc.

1350 N. HIGHLAND AVE., HOLLYWOOD, CALIF.—HO 98229
WALTER WHITE, JR., Pres. SHIRLEY THOMAS, Vice-Pres.

HOPALONG CASSIDY

for General Foods, t.c.

CLYDE BEATTY SHOW

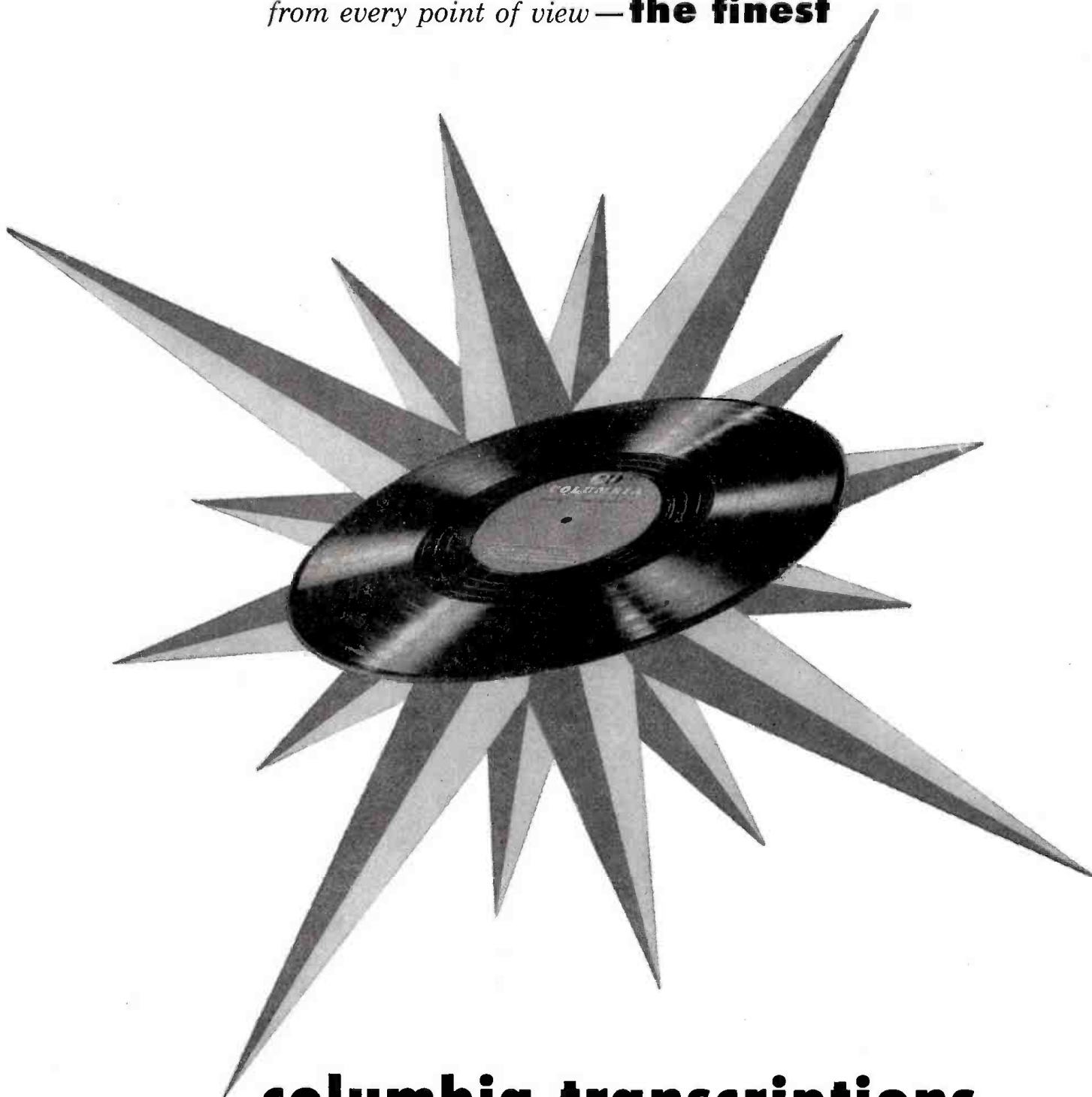
for Kellogg Company, t.c.

Available transcribed:

DOWN OUR WAY, old time songs & drama, ½ hr.

STROLLIN' TOM, homey philosophy & songs, ¼ hr.

from every point of view — **the finest**



columbia transcriptions

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RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 456)

**EMPIRE
RECORDING
TAPE · DISC
STUDIOS
AIR/LINE CHECKS
AM-FM-TV
PORTABLE JOBS
FILM
SYNCHRONIZATION**

**EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.**

CORNELL FILM CO.
1501 Broadway, New York; Tel.: Wisconsin 7-6631; Milton Salzberg, president.
Services: TV film production and distribution.

COUNSELORS ADVERTISING AGENCY
(Radio & TV Production Div.)
6381 Hollywood Blvd., Hollywood 28; Tel.: Hillside 0263; Frank J. Miller, manager.
Services: Radio-TV program packagers, production.

COURNEYA PRODUCTIONS
1566 N. Gordon, Hollywood 28; Tel.: Granite 5920; Jerry Courneya, president.
Services: Package programs, TV film features, scripts, talent.

LOUIS G. COWAN INC.
485 Madison Ave., New York 22; Tel.: Plaza 9-3700; Louis G. Cowan, president; Alfred L. Hollender, vice president.
Services: Program production, live and transcribed; transcriptions; package programs, TV shows.
Chicago 3-8 S. Michigan Ave.; Tel.: Randolph 6-2022; R. D. Michels, vice president, sales; J. B. Lewellen, vice president, production.

CRAFTON BROTHERS INC.
3210 W. Lawrence Ave., Chicago; Tel.: Juniper 8-0396; David M. Crafton, president.
Services: TV stills, shorts and commercials.

CROSBY & FOGLE RADIO PRODUCTION
6365 Selma Ave., Hollywood 28; Tel.: Granite 3171; Leigh Crosby, George Fogle.
Services: Production, transcriptions, TV production.

BING CROSBY ENTERPRISES INC.
9028 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-1171; Charles B. Brown, director of television sales.
Services: Package programs, production, TV films.

CROSBY BROADCASTING CORP. (WLW)
140 W. Ninth St., Cincinnati 2; Tel.: Cherry 1822; R. E. Dunville, president.
Services: Production, scripts, package programs, live talent shows, radio & TV.
New York 20-630 Fifth Ave.; Tel.: Circle 6-1750; Bernard Musnik.
Chicago 1-360 N. Michigan Ave.; Tel.: State 2-0366; Harry Albrecht, manager.
Hollywood 28-6381 Hollywood Blvd.; Tel.: Hollywood 5408; Tracy Moore, manager.
San Francisco - Esterbrook 2-8033; Tracy Moore.
Columbus 2-3165 Olentangy River Rd. Tel.: Jefferson 5441; James Leonard.
Dayton 9-4595 S. Dixie Highway; Tel.: Walnut 2101; H. P. Lasker.

DALE CROWLEY PRODUCTIONS
Box 1, Washington 4, D. C.; Tel.: Franklin 5109; Dale Crowley, manager.
Services: Syndicated transcribed program, "The Bible Quiz."

CRYSTAL PICTURES INC.
1564 Broadway, New York 19; Tel.: Plaza 7-5130; Melvin M. Hirsh, president.
Services: TV film distribution.

SHAMUS CULHANE PRODUCTIONS INC.
207 E. 37th St., New York 16; Tel.: Murray Hill 2-2533; Shamus Culhane, president.
Services: TV film production, animation.

D

D. P. M. PRODUCTIONS INC.
62 W. 45th St., New York 19; Tel.: Murray Hill 2-0040; Dorothy P. Maulsby, manager.
Services: TV films, European footage.

HENRY H. DAGAND
30 Rockefeller Plaza, New York 20; Tel.: Circle 6-4224; Henry Dagand, general manager.
Services: Radio & TV package shows, talent.

DALLAS BROADCASTING ASSOC.
614 Republic Life Insurance Bldg., Dallas; Tel.: Yale 5510; Harry Colson, owner.
Services: Radio & TV program producers, recording, talent, animation.

DAMON RECORDING STUDIOS INC.
1221 Baltimore Ave., Kansas City 6; Tel.: Victor 2585; Vic Damon, president.
Services: Recording, production, talent.

EDWARD A. DAVIES ASSOC.
912 Finance Bldg., Philadelphia 2; Tel.: Locust 7-5834; Edward A. Davies, owner.
Services: Program production, package programs, animation.

RONALD DAWSON ASSOC.
545 Fifth Ave., New York 17; Tel.: Murray Hill 7-6865; Ronald Dawson, owner.
Services: Scripts (second rights only), program packaging.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16; Tel.: Oregon 9-3595; Gordon M. Day, president.
Services: Production, scripts, package programs for radio and TV.

DECCA RECORDS INC.
50 W. 57th St., New York 19; Tel.: Columbus 5-2300; Edward R. Strauss, manager, special service.
Services: Records, transcriptions.

DEFRENES CO.
1909 Buttonwood St., Philadelphia 30; Tel.: Rittenhouse 6-1686; Joseph DeFrenes, president.
Services: TV film production, recording.

DELEBRIDGE & GORRELL
301 Fox Theatre Bldg., Detroit 26; Tel.: Woodward 3-6990; Bill O'Halloran, manager.
Services: TV films.

DELUX LABORATORIES INC.
850 Tenth Ave., New York 19; Tel.: Circle 7-3220; Alan E. Freedman, president.
Services: TV film processing.
Chicago 26-7510 N. Ashland Ave.; Tel.: Ambassador 2-5000; Myron L. Freedman.

DEPHOURE STUDIOS
782 Commonwealth Ave., Boston; Tel.: Beacon 2-5722; Joseph DePhoure, owner.
Services: TV films, film laboratory service, recording, package programs.
New York-501 Madison Ave.; Tel.: Murray Hill 8-1275; Mr. Eynon.

DEPICTO FILMS INC.
254 W. 54th St., New York 19; Tel.: Columbus 5-7621; John Hans, president.
Services: Live & animated commercials.
Toronto-Audio Pictures Ltd.; 310 Lakeshore Rd.; Tel.: Murray 7226; Arthur Gottlieb, president.

LOUIS deROCHEMONT ASSN. INC.
35 W. 45th St., New York; Tel.: Ludlow 2-1440; Louis deRochemont, manager.
Services: TV films.

JERRY DEVINE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28; Tel.: Hudson 2-1228; Jerry Devine, producer.
Services: Package programs.

DICKSON & EDINGTON
30 Bloor St., W., Toronto 5; Tel.: Randolph 1488; Roy Ward Dickson, general manager.
Services: Production, package programs.

DISCO RECORDING CO. INC.
334 Arcade Bldg., St. Louis 1; Tel.: Chestnut 5937; William L. Atwood, president.
Services: Recording, package programs, transcriptions, scripts, talent.

ALFRED DIXON SPEECH SYSTEMS INC.
424 Madison Avenue, New York 17; Tel.: Plaza 8-1246.
Services: Production, educational film, recording.

WM. B. DOLPH RADIO PRODUCTIONS
910 17th St., N. W. Washington, D. C.; Tel.: District 2717; Wm. B. Dolph, president.
Services: Talent management.

DOMINION BROADCASTING CO.
4 Albert St., Toronto; Tel.: Adelaide 3393; Hal B. Williams, general manager.
Services: Transcriptions, production, recording, talent, scripts.

DOUGLAS PRODUCTIONS
1425 S. Racine Ave., Chicago 8; Tel.: Haymarket 1-0409; Arthur R. Jones, partner.
Services: Film production.

DRYER & WEENOLSEN PRODUCTIONS INC.
57 W. 58th St., New York 19; Tel.: Plaza 5-5998; Sherman H. Dryer, president.
Services: Package radio & TV programs, recording, talent, scripts.

HARRY S. DUBE
1270 Sixth Ave., New York 20; Tel.: Columbus 5-7035; J. Knight.
Services: Talent, recording, scripts, package programs, TV production.

JEAN DUBOIS CO.
927 21st St., Denver 2 (P. O. Box 235), Tel.: East 8122; Jean M. F. Dubois, owner.
Services: TV film production.

DUDLEY ANDERSON & YUTZY
551 Fifth Ave., New York 17; Tel.: Murray Hill 2-0071; Farley Manning.
Services: Transcribed program on dog care and training, "Dog Tales."

DUDLEY PICTURES CORP.
8908 Santa Monica Blvd., Beverly Hills; Tel.: Crestview 1-7258; Carl Dudley, president.
Services: TV film production, stock shot library.
New York-501 Madison Ave.; Tel.: Eldorado 5-1076; Carl Dudley, president.

CAL DUNN STUDIOS
104 S. Michigan Ave., Chicago 3; Tel.: State 2-0247; Cal Dunn, president.
Services: TV cartoon and film production.

DYNAMIC FILMS INC.
112 West 89th St., New York 24; Tel.: Trafalgar 3-6221; Henry Morley, president.
Services: TV film production, recording studios, sound stage.

E

ECCLES RECORDINGS INC.
6233 Hollywood Blvd., Hollywood 28; Tel.: Hillside 8351; Robert P. Newman, president.
Services: Recording service.

ECL CORP.
10 S. Carroll St., Madison 3, Wis.; Tel.: 6-2327; Emil Liberman Jr., president.
Services: TV film production, syndicated transcriptions.

CHARLES ECKART CO.
4880 Santa Monica Blvd., Los Angeles 27; Tel.: Olympia 2901; Charles Eckart, owner.
Services: Phonograph record processing.

BRUCE EELLS & ASSOC.
(Broadcasters Program Syndicate)
2217 Maravilla Dr., Hollywood 28; Tel.: Hollywood 9-5869; Bruce G. Eells, president.
Services: Transcribed dramatic program library.

ELECTRO-VOX RECORDING CO.
5546 Melrose Ave., Hollywood 38; Tel.: Gladstone 2189; Bert B. Gottschalk, manager.
Services: Recording service, production, scripts.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1; Tel.: Central 6-0942; W. M. Ellsworth, owner.
Services: Talent, program production, recording, live TV.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17; Tel.: Plaza 9-4500; Helen Kelleher, president.
Services: Production, recording, package programs, talent.

(Continued on page 460)

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RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 458)

ENCYCLOPAEDIA BRITANNICA FILMS INC.
1150 Wilmette Ave., Wilmette, Ill.; Tel.: Wilmette 6404; Dennis R. Williams, vice president.
Services: Educational TV films.
Chicago 7-207; S. Green, St.; Dearborn 2-6272; Joseph E. Dickman, Dallas 1-712; N. Haskell St.; Tel.: Victor 4-8660; George H. Mitchell, Boston 16-30 Huntington Ave.; Tel.: Kenmore 6-1663; Barton F. Plimpton, New York 19-450 W. 56th St.; Tel.: Circle 7-2662; Ray P. Kroggel, Pasadena 7, Calif.—1640 E. Mountain St.; Tel.: Sycamore 4-6006; Paul Cox, Atlanta—561 Martina Dr.; Tel.: Cherokee 9579; Claude E. Brock, Birmingham, Mich.—5745 Crabtree Rd.; Tel.: Mayfair 6-3608; Gordon Anderson.

TED ESHBAUGH STUDIOS INC.
109 W. 64th St., New York 23; Tel.: Trafalgar 3-0720; Ted Eshbaugh, president.
Services: TV film production.

DAVID ETTELSON & ASSOC.
111 W. Washington St., Chicago 2; Tel.: Dearborn 2-0853; David Ettelson.
Services: TV film production, slides, scripts, talent.
Hollywood—6611 Santa Monica Blvd., c/o Vallee Video; J. Swallow.

LAWRENCE EVANS AND WEINHOLD INC.
(Division of Columbia Artists Management Inc.)
113 W. 57th St., New York 19; Tel.: Circle 7-6900.
Services: Musical artists management.

ROBERT EVANS PRODUCTIONS INC.
113 W. 57th St., New York 18; Tel.: Circle 6-9861; Robert Evans, manager.
Services: Production, package programs.

EXCELSIOR PICTURES CORP.
723 Seventh Ave., New York 19; Tel.: Circle 5-8157; Walter Bibbo, president.
Services: TV film rental.

F

F & M STAGESHOWS INC.
Paramount Theatre Bldg., New York 18; Tel.: Chickering 4-3956; M. D. Howe, public relations director.
Services: Production, scripts, TV production & booking.

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18; Tel.: Lackawanna 4-3544; Edwin Fadiman, manager.
Services: Production, radio & TV package shows.

JERRY FAIRBANKS INC.
6052 Sunset Blvd., Hollywood 28; Tel.: Hudson 2-1101; Jerry Fairbanks, president.
Services: TV film production.
New York 21-157; E. 89th St.; Tel.: Trafalgar 9-3352; Robert Lawrence, Chicago—919 N. Michigan Ave.; Tel.: Mohawk 4-5450; B. N. Darling.

FAIR DEAL MOTION PICTURE SERVICE
2040 Chatterton Ave., New York 61; Tel.: Talmadge 9-6728; Louis Colson, manager.
Services: TV film distribution.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills; Tel.: Crestview 1-5222; Jack Gordon, manager.
Services: Package programs, talent.

FANCHON & MARCO INC.
323 W. 8th St., Los Angeles 13; Tel.: Michigan 7321; Russ Stapleton, manager.
Services: Talent.

NEWTON L. FAUSEY
605 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-3844; Newton L. Fausey, owner.
Services: Program production, syndicated transcriptions, talent, live TV programs.

FEATURE BUREAU
152 W. 42nd St., New York 18; Tel.: Wisconsin 7-9715; Bert Nevins, managing editor.
Services: Script service for women commentators.

FEATURE PRODUCTIONS
228 N. LaSalle St., Chicago 1; Tel.: State 2-3158; Georgene O'Donnell, managing director.
Services: Transcriptions, production, package shows, talent, TV shows.

FEDERAL ARTISTS CORP.
8746 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-5251; E. Fishman, executive sales director.
Services: Package programs, recording, talent.

FEDERATED TELEVISION PRODUCTIONS INC.
41 E. 41st St., New York 17; Tel.: Murray Hill 2-7125; Hubert V. Chain, president.
Services: TV film production, recording.
New Canaan, Conn.—West Road; Tel.: 9-2055; Mabel Haerberley.

PAUL J. FENNEL CO.
1159 N. Highland Ave., Hollywood 38; Tel.: Gladstone 1657; Paul J. Fennell, president.
Services: TV film production.

FENTON PRODUCTIONS
40 E. 49th St., New York 17; Tel.: Plaza 9-8266; Mildred Fenton, president.
Services: Package programs, production, talent, live TV shows.

HERMAN FIALKOFF THEATRICAL AGENCY
(Celebrity Concerts Inc.)
1560 Broadway, New York 19; Tel.: Judson 2-4037; Robert Schultz.
Services: Talent, general booking agency, package programs.
Branch Offices in Hollywood, Rio de Janeiro and Anchorage, Alaska.

FILM ASSOCIATES INC.
440 E. Schantz Ave., Dayton 9; Tel.: Walnut 2164; E. Raymond Arn Jr., president.
Services: Recording, TV film production and laboratory service.

FILM CRAFT PRODUCTIONS
8451 Melrose Ave., Los Angeles 46; Tel.: Webster 3-9281; Isidore Lindenbaum, president.
Services: TV film production.

FILM DEVICES INC.
13 E. 37th St., New York; Tel.: Murray Hill 9-4175; Leo R. Dratfield, manager.
Services: TV industrial film subjects.

FILM EQUITIES CORP.
1501 Broadway, New York 18; Tel.: Longacre 4-8234; Arthur A. Mayers, president.
Services: TV films, package programs.

FILM FEATURES ASSOC.
330 W. 95th St., New York 25; Tel.: Monument 2-5111; Edmund F. Lindner, director.
Services: All TV services.

FILM MAKERS INC.
1600 Broadway, New York 19; Tel.: Regent 7-7549; J. H. Lenauer, president.
Services: Film production.

FILM PROGRAM SERVICES INC.
1173 Sixth Ave., New York 19; Tel.: Luxemburg 2-4440; Robert Snyder, president.
Services: TV film rentals.

FILM PUBLISHERS INC.
25 Broad St., New York; Tel.: Hanover 2-0100; Sherman Price, manager.
Services: TV film rentals.

FILM STUDIOS OF CHICAGO
135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147; H. A. Spanuth, manager.
Services: TV film.

FILMACK TRAILER CORP.
(Filmack Labs)
1327 S. Wabash, Chicago; Tel.: Harrison 7-3395; Irving Mack.
Services: TV & movie film producers.

FILMCRAFT PRODUCTIONS
201 Boston Bldg., Salt Lake City 1; Tel.: 3-5337; L. Clyde Anderson, manager of production.
Services: Film production.

FILMEFFECTS OF HOLLYWOOD
1153 N. Highland Ave., Hollywood; Tel.: Hollywood 5808; Gilbert R. Scott, manager.
Services: TV special effects and sequences.

FILMS FOR INDUSTRY INC.
135 W. 52nd St., New York 19; Tel.: Plaza 3-2800; Joseph M. McCaffery, president.
Services: TV film production, animation.

FILMS OF THE NATIONS INC.
62 W. 45th St., New York 19; Tel.: Murray Hill 2-0040; Maurice T. Groen, executive vice president.
Services: TV film rental.

FINLEY TRANSCRIPTIONS INC.
8983 Sunset Blvd., Hollywood 46; Tel.: Bradshaw 2-5841; Bernard Block, manager.
Services: Transcriptions, package programs.

FRIEDA FISHBEIN
11 W. 42nd St., New York 18; Tel.: Longacre 5-1379; Frieda Fishbein, owner.
Services: Scripts, authors' representative.

FISHER PRODUCTIONS
1501 Broadway, New York; Tel.: Bryant 9-7122; Maggy Fisher, owner.
Services: Radio and TV productions, package shows, scripts.

ED FISHMAN AGENCY
8746 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-5251; Ed Fishman, manager.
Services: Package programs, talent, transcriptions, TV live & film production.

FIVE STAR PRODUCTIONS
6526 Sunset Blvd., Hollywood 28; Tel.: Hempstead 4807; Harry Wayne McMahan, executive producer.
Services: TV film production.

FLAMINGO FILMS INC.
538 Fifth Ave., New York 19; Tel.: Murray Hill 7-8855; Sy Weintraub, vice president in charge of television.
Services: TV film production, distribution, syndicated programs.

WILLIAM FLECK AGENCY
8823 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-3699; Lynne Clark, manager.
Services: TV talent.

FLYING A PICTURES INC.
6000 Sunset Blvd., Hollywood 28; Tel.: Hempstead 5694; Armand Schaefer, president.
Services: TV film production.

FOLEY & BROCKWAY
521 Fifth Ave., New York 14; Tel.: Murray Hill 7-1054; George F. Foley Jr.
Services: Package programs, talent, scripts.

FORTUNE RECORD DISTRIBUTORS
11623 Linwood St., Detroit 6; Tel.: Townsend 7-3077; Dorothy Brown, owner.
Services: Recording & record distribution.

HARRY E. FOSTER ADVERTISING LTD.
King Edward Hotel, Toronto, Ont.; Tel.: Plaza 4661; G. Forsyth, manager.
Services: Recording, production, package programs, talent.
Montreal—123 Sun Life Bldg.; Tel.: Belair 1984; Frank B. Thompson, manager.
Vancouver—407 Dominion Bldg.; Tel.: Tatlow 1171; Leigh Webster, manager.
Halifax—612 Barrington St.; Tel.: 3-7301; Ervin S. Murray, manager.

FOX MOVIE TONE NEWS STUDIOS INC.
460 W. 54th St., New York; Tel.: Columbus 5-7200; Edmund H. Reek, vice president.
Services: TV newsreel films.

FRANKAY & JACKSON RECORDING STUDIOS INC.
48 W. 48th St., New York 19; Tel.: Judson 6-9030; Harry Jackson, president.
Services: Recording, transcription service.

FRANKLIN TELEVISION PRODUCTIONS
6710 Melrose Ave., Hollywood 38; Tel.: Wyoming 1491; John Jay Franklin, manager.
Services: TV film production.

HARDIE FRIEBERG
270 Park Ave., New York 17; Tel.: Murray Hill 8-0230; Hardie Frieberg, president.
Services: Program production, talent, live and TV programs.

ALLEN A. FUNT RADIO PRODUCTIONS
100 Central Park S., New York 17; Tel.: Judson 6-5227; Allen A. Funt, manager.
Services: Production, TV shows.

G

GMV PRODUCTIONS
5833 Fernwood Ave., c/o Gene Gach, Hollywood 28; Tel.: Garfield 3391; Gene Gach.
Services: TV package shows, recording, talent.

BLANCHE GAINES
40 E. 49th St., New York; Tel.: Plaza 9-8266; Blanche Gaines, owner.
Services: Agent for radio & TV scripts.

GAINSBOROUGH ASSOCIATES INC.
234 W. 44th St., New York 18; Tel.: Chickering 4-0626; Mike Jablons, vice president.
Services: Radio and TV production, package programs, publicity.

GALE INC.
48 W. 48th Street, New York 19; Tel.: Plaza 7-7100; Moe Gale, president.
Services: Talent.

GALLAGHER FILMS INC.
111 S. Washington St., Green Bay, Wis.; Tel.: Adams 2554; J. C. Gallagher, president.
Services: TV film production.
Milwaukee, 1-639 N. 7th St.; Tel.: Marquette 8-2354; R. S. Bonner, manager.

GALLUCCI BROS. & ASSOC.
727 Meriden Rd., Waterbury 63, Conn.; Tel.: 3-5272; Joe Gallucci, president.
Services: Production & sale of shows.

GAMBLE'S RECORDING STUDIO
228 S. Wabash Ave., Chicago 4; Tel.: Haymarket 7-1364; Patrick J. Malone, manager.
Services: Recording service, scripts.

WILLIAM J. GANZ CO.
40 E. 49th St., New York 17; Tel.: Eldorado 5-1443; William J. Ganz, president.
Services: TV film production and distribution.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-6554; Al Garry, owner.
Services: Radio & TV packages.

GENERAL ARTISTS CORP.
1270 R.K.O. Bldg., New York 20; Tel.: Circle 7-7550; Thomas G. Rockwell, president.
Services: Talent, package programs, scripts.
Chicago 1-360 N. Michigan Ave.; Tel.: State 2-8288; Russell Facchine, Hollywood 46—8028 Sunset Blvd.; Tel.: Crestview 1-8101; Henry Miller, Cincinnati—Carew Tower; Tel.: Main 1197; Charles Campbell.

GENERAL FILM PRODUCTION CORP.
68 W. 58th St., New York; Tel.: Plaza 3-5900; Elbert S. Kapit, manager.
Services: TV film production, rental and distribution.

GENERAL PICTURES PRODUCTIONS INC.
621 Sixth Ave., Des Moines 9, Iowa; Tel.: 3-4553; William D. Schultz, secretary-treasurer.
Services: Film production, laboratory and sound service.

GENERAL TELEVISION ENTERPRISES INC.
6331 Hollywood Blvd., Hollywood 28; Tel.: Gladstone 4146; Gordon Levoy, president.
Services: Distributors of motion pictures for TV.

MITCHELL GERTZ AGENCY
240 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 4-5491; Mitchell Gertz, president.
Services: Artists' representative, production, package programs, TV shows.

JOHN E. GIBBS & CO.
30 Rockefeller Plaza, New York 20; Tel.: Columbus 5-7504; John Gibbs, president.
Services: Radio & TV production, talent representation.

GRACE GIBSON RADIO PRODUCTIONS
6533 Hollywood Blvd., Hollywood 28; Tel.: Granite 5543; Bob Reichenbach, general manager.
Services: Package programs, syndicated transcriptions.

RODNEY GILLIAM CO.
7904 Santa Monica Blvd., Los Angeles 46; Tel.: Hillside 2220; Rodney Gilliam, manager.
Services: TV film programs, production.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Hollywood 46; Tel.: Crestview 6-1071; Nat C. Goldstone, manager.
Services: Talent.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53rd St., New York 22; Tel.: Plaza 5-8131; Harry S. Goodman, president.

Services: Transcribed programs, syndicated and custom-built spot announcements, syndicated TV spots and programs.

MARK GOODSON-BILL TODMAN PRODUCTIONS
49 E. 52nd St., New York; Tel.: Plaza 5-6441; Mark Goodson, Bill Todman.
Services: Radio & TV package programs.

MARTIN A. GOSCH PROD. INC.
14 E. 65th St., New York 17; Tel.: Trafalgar 9-7060; Martin A. Gosch, president.
Services: Live productions and open end programs.

GOTHAM RECORDING CORP.
2 W. 46th St., New York; Tel.: Judson 6-5577; Stephan F. Temmer.
Services: Complete recording facilities for disc & tape.

GRAND INTERNATIONAL PICTURES CO.
366 Madison Ave., New York 17; Tel.: Vanderbilt 6-3417; J. J. Balaber, vice president.
Services: TV film distribution.

GRAPHIC FILMS CORP.
1108 Lillian Way, Hollywood 38; Tel.: Granite 2191; Lester Novros, president.
Services: TV film production, animation.
San Francisco—116 Natoma St.; Tel.: Yukon 2-3986; William C. Eymann.

GRAY-O'REILLY STUDIOS
480 Lexington Ave., New York; Tel.: Plaza 3-1531; James E. Gray, vice president.
Services: TV film production.

GREEN ASSOCIATES
360 N. Michigan Ave., Chicago 1; Tel.: Central 6-5593; Lewis G. Green, radio-TV director.
Services: Radio and TV production.

BEN GREENE FILM PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-3858; Ben Greene, owner.
Services: TV & radio production, recording, package programs.

AL GROSSMAN AGENCY
RKO Bldg., New York 20; Tel.: Circle 5-8422; Al Grossman, owner.
Services: Talent.

GUARANTEED PICTURES CO. INC.
723 Seventh Ave., New York 19; Tel.: Circle 5-6456; M. D. Sackett, president.
Services: TV films, rentals.

JOHN GUEDEL RADIO PRODUCTIONS
1680 N. Vine St., Hollywood 28; Tel.: Hempstead 5186; John Guedel, vice president.
Services: Package programs, scripts, production, TV live & film shows.

GUERIN ENTERPRISES INC.
427 N. Euclid Ave., St. Louis 8; Tel.: Rosedale 5592; J. J. Kleiman, production manager.
Services: TV film production.

GUILD RADIO FEATURES LTD.
150 Simcoe St., Toronto 2; Tel.: Adelaide 7218; Jack J. Cooke, manager.
Services: Recording, production, transcriptions, package programs, talent.

H

HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48; Tel.: Walnut 2068; Herman Hack, owner.
Services: Religious films.

A. MAXWELL HAGE
Suite 1412, 366 Madison Ave., New York; Tel.: Vanderbilt 6-3417; A. Maxwell Hage, owner.
Services: Scripts, *The Better Way*, station promotion.

SYLVIA HAHLO
113 W. 57th St., New York 19; Tel.: Judson 6-2731.
Services: Talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St., Chicago 13; Tel.: Graceland 2-6418; Wendell Hall, owner.
Services: Musical spots, TV shows.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4171; M. J. Hamilburg, manager.
Services: Talent, writers, packaged production.

LAWRENCE HAMMOND PRODUCTIONS INC.
45 E. 51st St., New York 22; Tel.: Plaza 9-2210; Lawrence Hammond, president.
Services: Production, TV live & film packages.

JAM HANDY ORGANIZATION
2821 E. Grand Blvd., Detroit 11; Tel.: Trinity 5-2450; George B. Finch, vice president.
Services: Film production, slidefilms.
New York 19—1775 Broadway; Tel.: Columbus 5-7144; William Uskali.
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Dayton 2—310 Talbot Bldg.; Tel.: Adams 6289; Hughes Southwell.
Chicago 1—230 N. Michigan Ave.; Tel.: State 2-6757; Merritt Simpson.
Los Angeles 28—7046 Hollywood Blvd.; Tel.: Hempstead 5809; L. G. Stewart.
Pittsburgh 22—930 Penn. Ave.; Tel.: Express 1840; Mac Campbell.

MARK HANNA
654 Madison Ave., New York 21; Tel.: Templeton 8-8730; Mark Hanna, owner.
Services: Artists' representative.

FRAN HARRIS PRODUCTIONS
6533 Hollywood Blvd., Hollywood 28; Tel.: Gladstone 5781; Fran Harris, manager.
Services: TV program production, scripts, package programs.

HARRIS & STEELE INC.
50 W. 67th St., New York 23; Tel.: Endicott 2-9555; Helen Steele, manager.
Services: Production, talent.

HARTLEY PRODUCTIONS INC.
20 W. 47th St., New York 19; Tel.: Judson 2-3960; Edgar Lewis, vice president.
Services: Film production, recording, package programs.

(Continued on page 462)



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HATHEN PRODUCTIONS
264 S. Van Pelt St., Philadelphia; Tel.:
Locust 7-4375; Stanley P. Hathen,
owner.
Services: TV film production.

HAWLEY-LORD INC.
316 W. 37th St., New York 19; Tel.:
Circle 7-2444; Lewis D. Abbott, man-
ager.
Services: TV film.

SAM HAYES PRODUCTIONS
6000 Sunset Blvd., Hollywood 28; Tel.:
Hollywood 9-4584; Sam S. Hayes,
owner.
Services: TV film production.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30;
Tel.: Grant 1-3696; George Heid,
president.
Services: Recording, radio and TV pro-
duction, talent, scripts, slide film.

**HORACE HEIDT MOTION PICTURE-
TELEVISION PRODUCTIONS**
14155 Magnolia Blvd., Van Nuys, Calif.;
Tel.: State 4-8211; Ralph Branton,
general manager.
Services: Radio-TV live and film pro-
gram production.
New York 17-100 Park Ave.; Tel.:
Plaza 3-0993; John Leer, manager.

LESLIE HELHENA
932 N. La Brea Ave., Los Angeles 38;
Tel.: Granite 3174; Leslie Helhena,
owner.
Services: TV film production, record-
ing, scripts, package programs.

WALTER HERZBRUN AGENCY
9009 Beverly Blvd., Los Angeles 36;
Tel.: Crestview 6-4157.
Services: Talent.

HISPANO BROADCASTING CO.
4448 Brooklyn Ave., Los Angeles 22;
Tel.: Angelus 3-6005; Tony Sein,
manager.
Services: Spanish programs, talent.

HI-WAYS & BI-WAYS PRODUCTIONS
242 S. Orange Dr., Los Angeles 36;
Tel.: York 8665; Chick Collins, man-
ager.
Services: TV films.

PAUL HOEFLER PRODUCTIONS
7934 Santa Monica Blvd., Los Angeles
46; Tel.: Hollywood 9-2001; Paul L.
Hoefer, president.
Services: Film production.
New York—Zach Baym Films, 13 E.
37th St.; Tel.: Murray Hill 9-4175;
Zach Baym.

HOFFBERG PRODUCTIONS INC.
362 W. 44th St., New York 18; Tel.:
Circle 6-9031; J. H. Hoffberg, presi-
dent.
Services: TV film.

WILLIAM F. HOLLAND
2530 Auburn Ave., Cincinnati 19; Tel.:
Capital 1252; William F. Holland,
owner.
Services: Radio & TV production, re-
cording, scripts, package programs,
talent.

**HOLLYWOOD ASSOCIATE
PRODUCERS**
1245 N. Edgemont, Hollywood 29; Tel.:
Olympia 3484; Chet Petersen, man-
ager.
Services: Production, scripts.

**HOLLYWOOD CENTRAL RECORDING
STUDIOS INC.**
1538 Cahuenga Blvd., Hollywood 28;
Tel.: Hempstead 0270; Boris Radoff,
manager.
Services: Disc, tape and film recording,
masters, transcriptions.

**HOLLYWOOD FILM ENTERPRISES
INC.**
6080 Sunset Blvd., Hollywood 28; Tel.:
Hillside 2181; Thomas H. Emmett,
president.
Services: Movie film subjects suitable
for TV, film laboratory service.

MARY HOWARD RECORDINGS
37 E. 49th St., New York 17; Tel.:
Plaza 3-4800; Mary Howard, owner.
Services: Recording studio, tape.

SANDY HOWARD PRODUCTIONS
234 West 44th St., New York 18; Tel.:
Longacre 4-2764; Sandy Howard,
president.
Services: Radio & TV production,
package programs, recording, scripts.

HARRY O. HOYT PRODUCTIONS
2543 Kelton Ave., Los Angeles 64; Tel.:
Brighton 0-4757; Harry O. Hoyt,
manager.
Services: TV film production, package
programs, script, program produc-
tion.

HUDES & LIND
550 Fifth Ave., New York 11; Tel.:
Plaza 7-8321; Ted Hudes, producer.
Services: Package shows, public ser-
vice transcriptions, TV film, film
strips, recording.

HUDBURG PRODUCTIONS INC.
131 E. 51st St., New York; Tel.: Eldo-
rado 5-3508; Lucille Hudiburg, man-
ager.
Services: TV fashion films.

HULLINGER PRODUCTIONS
5200 Klinge St., N. W., Washington
16; Tel.: Woodley 9487; Edwin Ware
Hullinger, production manager.
Services: TV film production, Wash-
ington news coverage for radio or
TV.

HURRELL PRODUCTIONS INC.
2400 W. Alameda, Burbank, Calif.;
Tel.: Stanley 7-1281; George Hur-
rell, president.
Services: TV film production, anima-
tion.

HYPERION FILMS INC.
1564 Broadway, New York; Tel.: Jud-
son 2-2928; William Holland, presi-
dent.
Services: TV film production, live TV
production.

IDEAL PICTURES CORP.
65 E. South Water St., Chicago; Tel.:
Dearborn 2-7676; Paul R. Foght, gen-
eral manager.
Services: TV film rental.
Atlanta 2-52 Auburn Ave., N.E.; Tel.:
Cypress 2321; George Deen.
Boston 16-40 Melrose St.; Tel.: Han-
cock 6-1133; Jerry Wells.
Cincinnati—127 W. Fifth St.; Tel.:
Garfield 0142; Jack C. Walts.
Dallas 4-4000 Ross Ave.; Tel.: Taylor
0821; John Gunstream.
Denver 2-714 18th St.; Tel.: Tabor
5525; Hal Stewart.
Des Moines—1108 High St.; Tel.: 8-0471;
Ernie Ryan.
Detroit 1-7338 Woodward Ave.; Tel.:
Trinity 3-0355; Charles W. Dobbertin.
Honolulu—1370 S. Beretania St.; Tel.:
6-5338; O. H. Strauser Jr.
Indianapolis 2-1214 N. Pennsylvania
St.; Tel.: Lincoln 8953; Lionel De
George.
Kansas City 6-1020 Oak St.; Tel.: Vic-
tor 6720; Clarence McGuire.
Los Angeles 5-2408 W. Seventh St.;
Tel.: Dunkirk 7-8228; Howard Smith.
Louisville 2-423 W. Liberty St.; Tel.:
Jackson 8418; C. M. Hadden.
Memphis 3-18 S. Third St.; Tel.: 37-
4313; Stanley Nolan.
Miami 36-1348 N. Miami; Tel.: 9-9875;
Jack Spire.
Minneapolis 8-301 W. Lake; Tel.:
Regent 6203; Virgil Price.

New Orleans 19-3218 Tulane Ave.;
Tel.: Amherst 1682; Edgar Rousset,
Jr.
New York 16-207 E. 37th St.; Tel.:
Murray Hill 2-0955; C. H. Rosenblatt.
Oklahoma City 3-310 N. W. Second
St.; Tel.: 3-8162; Max Heidenreich.
Oakland 11-4247 Piedmont Ave.; Tel.:
Piedmont 5-4886; A. J. Gerber.
Portland 5, Ore.—915 S. W. Tenth St.;
Tel.: AT 6579; Robert Mirabella.
Richmond 19-219 E. Main St.; Tel.:
7-2973; Dan Browning Jr.
Salt Lake City 1-10 Post Office Pl.;
Tel.: 3-5417; Scott Hillam.

IMPPRO PRODUCTIONS
Hal Roach Studios, Culver City, Calif.;
Tel.: Texas 0-2761; Herbert L. Strook,
president.
Services: Film production, package
programs.
**IMPS INC. (INTERNATIONAL MOVIE
PRODUCERS' SERVICE)**
515 Madison Ave., New York 22; Tel.:
El dorado 5-8620; Ben Gradus, presi-
dent.
Services: Complete film production,
recording.

INSTRUCTIONAL FILMS INC.
330 W. 42nd St., New York; Tel.: Long-
acre 3-5189; Miller McClintock, man-
ager.
Services: Educational TV films, rentals.

**INTER-CALIFORNIA BROADCAST-
ING SYSTEM**
263 S. Broadway, Los Angeles 12; Tel.:
Mutual 2759; M. L. Moran, sales man-
ager.
Services: Spanish programs, scripts
and package programs.

INTERNATIONAL 16mm CORP.
165 W. 46th St., New York 19; Tel.:
Plaza 7-2265; Patrick E. Shanahan,
president.
Services: TV film rental.

**INTERNATIONAL FILM FOUNDA-
TION INC.**
1600 Broadway, New York 19; Tel.:
Circle 6-9438; Julien Bryan, execu-
tive director.
Services: Documentary & educational
films, production & distribution.

**INTERNATIONAL GEOGRAPHIC
PICTURES**
1776 Broadway, New York; Tel.: Circle
6-4486; J. Allen Julier, president.
Services: Educational films.

**INTERNATIONAL MOVIE PRODUC-
ERS' SERVICE**
515 Madison Ave., New York; Tel.: Eldo-
rado 5-8620 Ben Gradus, president.
Services: TV film production, script,
production.

**INTERNATIONAL NEWS SERVICE
(INS-INP TV Department.)**
235 E. 45th St., New York 17; Tel.:
Murray Hill 7-8800; Robert H. Reid,
manager.
Services: Daily and weekly newsreels,
sports reels, news photos.

**INTERNATIONAL PRODUCTIONS
LTD.**
149 Alcorn Ave., Toronto; Tel.: Ran-
dolph 6291; G. Forsyth, manager.
Services: Recording, production, pack-
age programs, talent.
Montreal—128 Sun Life Bldg.; Tel.:
Belair 1984; Frank Thompson.

**INT'L RADIO & TELEVISION
FEATURES**
322 E. 55th St., New York; Tel.: Plaza
5-5781; Jack Lloyd, manager.
Services: TV films.

**INTERNATIONAL TELE-FILM
PRODUCTIONS INC.**
331 Madison Ave., New York 17; Tel.:
Murray Hill 7-9116; Paul F. Moss,
president.
Services: TV live & film package
shows.

LOU IRWIN INC. AGENCY
9134 Sunset Blvd., Hollywood 46; Tel.:
Crestview 1-7131; Lou Irwin, presi-
dent.
Services: Talent representative.

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JACK-O-GRAM STUDIO
152 W. 42nd St., New York 18; Tel.: Lackawanna 4-1173; S. Jack Solomon, president.
Services: Film production, disc & tape recording.

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11; Tel.: Delaware 7-3262; Frederick Jacky, owner.
Services: Production, transcribed package shows.

THE JAFFE AGENCY INC.
8553 Sunset Blvd., Hollywood 46; Tel.: Crestview 6-8121; Paul B. Radin, manager.
Services: Scripts, transcriptions, package shows, talent.

JASON COMIC ART
480 Lexington Ave., New York; Tel.: Plaza 3-9370; Leon Jason, director.
Services: TV film, production, talent.

DALLAS JONES PRODUCTIONS
1725 N. Wells St., Chicago; Tel.: Mohawk 4-5525; Dallas Jones, manager.
Services: TV film production.

ROBERT JOSEPH TELEVISION PRODUCTIONS
4457 Farmland Ave., Hollywood; Tel.: Sunset 1-1331; Robert Joseph, president.
Services: TV program packaging, scripts.

JUNIOR PROGRAMS INC.
22 Lawrence St., Newark 5, N. J.; Tel.: Market 3-0770; Dorothy L. McFadden, president.
Services: Scripts, package programs, live TV shows.

K

K AND S FILMS INC.
50 N. West St., Indianapolis 2, Ind.; Tel.: Riley 3981; Jack R. Rabius, president.
Services: TV film production, package programs, recording.

BERNARD E. KARLEN PRODUCTIONS
270 Park Ave., New York 17; Tel.: Plaza 9-3107; Bernard E. Karlen, executive producer.
Services: Live and film television production, film library service.

ESTELLA H. KARN
49 W. 45th St., New York; Tel.: Luxemburg 2-2170; Estella H. Karn, manager.
Services: Radio-TV program productions.

BEULAH KARNEY INC.
940 Crescent Blvd., Glen Ellyn, Ill.; Tel.: 2596; Beulah Karney, president.
Services: Package programs, radio & TV scripts.

KASPER-GORDON INC.
140 Boylston St., Boston 16; Tel.: Devonshire 8-7357; Aaron S. Bloom, director.
Services: Recording, production, transcriptions, package programs, scripts, talent, live & film TV programs.

THE KATZ AGENCY, INC.
488 Madison Ave., New York 20; Tel.: Plaza 9-4460.
Services: Syndicated television programs.

KEANELEIGH PRODUCTIONS INC.
1879 Palmer Ave., Larchmont, N. Y.; Tel.: 2-5600; Bertrand Keane, president.
Services: TV film production, recording, package programs, production.

JOHN KEATING
Alderway Bldg., Portland 5, Ore. Tel.: Beacon 4107; Don M. Motter, manager.
Services: Recording studio, talent, production.
Seattle 1—2nd & Pine Bldg. Tel.: Elliott 6520; James A. McLoughlin, manager.

KEMP TELEVISION PRODUCTIONS
1650 Broadway, New York 19; Tel.: Columbus 5-7274; Jack J. Kemp, producer.
Services: TV film.

KEITH KERBY LTD.
235 Montgomery St., San Francisco 4; Tel.: Yukon 2-6586; Keith Kerby, president.
Services: Individually designed radio & TV commercials featuring "name" talent.

HERBERT KERKOW INC.
480 Lexington Ave., New York; Tel.: Eldorado 5-0683; Herbert Kerkow, president.
Services: TV films.

KILLINGSWORTH TV PRODUCTIONS INC.
150 W. 49th St., New York 19; Tel.: Plaza 7-0759; Oland Killingsworth, president.
Services: TV package production—live & film.

KISSINGER PRODUCTIONS
1650 Broadway, New York 19; Tel.: Judson 6-5572; Richard D. Kissinger, president.
Services: Radio & TV production, recording, package programs.

F. W. KLINE PRODUCTIONS INC.
8445 Melrose Ave., Hollywood 46; Tel.: Michigan 3231; Fred W. Kline, president.
Services: Film and live TV productions.

KLING STUDIOS INC.
601 N. Fairbanks Ct., Chicago 40; Tel.: Delaware 7-0400; Fred Niles, TV director.
Services: Film production, package TV programs, scripts, talent.
Cincinnati—307 E. 4th St.; Tel.: Parkway 3445; L. B. Pambrun.
New York—51 E. 51st St.; Tel.: Eldorado 5-7336; Barry Stephens.
Detroit—1928 Guardian Bldg.; Tel.: Woodward 1-2500; Stanley Jack.

KNICKERBOCKER PRODUCTIONS INC.
1600 Broadway, New York 19; Tel.: Circle 6-9850; Howard A. Lesser, president.
Services: TV film production.

KNOWLEDGE BUILDERS
625 Madison Ave., New York; Tel.: Eldorado 5-2848; John R. McCrory, director.
Services: TV film production.

L

LANG-WORTH FEATURE PROGRAMS
113 W. 57th St., New York 19; Tel.: Judson 6-5700; C. O. Langlois, president.
Services: Transcribed music library, package shows.
Sherman Oaks, Calif.—14579 Benefit St.; Tel.: State 4-5420; Walter B. Davidson.

LAWRENCE-PHILLIP STUDIOS
321 S. Plymouth Ct., Chicago 4; Tel.: Wabash 2-1945; Philip Weinstein, owner.
Services: Film production & processing.

LAWRENCE PRODUCTIONS
760 Thayer Ave., Hollywood 24; Tel.: Arizona 9-3265; B. Eaton Lawrence, owner.
Services: Open-end transcribed radio shows.

LES LEAR PRODUCTIONS
139 N. Clark St., Chicago 2; Tel.: Andover 3-7233; Les Lear, manager.
Services: Talent, production.

JULIAN LESSER PROGRAMS
9336 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2931; Julian Lesser, president.
Services: TV films.

TED LESSER AGENCY
8820 Sunset Blvd., Los Angeles 46; Tel.: Bradshaw 2-3655; Ted Lesser, manager.
Services: Talent.

GENE LESTER PRODUCTIONS
1487 N. Vine St., Hollywood 28; Tel.: Hillside 7287; Gene Lester.
Services: TV film production, package TV programs.

W. BIGGIE LEVIN AGENCY
(Television Airshows Inc.)
612 N. Michigan Ave., Chicago 11; Tel.: Superior 7-0506; W. Biggie Levin, president.
Services: Scripts, production, talent, radio & TV package programs.

JACK LEWIS THEATRICAL ENTERPRISES
1564 Broadway, New York 19; Tel.: Plaza 7-0412.
Services: Production, talent, scripts.

LESTER LEWIS ASSOCIATES
1 Christopher St., New York 14; Tel.: Watkins 4-8582; Lester Lewis, manager.
Services: TV package shows, script, talent.

M. A. LEWIS SUNSET STUDIOS
5545 Sunset Blvd., Hollywood 28; Tel.: Hudson 2-7421; M. A. Lewis, manager.
Services: Stage rental for TV film production.

LIBRA FILM PRODUCERS & DISTRIBUTORS
6525 Sunset Blvd., Hollywood 28; Tel.: Gladstone 7960; C. M. McCoy, vice president.
Services: Film production & distribution, package programs.

LICHTIG-ENGLANDER AGENCY
8778 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-2141; Harry Lichtig, manager.
Services: Talent, writers.

LIFETONE TRANSCRIPTIONS
3 Gilbert Court, Peoria 5; Tel.: 2-9443; Norris John Buechele, president.
Services: Recording, production, transcriptions, TV film production.

LINDNER VIDEO PRODUCTIONS
(See Film Features Associates.)

ART LINICK ENTERPRISES
400 N. Michigan Ave., Chicago 11; Tel.: Superior 7-3311; Art Linick, manager.
Services: Production.

LION TELEVISION PICTURES CORP.
1501 Broadway, New York 18; Tel.: Pennsylvania 6-1780; E. W. Hammons, president.
Services: TV package programs.

BOB LOEWI PRODUCTIONS INC.
255-A E. 49th St., New York; Tel.: Murray Hill 8-2600; Bob Loewi, president.
Services: TV package programs, consultants.

PHILLIPS H. LORD INC.
501 Madison Ave., New York 22; Tel.: Plaza 5-2211; Phillips H. Lord, president; John O. Ives, vice president; Dorothy E. Levy, manager.
Services: Package productions.

LOTT ADVERTISING AGENCY
Broadway & 11th, Santa Monica, Calif.; Tel.: Esterbrook 3-2608; Davis Lott, owner.
Services: TV production.
San Diego—1409 Fourth Ave.; Tel.: Franklin 1289; Keir Brooks.

LOUCKS & NORLING STUDIOS
245 W. 55th St., New York; Tel.: Columbus 5-6974; Wil Marcus, vice president.
Service: TV film production.

ESTELLE LUTZ ARTISTS BUREAU
25 E. Jackson Blvd., Chicago 4; Tel.: Harrison 7-3435; Estelle Lutz, manager.
Services: Production, talent, scripts, TV shows.

(Continued on page 466)


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Hank Snow

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Golden Gate Quartet
Knickerbocker Four
Novatime Trio
John Seagle
Thomas L. Thomas
Edwin Franko
Goldman
Max Hollander
Lawrence Duchow
Dolly Mitchell
Patti Dugan
Bob Hannon
Carson Robison

Richard Leibert
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Thomas Hayward
Earl Wild
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Wildwood Choir
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Quartet
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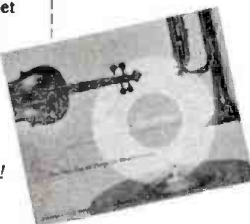
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RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 463)

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C. P. MacGREGOR CO.
729 S. Western Ave., Los Angeles 5;
Tel.: Dunkirk 4-4191; George R.
Jones, manager.

Services: Transcribed music library,
package programs, recording service.
New York—342 Madison Ave.; Tel.:
Murray Hill 7-3717; Nat V. Donato.

MAJESTIC PRODUCTIONS INC.
2008 RKO Bldg., New York 20; Tel.:
Circle 7-7956; Jules Levey, president.
Services: TV film.

MANAGEMENT CORP. OF AMERICA
598 Madison Ave., New York 22; Tel.:
Plaza 9-7500; Herbert I. Rosenthal,
vice president.
Services: Production.

MANNON SOUND STAGES
112 W. 89th St., New York; Tel.: Tra-
falgar 3-1800; George Orth, general
manager.
Services: Recording, film production.

THE MARCH OF TIME
360 Lexington Ave., New York 17;
Tel.: Judson 6-1212; Arthur B. Tour-
tellot, director.
Services: TV film production.

MARKETS UNLIMITED
1041 N. Fromosa Ave., Los Angeles 28;
Tel.: Hollywood 9-8155; Gordon
Beach, manager.
Services: Live & film TV production,
packaging.

MARSHALL PRODUCTIONS INC.
105 W. Adams St., Chicago; Tel.:
Franklin 2-8198; Ed Marshall, pres-
ident.
Services: Radio & TV package shows.

**ANDERSON MARTINSMITH TELE-
VISION PRODUCTIONS**
704 S. Spring St., Los Angeles 14; Tel.:
Trinity 9520; Mel Smith.
Services: TV film production.

MASTER MOTION PICTURE CO.
50 Piedmont St., Boston; Tel.: Hancock
6-3592; Maurice Master.
Services: TV film production and
processing.

MASTERTON, REDDY & NELSON
6331 Hollywood Blvd., Hollywood 28;
Tel.: Hillside 8235; John Reddy, part-
ner.
Services: Packaging & production of
radio & TV programs.
New York 22—745 Fifth Ave.; Tel.:
Plaza 9-1120; Donald Hirsch.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17;
Tel.: Plaza 9-5700; Robert Maxwell,
manager.
Services: Production, package pro-
grams.

MAYFAIR TRANSCRIPTION CO.
8511 Sunset Blvd., Hollywood 48; Tel.:
Crestview 1-8151; B. A. Joslin, exec.
vice president.
Services: Production, package pro-
grams, transcriptions.

MAYO VIDEO
400 Madison Ave., New York 17; Tel.:
Murray Hill 8-2335; Waldo Mayo, gen-
eral manager.
Services: Program production, live &
film TV.

MCCOLLUM PICTURE PRODUCTIONS
4557 Produce Plaza, Los Angeles 11;
Tel.: Jefferson 8255; Jan Sadlo, man-
ager.
Services: TV film production, talent,
scripts, recording.

RALPH S. McFEELY CO.
714 Hartman Theatre Bldg., Columbus
15, Ohio; Tel.: Adams 4116; Ralph S.
McFeely, owner.
Services: Transcribed programs, TV
film programs & spots.

McLARTY PICTURE PRODUCTIONS
45 Stanley St., Buffalo, N. Y.; Tel.:
Taylor 0332; Henry D. McLarty,
executive director.
Services: TV film production.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40;
Tel.: Ravenswood 8-9010; Alexander
McQueen, manager.
Services: Scripts, talent, program pro-
duction.

MEDIA PRODUCTIONS INC.
245 W. 55th St., New York 19; Tel.:
Judson 2-2361; T. Edward Hambleton,
vice president.
Services: TV film production, package
programs, talent, scripts.

MELOTONE RECORDING STUDIO
25 Central Park W., New York 23;
Tel.: Circle 6-1366; Mera-Lola Wein-
stock, manager.
Services: Recording, transcriptions.

MERCURY INT'L PICTURES INC.
1415 Coast Blvd., Corona del Mar,
Calif.; Tel.: Harbor 1212; V. E. Ellis-
worth, president.

Services: TV film production.
Chicago 11—230 E. Ohio St.; Tel.: Dela-
ware 7-3934; Walter B. Wentzel.
Seattle 1—803 Fischer Studio Bldg.;
Tel.: Seneca 2788; William E. McKee.

MERRITT PRODUCTIONS INC.
(See Joseph Bloom listing.)

MESAL ORGANIZATION
121 Madison Ave., New York 16; Tel.:
Oregon 9-3747; Sally Perle, general
manager.
Services: TV film distribution.

METRO ARTIST BUREAU
(Ted Nelson Assoc.)
730 Fifth Ave., New York 19; Tel.:
Circle 6-8470; Ted Nelson, director.
Services: Talent, production.

**METRO-GOLDWYN-MAYER RADIO
ATTRactions**
(Exclusive representative. Music Corp.
of America)
711 Fifth Ave., New York; Tel.: Plaza
9-7500.
Services: Transcribed radio programs.

METROPOLITAN BCSTG. SALES
21 Dundas Sq., Toronto 1; Tel.: Ade-
laide 0181; Don E. Wright, manager.
Services: Production, recording.

**METROPOLITAN STUDIOS FOR
RECORDING INC.**
1697 Broadway, New York 19; Tel.:
Circle 7-3428; Leo Kahn, president;
Alan C. Raynor, secretary-treasurer.
Services: Recording, transcriptions,
production.

CHARLES MICHELSON INC.
23 W. 47th St., New York 19; Tel.:
Plaza 7-0695; Charles Michelson,
president.
Services: Transcriptions, package pro-
grams, sound effects.

MICHELSON & STERNBERG INC.
23 W. 47th St., New York 19; Tel.:
Plaza 7-1269; A. Michelson, president.
Services: Exporters of electrical tran-
scriptions, and sound effects records.

MICHIGAN FILM LIBRARY
15745 Rosemont, Detroit 23; Tel.: Ver-
mont 5-5812; Alban J. Norris, owner.
Services: TV film rental.

MIDWEST FILM STUDIOS
6808 N. Clark St., Chicago 26; Tel.:
Sheldrake 3-1239; Alfred K. Levy,
production manager.
Services: TV film production, slide
film.

**MILLER BROADCASTING SYSTEM
INC.**
113 W. 57th St., New York 19; Tel.:
Circle 6-0141; James A. Miller, pres-
ident.
Services: Recording service.

MITCHELL FILM ASSOC. INC.
108 West End Ave., New York 23; Tel.:
Trafalgar 3-1411; Philip Field, man-
ager.
Services: Documentary TV films.



VICTORIA MIX INC.
356 S. Roxbury Drive, Beverly Hills;
Tel.: Crestview 6-1276; Victoria Mix,
manager.
Services: TV films.

MODANDRED SERVICE
1401 N. Capitol St., Washington 2,
D. C.; Tel.: North 1205; Albert N.
Dennis.
Services: Syndicated news program.

MODE-ART PICTURES INC.
1022 Forbes St., Pittsburgh 19; Tel.:
Express 1-1846; James L. Baker,
president.
Services: TV film production, record-
ing, slide films, talent, scripts.

**MOGULL'S FILM & CAMERA EX-
CHANGE**
112 W. 48th St., New York 19; Tel.:
Plaza 7-1414; Charles Mogull, presi-
dent.
Services: Film distribution.

MOLE, DAVIS INC.
105 W. 55th St., New York 19; Tel.:
Circle 6-0006; John Mole, president.
Services: Package shows for radio &
television.

MONARCH PROGRAM LIBRARY INC.
615 Kitteredge Bldg., 511 16th St., Den-
ver 2; Tel.: Alpine 4038; Robert W.
Fouse, president.
Services: Package programs, scripts,
syndicated transcriptions, production.

MONOGRAM PICTURES CORP.
4376 Sunset Dr., Hollywood 7; Tel.:
Normandy 2-9181; S. (Steve) Broidy,
president.
Services: TV film production & dis-
tribution.

MONTER-GRAY-ARMSTRONG
9118 Sunset Blvd., Hollywood 46; Tel.:
Crestview 1-1191; Edward M. Gray,
manager.
Services: Talent.

MOONBEAMS BROADCASTS INC.
701 Seventh Ave., New York 19; Tel.:
Columbus 5-7495; George Shackley,
president.
Services: Live and transcribed radio
and TV scripts, production.

WILLIAM MORRIS AGENCY INC.
1270 Sixth Ave., New York 20; Tel.:
Circle 7-2160; Wallace Jordan.
Services: Package shows for radio &
TV, talent, recording.
Chicago—203 N. Wabash Ave.; Tel.:
State 2-3632; Sidney Epstein.
Beverly Hills—202 N. Canon Dr.; Tel.:
Crestview 1-6161; Abe Lastfogel.

LEO MORRISON INC.
323 S. Beverly Drive, Beverly Hills;
Tel.: Crestview 1-9191.
Services: Talent.

CARLTON E. MORSE PRODUCTIONS
1606 Vista del Mar, Hollywood 28; Tel.:
Hollywood 9-6161; Carlton E. Morse,
president.
Services: Radio & TV package pro-
grams and ideas.

MORTON RADIO PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 1; Tel.:
Central 6-4144; Morton Jacobson,
president.
Services: Transcribed radio shows,
custom-made TV programs.

MOSS FILM PRODUCTIONS
25 California St., San Francisco 11;
Tel.: Sutter 1-3697; Elmer Moss,
owner.
Services: TV film & slidefilm produc-
tion.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 19; Tel.: Jud-
son 6-5577.
Services: Radio & TV productions.

MOTION PICTURE SERVICE CO.
125 Hyde St., San Francisco; Tel.: Ord-
way 3-9162; Gerald L. Karski, man-
ager.
Services: TV films, newsreels, com-
mercials.

MOVIE ADVERTISING BUREAU
70 E. 45th St., New York; Tel.: Mur-
ray Hill 6-3717; George Davison, man-
ager.
Services: TV films.
New Orleans—P. O. Box 550.

**MURPHY-LILLIS PRODUCTIONS
INC.**
59 Park Ave., New York 16; Tel.:
Murray Hill 6-2142; Owen Murphy,
president.
Services: TV film production, scripts.

**MARTIN MURRAY PRODUCTIONS
INC.**
5746 Sunset Blvd., Hollywood 28; Tel.:
Trinity 4977; Martin Murray, presi-
dent.
Services: 16mm TV shorts & musicals.

MUSIC CORPORATION OF AMERICA
598 Madison Ave., New York; Tel.:
Plaza 9-7500; David Werblin, man-
ager.
Services: Metro-Goldwyn-Mayer Radio
Attractions, TV films, rentals, talent.

**MUTUAL ENTERTAINMENT AGEN-
CY INC.**
203 N. Wabash Ave., Chicago 1; Tel.:
Randolph 6-6990; Jack Russell, direc-
tor of radio & TV.
Services: Radio & TV package pro-
grams, talent, recording, scripts, pro-
duction.

**MUTUAL TELEVISION PRODUC-
TIONS INC.**
9118 Sunset Blvd., Hollywood 46; Tel.:
Crestview 4-6233; Edward M. Gray,
president.
Services: Production, TV package film
shows.

N

NASSOUR PICTURES INC.
5746 Sunset Blvd., Hollywood 28; Tel.:
Hudson 2-7111; Edward Nassour,
vice president.
Services: TV film programs.

NATIONAL BROADCASTING CO.
(Radio Recording Division)
30 Rockefeller Plaza, New York 20;
Tel.: Circle 7-8300; Charles G. Hicks,
manager.
Services: Custom recording, program
production, scripts, talent.

**NATIONAL CONCERT AND ARTISTS
CORP.**
711 Fifth Ave., New York 22; Tel.:
Plaza 9-6000; Stephen J. Rose, radio-
TV manager.
Services: Artist management, package
programs.

Chicago—105 W. Adams St.; Tel.:
Dearborn 2-5813; D. L. Cornet,
vice president.

Los Angeles 13—Philharmonic Aud.
Bldg.; Tel.: Madison 9-1241; Alex-
ander F. Hass, vice president.

**NATIONAL LAUGH WEEK
FOUNDATION**
62 W. 46th St., New York 19; Tel.:
Judson 6-0478; George Lewis, direc-
tor; Ruth Sudler, Women's Div.
Services: Talent, scripts.

NATIONAL PRODUCTIONS
1415 K St., N. W., Washington 4; Tel.:
Sterling 2222; Robert J. Enders,
president.
Services: Transcriptions, production,
talent, package programs, TV live &
film shows.

Philadelphia—1420 Walnut St.; Tel.:
Kingsley 6-1858; Howard A. Enders.

Pittsburgh—Oliver Bldg.; Nelson
Schradler.

Boston—Statler Bldg.; Roberta Barrett.

NATIONAL SAFETY COUNCIL
425 N. Michigan Ave., Chicago 11;
Tel.: Whitehall 4-4400; Dan Thomp-
son, radio director.
Services: Films & spots on accident
prevention.

NATIONAL SCREEN SERVICE CORP.
1600 Broadway, New York; Tel.: Circle
6-5700; Melvin L. Gold, director of
advertising.
Services: Film production.

NATIONAL SOUND CORP.
1841 Broadway, New York 23; Tel.:
Columbus 5-5430; Albert B. Green,
president.
Services: Phonograph records.

(Continued on page 470)

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Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

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Internationally popular baritone — MGM, La Scala, radio, television.

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"The Golden Touch" deftly applied to pop dance tunes and piano solos.

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THE 4 KNIGHTS

Radio's most versatile Negro group — pops, spirituals, rock-rhythm.

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"The First Lady of the Piano." Classics in jazz and jazz classics.

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JACK LAWRENCE

One of America's leading songwriters in an informal vocal recital.

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RAY ANTHONY

Dancing America hails new star — full-throated melody and a solid beat.

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PATTI PAGE

"That Singing Rage, Miss Patti Page" — song stylist in the modern mode.

EXCLUSIVELY LANG-WORTH



RED NICHOLS

Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

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TONY PASTOR

Tony, with Rosemary Clooney and a solid band — music that satisfies.

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Paul Whiteman's protege presented in popular song hits with D'Artega.

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THE AIRLINE TRIO

Hammond, accordion, guitar — memory tunes, novelties, standard pops.

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RUSS CASE

Conductor: The Russ Case Orchestra. Pop standards in concert dance.

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LENNY HERMAN

"The Mightiest Little Band in the Land" — home-spuns, novelties, pops.

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DICK BROWN

Good looks and a way with a song—romantic portraits in melody.

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THE RIDERS OF THE PURPLE SAGE

Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.

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EXCLUSIVELY LANG-WORTH



JACK SHAINDLIN

Director, The Silver Strings—March of Time and motion pictures.

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HENRY JEROME

Sparkling instrumentals and vocals tailored for pleasant listening.

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TEDDY POWELL

New sound and conception—the current vogue in dancing-listening music.

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The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

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Buoyant, rhythmic presentations of "Music of Yesterday and Today."

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CHUCK FOSTER

"Music in the Foster Fashion" is synonymous with rhythm that pleases.

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THE EMILE COTE GLEE CLUB

Radio's leading male singing group—300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.



ALLAN JONES

International singing star of Broadway, Hollywood and Concert Stage.



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Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.



VAUGHN MONROE

America's No. 1 dance band—starred in pictures, radio, television.

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ALAN DALE

America's favorite heartthrob among this season's singing stars.

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From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.

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Close-harmony "bathos ballads" and Gay Nineties novelties—songs, from Yesterday's Hit Parade, sung with tears or boisterous gusto.

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JUANITA HALL

"Bloody Mary of South Pacific"—dynamic personality projected in song.

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JOHNNY THOMPSON

Romantic baritone—unusual stylings of pop ballads and standard songs.

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Tap favorite with hill-billy fans—motion pictures, radio, television.

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COUNT BASIE

The "One O'Clock Jump" man with Thelma Carpenter and all the Basie boys.



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World's leading exponents of revival hymns and rhythm spirituals. Known throughout America via motion pictures, radio and personal appearances.

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DEAN HUDSON

Down South they say "Dean's music is refreshin' as a mint julep!"

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AL TRACE

Toe-tapping rhythm, rib-tickling melody and corn—in one package.

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 467)

NATIONWIDE TELEVISION CORP.
1501 Broadway, New York 18; Tel.: Longacre 4-8234; Robert Wormhoudt, sales manager.
Services: TV film distribution and packaging.

NEAL-MORGAN INC.
Michigan Theatre Bldg., Detroit 26; Tel.: Woodward 2-1439; William E. Morgan, president.
Services: Recording & production service.

NEFF RADIO PRODUCTIONS
Stroh Bldg., Detroit 26; Tel.: Woodward 2-3006; M. A. Neff, owner.
Services: Production, talent, recording, TV live & film production, scripts.

NELSON PRODUCTIONS INC.
341 Madison Ave., New York; Tel.: Murray Hill 6-5862; Raymond E. Nelson, president.
Services: Radio & TV package programs, agency consultant service.

TED NEMETH STUDIOS
729 7th Ave., New York 19; Tel.: Circle 5-5147; Ted Nemeth, director.
Services: TV film, production.

NETHERLANDS INFORMATION BUREAU
10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-6216; J. P. Bourdrez, director.
Services: Programs about Holland for AM or TV.

San Francisco—988 Mills Bldg.; Tel.: Exbrook 2-7948; Julie Lynch, director.

Holland, Mich.—City Hall; Tel.: Holland 3174; Willard C. Wichers, director.

BERT NEVINS INC.
152 W. 42nd St., New York 18; (See Feature Bureau listing.)

NEW WORLD PRODUCTIONS
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-5827; T. C. Robinson, owner.
Services: TV film production.

NEWS REEL LABORATORY
1733 Sansom St., Philadelphia; Tel.: Rittenhouse 6-3892; Louis W. Kellman, manager.
Services: Film production, motion picture projector rental & service.

OLIVER W. NICOLL PRODUCTIONS
(Radio Features of America)
37 W. 46th St., New York 19; Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director.
Services: Transcriptions, production, scripts, radio & TV program producers & packagers.

London W. 1-84 Hallam St.; Tel.: Langham 6248; Harry Alan Towers, London representative.

NOCTURNE PRODUCTIONS
88 Diamond Bridge, Hawthorne, N. J.; Tel.: Hawthorne 7-1331R; Jack Hartley, owner.
Services: Scripts, production, recording, talent.

NOLAN BROS.
533 W. 24 St., New York; Tel.: Watkins 4-3140; L. J. Nolan, manager.
Services: TV Consultants.

JOHN NORMAN PRODUCTIONS
2204 Fannin, Houston 2; Tel.: Charter 5555; John Norman, general manager.
Services: Radio & TV production, package programs, scripts, talent.

NORMANDY PICTURES INC.
229 W. 42nd St., New York; Tel.: Lorraine 4-6935; Gaston Hakim, president.
Services: Production and releasing of foreign pictures for TV.

NORMANDY PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28; Tel.: Gladstone 7774; William M. Morgan, president.
Services: TV film production.

MEYER B. NORTH
1564 Broadway, New York 19; Tel.: Plaza 7-3445; Meyer B. North, owner.
Services: Talent, programs for radio & TV.

O

JOHN O'CONNOR
1697 Broadway, New York 19; Tel.: Circle 5-4920; John O'Connor, manager.
Services: Talent, production, scripts.

OFFICIAL TELEVISION INC.
25 W. 45th St., New York 19; Tel.: Luxemburg 2-1700; Aaron Katz, president.
Services: TV film package productions.

LILIAN OKUN INC.
2 W. 67th St., New York 23; Tel.: Trafalgar 7-8916; Lilian Okun, president.
Services: Program production, scripts, specialize in women's & children's programs.

OLIO VIDEO TELEVISION PRODUCTIONS
131 W. 52nd St., New York; Tel.: Judson 6-0873; Harvey Cort, director.
Services: TV film production, film library.

JOHNNY OLSEN'S AMERICAN PRODUCTIONS
1120 Park Ave., New York; Tel.: Atwater 9-4339; John L. Olsen, owner.
Services: Package shows for radio & TV.

W. WALLACE ORR INC.
1518 Walnut St., Philadelphia 2; Tel.: Kingsley 5-8540; W. Wallace Orr, president.
Services: Recording, production, scripts, package programs, talent, TV films.
New York 17-250 Park Ave.; Tel.: Plaza 3-7800; W. Wallace Orr.

OULMAN TELEVISION PRODUCTIONS INC.
19 Rector St., New York; Tel.: Whitehall 4-1327; R. J. Oulman, manager.
Services: TV entertainment films.

OUTDOOR ACTION PRODUCTIONS
1434 N. Western Ave., Hollywood 27; Tel.: Hillside 4800; Bernard B. Ray, producer-director.
Services: Film features.

OXARART & STEFFNER INC.
6223 Selma Ave., Hollywood 28; Tel.: Hollywood 9-1171; Frank Oxarart, Wayne Steffner.
Services: Radio-TV program packaging.

P

PACKAGED PROGRAMS INC.
211 Smithfield St., Pittsburgh 22; Tel.: Grant 1-4756; M. E. Fierst, general manager.
Services: Radio & TV production, package programs, scripts, TV film.

PADULA PRODUCTIONS
331 E. 83rd St., New York; Tel.: Regent 7-8678; Edward Padula, manager.
Services: TV production—live & film.

PALISADES PRODUCTIONS INC.
1040 N. Las Palamas Ave., Hollywood 38; Tel.: Granite 3111; Herman E. Webber, manager.
Services: TV film production.

PARAMOUNT TELEVISION PRODUCTIONS INC.
1501 Broadway, New York 18; Tel.: Bryant 9-8700; George T. Shupert, director of commercial operations.
Services: TV film production & distribution, representative Paramount TV network.

Hollywood 38-5451 Marathon St., Tel.: Hollywood 9-6363; Klaus Landsburg, West Coast director.

PAUL PARRY PRODUCTIONS
7537 Sunset Blvd., Hollywood 46; Tel.: Granite 4774; Paul Parry, producer.
Services: TV film production.

PATHSCOPE PRODUCTIONS
580 Fifth Ave., New York; Tel.: Plaza 7-5200.
Services: TV film production.

PATHWAY PRODUCTIONS
7324 Santa Monica Blvd., Hollywood 46; Tel.: Hudson 2-2181; Harry Hinkle, manager.
Services: TV film production, animated film.

RAY PATIN PRODUCTIONS
4201 Sunset Blvd., Hollywood 29; Tel.: Normandy 1-2174; Paul Phillips, sales manager.
Services: TV film production, animation.

New Orleans—802 Napoleon Ave.; Tel.: Tyler 2669; Frank P. Power.

PAX PRODUCTIONS
210 Post St., San Francisco 8; Tel.: Sutter 1-5022; Carol Levene, director.
Services: Production, package programs, live & film TV shows.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 18; Tel.: Wisconsin 7-0069; Donald Peterson, owner.
Services: Religious programs.

PICTORIAL FILMS INC.
105 E. 108th St., New York 29; Tel.: Sacramento 2-6618; Frank Soule, president.
Services: TV film rental.

PICTORIAL PRODUCTIONS INC.
1357 N. Gordon St., Hollywood 28; Tel.: Hillside 3108; Jerry Altflisch, president.
Services: TV film production, rental of production facilities.

New York 17-270 Park Ave.; Tel.: Murray Hill 8-3778; G. J. Altflisch.

POLARIS PICTURES INC.
5859 W. 3rd St., Los Angeles 36; Tel.: York 8058; Perry King, vice president.
Services: TV film production.

Winchester, Va.—29 N. Loudoun St.; Tel.: 3757; Hugh Peters.

POLISH BROADCASTING BUREAU
820 Fillmore Ave., Buffalo 12; Tel.: Cleveland 6876; Joseph F. Mikolajczak, director.
Services: Polish programs.

POST PICTURES CORP.
115 W. 45th St., New York 19; Tel.: Luxemburg 2-4870; Philip Besser, TV sales.
Services: TV film rentals.

LELAND POWERS SCHOOL INC.
31 Evans Way, Boston 15; Tel.: Aspinwall 7-2900; Haven M. Powers, principal.
Services: Talent, writers, announcers.

NOW AVAILABLE

THE HOMETOWNERS . . .
156 fifteen minute episodes
NBC Stars—Americana Music

SO THE STORY GOES . . .
260 fifteen minute episodes
The greatest story telling series in the history of radio.

THIS IS THE STORY . . .
260 fifteen minute episodes . . .
America's newest story telling series, featuring network star, Ed Prentiss.

JOE EMERSON'S HYMN TIME . . .
Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show.

LOUISE MASSEY and the WESTERNERS
Starring CURT MASSEY
Network Stars
156 fifteen minute episodes.
Radio's finest western musical

"WHY DO WE DO IT"
5 Minute TV Show

MORTON RADIO PRODUCTIONS, INC.
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

PRB INC.
745 Fifth Ave., New York 22; Tel.:
Murray Hill 8-1067; Mal Boyd, vice
president.
Services: Radio-television packaging,
talent.
Hollywood 28-8615 Padre Terrace;
Tel.: Granite 8130; Mal Boyd.

PREMIER RADIO ENTERPRISES INC.
3033 Locust St., St. Louis 3; Tel.:
Newstead 3555; Theodore P. Des-
loge, president.
Services: Recording, production, trans-
criptions, pressing facilities, TV
film.

PRESS ASSOCIATION INC. (AP)
50 Rockefeller Plaza, New York; Tel.:
Plaza 7-1111; Oliver Gramling, gen-
eral manager.
Services: News & photo services.

PRESS PRODUCTIONS INC.
570 Lexington Ave., New York; Tel.:
Plaza 5-7770; Martha Rountree, pro-
ducer.
Services: TV production.

GEORGE LOGAN PRICE INC.
20823 Pacific Coast Highway, Malibu,
Calif.; Tel.: 7871; S. M. Lauch, man-
ager.
Services: Transcriptions, production,
package programs.

PRINCETON FILM CENTER INC.
Princeton, N. J.; Tel.: Princeton 3550;
Gordon Knox, president.
Services: TV film production.

PROCKTER PRODUCTIONS INC.
221 W. 57th St., New York 19; Tel.:
Judson 6-4830; Bernard J. Prockter,
president.
Services: National package programs
for radio and TV.

PROCKTER SYNDICATIONS INC.
221 W. 57th St., New York 19; Tel.:
Judson 6-4830; Barney Solomon, vice
president.
Services: TV films sold to local &
regional advertisers.

PROGRESSIVE PICTURES
6351 Thornhill Dr., Oakland; Tel.:
Olympic 2-0560; Ray Bainbridge,
manager.
Services: TV films.

PUBLICITY ASSOC. INC.
8346 Wilshire Blvd., Beverly Hills;
Tel.: Walnut 5805; Ford Crane, vice
president.
Services: Recording, transcriptions,
TV film, scripts, talent.

R

RADIO CENTER
1203 S. Main St., Los Angeles 15; Tel.:
Prospect 9232; Al Nazareth, owner.
Services: Transcribed radio programs,
recording, scripts.

RADIO COMICS INC.
241 Church St., New York 13; Tel.:
Walker 5-0424; Louis H. Silber-
kleit, manager, John L. Goldwater,
president.
Services: Comic strip characters adapt-
ed for radio and television.

RADIO EVENTS INC.
535 Fifth Ave., New York; Tel.: Mur-
ray Hill 7-1668; Julienne Dupuy,
manager.
Services: Scripts, production, talent.

RADIO FEATURES OF AMERICA
37 W. 48th St., New York 19; Tel.:
Luxemburg 2-5130; Oliver W. Nicoll,
executive director.
Services: Radio & TV program pro-
ducers & packagers.

RADIO FEATURES OF AUSTRALIA
31 Macquarie Pl., Sydney, Australia;
Tel.: Bu 5995; F. I. L. Barnes, man-
aging director.
Services: Transcribed programs &
scripts, package programs, TV film.

**RADIO PRODUCERS OF
HOLLYWOOD INC.**
(Lou R. Winston Co.)
1648 N. Ogden Dr., Hollywood 46; Tel.:
Hollywood 9-6506; Lou R. Winston,
president.
Services: Package programs, trans-
cribed features, TV film programs.

RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22; Tel.:
Plaza 3-8940; Irene Beasley, owner.
Services: Live & transcribed packaged
shows.

RADIO PROGRAM PRODUCTION
1 E. 54th St., New York 22; Tel.: Plaza
5-9800; Waddill Catchings, manager.
Services: Radio-TV scripts and produc-
tion.

RADIO PROGRAMME PRODUCERS
317 Keefer Bldg., Montreal; Tel.: Mar-
quette 1182; Paul L'Anglais, presi-
dent.
Services: Production, scripts, talent,
package programs.

**RADIO PROVIDENCE PRODUCTIONS
INC.**
10 Paterson St., Providence 6, R. I.;
Tel.: Plantations 1-6784; Frank Jones,
president.
Services: Production, package trans-
criptions.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood
38; Tel.: Hemstead 3282; J. Joseph
Sameth, sales vice president.
Service: Recording service.

RADIO RECORDING STUDIOS
1244 Carmen Ave., Chicago 40; Tel.:
Edgewater 4-6461; Myron Bachman,
owner.
Services: Recording service.

RADIO RESULTS
8641 Escanaba Ave., Chicago 17; Tel.:
S. Chicago 8-5374; Mrs. Z. George
Jaworowski, manager.
Services: Foreign language advertising.

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa. Tel.:
Lancaster 3-4337; Dorothy S. Brown,
owner.
Services: Script service, continuity.

**RADIO TELEVISION ARTS
ACADEMY**
3819 Wilshire Blvd., Los Angeles 5;
Tel.: Dunkirk 8-1323; Doria Balli,
director.
Services: Live & filmed public service
programs, scripts, talent.

RADIO WRITERS LABORATORY
RWL Scripts Bldg., Lancaster, Pa.
Tel.: 2-1387; H. R. von Dorster,
owner.
Services: Scripts, radio continuity.

RADIOVISION CORP.
1125 S. Elm Dr., Los Angeles 35;
Tel.: Hollywood 9-6901; Walter J.
Nelson, president.
Services: TV short subjects.

RADIOZARK ENTERPRISES
606 St. Louis St., Springfield 1, Mo.;
Tel.: 2-4620; E. E. Siman Jr., gen-
eral manager.
Services: Transcriptions, recording,
production, talent, live TV.
Chicago-75 E. Wacker Dr.; Tel.: An-
dover 3-7169; William Ermeling,
manager.

DOROTHY N. RAISON AGENCY
6533 Hollywood Blvd., Hollywood 28;
Tel.: Hillside 8266; Dorothy N.
Raison, manager.
Services: Radio-TV scripts.

BERNARD B. RAY
Hal Roach Studios, Culver City, Calif.;
Tel.: Texas 0-2761; B. B. Ray, pro-
ducer.
Services: Production, direction, TV
film.

RAY & BERGER
1471 N. Tamarind Ave., Hollywood 28;
Tel.: Hudson 2-4202; Howard Ray,
Jack Berger, partners.
Services: Package programs.

RCA VICTOR DIV.
(RCA Victor Record Dept.)
30 Rockefeller Plaza, New York 20;
Tel.: Columbus 5-2032; Paul A. Bark-
meier, general manager.

RCA Victor Custom Record Sales Div.
120 E. 23rd St., New York 10; Tel.:
Oregon 7-8000; James P. Davis, man-
ager.

Custom Record Sales
120 E. 23rd St., New York 10; Tel.:
Oregon 7-8000; James P. Davis, acting
manager.
Services: Recording, processing, press-
ing, transcriptions, slide film.

RCA Recorded Program Services
120 E. 23rd St., New York 10; Tel.:
Oregon 7-8000; Donald J. Mercer,
manager.
Services: Thesaurus library service,
RCA Syndicated Programs.

Studios & Regional Offices
Chicago 11-445 N. Lake Shore Dr.;
Tel.: Whitehall 4-3215.
Hollywood 38-1016 N. Sycamore Ave.;
Tel.: Hillside 5171.
Atlanta 3-522 Forsythe Bldg.; Tel.:
Walnut 5946.
Dallas-1907 McKinney Ave.; Tel.:
Riverside 1371.

RCA VICTOR CO. LTD.
(Radio Recording Div.)
Royal York Hotel, Toronto 1; Tel.:
Adelaide 3091; L. D. Headley, man-
ager.
Services: Recording & transcription
service.
Montreal-1001 Lenoir St.; Tel.: Wel-
lington 7551; E. T. Traynor.

REC-ART STUDIOS
1203 S. Main St., Los Angeles 15; Tel.:
Prospect 9232; A. Nazareth, owner.
Services: Recording, transcriptions,
script.

RECORDING ASSOC.
113 W. 42nd St., New York 18; Tel.:
Longacre 4-8317; Joseph F. Hards,
general manager.
Services: London Library transcription
service.

RECORDO-SCRIPT OF HOLLYWOOD
2919 S. Norton Ave., Los Angeles 18;
Tel.: Republic 2-4602; Walter Ad-
dison Watson, owner.
Services: Scripts, sound effects.

ROLAND REED PRODUCTIONS INC.
275 S. Beverly Dr., Beverly Hills; Tel.:
Crestview 6-1101; Roland Reed,
president.
Services: TV film programs.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York 17; Tel.:
Oregon 9-3550; Chester L. Stewart,
manager.
Services: Recording service, TV film.

**REGAL TELEVISION PICTURES
CORP.**
151 W. 48th St., New York 19; Tel.:
Luxemburg 2-1877; Moe Kerman,
manager.
Services: TV film distribution.

REGENCY PRODUCTIONS INC.
112 W. 48th St., New York 18; Tel.:
Judson 2-0274; Joseph Schaeffer,
president.
Services: TV film production, live TV.

THE RELIGIOUS FILM ASSN. INC.
45 Astor Pl., New York; Tel.: Gram-
mercy 7-2397; W. L. Rogers, execu-
tive secretary.
Services: Film distribution.

RELIGIOUS NEWS SERVICE
381 Fourth Ave., New York 16; Tel.:
Murray Hill 4-1463; Louis Minsky,
managing editor.
Services: Scripts on religion.

**REPUBLIC RADIO & TELEVISION
FEATURES**
64 E. Lake St., Chicago 1; Tel.: State
2-0460; Capico Kapps, president.
Services: Recording, production, trans-
criptions, package programs, TV
live & film shows, talent.

(Continued on page 472)

FILMED TELEVISION FROM STORY TO SCREEN

TELESCRIPTIIONS

PRODUCERS OF 20-SEC. and 1-MIN.
TV FILM COMMERCIALS

- ★ ANIMATION
- ★ LIVE ACTION
- ★ DIMENSIONAL MODELS

TELESCRIPTIIONS

823 VICTOR BLDG.
WASHINGTON 1, D. C.

H. D. RICHERT CO.
545 Fifth Ave., New York 17; Tel.: Murray Hill 7-4256; H. D. Richert, director.
Services: Radio & TV package shows.

RICHMAN PRODUCTIONS
17 E. 45th St., New York 17; Tel.: Murray Hill 7-6950; William Richman, general manager.
Services: Transcriptions, production, package programs.

RKO-PATHE
625 Madison Ave., New York 22; Tel.: Plaza 9-3600; M. Clay Adams, manager.
Services: TV film shows.

HAL ROACH STUDIOS INC.
822 Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2161; Hal E. Roach, president.
Services: Film production.
New York 19—729 7th Ave.; Tel.: Circle 5-4135; Herb Gelbspan.

ROBBINS BROS.
67 W. 44th St., New York 18; Tel.: Murray Hill 7-2033; Fred Robbins.
Services: Talent management, scripts.

ROBERTS & CARR PRODUCTIONS
48 W. 48th St., New York 19; Bob Roberts.
Services: Radio & TV program packagers.

ROBERTS RADIO PRODUCTIONS
David Broderick Tower, Detroit 26; Tel.: Cadillac 0003; Jack Roberts.
Services: Transcriptions, package programs.

BOB L. ROBERTS PRODUCTIONS
806 Seventh Ave., New York 19; Tel.: Judson 6-0266; Bob L. Roberts, president.
Services: Radio & TV production, talent management.

ROBINSON RECORDING LABS.
35 S. Ninth St., Philadelphia 7; Tel.: Walnut 2-6800; W. P. Robinson, owner.

Services: General recording, talent, recording equipment.

ROCKETT PICTURES INC.
6108 Santa Monica Blvd., Hollywood 38; Tel.: Granite 7131; J. Richard Western, president.
Services: TV film production, slide films.

ROCKHILL RADIO & TV PRODUCTIONS
18 E. 50th St., New York 22; Tel.: Plaza 9-7979; Stanley J. Wolf, manager.
Services: Live & transcribed radio & TV productions, TV film, recording.

MAURICE ROFFMAN PRODUCTIONS
540 W. 122nd St., New York 28; Tel.: Monument 2-3283; Maurice Roffman, president.
Services: Radio & TV program ideas, program development.

RICHARD H. ROFFMAN PRODUCTIONS
648 Park Ave., New York 15; Tel.: Trafalgar 9-5640; Richard H. Roffman, president.
Services: Radio & TV production, scripts, talent.

ROGELL PRODUCTIONS
1040 N. Las Palmas Ave., Hollywood 38; Tel.: Granite 3111; Albert S. Rogell, manager.
Services: TV film production.

ALLEN ROTH RADIO PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-1162; Allen Roth, manager.
Services: Talent, recording, production.

JACK ROURKE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28; Tel.: Hempstead 7178; Jack Rourke, president.
Services: Production, package programs, scripts, live TV.

ROYAL FILM EXCHANGE
1550 Crossroads of the World, Hollywood 28; Tel.: Hempstead 3173; William Brown, president.
Services: TV film production & distribution.

ROYAL RECORDING CO.
601 Ashby Ave., Berkeley 2, Calif.; Tel.: Ashberry 3-5453; Arthur Westlund, owner.
Services: Recording service.

RUBY FILM CO.
729 Seventh Ave., New York; Tel.: Circle 5-5640; Edward Ruby, manager.
Services: TV film production, equipment rental.

ART RUSH INC.
6277 Selma Ave., Hollywood 28; Tel.: Hillside 5161; Arthur Rush, president.
Services: Talent, packaged programs.

RYDER 16mm SERVICES INC.
1161 N. Vine St., Hollywood 38; Tel.: Hollywood 9-3511; Loren L. Ryder, president.
Services: Sound recording and stage rental, TV film production.

SACK TELEVISION ENTERPRISES
Film Exchange Bldg., Dallas 1; Tel.: Sterling 3069; Alfred N. Sack, manager.
Services: TV film distribution.
New York 18—336 W. 44th St.; Tel.: Judson 6-2258; Julius M. Sack.

BERNARD L. SACKETT RADIO-TELEVISION AGENCY
Bankers Security Bldg., Philadelphia 7; Tel.: Kingsley 5-7055; Bernard L. Sackett, production manager.
Services: Production of live and film TV shows, radio production, talent.
New York—126 W. 46th St., Tel.: Luxemburg 2-1815.

SACRED RECORDS INC.
342 N. LaBrea, Los Angeles 36; Tel.: Webster 3-8241; Earle E. Williams, president.
Services: Sacred transcription library, religious records.

PAUL BRON SALINER RADIO ADVERTISING
307 North Michigan Ave., Chicago 1; Tel.: Financial 6-0650; Paul Bron Saliner, president.
Services: Production, package programs, talent, foreign language program consultant.

SAM SAMUELS
1654 Broadway, New York 19; Tel.: Judson 6-9012; Sam Samuels.
Services: Talent, package programs.

SANFT-COSTA TELEVISION FEATURES
17 E. 42nd St., New York 17; Tel.: Murray Hill 2-6770; Sidney Sanft & Don Costa, producers.
Services: Production of TV package shows.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way, Beverly Hills; Tel.: Crestview 1-7231; James L. Saphier, president.
Services: Production, talent, package programs, TV film shows.
Chicago—20 N. Wacker Dr.; Tel.: Andover 3-6038; Stefan Hatos, manager.

SARRA INC.
200 East 56th St., New York; Tel.: Murray Hill 8-0085; Jack Henderson.
Services: TV film production.
Chicago—16 E. Ontario St.; Tel.: Whitehall 4-5151; Harry Lange.
Hollywood—445 S. LaCienega Blvd.; Tel.: Crestview 1-7464; Peter Keane.

WALTER SCHWIMMER PRODUCTIONS
(Formerly Radio Features)
75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4392; Walter Schwimmer, president.
Services: Syndicated radio & TV programs.
New York—55 W. 42nd St.; Jack Arden.

SCIENCE PICTURES INC.
5 E. 57th St., New York; Tel.: Plaza 9-8532; Frances C. Thayer, manager.
Services: TV film production.

SCREEN GEMS INC.
729 Seventh Ave., New York 19; Tel.: Circle 7-5044; Ralph Cohn, manager.
Services: Film production and distribution.

SEARLE & PARKS INC.
333 N. Michigan Ave., Chicago 1; Tel.: Central 6-7980; Don Searle, president.
Services: Production, package programs.
Hollywood 28—6331 Hollywood Blvd.; Tel.: Sunset 1-3426; James Parks.

SEIDEL FILMS
1219 N. Harper Ave., Hollywood; Tel.: Hillside 6431; Tom Seidel.
Services: Film production.

SELLERS CO.
905½ Main St., Dallas 2, Tex.; Tel.: Randolph 5978; J. E. Sellers, partner.
Services: All types of recording, masters.

SELS PRODUCTIONS
420 S. 7th St., Burbank, Calif.; Tel.: Charleston 0-9007; Len Segall, general manager.
Services: Recording, production, scripts, talent, package programs, live & film TV.
Chicago 23—1329 S. Lawndale; Tel.: Rockwell 2-8849; Dave Lewis.

SESAC INC.
475 Fifth Ave., New York 17; Tel.: Murray Hill 5-5365; Paul Heinecke, president.
Services: Transcription library service, scripts.

SHERWOOD PICTURES CORP.
1569 Broadway, Brooklyn; Tel.: Glenmore 2-6192; T. Marc Sherwood, manager.
Services: TV films.

THE SHUTTLEWORTH AGENCY
834 Yonge St., Toronto, Ont.; Tel.: Kingsdale 9121; Robert J. Shuttleworth, general manager.
Services: Talent agency.

W. DAVID SIEVERS
3444 Bentley Ave., Los Angeles 34; Tel.: Vermont 8-1911.
Services: Packaging & producing programs for radio & TV.

VICTOR S. SILVER PRODUCTIONS
6400 Walnut Ave., Baltimore 7, Md.; Tel.: Woodlawn 1162-W; Victor S. Silver, producer.
Services: Production, scripts, package programs.

SIMMEL-MESERVEY TV PRODUCTIONS
321 S. Beverly Dr., Beverly Hills; Tel.: Bradshaw 2-3874; Louis C. Simmel, president.
Services: TV film production.

SIXTEEN SCREEN SERVICE CO.
6710 Melrose Ave., Hollywood 38; Tel.: Wyoming 1491; Leonard Clairmont, manager.
Services: TV film subjects, titles & inserts.

SKIBO PRODUCTIONS INC.
165 W. 46th St., New York 19; Tel.: Plaza 7-2265; Patrick E. Shanahan, president.
Services: TV film rental.

STEPHEN SLESINGER INC.
247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Stephen Slesinger, president.
Services: Transcriptions, package programs.

EDWARD SLOMAN PRODUCTIONS
17520 Stretto Way, Pacific Palisades, Calif.; Tel.: Exbrook 5-6558; Edward Sloman, manager.
Services: Transcriptions, production.

K. R. SMITH CO. INC.
619 W. 54th St., New York 19; Tel.: Judson 2-3781; K. R. Smith, president.
Services: Processing & pressing of transcriptions & records, recording.

FLETCHER SMITH STUDIOS INC.
321 E. 44th St., New York 17; Tel.: Murray Hill 5-6626; Fletcher Smith.
Services: TV film production.

SNADER TELESCRIPTIIONS CORP.
241 S. Beverly Dr., Beverly Hills; Tel.: Crestview 5-4451; Louis D. Snader, president.
Services: TV film programs.

JOSEPH I. SONNENREICH
143 W. 103 rd St., New York 25; Tel.: Monument 3-7138; Joseph Sonnenreich.
Services: Radio & TV package programs, production.

SOUND MASTERS INC.
165 W. 46th St., New York 19; Tel.: Plaza 7-6600; Harold E. Wondsel, president.
Services: TV film production, package programs.

SOUND STAGES INC.
112 W. 89th St., New York; Tel.: Trafalgar 3-1800; George Orth, manager.
Services: TV equipment & studio rental.

MAEVE SOUTHGATE
25 W. 9th St., New York; Tel.: Gramercy 3-1308.
Services: TV editorial consultant, TV writers' representative.

THE SOUVAINÉ CO.
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-5666; Henry Souvaine, general partner.
Services: Radio & TV production.

SIGMUND SPAETH
400 E. 58th St., New York 22; Tel.: Plaza 8-0879; Sigmund Spaeth, president.
Services: Program production, talent, scripts.

SPEAK-O-PHONE RECORDING & EQUIPMENT CO.
17 W. 60th St., New York 19; Tel.: Columbus 5-1350; C. A. Austin, manager.
Services: Recording service & equipment.

SPECIAL PURPOSE FILMS INC.
44 W. 56th St., New York 19; Tel.: Judson 6-0020; John Fox, president.
Services: TV film production.

(Continued on page 474)

Professional
16 MM
Producers
are using

RYDER

16 MM

SERVICES, INC.

Production Magnetic
Recording
Dubbing-Scoring
Electro-Printing
to
Black & White Film
Kodachrome
Anso Color
Transferring
Magnetic Tape
Magnetic Film
Optical Film
Disc

1161 VINE Street
Hollywood 38, Calif.

S

SNADER



TELESCRIPTIONS[★]



NEW film for TV
NEW music for TV
Expressly for TV



★ Each Snader TELEscription is an independent unit of 3 minutes—featuring a top-name musical artist or orchestra performing a single musical selection, chosen for its outstanding musical merits. Produced on 35mm film—delivered on 16mm expressly for television.

Over 400 TELEscriptions available. Production schedule: 960 TELEscriptions by July 1, 1951.

SNADER TELESCRIPTIONS CORP.

177 South Beverly Drive,
 Beverly Hills, California
 Crestview 5-4451

if you want to:

**INCREASE YOUR RATINGS
BOOST SPONSOR'S SALES
ENCOURAGE STORE TRAFFIC
PULL TRACEABLE RETURNS
SURVEY YOUR AUDIENCE**

KWIZ-ALL is your answer!

It adds the punch of a giveaway but meets FCC and Postal rules... offers participation to every radio and television listener.

KWIZ-ALL
REG. U. S. PAT. OFFICE

OFFICIAL RULES:
1- Remove only one perforated tab to indicate correct answer for each question.
2- Submit as many entries as you wish; they remain the property of sponsor and no correspondence entered into.
3- Entries scored automatically; correct answers and names of winners announced during TV program each week. Awards shared equally by winning contestants described on program.

Contestant gets card from your sponsor. It contains six perforated tabbed questions with four possible answers to each question. Multiple-choice questions are asked. Should "C" be the correct answer to question 5, the player merely tears off the "C" tab. It's that simple. Completed cards are mailed to you.

7-

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

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KWIZ-ALL is almost self-scoring.

Your own secretary can score thousands of cards with no individual handling, no costly equipment. No judges needed; no delay in picking winner.

Scoring is so simple that on TV it can be done in moments within sight of the audience; on radio, scoring can be explained in a 60-second spot.

We supply cards and simple scoring device. KWIZ-ALL is exclusive to one station in a market and at a price your smallest sponsor can afford.

Without obligation, get full details from:

E. M. TRIKALIS & ASSOCIATES
818 UNITED BANK BUILDING
2000 WEST 25TH STREET
CLEVELAND 13, OHIO

Priced to suit any budget

Exclusive one station to a market

KWIZ-ALL can be adapted to any radio or television show

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 472)

SPEEDY-Q & GENNETT SOUND EFFECTS

1344 S. Flower St., Los Angeles 15; Tel.: Prospect 2035; Phillip Johnson, manager.

Services: Recorded sound effects.

SPOT FILM PRODUCTIONS INC.

339 E. 48th St., New York 17; Tel.: Plaza 5-0808; Clarence Schmidt, manager.

Services: Sound-on-film recordings; industrial motion pictures for television.

SPRINGER PICTURES INC.

Fisher Bldg., Detroit 21; Tel.: Trinity 1-8220; Ray Springer, president.

Services: TV films, package programs, industrial & educational motion pictures.

STANDARD RADIO TRANSCRIPTION SERVICES INC.

140 N. La Brea, Hollywood 36; Tel.: Webster 9181; Gerald King, president.

Services: Transcription library, sound effects.

Chicago 1-360 N. Michigan Blvd.; Tel.: State 2-3153; Milton M. Blink, vice president.

New York 22-665 Fifth Ave.; Tel.: Plaza 3-6690; Alex Sherwood, vice president.

STANDARD TELEVISION CORP.

1501 Broadway, New York 18; Tel.: Longacre 4-8234; Irvin Shapiro, president.

Services: TV package programs.

WILBUR STARK-JERRY LAYTON INC.

551 Fifth Ave., New York 17; Tel.: Murray Hill 7-6320; Anne Dee, executive secretary.

Services: Radio & live TV production, talent.

STARR PIANO CO.

1344 S. Flower St., Los Angeles 15; Tel.: Prospect 2035; Phillip Johnson, secretary.

Services: Sound effects records.

D. RICHARD STATILE

62 W. 46th St., New York; Tel.: Judson 2-1311; D. Richard Statile, manager.

Services: TV film production.

BRUCE FORD STAUDERMAN

37 King St., New York 14; Tel.: Watkins 9-2754.

Services: Scripts, production, direction.

STEMPEL-OLENICK AGENCY

717 N. La Cienega Blvd., Los Angeles 46; Tel.: Crestview 1-7141; Frank Stempel, Julian Olenick, Ben Pearson.

Services: Radio & TV package production, scripts, talent.

STERLING TELEVISION CO. INC.

316 W. 57th St., New York 19; Tel.: Judson 6-3750; Saul J. Turell, president.

Services: TV film distribution & production.

MIKE STOKEY PRODUCTIONS

6123 Selma Ave., Hollywood 28; Tel.: Hudson 2-1241; Michael Stokey, owner.

Services: TV live & film programs.

WILBUR STREECH PRODUCTIONS

1697 Broadway, New York 19; Tel.: Judson 2-3816; Wilbur J. Streech, owner.

Services: TV film production.

STRICKLAND FILM CO. INC.

220 Pharr Rd., N. E. Atlanta; Tel.: Cherokee 5317; Robert B. Strickland, president.

Services: TV film production.

DICK STROME

1700 Walnut St., Philadelphia 2; Tel.: Kingsley 6-1474; Dick Strome, owner.

Services: TV film production, commercials, slides, direction & production of live package programs.

RICHARD STROUT PRODUCTIONS

P. O. Box 2261, Hollywood 28; Tel.: Hillside 7605; Richard Strout, president.

Services: Production of radio & TV programs & spots.
New York-507 Fifth Ave.; Tel.: Murray Hill 2-6924.

BILL STRUM STUDIOS INC.

53 E. 9th St., New York 3; Tel.: Oregon 7-7270; Albert D. Hecht, manager.

Services: TV film production, animation.

STUDIO & ARTISTS RECORDERS

6087 Sunset Blvd., Hollywood 28; Tel.: Hillside 8241; Lewis Finston, manager.

Services: Recording, film TV shows, TV facilities.

IRVIN PAUL SULDS INC.

654 Madison Ave., New York 21; Tel.: Templeton 8-7025; Irvin P. Sulds, president.

Services: TV production.

SUN DIAL FILMS INC.

341 E. 43rd St., New York 17; Tel.: Murray Hill 6-2046; Samuel A. Datlowe, president.

Services: TV film production, slides.

SUPERMAN

480 Lexington Ave., New York 17; Tel.: Plaza 9-5700; Robert Maxwell, manager.

Services: Production.

JOHN SUTHERLAND PRODUCTIONS INC.

201 N. Occidental Blvd., Los Angeles 26; Tel.: Dunkirk 2-8211; John Sutherland, manager.

Services: Animated & live action TV commercials, film programs.

New York 17-60 E. 42nd St.; Tel.: Murray Hill 7-7815; Ross Sutherland.

SWANK FILMS INC.

627 Salem Ave., Dayton 6, Ohio; Tel.: Taylor 4192; Jerrold A. Swank, president.

Services: TV film production, slide-film.

H. N. SWANSON INC.

8523 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-5115; H. N. Swanson, manager.

Services: Scripts, writers and stories.

SYNDICATED FILMS

1022 Forbes St., Pittsburgh 19; Tel.: Express 1-1355; H. John Kemerer, manager.

Services: TV film production and editing, film distribution.

T

THE GEORGE TAGGART ORGANIZATION

48 Bloor St., E., Toronto 5; Tel.: Randolph 3161; George A. Taggart, owner.

Services: Production, talent, TV shows.

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5; Tel.: Webster 9-3965; Hal Tate, owner.

Services: Syndicated program producers.

Toronto-(Representative) S. W. Caldwell Ltd., 80 Richmond St.; Tel.: EL. 6586; Spence Caldwell.

TECHNISONIC STUDIOS

818 S. Kingshighway Blvd., St. Louis 10; Tel.: Franklin 2060; Charles E. Harrison, president.

Services: Recording, TV film.

TEEVEE CO.

915 N. La Cienega Blvd., Hollywood 46; Tel.: Crestview 5-1076; Marc Frederick, vice president charge of sales.

Services: Film production & distribution.

New York 22-150 E. 52nd St.; Tel.: Plaza 3-1030; Alfred Levy.

TEL-AIR ASSOCIATES

366 Madison Ave., New York 17; Tel.: Vanderbilt 6-3417; Seymour Kaplan, partner.

Services: Production of package radio & TV shows, film production.

Los Angeles 28-5746 Sunset Blvd.; Tel.: Hudson 2-7111; Mort H. Singer, Jr.

(Continued on page 476)

treasure trove of

Selling Power

... more big name talent, more network-quality shows, more variety, more new releases than any other library service—at least 8 big discs a month! These sponsor-pulling features, *plus* flawless production make Standard Library Service the best buy of them all! Standard tunes are up to the times, Standard programs are customed tailored to every type of sponsorship . . . Standard talent — *always tops!*



1. Bob Crosby
2. Frankie Laine
3. Kay Starr
4. Lawrence Welk
5. Connie Haines
6. Lucille Norman
7. Tommy Dorsey
8. Spike Jones

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

360 N. MICHIGAN AVE., CHICAGO

140 N. LaBREA, HOLLYWOOD

665 FIFTH AVE., NEW YORK

(Continued from page 474)

THE TELAWORLD ORGANIZATION
1622 Forbes St., Pittsburgh 19; Tel.: Express 1-1689; Lennie Martin, president.

Services: Radio & TV production, recording, scripts, talent, package programs.

TELCO PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28; Tel.: Hillside 6288; Al Gannaway, owner.

Services: TV film production.

TELECAST FILMS INC.

112 W. 48th St., New York 19; Tel.: Judson 6-5480; Gordon Hedwig, secretary-treasurer.

Services: TV film production.

TELECOMICS INC.

6088 Sunset Blvd., Hollywood 28; Tel.: Hempstead 2126; Donald Dewar, president.

Services: Comic strips for TV.

TELECOMICS INC.

247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Stephen Slesinger, president.

Services: TV film of syndicated comic strip characters.

TELEFEATURES INC.

30 Rockefeller Plaza, New York 20; Tel.: Judson 2-3026; Wayne Wirth,

producer. Services: TV film production and packaging.

TELEFEX

5732 Sunset Blvd., Hollywood 28; Tel.: Hillside 3537; Donna Fargo, president.

Services: Rear screen projection process for TV and production of programs using process.

TELEFILM INC.

6039 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-7205; J. A. Thomas, president.

Services: TV film production.

TELEMATED CARTOONS

70 E. 45th St., New York 17; Tel.: Murray Hill 6-8933; Saul Taffet, producer-director.

Services: TV film production, animation.

TELENEWS PRODUCTIONS INC.

(Affiliated with INS)
630 Ninth Ave., New York; Tel.: Judson 6-2450; John H. Tobin, manager.

Services: Newsreels for television.

Washington 2—1905 Fairview Ave., N. E.; Tel.: Lawrence 6-5607; Charles E. Shutt.

TELEPAK INC.

201 N. Carmelina Ave., Los Angeles 24; Tel.: Arizona 3-6076; C. Robert Longenecker, president.

Services: Design, produce & distribute radio & TV programs.

TELEPICTURES INC.

247 Park Ave., New York 17; Tel.: Eldorado 5-2544.

Services: Radio properties.

TELEPIX CORP.

6233 Hollywood Blvd., Hollywood 28; Tel.: Hillside 8351; Robert Newman, president.

Services: TV film programs, production, animation.

San Francisco—995 Market St.; Frank Wright.

New York—919 Eastern Parkway; Martin Gerard.

TELE REELS PRODUCTIONS

1840 N. Avon St., Burbank, Calif.; Tel.: Charleston 0-3832; Jack R. Berne, co-owner.

Services: TV film production.

TELE-REX CO.

545 Fifth Ave., New York; Tel.: Murray Hill 7-5865; Elliott Daxe, manager.

Services: TV film production.

TELESCRIPTIIONS

823 Victor Bldg., Washington 1, D. C.; Tel.: Sterling 4650; Edward F. Hopper, general manager.

Services: 16mm animated films, TV commercials.

TELESPOTS INC.

(See Pioneer Telefilms listing)
Services: Producers and distributors of TV film commercials.

TELETRAN

480 Lexington Ave., New York; Tel.: Plaza 3-6356; Sherman Price & Samuel Schweitzer, owners.

Services: Package film TV shows.

TELEVISION AIRSHOWS INC.

612 N. Michigan Ave., Chicago 11; Tel.: Superior 7-0508; W. G. T. Hyer, production director.

Services: Live & film TV production, consulting service.

TELEVISION ARTS PRODUCTIONS

2733 Stuart St., Berkeley, Calif.; Tel.: Berkeley 7-5301; J. T. Ward, business manager.

Services: Cartoon films.

TELEVISION CARTOONS INC.

155 W. 46th St., New York 19; Tel.: Judson 6-1650; Robert N. Brotherton, president.

Services: TV film commercials, animated cartoons.

TELEVISION FEATURES INC.

(Larry Gordon Studios)
480 Lexington Ave., New York 17; Tel.: Plaza 9-8170; Larry Gordon, president.

Services: TV film production.

TELEVISION MOTION PICTURES CO.

1650 Broadway, New York; Tel.: Circle 6-0691; Jack Goldberg, manager.

Services: Films featuring Negroes & other films for TV.

TELEVISION SCREEN PRODUCTIONS

17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Elizabeth Miele, executive vice president.

Services: TV film production, package programs, scripts, talent.

TELEWAYS RADIO PRODUCTIONS INC.

8949 Sunset Blvd., Hollywood 46; Tel.: Bradshaw 2-1447; Charles A. Kennedy, president.

Services: Syndicated transcriptions.

TELOPIX CO. OF AMERICA

6764 Lexington Ave., Hollywood 38; Tel.: Hempstead 6856; R. V. Crawford.

Services: TV film production.

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2; Tel.: Kingsley 5-8540; W. Wallace Orr, director.

Services—Production of radio and TV programs.

New York—250 Park Ave.; Tel.: Plaza 3-7800; W. Wallace Orr, director.

MISCHA TERR CORP.

1276 N. Crescent Heights Blvd., Hollywood 46; Tel.: Hudson 2-7038; Mischa Terr, president.

Services: TV film production.

TITAN FILMS INC.

1173 Sixth Ave., New York 19; Tel.: Luxemburg 2-4440; Robert Snyder.

Services: TV film production.

TODDY PICTURES CO.

723 Seventh Ave., New York 19; Tel.: Circle 6-9446; Ruth Kopf.

Services: Film production, package programs, Negro shows.

Atlanta—148 Walton St.; Tel.: Main

(Continued on page 478)

There's A
TELEWAYS SHOW

- ★ FOR EVERY BUDGET
- ★ FOR EVERY PRODUCT
- ★ FOR EVERY AUDIENCE

The following Transcribed Shows
are Now Available

AT LOW COST!

- JOHN CHARLES THOMAS
156 15-Min. Hymn Programs
- RIDERS OF THE PURPLE SAGE
156 15-Min. Western Musical Programs
- STRANGE WILLS
26 30-Min. Dramatic Programs
- MOON DREAMS
156 15-Min. Romantic Musical Programs
- BARNYARD JAMBOREE
52 30-Min. Variety Hillbilly Programs
- DANGER! DR. DANFIELD
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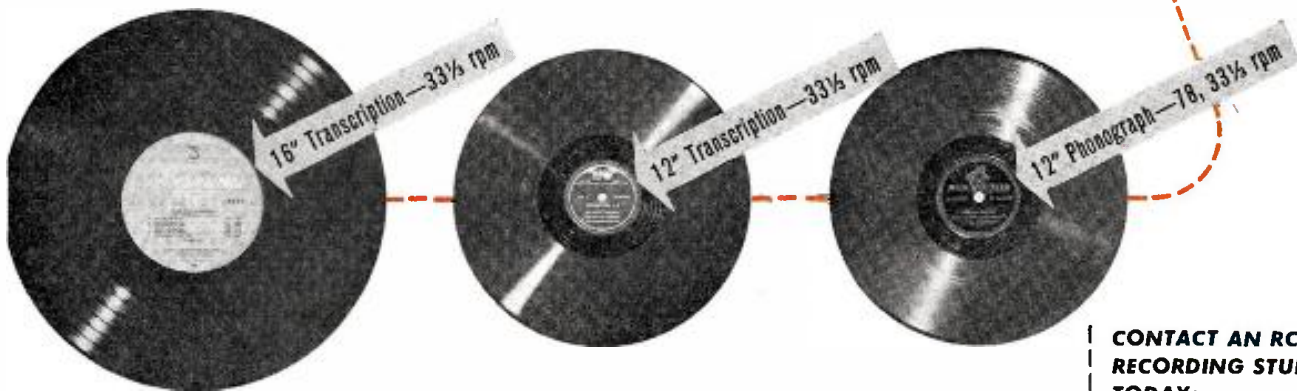
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Hillside 5171

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 476)

3117: Ted Toddy, general manager.
Los Angeles—P. O. Box 745 Hollywood Station. Fred Pollock, manager.

Detroit 1—2310 Cass Ave.; Tel.: Woodward 1-7843; E. F. McCauley.

Chicago—P. O. Box 596: Tel.: Wabash 2 6957; Sam Ticks.
Dallas—S. Harwood St.: Jack Bland.

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1; Tel.: Central 6-5275; L. S. Toogood, owner.
Services: Recording service.

TOWER PRODUCTIONS INC.
1416 N. La Brea, Hollywood 28; Tel.: Hillside 4206; Lou Brandt, manager.
Services: TV film production.

TOWERS OF LONDON LTD.
(see Oliver W. Nicoll listing)
37 W. 46th St., New York 19; Tel.: Luxemburg 2-5130; vice president & director for U. S.
Services: Program producers, international radio service.

London, W. 1—84 Hallam St.; Tel.: Langham 6248; Harry Alan Towers, international president.

TOWERS OF LONDON (Canada) LTD.
67 Yonge St., Toronto 10; Tel.: Elgin 9296; John Adaskin, general manager.
Services: Syndicated transcriptions.

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.
1 E. 54th St., New York 22; Tel.: Plaza 5-9800; William A. Wasmuth, manager.
Services: Radio & TV package programs.

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 19; Tel.: Luxemburg 2-3530; F. Kronen, general manager.
Services: Transcriptions, jingles, package program & TV film.

TRANSCRIPTION SALES INC.
117 W. High St., Springfield 35. O.; Tel.: 2-4974; John F. Hyle, vice president & general manager.
Services: Transcriptions, package programs.

New York 19—47 W. 58th St.; Tel.: Columbus 5-1544; Ed. Hochhauser Jr., manager.

TRANSFILM INC.
35 W. 45th St., New York 19; Tel.: Luxemburg 2-1400; William Miesesgoes, president.
Services: TV film production, animation, slides.

TRANSDVIDEO CORP. OF AMERICA
2 West 46th St., New York; Tel.: Luxemburg 2-1280; George Lutinger, manager.
Services: TV film production & distribution.

TRENDLE-CAMPBELL ENTERPRISES INC.
1803 Stroh Bldg., Detroit, 26; Tel.: Woodward 2-9184; H. Allan Campbell.
Services: Production.

TRESSEL TELEVISION PRODUCTIONS INC.
2214 E. 75th St., Chicago 49; Tel.: Essex 5-6096; George Tressel, general manager.
Services: Projectall distributor, live & film TV.

New York—235 E. 45th St.; Tel.: Murray Hill 7-8800; Robert H. Reid.

E. M. TRIKILIS & ASSOC.
2000 W. 25th St., Cleveland 13; Tel.: Cherry 1-4140; E. M. Trikilis, president.
Services: Program production, package programs, live & film TV.

TRIO PICTURES INC.
8822 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2931, Carl Wester, president.
Services: TV film production.

TV ADS INC.
3839 Wilshire Blvd., Los Angeles 5; Tel.: Dunkirk 8-1323; Doria Balli, president.
Services: Film production, recording, package programs, live & film TV.

TV FILMS INC.
155 W. 46th St., New York 17; Tel.: Judson 2-3607; R. V. Pollock, president.
Services: TV film production.

TV PROGRAMS INC.
350 Fifth Ave., New York 1; Tel.: Chickering 4-1374; Edward Roberts, Jr., president.
Services: TV film production and distribution.

TWENTIETH CENTURY-FOX TELEVISION PRODUCTIONS INC.
444 W. 56th St., New York; Tel.: Columbus 5-3320; Peter G. Lavathes, director of TV.
Services: TV film production.

TWIN CITY TELEVISION LAB.
(Division of Beck Studios Inc.)

Lyceum Theatre, Minneapolis 3; Tel. Lincoln 4708; Joseph H. Beck, executive director.
Services: TV production and facilities.

U

GEORGE ULLMAN AGENCY INC.
8979 Sunset Blvd., Los Angeles 46; Tel. Crestview 4-5238; George Ullman president.
Services: Talent.

RICHARD H. ULLMAN INC.
295 Delaware Ave., Buffalo 2, N. Y.; Tel.: Cleveland 2066; Richard H. Ullman, president.
Services: Radio & TV package programs.

UNITED ARTISTS CORP.
(TV Department)
630 Ninth Ave., New York; Tel.: Circle 5-6000; John H. Mitchell, manager.
Services: TV film distribution.

UNITED BROADCASTING CO.
301 E. Erie St., Chicago 11; Tel.: Superior 7-9114; William Klein, president.
Services: Production, recording, pressing, transcriptions, talent recording on film, TV film production

UNITED FEATURE SYNDICATE INC.
220 E. 42nd St., New York 17; Tel. Murray Hill 2-3020; Laurence Rutman, vice president & general manager.
Services: Newspaper features, TV film

UNITED PRESS ASSOCIATIONS
220 E. 42nd St., New York; Tel.: Murray Hill 2-0400; Leroy Keller, general sales manager.
Services: News & multiscopes.

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UNITED PRODUCTIONS OF AMERICA
4440 Lakeside Dr., Burbank, Calif.:
Tel.: Charleston 0-7171; Stephen Bos-
towitz, president.

Services: TV film production, animated
films.

New York 17-521 Fifth Ave.: Tel.:
Murray Hill 7-9023; Edward L.
Gershman, vice president.

**UNITED RECORDING ARTIST
BUREAU**

1687 Broadway, New York: Tel.:
Columbus 5-5620; Mark Rubens, man-
ager.

Services: Transcriptions.

UNITED SOUND SYSTEMS

5840 Second Blvd., Detroit 2: Tel.: Tri-
nity 1-2570; James V. Siracuse, presi-
dent.

Services: Record pressing, transcrip-
tions, film recording.

UNITED TELEVISION ARTISTS

5539 Sunset Blvd., Hollywood 28: Tel.:
Hillside 7374; Wallace Dexter, owner.

Services: TV live and film production.

UNITED WORLD FILMS INC.

1445 Park Ave., New York 29: Tel.:
Trafalgar 6-5200; Norman Gluck,
director of TV sales.

Services: TV film production & rental.
Chicago 5-542 S. Dearborn St.; Carl
Waters, manager.

Los Angeles 46-7356 Melrose Ave.: Ed-
win Grindstaff, manager.

UNITEL OF CALIFORNIA INC.

1730 N. Las Palmas Ave., Hollywood 28:
Tel.: Hudson 2-7268; J. Dabah, vice
president.

Services: TV film production.

UNIVERSAL RADIO PRODUCTIONS

P. O. Box 847, Phoenix, Ariz.: Tel.:
4-8051; Robert E. Burke, manager.

Services: Production, scripts.

UNIVERSAL RECORDERS INC.

6757 Hollywood Blvd., Hollywood 28:
Tel.: Hollywood 9-8282; Will H. Voel-
ler, president.

Services: Transcriptions, recording,
radio & TV production.

Washington 9-1701 16th St., N. W.:
Tel.: DuPont 1000; George E. Hughes,
vice president.

UNIVERSAL RECORDING CORP.

320 N. Michigan Ave., Chicago 11: Tel.:
Michigan 2-9302; Milton T. Putnam,
president.

Services: Recording, transcriptions,
package programs, record masters &
pressing.

UNUSUAL FEATURES SYNDICATE

333 N. Michigan Ave., Chicago 1: Tel.:
Franklin 2-3862; Dean Schaefer,
owner.

Services: Transcriptions, package pro-
grams, scripts.

U. S. RECORDING CO.

1121 Vermont Ave., N. W., Washington
5, D. C.: Tel.: Lincoln 3-2705; Joseph
Tait, general manager.

Services: Recording, package programs,
studio service for broadcast stations.

V

THOMAS J. VALENTINO INC.

150 W. 46th St., New York 19: Tel.:
Circle 6-4676; Peter J. Riolo, man-
ager.

Services: Sound effects records and
background music.

VALLEE-VIDEO

3611 Santa Monica Blvd., Hollywood
38: Tel.: Hillside 6118; Rudy Vallee,
president.

Services: TV film production.

VEE-DEE INC.

718 McKinley Ave., Canton 2, Ohio:
Tel.: 4-5127; Vic Decker, president.

Services: Production, package pro-
grams, scripts, talent, live TV shows.

VIDEO ASSOCIATES INC.

515 Madison Ave., New York: Tel.:
Lackawanna 4-8422; Philip Vrotsky,
Services: Live & film TV production.

VIDEO DRAMA PRODUCTIONS

505 Fifth Ave., New York 17: Tel.:
Murray Hill 2-0328; Henri E. Marcuse,
producer.

Services: Live TV programs.

VIDEO EVENTS INC.

535 Fifth Ave., New York 17: Tel.:
Murray Hill 7-1668; Julienne Dupuy,
president.

Services: Radio & TV package produc-
tion.

VIDEO FILMS

1004 E. Jefferson Ave., Detroit 7: Tel.:
Woodward 2-3400; Clifford Hanna,
partner.

Services: TV film production.

VIDEO INTERNATIONAL INC.

624 Madison Ave., New York: Tel.:
Murray Hill 8-1658; Henry Burbig,
executive producer.

Services: TV package production.

VIDEO VARIETIES CORP.

41 E. 50th St., New York 22: Tel.: Mur-
ray Hill 8-1182; O. P. Williams, sales
manager.

Services: TV film production, record-
ing.

CHICK VINCENT CO.

509 Madison Ave., New York 22: Tel.:
Eldorado 5-0734; Chick Vincent, own-
er.

Services: Radio & TV package pro-
grams, direction & production.

OWEN VINSON & CO.

P. O. Box 111, Santa Monica, Calif.:
Tel.: Exbrook 5-1305; Owen Vinson,
owner.

Services: Production, package pro-
grams, direction.

J. FRANKLYN VIOLA

152 W. 42nd St., New York 18: Tel.:
Chickering 4-3254; J. Franklyn Viola,
president.

Services: Recording, program produc-
tion, foreign language programs.

VOGUE-WRIGHT STUDIOS INC.

237 E. Ontario St., Chicago 11: Tel.:
Whitehall 4-0244; George Becker,
executive director.

Services: TV film production.

VONNA RECORDS INC.

6916 Santa Monica Blvd., Hollywood
38: Tel.: Hudson 2-1251; Eddison von
Ottenfeld, president.

Services: Custom recordings, processing
and pressing, scripts, talent, produc-
tion.

Washington-1121 Vermont Ave.: Tel.:
Lincoln 3-2705; Jack Wegner.

W

ROGER WADE PRODUCTIONS

15 W. 46th St., New York 19: Tel.:
Circle 7-6797; Roger Wade, owner.

Services: Film production, slide film,
animation.

C. LAWRENCE WALSH & CO.

801 Brighton Rd., Pittsburgh 12: Tel.:
Fairfax 1-5255; C. Lawrence Walsh,
owner.

Services: Film production, slides, re-
cording, scripts.

**WASHINGTON VIDEO PRODUC-
TIONS**

1905 Fairview Ave., N. E., Washington
2: Tel.: Lawrence 6-6525; George
Johnston, president-manager.

Services: TV film production, anima-
tion, syndicated film news programs,
laboratory facilities, script.

LOUIS WEISS & CO.

4336 Sunset Blvd., Hollywood 27: Tel.:
Normandy 1-8883; Adrian Weiss,
producer.

Services: TV film production & dis-
tribution.

WELGOT TRAILER SERVICE

630 Ninth Ave., New York 19: Tel.:
Circle 6-6450; Martin Gottlieb,
Charles L. Welsh, proprietors.

Services: TV film production.

RUPE WERLING

Hidden Haven, Chalfont, Bucks Coun-
ty, Pa.: Tel.: Lexington 707; Rupe
Werling, owner.

Services: Scripts & programs to order.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28: Tel.:
Hempstead 6811; H. Dixon McCoy,
owner.

Services: Disc and tape recording.

WFAA RECORDING SERVICE

1122 Jackson St., Dallas 2: Tel.: River-
side 9631; Martin Campbell, general
manager.

Services: Production, talent, recording,
scripts, live & film TV.

WIEDERHOLD RECORDING STUDIO

Norton Bldg., Louisville 2: Tel.: Jack-
son 7808; Geo. Wiederhold, manager.

Services: Recording service, talent.

**WILDING PICTURE PRODUCTIONS
INC.**

1345 Argyle St., Chicago 40: Tel.:
Longbeach 1-8410; C. H. Bradfield
Jr., president.

Services: Motion pictures for TV ap-
plication, TV commercials and films.

New York 17-385 Madison Ave.: Tel.:
Plaza 8-1727; J. W. Ingfield, vice
president.

Cleveland 15-310 Sweetland Bldg.:
Tel.: Tower 1-8440; Jack Rheinstrom,
vice president.

Detroit 24-4925 Cadieux Rd.: Tel.:
Tuxedo 2-4800; Ralph Cattell, vice
president.

Los Angeles 34-5981 Venice Blvd.:
Tel.: Webster 0183.

St. Louis-4053 Lindell Blvd.: Tel.:
Lucas 0986; James Darst.

Cincinnati 2-Enquirer Bldg., Rm 1334,
617 Vine St.: Tel.: Garfield 0477; E.
F. Cullen.

Pittsburgh-Rm. 200, Magee Bldg.:
Tel.: Express 1-1942; M. E. Hamilton.

WILLARD PICTURES INC.

45 W. 45th St., New York: Tel.: Lux-
emburg 2-0430; John M. Squires Jr.,
manager.

Services: TV film production.

HAL WILSON RADIO PRODUCTIONS

442 Westbourne Dr., Los Angeles 48:
Tel.: Crestview 5-6914; Hal Wilson,
owner.

Services: Production, packaged shows,
transcriptions, TV shows.

(Continued on page 482)

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- SOUTHERN PACIFIC RR
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Practical application of music in programming... with instruction in building and maintaining an efficient music library.

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Classified and cross-indexed reference book of tunes to fit background requirements... supplementary material furnished regularly.

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| Actors Company Creative Theatre Inc.* 218 S. Wabash Chicago 4, Ill. Tel.: Webster 9-7265 | Television, radio & stage | Marshall Smith Sept. 18, Feb. 1 | Cambridge School of Radio Broadcasting* 220 W. 42nd St. 806 Seventh Ave. New York Tel.: Wisconsin 7-0038 | All commercial and program techniques | George S. Carlesco Continuous |
| American Institute of the Air* 3123 E. Lake St. Minneapolis 8, Minn. Tel.: Wesley 1639 | Announcing, writing, directing, control operating, Sports play-by-play, Radio Time selling | Helen S. Brown Weekly | Capitol Radio Engineering Institute* 3224 16th St. N. W. Washington, D. C. Tel.: Hobart 1520 | Home study and residence courses in AM, FM & TV engineering and servicing; aeronautical engineering | Everett A. Corey Twice monthly |
| American Telecasting Corp.* 5600 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347 | Television production | Mr. Staleup | Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852 | Courses leading to 1st class FCC license in radio & television; airline station agent, flight radio operator | Phil J. Murray Monthly |
| American Television Institute of Technology* 5050 N. Broadway Chicago 40, Ill. Tel.: Uptown 8-6300 | 140-week TV engineering course, 72-week TV production. Night classes also. | Edward Nickerson Continuous | Chicago Academy of Radio & Dramatic Arts* 1258 S. Michigan Ave. Chicago 5 Tel.: Harrison 7-5907 | Radio, stage & television | Kathleen Kaye Weekly |
| American Television Labs. of Calif.* 5606 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347 | Radio, television servicing; communications | Mr. Murray | Chicago Technical College* 2000 S. Michigan Ave. Chicago 16 Tel.: CALumet 5-8200 | Radio and TV engineering, practical radio, day and night. | Charles E. Olson Every 12 weeks |
| Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel.: Columbus 5-5756 | Announcing, acting, singing | Marianna Norris Continuous | Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6761 | Radio broadcasting, television - radio broadcast engineering, advertising, journalism, stage | Kay Karrol Continuous |
| Beck School for Radio* Lyceum Theatre Minneapolis Tel.: Lincoln 4703 | Radio announcing & associated subjects | Lucille Fuller Weekly | Coyne Electrical School* 500 South Paulina St. Chicago 12 Tel.: Seeley 3-7722 | Practical courses in television & radio servicing | S. C. Narland Every three weeks |
| Broadcasters Network Studios* 1522 Cassil Pl. Hollywood 28 Tel.: Hudson 2-9101 | Staff announcing | Elaine N. Dysart Continuous | The Crescent School of Radio & Television* 500 Pacific St. Brooklyn 17 Tel.: Triangle 5-5656 | Radio and television technician; radio telegraph communications; radio mathematics; servicing; FCC license; radio and TV programming and production; TV camera operation. | Esther Schure Continuous |
| California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Granite 8700 | Speech, announcing, writing, advertising, 1st class license training, production | Chloe Owings Bi-monthly | The Delhanty Institute* 105 E. 13th St. New York 3 Tel.: Grammercy 3-6900 | Radio & television service and repair; telegraphy & telephony, radio technology. | Jean Tobin |

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 479)

WINIK FILMS INC.
625 Madison Ave., New York; Tel.: Plaza 3-0634; Leslie Winik, president. Services: TV films.

LOU R WINSTON CO.
(see Radio Producers of Hollywood Inc.)

WITTE RADIO PRODUCTIONS
1064 S. Genesee Ave., Los Angeles 19; Tel.: Webster 1-8718; I. Oscar Witte, owner. Services: Transcriptions, package programs, scripts.

WLS ARTIST BUREAU
1230 Washington Blvd., Chicago 7; Tel.: Monroe 6-9700; George Ferguson, Earl Kurtz, co-partners. Services: Talent.

WMCA INC.
1657 Broadway, New York 19; Tel.: Circle 6-2200; Louis Wacks, musical director. Services: Talent.

WOLF ASSOCIATES INC.
420 Madison Ave., New York 17; Tel.: Plaza 5-7620; Edward Wolf, manager. Services: Radio-TV production.

RAPHAEL G. WOLFF STUDIOS
1714 N. Wilton Pl., Hollywood 28; Tel.: Granite 6126; Raphael G. Wolff, manager.

Services: TV film programs, production facilities, live & animated TV spots.

WOODRUFF ASSOC.
328 E. 38th St., New York 16; Tel.: Murray Hill 5-8216; Frank L. Woodruff, executive producer. Services: Package producers, film production, talent, scripts.

New York 19—1619 Broadway; Tel.: Judson 6-5272; George Walker, associate.

WOR ENTERTAINMENT DEPT.
1440 Broadway, New York 18; Tel.: Longacre 4-8000; Nat M. Abramson, manager. Services: Talent.

WOR RECORDING STUDIOS
1440 Broadway, New York 18; Tel.: Longacre 4-8000; Henry B. Lockwood, manager. Services: Recording, production, talent.

WORLD BROADCASTING SYSTEM INC.
488 Madison Ave., New York 22; Tel.: Murray Hill 8-4700; John L. Sinn, president.

Services: Transcription program service library, package programs. Cincinnati 6—1529 Madison Road; Tel.: Plaza 1323; Robert Fender, promotion director.

Los Angeles 4—5255 Clinton St.; Tel.: Hempstead 5121; Maynard Marguardt, western division manager.

WORLD SOUND CO. INC.
201 N. Broad St., Philadelphia 7; Tel.: Locust 7-4223; Walter Cleary, owner. Services: Tape recorded package programs.

WORLD TRAVEL FILMS
Box B, Wynnwood, Pa.; Tel.: Ardmore 7089; Harry Dugan, president. Services: Film production.

WORLD VIDEO INC.
15 E. 47th St., New York 17; Tel.: Plaza 9-3870; Louis Stomer, president. Services: Produce & package TV shows.

WPIX INC.
(N. Y. Daily News)
220 E. 42nd St.; Tel.: Murray Hill 2-1234; G. Bennett Larson, manager. Services: TV film, newsreels.

CARTER WRIGHT ENTERPRISES INC.
1707 N. Hudson Ave., Hollywood 28; Tel.: Hollywood 9-3636; Carter Wright, manager.

Services: Recording, production, TV programs, transcriptions, talent.

WYNN WRIGHT ASSOCIATES
17 W. 57th St., New York 19; Tel.: Plaza 3-4417; Charles Granzow, manager.

Services: Production, package programs, TV production.

WRIGHT-SONOVOX INC.
6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-3614; John T. Abbott, manager.

Services: Sound articulation, recording, production, film. New York 22—444 Madison Ave.; Tel.: Plaza 5-4130; E. C. Redding, manager.

WRITERS FOR TELEVISION
16 W. 55th St., New York; Tel.: Plaza 7-7330; Barbara Stanger.

Services: Literary agent for TV writers, scripts.

WURTELE FILM PRODUCTIONS
1838 Gerda Terrace, Orlando, Fla.; Tel.: 9755; H. S. Wurtele, owner. Services: Motion picture production.

Y

YOUNG AMERICA FILMS INC.
18 E. 41st St., New York 14; Tel.: Lexington 2-4111; James R. Brewster. Services: TV film rental.

HAROLD YOUNG PRODUCTIONS INC.
168 E. 61st St., New York 21; Tel.: Templeton 8-5292; Harold Young, president.

Services: Film production.

YOUTH FILMS
7904 Santa Monica Blvd., Hollywood 46; Tel.: Hillside 0381; L. C. Smith, manager.

Services: TV religious films.

Z

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6; Tel.: Plaza 1323; Frederic W. Ziv, president.

Services: Transcribed programs, package shows. New York 22—488 Madison Ave.; Tel.: Murray Hill 8-4700; John L. Sinn, exec. vice president. Hollywood—5255 Clinton St.; Maurice Unger.

ZIV TELEVISION PROGRAMS INC.
1529 Madison Rd., Cincinnati 6; Tel.: Plaza 1323; Frederic W. Ziv, president.

Services: TV live & film programs. New York 22—488 Madison Ave.; Tel.: Murray Hill 8-4700; John L. Sinn, executive vice president. Hollywood—5255 Clinton St.; Maurice Unger.

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| Electronics Technical Institute 771 Venice Blvd. Los Angeles 15, Calif. Tel.: Richmond 9381 | General, advanced electronics. | D. A. Denninger |
| Maren Elwood College* 4949 Hollywood Blvd. Hollywood 27, Calif. Tel.: Normandy 3-3123 | Advertising, publicity; fiction writing; journalism; radio and screen writing. | Alice L. English Sept., Jan., June |
| Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-7191 | Radio production, script, news, advertising, dramatics, programming, announcing for men and for women, radio station management & organization, television & radio survey. A.B. degree. | Clara Fraser Sept., Feb. |
| Feagin School of Drama & Radio* 330 Fifth Ave. New York Tel.: Columbus 5-0926 | Stage, screen, radio, television. | Sarah B. Cathey Oct., Dec., Feb., April, July |
| Feller Theatre Workshop* 3040 Wilshire Blvd. Los Angeles 36 Tel.: York 5205 | Acting, announcing, radio programming, production, music fundamentals, sound effects, station & network operation, writing, stage, screen technique, piano, dance, voice. | Hazel Ayres Jan., Apr. June Sept. |
| Foodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337 | Acting, directing, radio scene & costume design, technical practice (B.F.A. & M.F.A. degrees). | Louise Dale Spoor Sept. & Jan. |
| Fotham Radio Institute* 3534 Broadway New York 31 Tel.: Wadsworth 6-0902 | Radio service & repair including FM & TV. | Jeanne S. Faust Monthly |
| Hollywood Sound Institute* 918 Santa Monica Hollywood 27 Tel.: Normandy 12345 | Audio engineering, radio, TV, sound, film. | H. M. Tremaine Monthly |
| Jo Keith School & Agency 28 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272 | Singing, dramatics, dancing, modeling, radio, stage, screen, TV. | Jo Keith Continuous |
| Jarrison Lewis Dramatic School 13 W. 57th St. New York 19 Tel.: Circle 6-2994 | Acting & singing for all branches of show business. | Oct.-Jan. |
| Lincoln School of Radio & Television* 851 Broadway New York 23 Tel.: Circle 6-5300. | Radio FM and television technician, communications, amateur radio. | Mildred Scott Monthly |
| Los Angeles Trade Technical Junior College* 646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021 | Radio communications, television, servicing, radar, loran, industrial electronics. | J. N. McCaghren Continuous |
| Manhattan Technical Institute* 65 W. 46th St. New York 19 Tel.: Plaza 7-4830 | Radio technician, FM & television technician, radio, FM & television technician (combined course), radio repair. | L. G. Herman All year |
| The Don Martin School of Radio Arts* 655 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281 | Combination announcing, engineering courses, TV courses. | Ruth Jenkins Monthly |
| Midway Television Institute* 825 Indiana Ave. Chicago 15 Tel.: Livingston 8-8600 | Radio & television servicing, practical radio engineering & communication, electronics. | Rosa W. Morgan Monthly |
| National Academy of Broadcasting Inc.* 338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580 | Professional broadcasting course. | Mildred L. Sovine Every 16 weeks |
| National Schools* 1000 S. Figueroa St. Los Angeles 37 Tel.: Century 2-9061 | Radio, television, allied electronics; diesel, automotive and allied mechanics. | Sam Goldberg Monthly |

| Name, Address, Tel. | Courses Offered | Registrar & Registration Date |
|--|---|--|
| New Institute for Film & Television* 29 Flatbush Avenue Brooklyn 17 Tel.: Sterling 3-9444 | All phases of motion picture production, camera and lighting techniques, editing, sound, writing, directing, live dialogue production. Television and newsreel. | Barbara Bartelt Quarterly |
| William R. Ogden Radio Operational Engineering School 157 W. Olive Ave. Burbank, Calif. Tel.: Charleston 0-8291 | Short, directed courses leading to FCC licenses. | Tally Ogden Continuous |
| Pacific States University* 1117 Venice Blvd. Los Angeles 15 Tel.: Dunkirk 7-8277 | Radio engineering, radio and television technician course. | Eugene Raymond Continuous |
| Pathfinder School of Radio 1222-A Oak St. Kansas City 6, Mo. Tel.: Harrison 0473 | All phases of radio, broadcasting, program directing, and station management. | Waldo Haggberg Brazil March 1, 1950 |
| Pierce School of Radio & Television* 52 E. 19th St. New York 1 Tel.: Oregon 7-7390 | Radio FM-television technician, radio communications, radio mathematics, radio and TV service. | L. Sitkin Every six weeks |
| Leland Powers School Inc.* 31 Evans Way, Boston 15 Tel.: Aspinwall 7-2900 | Theatre, radio, television, public speaking | Haven M. Powers Sept. 25 |
| Radio-Electronics School of N. Y. 52 Broadway New York 4 Tel.: Bowling Green 9-1120 | Preparatory radio mathematics, radio technician, FM-television technician, radio and television receiver servicing | James R. Singleton Every six weeks |
| Radio Institute of Chicago* 165 N. Michigan Ave. Chicago 1 Tel.: Andover 3-6767 | Radio, drama, engineering, television. | Howard L. Rooney Monthly |
| Radio Television Arts Academy* 3819 Wilshire Blvd. Los Angeles 5 Tel.: Dunkirk 8-1323 | Television film production, programming, sales. | Helen Thayer Doria Balli Every six weeks |
| Radio-Television Institute Inc.* 480 Lexington Ave. New York 17 Tel.: Plaza 9-5665 | Radio-television technician's course. | Wm. R. MacDonald Continuous |
| Radio & Television Writing Institute 1233 N. Vine St. Hollywood 38 Tel.: Hillside 0413 | Radio script writing (Telescript writing (correspondence)). | William O. Mager |
| RCA Institutes Inc.* 350 W. 4th St. New York 14 Tel.: Watkins 4-7845 | Radio and television technology. | C. E. Tomson March, May, Sept., Dec. |
| The Celeste Rush Radio Preparatory System* 6119 Harold Way Hollywood 28 Tel.: Hollywood 9-7123 | Drama motives & radio elements of production. | Celeste Rush Weekly |
| School of Radio Technique* 228 S. Wabash Ave. Chicago 4 Tel.: Wabash 2-0712 | Announcing, writing, newscasting, production, direction, acting, speech. | Mary King Malone 6 times a year |
| The School of Radio Technique Inc.* RKO Bldg., Radio City New York 20 Tel.: Circle 7-0193 | Radio & television production, announcing, writing, TV studios, 316 W. 57th St., N. Y. | Winifred S. Van Sickle or Doris Ann Dixon Quarterly |
| Frederick H. Speare, Professional Radio & Television School* 5927 Sunset Blvd. Hollywood Tel.: Hollywood 9-2325 | Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects. | R. L. Speare Continuous |
| Hal Styles School of Radio & Television* 8800 Wilshire Blvd. Beverly Hills, Cal. Tel.: Bradshaw 2-1490 | Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, management. | Mildred Mullins Continuous |

(Continued on page 537)



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Over 600 stations—coast to coast and border to border—look to ALLIED as their dependable source for station supplies and accessories.

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Here's the outstanding 212-page Buying Guide to standard radio and electronic equipment. If you haven't a copy, let us know—we'll be glad to send one to you promptly.

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833 W. Jackson Blvd., Chicago 7, Ill.

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

H. W. Acton Co., Inc.

New York, 370 7th Ave.; H. Benegayfield, Mgr.; Tel: Pa. 6-0111

Products: Phonograph needles

Adlew Jewelry Co.

New York 16, 117 W. 42nd St.; J. Fredericks, Mgr.; Tel: Bryant 9-6243

Products: Chronographs

Advance Recording Products Co.

Long Island City 1, N. Y., 36-12 34th St.; I. H. Goldman, Mgr.; Tel: Stillwell 4-7837

Products: Recording disc

Aerovox Corporation

New Bedford, Mass., 740 Belleville Ave.; Charles Golenpaul, Mgr.; Tel: 6-8221

Atlanta 5 Ivy St.; Brower Murphy, Mgr.; Tel: Main 1005

Boston 16, 739 Boylston St.; Harry Gerber, Mgr.; Tel: Copley 7-0061

Chicago 31, 6663 Northwest Highway; Fred R. Ellinger, Mgr.; Tel: Rodney 3-1570

Cleveland 14, 2108 Payne Ave.; Charles H. Dolfuss, Jr., Mgr.; Tel: Prospect 1-0719

Denver, 1590 Eudora St.; William H. Connors, Mgr.; Tel: Franklin 0566

Hoboken, N. J., 68 Hudson St.; Jack A. Simberkoff, Mgr.; Tel: Hoboken 25211

Houston 6, 2030 Harold St.; G. G. Willison, Mgr.; Tel: Justin 1634

Jackson, Mich., 325 N. Hibbard; Robert Brotherson, Mgr.; Tel: 2-9654

Kansas City 6, Mo., 3760 Broadway; James P. Kay, Mgr.; Tel: Logan 7640

Los Angeles 15, 1189 S. Broadway; W. C. Hitt, Mgr.; Tel: Prospect 2105

Minneapolis 15, 712 Portland Ave.; Merrill K. Franklin, Mgr.; Tel: Geneva 1805

St. Louis 1, Arcade Bldg.; Jules W. Beneke, Mgr.; Tel: Central 1677

Seattle 1, 2321 Second Ave.; James J. Backer, Mgr.; Tel: Main 8811

Products: AM, FM TV: Capacitors (electrolytic, paper, mica, ceramic)

Allied Radio Corp. (Broadcast Division)

Chicago 44, 833 W. Jackson Blvd.; Chet Wharfield, Mgr.; Tel: Haymarket 1-6800

Products: Broadcast station equipment and supplies for immediate shipment. Audio equipment, amplifiers, condensers, C.A.A. approved tower light control. Daven attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pickups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment test equipment, transformers, transcription players

Allied Record Mfg. Co.

Hollywood 38, 1041 N. Las Palmas; D. K. Broadhead, Mgr.; Tel: Hollywood 9-5107

Washington 5, D. C., 1121 Vermont Ave. N.W.; Jack Wegner, Mgr.; Tel: Lincoln 3-2705

Products: Transcriptions

Allied Recording Products Co.

Long Island City 1, N. Y., 21-09 43rd Ave.; Murray Lehrer, Mgr.; Tel: Stillwell 4-2318

Products: Recording blanks and machines

Altec Lansing Corp.

Beverly Hills, Calif., 9356 Santa Monica Blvd.; E. F. Grigsby, Mgr.; Tel: Crestview 5-5101

Chicago 5, 608 S. Dearborn St.; R. Hilton, Mgr.; Tel: Wabash 2-6644

Cincinnati 2, 525 Walnut St.; M. G. Thomas, Mgr.; Tel: Garfield 2165

New York 13, 161 6th Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3836

Products: Radio tuners, amplifiers, speakers, transformers, microphones

American Microphone Co.

Pasadena 1, 370 S. Fair Oaks Ave.; F. A. Yarbrough, Mgr.; Tel: Ryan 1-7444

Products: Microphones, phonograph pickups

Amperex Electronic Corp.

New York, 25 Washington St.; Sam Norris, Mgr.; Tel: Main 5-2050

Products: Transmitting and rectifying tubes

Amperite Company, Inc.

New York 12, 561 Broadway; S. Ruttenberg, Mgr.; Tel: Canal 6-1446

Products: FM: Microphones (ribbon, dynamics). TV: Same plus ballast and delay relay tubes


(Continued on page 486)

BROADCASTING • Telecasting



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**OF ALL AM-FM-TV
BROADCASTERS USE
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*The considered judgment of the
entire industry is a safe guide.
It will pay you, too, to specify
Andrew Transmission Lines
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World's Largest Antenna Equipment Specialists

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ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.



TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 484)

Ampex Electric Corp.

San Carlos, Calif., 1155 Howard St.; E. G. Swanson, Mgr.; Tel: Lytell 3-3128
 Products: High fidelity magnetic tape recorders

Andrew Corporation

Chicago 19, 383 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400
 Bergenfield, N. J., 18A Georgian Court; Karl Sterne, Mgr.; Tel: Dumont 4-5688

Products: Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters. FM: Coaxial transmission line and accessories; folded quadrupole antenna; dry air pumps. TV: Same plus receiving antenna

The Astatic Corp.

Conneaut, Ohio; Harbor & Jackson Sts.; W. J. Doyle, Mgr.; Tel: 12-656
 Cleveland (Export), 4900 Euclid Ave.; C. O. Brandes, Mgr.; Tel: Henderson 0414
 Toronto, 2271-73 Danforth Ave.; L. D. Cahoon, Mgr.; Tel: Oxford 1127

Products: Crystal, ceramic and magnetic pickups and cartridges; crystal, magnetic recording heads; crystal, dynamic and ceramic microphones. FM: Same plus signal booster for receivers. TV: Same

Audio Devices, Inc.

New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973
 Hollywood 38, 844 Seward St.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902

Products: Recording discs, recording and playback points, magnetic recording tape

The Audio-Master Co.

New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881

Products: Portable transcription players, tape recorders, recording tape, microphones

Audio & Video Products Corporation

New York 19, 1650 Broadway; Russell O. Hudson, Mgr.; Tel: Plaza 7-0780

Products: Magnetic tape recorders, tape splicers, recording tape, speakers, amplifiers, microphones, telemetering and vibration recording equipment. Complete sound and recording installations

Aurex Corporation

Chicago 10, 1117 N. Franklin St.; W. H. Huth, Mgr.; Tel: Whitehall 4-1117
 Products: Magnetic recorders

BDN Steel Erecting Co.

Chicago 2, 82 W. Wash. St.; A. A. Belda, Mgr.; Tel: Financial 6-3496
 Products: Complete erection of towers and antennas and maintenance

Bell & Howell Company

Chicago 45, 7100 McCormick Rd.; A. H. Bolt, Mgr.; Tel: Ambassador 2-1600
 Hollywood 38, 716 N. LaBrea Ave.; H. W. Remerscheid, Mgr.; Tel: Wyoming 3133
 New York 20, 30 Rockefeller Plaza; W. A. Moen, Mgr.; Tel: Circle 5-5800

Products: 16mm cameras and silent and sound projectors, related equipment

Berndt-Bach, Inc. (Auricon Division)

Los Angeles 36, 7365 Beverly Blvd.; A. N. Brown, Mgr.; Tel: York 8294, Webster 6963

Products: TV: Motion picture cameras and recorders for producing 16mm sound-on-film talking pictures, up to 33 minutes continuously, for television rebroadcast

Blaw-Knox Division (Blaw-Knox Company)

Pittsburgh 22, Farmers Bank Bldg.; E. J. Staubitz, Mgr.; Tel: Sterling 1-2700
 Birmingham 3, Brown-Marx Bldg.; William E. Ballet, Mgr.; Tel: 5-47661
 Chicago 3, Peoples Gas Bldg.; J. C. McQuide, Mgr.; Tel: Harrison 7-7633
 New York 17, 342 Madison Ave.; T. M. Avery, Mgr.; Tel: Vanderbilt 6-0861
 Philadelphia 3, 1617 Pa. Blvd.; W. F. Simmons, Mgr.; Tel: Rittenhouse 6-1681
 Washington 5, D. C., Wire Bldg.; Marvin Marcus, Mgr.; Tel: Republic 3142

Products: AM: Vertical radiators. FM: Supporting antenna towers. TV facsimile: Same

Bliley Electric Co.

Erie, Pa., Union Station Bldg.; G. E. Wright, Mgr.; Tel: 22-287

Products: Quartz crystals and temperature controlled ovens



Significant advances have been made during the past year in the art of magnetic tape recording. No machine has contributed more to this progress than the Ampex Model 300, which along with its established reputation in the audio field has now become the world leader in applications for scientific research. Available with multi-channel heads for specific applications.

MODEL 300



Award Winner



Highest Achievement in INTEGRATED DESIGN

Ampex Model 300 is outstanding in mechanical and electronic quality... so much so that it received the highest award in the 12th Annual Electrical Manufacturing Products Design Competition. Ampex magnetic head design provides the sharpest attainable definition over widest frequency range at all speeds. Mechanically and electronically Ampex Model 300 is unsurpassed.

MODEL 302—A 40,000 cps magnetic tape recording miracle. Up to 14 channels simultaneously.

Greatest Portable of them all...!



MODEL 400

Incredible 15,000 cps performance at 7 1/2 inches per second... HALF TRACK! This unrivaled portable records and reproduces the full audible spectrum with supreme fidelity... not one in a hundred listeners can distinguish its precise playback from the original program. Model 400 is truly the miracle performer of magnetic tape recorders. Available with full track heads when desired. Ask for complete specifications.

AN HOUR'S PERFORMANCE on a QUARTER HOUR'S TAPE!

STANDARD OF THE GREAT RADIO SHOWS...

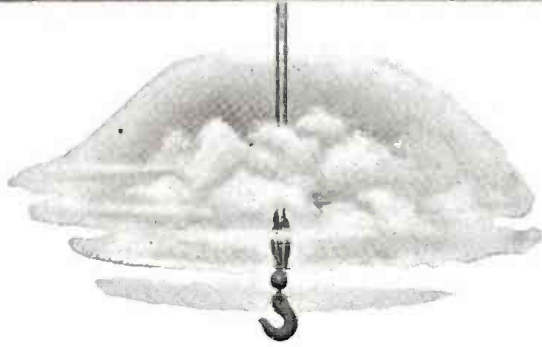
AMPEX

MAGNETIC TAPE RECORDERS

AMPEX ELECTRIC CORPORATION
 San Carlos, California

• Ampex Distributors in Principal Cities... write for name of one nearest you.

Complete Specifications on Request



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TO A
"SKY-HOOK!"**

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

**BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY**

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PITTSBURGH 22, PA.



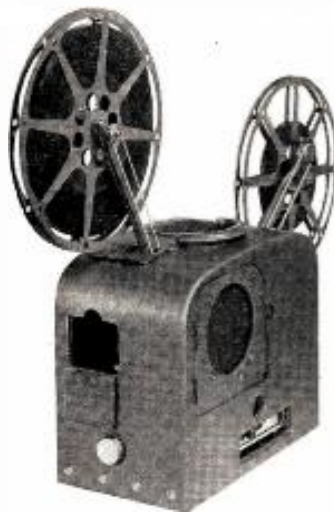
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ANTENNA
TOWERS**

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70-DE Camera



The 16mm camera favored by leading TV stations for spot news and full releases. Three-lens turret head with matching positive viewfinders, seven operating speeds including slow motion, critical focuser, rewind knob and hand crank. Many other features. Film movement matches that of the Filmosound to give you brilliant, steady pictures.



One-Case Filmosound Sound Projector

First choice of TV experts for previewing film before broadcasting... and for showing film to clients. Projects 16mm film—sound or silent—with a perfection that's made it No. 1 choice among experienced users. Light, compact, easy to carry and operate. With six-inch built-in speaker. Larger separate speakers available for audiences up to auditorium size.

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Complete catalogue of fine Bell & Howell TV equipment and how you can use it to improve your TV services! Write for it today!

You buy for a lifetime when you buy

Bell & Howell

7111 McCormick Road, Chicago 45, Ill.

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 486)

Bodde Screen & Projector Company

Los Angeles 34, 9130 Exposition Dr.; B. M. Bodde, Jr., Mgr.; Tel: Texas 03277 and 02812

Products: TV—High intensity slide projectors for studio backgrounds; translucent background screens for black and white or color

Browning Laboratories, Inc.

Winchester, Mass., 750 Main St.; R. L. Purrington, Mgr.; Tel: Winchester 6-2121, 6-2850-51

Products: AM-FM tuners, electronic test equipment

Callfone Corp.

Hollywood 38, 1041 N. Sycamore Ave.; Robert G. Metzner, Mgr.; Tel: Hudson 2-2353

Products: Portable transcription players

Cambridge Thermionic Corp.

Cambridge 38, Mass., 445 Concord Ave.; Mary G. McGillen, Mgr.; Tel: Trowbridge 6-2800

Products: Electronic components and hardware, lugs, terminal boards, RF coils and chokes, insulated standoffs, etc. Frequency check service

Camera Equipment Co.

New York 19, 1600 Broadway; Eugene H. Levy, Mgr.; Tel: Circle 6-5080-1

Products: Balanced TV head and base, dolly, lens mounts, special equipment

Canadian Marconi Co.

Montreal, 2440 Trenton Ave.; C. E. Tremblay, Mgr.; Tel: Atlantic 9441

Halifax, Nova Scotia, 578 Barrington St.; D. J. Murphy, Mgr.; Tel: 3-1325

St. John's, Nfld., 3 Prescott St.; W. A. Brown, Mgr.; Tel: 881

Toronto, Ontario, 861 Bay St.; S. Slinger, Mgr.; Tel: Midway 0976

Vancouver, B. C., 550 Burrard St.; L. S. Hawkins, Mgr.; Tel: Marine 0464

Winnipeg, Man., 149 Portage Ave.; W. F. Souch, Mgr.; Tel: 9-7255

Products: AM: Transmitters, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. FM: Turnstile antennas, transmitters. TV: Transmitters, cameras, studio equipment. Facsimile: Transmitters, recorders

Clarkstan Corp.

Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 96129

Products: Audio sweep frequency generators (AM & FM) and transcriptions; test films and records; wide range reproducers, tone arms, equalizers, audio transformers, needle force gauges, recording styli

Clarostat Manufacturing Co., Inc.

Dover, N. H., 225 Washington St.; I. Y. Youngblood, Mgr.; Tel: Dover 975

Products: Electronic equipment for sound system controls. FM, TV: Same

Classophone, Inc.

Long Island City 1, N. Y., 35-05 36th St.; A. Spector, Mgr.; Tel: Ravenswood 8-5900

New York, 30 Rockefeller Plaza; Max Sherover, Mgr.; Tel: Circle 7-0830

Products: Phonograph record holders

Clebar Watch Agency

New York 17, 551 Fifth Ave.; Edward Trauner, Mgr.; Tel: Murray Hill 2-6895

Products: Stop watches, timers, chronographs

Collins Radio Co.

Cedar Rapids, 855 35th St., N.E.; R. H. Hollister, Mgr.; Tel: 3-0281

Burbank, Calif., 2700 W. Olive Ave.; Carl W. Service, Mgr.; Tel: Charleston 0-7117

Dallas, 1330 N. Industrial Blvd.; T. B. Moseley, Mgr.; Tel: Sterling 2408

Daytona Beach, 417 Rosalyn Ave.; F. A. Scott, Mgr.; Tel: 4583

Knoxville, Dogwood Rd., Fountain City; J. F. Stanbery, Mgr.; Tel: 6-4378

New York 18, 11 W. 42nd St.; W. J. Barkley, Mgr.; Tel: Longacre 4-3930-1-2-3

Products: AM—Complete stations: 250 watt, 1, 5, 10 & 50 kw transmitters, studio consoles, monitoring, program and pre-amplifiers, specially designed studio installations, remote pickup amplifiers, antenna tuning units and tower lighting chokes. FM: Same plus 3, 25 kw transmitters, 10 watt educational broadcast transmitters and accessories, antennas and accessories

Colortran Converter Co.

Hollywood 38, 7045 Romaine; Thomas E. Hunt, Mgr.; Tel: Hempstead 2326

Products: TV—lighting equipment; remote control dimmer equipment; mike boom

Commercial Radio-Sound Corp.

New York, 231 E. 47th St.; Arthur W. Schneider, Mgr.; Tel: Plaza 9-5100

Hartford 8, 673 Conn. Blvd.; William Braden, Mgr.; Tel: Hartford 8-6544

Newark 2, 1060 Broad St.; Miss L. Roth, Mgr.; Tel: Mitchell 3-8239

Products: Sound effects machines, speech input, rack and console wiring, audition equipment, jack cleaning tool. TV: Antenna distributing systems

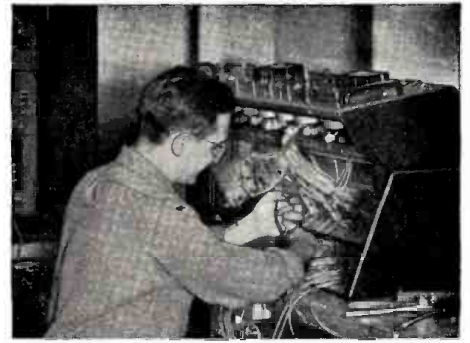
Consolidated Radio Products Co.

Chicago, 350 W. Erie St.; Harry Moskow, Mgr.; Tel: Delaware 7-6900

Products: AM, FM, TV receiver components

(Continued on page 490)

This is what it takes to make good broadcast equipment



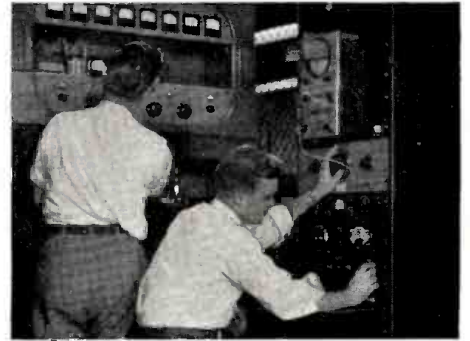
Console Assembly. Skilled workmanship that is assured by having experienced employees, trained to build equipment just one way—the best.



Welding aluminum by the inert arc method. Modern processes that save time and at the same time assure better construction. By these means savings are made and passed on in the form of high quality products.



Checking tolerances on production machined parts. Precision testing at every step of manufacturing to be sure each part meets specifications and will perform at top efficiency in the finished product.



Taking performance data on a 1 kilowatt broadcast transmitter. Final test of the completed product using the latest and best apparatus known. This assures the finest overall performance.

Collins Main Plant. A modern plant to provide the best working conditions and every technique of research, engineering and manufacturing related to the present skill and future refinement of broadcasting



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

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NEW YORK 18

2700 W. Olive Ave.
BURBANK

1330 N. Industrial Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

417 Rosalyn Ave.
DAYTONA BEACH

SUCCESSFUL

because they have the
Right Disc Recorders

THE LARGEST INDEPENDENT RECORDING STUDIO IN THE EAST SAYS: "We've been using Fairchild Disc Recorders exclusively for many successful years. They stand the test of continuous operation with high quality output. That's the international reputation of the work we turn out—high quality!"

Mr. C. L. Stewart, Business Manager,
Reeves Sound Studios



MERCURY RECORDS SAYS: "Reeves-Fairchild Thermo-Dynamic Margin Control represents an unbeatable combination... puts Mercury Records at the top in progressive recording techniques".

Mr. David Hall, Musical Director of Mercury Classics



With Fairchild's exclusive features, you too can be successful in the new markets for low noise LP, TV and Theatre film sound track recording.

The FAIRCHILD STUDIO RECORDER with pitch-variable-while-recording is shown on the right. No lead screws or gears to change. Continuous pitch change from 80 to over 500 lines per inch simply by rotating the convenient knob. This is the famous MARGIN CONTROL which puts up to 25% more recording time in the same space—without reducing top recording levels.

70 db dynamic range on disc is now made possible with the Fairchild THERMO-STYLUS and MARGIN CONTROL—"an unbeatable combination".



Unit 523

Fairchild Synchronous Disc Recorders



Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".

Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transcribed—extremely important at 33 1/3 rpm.

Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.

Microgroove and Standard Pitch recording can be done with any of the 3 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 539-K for the small budget studio, Unit 539-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recorders for standard and microgroove recording are made in 3 models, from \$715 (less cutter head and pickup).

**COMPLETE LINE OF
SOUND RECORDING
and PLAYBACK
EQUIPMENT**

154TH ST. AND 7TH AVE.

WHITESTONE, L. I., N. Y.

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 488)

Continental Electronics Mfg. Co.

Dallas, 4212-4220 Buckner Blvd.; W. M. Witty, Mgr.; Tel: Riverside 3611

Products: Antenna phasing and coupling equipment, transmitters

Cornish Wire Co., Inc.

New York 7, 15 Park Row; W. F. Osler, Jr., Mgr.; Tel: Barclay 7-5140

Products: Radio, TV hook-up wires, 300 ohm down lead

Cyl-Ray Antenna Corporation

Portland 13, Ore., 6100 N.E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303

Products: FM antennas

The Daven Company

Newark 4, 191 Central Ave.; Lewis Newman, Mgr.; Tel: Mitchell 2-6555

Products: Components: Variable fixed and tone compensating attenuators, attenuators with built-in cueing feature, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches, super precision wire-wound resistors, hermetically-sealed resistors. Test sets: Transmission measuring sets (rack type and portable), attenuation boxes, output meters, power output meters, volume level indicators, power level indicators, decade voltage dividers, program line equalizers, electronic frequency meters, decade resistance boxes, power supply ratio arm boxes and logarithmic resistor boxes, speech input equipment, noise and distortion meters. FM: RF fixed and variable attenuators, speech input equipment, noise and distortion meters. TV: Same plus complete line of step-type video attenuators; switches, special control and test equipment; camera switching units

Allen B. Dumont Laboratories, Inc. (TV Transmitter Div.)

Clifton, N. J., 1000 Main Ave.; James B. Tharpe, Mgr.; Tel: Mulberry 4-7400

Products: TV—Transmitters, image orthicon camera equipment, synchronizing generators, video switching and distribution equipment, film and projection equipment, video accessories, relays and antennas

Eastern Mike-Stand Co.

Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Chicago 51, 4444 W. Chicago Ave.; W. L. Holst, Mgr.; Tel: Humboldt 9-1961

Products: Microphone stands

Eldson Electronic Co.

Temple, Texas, 1802 N. Third St.; Merrill Eldson, Mgr.; Tel: 3901

Products: Quartz crystals, frequency measuring service

Eitel-McCullough, Inc.

San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212

Products: AM—Transmitting type triode, tetrode and pentode tubes; variable and fixed vacuum capacitors; high vacuum and gaseous types of rectifiers; air system tube sockets; heat dissipating connectors. FM: Same plus contact finger stock, power tubes for STL services. TV: Same plus cathode ray tubes

Electronic Service Corporation

Louisville 2, 121 S. 7th St.; S. A. Cisler, Mgr.; Tel: Clay 4150, 4811

Lincoln, Nebr., 3327 Starr St.; Howard A. Shuman, Mgr.; Tel: 8-5233

Products: Surplus electronic equipment

Electro-Voice, Inc.

Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: 1000

New York 16, 13 E. 40th St.; Jack E. Willson, Mgr.; Tel: Murray Hill 9-0200

Products: Dynamic microphones, crystal and ceramic phono-cartridges, loudspeakers, loudspeaker cabinets and components

The Elmor Company

Melbourne, Fla., P.O. Box 637; M. J. Stillman, Mgr.; Tel: Melbourne 538-W

Products: Stop watches, chronographs, timers

Emsco Derrick & Equipment Company

Houston, P.O. Box 1289; C. E. Norton, Jr., Mgr.; Tel: Milby 3361

Los Angeles, P. O. 2098; C. E. Norton, Jr., Mgr.

Products: Towers and antennas

Fairchild Recording Equipment Corporation

Whitestone, N. Y., 154 St. & 7th Ave.; Ray Crews, Mgr.; Tel: Independence 3-2100

Products: Sound recorders (disc and magnetic tape, cutterheads, transcription tables, dynamic pickups, unitized amplifier systems. FM: Same. TV: Synchronous tape recorder systems for film production, air monitor and direct playback from tape. Control track generator that makes most professional tape recorders suitable for synchronous recording

Federal Telecommunication Laboratories, Inc.

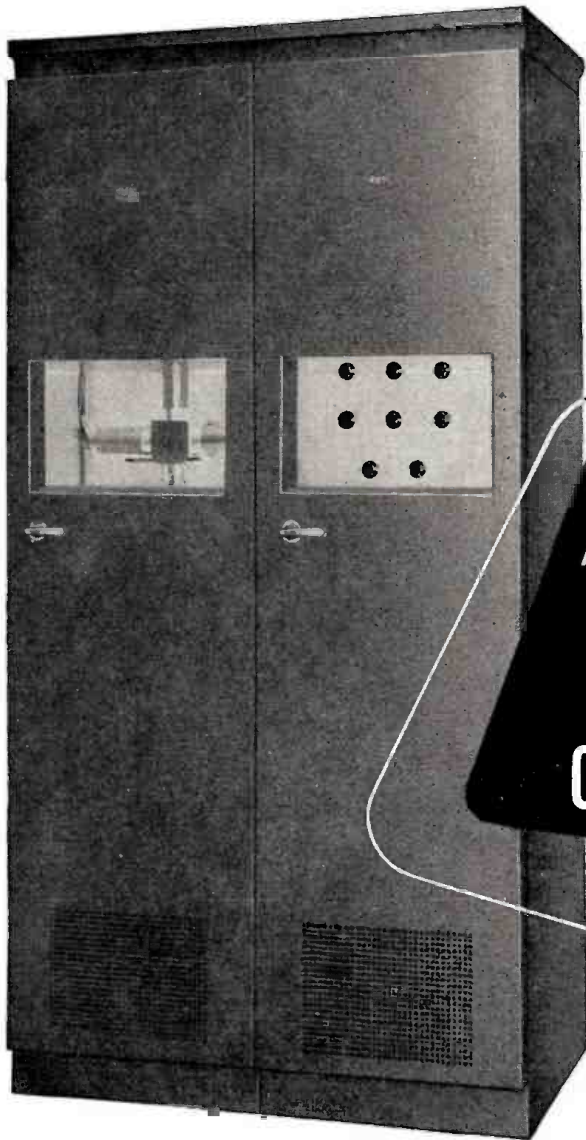
Nutley 10, N. J., 500 Washington Ave.; Trevor H. Clark, Mgr.; Tel: 2-3600

Chicago 49, 2919 E. 78th St.; R. P. Lamons, Mgr.; Tel: South Shore 8-7314

Washington 6, D. C., 1025 Conn. Ave. N.W.; E. J. Girard, Mgr.; Tel: Executive 1697

(Continued on page 494)

BROADCASTING • Telecasting



what about color TV?
what are you doing about it?

Du Mont Announces
the **UNIVERSAL
COLOR SCANNER**

**A SIGNAL SOURCE FOR ALL
TV COLOR SYSTEMS**

Operating on the principle of the flying spot scanner, the Du Mont Universal Color Scanner provides for the Broadcaster, Receiver Manufacturer, Development Laboratory — tri-color signals from any 35 mm. 2 x 2" color transparency. Available as outputs are an FCC approved field sequential video color signal and three simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot

sequential systems. Horizontal line frequencies may be set at 15.75 or 29.16 kc and vertical field rates at 60 or 144 fields per second (intermediate values may be specified as desired). This assures a flexible equipment embracing both present black and white standards as well as FCC approved color standards and adaptable for use with any of the other presently proposed color systems.

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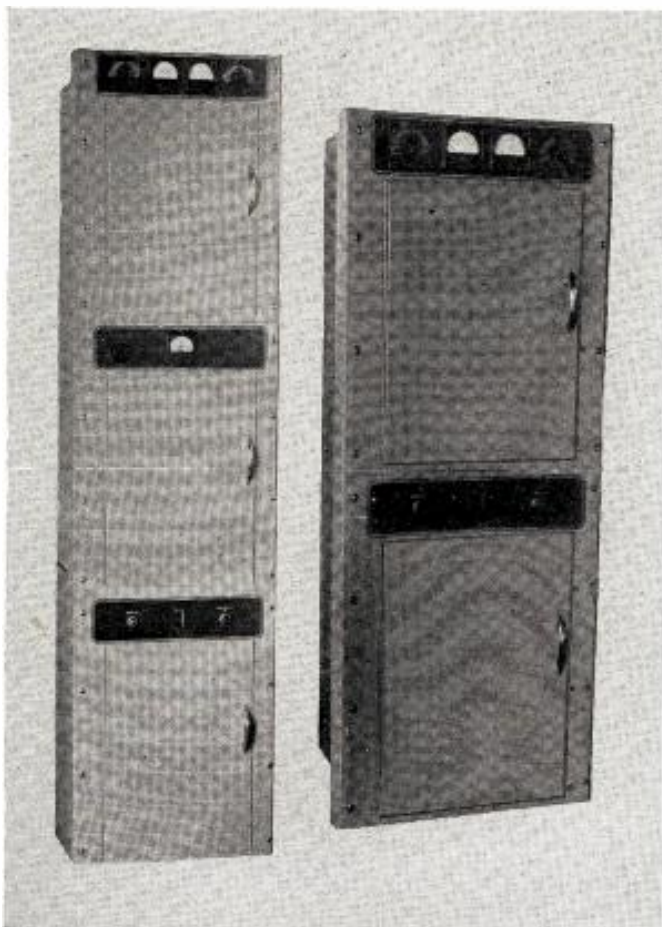
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CAMERAS
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MICROWAVE LINKS
SOUND CHANNEL EQUIPMENT



Television Radio Relay Link FTL-27A is a high quality microwave link used to transmit television programs. This equipment, which eliminates the need for wide band wire or cable circuits, can be rack mounted in fixed station studio-to-transmitter or inter-city relay applications, or can be mounted in carrying cases for field service.

The design of this equipment makes installation, operation, and maintenance simple and reliable. Conventional klystron transmitter and receiver circuits have been stabilized by crystal control. This increases reliability and simplifies set-up procedure. Tubes and components are readily accessible, all circuits are adequately metered, and generators of necessary test signals are self-contained. Thus a minimum of specialized training is required to operate and maintain the link.

Microwave operation permits the use of highly directive parabolic antennas and low power transmitters. Although program transmission is limited to "line-of-sight" distances for each hop, up to 10 repeaters can be used in tandem without introducing undue distortion or noise.

The FTL-38A Sound Channel Equipment provides facilities for the transmission of high fidelity sound simultaneously with video over television radio relay systems such as the FTL-27A or other radio relay systems eliminating the need for leased high quality telephone circuits. The unit is compact, lightweight, and readily lends itself to field pickup work.

Write for FTL television booklet.



Federal Telecommunication Laboratories, Inc.

500 Washington Avenue

Nutley 10, New Jersey



DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 490)

Products: TV: Antenna 12 gain, broadcast monitor, air monitor receiver, transmitters (high and low band), UHF radio relay link, sound channel equipment, transmitter console, flying spot scanner, mobile telecruiser, field and image orthicon cameras, studio control console, iconoscope film pickup unit, master control console, synch generator, distribution amplifier, power supply, terminal equipment, studio camera dolly and boom microphone

Federal Telephone & Radio Corp.

Clifton, N. J., 100 Kingsland Rd.; R. S. Perry, Mgr.; Tel: Nutley 2-0122
Washington 6, D. C., 1025 Conn. Ave., N.W.; E. J. Girard, Mgr.; Tel: Executive 1697

Products: Radio, TV equipment; transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment

Ferranti Electric, Inc.

New York 20, 30 Rockefeller Plaza; R. H. Davies, Mgr.; Tel: Circle 7-0911

Products: Transformers, chokes, reactors, filters

Furst Electronics

Chicago 6, 12 S. Jefferson St.; U. R. Furst, Mgr.; Tel: Financial 6-4165

Products: Regulated power supplies, wow meter, laboratory amplifier, custom-built laboratory instruments

Gates Radio Company

Quincy, Ill., 123 Hampshire St.; Fred O. Grimwood, Mgr.; Tel: 522
Houston, 2700 Polk Ave.; Wayne Marcy, Mgr.; Tel: Atwood 9056
New York 16 (export), 13 E. 40th St.; D. W. A. Pleasanton, Mgr.; Tel: Murray Hill 9-0200
Washington 4, D. C., 13th & E Sts., N.W.; Owen J. McReynolds, Mgr.; Tel: Metropolitan 0522

Products: Transmitters, speech equipment, turntables, recording equipment, microphones. FM: Transmitters, studio equipment, antennae, coaxial cable

General Electric Company

Syracuse, N. Y., Electronics Park; P. L. Chamberlain, Mgr.; Tel: Syracuse 6-4411
Atlanta, 187 Spring St., N.W.; J. M. Comer, Jr., Mgr.; Tel: Walnut 9767
Boston, 140 Federal St.; A. F. Wild, Mgr.; Tel: Hubbard 21800
Chicago, Merchandise Mart; N. J. Peterson, Mgr.; Tel: Whitehall 43915
Cincinnati, 215 W. 3rd St.; John Wall, Mgr.; Tel: Parkway 3431

Dallas, Normal Bldg.; J. H. Douglas, Mgr.; Tel: Prospect 74296
Houston, 4604 S. Main St.; H. W. Granberry, Mgr.; Tel: Justin 0657
Kansas City, Mo., 106 W. 14th St.; G. P. Foster, Mgr.; Tel: Victor 9745
Los Angeles, 530 W. Sixth St.; F. R. Walker, Mgr.; Tel: Trinity 3417
New York, 570 Lexington Ave.; H. L. Perdiue, Mgr.; Tel: Plaza 51311
Philadelphia, 1405 Locust St.; J. W. I. Cody, Jr., Mgr.; Tel: Pennypacker 59000
San Francisco, 235 Montgomery St.; C. T. Haist, Jr., Mgr.; Tel: Douglass 23740
Washington, D. C., 806 15th St., N.W.; R. J. Brown, Mgr.; Tel: Executive 3613

Products: FM and AM transmitters, receivers, antennas, frequency and modulation monitors, studio-transmitter relay equipment, speech input and test equipment, transmitting and receiving tubes, audio amplifiers, consolettes, cabinet racks, pickups. TV: Transmitters, receivers, antennas, studio transmitter and intercity relay equipment, field and studio cameras and control, master control, portable camera equipment, remote pickup trucks, test equipment. Facsimile: Receivers, transmitter

General Precision Laboratory, Inc.

Pleasantville, N. Y., 63 Bedford Rd.; E. A. Hungerford, Jr., Mgr.; Tel: 2-2000

Products: TV—Image orthicon field and studio chains, 16mm projectors, video recorders, automatic rapid processors for 16mm, photicon film and studio TV chains

General Radio Company

Cambridge 39, Mass., 275 Mass. Ave.; M. T. Smith, Mgr.; Tel: Trowbridge 6-4400
Chicago 5, 920 S. Mich. Ave.; K. Adams, Mgr.; Tel: Wabash 2-3820
Los Angeles 38, 1000 N. Seward St.; F. Ireland, Mgr.; Tel: Hollywood 9-6201
New York 6, 90 West St.; G. Ross, Mgr.; Tel: Worth 2-5837

Products: Frequency and modulation monitors, distortion meters; broadcast test equipment; vacuum tube voltmeters, audio-frequency oscillators, R-F bridges, sound-measuring equipment, variable auto-transformers

Graybar Electric Company, Inc.

New York 17, 420 Lexington Ave.; J. W. LaMarque, Mgr.; Tel: Lexington 2-4000
Atlanta 1, 333 North Ave., N.W.; E. W. Stone, Mgr.; Tel: Cypress 1751
Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel: Kenmore 6-4567
Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel: Canal 6-4100
Cincinnati 10, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel: Main 0600
Cleveland 14, 1010 Rockwell Ave.; W. S. Rockwell, Mgr.; Tel: Cherry 1-1360
Dallas 2, 400 S. Austin St.; C. C. Ross, Mgr.; Tel: Central 6454
Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500
Houston, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 8-4571

(Continued on page 496)

TOWER, MAST and ANTENNA SUPPORT *Headquarters*

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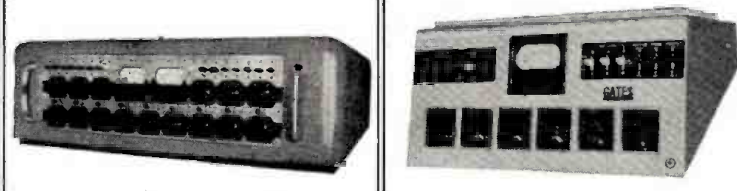
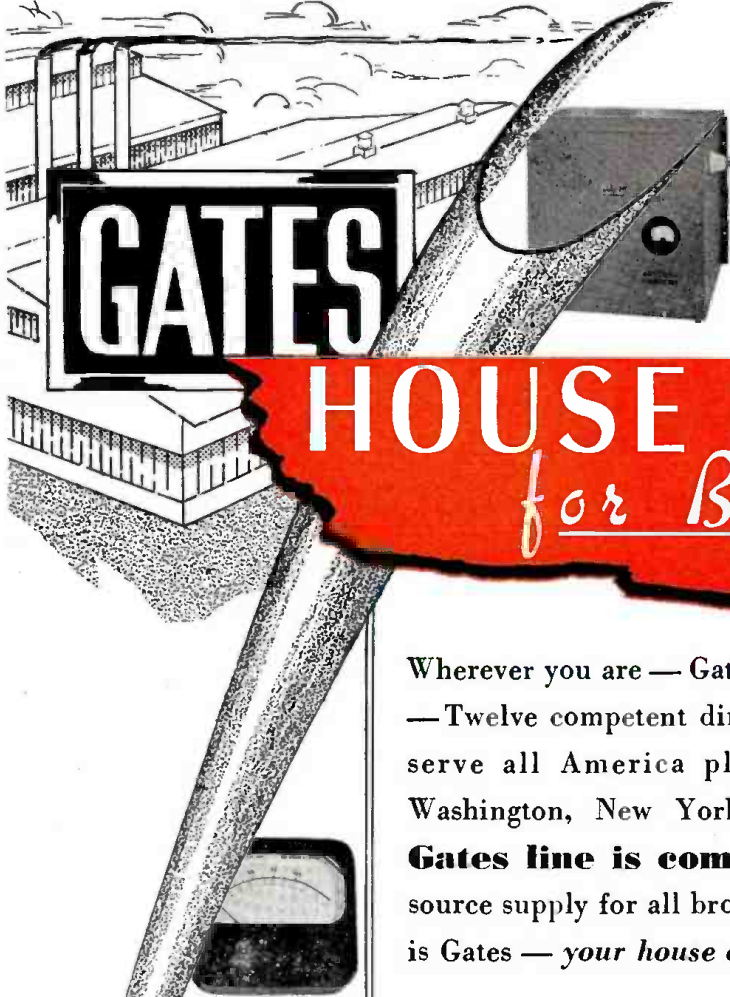
Write for literature on any desired type—or, better yet, outline your antenna support problem for recommendation by Trylon specialists.

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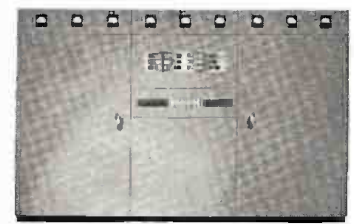
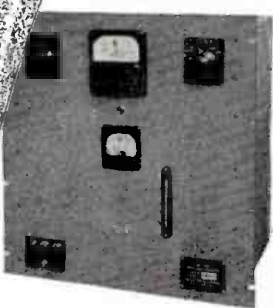
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| | Atlantic 9441 | Canadian Marconi Company |

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 494)

Jacksonville 1, 12th & Main St.; W. C. Winfree, Mgr.; Tel: Jacksonville 6-7611
 Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644
 Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel: Angelus 3-7282
 Minneapolis 15, 824 S. Fourth St.; W. G. Pree, Mgr.; Tel: Geneva 1621
 New York 14, 180 Varick St.; F. C. Sweeney, Mgr.; Tel: Watkins 4-3000
 Philadelphia 7, 910 Cherry St.; G. I. Jones, Mgr.; Tel: Walnut 2-5405
 Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel: Allegheny 1-4100
 Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, Mgr.; Tel: Richmond 7-3491
 San Francisco 3, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel: Market 1-5131
 Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel: Mutual 0123
 St. Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700

Products: AM—Transmitters, antennae, antenna towers, transmission line products, phase monitors, antenna phasing equipment, transmitter and studio measuring equipment, speech input equipment, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, meters, electron tubes, relays, keys, condensers, jacks, mountings, thermistors, varistors, sound measuring equipment, public utility radio-telephone equipment, motor generators, emergency power plants and associated apparatus, tape recorders and reproducers

Gray Research & Development Co., Inc.

Hartford 1, 16 Arbor St.; C. B. Hayes, Mgr.; Tel: 33-1271

Products: Arms, transcription, equalizers, TV optical projectors, accessories

Hallcrafters Co.

Chicago, 4401 W. 5th Ave.; William J. Halligan, Mgr.; Tel: VanBuren 6-6300

Products: AM—All-wave portable, communications receivers. FM: Same plus all-wave home high fidelity receiver. TV: Home receivers

Harvey Radio Co., Inc.

New York 18, 103 W. 43rd St., Roy Neusch, Mgr.; Tel: Luxemburg 2-1500

Products: Distributor of all types of electronic equipment

Hewlett-Packard Company

Palo Alto, Calif., 395 Page Mill Rd.; W. Noel Eldred, Mgr.; Tel: Davenport 2-4651

Products: AM—Test oscillators, distortion analyzers, vacuum tube voltmeters. FM: Audio signal generators, distortion analyzers, high frequency vacuum tube voltmeters, frequency and modulation monitors. TV: Test oscillators, video and aural monitors

Hogan Laboratories, Inc.

New York 14, 155 Perry St.; Elliott Crooks, Mgr.; Tel: Chelsea 2-7855

Products: Broadcast, commercial facsimile equipment, research and development in all fields and applications of facsimile

Houston-Fearless Corp.

Los Angeles 64, 11801 W. Olympic Blvd.; K. B. Elliott, Mgr.; Tel: Bradshaw 2-4331

Products: TV—Motion picture processing equipment; printers, camera crane and dollies, heads, tripods

Hughey & Phillips

Los Angeles 48, 326 N. LaCienega Blvd.; John Griffin, Mgr.; Tel: Bradshaw 2-3113

New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel: Murray Hill 7-1550
 San Francisco 5, 272 Fremont St.; William McWatters, Mgr.; Tel: Exbrook 2-4464
 Seattle 5, 602 W. 83rd St.; E. E. Stout, Mgr.; Tel: Kenwood 5717

Products: Tower lighting, complete kits, including 300 MM code beacons, obstruction lights, flashers, photo-electric controls, choke coils, etc.

Hytron Radio & Electronics Corp.

Salem, Mass., 76 Lafayette St.; John Q. Adams, Mgr.; Tel: Salem 2260

Chicago, 4000 W. North Ave.; G. M. Deters, Mgr.; Tel: Capitol 6500

New York 16, 432 Fourth Ave.; F. H. Garcelon, Mgr.; Tel: Murray Hill 4-4178-79

Products: Receiving, transmitting and special purpose tubes

Industrial Television, Inc.

Clifton, N. J., 359 Lexington Ave.; Robert J. Harrington, Mgr.; Tel: Gregory 3-0900

Products: TV: Remote control, home and commercial, self-contained home receivers

International Derrick & Equipment Co.

Columbus 8, Ohio, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123
 Torrance, Calif., 2410 Carson St.; W. L. Whiteman, Mgr.; Tel: Zenith 1406

Products: FM, TV & facsimile: Towers to support antenna

International Electronics Corporation

Dallas 1, 2422 Alamo St.; J. A. Frazier, Mgr.; Tel: Riverside 4488

Products: Speech input equipment, remote amplifiers

Jennings Radio Mfg. Co.

San Jose 8, Calif., 1098 E. William St.; Calvin K. Townsend, Mgr.; Tel: Cypress 2-4025

Products: For transmitters only—Variable vacuum capacitors, vacuum fixed capacitors, vacuum switches

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; Charles A. Hansen, Mgr.; Portsmouth 7-7600

Boston 8, 11 Beacon St.; Tim Coakley, Mgr. Tel: Capital 7-0050

Columbus, 150 E. Broad St.; William E. McFadden, Mgr.; Tel: Main 3363

Denver, 852 Broadway; Ronald G. Bowen, Mgr.; Tel: Acoma 5211

Ft. Wayne, 2528 Eade Ave.; J. M. Baxter, Mgr.; Tel: Anthony 58221

Kansas City, Mo., 34th & Broadway; J. O. Schmitz, Jr., Mgr.; Tel: Logan 9824

Los Angeles, 1148 S. Grand Ave.; George S. Tivy, Mgr.; Tel: Prospect 8806

Minneapolis 1, 256 First Ave., N.; Fred B. Hill, Mgr.; Tel: Main 8353

New York, 220 E. 23rd St.; Adolph Friedman, Mgr.; Tel: Lexington 2-6677

Oakland, Calif., 212 Ninth St.; Phil Belchamber, Mgr.; Tel: Glencourt 1-4460

Phoenix, P.O. Box 1587; H. George Sheffer, Mgr.; Tel: 2-4487

Rochester, N. Y., 295 Lake Ave.; William Richter, Mgr.; Tel: Glenwood 5624

St. Louis, 1218 Olive St.; Norman Kathrinus, Mgr.; Tel: Central 6300

Seattle, 2321 Second Ave.; James J. Backer, Mgr.; Tel: Main 8811

Silver Spring, Md., 8416 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd 4002

Products: Loudspeakers, cabinets, sound reproducing equipment, acoustical devices

Johns-Manville Sales Corporation

New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr.; Tel: Lexington 2-7600

Products: Acoustical materials

E. F. Johnson Co.

Waseca, Minn., 206 Second Ave., S.W.; M. W. Will, Mgr.; Tel: 990

Products: AM—Directional antenna equipment, antenna coupling units, phase sampling loops, isolation inductors, sampling and R.F. transformers, tower lighting filters, coaxial line and accessories, open wire line supports, phase monitor, R.F. filter networks, inductors, R.F. contactors, cabinets racks panels, air-gas-mica capacitors, R.F. chokes, insulators, tube sockets. FM: Iso-coupler for mounting antenna on top of AM antenna. Coaxial line and accessories. TV: Coaxial line and accessories

Langvin Manufacturing Corp.

New York 23, 37 W. 85th St.; Donald S. Morgan, Mgr.; Tel: Endicott 2-7200

Products: Audio amplifiers for broadcasting and sound systems—transformers, audio-power-filament reactors, audio-filter, crystal controlled FM receiver (station controlled)

Leach Relay Co.

Los Angeles 3, 5915 Avalon; J. L. Elliott, Mgr.; Tel: Adams 8221

Products: Relays, electric

(Continued on page 498)

BROADCASTING • Telecasting

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Single and double Obstruction Lights below

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.



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"PECA" Series Photo-Electric Control

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DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 496)

Lehigh Structural Steel Co.

New York, 17 Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424
Washington, D. C., 2539 Pa. Ave., N.W.; Mrs. Alva J. Myers, Mgr.; Tel: Dupont 3457

Products: AM: Towers-vertical radiators: FM, TV, facsimile: Supporting towers

Lewis & Kaufman, Inc.

Los Gatos, Calif., 90 El Rancho Ave.; Jack Kaufman, Mgr.; Tel: El Gato 4-3540

Products: Electron tubes

John E. Lingo & Son, Inc.

Camden 5, N. J., 2814 Buren Ave.; J. E. Lingo, Mgr.; Tel: Woodlawn 4-0487

Products: Tubular steel vertical radiators; VHF antennas and supporting towers. FM, TV: Antennas and supporting towers. Facsimile: Supporting poles

Machlett Laboratories, Inc.

Springdale, Conn., Hope St.; H. J. Hoffman, Mgr.; Tel: Stamford 4-5781

Products: Broadcast tubes

Magnecord, Inc.

Chicago 1, 360 N. Mich. Ave.; C. G. Barker, Mgr.; Tel: Andover 3-3737

Products: Magnetic tape and film recorders, reproducers

Magnetic Recorders Co.

Los Angeles 46, 7120 Melrose; A. W. Neely, Mgr.; Tel: Wyoming 9600

Products: Magnetic recorders

J. A. Maurer, Inc.

Long Island City 1, N. Y., 37-01 31st St.; L. A. Root, Mgr.; Tel: Stillwell 4-4600
Los Angeles 35, 850 S. Robertson Blvd.; Aaron H. Lipman, Mgr.; Tel: Bradshaw 2-4602

Products: 16 and 17½mm synchronous magnetic recording equipment

Measurements Corp.

Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Detroit, 7635 E. Jefferson; Anthony R. Satullo, Mgr.
Fort Worth, P. O. Box 4178, Stockyards Station; Dave Rumph, Mgr.
Hollywood, 1436 N. Serrano Ave.; J. C. van Groos, Mgr.

Products: Standard signal, pulse, square wave generators; vacuum tube volt-meters, UHF field strength, megacycle, megohm, intermodulation meters; LCR bridges, crystal calibrators

Meletron Corp.

Los Angeles 38, 950 N. Highland Ave.; George A. Starbird, Mgr.; Tel: Hempstead 4841

Products: FM, TV, facsimile—Microphone booms and stand. TV hydraulic mike boom

Merit Coil & Transformer Corp.

Chicago 40, 4427 N. Clark St.; W. J. Barron, Mgr.; Tel: Longbeach 1-6311

Products: Transformers

Miles Reproducer Company, Inc.

New York 3, 812 Broadway; J. M. Kuhlík, Mgr.; Tel: Spring 7-7670-1

Products: TV—Sound recording units, battery and AC operated, portable and pocket sizes candid mike recorders

Mirror Record Corp.

Bayside, N. Y., 40-25 206th St.; P. K. Trautwein, Mgr.; Tel: Bayside 9-5656

Products: FM—Wire recorder

Mole-Richardson Co.

Hollywood 38, 937 N. Sycamore Ave.; E. C. Palmer, Mgr.; Tel: Hillside 8305
London, N. W. 10, England, Chase Rd.; C. G. Heys Hallett, Mgr.
Rome, Italy, Via dell' Arco di Travertino 57; C. V. Jarratt, Mgr.

Products: Special TV lighting equipment

(Continued on page 500)

Revere

16mm Sound Projector...Magnetic Tape Recorder

Preferred by Radio and Television Studios because they're
DEPENDABLE . . . ECONOMICAL . . . COMPACT . . . EASY TO OPERATE



16mm Sound Projector

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Magnetic Tape Recorder

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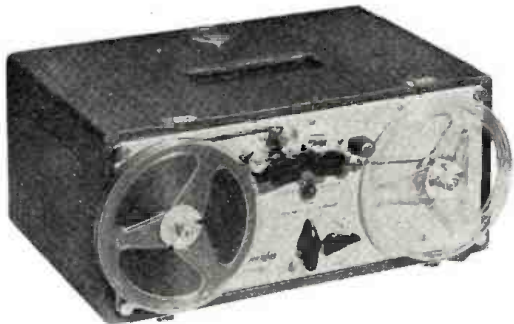


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Frequency response: 50-15 kc \pm 2db. Signal-noise ratio: 50 db. Harmonic distortion less than 2%. Records at 7½ and 15 inches/sec. Recorder and amplifier in really portable cases — may be rack mounted. Meets N.A.B. standards. Three speeds or dual track heads available, if preferred.

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The world's most widely used professional tape recorders, Magnecord equipment offers more flexibility, fidelity and features at lower cost to you. Single microphone, multi-channel or special-rack type amplifiers are available for every purpose. For the finest in professional recording, see Magnecord first.

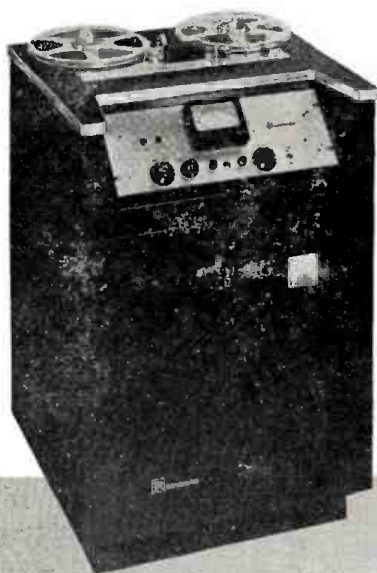


**PT63 SERIES
MONITOR DIRECT
FROM THE TAPE**

Same fine features, fidelity, and flexibility as PT6 Series, but with three separate heads — erase, record, and playback for monitoring from tape. PT63-J amplifier has separate playback and recording amplifiers plus 10-watt audio which also drives external speaker. Three speeds, dual track heads available if preferred.

*Convert
Your PT6-A
to Monitor
From Tape*

Conversion Kit 101 includes three-head unit, monitor amplifier, and power supply to modernize your present PT6-A. Head unit plugs into receptacles on present PT6 two-head unit.



**PT7 SERIES
FOR PORTABLE,
RACK OR CONSOLE**

Accommodates 10½" N.A.B. reels on all models. Three heads — erase, record, playback for monitoring from tape — in single housing, yet separately alignable, replaceable. New positive drive. Two-speed hysteresis synchronous motor for 7½" or 15" tape speed. Pushbutton controls can be remotely operated. Three-channel portable amplifier has high-level mixing.

Write Dept. YB-1 for latest specifications and prices.



Magnecord, INC.

360 North Michigan Avenue, Chicago 1, Illinois

USED BY MORE ENGINEERS THAN ALL OTHER PROFESSIONAL RECORDERS COMBINED

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 498)

Mycalex Corporation of America

New York 20, 30 Rockefeller Plaza; Jerome Taishoff, Mgr.; Tel: Columbus 5-5989
 Products: Mycalex 7 pin and 9 pin and sub-miniature tube sockets

National Union Radio Corp.

Orange, N. J., 350 Scotland Rd.; V. K. Ulrich, Mgr.; Tel: Orange 2-6600
 Chicago 18, 2800 N. Milwaukee Ave.; K. C. Meinken, Jr., Mgr.; Tel: Dickens 2-4260
 Los Angeles 15, 1517 W. Pico Blvd.; J. W. Marsh, Mgr.; Tel: Dunkirk 9-1204
 Products: Electronic, radio and cathode ray tubes

Newcomb Audio Products Company

Hollywood 38, 6824 Lexington Ave.; Robert Newcomb, Mgr.; Tel: Hollywood 9-5381
 Products: Amplifiers, phonograph, P.A., musical inst., recording, wired music, power-transcription players; phonograph scratch filters; special matching transformers; sound systems; preamplifiers; radios

North American Philips Co., Inc.

New York 17, 100 E. 42nd St.; N. A. Woodford, Mgr.; Tel: Lexington 2-0900
 Products: TV—Home, commercial receivers, projector units, systems; cathode ray tubes

Otto K. Olesen Co.

Hollywood 28, 1534 Cahuenga Blvd.; Noble G. Gowing, Mgr.; Tel: Gladstone 5194

Products: AM—Consoles, speakers, amplifiers, sound system assemblies. TV—All types incandescent, fluorescent, mercury lighting equipment, controls and parts. Slide projectors

D. W. Onan & Sons, Inc.

Minneapolis 14, University Avenue, S. E. at 25th; Hiram Hascall, Mgr.; Tel: Main 1155
 Products: Gasoline engine driven battery chargers and electric generating plants

ORRadio Industries, Inc.

Opelika, Ala., 211 S. 8th St.; J. Herbert Orr, Mgr.; Tel: 444
 Products: Magnetic sound recording tape, accessories

Permoflux Corp.

Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, Mgr.; Tel: Berkshire 7-3200
 Glendale 5, Calif., 236 S. Verdugo Rd.; John Mutschler, Mgr.; Tel: Citrus 2-1811
 Products: Public address loud speakers; headsets—earphones, ear cushions; microphones; speaker baffles

Phonograph Needle Mfg. Co., Inc.

Providence 5, R. I., 42-46 Dudley St.; J. H. Moody, Mgr.; Tel: Gaspee 1-5032
 Products: 100% shadowgraphed special reproducing and disc needles for records, transcriptions; kit for radio repair, maintenance. Facsimile: Screw machine parts

(Continued on page 502)

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 "655" thru the
 Studio-Test

- Test it for lows!
- Test it for highs!
- Test it for fidelity!
- Test it for voice!
- Test it for music!
- Test it for versatility!
- Test it for ruggedness!
- Test it for "non-pop"!
- Test it for convenience!
- Test it indoors, outdoors!



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 PHONO PICKUPS • TV BOOSTERS



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Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acoustalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • 1/2" or 5/8"-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. Write today for further facts! Model 655. Price... \$200

Send for Catalog No. 110

Electro-Voice



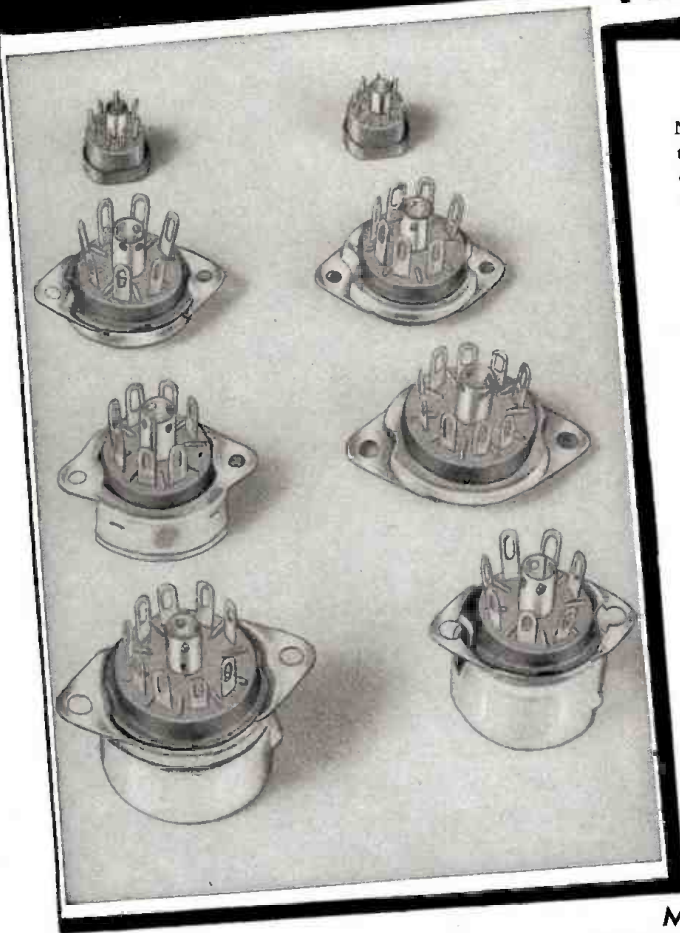
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PRICED COMPETITIVELY**



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MYCALEX miniature tube sockets are injection mounded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

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Mycalex Tube Socket Corporation

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Plant and General Offices: Clifton, N. J.

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 500)

Pickering & Co., Inc.

Oceanside, N. Y., 309 Woods Ave.; Walter O. Stanton, Mgr.; Tel: Rockville Centre 6-1066-67-0442-0529

Products: Phonograph components: pickup arms and cartridges, equalizers, equalizer-amplifiers, preamplifiers, record compensators, loudspeakers

Pioneer Scientific Corporation

New York 12, 295 Lafayette St.; Hunter L. Delatour, Jr., Mgr.; Tel: Worth 4-0144

Products: Polaroid TV filter

Polarad Electronics Corporation

Brooklyn 11, N. Y., 100 Metropolitan Ave.; Leo Gross, Mgr.; Tel: Stagg 2-3464

Products: TV—Studio equipment, cameras, monitors, test and measuring equipment, synchronizing generators, monoscopes, radio cue system, oscilloscope

Precision Piezo Service

Baton Rouge 10, 427 Mayflower St.; C. E. Pearce, Mgr.; Tel: 2-5359

Products: Quartz crystals, holders and ovens

Press Wireless Mfg. Co., Inc.

Hicksville, N. Y., Cantiague Road; J. Harvey McCoy, Mgr.; Tel: Fieldstone 7-2330

Products: AM—High frequency broadcast transmitters—500 watts to 100 kw. Line and compressor amplifiers, modulators, terminal equipment. Facsimile: Page transmitters and recorders, linear modulators and demodulators, transmitter adaptors, receiving systems (radio)

Presto Recording Corp.

Hackensack, N. J., P. O. Box 500; Thomas B. Aldrich, Mgr.; Tel: Diamond 3-5700
Boston, Statler Office Bldg.; J. F. Thacher, Mgr.; Tel: Liberty 3769

Buffalo, Ellcott Sq. Bldg.; Robert W. Mitscher, Mgr.; Tel: Garrison 2-0238

Clayton, Mo., 139 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723

Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1565

Dallas, 5505 N. Ervay St.; J. Earl Smith, Mgr.; Tel: C-2966

Detroit, 14376 Woodmont Rd.; Art Adams, Mgr.; Tel: Vermont 8-1344

Evanston, Ill., 720 Main St.; Warren Cozzens, Mgr.; Tel: Davis 8-4800

Kansas City, Mo., 1531 Grand Ave.; C. E. Terry, Mgr.; Tel: Victor 4631

Los Angeles, 3757 Wilshire Blvd.; Lee Owens, Mgr.; Tel: Dunkirk 2-2301

Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762

Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd 4003

Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers, equalizers, blank recording discs

Producers Service Co.

Burbank, Calif., 2815 W. Olive Ave.; Edward Furer, Mgr.; Tel: Charleston 6-2158, Stanley 73144

Products: TV—Animation, special effects equipment. Facsimile: Kinescope camera

QRK Electronic Products

Fresno 4, Calif., 445 N. Circle Dr.; Bert Williamson, Mgr.; Tel: Fresno 7-1423

Products: Transcription turntables, custom audio equipment, antenna coupling and phasing equipment

Racon Electric Co., Inc.

New York 3, 52 E. 19th St.; Edward Maged, Mgr.; Tel: Algonquin 4-1760

Products: Horns, driver units, marine speakers, microphone stands

Radex Corporation

Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900

Products: Colls, blowers, audio oscillator, impedance matching bridge

Radio Corp. of America (RCA Victor Div., Engineering Products Dept., Broadcast Equipment Section)

Camden, N. J., Front & Cooper Sts.; A. R. Hopkins, Mgr.; Tel: Woodlawn 3-8000

Atlanta, Forsythe Bldg.; E. D. Eades, Mgr.; Tel: Walnut 5946

Chicago 11, 666 N. Lake Shore Dr.; H. A. Renholm, Mgr.; Tel: Delaware 0700

Cleveland 15, Keith Bldg.; L. E. Swanson, Mgr.; Tel: Cherry 3450

Dallas 1, 1907-11 McKinney Ave.; J. W. Cocke, Mgr.; Tel: Riverside 1371

Hollywood 28, 1560 N. Vine St.; H. R. Maag, Mgr.; Tel: Hollywood 2154

New York 20, 36 W. 49th St.; J. R. Little, Mgr.; Tel: Circle 6-4030

Wash. 6, D. C., 1625 K St., N. W.; F. H. Engel, Mgr.; Tel: District 1260

Products: AM, FM transmitters, antennas and transmission lines, phasing equipment, audio equipment. TV—Transmitters, studio equipment, field and relay equipment, antennas and associated equipment, test and measuring equipment

RCA Victor Company, Ltd.

Montreal 30, 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551

Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241

Calgary, Alta., 523 8th Ave.; E. Large, Mgr.; Tel: M-3928

Winnipeg, Man., 168 Market St.; E. P. Burns, Mgr.; Tel: 97-201

Toronto, Ont., 1170 Yonge St.; L. W. Boothe, Mgr.; Tel: Medway 5421

Montreal, Que., 976 Lacasse St.; A. Bayard, Mgr.; Tel: Wellington 7551

Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186

Products: Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders, receivers, TV transmitters

Radio Electronic Supply Co.

Detroit 1, 1112 W. Warren Ave.; V. A. Wilton, Mgr.; Tel: Temple 2-5611
Grand Rapids, 443 S. Division; D. Landon, Mgr.

Products: Microphones, tubes, recording equipment, test instruments, complete stock of maintenance parts

Radio Engineering Labs., Inc.

Long Island City 1, N. Y., 36-40 37th St.; Frank A. Gunther, Mgr.; Tel: Stillwell 6-2101

Products: FM broadcasting transmitter, 250 watts to 50 kw; antennas-paraboloid, corner reflector, YAGI, 50 mc. to 2000 mc.; speech input equipment; monitors; receivers; FM studio-to-transmitter link (STL) equipment; quad-line amplifiers; serrasoid modulators; custom build high quality audio equipment; 10 watt FM educational transmitter; broadcast mobile transmitter link (MTL) equipment; point-to-point multiplex communications systems; broadcast music store receiver; bus receivers

Rangertone, Inc.

Newark 4, N. J., 73 Winthrop St.; Sam L. Ackerman; Tel: Humboldt 5-2550

Products: High fidelity magnetic tape recorders—telemetry recorders, synchronous recorders for motion picture use—magnetic heads

Raytheon Manufacturing Company

Waltham 54, Mass.; L. A. Rooney, Mgr.; Tel: Waltham 5-5860

Aberdeen, Wash., 521 N. B St.; Edward E. Stout, Mgr.; Tel: Aberdeen, Wash.

Chattanooga, Signal Mountain; W. B. Taylor, Mgr.; Tel: 88-2487

Dallas 8, 414 East 10th St.; Howard D. Crissey, Mgr.; Tel: Yale 2-1904

Evanston, Ill., 720 Main St.; Warren B. Cozzens, Mgr.; Tel: Davis 8-4800

San Francisco 49, California; E. J. Rome, Mgr.; Tel: Sutter 1-0475

Washington, D. C., Munsey Bldg.; W. A. Eaton, Mgr.; Tel: Republic 5897

Wilmington, Calif., 404 N. Avalon. P. O. Box 425; J. L. Lovett, Mgr.; Tel: Terminal 4-8575

Products: AM, FM TV transmitters and accessories, tubes, TV microwave relay equipment, communications microwave equipment, TV camera equipment, FM antennas, antenna phasing and coupling, transmission line accessories, speech input equipment, amplifiers-audio and video equipment, engineering services, custom-built transmitting and studio equipment

Recorders Lab., Inc.

Hollywood 38, 5916 Santa Monica Blvd.; R. L. Burgess, Mgr.; Tel: Hudson 2-1251

Products: Electrical transcriptions and phonograph records

Recoton Corporation

New York 10, 251 Fourth Ave.; Herbert H. Borchardt, Mgr.

Products: Magnetic recording tape, recording blanks, cutting styli, playback needles

Reeves Soundcraft Corp.

New York 22, 10 E. 52nd St.; Edward Schmidt, Mgr.; Tel: Plaza 9-2644

Products: AM—Transcription blank records, constant output recording tape and styli. FM—Transformers. TV—Full width coated magnetic film; large projection-TV; striped magnetic film for TV and motion pictures; picture tubes

Rek-O-Kut Co., Inc.

Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, Mgr.; Tel: Stillwell 4-7062

Products: Phonographs, turntables, overhead recording mechanism, recorders, accessories

Revere Camera Co.

Chicago 16, 320 E. 21st St.; Col. L. A. Boening, Mgr.; Tel: Calumet 5-7900

Products: Projectors, cameras, tape recorders

Ryder 16mm Services, Inc.

Hollywood 38, 1161 Vine St.; Barry Eddy, Mgr.; Tel: Hollywood 9-3511

Products: TV: Magnetic sound recording and editing equipment

Charles E. Schuler Eng. Co.

Newark, Box 631; Charles E. Schuler, Mgr.; Tel: 6624

Products: Self-supporting and guyed towers

Schumaker Construction Co.

Michigan City, Ind., E. Mich. St. & Warnke Rd.; K. F. Schumaker, Mgr.; Tel: 5700

Products: Tower and antenna erection

(Continued on page 504)



The most complete equipment data book in broadcasting

- Over 400 authoritative pages of up-to-the-minute specifications and application data.
- 1,068 clear illustrations, easy-to-read curves, and valuable diagrams.
- 1,060 different equipment items covering every broadcast service—audio, AM, FM, and TV.

Containing more than 400 large-size pages of descriptive material, application data, and performance specifications *in a single volume*, the RCA Broadcast Equipment Catalog covers the entire line of RCA Broadcast Equipment—including AM, FM and TV transmitters, antennas, audio and video equipment, and test units.

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If you work with broadcast equipment, here is the book you can put to work the minute you get it.

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Audio Equipment, AM-FM-TV

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Remote Equipment
Racks & Rack Equipment
Power Supplies
Turntables
Recorders
Loudspeakers

Video Equipment

Field Equipment
Relay Equipment
Mobile Unit
Studio Cameras
Film Equipment
Studio Control Equipment
Monoscope
Sync Generator
Amplifiers
Power Supplies
Studio Lighting
TV Accessories

Transmitters, AM-FM-TV

AM Transmitters

AM Phasing
FM Transmitters
AM, FM Tubes
TV Transmitters
TV Tubes
Crystals

Antennas, AM-FM-TV

FM Antennas
TV Antennas
Transmission Line Equipment
AM Antenna Tuners
Antenna Towers & Equipment

Test & Measuring Equipment

Measuring Equipment
Monitoring Equipment
Service Test Equipment

Other RCA Products

Sound Equipment
16mm Projectors
Theatre Equipment
Mobile Communications
Equipment



BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

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DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 502)

Scientific Radio Service

Hyattsville, Md., 4301 Sheridan St.; H. D. Eisenhower, Mgr.; Tel: Hyattsville 0535
 Products: Piezo electric crystals (Quartz)

Hermion Hosmer Scott, Inc.

Cambridge 39, Mass., 385 Putnam Ave.; V. H. Pomper, Mgr.; Tel: Kirkland 7-0565
 Chicago 39, 4949 W. Diversey Ave.; Loren F. Green, Mgr.; Tel: National 2-2370
 Ft. Myers, Fla., P. O. Box 466; Arthur H. Lynch, Mgr.; Tel: 1269-M
 Fort Wayne 7, 1730 Clover Lane; Charles N. Hoemig, Mgr.
 Los Angeles 46, 7614 Melrose Ave.; Harold A. Kittleson, Mgr.; Tel: Walnut 9011
 Montreal, Que., 145 Norman St.; Harry H. Schwartz, Mgr.
 New York 7, 11 Park Place; S. S. Egert, Mgr.; Tel: Worth 4-0996-7
 Philadelphia 19, 395 E. Cliveden St.; Harry Estersohn, Mgr.; Tel: Victor 8-2836
 Rochester 6, N. Y., 295 Lake Ave.; Edward A. Ossmann, Mgr.
 West Richfield, Ohio; Neal Bear, Mgr.; Tel: 100

Products: Dynamic noise suppressors for AM, FM & TV. Sound level and vibration meters, octave filters, noise generators and other measuring equipment for studio use

Scully Machine Co.

Bridgeport 8, 62 Walter St.; L. J. Scully, Mgr.; Tel: Bridgeport 4-5300
 Products: Disc recording machine

Shallcross Mfg. Co.

Collingdale, Pa., Jackson & Pusey Aves.; John S. Shallcross, Mgr.; Tel: Sharon Hill 4700
 Products: Audio, fixed and variable, key operated attenuators; rotary taped instrument and attenuator switches; V. U. meter multipliers; audio transmission test equipment; wire-wound precision resistors, pre-emphasis and de-emphasis networks

Sierra Electronic Corp.

San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-2104
 Products: Transmitting and receiving equipment

Shure Brothers, Inc.

Chicago 10, 225 W. Huron; S. N. Shure, Mgr.; Tel: Delaware 7-4550
 Products: AM, FM, TV—Microphones, wire and tape recording heads, cable transformers and microphone switches

Mark Simpson Mfg. Co., Inc.

New York, 32-28 49th St., L.I.C. 3; Miryam Simpson, Mgr.; Tel: Ravenswood 8-5810
 Products: TV—Booster

Skyllne Tower Company

Chicago 36, 5900 S. Ashland Ave.; N. R. Wildman, Mgr.; Tel: Walbrook 5-1288
 Products: Self-supporting and uniform cross section guyed masts for AM and to support FM, TV and facsimile antennas; passive relay towers and reflecting screens

Small Motors, Inc.

Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900
 Products: Blowers, coils

Sonic Recording Products, Inc.

Freeport, N. Y., 58 Mill Road; A. Snyder, Mgr.; Tel: Freeport 8-3610
 Products: Instantaneous professional recording blanks

Sonocraft Corporation

New York 19, 115 W. 45th St.; Harold H. Oppenheimer, Mgr.; Tel: Luxemburg 2-1750
 Products: Sound and recording equipment

Sound Apparatus Co.

Stirling, N. J.; A. W. Niemann, Mgr.; Tel: Millington 7-0600
 Products: Graphic recorders

Speak-O-Phone Recording & Equip. Co.

New York 23, 23 W. 60 St.; C. A. Austin, Mgr.; Tel: Columbus 5-1350
 Products: Disc recording equipment

SREPCO, Inc.

Dayton 2, 135 E. Second St.; Clem E. Wolford, Mgr.; Tel: Fulton 2174
 Products: Nameplates for microphones, autos, panels, studio door, desk, etc., lapel buttons, felt banners, recording labels

Stainless, Inc.

New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
 North Wales, Pa., Third St.; Walter L. Guzewicz, Mgr.; Tel: North Wales 9655
 Products: Towers

The Stancil-Hoffman Corporation

Hollywood 38, 1016 N. Highland Ave.; William V. Stancil, Mgr.; Tel: Hillside 74-61
 Chattanooga, Signal Mountain; W. B. Taylor, Mgr.; Tel: 88-2487
 Dallas 8, 414 E. 10th St.; Howard D. Crissey, Mgr.; Tel: Yale 21904
 New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
 Seattle 5, 8025 Second Ave., N. E.; Edward E. Stout, Mgr.; Tel: Kenwood 5717
 Products: AM, FM—Magnetic recording, reproducing equipment. Accessory amplifier, electronic equipment. TV—Synchronous magnetic recording, reproducing equipment. Dummies, interlock equipment, dubbing consoles

The Superior Electric Company

Bristol, Conn., 83 Laurel St.; J. S. Loudon, Mgr.; Tel: 3141-42-43
 Cleveland 1, Fidelity Bldg.; H. W. Lorenson, Mgr.; Tel: Cherry 1-7252
 Oak Park, Ill., P. O. Box 48; R. J. Caccavelli, Mgr.; Tel: Euclid 6-5898
 Products: Powerstat variable transformers and light dimming equipment, stabiline automatic voltage regulators, voltbox AC power and varicell DC power supplies

Television Associates, Inc.

Michigan City, Ind., E. Mich. St.; Capt. W. C. Eddy, Mgr.; Tel: Michigan City 3655
 Products: Studio lighting fixtures, incandescent, ceiling mounted fluorescent, dolly mounted fluorescent, microwave relay reflectors and supports, parapet clamps, tripods, dollies, continuous reel magazines for projection, kaleidoscope projectors, projection accessories and specialized films for continuous reel use

Television Equipment Corp.

New York 7, 238 William St.; Nelson W. Wells, Mgr.; Tel: Cortlandt 7-5160
 Products: TV—Camera chain and wide band (12 megacycle) oscilloscope

Television Utilities Corp.

New York 1, 1261 Broadway; A. E. Siegel, Mgr.; Tel: Murray Hill 4-2532
 Products: Monitors

Terminal Radio Corp.

New York 7, 85 Cortlandt St.; Frank Miller, Mgr.; Tel: Worth 4-3311
 Products: Wholesale distributors of AM, FM & TV equipment

Towers Sales & Erecting Company

Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
 Products: Radio towers-vertical radiators, erecting, lighting, painting and ground systems. Installation coaxial lines

Trans-Lux News-Sign Corp.

New York, 1270 Sixth Ave.; B. W. Roth, Mgr.; Tel: Circle 7-4970
 Products: Traveling message news signs

Transmitter Equipment Mfg. Co., Inc.

New York 14, 345 Hudson St.; Morton B. Kahn, Mgr.; Tel: Watkins 4-1550
 Products: Transmitting, receiving equipment for ground, mobile, airborne specialized services; radar test equipment and electronic training devices

Truscon Steel Company

Youngstown 1, Albert Street; P. H. Callahan, Mgr.; Tel: 32171
 Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; Tel: South Boston 8-24-20-21-22
 Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel: Washington 1351
 Chicago 6, 201 N. Wells St.; C. L. Spatholt, Mgr.; Tel: Franklin 2-4600
 Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
 Dallas 1, M & W Tower Bldg.; H. T. Swanson, Mgr.; Tel: Central 5448
 Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrisbor 3673
 Los Angeles 22, P. O. Box 6788, Los Angeles Branch; G. R. Roden, Mgr.; Tel: Angeles 3-6160-5-7
 Minneapolis 2, Baker Bldg.; A. L. Munsel, Mgr.; Tel: Main 5537
 New York, 48-18 Northern Blvd., Long Island City; C. D. Loveland, Mgr.; Tel: Astoria 4-2410
 Omaha 2, Insurance Bldg.; John R. Rippey, Mgr.; Tel: Harney 7353
 Portland 12, Ore., 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 115
 St. Louis 3, Mo., Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
 San Francisco 5, 604 Mission St.; G. F. Carney, Mgr.; Tel: Yukon 2-6633
 Washington 5, D. C., Investment Bldg.; F. W. Youry, Mgr.; Tel: District 0883
 Products: Self-supporting and uniform cross section guyed masts for AM and to support FM, TV and facsimile antennas, copper mesh ground screen complete line of steel building products

(Continued on page 506)

BROADCASTING • Telecasting

TRUSCON... a name you can **build** on



WOW, Omaha, Nebr., Truscon Self-Supporting Radio Tower, 500 feet high overall.

world leader in **better** radio tower engineering



KAA-284, Owatonna, Minnesota, Northern Natural Gas Company, Truscon Self-Supporting Tower, 260 feet high.

Truscon experience in radio tower engineering is world wide... meeting all types of topographical and meteorological conditions... and supplying many different tower types—guyed or self-supporting... tapered or uniform in cross-section... for AM, FM or TV transmission.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.



WHDH, Boston, Mass. Three Truscon Guyed Towers; 565 feet, 605 feet, and 645 feet high.



WSAM AM-FM, Soginaw, Michigan, Truscon Self-Supporting Tower, 386 feet high.



WXEL-TV, Cleveland, Ohio, Truscon Self-Supporting Tower, 437 feet high.



WTCH, Showano, Wisconsin, Truscon Self-Supporting Tower, 240 feet high.



WMRI-FM, Marion, Indiana, Truscon Self-Supporting Tower, 336 feet high.



WEMP-FM, Milwaukee, Wisconsin, Truscon Self-Supporting Tower, 456 feet high.

TRUSCON® STEEL COMPANY Youngstown 1, Ohio
Subsidiary of Republic Steel Corporation

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM, Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is

covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maxi-
(Continued on page 508)

DIRECTORY OF AM-TV-FM EQUIPMENT MANUFACTURERS

(Continued from page 504)

The Turner Company

Cedar Rapids, 909 17th St., N. E.; Wm. J. Nezerka, Mgr.; Tel: 38144

Products: Microphones. TV—Signal boosters

U. S. Recording Co.

Washington 5, D. C., 1121 Vermont Ave., N. W.; Eugene Rosen, Mgr.; Tel: Lincoln 3-2705

Products: Panacoustic line of electronic products, audio control consoles, salesmen's and educational AC-DC playbacks, complete line recording, studio broadcast, intercommunication and sound equipment. FM, TV: Studio audio and special, FM: amplifiers and installation

Universal General Corp.

New York 13, 324 Canal St.; Martin Boxer, Mgr.; Tel: Walker 5-9642

Products: AM—Radio, amplifier kits. TV—Conversion, accessories, kits

University Loudspeakers, Inc.

White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700

Products Co-axial loudspeakers, paging and talk back speakers; re-entrant projectors all types; driver units; powermike systems (tubeless system including microphone and loudspeaker-portable)

West Coast Electronics Co.

Los Angeles 6, 1601 S. Burlington Ave.; John Dally, Mgr.; Tel: Prospect 5041

Products: Amplifiers, UHF, VHF, fixed and mobile, dipole, FM, ground plane; communications systems, radio-teletype, vehicular, FM-AM: recorders, magnetic tape

Westinghouse Electric Corp.

Baltimore 3, 2519 Wilkens Ave.; H. D. Moreland, Mgr.; Tel: Edmondson 2300

Atlanta 2, 1299 Northside Dr.; D. C. Abbott, Mgr.; Tel: Atwood 1642

Boston 10, 10 High St.; E. S. Mielke, Mgr.; Tel: Liberty 2-0600

Chicago 6, 20 N. Wacker Dr.; W. E. Berkeley, Mgr.; Tel: Franklin 2-5520

Cleveland 13, 1370 Ontario St.; D. B. Ralsten, Mgr.; Tel: Cherry 7600

Dayton 2, 32 N. Main St.; G. B. Meyer, Mgr.; Tel: Adams 9153

New York 5, 40 Wall St.; A. D. Foster, Mgr.; Tel: Whitehall 3-4321

Philadelphia 4, 3001 Walnut St.; A. Valente, Mgr.; Tel: Evergreen 2-1200

Pittsburgh 30, 306 4th Ave.; G. B. Saviers, Mgr.; Tel: Atlantic 1-8400

St. Louis 1, 411 N. Seventh St.; A. D. Massey, Mgr.; Tel: Central 1120

San Francisco 8, 410 Bush St.; W. U. Dent, Mgr.; Tel: Exbrook 2-5353

Seattle 4, 3451 E. Marginal; E. S. Winlund, Mgr.; Tel: Main 0808

Products: Amplitude and frequency modulated transmitters (5.50 and 50 kw AM; 1.3, 10.50 kw FM) standard transmitter consoles, antenna phasing and tuning equipment transmitting tubes, instruments, meters, relays, studio and tower lighting equipment, transformers, capacitors, circuit speakers, regulators, precipitrons and switchgear

Weston Electrical Instrument Corp.

Newark 5, 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel: Bigelow 3-4700

Chicago 6, 205 W. Wacker Dr.; P. A. Westburg, Mgr.; Franklin 2-4656

New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510

Washington 11, D. C., 6230 Third St., N. W.; L. F. Parachini, Mgr.; Tel: Tuckerman 2414

Products: Mutual conductance electronic tube analyzer, volt-ohmmeter, proportional mutual conductance tube checker, insulation tester, high frequency electronic analyzer, power level-voltmeter-output meter, industrial circuit tester, ohmmeter, super sensitive analyzer, volt-ohm-milliammeter

Wincharger Corp.

Sioux City 6, East Seventh at Division; D. L. Moline, Mgr.; Tel: 8-6513

Aberdeen, Wash., 521 N. B St.; Edward E. Stout, Mgr.; Tel: Abrdn. 3504-J

Chattanooga, Signal Mountain; W. B. Taylor, Mgr.; Tel: 88-2487

New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550

Omaha, 1935 S. 63rd St.; Hollis Joy, Mgr.; Tel: Walnut 0059

Products: AM—Insulated vertical guyed towers. FM—Non-insulated guyed support towers for antennas. TV—Receiving antenna support towers of roof mount self supporting and guyed type, guyed towers for supporting transmitting antennas

Wind Turbine Company

West Chester, Pa., E. Market St. & Pa. Railroad; Davis B. Oat, Mgr.; Tel: West Chester 3110

Products: Antennas, supply and installation of towers; ground systems, transmission lines

Wire Rope Trading Co.

New York 18, 562 Tenth Ave.; Lewis Chaps, Mgr.; Tel: Longacre 5-3050

Products: Wire rope for radio towers

The Workshop Associates, Inc.

Needham Hgts. 94, Mass., 135 Crescent Rd.; K. S. Brock, Mgr.; Tel: Needham 3-0005

Products: FM—Transmitting and receiving antennas. TV—Receiving antennas, accessories

Zenith Radio Corp.

Chicago 39, 6001 W. Dickens Ave.; H. C. Bonfig, Mgr.; Tel: Berkshire 7-7500

Products: Table models, portables, combinations

Zephyr Products Co.

New York 29, 160 E. 116 St.; Irving London, Mgr.; Tel: Sacramento 2-1800

Products: Recording discs, wire recording spools, needles, accessories

CALIFONE LIGHTWEIGHT, PORTABLE, TRANSCRIPTION PLAYERS

*America's Most Popular Because
It's America's Most Portable!*



MODEL 6U
3-speed, 9" turntable, wrist-action pick-up, 9" oval speaker, high quality amplifier. Weight 11 lbs. Dimensions 10 1/2" x 15" x 7"



MODEL 12MU
3-speed, 10" turntable, wrist-action pick-up, 8" Alnico V Speaker, 8 Watt push-pull Amplifier. Public Address Mixer on Slanting Control Panel. Weight 15 lbs. Dimensions 13 1/2" x 15 1/2" x 8 1/2"

Califone lightweight, portable Transcription Players are Standard Equipment in over 950 broadcast stations. Unequaled portability, Superb Tonal Quality, Wrist-Action Pick-up and Vortipole Speed Tuning are a few of the many features that make Califone your greatest value in the portable transcription player field. Professional Discount To Radio Stations and Advertising Agencies. WRITE FOR DETAILS.

CALIFONE CORPORATION

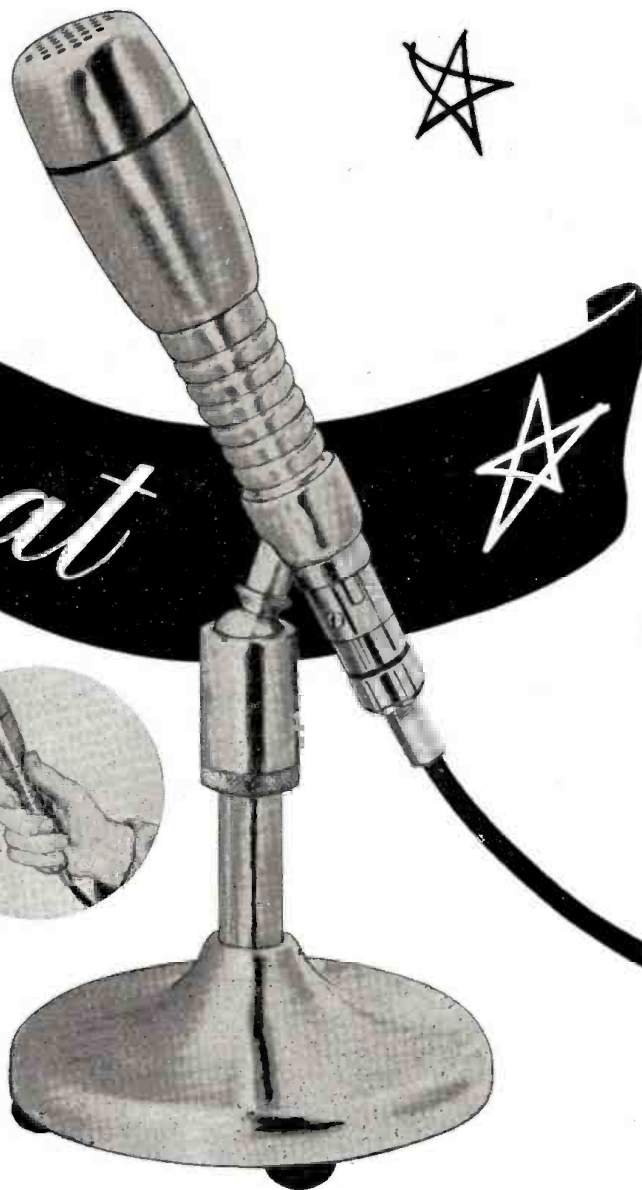
1041 N. SYCAMORE AVENUE, HOLLYWOOD 38, CALIFORNIA

THE NEW TURNER

Aristocrat

**MODEL 50D DYNAMIC
FOR TV - AM - FM
Recording • Broadcast
Public Address**

The crown jewel of dynamic microphones. See it, handle it — use it on highest quality recording, public address or broadcast work. New beauty, new styling, new utility and *new performance* make the Turner *Aristocrat* the finest of the fine. Use it anywhere, indoors or out — in hand, on stand, suspended, or concealed in stage settings. The *Aristocrat* is quickly and easily detached from ball swivel coupler for hand use. Non-directional polar pattern picks up sound from any direction. Equally effective for individual or group pickups with wide range, high fidelity reproduction of voice or music. Its high output dynamic generator requires no closely associated auxiliary equipment for outstanding results. Built of finest materials with flawless workmanship, each unit is laboratory calibrated to insure specification standards. . . . Write for complete details.



SPECIFICATIONS:

FREQUENCY RESPONSE: 50 to 15,000 c.p.s. flat within $\pm 2\frac{1}{2}$ db.
OUTPUT LEVEL: 56 db below 1 volt/dyne/sq. cm.
IMPEDANCE: 15, 200, 500 ohms or high impedance.
POLAR PATTERN: Essentially non-directional in any position.
MOUNTING: Ball and swivel type, tilts in any direction. Standard $\frac{5}{8}$ " — 27 thread.
CABLE: 20 ft., high quality rubber covered, two conductor shielded cable with Cannon quick-disconnect plug.

THE TURNER COMPANY

935 17th Street N. E. • Cedar Rapids, Iowa
IN CANADA: Canadian Marconi Co., Montreal, P. Q., and Branches
EXPORT: Ad. Auriema, Inc., 89 Broad Street, New York 4, N. Y.



Microphones **BY TURNER**

HOW TO APPLY FOR A LICENSE

(Continued from page 506)

mum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service. For more than two years, however, TV applications have been held up pending a review of engineering standards and allocations, final action on which is expected in 1951.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Television and FM stations may be permitted interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

However, where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of a hearing before an examiner, each party and the FCC general counsel have the privilege of filing proposed

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared with the assistance of the FCC Law Bureau which explains in lay language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form starting on page 510 are excerpts of the FCC Rules and Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

findings of fact and conclusions in support of their contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

If he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the announcement of the decision to file exceptions and ask for oral argument before the Commission. In all cases heard by an examiner the Commission will hear oral argument on request of either party. After oral argument the Commission may adopt, modify or reverse the examiner's initial decision. Within 20 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed and the Commission does not initiate a review, the examiner's initial decision becomes effective 40 days after it is issued, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year. Applications for renewal of license are made on Form 303.

Reference Material

The following listed reference material, obtainable from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at the prices indicated, will prove helpful to prospective applicants desiring greater detail: Communications Act of 1934 with amendments, 20 cents; Rules and Regulations: Part 1, "Rules Relating to Practice and Procedure," 20 cents, and Part 3, "Rules Governing Radio Broadcast Services," 20 cents; "Standards of Good Engineering Practice Concerning Standard Broadcast Stations," one dollar; "Standards of Good Engineering Practice Concerning FM Broadcast Stations," 10 cents; "Standards of Good Engineering Practice Concerning Television Stations," 15 cents; and the report, "Public Service Responsibility of Broadcast Licensees," 25 cents.

GPL Introduces First TV Camera Chain Designed from Start to Finish for Compactness and Ease of Operation



Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered" — designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined . . . fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, *with integral view finder*, is only 10 $\frac{3}{4}$ " x 12 $\frac{1}{2}$ " x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.



Compact GPL camera and control unit have been "human engineered" for easy, efficient use. Camera provides uniform focus adjustment for all lenses; iris is motor-controlled from rear of camera or from control unit, with lens opening shown on dials at both locations. Control unit has 8 $\frac{1}{2}$ " monitor tube.

SIMPLIFIED CONTROL

All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

READILY ADAPTABLE

GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. *Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.*



IMPROVED SYNC GENERATOR

The sync generator, with its power supply, is a single unit, packaged for field use. Because binary counting circuits are used, and pulse width is controlled by delay lines, it provides circuit reliability better than present studio equipment. With this circuitry, all operator adjustments are eliminated.

Write, Wire or Phone for Details

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment



General Precision Laboratory

INCORPORATED

PLEASANTVILLE

NEW YORK

FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1951

Allocations and Definitions

IN AM RULES' . . .

§3.1 Standard broadcast station.—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

§3.2 Standard broadcast band.—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

§3.3 Standard broadcast channel.—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

§3.4 Dominant station.—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 Secondary station.—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 Daytime.—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 Nighttime.—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 Sunrise and sunset.—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulations of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 Broadcast day.—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 Experimental period.—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

EDITOR'S NOTE: FCC had pending on Jan. 1, but had not acted finally upon, a proposal to define "experimental period" as the period between 1 a.m. and 6 a.m., local standard time.

§3.11 Service areas.—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 Portable transmitter.—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.13 Auxiliary transmitter.—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

Allocations—(AM)

§3.21 Three classes of standard broadcast channels.—(a) *Clear channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel:* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited as a consequence of interference, to a given field intensity contour.

(c) *Local channel:* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

§3.22 Classes and power of standard broadcast stations.—(a) *Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts

¹ Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

² The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

³ Formal application required for change in time of operation of existing broadcast station. See Standards of Good Engineering Practice for form number.

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(EDITOR'S NOTE: For convenience, rules for AM, FM and TV have been consolidated under the above general headings.)

nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station:* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatt nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations' and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) *Class III station:* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district² and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which, operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station:* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

§3.23 Time of operation of the several classes of stations.³—The several classes of standard broadcast stations may be licensed to operate in accordance with the following.

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.") Daytime stations operating on local channels may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.) Specified hours stations operating on local channels except those sharing time with other stations may, upon notification to the Commission and the engineer in charge of the district in which they are located,

(Continued on page 512)



Towers

by

STAINLESS, INC.

North Wales, Pennsylvania

FCC RULES AND REGULATIONS

(Continued from page 510)

operate at hours beyond those specified in their license.

§3.25 Clear Channels: Class I and II stations.—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent time sky wave at any point on said border and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border, 690, 740, 860, 890, 1010⁴ and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican border, 730, 800, 900, 1050,⁵ 1220,⁶ and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands, 1540 kilocycles.

§3.26 Regional channels: Classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations: 550, 560,⁷ 570,⁸ 580, 590,⁹ 600, 610, 620, 630,¹⁰ 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,¹¹ 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 Local channels: Class IV stations.—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 Assignment of stations to channels.—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

§3.29 Assignment of class IV stations to regional channels.—On condition that interference will not be caused to any class III station and that the channel is used fully for class III stations, and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

§3.30 Station location.—(a) Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 Authority to move main studio.—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application¹² to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

⁴ A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

⁵ See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

⁶ See Agreement with Mexico for further use of this channel.

⁷ See section 3.29 in regard to assigning class IV stations to regional channels.

⁸ See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

⁹ Formal application required. See Standards of Good Engineering Practice for form number.

¹⁰ In some of the territory contiguous to area I, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

¹¹ For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.

¹² For the time being, until more FM broadcast stations are authorized, the Commission will not authorize Class A stations in central cities of metropolitan districts having four or more standard broadcast stations.

IN FM RULES

§3.201 Numerical designation of FM broadcast channels.—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[EDITOR'S NOTE: The band is 88-108 mc. Noncommercial educational FM occupies 88-92 mc. Class A commercial channels are shown in 3.203(b), below. The rest are Class B.]

§3.202 Areas of the United States.—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.¹⁰ The second area—Area II—comprehends the remainder of the United States not included in Area I.

§3.203 Class A Stations.—(a) A class A station is a station which operates on a class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The coverage of a Class A station shall be not more than the equivalent¹¹ of 1 kilowatt effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. A Class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a Class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a Class A station. Class A stations will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies are designated as Class A channels and are assigned for use by Class A stations:

| Frequency (mc.) | Channel No. | Frequency (mc.) | Channel No. | Frequency (mc.) | Channel No. |
|-----------------|-------------|-----------------|-------------|-----------------|-------------|
| 92.1 | 221 | 96.7 | 244 | 102.3 | 272 |
| 92.7 | 224 | 97.7 | 249 | 103.1 | 276 |
| 93.5 | 228 | 98.3 | 252 | 103.9 | 280 |
| 94.3 | 232 | 99.3 | 257 | 104.9 | 285 |
| 95.3 | 237 | 100.1 | 261 | 105.5 | 288 |
| 95.9 | 240 | 100.9 | 265 | 106.3 | 292 |
| | | 101.7 | 269 | 107.1 | 296 |

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six class B stations.¹²

(c) The main studio of a class A station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

§3.204 Class B Stations.—(a) A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1 mv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a class B station. In the following sub-sections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) The coverage of a Class B station in Area I shall be not more than the equivalent¹³ of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain¹⁴. A class B station in Area I will not be licensed with an effective radiated power greater than 20 kilowatts.

(2) The coverage of a Class B station in Area II shall normally be not more than the equivalent¹⁵ of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.¹⁶ The use of greater power and antenna height will be encouraged in those portions of area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations.

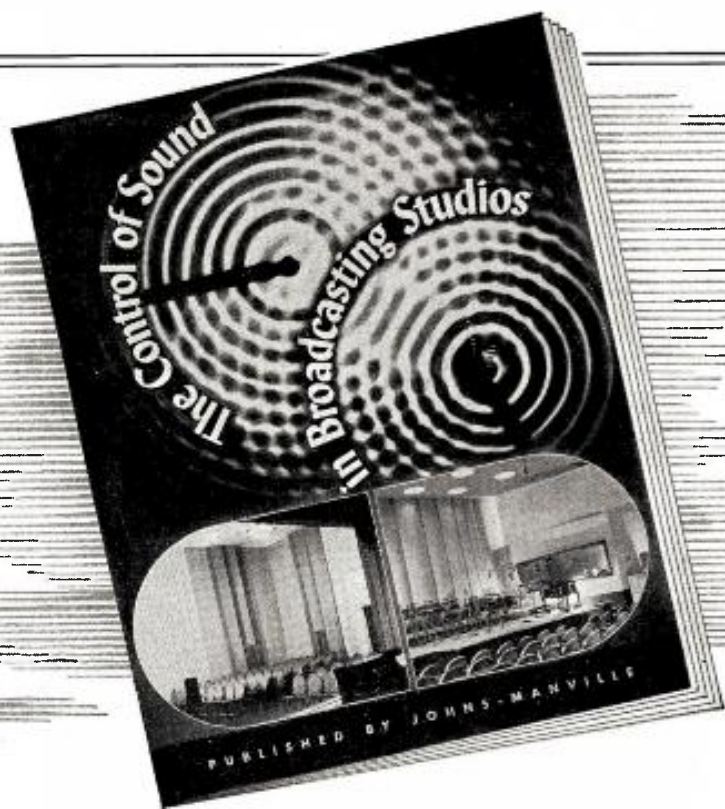
[EDITOR'S NOTE: Class B channels are those channels between 92 mc and 108 mc which are not designated as Class A channels in §3.203(b).]

§3.205 Station location.—(a) Each FM broadcast station shall be considered located in the state and city where the main studio is located.

(b) The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations; Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour.

(Continued on page 514)

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FCC RULES AND REGULATIONS

(Continued from page 512)

IN TELEVISION RULES . . .

§3.601 *Numerical designation of television channels.*—The channels or frequency bands set forth below are available for television broadcast stations.*

| Channel No. | Megacycles | Channel No. | Megacycles |
|-------------|------------|-------------|------------|
| 1 | 44-50 | 8 | 180-186 |
| 2 | 54-60 | 9 | 186-192 |
| 3 | 60-66 | 10 | 192-198 |
| 4 | 66-72 | 11 | 198-204 |
| 5 | 76-82 | 12 | 204-210 |
| 6 | 82-88 | 13 | 210-216 |
| 7 | 174-180 | | |

* EDITOR'S NOTE: By order adopted May 5, 1948, effective June 14, 1948, FCC deleted TV channel No. 1 by allocating 44-50 mc to non-government fixed and mobile services. The sharing of Channels 2-13 by non-television services was eliminated at the same time. At year's end, FCC had pending a proposal to allocate 42 channels in the 470-890 mc area for commercial television operation, and to revise drastically the existing TV rules and standards.]

Multiple Ownership*

IN AM RULES . . .

§3.35 *Multiple Ownership.*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled¹⁴ by any person¹⁵ where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

IN FM RULES . . .

§3.240 *Multiple Ownership.*—(a) No person (including all persons under common control)¹⁴ shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control), shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

IN TELEVISION RULES . . .

§3.640—[EDITOR'S NOTE: Identical with §3.240, above, with two exceptions: "television broadcast station" is substituted for "FM broadcast station" wherever it appears; and, in the proviso clause of paragraph (b), "ownership, operation, or control of more than five television broadcast stations" is regarded as concentration of control.]

* [EDITOR'S NOTE: FCC had pending on Jan. 1, but had not acted upon, a proposal to set seven stations as the maximum for common ownership in AM. Six would remain the maximum in FM; five in TV.

[The proposed rule would also extend to minority interests. In each class (AM, FM, TV) the number of stations controlled by a single person or entity would determine the number of other stations in which the same person (or any stockholder, officer or director, in the case of corporations) might have less than controlling interests. The following table would govern. The numbers in the column "S-C" refer to stations controlled. Directly opposite each such number is shown, in the column headed "M-I," the number of other stations in which minority interests would be permitted.]

| AM | | FM | | TV | |
|-----|----------|-----|----------|-----|---------|
| S-C | M-I | S-C | M-I | S-C | M-I |
| 7 | 0 | 6 | 0 | 5 | 0 |
| 6 | 1 or 2 | 5 | 1 or 2 | 4 | 1 or 2 |
| 5 | 3 or 4 | 4 | 3 or 4 | 3 | 3 or 4 |
| 4 | 5 or 6 | 3 | 5 or 6 | 2 | 5 or 6 |
| 3 | 7 or 8 | 2 | 7 or 8 | 1 | 7 or 8 |
| 2 | 9 or 10 | 1 | 9 or 10 | 0 | 9 or 10 |
| 1 | 11 or 12 | 0 | 11 or 12 | | |
| 0 | 13 or 14 | | | | |

¹⁴ In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map.)

¹⁵ The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

¹⁶ The word "person", as used herein, includes all persons under common control.

Studio Location; Originations**

IN AM RULES . . .

§3.30—*Station Location and Program Origination.*—(a) Except as provided in subsection (b) below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network % of such station's non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that each such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection (a) above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political sub-division. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection (a) above shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

IN FM RULES . . .

§3.205—[EDITOR'S NOTE: In substance the same as §3.30, above, except that subsection (c) reads as follows:

"The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations: Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour."]

** Adopted Dec. 4, 1950, effective Jan. 18, 1951, applicable to AM and FM stations. The order also provided:

"The Commission will entertain petitions requesting temporary exemption from the program origination requirements of the new rules. Where such petition shows that by reason of long continued operation not in accordance with the new rules compliance with the program origination requirements of the new rules by the effective date thereof would be impossible or would impose undue hardship on the station the Commission will exempt such station from the program origination requirements for the minimum period required to permit compliance with those requirements in an orderly manner and without undue disruption of the station's operations: but in any event for not longer than one year from Jan. 19, 1951."

Operating Schedules

FOR AM STATIONS

§3.71 *Minimum operating schedule.*—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge¹⁶ shall be notified in writing immediately after the emergency develops.

§3.72 *Operation during experimental period.*—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

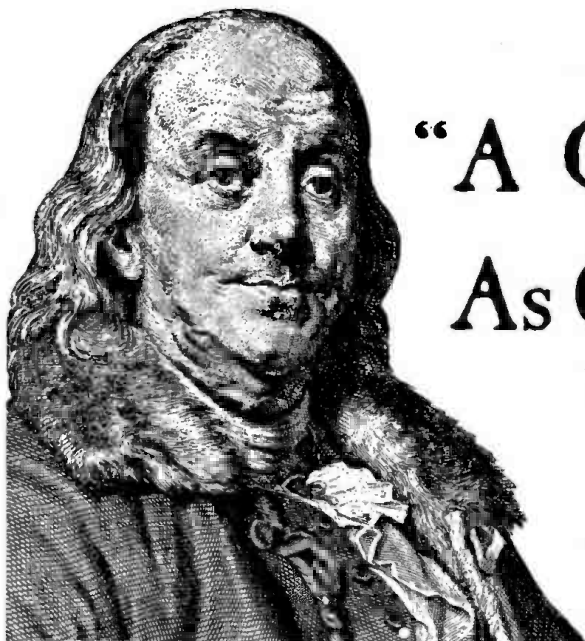
§3.73 *Specified hours.*—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.86 *Local standard time; license provisions.*—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission. [EDITOR'S NOTE: See "Time; Time Changes," below.]

Time Sharing—(AM)

§3.74 *Sharing time.*—If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in con-

(Continued on page 516)



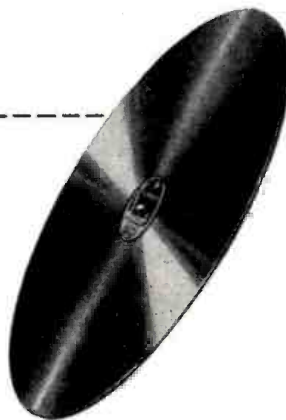
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formity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the engineer in charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

§3.75 Sharing time; equivalence of day and night hours.—For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

§3.76 Sharing time; experimental period.—If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.

§3.77 Sharing time; departure from regular schedule.—A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Engineer in Charge.¹⁴

§3.78 Sharing time stations; notification to Commission.—If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

§3.79 License to specify sunrise and sunset hours.—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 Secondary station; filing of operating schedule.—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 Secondary station; failure to reach agreement.—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 Departure from schedule; material violation.—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

Time; Time Changes

§3.83 Local standard time.—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 Daylight saving time.—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed

¹⁴ See Field Offices of the Commission.

¹⁵ As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 Changes in time; agreement between licensees.—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

Pre-Sunrise Operation

§3.87 Program transmissions prior to local sunrise.—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, *Provided:* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference¹⁷ by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station, in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

FOR FM STATIONS . . .

§3.261 Time of Operation.—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period of 6 a.m. to 6 p.m., local standard time, and 3 hours during the period of 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

EDITOR'S NOTE: FCC had pending, but on Jan. 1 had not acted upon, a proposal to require FM stations operated in conjunction with AM stations to operate at least as many hours between 6 a.m. and midnight as the AM affiliate; in the case of FM-only stations, minimum hours during the first year of operation would be three hours between 6 a.m. and 6 p.m. and three hours between 6 p.m. and midnight; during the second year, four hours in each of the two time periods; thereafter, not less than eight hours between 6 a.m. and 6 p.m., and not less than four hours between 6 p.m. and midnight.

§3.262 Experimental Operation.—The period between 12:00 midnight, and 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

EDITOR'S NOTE: FCC had pending on Jan. 1 a proposal to amend §3.262 by defining "experimental period" as the period between 1 a.m. and 6 a.m., local standard time.]

FOR TELEVISION STATIONS . . .

§3.661 Time of operations.—(a) All television stations will be licensed for unlimited time operation. Each station shall maintain a regular program operating schedule as follows: Not less than two hours daily in any five broadcast days per week and not less than a total of 12 hours per week during the first 18 months of the station's operations; not less than two hours daily in any five broadcast days per week and not less than a total of 16 hours, 20 hours and 24 hours per week for each successive six-month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of 28 hours per week thereafter.

"Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentations, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio

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FM BROADCAST



TELEVISION

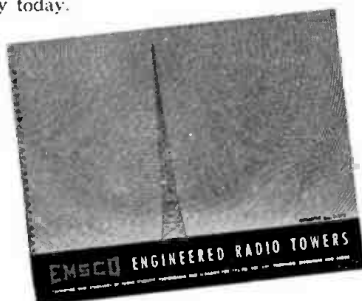


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district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes.¹⁸

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefore with the Commission. Copies of the time-sharing agreement should be filed with the application.

§3.662 Experimental operation.—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of program when conducting technical experimentation.

Operator Requirements

IN AM RULES . . .

§3.165 Licensed operator required.—(a) The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 13.6, 13.7.)

(b) **Licensed operator; other duties.**—The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operators license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

IN FM RULES . . .

§3.265 Operator requirements.—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or Form FCC No. 759) of each FM broadcast station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

IN TELEVISION RULES . . .

§3.665—[EDITOR'S NOTE: Identical with §3.265, above, except that "a television broadcast transmitter" is substituted for "an FM broadcast transmitter" in third sentence.]

Facsimile

§3.266 Facsimile broadcasting and multiplex transmission.—(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. However, such transmissions may not exceed one hour during the period be-

¹⁸ FCC interpreted this to mean the following [but also has proposed, though on Jan. 1 had not adopted, a revision of the entire Sec. 3.661 (b)]:

¹⁹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

²⁰ As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

²¹ All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

²² These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

²³ Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

²⁴ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

tween 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by Sec. 3.261

(b) FM broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile and aural broadcast programs for a maximum of three hours between the hours of 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations provided that the transmission of facsimile does not impair the quality of the aural program below 10,000 cycles per second, and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile.

Network Affiliation

IN AM RULES . . .

§3.101 Exclusive affiliation of station.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization¹⁹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of an other network organization.

(1) Duplication of AM or FM programs on the aural transmitter of a TV station—

(a) while the same program is broadcast on the visual transmitter—is consistent with §3.661(b).

(b) while a test pattern is broadcast on the visual transmitter—is NOT consistent with §3.661(b).

(2) Broadcast on the aural transmitter of a TV station of transmission originate by the TV station—

(a) while a printed moving text is broadcast on the visual transmitter—consistent with §3.661(b).

(b) while still pictures or slides are broadcast on the visual transmitter—NOT consistent with §3.661(b) except for the purpose of necessary tests of static equipment, and except when the aural and visual transmissions are integral part of a program and the visual transmissions have a substantial relationship to the aural transmissions. (An example of the latter type of program would be travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture. Another example would be a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events.)

(c) while a test pattern is broadcast on the visual transmitter—is NOT consistent with §3.661(b) except for the purpose of necessary tests of station equipment, and except for the purpose of the actual demonstration of TV receivers prospective purchasers. In such cases the aural transmissions shall not consist of any program material or musical composition but shall consist only of single tone or a series of variable tones.

§3.102 Territorial exclusivity.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This section shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.103 Term of affiliation.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into with six months prior to the commencement of such period.

§3.104 Option time.—No license shall be granted to a standard broadcast station which options²⁰ for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours²¹ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.²² Such options may not be exercised against other network organizations and may not prevent or hinder a station from optioning or selling any or all of the time covered by the option, other time, to other network organizations.

§3.105 Right to reject programs.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest or from substituting a program of outstanding local or national importance.

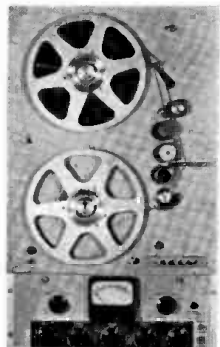
§3.106 Network ownership of stations.²³—No license shall be granted to a network organization, or to any person directly or indirectly controlled by under common control²⁴ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matter that competition would be substantially restrained by such licensing.

§3.107 Dual network operation.—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided,* That this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap

(Continued on page 520)

which of these

famous PRESTO instruments meets your precision recording needs?



TAPE RECORDERS

PRESTO PORTABLE RC-10/14

Portable version of the RC-10/24 (at left) with smaller panel size (19" x 14") and selector control. Weighing 68 lbs., this unit has all the audio quality, speed control and reliability of a fine console unit.

PRESTO RACK MOUNTED RC-10/24

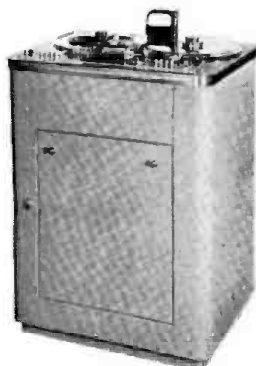
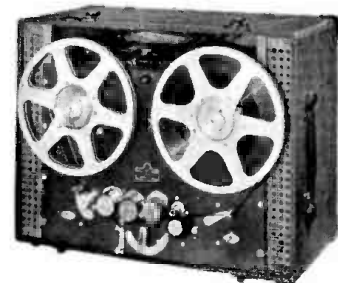
Unsurpassed recorder for relay rack mounting. Three magnetic heads; push-button controls; frequency response up to 15,000 cps.; panel size 19" x 24½"; accommodates 10½" reels. Shown with 900-A2 amplifier.

PRESTO PORTABLE PT-900

Complete broadcast-quality unit in two cases: one with the 900-R1 recorder mechanism, the other with the 900-A2 amplifier system and power supply. Three heads; separate recording and monitoring amplifiers; three-mike input.

PRESTO STUDIO CONSOLE SR-950

Tape recorder of absolute precision . . . finest available at any price. Three motors; three separate heads for recording, playback and erasing; two speeds; push-button control. All parts readily accessible.



DISC RECORDERS

PRESTO PORTABLE 6-N

Far and away the most popular portable disc recorder . . . also available in cabinet for economical studio use. Equipped with I-D cutting head. Cutting speeds 78 and 33½ rpm. Microgroove available at additional cost.

PRESTO STUDIO CONSOLE 8 D-G

A precision recorder, custom-built to the very highest specifications. Dual motor; direct gear drive; 78 and 33½ rpm. without deviation. I-D cutting head (response to 10,000 cps.) in cantilevered overhead.

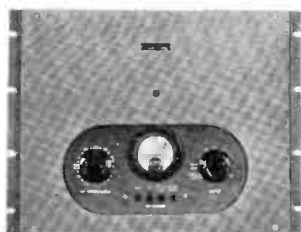
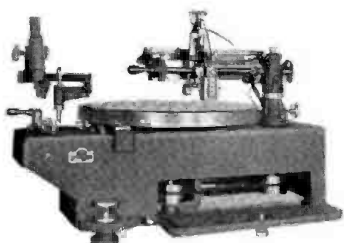
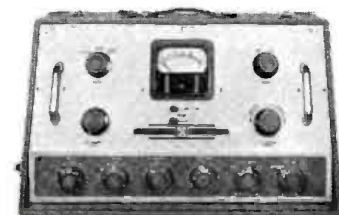
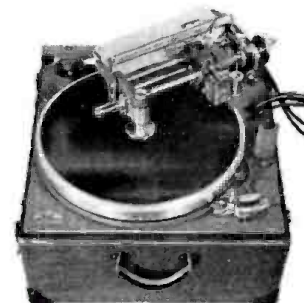
RECORDING AMPLIFIERS

PRESTO PORTABLE 90-B

Recommended amplifier for the 6-N recorder. Portable, but with high fidelity studio performance. Three pre-amps, mixer, master gain control and recording amplifier. Five position selector switch. Response to 15,000 cps.

PRESTO 92-B

One of the most popular recording amplifiers for rack mounting. Power: 60 watts. Frequency response: 20 to 17,000 cps. within 1 db. Four push-buttons to select recording characteristics. Front panel removable.



Here are eight of the most popular, most-wanted units in PRESTO'S complete line of professional recording equipment. Each is precision designed to combine faithful sound reproduction with long, dependable service and simple maintenance. Write direct for additional data, or for assistance in meeting your specialized requirements.

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FCC RULES AND REGULATIONS

(Continued from page 518)

in the territory served by the group of stations comprising each such network.

§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

IN FM RULES . . .

§3.231-3.238, inclusive—

EDITOR'S NOTE: Same as §3.101-3.108, above, with the following exceptions: (1) references are to FM rather than standard stations and networks; and (2) the section on "Network Ownership of Stations" is changed to read as follows:

§3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control²⁵ of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

IN TELEVISION RULES . . .

§3.631-3.638, inclusive—

EDITOR'S NOTE: Identical with the FM rule, §3.231-3.238, above, except that "a television broadcast station" is substituted for "an FM broadcast station" wherever it appears.

[FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among TV networks. FCC suggested this might be done by limiting the number of program hours which stations in one-, two-, and three-station markets might accept from any one network, or, affirmatively, by setting a minimum number of hours to be taken from each network. The proposal was still pending on Jan. 1.]

Reports to Be Filed ²⁶

ALL BROADCAST STATIONS . . .

§1.341 *Financial report, broadcast licenses and permittees.*—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.

§1.342 *Filing of contracts.*—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.343 *Ownership reports, broadcast licenses and permittees.*—(a) *Annual ownership reports.* The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year.

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.²⁷
- (3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stock-

²⁵ See footnote 24, above.

²⁶ EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.206(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

²⁷ Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

²⁸ Before any change is made in the organization, capitalization, officers, directors or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

²⁹ The 60-day requirement does not apply to Amateurs.

holders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

FOR EXAMPLE:

- (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.
 - (b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote licensee's or permittee's stock.
 - (c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.
 - (d) Full information as to family relationship or business association between two or more officials and/or stockholders.
- (4) In the case of all licensees or permittees: (i) the name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.); (ii) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (iii) any interest which the licensee may have in any other broadcast station.

(b) *Interim ownership reports.* An interim ownership report shall be filed by each licensee or permittee on FCC Form 323A describing any change in information required in the annual ownership report (the application or construction permit in the case of a permittee who has not filed an annual ownership report) from that previously reported within 30 days after any such change occurs, including without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors or in operating personnel determining program policy.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.
- (4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above.

Provided, however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.²⁹

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343.*—As used in Sections 1.341-1.343:

- (a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.
- (b) "Officer" and "director" shall include the comparable officials in unincorporated associations.
- (c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

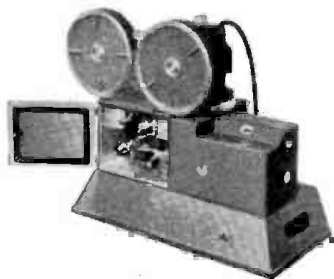
§1.320 *Application for renewal of license; broadcast and non-broadcast.*—(a) Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 days³⁰ prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.341 to 1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

IN AM RULES . . .

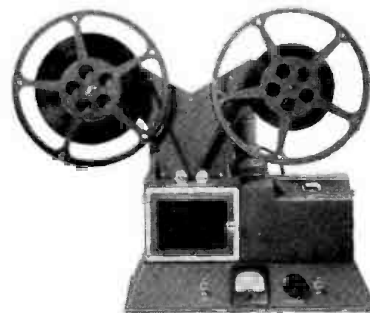
§3.34 *Normal license period.*—(a) All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

(Continued on page 522)



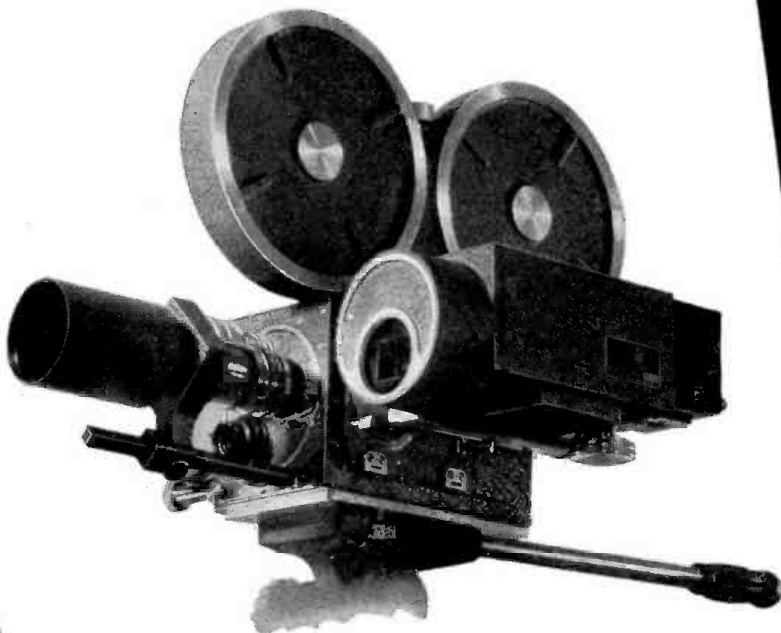
The 16 mm. sound-on-film Recording System combines the highest fidelity in 16 mm. recording practice with

wide flexibility and extreme simplicity of operation. The six bilateral tracks, recorded in place of the usual single variable area track, substantially improve the playback quality of the average 16 mm. projector. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks. The system is sold as a unit and includes the recorder, 4 channel recording amplifier, and equalizer, power supply, voltage regulator, high quality poly-directional microphone and stand, cables and carrying cases.



The 16 mm. Film Phonograph provides the finest quality re-recording in modern 16 mm. sound film production. The high fidelity playback is also valuable in judging the quality of sound tracks and demonstrating quality of production. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photocell hiss — essential for quality reproduction. Elimination of microphonic noise and an extremely uniform scanning beam reduces distortion to a very low value. The built-in pre-amplifier delivers an output signal at -37VU at 200 ohms impedance. Frequency response is flat from 50 cycles to 7,000 cycles — with 10,000 cycles available on special order.

THE NEW MAURER 16 MM CAMERA



The 16 mm. Professional Camera produces the finest 16 mm. originals possible today. The result of J. A. Maurer research and development skill together with the finest engineering in the industry, it has been designed to a performance standard $2\frac{1}{2}$ times more accurate than is required for good 35 mm. camera construction. This is the only way to produce results comparable to 35 mm. Only the Maurer Professional 16 mm. camera is so designed! The intermittent movement and gate do not depend on perforation accuracy to produce perfect registration.

Equipped with a precision high-power focusing system, guarantying critically sharp focus, it also has the finest view-finder ever made for professional use. All controls and indicators are constantly at hand and available from shooting position behind the view-finder. Standard equipment includes 235-degree disolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400 foot gear-driven film magazine, 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a rigid, lightweight filmboard carrying case.



The Model F Prime Recording Optical System and Galvanometer is a complete light modulating unit for recording sound photographically upon standard film and is designed to produce bilateral (symmetrical) form of variable area sound tract. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

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FCC RULES AND REGULATIONS

(Continued from page 520)

(1) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kc., Nov. 1, 1946.

(2) For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, kc., May 1, 1945.

(3) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kc., May 1, 1946.

(4) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kc., May 1, 1947.

(5) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kc., Nov. 1, 1945.

(6) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kc., Nov. 1, 1947.

(7) For stations operating on the frequency 1230 kc., Feb. 1, 1946.

(8) For stations operating on the frequency 1240 kc., Aug. 1, 1946.

(9) For stations operating on the frequency 1340 kc., Feb. 1, 1947.

(10) For stations operating on the frequency 1400 kc., Aug. 1, 1947.

(11) For stations operating on the frequency 1450 kc., Feb. 1, 1948.

(12) For stations operating on the frequency 1490 kc., Aug. 1, 1948.

IN FM RULES . . .

Commercial Stations

§3.218 *Normal license period.*—(a) All initial licenses covering construction permits for new FM broadcast stations will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

(1) For stations operating on the frequencies 92.1, 92.7, 93.5, 94.3, 95.3, 95.9, 96.7, 97.7, 98.3, 99.3 mc., June 1.

(2) For stations operating on the frequencies 100.1, 100.9, 101.7, 102.3, 103.1, 103.9, 104.9, 105.5, 106.3, 107.1 mc., September 1.

(3) For stations operating on the frequencies 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7, 102.9, 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3, 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mc., December 1.

(4) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7, 94.9, 95.1, 95.5, 95.7, 96.1, 96.3, 96.5, 96.9, 97.1, 97.3, 97.5, 97.9, 98.1, 98.5, 98.7, 98.9, 99.1, 99.5, 99.7, 99.9 mc., March 1.

(b) All renewals of FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a maximum period of three years to expire in accordance with the following schedule and at 3-year intervals thereafter:

(1) For stations operating on the frequencies 92.1, 92.7, 93.5 mc., June 1, 1948.

(2) For stations operating on the frequencies 100.1, 100.9, 101.7 mc., September 1, 1948.

(3) For stations operating on the frequencies 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7 mc., December 1, 1948.

(4) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7 mc., March 1, 1949.

(5) For stations operating on the frequencies 94.3, 95.3, 95.9 mc., June 1, 1949.

(6) For stations operating on the frequencies 102.3, 103.1, 103.9 mc., September 1, 1949.

(7) For stations operating on the frequencies 102.9, 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3 mc., December 1, 1949.

(8) For stations operating on the frequencies 94.9, 95.1, 95.5, 95.7, 96.1, 96.3, 96.5, 96.9, 97.1, 97.3 mc., March 1, 1950.

(9) For stations operating on the frequencies 96.7, 97.7, 98.3, 99.3 mc., June 1, 1950.

(10) For stations operating on the frequencies 104.9, 105.5, 106.3, 107.1 mc., September 1, 1950.

(11) For stations operating on the frequencies 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mc., December 1, 1950.

(12) For stations operating on the frequencies 97.5, 97.9, 98.1, 98.5, 98.7, 98.9, 99.1, 99.5, 99.7, 99.9 mc., March 1, 1951.

Educational

§3.518 *Normal license period.*—(a) All initial licenses covering construction permits for new Non-Commercial Educational FM broadcast stations will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

(1) For stations operating on the frequencies 88.1, 88.3, 88.5, 88.7, 88.9, 89.1, 89.3, 89.5, 89.7, 89.9 mc., June 1.

(2) For stations operating on the frequencies 90.1, 90.3, 90.5, 90.7, 90.9, 91.1, 91.3, 91.5, 91.7, 91.9 mc., September 1.

(b) All renewals of Non-Commercial Educational FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a maximum period of three years to expire in accordance with the following schedule and at 3-year intervals thereafter:

(1) For stations operating on the frequencies 88.1, 88.3, 88.5 mc., June 1, 1948.

(2) For stations operating on the frequencies 90.1, 90.3, 90.5 mc., September 1, 1948.

(3) For stations operating on the frequencies 88.7, 88.9, 89.1 mc., June 1, 1949.

(4) For stations operating on the frequencies 90.7, 90.9, 91.1 mc., September 1, 1949.

(5) For stations operating on the frequencies 89.3, 89.5, 89.7, 89.9 mc., June 1, 1950.

(6) For stations operating on the frequencies 91.3, 91.5, 91.7, 91.9 mc., September 1, 1950.

IN TELEVISION RULES . . .

§3.618 *Normal license period.*—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m., E.S.T., and will be issued for a normal license period of one year.

Station Identification

IN AM RULES . . .

§3.187 *Station identification.*—(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, except as otherwise provided in §3.287 of the Commission's Rules Governing FM Broadcast Stations.

IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however,* that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided:* [Editor's Note: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.187 above.]

IN TELEVISION RULES . . .

§3.687 *Station identification.*—(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location), at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs

(Announcement of)

IN AM RULES . . .

§3.189 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished

(Continued on page 526)

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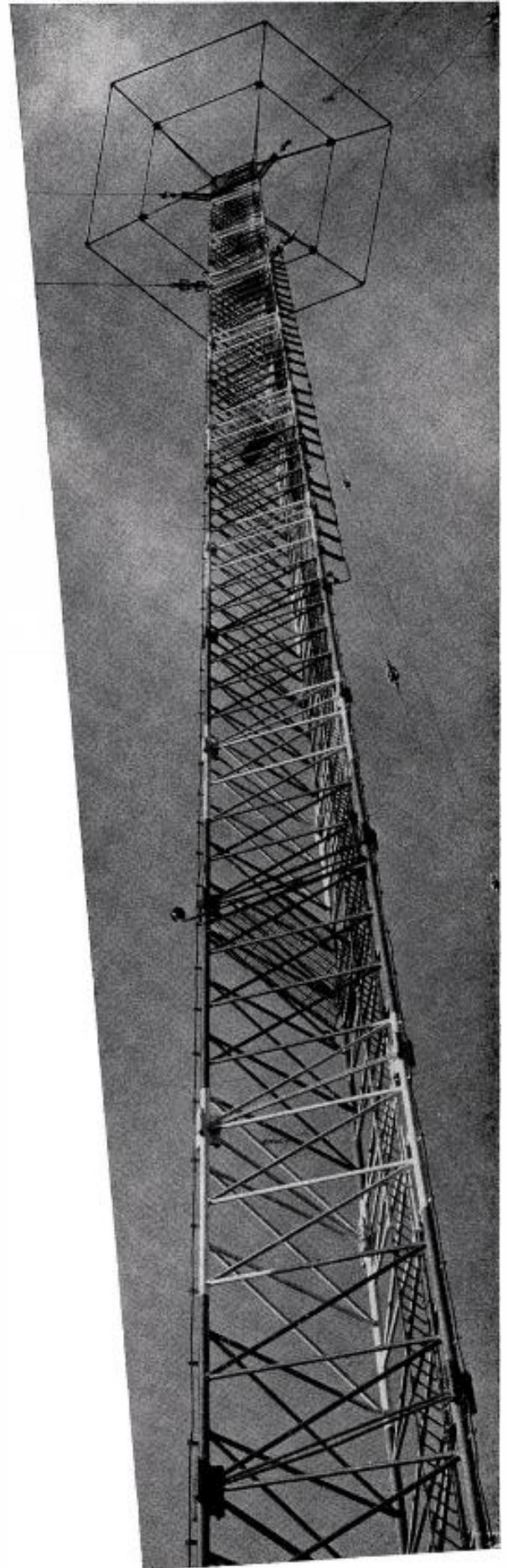
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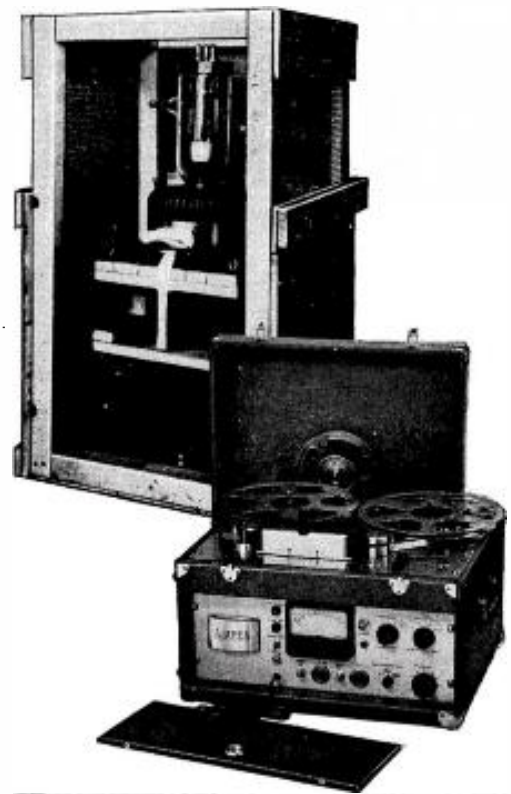
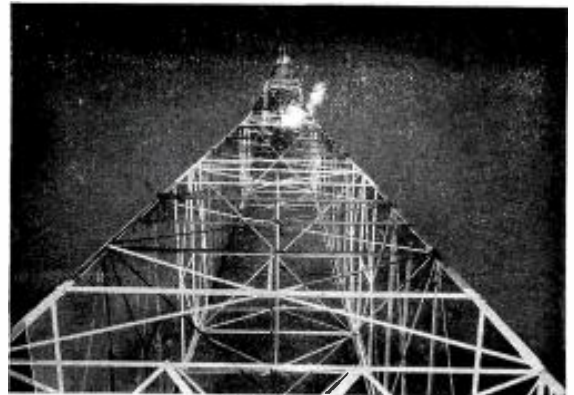
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(Continued from page 522)

to such station in connection with the broadcasting of such program: *Provided, however, That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.*

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

IN FM RULES . . .

§3.289—[EDITOR'S NOTE: Identical with §3.189, above.]

IN TELEVISION RULES . . .

§3.689—[EDITOR'S NOTE: Identical with §3.189, above, except that "films" are added to the services mentioned in paragraph (b).]

Recordings and Transcriptions

(Identification of)

IN AM RULES . . .

§3.188 *Mechanical records*³⁰—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however, that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.*

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement

³⁰ During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast one hour later by those stations which operate on standard time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. A network organization or individual station taking advantage of this waiver should so advise the Commission.

* Proposed rule-making proceedings, designed to clarify the rebroadcasting §3.190, reprinted here, is from AM rules. In FM it is 3.290; in TV, 3.690. rules, were pending on Jan. 1.

³¹ As used in sec. 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

³² In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

³³ The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

³⁴ The broadcasting of a program relayed by a remote pickup broadcast station (sec. 4.401) is not considered a rebroadcast.

³⁵ Informal application may be employed.

³⁶ By order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.191(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

immediately preceding the use thereof; *Provided, however, that each such program of one minute or less need not be announced as such.*

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§3.288—[EDITOR'S NOTE: Identical with §3.188, above.]

IN TELEVISION RULES . . .

§3.688 *Mechanical reproductions*.—(a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b)—[EDITOR'S NOTE: Same as paragraph (e) of §3.188, above.]

Political Broadcasts

FOR AM, FM, AND TV³⁷ . . .

§3.190 *Definitions*.—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements*.—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided, That such licensee shall have no power of censorship over the material broadcast by any such candidate.*

(c) *Rates and practices*.—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Records; inspection*.—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcasts*

IN AM RULES . . .

§3.191 *Rebroadcast*.—(a) The term "rebroadcast" means reception by radio of the program³⁸ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.³⁹

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.⁴⁰

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.^{35, 36, 37}

(Continued on page 528)

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(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.²⁸

IN FM RULES . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191 is deleted in §3.291, and Paragraph (b) relates to rebroadcasts of programs of U.S. "standard, FM or noncommercial educational" stations.]

IN TELEVISION RULES . . .

§3.691—[EDITOR'S NOTE: Identical in terms with §3.191, above, except that television rebroadcasts naturally are limited to programs of other television stations; Paragraphs (d) and (e) of §3.191 are deleted in §3.691.]

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES) . . .

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission

²⁸ Formal application required. See Standards of Good Engineering Practice for form number.

²⁹ Effective date of the lottery rules was postponed by FCC until current court tests of their legality have been completed. The same is true of §3.292 (FM) and §3.692 (TV), which are identical to §3.192, reprinted here.

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a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureaus of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that suspension proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§3.192²⁹ *Lotteries and Give-Away Programs.*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Who-

(Continued on page 530)

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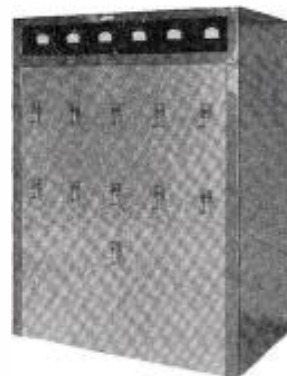
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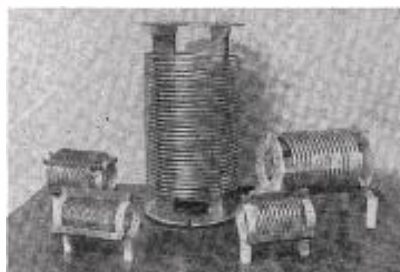
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- Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers required. Installation is greatly simplified.
- New "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.
- Forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give hum-free operation of control system; easy conversion from 5 to 10 KW operation by simple output tube change.



Shown above is the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Much of Continental production is concentrated on antenna phasing equipment, in which each layout is individually engineered and custom built for the particular directional array involved.

Shown at right are typical components—radio frequency inductors grouped around the larger isolation inductor. These are used in assembling coupling equipment. A line of essential components, used in transmitting and phasing equipment, has been developed and is continuously manufactured for stock in moderate quantity.



At right, a weatherproof welded aluminum coupling network cabinet for one and five kilowatt systems. The complete installation of two 5 KW broadcast transmitters, together with phasing equipment, and all associated apparatus (except erection of towers) was recently handled by Continental on a contract basis.



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| International Brotherhood of Electrical Workers | AFL | 1200 15th St., N.W. Washington, D. C. DISTri. 3764 49 N. Ogden Ave. Chicago, Ill. SEely 3-7890 | D. W. Tracy, Pres. J. Scott Milne, Secy. Local 134 | | | | |
| National Assn. of Ind. Broadcast Engineers & Technicians | IND | 48 W. 48th St. N. Y. 19, N. Y. PLaza 7-3065 80 E. Jackson Blvd. Chicago, Ill. WABash 2-2462 375 O'Farrell St. San Francisco, Calif. ORdway 3-8484 | J. R. McDonnell, Pres. Edward Lynch, Exec. V.P. George Maher, Natl. Rep. John R. McDonnell, Pres. | | | | |

(Continued on page 537)

FCC RULES AND REGULATIONS

(Continued from page 528)

ever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .

§326 [of Communications Act].—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

VOLUNTARY . . .

§1321 *Application for voluntary assignment or transfer of control; broadcast.*—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control.

(b) *Pro forma* assignment or transfer applications shall be filed on FCC Form 316. Such cases are defined as cases in which:

- (1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;
- (2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;
- (3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;
- (4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;
- (5) There is an involuntary transfer to an executor, administrator or other court appointed officer caused by death or legal disability except that this form does not cover assignments (or transfers) from the executor, administrator or other court appointed officers to the ultimate beneficiary;
- (6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;
- (7) There is an assignment of less than a controlling interest in a partnership.

INVOLUNTARY TRANSFERS AND ASSIGNMENTS . . .

§1323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

- (a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and
- (b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

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October 1, 1937—August 31, 1939 (Deceased)

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July 11, 1934—June 30, 1940 (Deceased)

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July 11, 1934—June 30, 1945

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William H. Willis, Vermont
July 1, 1945—March 6, 1946 (Deceased)

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Ewell K. Jett, Maryland
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March 22, 1941—June 30, 1947 (Deceased)

Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948

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Secretary: Jane A. Rudy

Louis E. DelaFleur, Assistant Chief

Engineers

Marvin A. Price
George V. Stelzenmuller
W. L. North
William F. Bradley
Charles A. Brooks

Robert L. Tosch
W. S. Grenfell
Ernest Blankenship
Theodore McCartney
Saul M. Myers

LABORATORY DIVISION

E. W. Chapin, Chief, Laboratory Division
Secretary: Anne F. Janco

Engineers

Everett K. Ames
Irl D. Ball
Albert C. Craig
J. P. Dougherty

Ralph R. Dunn
L. C. Middlekamp
Milton Mobley
Everett Shinn
Phillip Wessels

(Continued on page 532)

Executive and Staff Personnel of the Federal Communications Commission

(Continued from page 531)

Safety and Special Radio Services Bureau

EDWIN L. WHITE, Chief
Secretary: Bernice Hase
LESTER W. SPILLANE, Assistant Chief
Secretary: Geraldine Havrilla
Assistant: Laura Zerener

AVIATION DIVISION

John R. Evans, Chief
Secretary: Dorothy Bass

MARINE DIVISION

William N. Krebs, Chief
Secretary: Willie C. Herbert

INDUSTRY AND COMMERCE DIVISION

Glen E. Nielsen, Chief
Secretary: Frances S. Klein

PUBLIC SAFETY AND AMATEUR DIVISION

George K. Rollins, Chief
Secretary: Mildred Donaldson

AUTHORIZATION ANALYSIS DIVISION

Charles R. Weeks, Chief
Assistant Chief: Robert L. Stark
Secretary: Eva Hocutt

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Marshall S. Orr, Chief
Secretary: Anne Donnelly

Common Carrier Bureau

JACK WERNER, Chief
Secretary: Sylvia Frytalak
CURTIS M. BUSHNELL, Assistant Chief
Secretary: Vivian Fishman

* * *

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Secretary: Beryl Pierce

LICENSE BRANCH

Betty Ferro, Chief

TELEPHONE DIVISION

Robert E. Stromberg, Chief
Secretary: Annie B. Bischoff

TELEGRAPH DIVISION

John R. Lambert, Chief
Secretary: Muriel M. Sharpe

COMMON CARRIER STATISTICS DIVISION

Alexander Ueland, Chief
Secretary: Margaret Q. Boggs

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Secretary: Lillian Conley

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Secretary: Mattie Henderson
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New York, 624 Federal Bldg.—Jack E. Buckley, Chief
St. Louis, 334 Old Custom House—Hiram Niedermeyer, Chief
San Francisco, 316 Custom House—Paul Summerhays, Chief

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WILLIAM J. NORFLEET, Chief Accountant
Secretary: Lily M. Marshall
HUGO REYER, Assistant Chief Accountant
Secretary: Elizabeth S. Harris
ROBERT E. STROMBERG, Asst. Chief Accountant

* * *

ACCOUNTING SYSTEMS DIVISION

John J. Nordberg, Chief
Secretary: Lois L. Liston

BROADCAST DIVISION

LeRoy Schaaff, Chief
Secretary: Florence Zull
Applications Branch: E. E. Hensinger, Chief
Renewals & Annual Reports Branch: Robert E. Braden, Chief
Hearings Branch: Guy E. Douglas, Chief

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Hyman H. Goldin, Chief
Secretary: Dorothy W. Rich
Broadcast Branch: James B. Sheridan, Chief
Common Carrier & Special Studies Branch: Alexander Firer, Chief

Office of Administration

W. K. HOLL, Executive Officer
Secretary: Rita Clayton
ROBERT W. COX, Assistant Executive Officer
RICHARD SOLAN, Administrative Assistant

BUDGET AND FISCAL DIVISION

Robert W. Cox, Acting Budget Officer

ORGANIZATION AND METHODS DIVISION

Eric G. Stewart, Planning Officer

PERSONNEL DIVISION

Gilbert H. Hatfield, Personnel Officer
Secretary: Dorothy Glen

* * *

Field Offices of the Federal Communications Commission

FIELD ENGINEERING AND MONITORING DIVISION REGIONAL OFFICES

Chief of Field Division: George S. Turner, Washington, D. C.

| Region | Headquarters | Districts |
|--|--|---------------|
| Charles C. Kolster North Atlantic Region | 506 Federal Bldg. New York 14 | 1, 2, 3, 4, 5 |
| Paul H. Herndon Jr. South Atlantic Region | 411 Federal Annex Atlanta 3, Ga. | 6, 7, 22 |
| Joe H. McKinney Gulf States Region | 332 U. S. Appraisers Bldg. Houston 11, Tex. | 8, 9, 10 |
| Kenneth G. Clark South Pacific Region | 323A Customhouse San Francisco 26 | 11, 12, 15 |
| Geo. V. Wiltse North Pacific Region | 801 Federal Office Bldg. Seattle 4, Wash. | 13, 14 |
| William J. McDonell Central States Region | 876 U. S. Court House Chicago 4 | 16, 17, 18 |
| Emery H. Lee Great Lakes Region | 1029 New Federal Bldg. Detroit 26, Mich. | 19, 20 |
| Lee R. Dawson Hawaiian Region | P. O. Box 1142 Lanikai, Oahu, T. H. | 21 |
| Charles T. Manning Alaskan Region | Room 52 Federal Bldg. Anchorage, Alaska | 23 |

DISTRICT OFFICES

| District No. | City | Address | Engineer in Charge |
|--------------|--|---|--|
| 1 | Boston 9, Mass. | 1600 Customhouse | Walter Butterworth |
| 2 | New York 14 | 748 Federal Bldg. | Arthur Batcheller |
| 3 | Philadelphia 6, Pa. | 1005 U. S. Customhouse | Roger A. Phelps |
| 4 | Baltimore 2, Md. | 508 Old Town Bank Bldg. | Hyman A. Cohen |
| 5 | Norfolk 10, Va. | Room 402, New Post Office Bldg. | Edward Bennett |
| | | 106 New Post Office Bldg. (Ship Office) | Paul Schmidt |
| 6 | Atlanta 3, Ga. Savannah, Ga. | 411 Federal Annex 214 Post Office Bldg. (Sub-Office) | W. D. Johnson Andrew R. Bahlay |
| 7 | Miami 1, Fla. Tampa 2, Fla. | 312 Federal Bldg. 409-410 Post Office Bldg. (Sub-Office) | Arthur Fish Chalmer H. Neeb |
| 8 | New Orleans 16, La. Mobile 10, Ala. | 400 Audubon Bldg. 324 U. S. Court House and Customhouse Bldg. (Sub-Office) | Theodore G. Deller George E. Franklin |
| 9 | Houston 11, Tex. Beaumont, Tex. | 324 U. S. Appraisers Bldg. 329 Post Office Bldg. (Sub-Office) | Louis L. McCabe Eric D. Coburn |
| | Galveston | 406 Post Office Bldg. (Sub-Office) | Wayne E. Hall |

| District No. | City | Address | Engineer in Charge |
|--------------|------------------------|---|----------------------|
| 10 | Dallas 2, Tex. | 500 U. S. Terminal Annex | John H. Homsy |
| 11 | Los Angeles 12, Cal. | 539 U. S. Post Office & Courthouse Bldg. Temple & Spring Sts. | Bernard H. Linden |
| | San Diego 1, Cal. | 230 U. S. Customhouse and Courthouse (Sub-Office) | Ney R. Landry |
| | San Pedro, Calif. | 326 U. S. Post Office and Courthouse Bldg. (Ship Office) | James Homsy |
| 12 | San Francisco 26, Cal. | 323A Customhouse | Francis V. Sloan |
| 13 | Portland 5, Ore. | 307 Fitzpatrick Bldg. | James M. Chapple |
| 14 | Seattle 4, Wash. | 801 Federal Office Bldg. | Herbert H. Arlowe |
| 15 | Denver 2, Col. | 521 Customhouse | William E. Clyne |
| 16 | St. Paul 2, Minn. | 208 Uptown Post Office & Federal Bldg. | Donald A. Murray |
| 17 | Kansas City, Mo. | 3200 Fidelity Bldg. | Harold T. Gallaher |
| 18 | Chicago 4, Ill. | 246 U. S. Court House | H. D. Hayes |
| 19 | Detroit 26, Mich. | 1029 New Federal Bldg. | Edwin S. Heiser |
| 20 | Buffalo 3, N. Y. | 328 Post Office Bldg. | Paul A. Holloway |
| 21 | Honolulu 1, T. H. | 609 Stangenwald Bldg. | Paul R. Fenner |
| 22 | San Juan 13, P. R. | 322-323 Federal Bldg. | Arthur T. Cline, Jr. |
| 23 | Juneau, Alaska | 7-8 Shattuck Bldg. | Harold D. DeVoe |
| | Anchorage, Alaska | 53 U. S. Post Office & Courthouse (Sub-Office) | (Vacancy) |

PRIMARY MONITORING STATIONS

| Station | Address | Engineer in Charge |
|----------------------|----------------|---------------------|
| Allegan, Mich. | P. O. Box 89 | Irving L. Weston |
| Grand Island, Neb. | P. O. Box 788 | Arthur A. Johnson |
| Kingsville, Tex. | P. O. Box 632 | William R. Foley |
| Mills, Mass. | P. O. Box 308 | Edward W. Sanders |
| Santa Ana, Calif. | P. O. Box 744 | William Hoffert |
| Laurel, Md. | P. O. Box 31 | Adolph Anderson |
| Livermore, Calif. | P. O. Box 989 | George McLeod |
| Portland, Ore. | P. O. Box 5165 | Robert A. Landsburg |
| Powder Springs, Ga. | P. O. Box 4 | Henry B. Dunphy Jr. |
| Lanikai, Oahu, T. H. | P. O. Box 1142 | Lee R. Dawson |
| Anchorage, Alaska | | Edwin Forsyth |

SECONDARY MONITORING STATIONS

| Station | Address | Engineer in Charge |
|---|---------------------------|----------------------|
| Searport, Me. | | Vernon K. Wilson |
| North Scituate, R. I. | P. O. Box 3 | Thomas B. Cave |
| Spokane, Wash. | P. O. Box 37, Station "A" | Adelbert C. Lawrence |
| Twin Falls, Idaho | P. O. Box 499 | John L. Kurdeka |
| Fort Lauderdale, Fla. | P. O. Box 187 | Homer V. Thompson |
| Lexington, Ky. | P. O. Box 99 | James E. Gilfoy |
| Muskogee, Okla. | P. O. Box 1448 | J. F. DeBardeleben |
| Bay St. Louis, Miss. (near New Orleans) | P. O. Box 300 | H. Frank Rawls |

TELEVISION APPLICATIONS PENDING

Before FCC as of November 15, 1950

(*) Designates application in hearing.

ALABAMA

Birmingham—The Birmingham News Co., Ch. 9.

ARIZONA

Phoenix—KTAR Bcstg. Co., Ch. 4; T. M. & J. M. Gibbons, Ch. 7.
Tucson—Leland Holzer, Ch. 6.

ARKANSAS

Little Rock—Mid-South Television Bcstg. Co., Ch. 10; Southwestern Pub. Co., Ch. 8.

CALIFORNIA

Bakersfield—Paul R. Bartlett, Ch. 8; Pearl Lemert, Ch. 10.

Fresno—California Inland Bcstg. Co., Ch. 5; Donroy Bcstg. Co., Ch. 4; KARM, The George Harm Station*, Ch. 7; McClatchy Bcstg. Co., Ch. 7; Television Fresno Co., Ch. 2; Pacific Bcstg. Co., Ch. 4; Edward Lasker, Ch. 7.

Oakland—KROW Inc., Ch. 11 (Also see San Francisco).

Riverside—Bcstg. Corp. of America, Ch. 6.

Sacramento—Harmco Inc., Ch. 3; McClatchy Bcstg. Co., Ch. 10; Sacramento Bcstg. Inc., Ch. 6.

San Diego—Aifan Radio Corp. Ltd., Ch. 10; Balboa Bcstg. Co., Ch. 3; Pacific Bcstg. Co., Ch. 12; Television Bcstg. Co., Ch. 10; Video Bcstg. Co., Ch. 3; Charles E. Salik*, Ch. 6.

San Francisco—Columbia Bcstg. System*, Ch. 9; Don Lee Bcstg. System*, Ch. 2; Paramount Television Productions Inc., Ch. 9; Television California*, Ch. 11. (See Oakland).

San Jose—FM Radio and Television Corp., Ch. 13; Radio Diablo Inc., Ch. 13.

San Luis Obispo—The Valley Electric Co., Ch. 3.

Santa Barbara—M. R. Schacker, Ch. 6; Radio KIST Inc., Ch. 6.

Visalia—Sierra Bcstg. Co., Ch. 10.

COLORADO

Denver—Alladin Television Inc., Ch. 9; The Daniels & Fisher Stores Co., Ch. 4; KMYR Bcstg. Co., Ch. 4; Landon Television Bcstg. Co., Ch. 5; Edward Lasker, Ch. 2; Gifford Phillips, Ch. 9; Denver Television Co., Ch. 2.

CONNECTICUT

Bridgeport—Yankee Network Inc., Ch. 10.

Hartford—The Connecticut Bcstg. Co., Ch. 10; The Hartford Times Inc., Ch. 10; Travelers Bcstg. Service Corp., Ch. 10.

Waterbury—Connecticut Radio Foundation Inc., Ch. 12; Nutmeg State Bcstg. Co., Ch. 12.

DELAWARE

Wilmington—Wilmington Tri-State Bcstg. Co. Inc., Ch. 7 (Assigned WDEL-TV there).

FLORIDA

Miami—Isle of Dreams Bcstg. Corp., Ch. 5; Miami Bcstg. Co., Ch. 7; Miami-Hollywood Television Corp., Ch. 7.

Miami Beach—WKAT Inc., Ch. 7; Fort Industry Co., Ch. 7.

Orlando—Orlando Daily Newspapers Inc., Ch. 3; Sunshine Television Corp., Ch. 10.

St. Petersburg—Pinellas Bcstg. Co., Ch. 7 (Also see Tampa).

Tampa—Gulf Theatres Inc., Ch. 2; Tampa Times Co., Ch. 4; The Tribune Co., Ch. 9 (Also see St. Petersburg).

GEORGIA

Atlanta—Board of Regents, University System of Georgia, Georgia Institute of Technology*, Ch. 11; E. D. Rivers Jr., Ch. 8; General Bcstg. Co., Ch. 11.

Augusta—Georgia-Carolina Bcstg. Co., Ch. 6.

Columbus—Georgia-Alabama Bcstg. Corp., Ch. 3.

Macon—Southeastern Bcstg. Co., Ch. 7.

IDAHO

Boise—Leland Holzer, Ch. 6.

ILLINOIS

Chicago—Columbia Bcstg. System Inc., Ch. 11; Johnson-Kennedy Radio Corp., Ch. 2; Sun and Times Co., Ch. 13; Zenith Radio Corp., Ch. 2; Lewis College of Science and Theology, Ch. 13.

Moline—Tri-City Telecasting Co., Ch. 9.

Quincy—Lee Bcstg. Inc., Ch. 11.
Rockford—Rockford Bcstg. Inc., Ch. 11.

Springfield—Trans-American Television Corp., Ch. 10; Sangamon Valley Television Corp., Ch. 8; WCBS Inc., Ch. 10.

INDIANA

Evansville—Trans-American Television Corp., Ch. 11.

Fort Wayne—Farnsworth Television and Radio Corp., Ch. 4; Northeastern Indiana Bcstg. Co. Inc., Ch. 4; Westinghouse Radio Stations Inc., Ch. 2.

Indianapolis—Crosley Bcstg. Co., Ch. 12; Indiana Bcstg. Corp., Ch. 12; Indianapolis Bcstg. Inc., Ch. 8; Universal Bcstg. Co. Inc., Ch. 8.

South Bend—South Bend Tribune, Ch. 13.

Terre Haute—Wabash Valley Bcstg. Co., Ch. 4.

IOWA

Boone—Boone Bcstg. Co., Ch. 7.

Cedar Rapids—The Gazette Co., Ch. 7.

Davenport—Davenport Bcstg. Co., Ch. 2.

Des Moines—Central Bcstg. Co., Ch. 12;

Cowles Bcstg. Co., Ch. 9; Independent Bcstg. Co., Ch. 5; Murphy Bcstg. Co., Ch. 2; Tri-States Meredith Bcstg. Co., Ch. 2.

Iowa City—The State University of Iowa, Ch. 11.

Oelwein—Northeast Iowa Radio Corp., Ch. 6.

KANSAS

Pittsburg—Pittsburg Bcstg. Co., Ch. 7.

Topeka—Midland Bcstg. Co., Ch. 7; Topeka Bcstg. Assn. Inc., Ch. 11.

Wichita—Okkan Television Chain Inc., Ch. 4.

KENTUCKY

Louisville—Mid-America Bcstg. Corp., Ch. 13.

LOUISIANA

Baton Rouge—Baton Rouge Bcstg. Co. Inc., Ch. 9.

New Orleans—Loyola University*, Ch. 10; New Orleans Television Co., Ch. 2; Times-Picayune Pub. Co., Ch. 4.

Shreveport—Mid-South Television Bcstg. Co., Ch. 6; International Bcstg. Corp., Ch. 8; Shreveport Television Co., Ch. 8; Fairfield Manor Television Co., Ch. 11; Radio Station KTBS Inc., Ch. 4.

MAINE

Portland—Congress Square Hotel Co., Ch. 11; Oliver Bcstg. Corp., Ch. 8; Guy Gannett Bcstg. Services, Ch. 8.

MARYLAND

Cumberland—The Tower Realty Co., Ch. 2; Cumberland Bcstg. Co., Ch. 2.

Frederick—The Monocacy Bcstg. Co., Ch. 3.

Hagerstown—Hagerstown Bcstg. Co. Inc., Ch. 6.

MASSACHUSETTS

Boston—Columbia Bcstg. System*, Ch. 9; Massachusetts Bcstg. Corp., Ch. 9; Matheson Radio Co. Inc., Ch. 13; New England Television Co. Inc., Ch. 13; New England Theatres Inc., Ch. 13.

Fall River—Fall River Herald News Pub. Co., Ch. 8; New England Television Co. Inc., Ch. 8 (Also see New Bedford).

Holyoke—Hampden-Hampshire Corp., Ch. 3 (Also see Springfield).

Lawrence—Hildreth & Rogers Co., Ch. 3.

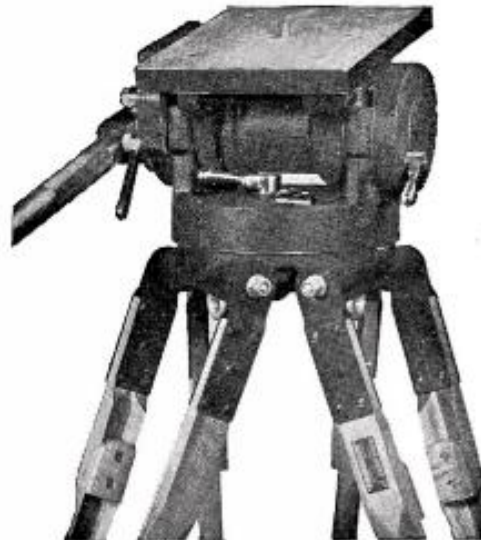
(Continued on page 536)

Floating Action!

for all TV Cameras

'BALANCED' TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars



YOU CAN BE SURE...IF IT'S
Westinghouse

**FOR BROADCASTING
ECONOMY, CHECK THESE
WESTINGHOUSE SAVINGS**

For new or replacement AM and FM transmitters, Westinghouse has a long-range economy story that merits the closest examination.

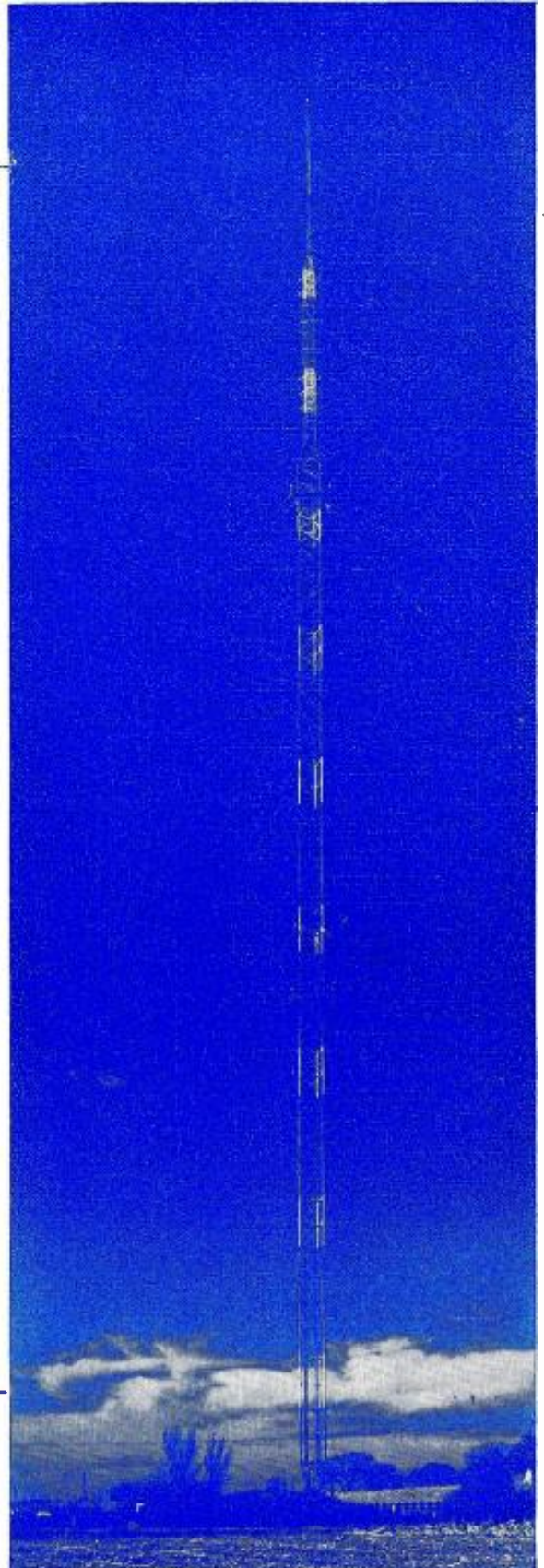
Cutting day-to-day costs often justifies replacing equipment now—rather than letting maintenance costs continue. For new equipment, Westinghouse is the answer.

Westinghouse transmitters are designed to save initial cost, to save on building costs, to save on maintenance and replacement throughout equipment life.

And outages are cut to the irreducible minimum!

CHECK PRESENT OR PROPOSED EQUIPMENT AGAINST THIS
WESTINGHOUSE FEATURE LIST:

- | | |
|--|--|
| ONE: Compact construction saves on building space and floor area. | filament construction, which reduces filament power requirements. |
| TWO: Cubicle construction allows easy access to all components at all times; has lower installation cost. | FIVE: Rectox metal rectifiers used even in output stages, mean no lost air time due to rectifier failure. KXEL reports eight years' service without failure; WBBM also reports eight years without failure. |
| THREE: Fewer tubes (20 in the 50 KW AM transmitter); fewer tube types (7 in the 50 KW AM transmitter). | SIX: Built-in spares for oscillator, blower and motor unit, and for each power amplifier and modulator tube. |
| FOUR: Tubes have thoriated tungsten | |

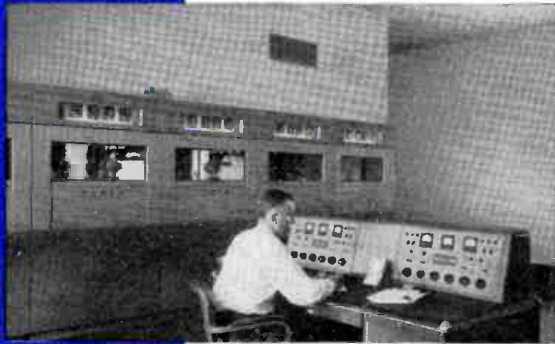




At WWSW, Chief Engineer E. R. Kaiser, standing, and Assistant Chief Engineer J. R. Harlow check their newly-installed Westinghouse 5 KW AM transmitter.



At WHO, Mr. L. A. Sullivan is shown the 50 KW FM transmitter by Station Engineer E. Gfeller. The console controls both the AM and FM transmitters.



Mr. Gfeller makes a log entry; in background is WHO's 50 KW AM transmitter. Center: Photo shows WHO's new 180 foot tower, designed for AM, FM, and TV operation.

UNIT RESPONSIBILITY

With Westinghouse you can get associated equipment and assured maintenance and application service from *one supplier*. The result? *One responsibility*.

With Westinghouse you know and profit from experience and research.

With Westinghouse, you have numberless added advantages — design advantages, service advantages, engineering advantages. Increases in power are easily made with Westinghouse equipment—the flexibility is designed-in.

LONG-RANGE

DAY-TO-DAY ECONOMY

For full details of new or replacement equipment, consult your Westinghouse representative or write to:

WESTINGHOUSE ELECTRIC CORP.,

Communications Section,

2519 Wilkens Avenue, Baltimore 3, Maryland

J02234

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TV APPLICATIONS

(Continued from page 533)

Ch. 6 (Also see Lowell).

Lowell—Lowell Sun Pub. Co.* Ch. 6
(Also see Lawrence).

New Bedford—E. Anthony & Sons
Inc.* Ch. 8 (Also see Fall River).

Springfield—New England Television
Co. Inc.* Ch. 3; Yankee Network Inc.*
Ch. 3 (Also see Holyoke).

Worcester—New England Television
Co. Inc.* Ch. 5; WTAG Inc.* Ch. 5.

MICHIGAN

Detroit—United Detroit Theatres
Corp.* Ch. 5; WJR. The Goodwill Sta-
tions Inc.* Ch. 5.

Flint—Advertisers Press Inc.* Ch.
11; Booth Radio Stations Inc.* Ch. 11.

Grand Rapids—Grandwood Bcstg.
Co., Ch. 9.

Saginaw—Booth Radio Stations Inc.*
Ch. 8; Saginaw Bcstg. Co., Ch. 13.

MINNESOTA

Duluth—Head of the Lakes Bcstg.
Co., Ch. 3.

Minneapolis-St. Paul—Beck Studios
Inc. Ch. 7; Independent Merchants
Bcstg. Co., Ch. 7; WMIN Bcstg. Co.*
Ch. 2.

MISSISSIPPI

Jackson—Mid-South Television Bcstg.
Co., Ch. 7.

MISSOURI

Clayton—Evangelical Lutheran Syn-
od. Ch. 2 (Also see St. Louis).

Kansas City—The KCKN Bcstg. Co.*
Ch. 2; KCMO Bcstg. Co.* Ch. 5; New
England Television Co. Inc.* Ch. 5;
WBB Bcstg. Co.* Ch. 5; Midland
Bcstg. Co.* Ch. 9.

St. Joseph—KFEQ Inc.* Ch. 13.

St. Louis—New England Television
Co. Inc.* Ch. 4; KWK Inc.* Ch. 9;
The St. Louis University* Ch. 7; Star-
Times Pub. Co.* Ch. 4; 220 N. Kings-
highway Inc., Ch. 7.

NEBRASKA

Lincoln—Inland Bcstg. Co., Ch. 10.

Omaha—Central States Bcstg. Co.*
Ch. 7; KFAB Bcstg. Co.* Ch. 7.

NEVADA

Reno—R and L Co., Ch. 7.

NEW HAMPSHIRE

Manchester—Grandview Inc., Ch. 12.
Portsmouth—WHEB Inc., Ch. 5.

NEW JERSEY

Atlantic City—Atlantic City Televi-
sion Bcstg. Co.* Ch. 8; Neptune Bcstg.
Corp.* Ch. 8; Press-Union Pub. Co.*
Ch. 8.

New Brunswick—Home News Pub.
Co., Ch. 8.

Trenton—Trent Bcstg. Corp., Ch. 8.

NEW MEXICO

Albuquerque—Leland Holzer, Ch. 5;
William J. Baker, Ch. 5.

NEW YORK

Albany—Hudson Valley Bcstg. Co.
Inc.* Ch. 7; Meredith Champlain Televi-
sion Corp.* Ch. 11; Patron Bcstg.
Co. Inc.* Ch. 9; Van Curler Bcstg.
Co.* Ch. 9 (Also see Troy).

Buffalo—WKBW Inc.* Ch. 9; Buffalo
Courier Express Inc.* Ch. 7; New Eng-
land Television Co. Inc.* Ch. 9; WGR
Bcstg. Corp.* Ch. 9 (Also see Niagara
Falls).

Corning—Corning Leader Inc. Ch. 9.
Elmira—Elmira Star Gazette Inc., Ch.
9.

Ithaca—Cornell University, Ch. 4.
Niagara Falls—Niagara Falls Gazette
Pub. Co.* Ch. 9 (Also see Buffalo).

Rochester—Meredith Pub. Co.* Ch.
11; WARC Inc.* Ch. 11; WHEC Inc.*
Ch. 2.

Troy—Troy Bcstg. Co. Inc.* Ch. 9
(Also see Albany).

NORTH CAROLINA

Asheville—Mary Pickford Rogers, Ch.
5.

Charlotte—Inter-City Adv. Co.* Ch.
11; Radio Station WSOC Inc.* Ch. 9;
Surety Bcstg. Co.* Ch. 9.

Durham—Durham Radio Corp., Ch. 4;
Mary Pickford Rogers, Ch. 4; Harold
H. Thomas, Ch. 7.

Greensboro—Inter-City Adv. Co., Ch.
10.

High Point—Radio Station WMFR
Inc., Ch. 12.

Raleigh—WPTF Radio Co., Ch. 5.
Salisbury—Mid-Carolina Bcstg. Co.,
Ch. 4.

Winston-Salem—Piedmont Pub. Co.,
Ch. 6; Mary Pickford Rogers, Ch. 6.

OHIO

Akron—Allen T. Simmons*, Ch. 11;
Summit Radio Corp.* Ch. 11.

Bellaire—Tri-City Bcstg. Co.* Ch. 12
(Also see Wheeling, W. Va.).

Canton—Brush-Moore Newspapers
Inc., Ch. 7.

Cincinnati—Allen B. DuMont Labs.
Inc.* Ch. 2; L. B. Wilson Inc., Ch. 2.

Cleveland—Cleveland Bcstg. Inc.*
Ch. 2; Allen B. DuMont Labs. Inc.*
Ch. 2; United Bcstg. Co.* Ch. 7; The
WGAR Bcstg. Co.* Ch. 7; WJW Inc.*
Ch. 2.

Hamilton—Condo, Holbrock & Smith,
Ch. 2.

Toledo—Maumee Valley Bcstg. Co.,
Ch. 11; Toledo Blade Co., Ch. 10;
Community Bcstg. Co., Ch. 3.

Youngstown—Mansfield Radio Co.*
Ch. 13; Vindicator Printing Co.* Ch.
13; WKBN Bcstg. Corp.* Ch. 13.

OKLAHOMA

Oklahoma City—KOMA Inc.* Ch. 5;
Mid-South Television Bcstg. Co.* Ch.
5; Oklahoma City Television Co.* Ch.
9; Southwestern Pub. Co.* Ch. 9.

Tulsa—Public Radio Corp.* Ch. 10;
Tulsa Bcstg. Co.* Ch. 8; Tulsa Televi-
sion Co.* Ch. 10; Southwestern Pub.
Co.* Ch. 8; Southwestern Sales Corp.,
Ch. 8.

OREGON

Portland—KOIN Inc.* Ch. 8; KPOJ
Inc.* Ch. 12; Edward Lasker*, Ch. 10;
Oregonian Pub. Co.* Ch. 6; Westing-
house Radio Stations Inc., Ch. 3.

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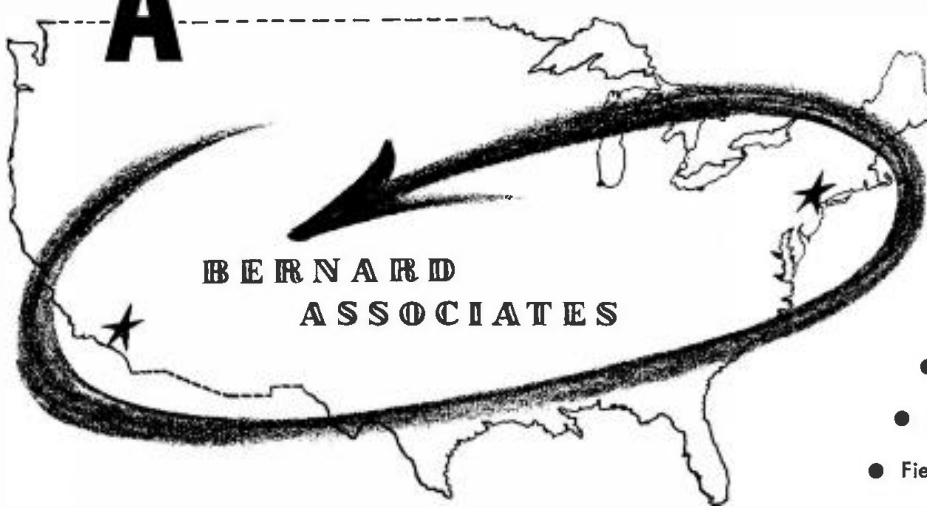
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 Thomson, William, George O. Sutton, Nat'l Press Bldg., D. C.
 Tolman, David E., Segal, Smith & Hennessey, 816 Conn. Ave., N. W., D. C.
 Tucker, John H., Commercial Bldg., Shreveport, La.
 Tuhy, Stephen Jr., Albee Bldg., D. C.
 Tumulty, Joseph P. Jr., Tumulty & Tumulty, 1317 F St., N. W., D. C.
 Turner, George B., 15 Broad St., New York.
 Tyler, Lyon L., Jr., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
 Tyler, Varro E., 109 S. 9th St., Nebraska City, Nebr.

V

Van Allen, John W., Liberty Bank Bldg., Buffalo, N. Y.
 Van Orsdel, Ralph, Hastings School of Law, San Francisco.
 Van Meter, William G., 730 Jackson Place, D. C.

W

Walker, Henry B., Old Nat'l Bank Bldg., Evansville, Ind.
 Walker, Ralph L., Pierson & Ball, Ring Bldg., D. C.
 Wallace, Harold E., Judge Bldg., Salt Lake City.
 Walton, Frederick H. Jr., Dempsey & Koplovitz, 815 15th St., N. W., D. C.
 Warner, Harry P., Segal, Smith & Hennessey, 816 Conn. Ave., N. W., D. C.
 Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D. C.
 Weaver, Henry B. Jr., Weaver & Glassie, Tower Bldg., D. C.
 Weber, Arthur W., Spitzer Bldg., Toledo.
 Webster, Bethuel M., 15 Broad St., New York.
 Weiner Joseph L., 52 Wall St., New York 5.
 Welch, Francis X., Munsey Bldg., D. C.
 Welch, Vincent B., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
 Wheat, Carl I., Wheat, May & Shannon, Shoreham Bldg., D. C.
 Wheeler, Edward K., Wheeler & Wheeler, 815 15th St., N. W., D. C.
 Whissell, George B., Telephone Bldg., St. Louis.
 Wilder, Gaston H. Jr., Goodhue Bldg., Beaumont, Tex.
 Wilkinson, Ernest L., 1744 Jackson Place, N. W., D. C.
 Wilkinson, Glen A., Ernest L. Wilkinson, 744 Jackson Pl., D. C.
 Wilkinson, Vernon L., Haley, McKenna & Wilkinson, 1101 Connecticut Ave., N. W., D. C.
 Williams, A. Rea, Investment Bldg., D. C.
 Willis, John W., Fischer, Willis & Panzer, Dupont Circle Bldg., D. C.
 Winer, Morton H., Woodward Bldg., D. C.
 Wilson, George O., Magnolia Bldg., Dallas.
 Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
 Winter, Harrison L., 10 Light St., Baltimore.
 Wittenberg, Ralph K., Hilp Bldg., Reno, Nev.
 Wolff, Sanford I., Riskind & Wolff, 134 N. LaSalle St., Chicago.
 Wozencraft, Frank H., Southern Bldg., D. C.
 Wrape, James W., Sterick Bldg., Memphis.
 Wright, J. Warren, Bureau of Aeronautics, Electronics Division, Navy Dept., D. C.
 Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York 20.
 Yost, Leland N., Justice Dept., D. C.
 Young, Verne R., Loucks, Zias, Young & Jansky, 1317 F St., N. W., D. C.
 Younger, Donald, P.O. 1000, Santa Cruz, Calif.
 Yourd, Kenneth L., CBS, 6121 Sunset Blvd., Los Angeles 28.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.
 Zias, Joseph F., Loucks, Zias, Young & Jansky, 1317 F St., N. W., D. C.

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AMERICAN MARKETING ASSN.—1525 E. 53d St., Chicago 15, Ill. Tel.: Museum 4-5267. *Officers*: Everett R. Smith, president; Wilford White, Robert F. Elrick, vice presidents; George H. Brown, secretary; Donald E. West, treasurer. (Association for the advancement of science in marketing.)

AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. *Officers*: Edwin S. Friendly, president; Charles F. McCahill, vice president; J. L. Stackhouse, secretary; W. L. Fanning, treasurer; Cranston Williams, general manager. Branch office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-3746. George N. Dale, manager.

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. *Officers*: George W. Bailey, president; Wayland M. Groves, vice president; A. L. Budlong, secretary; D. H. Houghton, treasurer; F. E. Handy, communications manager.

AMERICAN TELEVISION SOCIETY—17 E. 45th St., New York 17. Tel.: Murray Hill 7-9250. *Officers*: David Hale Halpern, president; Warren Caro, vice president; Barbara Jones, secretary; Archibald U. Braunfeld, treasurer.

ASSN. OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1. Tel.: Adelaide 8047. *Officers*: Lee Trenholm, Provincial Paper Ltd., president; J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, executive vice president; J. W.

ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS—Munsey Bldg., Washington 4. Tel.: Sterling 0111. *Officers*: Andrew W. Ring, president; George C. Davis, vice president; James C. McNary, secretary; Frank G. Kear, treasurer.

ASSN. OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Tel.: Oregon 9-4940. *Officers*: Albert Brown, Best Foods Inc., chairman of the board; Wesley I. Nunn, Standard Oil Co. (Indiana) vice chairman; Paul B. West, president; Cy Norton, vice president; M. L. McElroy, vice president; Peter W. Allport, secretary.

BROADCAST ADVERTISING BUREAU (National Assn. of Broadcasters) — 270 Park Ave., New York 17. Tel.: Murray Hill 8-4020. Hugh M. P. Higgins, director; Lee Hart, Meg Zahrt, assistant directors.

CANADIAN ASSN. OF BROADCASTERS—Main office 108 Sparks St., Ottawa. Tel.: 3-4036. Branch, 37 Bloor St., W., Toronto, Ont. Tel.: Princess 3729. T. J. Allard, manager; T. Arthur Evans, secretary-treasurer; Pat Freeman, director of advertiser and station services, Joseph Sedgwick, general counsel; W. M. Guild, chairman of the board; D. Malcolm Neill, Frederickton, N. B., president. *Directors*: E. Finlay MacDonald, Halifax, N. S.; Malcolm Neill, Fredericton, N. B.; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P. Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; E. A. Rawlinson, Prince Albert; W. B. C. Burgoyne, St. Catherine's, Ont.; F. H. Elphiche, Vancouver, B. C.; William Rea, Jr., New Westminster, B. C.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg., Washington, D. C. Tel.: Executive 0255. *Officers*: Ward L. Quaal, director; Edwin W. Craig, (Continued on page 544)

Services Related to Broadcasting

(Continued from page 543)

WSM Nashville, chairman; Harold Hough, WBAP Forth Worth, treasurer; Louis G. Caldwell, counsel; Norma C. MaDan, secretary. *Executive Committee:* Edwin W. Craig, WSM; Victor A. Sholis, WHAS Louisville; Harold Hough, WBAP Forth Worth; James Shouse, WLW Cincinnati; William Fay, WHAM Rochester.

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ELECTRONICS MFRS. ASSN. Inc.—1450 Broadway, New York 18. Tel.: Longacre 5-4120. David Wald, DeWald Radio, president; Sol W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein, Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speakers Inc., treasurer.

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FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* Raymond F. Guy, president; Sir Robert Watson-Watt, vice president; Donald B. Sinclair, treasurer; Haraden Pratt, secretary; Alfred N. Goldsmith, editor.

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NATIONAL ASSN. OF BROADCASTERS — 1771 N St., N.W., Washington 6, D. C. (see page ?)

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—2500 Municipal Bldg., New York City 7.

Seymour N. Siegel, president; Graydon Ausmus, vice president; Burton Paulu, secretary; W. I. Griffith, treasurer.

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NATIONAL ASSN. OF RADIO NEWS DIRECTORS—Jack Shelley, WHO Des Moines, president; Ben Chatfield, WMAZ Macon, first vice president; Jim Bormann, WMT Cedar Rapids, second vice president; Sheldon Peterson, KLZ Denver, treasurer; Soren Munkhof, WOW-TV Omaha, executive secretary.

NATIONAL ASSN. OF RADIO STATION REPRESENTATIVES Inc.—101 Park Ave., New York. Tel.: Murray Hill 5-4141. Lewis H. Avery, president; Richard Buckley, vice president; James LeBaron, secretary; Joseph Timlin, treasurer; Eugene Katz, Joseph J. Weed, Russell Woodward, directors; T. F. Flanagan, managing director.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. R. P. Clayberger, president; Edward L. Greene, general manager; Warren C. Agry, vice president.

NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. C. W. Higbee, United States Rubber Co., president; L. G. Hall, Stackpole Carbon Co., treasurer; vice presidents: A. A. Berard, Ward Leonard Electric Co., J. H. Jewell, Westinghouse Electric Corp., J. F. Lincoln, Lincoln Electric Co., R. E. Murphy, I-T-E Circuit Breaker Co., Alan F. Sheldon, Kennecott Wire & Cable Co.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers:* Lew Hahn, president emeritus; J. Gordon Dakins, general manager and treasurer; Howard P. Abrahams, manager, Sales Promotion Division. Office: Kass Bldg., Washington, D. C.

Tel.: National 3680; John C. Hazen, manager.

NATIONAL SOCIETY OF TELEVISION PRODUCERS—7063 Sunset Blvd., Hollywood 28, Calif. and 654 Madison Ave., New York 21. Irving Paul Sulds, national president. *Hollywood Officers:* Michael Stokely, first vice president; George Fogle, second vice president; Gladys Rubens, secretary; Maleese Black, treasurer. *New York Officers:* Irving Sulds, first vice president; Charles Bash, second vice president; Arthur Ehrlich, secretary; Jack Levin, treasurer. Max Gilford, James Fly, legal counsel; Bernie Kamins, public relations.

THE PROPRIETARY ASSN.—810 18th St., N. W., Washington 6, D. C. Tel.: National 1914. *Officers:* Dr. Frederick J. Cullen, Washington, D. C., executive vice president; Lupton Patten, Chattanooga Medicine Co., Chattanooga, president; A. K. Barta, secretary-treasurer, Washington, D. C.

RADIO EXECUTIVES CLUB OF NEW YORK—70 E. 45th St., New York 17, Robert Saudek, president; Ralph N. Weil, vice president; Claude Barrere, secretary; John W. Brooke, treasurer.

RADIO PIONEERS — 580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers:* Frank E. Mullen, president; Orestes H. Caldwell, first vice president; Arthur B. Church, second vice president; Paul W. Morency, vice president and secretary; Carl Haverlin, vice president and treasurer; J. R. Poppele, Martin Campbell, vice presidents.

RADIO TELEVISION MANUFACTURERS ASSN.—1317 F St., N.W., Washington 4, D. C. Tel.: National 4901. Robert C. Sprague, Sprague Electric Co., president; James D. Secrest, general manager and secretary; Leslie F. Muter, Muter Co., treasurer; John W. Van Allen, Buffalo, general counsel. Vice presidents: Glenn W. Thompson, Noblitt-Sparks Industries; Max F. Balcom, Sylvania Electric Products; W. J. Barkley, Cedar Rapids, Ia.; Raymond G. Zender, Lenz Electric Mfg. Co.; Arie Liberman, Talk-A-Phone Co. Headquarters staff: John K. Koepf, information director and staff assistant, Parts Division; Peter H. Cousins, chief of publications; Ralph M. Haarlander, staff assistant, Transmitter Division; Anna M. Chase, office manager.

RADIO-TELEVISION MFRS. ASSN. OF CANADA — 159 Bay St., Toronto. Tel.: Adelaide 1531. S. D. Brownlee, executive secretary; A. B. Hunt, vice president; L. M. Price, chairman, Parts Divi-

sion; S. G. Patterson, chairman, Transmitter Division; E. Nylin, chairman, Service Committee; F. H. R. Poonsett, chairman, Engineering Committee.

TELEVISION BROADCASTERS ASSN.—500 Fifth Ave., New York 18. Tel.: Lackawanna 4-4788. (see page ?)

WESTERN ASSN. OF BROADCASTERS—c/o CKBI Lethbridge, Alta. E. A. Rawlinson, CKBI Prince Albert, president. *Directors:* F. H. Elphicke, CKWX Vancouver; H. G. Love, CFCN Calgary, William Speers, CKRC Winnipeg.

COMMUNICATIONS CARRIERS

AT&T CO., LONG LINES DEPT.—32 Avenue of the Americas, New York 13. Telephone: Exchange 3-9700. *Officers:* H. T. Killingsworth, vice president; Charles E. Wampler, general manager.

BELL TELEPHONE Co. of Canada—Beaver Hall Hill, Montreal, Quebec. Tel.: University 3911.

BELL TELEPHONE LABORATORIES—463 West St., New York 14. Tel.: Chelsea 3-1000. *Officers:* O. E. Buckley, president; M. J. Kelly, executive vice president; S. B. Cousins, vice president and general manager; D. A. Quarles, vice president; A. B. Clark, vice president; W. H. Martin, vice president; R. Bown, director of research; W. H. Doherty, director of electronic and television research.

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CANADIAN PACIFIC COMMUNICATIONS — 204 Hospital St., Montreal, Quebec. Tel.: Marquette 7531. *Officers:* W. D. Neil, general manager; E. L. Scott, superintendent of broadcast services; W. G. Keating, general contract and tariff supervisor.

FEDERAL TELECOMMUNICATION LABORATORIES Inc. (An IT & T associate)—500 Washington Ave., Nutley, N. J. Tel.: Nutley 2-3600. *Officers:* R. B. Colton, president; J. G. Copelin, vice president & comptroller. Technical directors: H. Busignies, E. Labin, A. J. Warner.

GLOBE WIRELESS Ltd. — 141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. *Officers:* R. Stanley Dollar, president; R. H. Andersen, Walter P. Boatwright, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vice presidents.

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PRESS WIRELESS Inc. — 1475 Broadway, New York. Tel.: Bryant 9-5030. William J. McCambridge, president and treasurer; A. G. Greany, secretary; T. J. Reilly, assistant treasurer.

RCA COMMUNICATIONS—63 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president, Commercial Activities, Program and Photo Transmission Service; F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers:* Walter P. Marshall, president; T. B. Gittings, public relations vice president; H. P. Corwith, development and research vice president; S. M. Barr, plant and engineering vice president; J. Z. Millar, director of research; F. B. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; E. C. Homer, electronics research engineer.

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BOOZ, ALLEN & HAMILTON—135 S. LaSalle St., Chicago 3. Tel.: Financial 6-1900; New York—285 Madison Ave., New York 17. Tel.: Oregon 9-1900; Los Angeles—523 W. Sixth St., Los Angeles 14. Tel.: Trinity 3215; Washington — 730 15th St., Washington 5. Tel.: Executive 5215; Minneapolis — Northwestern Bank Bldg., Minneapolis 2. Tel.: Main 7521. *Partners:* Edwin G. Booz, James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry. Wil-

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BROADCAST SERVICE BUREAU Inc.—1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president; Erna K. Bachmeier, secretary. (F.C.C. Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

DAVID DARRIN — 1710 G St., N.W., Washington, D. C. Tel.: Republic 0645—Ext. 501. (Patent engineering consultant.)

SMITH DAVIS—9 E. 62nd St., New York. *Associates:* Vincent J. Manno, Howard E. Stark and George Romano. (Brokerage, financing, newspapers, radio stations, television.)

DODGE & MUGRIDGE — RKO Bldg., New York 20. Tel.: Circle 5-6767. (Consultants on labor relations and labor public relations.)

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VINCENT EDWARDS & CO.—342 Madison Ave., New York. Tel.: Vanderbilt 6-5555. President: V. Edward Borges. (Advertising mat and idea syndicate services and trade magazine publishers.)

HOWARD S. FRAZIER — Bond Bldg., Washington 5, D. C. Tel.: National 2173. Howard S. Frazier.

EDWARD C. LOBDELL ASSOC. —17 E. 48th St., New York 17. Edward C. Lobdell, general manager; M. Morris, assistant to general manager; Robert D. Martin, manager of Personnel Division. (Management consultants, station brokers, staff personnel placement.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 1381. (Management and technical consultants to radio stations.)

McKINSEY & Co. — 60 E. 42d St., New York 17. Tel.: Murray Hill 7-3123. *Partners and Principals:* Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex

Smith, Howard C. Adams, Ewing W. Reilley, Gerald L. Murphy, Richard D. Elwell, Carl T. Hoffman, E. Everett Smith Jr., Phillip S. Babb. Office: 75 Federal St., Boston 10; Tel.: HUBbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. Office: 208 South LaSalle St., Chicago 4; Tel.: RANDolph 6-6980; Harrison A. Roddick, Frank Wallace. Office: 235 Montgomery St., San Francisco 4; Tel.: GARfield 1-3638; Alf E. Werolin. Office: 612 South Flower St., Los Angeles 17; Tel.: MADison 6-6801; John G. Neukom.

GEORGE MCKITTRICK & Co.—108 Fulton St., New York 7. Tel.: Barclay 7-4828. Branch Office: 185 N. Wabash St., Chicago 1. Tel.: State 8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

NATIONAL REGISTER PUBLISHING Co. Inc.—330 W. 42nd St., New York 18. Tel.: Longacre 3-5850. *President:* R. W. Ferrel. *General manager:* C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: RANDolph 6-5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES—730 Fifth Ave., New York 19. Tel.: Circle 6-8470. *Director:* Ted Nelson. (Radio and Television consultants, television packages, radio and TV advertising agency.)

M. S. NOVIK — 630 Fifth Ave., New York 20. Tel.: Circle 6-3976. (Public service radio consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio management consultant.)

PIKE & FISCHER—Dupont Circle Bldg., Washington 6, D. C. Publishers of Pike & Fischer *Radio Regulation* (FCC rules, amendments, decisions, and related radio documentary service).

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Mur-

ray Hill 7-6658. Edward F. Loomis, president; P. R. Rieber, vice president; Gorton V. Carruth, vice president. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 52nd St., Chicago; 36 Springfield St., Wilbraham, Mass.; 2024 W. Sixth St., Los Angeles 5; 519 6th St., N. W., Washington 1, D. C.; 1649 N. Broad St., Philadelphia; 264 Arlington Ave., Berkeley, Calif., and 12728 Woodland Ave., Cleveland. (Recordings, digesting, transcribing radio news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

MERRITT R. SCHOENFELD & Co.—360 N. Michigan Ave., Chicago 1. Tel.: Central 6-5593. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

TRADE-WAYS Inc.—285 Madison Ave., New York. Tel.: Murray Hill 3-1363. William H. Lough, president and treasurer; Frank H. Twyeffort, secretary. (Marketing counsellors specializing in sales training.)

CLIFFORD YEWDALE — 154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. LaSalle St., Chicago. Tel.: Randolph 6-7595. Sharp Bldg., Lincoln 8, Neb. Tel.: B 3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

JAMES N. BARCLAY CO., FREQUENCY MEASURING DIVISION—P. O. Box 4114 North, Austin, Tex. Tel.: 5-1649. Marion T. Hill, engineer in charge.

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William W. L. Burnett, engineer in charge.

CAMBRIDGE THERMIONIC CORPORATION—445 Concord Avenue, Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

(Continued on page 546)

Frequency Check Service

CAMBRIDGE THERMIONIC CORPORATION

445 CONCORD AVENUE

CAMBRIDGE 38, MASSACHUSETTS

CONTACT:

Clarence Cheney

FOR RATE INFORMATION

AT

Trowbridge 6-2800

Services Related to Broadcasting

(Continued from page 545)

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell and Wm. L. Blakeley, in charge of frequency measurements.

L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 19, La. Tel.: Audubon 0917.

HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC.—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers*: Harry C. Ingles, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.

T & T RADIO MEASUREMENTS CO.—2559 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Jay E. Tapp and Raymond B. Torian, co-owners.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N.E., Atlanta, Ga. Tel.: Dearborn 4774.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Riley 8057.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

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ASSOCIATED MUSIC PUBLISHERS (AMP)—BMI Subsidiary. 25 W. 45th St., New York 19. Tel.: Luxemburg 2-1790. Merritt E. Tompkins, president; Earl B. Hall, Karl Bauer, vice presidents; Charles A. Wall, treasurer.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers*: Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station relations. *Directors*: Justin Miller, NAB, chairman; Sydney M. Kaye, vice chairman; Herbert Akerberg, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Joseph McDonald, ABC; Paul Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: MI 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and trustee for international music publishers.)

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS—630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20.

Tel.: Plaza 7-6177. Dr. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Muray Hill 5-5365. Paul Heinecke, president; Ruth C. Heinecke, treasurer; K. A. Jadasohn, general manager.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. *Associates*: Michael Ames, Eugene Shefferin, Arnold Peyser, Robert Windt, Tom Flynn, Sheila McKeon, Al Boyars.

AMERICAN RADIO PUBLICATIONS Inc.—121 N. Washington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; John Sloane, vice president; S. C. Zinser, treasurer; Olive M. Howard, secretary. (Radio Albums.)

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 3400, 0935.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. *Partners*: William H. Baldwin, Maurice Mermey.

BANNER & GREIF—250 W. 57th St., New York 19. Tel.: Plaza 7-4713. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Butterfield 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

BRAND NAMES FOUNDATION—37 West 57th St., New York 19. Tel.: Plaza 9-8425. Henry E. Abt, president; Nathan Keats, director of informational services; William R. Sands, director of media relations.

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

ROGER BROWN Inc.—40 E. 49th St., New York. Tel.: Plaza 5-3100. Roger Brown, president; Earle Ferris, chairman of the board.

WILLIAM J. BROWN RADIO & TV CAMPAIGNS—703 N. Downing St., Piqua, Ohio. Tel.: 2568. William J. Brown, owner.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. *Associates*: Russell Gudgeon, Hudson Philips, Victor Oristano, Theon Wright, William Pearsall, Arthur Cook, K. L. Harris.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 3-3464. *Officers*: Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio director. Offices: Washington, D. C., National Press Bldg. Tel.: Sterling 6565; William Wight, vice president. Chicago, 33 N. LaSalle St., Tel.: Dearborn 2-6300; George Dye, vice president. Los Angeles, 727 W. Seventh St., Tel.: Trinity 6421; Charles McVarish, vice president.

HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman. Hollywood manager, Bob Bowen. Tel.: Hillside 7789.

JAMES A. COWAN—Odeon Tower, Toronto, Ont., Canada. Tel.: Adelaide 5961.

ARTHUR EDDY—Taft Bldg., Hollywood 28, Calif. Tel.: Hudson 2-3251.

GEORGE EVANS—251 W. 57th St., New York. Tel.: Circle 6-2765.

THE FAUGHT COMPANY, Inc.—342 Madison Avenue, N.Y.C. 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.

FLANLEY & WOODWARD—30 E. 40th St., New York 16. Tel.: Murray Hill 3-3928. Mabel G. Flanley and Sally Woodward, partners.

DIXON GAYER-SCOPE—120 Central Park South, New York 19. Tel.: Plaza 7-7150. Dixon Gayer, president.

GILCHREST-SPRIGGS & Co.—100 Boylston St., Boston 16. Tel.: Hubbard 2-2365. *Partners*: Charles J. Gilchrist, Marjorie L. Spriggs.

STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. *Associates*: Larry Smits, Joe Copps.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Robert S. Keller, president; E. Benjamin Wright, secretary-treasurer.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, Palace Hotel, San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—83-15 Lefferts Blvd., Kew Gardens, New York 15. Tel.: Virginia 9-6340.

IVY LEE & J. T. ROSS—405 Lexington Ave., New York. Tel.: Murray Hill 6-2727. Senior Partner: T. J. Ross. Partners: James W. Lee II, J. M. Ripley, John L. Dupree.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, account executive. Winifred Phillips, production.

HAL LEYSHON & ASSOCIATES—292 Madison Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. McCOLLISTER Co.—66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3061. Regional promotional sales campaigns.

J. W. MILFORD & CO. Inc.—55 W. 42nd St., New York 18. Tel.: Wisconsin 7-5968. President: J. W. Milford.

ARTHUR H. MILLER — 39 E. 49th St., New York 17. Tel.: Eldorado 5-6092.

WIN NATHANSON & ASSOC. Inc.—60 E. 42nd St., New York 17. Tel.: Murray Hill 2-6560. Win Nathanson, president.

NATIONAL FEATURES—Peoria, Ill. Tel.: 6-4607. Edgar L., Bill & Merle V. Watson.

JACK PERLIS—2109 Broadway. Tel.: Trafalgar 3-5284.

MARLEN E. PEW Jr.—415 Lexington Ave., New York.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Bernard L. Lewis, president; Josef Israels II, vice president; Amy Vanderbilt, vice president.

RADIO TELEVISION PUBLICITY CORP.—159 E. Chicago Ave., Chicago 11; 500 Piedmont Ave., N. E., Atlanta, Ga.

RICHARD H. ROFFMAN — 140 W. 42nd St., New York 18. Tel.: Lackawanna 4-4617. Richard H. Roffman, president. (Also law counsel.)

SELVAGE & LEE—One E. 43rd St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 135 S. LaSalle St., Chicago 3. Tel.: Franklin 2-4821. R. N. Swanson; Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 4041. S. B. Bledsoe.

STORE RADIO — 1107 National Press Bldg., Washington 4, D. C. Tel.: Sterling 1440. Allen M. Jones, president; E. R. Lerner, vice president treasurer; Don Leach, sales manager.

BENJAMIN SONNENBERG—247 Park Ave. Tel.: Plaza 5-2200.

ROBERT S. TAPLINGER & ASSOCIATES—308 N. Rodeo Drive, Beverly Hills, Calif.

PAT SWEENEY—349 East 14th St., New York. Tel.: Oregon 3-3837.

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1, Texas. George R. Turpin, general manager; F. Keith Trantow, program director; Juanita Underwood, sales manager. (Regional sales campaigns and giveaway shows for radio stations.)

WORLD PHOTO NEWS CORP.—354 Fourth Ave., New York. Tel.: Murray Hill 9-5347. Louis Duglin, general manager. (Promotional newspaper and display service.)

JOHN ORR YOUNG & ASSOCIATES, Inc.—113 W. 57th St., Steinway Hall, N.Y.C. 17. Tel.: Plaza 7-6616. John Orr Young, president.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM — 2808 Erie St., Washington 20, D. C. Tel.: Victor 7210; 706 Sanders Ave., Schenectady 2, N. Y., Tel.: Schnectady 3-6028. *Executive Officers:* George Abraham, chairman; David W. Borst, operations manager; Herbert B. Barlow, engineering director; James R. Wylie, station relations manager; Howard C. Hansen, program manager; George I. McKelvey, business manager; Vail W. Pischke, general counsel; E. E. Roberts, public relations director; Peter W. Swanson, Jr., regions coordinator; Richard Eymann, sales manager.

SURVEYS AND MARKET RESEARCH

ADVERTEST RESEARCH—New Brunswick & Newark, N. J. 133 Albany St., New Brunswick. Tel.: Charter 7-1564. *Directors:* Seymour Smith, Richard Bruskin. (Measurement of radio and television audience habits and reactions. Publishers of monthly *The Television Audience of Today*.)

ADVERTISING RESEARCH FOUNDATION Inc. — 11 West 42nd St., New York. Tel.: Longacre 3-5100. *Officers:* H. M. Warren, chairman of the board; B. B. Geyer, vice chairman of the board; Frederic R. Gamble, treasurer; Paul B. West, secretary; A. W. Lehman, managing director; D. B. Lucas, technical director. *Directors:* John F. Apsey Jr., Albert Brown, Allan Brown, Robert B. Brown, Lowry H. Crites, Marion Harper Jr., Hugh W. Hitchcock, Gordon E. Hyde, Abbott Kimball, H. H. Kynett, Fergus Mead, Frederick B. Ryan Jr., D. P. Smelser, Howard D. Williams.

AMERICAN RESEARCH BUREAU — National Press Bldg., Washington 4, D. C. Tel.: Republic 6002. James W. Seiler, director. (Radio and television audience measurement.)

AUDIT BUREAU OF CIRCULATIONS — 123 N. Wacker Drive, Chicago 6. Tel.: Central 6-7994. *Managing director:* James N. Shryock. Branch: 330 W. 42nd St., New York 18. Tel.: Longacre 3-2322; William F. Hoffmann, manager. (Newspaper and periodical circulation audit service.)

A. S. BENNETT-CY CHAIKIN Inc.—480 Lexington Ave., N. Y. 17. Tel.: Murray Hill 8-2475. Cy Chaikin, president; A. S. Bennett, consultant; Lucille W. Bauhan, research manager. (Marketing, advertising, and media research and analysis.)

BROADCAST MEASUREMENT BUREAU (BMB)—270 Park Ave., New York 17. Tel.: Mulberry 8-4310. *Officers:* Kenneth H. Baker, acting president; J. Harold Ryan, Fort Industry Co., Toledo, chairman of the board; Frederic R. Gamble, president, American Assn. of Advertising Agencies, vice chairman; Justin Miller, president, National Assn. of Broadcasters, vice chairman; Paul West, president, Assn. of National Advertisers, vice chairman; Roger W. Clipp, WFIL Philadelphia, secretary-treasurer.

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BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: Adelaide 8047. *Officers:* L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, secretary-treasurer; H. N. Stovin, Horace N. Stovin & Co., Toronto, vice president. *Directors:* W. T. Cranston, CKOC Hamilton; E. A. Weir, CBC, Toronto; C. R. Vint, Colgate-Palmolive-Peet Co., Ltd., Toronto; E. D. Cooper, Imperial Oil Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd., Toronto; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto; W. E. Trimble, Baker Adv. Agency Ltd., Toronto.

WALTER P. BURN—17 Washington St., Middlebury, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Adelaide 2067. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Lancaster 3852. Ethel Colwell, vice president.

ROBERT S. CONLAN & ASSOCIATES Inc.—1703 Wyandotte St., Kansas City. Robert S. Conlan, president; John L. Guyant, president; Erwin Stern, director of sales.

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Adin L. Davis, managing director; Richard S. Hayes, president; George W. N. Riddle, vice president; Carl H. W. Ruprecht, secretary; T. Norman Tveter, treasurer. (Auditing circulation of business publications.)

CORNELIUS DU BOIS & CO.—17 E. 42nd St., New York. Cornelius Du Bois and Louise McCarty Du Bois, partners. (Audience, opinion, brand rating, and market surveys.)

CROSSLEY Inc.—4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 18. Tel.: Bryan 9-5462. Archibald M. Crossley, president; James A. Ward, vice president.

ELLIOTT-HAYNES Ltd. — 515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice president; E. R. Comte, secretary-treasurer. Branch Offices: International Aviation Bldg., Montreal. Tel.: Plateau 6494 and 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO SERVICE—1889 Palmer Ave., Larchmont, N. Y. Tel.: 20833. James M. Boerst, managing editor. (Publishers of pocket-size FACTuary containing commercial data on sponsored network television and radio: Programs, agencies, rates, etc. Periodic loose-leaf revisions.)

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York. Tel.: Plaza 9-3710. Frank R. Coutant, president.

FACTS CONSOLIDATED — 461 Market St., San Francisco. Tel.: Douglas 2-2445. Partners: Roy S. Frothingham and Dorothy D. Corey. C. P. Roseland, San Francisco office, and C. L. Bigelow, Los Angeles office, research associates. Los Angeles Office: 8461 Melrose Pl. Tel.: Wyoming 3181. (Marketing and opinion research, radio audience analysis, television surveys.)

EDGAR H. FELIX—176 Franklin Ave., Malverne, L.I., N.Y. Tel.: Lynbrook 3-6851. (Publisher of Radio Coverage Reports.)

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Services Related to Broadcasting

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GALLUP & ROBINSON—Palmer Square, Princeton, N. J. Tel.: 3400 Dr. George Gallup & Dr. Claude Robinson. (Advertising research.)

GILBERT YOUTH RESEARCH—507 Fifth Ave., New York 18. Tel.: Murray Hill 2-3135. Eugene Gilbert, president. (National and regional media and consumer research; merchandising consultants to NBC for youth market.)

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

C. E. HOOPER Inc.—Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. *Officers:* C. E. Hooper, president; Dorothy M. Behrens, J. Lyman Bogart, Edythe F. Bull, W. Ward Dorrell, Fred H. Kenkel, vice presidents. *Offices:* Equitable Bldg., Hollywood 28. Tel.: Hollywood 3553. Jack O'Mara, manager; Dry Hill, Norwalk, Conn. Tel.: 8-0606.

HOOPER-HOLDEN BUREAU Inc.—102 Maiden Lane, New York 5. Tel.: Whitehall 3-9700. Director of market research: William L. Henry.

INDUSTRIAL SURVEYS Co. Inc.—292 Madison Ave., New York 17. Tel.: Murray Hill 3-9083. Samuel G. Barton, president; C. C. Rogers, Fremont J. Knittle, John Rhodes, Donald Connell, vice presidents; Larkin Osborn, comptroller. Chicago Office: 425 Michigan Ave. Tel.: Mohawk 4-4600. Manager: Stanley Womer.

JAY & GRAHAM RESEARCH Inc.—100 E. Ohio St., Chicago 11. Tel.: Whitehall 4-0584. President, Allan V. Jay; secretary-treasurer, Edward F. Graham; statistician and general manager, Charles G. Callard; production manager, Stanley Berglund; editor, Mrs. Ruth Kearns; office manager, Mrs. Betty Mull. (Videodex ratings, quantitative and qualitative TV audience rating service.)

JOHN B. KNIGHT Co.—1523 1/2 N. Wilcox Ave., Hollywood 28. Tel.: Hillside 4174. John B. Knight.

RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio contest and mail handling. Nationwide or local field coverage; telephone, personal interview, diary studies, etc.)

MARKET RESEARCH COMPANY OF AMERICA—250 East

43rd St., New York 17. Tel.: Murray Hill 3-3652. President: Percival White; vice presidents: Pauline Arnold, Robert B. Lindsey.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio research for midwest stations, advertisers and agencies.)

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. *Directors:* Robert E. Spinner, Jacqueline N. Bennett. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in TV and non-TV homes, qualitative and quantitative radio and TV studies.)

MCKINSEY & Co.—60 E. 42nd St., New York 17. Tel.: Murray Hill 7-3123. *Partners and Principals:* Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, Howard C. Adams, Ewing W. Reilley, Gerald L. Murphy, Richard D. Elwell, Carl T. Hoffman, E. Everett Smith Jr., Phillip S. Babb. *Office:* 75 Federal St., Boston 10; Tel.: Hubbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. *Office:* 208 South LaSalle St., Chicago 4; Tel.: Randolph 6-6980; Harrison A. Roddick, Frank Wallace. *Office:* 235 Montgomery St., San Francisco 4; Tel.: Garfield 1-3638; Alf E. Werolin. *Office:* 612 South Flower St., Los Angeles 17; Tel.: Madison 6-6801; John G. Neukon.

PENN McLEOD & ASSOCIATES Ltd.—Head Office: 365 Yonge St., Toronto, Ont.; Branch Office, 1673 West Fourth Ave., Vancouver, B. C. President, J. D. Penn McLeod; vice president, Vancouver office, William B. Watts; vice president, Toronto office, R. B. Dickinson; vice president, national sales, T. G. Vatcher. *Statistical consultant,* Robert M. Clark, Ph.D.; consulting psychologist, John C. Sawatsky, Ph.D.; Seattle representative, John Bolan, B.A. (Marketing, public opinion and continuing radio research, political research specialists.)

MEDIA RECORDS Inc.—354 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, president; L. H. Collins, vice president. *Offices:* 174 E. Long St., Columbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 10 N. Clark St., Chicago 2; Tel.: Anderson 3-5683; A. J. Stansfield, manager. 381 Bush St., San Francisco 4; Tel.: Garfield 4989; E. J. Raleigh Jr., manager.

MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

NATIONAL ANALYSTS Inc.—1425 Chestnut St., Philadelphia 2. Tel.: Rittenhouse 6-7545. Arnold J. King, managing director; Valter Monroe, field manager; Robert K. McMillan, chief statistician; John H. Kofron, Jame L. Meyer, media research executives; William H. Scott II, research executive, industry surveys; Robert L. Taylor, Richard F. Casey, research executives, industry and drug surveys. (Commercial market research, audience measurement, general surveys for media and business accounts.)

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollywood 5-4400. *Officers:* Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; James P. Napier, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco, Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Australia; Justin Power, president.

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

O'CONNOR SURVEY Co.—205 Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, president. (Radio audience surveys.)

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director. (Radio consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 3600. Dr. Claude Robinson, president; Hugh Rusch, vice president; Dilman M. K. Smith, vice president. New York Office: 10 Rockefeller Plaza; Tel.: Circle 5-5977.

ALFRED POLITZ RESEARCH Inc.—400 Madison Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president. (Marketing, advertising, product, opinion and media research.)

THE PSYCHOLOGICAL Corp.—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Albert D. Freiberg, 1st vice president; Harold Seashore, 2d vice president; Henry C. Link, Rose G. Anderson, vice presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 4-6533.

THE PULSE Inc.—15 W. 46th St., New York 7. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; Manager: David Klein, ass't director; Nelle Kelly; associate director, Laurence Roslow. (Radio, television, market research.)

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Tel.: Murray Hill 4-0075. General Manager: A. Edwin Fein; Director of research, Harold L. Mooney.

ELMO ROPER—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. *Associates:* Carolyn Crusius, Louis Harris, Burns Roper, Robert Williams, Julian Woodward.

N. C. RORABAUGH Co.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. President: N. Charles Rorabaugh. Radio Editor: Stella Brauner; TV Editor: Margaret Miller. (Publishes monthly Rorabaugh Reports on Spot Radio & TV Advertising.)

SCHWERIN RESEARCH Corp.—2 W. 46th St., New York 19. Tel.: Luxemburg 2-4690. Horace S. Schwerin, president; Leonard Kudisch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

DANIEL STARCH & STAFF—420 Lexington Ave., New York. Tel.: Lexington 2-6622. Jack Boyle, director of TV research. (Continuing monthly study of effectiveness of TV commercials.)

S-D SURVEYS Inc.—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-2430. *Officers:* Arthur B. Dougall, president and treasurer; Johanna B. Cooke, vice president.

TELEVISION RESEARCH INSTITUTE—207 E. 43d St. Tel.: Murray Hill 2-2092. John H. Eckstein, director. (Publishers of *Video*, television news letter and television market surveys.)

U. S. AM BROADCASTING STATIONS BY FREQUENCIES.

(Licensed or Authorized by FCC as of January 1, 1951)

* CP granted for increase in power. † Construction permit for new station. ‡ Special authorization for power or frequency. CP—Construction permit for frequency
L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset.
N—Night. U—Unlimited time. SH—Specified hours. Class of Station shown in parentheses.

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|-------------------------|------------------------------|----------------|-------------------------|------------------------------|----------------|-------------------|------------------------------|----------------|---------------------------------|-------------------------|----------------|
| 550 KC. REGIONAL | | | | | | | | | | | |
| KOY | Phoenix, Ariz. (III-A) | LS-5,000 | WGAC | Augusta, Ga. (III-B) | LS-5,000 | WLSL | Roanoke, Va. (III-B) | DA-1,000 | WMPS | Memphis, Tenn. (II) | LS-10,000 |
| KAFY | Bakersfield, Cal. | DA-1,000 | KFKD | Nampa, Ida. (III-B) | DA-N-1,000 | KWIE | Kennewick, Wash. (III) | DA-N-1,000 | KABC | San Antonio, Tex. (II) | DA-N-5,000 |
| KFMB | San Diego, Cal. (III-B) | DA-1,000 | WLLI | Urbana, Ill. (III) | DA-D-5,000 | (CP from 1230 kc) | | DA-N-1,000 | | | |
| KFRM | Kansas City, Mo. (III) | DA-1,000 | KSAC | Manhattan, Kan. (III-B) | LS-5,000 | KFAR | Fairbanks, Alaska (III-A) | 5,000 | KOMW | Omak, Wash. (II) | DA-N-10,000 |
| KSD | St. Louis, Mo. (III-A) | DA-N-5,000 | | | N-500 | 620 KC. REGIONAL | | 10,000 | WAPA | San Juan, P. R. (II) | 10,000 |
| KOPR | Butte, Mont. (III-B) | DA-N-1,000 | WIBW | Topeka, Kan. (III-A) | DA-N-5,000 | KTAR | Phoenix, Ariz. (III-A) | DA-N-5,000 | 690 KC. (Canadian) CLEAR | | |
| WGR | Buffalo, N. Y. (III-A) | DA-N-5,000 | KALB | Alexandria, La. (III-B) | LS-5,000 | KNGS | Hanford, Cal. (III-B) | DA-N-1,000 | WVOK | Birmingham, Ala. (II) | DA-D-50,000 |
| KFYR | Bismarck, N. D. (III-A) | DA-N-5,000 | WTAG | Worcester, Mass. (III-B) | DA-N-1,000 | WSUN | St. Petersburg, Fla. (III-A) | DA-N-1,000 | KGGF | Coffeyville, Kan. (II) | LS-1,000 |
| WKRC | Cincinnati, O. (III-B) | DA-U-N-1,000 | WHP | Harrisburg, Pa. (III-A) | DA-5,000 | KWAL | Wallace, Idaho (III-B) | DA-N-5,000 | *LS-10,000 | | |
| WOAC | Corvallis, Ore. (III-A) | DA-5,000 | WCHS | Charleston, W. Va. (III-A) | DA-N-5,000 | KCOM | Sioux City, Ia. (III-B) | DA-N-1,000 | WWEZ | New Orleans, La. (II) | DA-5,000 |
| KCRS | Midland, Tex. (III-B) | LS-5,000 | WKTY | La Crosse, Wis. (III-B) | DA-N-5,000 | WLBZ | Bangor, Me. (III-A) | DA-1,000 | KSTL | St. Louis, Mo. (II) | D-1,000 |
| KTSA | San Antonio, Tex. (III-A) | DA-N-5,000 | WIAC | San Juan, P. R. (III-A) | DA-1,000 | WRBC | Jackson, Miss. (III-B) | LS-5,000 | KRCO | Prineville, Ore. | D-1,000 |
| WDEV | Waterbury, Vt. (III-B) | DA-1,000 | 590 KC. REGIONAL | | 5,000 | WRNJ | Newark, N. J. (III-A) | DA-5,000 | WLTR | Bloomsville, Pa. (II) | DA-D-1,000 |
| WSVA | Harrisonburg, Va. (III) | DA-1,000 | †WRAG | Carrollton, Ala. | D-1,000 | WAGE | Syracuse, N. Y. (III-B) | DA-5,000 | KEPO | El Paso, Tex. (II) | DA-5,000 |
| WLIN | Merrill, Wisc. (III) | DA-N-1,000 | KFXM | San Bernardino, Cal. (III-B) | DA-1,000 | WDNC | Durham, N. C. (III-B) | DA-N-1,000 | KPEP | Lamesa, Tex. (II) | D-250 |
| KENI | Kenai, Alaska (III-A) | 5,000 | KCSJ | Pueblo, Colo. (III-B) | DA-N-1,000 | KGW | Portland, Ore. (III-A) | DA-5,000 | KSYC | Richfield, Utah (II) | D-1,000 |
| KMVI | Walluku, T. H. (III-A) | 1,000 | WDLP | Panama City, Fla. (III-B) | DA-N-1,000 | WHJB | Greensburg, Pa. (III-B) | LS-1,000 | WCYE | Bristol, Va. (II) | D-10,000 |
| WPAB | Ponce, P. R. (III) | LS-5,000 | WAGA | Atlanta, Ga. (III-A) | DA-N-5,000 | WROL | Knoxville, Tenn. (III-A) | DA-U-N-500 | WNNT | Warsaw, Va. (II) | D-250 |
| (CP from 1370 kc) | | N-1,000 | WVLK | Versailles, Ky. (III-B) | DA-1,000 | WROF | Wichita Falls, Tex. (III-A) | DA-5,000 | KULA | Honolulu, T. H. (II) | 10,000 |
| 560 KC. REGIONAL | | | | | | | | | | | |
| WOOF | Dothan, Ala. (III) | D-1,000 | WWEI | Boston, Mass. (III-A) | DA-5,000 | WCAX | Burlington, Vt. (III-A) | DA-N-5,000 | 700 KC. CLEAR | | |
| KYUM | Yuma, Ariz. (III-B) | DA-N-1,000 | WKZO | Kalamazoo, Mich. (III-A) | DA-N-5,000 | WWRN | Beckley, W. Va. (III) | LS-1,000 | WLW | Cincinnati, O. (I-A) | 50,000 |
| (CP from 1240 kc) | | | WOW | Omaha, Neb. (III-A) | 5,000 | WTMJ | Milwaukee, Wis. (III-A) | DA-N-5,000 | 710 KC. CLEAR | | |
| KSFO | San Francisco, Cal. (III-A) | LS-5,000 | WROW | Albany, N. Y. (III-B) | LS-5,000 | WKAQ | San Juan, P. R. (III-A) | DA-5,000 | WKRG | Mobile, Ala. (II) | LS-1,000 |
| KLZ | Denver, Colo. (III-A) | DA-5,000 | WGTM | Wilson, N. C. (III-A) | DA-5,000 | (CP from 1450 kc) | | DA-N-500 | KMPC | Los Angeles, Cal. (II) | LS-50,000 |
| WQAM | Miami, Fla. (III-A) | LS-5,000 | KUGN | Eugene, Ore. (III) | DA-N-1,000 | WMAW | Washington, D. C. (III-A) | DA-5,000 | DA-N-10,000 | | |
| WIND | Chicago, Ill. (III-A) | DA-5,000 | WARM | Scranton, Pa. (III) | DA-5,000 | WWSA | Savannah, Ga. (III-A) | DA-5,000 | WRM | Rome, Ga. (II) | D-1,000 |
| WMIK | Middlesboro, Ky. (III) | DA-5,000 | WMBM | Uniontown, Pa. (III-B) | DA-N-1,000 | KIDO | Boise, Idaho (III) | DA-N-5,000 | KTBS | Shreveport, La. (II) | LS-10,000 |
| WGAN | Portland, Me. (III-A) | DA-5,000 | KTBC | Austin, Tex. (III-B) | LS-5,000 | WLAP | Lexington, Ky. (III) | LS-5,000 | WHB | Kansas City, Mo. (II) | LS-10,000 |
| WHYN | Holyoke, Mass. (III-B) | DA-1,000 | KSUB | Cedar City, Utah (III-B) | DA-N-1,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WOR | New York, N. Y. (I-B) | DA-50,000 |
| KWTO | Springfield, Mo. (III-B) | LS-5,000 | WLVA | Lynchburg, Va. (III-B) | DA-1,000 | WSAV | Savannah, Ga. (III-A) | DA-N-5,000 | WTPR | Paris, Tenn. (II) | D-250 |
| KMON | Great Falls, Mont. (III-A) | DA-N-5,000 | KHQ | Spokane, Wash. (III-A) | 5,000 | KIDQ | Denver, Colo. (III-A) | DA-5,000 | KGNC | Amarillo, Tex. (II) | DA-10,000 |
| WGAI | Elizabeth City, N. C. (III) | LS-1,000 | KGMB | Honolulu, T. H. (III-A) | 5,000 | WMAL | Washington, D. C. (III-A) | DA-5,000 | KURV | Edinburg, Tex. (II) | D-250 |
| WFIL | Philadelphia, Pa. (III-A) | DA-5,000 | 600 KC. REGIONAL | | | WSVA | Savannah, Ga. (III-A) | DA-N-5,000 | KIRO | Seattle, Wash. (I-B) | DA-N-50,000 |
| WIS | Columbia, S. C. (III-A) | DA-N-5,000 | KVCV | Redding, Cal. (III-B) | DA-1,000 | KIDO | Boise, Idaho (III) | DA-N-5,000 | WDSM | Superior, Wis. (II) | DA-N-5,000 |
| WHBQ | Memphis, Tenn. (III-B) | LS-5,000 | KFSD | San Diego, Cal. (III-A) | DA-5,000 | WLAP | Lexington, Ky. (III) | LS-5,000 | KFBC | Cheyenne, Wyo. | DA-U-N-1,000 |
| KFDM | Beaumont, Tex. (III-A) | DA-N-5,000 | WICC | Bridgeport, Conn. (III-B) | LS-1,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | (CP from 1240 kc) | | |
| KPQ | Wenatchee, Wash. (III-A) | DA-N-1,000 | WPDQ | Jacksonville, Fla. (III-A) | DA-U-N-500 | KXOK | St. Louis, Mo. (III-A) | DA-5,000 | WKJB | Mayaguez, P. R. (II) | LS-1,000 |
| WJLS | Beckley, W. Va. (III-B) | LS-1,000 | WMT | Cedar Rapids, Ia. (III-A) | DA-N-5,000 | KOH | Reno, Nev. (III-A) | DA-5,000 | WGN | Chicago, Ill. (I-A) | 50,000 |
| (CP from 1370 kc) | | N-1,000 | WMRV | New Orleans, La. (III) | D-500 | WIRC | Hickory, N. C. (III) | DA-N-1,000 | 720 KC. CLEAR | | |
| 570 KC. REGIONAL | | | | | | | | | | | |
| NGWD | Gadsden, Ala. (III) | D-1,000 | WCAO | Baltimore, Md. (III-A) | DA-5,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WTPR | Paris, Tenn. (II) | D-250 |
| KLAC | Los Angeles, Cal. (III-A) | LS-5,000 | WTAC | Flint, Mich. (III-B) | DA-U-N-500 | KXOK | St. Louis, Mo. (III-A) | DA-5,000 | KGNC | Amarillo, Tex. (II) | DA-10,000 |
| WGMS | Washington, D. C. (III) | D-1,000 | WSJS | Winston-Salem, N. C. (III-A) | DA-5,000 | KOH | Reno, Nev. (III-A) | DA-5,000 | KURV | Edinburg, Tex. (II) | D-250 |
| WKYB | Paducah, Ky. | LS-1,000 | KSJB | Jamestown, N. D. (III-A) | DA-5,000 | WPOA | Honolulu, T. H. (III-A) | 5,000 | KIRO | Seattle, Wash. (I-B) | DA-N-50,000 |
| WVMI | Biloxi, Miss. (III) | D-1,000 | WREB | Memphis, Tenn. (III-A) | DA-5,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WDSM | Superior, Wis. (II) | DA-N-5,000 |
| WMCA | New York, N. Y. (III-A) | DA-5,000 | KROD | El Paso, Tex. (III-A) | DA-5,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | KFBC | Cheyenne, Wyo. | DA-U-N-1,000 |
| WSYR | Syracuse, N. Y. (III-A) | DA-5,000 | KERB | Kermit, Tex. | DA-D-1,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | (CP from 1240 kc) | | |
| WNWC | Asheville, N. C. (III-A) | DA-N-5,000 | KTBB | Tyler, Tex. (III) | D-500 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WKJB | Mayaguez, P. R. (II) | LS-1,000 |
| VKBN | Youngstown, O. (III-A) | DA-N-5,000 | *LS-500 | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WGN | Chicago, Ill. (I-A) | 50,000 |
| VNAX | Yankton, S. D. (III-A) | DA-N-5,000 | *DA-N-1,000 | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | 730 KC. (Mexican) CLEAR | | |
| VFAA | Dallas, Tex. (III-A) | DA-N-5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | †WNDI | Montevillo, Ala. | D-250 |
| VBAP | Ft. Worth, Tex. (III-A) | DA-N-5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WKTG | Thomasville, Ga. (II) | D-1,000 |
| (See 820 kc) | | *DA-5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | KWGB | Goodland, Kan. (II) | D-1,000 |
| IUTA | Salt Lake City, Utah (III-A) | DA-5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WFMW | Madisonville, Ky. (II) | D-250 |
| CVI | Seattle, Wash. (III-A) | 5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WTRC | Vanhook, Ky. (II) | D-1,000 |
| VMAM | Marquette, Wis. (IV) | LS-250 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | KTRC | Bastrop, La. (II) | D-250 |
| N-100 | | | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WIHL | Hammond, La. (II) | D-250 |
| 580 KC. REGIONAL | | | | | | | | | | | |
| ICNA | Tucson, Ariz. (III) | LS-5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WACE | Chicopee, Mass. (II) | D-1,000 |
| CMJ | Fresno, Cal. (III-A) | 5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | KWOA | Worthington, Minn. (II) | D-1,000 |
| VDBO | Orlando, Fla. (III-A) | DA-N-5,000 | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 |
| DA-N-5,000 | | | | | | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 | WJMS | Ironwood, Mich. (III-B) | DA-U-N-1,000 |

(Continued on page 550)

AM Stations by Frequencies

(Continued from page 549)

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|-------------------------|---------------------------|-----------------|--------------------------|---------------------------|----------------|
| KTRH | Houston, Tex. (II) | DA-50,000 | WEAB | Greer, S. C. (II) | D-250 |
| WIBS | Santurce, P. R. (II) | DA-10,000 | WIBK | Knoxville, Tenn. (II) | D-1,000 |
| 750 KC. CLEAR | | | | | |
| WSB | Atlanta, Ga. (I-A) | 50,000 | KDDD | Dumas, Tex. (II) | D-250 |
| WBMD | Baltimore, Md. (II) | D-1,000 | KBUB | Brigham City, Utah (II) | D-250 |
| KMMJ | Grand Island, Neb. (II) | LS-1,000 | WVSF | Crews, Va. (II) | D-1,000 |
| | | N-L-1,000 | WHTN | Huntington, W. Va. (II) | D-1,000 |
| WHEB | Portsmouth, N. H. (II) | LS-1,000 | 810 KC. CLEAR | | |
| | | N-L-1,000 | KGO | San Francisco, Cal. (I-B) | DA-50,000 |
| KSEO | Durant, Okla. (II) | D-250 | WASL | Annapolis, Md. (II) | D-250 |
| KXL | Portland, Ore. (II) | LS-10,000 | KCMO | Kansas City, Mo. (II) | LS-50,000 |
| | | DA-L-N-L-10,000 | | | DA-N-10,000 |
| WPDX | Clarksburg, W. Va. (II) | D-1,000 | WGY | Schenectady, N. Y. (I-B) | D-5,000 |
| | | | WKBC | N. Wilkesboro, N. C. (II) | D-1,000 |
| 760 KC. CLEAR | | | | | |
| WJR | Detroit, Mich. (II) | 50,000 | WCEC | Rocky Mount, N. C. (II) | D-1,000 |
| WCPS | Tarboro, N. C. (I-A) | D-1,000 | WEDO | McKeesport, Pa. (II) | D-1,000 |
| KGU | Honolulu, T. H. (II) | LS-2,500 | KTBI | Tacoma, Wash. (II) | D-1,000 |
| | | N-L-2,500 | WJPG | Green Bay, Wis. (II) | D-1,000 |
| | | | | (CP for 1440 kc) | |
| 770 KC. CLEAR | | | | | |
| KUOM | Minneapolis, Minn. (II) | D-5,000 | WAIT | Chicago, Ill. (II) | LS-5,000 |
| | | D-5,000 | | | N-L-5,000 |
| WCAL | Northfield, Minn. (II) | D-5,000 | WCBD | Chicago, Ill. (II) | D-5,000 |
| WEW | St. Louis, Mo. (II) | D-1,000 | WKY | Evansville, Ind. (II) | D-250 |
| KBOB | Albuquerque, N. M. (II) | LS-50,000 | WOSU | Columbus, O. (II) | LS-5,000 |
| | | N-25,000 | | | N-L-5,000 |
| | (Also see 1030 kc) | | WFAA | Dallas, Tex. (I-A) | 50,000 |
| WJZ | New York, N. Y. (I-A) | 50,000 | WBAP | Fort Worth, Tex. (I-A) | 50,000 |
| KXA | Seattle, Wash. (II) | LS-1,000 | | (See 570 kc.) | |
| | | N-L-1,000 | 830 KC. CLEAR | | |
| 780 KC. CLEAR | | | | | |
| WBBM | Chicago, Ill. (I-A) | 50,000 | WCCO | Minneapolis, Minn. (I-A) | 50,000 |
| WJAG | Norfolk, Neb. (II) | LS-1,000 | KBOA | Kennett, Mo. (II) | D-1,000 |
| | | N-L-1,000 | WNYC | New York, N. Y. (II) | LS-1,000 |
| WCKB | Dunn, N. C. (II) | D-1,000 | | | DA-L-N-L-1,000 |
| WBBO | Forest City, N. C. (II) | D-1,000 | 840 KC. CLEAR | | |
| KSPI | Stillwater, Okla. (II) | D-250 | WKAB | Mobile, Ala. (II) | D-1,000 |
| WARL | Arlington, Va. (II) | D-1,000 | WKNB | New Britain, Conn. (II) | D-1,000 |
| | | | WHAS | Louisville, Ky. (I-A) | 50,000 |
| 790 KC. CLEAR | | | | | |
| KECA | Los Angeles, Cal. (III-A) | DA-N-5,000 | WVPO | Stroudsburg, Pa. (II) | D-250 |
| | | DA-N-5,000 | 850 KC. CLEAR | | |
| WLBE | Eustis, Fla. (III-B) | DA-1,000 | KOA | Denver, Colo. (I-A) | 50,000 |
| WQXI | Buckhead, Ga. (III) | D-5,000 | WRUF | Gainesville, Fla. (II) | DA-N-5,000 |
| KKXX | Colby, Kan. (III) | D-5,000 | | | DA-N-5,000 |
| WGRC | Louisville, Ky. (III-B) | LS-5,000 | WHDH | Boston, Mass. (II) | DA-50,000 |
| | | DA-U-N-1,000 | WKFB | Muskegon, Mich. (II) | DA-1,000 |
| WSGW | Saginaw, Mich. (III-B) | DA-1,000 | KFUO | Clayton, Mo. (II) | LS-5,000 |
| | | DA-1,000 | | | N-L-5,000 |
| KGHL | Billings, Mont. (III-A) | DA-N-5,000 | WKKW | Albany, N. Y. (II) | DA-10,000 |
| WWNY | Watertown, N. Y. (III-B) | DA-N-1,000 | WNAO | Raleigh, N. C. (II) | DA-N-5,000 |
| WTNC | Thomasville, N. C. (III) | D-1,000 | WJWC | Cleveland, Ia. (II) | DA-5,000 |
| KFGO | Fargo, N. D. (III-A) | DA-N-5,000 | WEU | Reading, Pa. (II) | DA-N-1,000 |
| WAEB | Allentown, Pa. (III-B) | LS-500 | WCAV | Norfolk, Va. (II) | DA-1,000 |
| WPIC | Sharon, Pa. (III) | D-1,000 | KILA | Hilo, T. H. (II) | 1,000 |
| WEAN | Providence, R. I. (III-A) | DA-5,000 | 860 KC. (Canadian) CLEAR | | |
| WETB | Johnson City, Tenn. (III) | D-1,000 | KIFN | Phoenix, Ariz. (II) | D-250 |
| WMC | Memphis, Tenn. (III-A) | DA-N-5,000 | KOSE | Osceola, Ark. (II) | D-1,000 |
| KTHT | Houston, Tex. (III-A) | DA-5,000 | KTRB | Modesto, Cal. (II) | LS-5,000 |
| WTAR | Norfolk, Va. (III-A) | DA-N-5,000 | | | DA-N-1,000 |
| KVOS | Bellingham, Wash. (III-B) | DA-1,000 | WERD | Atlanta, Ga. (II) | D-1,000 |
| KNEW | Spokane, Wash. (III) | DA-5,000 | WDMG | Douglas, Ga. (II) | D-1,000 |
| WMON | Montgomery, W. Va. (II) | LS-1,000 | KWPC | Muscataine, Ia. (II) | D-250 |
| | | LS-1,000 | KOAM | Pittsburg, Kans. (II) | LS-10,000 |
| | (CP for 1340 kc) | DA-N-500 | | | DA-N-5,000 |
| WEGG | Greensfield, W. Va. (III) | D-1,000 | WSON | Henderson, Ky. (II) | D-500 |
| WEAU | Eau Claire, Wis. (III-A) | DA-N-5,000 | WNAW | North Adams, Mass. (II) | D-250 |
| KFQD | Anchorage, Alaska (III-A) | 5,000 | KNUJ | New Ulm, Minn. (II) | D-1,000 |
| | | | WHOD | Homestead, Pa. (II) | D-250 |
| 800 KC. (Mexican) CLEAR | | | | | |
| WHOS | Decatur, Ala. (II) | D-1,000 | WTEL | Philadelphia, Pa. (II) | D-250 |
| WMBM | Montgomery, Ala. (II) | D-1,000 | WLBG | Laurens, S. C. (II) | D-250 |
| WLAD | Danbury, Conn. (II) | D-250 | KFCH | El Paso, T. C. (II) | D-1,000 |
| WVWF | Miami Beach, Fla. (II) | D-1,000 | KFST | Ft. Stockton, Tex. (II) | D-250 |
| WJAT | Swainsboro, Ga. (II) | D-1,000 | KPAN | Hereford, Tex. (II) | D-250 |
| KKIC | Iowa City, Ia. (II) | DA-D-1,000 | KSFA | Nacogdoches, Tex. (II) | D-1,000 |
| WKYB | Paducah, Ky. (II) | D-1,000 | KONO | San Antonio, Tex. (II) | LS-5,000 |
| | | | | | DA-N-1,000 |
| WBOK | New Orleans, La. (II) | DA-D-1,000 | WFBG | Bristol, Va. (II) | D-1,000 |
| | | | | (CP for 980 kc) | |
| WCCM | Lawrence, Mass. (II) | D-1,000 | WOAY | Oak Hill, W. Va. (II) | D-1,000 |
| WKDN | Camden, N. J. (II) | D-1,000 | | | *D-5,000 |
| KTOW | Oklahoma City, Okla. (II) | D-250 | WFOK | Milwaukee, Wis. (II) | D-250 |
| | | | KIKI | Honolulu, T. H. (II) | 250 |
| KPDQ | Portland, Ore. (II) | D-1,000 | WNEL | San Juan, P. R. (II) | DA-5,000 |
| WCHA | Chambersburg, Pa. (II) | D-1,000 | 870 KC. CLEAR | | |
| WDSC | Dillon, S. C. (II) | D-1,000 | KIEV | Glendale, Cal. (II) | D-250 |
| | | | WWL | New Orleans, La. (I-A) | DA-50,000 |
| | | | WKAR | E. Lansing, Mich. (II) | D-5,000 |
| | | | WHCU | Ithaca, N. Y. (II) | LS-1,000 |
| | | | | | N-L-1,000 |
| | | | WGTL | Kannapolis, N. C. (II) | D-1,000 |
| | | | KCNC | Fort Worth, Tex. (II) | D-250 |
| | | | WFLO | Farmville, Va. (II) | D-1,000 |
| | | | 880 KC. CLEAR | | |
| | | | WCBS | New York, N. Y. (I-A) | 50,000 |
| | | | WRRZ | Clinton, N. C. (II) | D-1,000 |
| | | | WRFD | Worthington, O. (II) | D-5,000 |
| | | | 890 KC. CLEAR | | |
| | | | WENR | Chicago, Ill. (I-A) | 50,000 |
| | | | WLS | Chicago, Ill. (I-A) | 50,000 |
| | | | WHNC | Henderson, N. C. (II) | D-1,000 |
| | | | KBYE | Oklahoma City, Okla. (II) | D-1,000 |

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | | | |
|-------------------------|-------------------------------|----------------|------------------------------------|------------------------------|----------------|--|--|--|
| 900 KC. (Mexican) CLEAR | | | | | | | | |
| WKAX | Birmingham, Ala. (II) | D-1,000 | KSEI | Pocatello, Ida. (III-A) | DA-N-5,000 | | | |
| KLCN | Blytheville, Ark. (II) | D-1,000 | WTAD | Quincy, Ill. (III-B) | DA-N-1,000 | | | |
| KSGN | Sanger, Cal. (II) | D-1,000 | WKCT | Bowling Green, Ky. (III) | LS-1,000 | | | |
| WVWL | Belle Glade, Fla. (II) | D-1,000 | | | DA-N-500 | | | |
| WBSW | Belle Glade, Fla. (II) | D-1,000 | WFMD | Frederick, Md. (III-B) | DA-N-1,000 | | | |
| WJTV | Savannah, Ga. (II) | D-1,000 | WREB | Folyoke, Mass. (II) | D-500 | | | |
| WKYW | Louisville, Ky. (II) | D-1,000 | WBEK | Battle Creek, Mich. (III-B) | DA-1,000 | | | |
| WLSI | Pikeville, Ky. (II) | D-1,000 | WSLI | Jackson, Miss. (III-A) | DA-N-5,000 | | | |
| WATC | Gaylord, Mich. (II) | D-1,000 | | | DA-N-5,000 | | | |
| KTIS | Minneapolis, Minn. (II) | D-1,000 | WWNH | Rochester, N. H. (III) | D-1,000 | | | |
| KFAL | Jefferson City, Mo. (II) | D-250 | WPAT | Paterson, N. J. (III-A) | DA-5,000 | | | |
| KJSK | Columbus, Neb. (II) | D-1,000 | WBEN | Buffalo, N. Y. (III-A) | DA-N-5,000 | | | |
| WOTW | Nashua, N. H. (II) | D-1,000 | WRRF | Washington, N. C. (III) | D-5,000 | | | |
| WAYN | Rockingham, N. C. (II) | D-1,000 | WEOL | Elyria, O. (III-B) | DA-1,000 | | | |
| WYAM | Williamston, N. C. (II) | D-1,000 | WKY | Oklahoma City, Okla. (III-A) | DA-N-5,000 | | | |
| WAND | Canton, O. (II) | D-500 | WGNL | Lebanon, Ore. (III) | D-1,000 | | | |
| WERO | Fremont, O. (II) | DA-D-500 | WCCR | Bloomsburg, Pa. (III) | D-500 | | | |
| WCPA | Clearfield, Pa. (II) | D-1,000 | KSDN | Aberdeen, S. D. (III-B) | DA-1,000 | | | |
| WCOR | Lebanon, Tenn. (II) | D-250 | KDET | Center, Tex. (III) | D-1,000 | | | |
| KALT | Atlanta, Tenn. (II) | D-1,000 | KITE | San Antonio, Tex. (III) | D-1,000 | | | |
| KMCO | Conroe, Tex. (II) | DA-D-500 | WSAZ | Huntington, W. Va. (III-B) | LS-5,000 | | | |
| KFLD | Floydada, Tex. (II) | D-250 | | | DA-N-1,000 | | | |
| KCLW | Hamilton, Tex. (II) | D-250 | WLBL | Stevens Point, Wis. (III) | D-5,000 | | | |
| KALE | Richland, Wash. (II) | D-1,000 | KTKN | Ketchikan, Alaska (III-A) | 1,000 | | | |
| WATK | Langto, Wis. (II) | D-250 | 940 KC. (Mexican & Canadian) CLEAR | | | | | |
| 910 KC. REGIONAL | | | | | | | | |
| KPHO | Phoenix, Ariz. (III-A) | DA-N-5,000 | KFRE | Fresno, Cal. (II) | DA-50,000 | | | |
| | | DA-N-5,000 | WINZ | Hollywood, Fla. (II) | DA-1,000 | | | |
| KLX | Oakland, Cal. (III-A) | 1,000 | WMAZ | Macon, Ga. (II) | DA-10,000 | | | |
| | | *DA-5,000 | WMBX | Mt. Vernon, Ill. (II) | LS-10,000 | | | |
| KPOF | Denver, Colo. (III-A) | LS-5,000 | KJAO | Des Moines, Ia. (II) | LS-10,000 | | | |
| WHAY | New Britain, Conn. (III-A) | DA-5,000 | WTPS | New Orleans, La. (II) | LS-1,000 | | | |
| WVAF | Valdosta, Ga. (III-A) | DA-N-5,000 | | | DA-N-500 | | | |
| WSUI | Iowa City, Ia. (III-A) | DA-5,000 | WESA | Charleroi, Pa. (II) | D-250 | | | |
| WABI | Bangor, Me. (III-A) | DA-N-5,000 | KLYN | Amarillo, Tex. (II) | DA-1,000 | | | |
| WFDF | Flint, Mich. (III-B) | DA-1,000 | WPRP | Rio Piedras, P. R. (II) | DA-10,000 | | | |
| WCOC | Meridian, Miss. (III-A) | LS-5,000 | | | DA-10,000 | | | |
| | | N-1,000 | 950 KC. REGIONAL | | | | | |
| KAVR | Havre, Mont. (III) | DA-N-1,000 | KXJK | Forrest City, Ark. (III) | D-1,000 | | | |
| | (CP for 1240 kc) | | KFSA | Ft. Smith, Ark. (III-B) | LS-1,000 | | | |
| KCJB | Minot, N. D. (III) | DA-N-1,000 | | | DA-N-500 | | | |
| WPFB | Middletown, O. (III) | LS-1,000 | KFEL | Denver, Colo. (III-A) | DA-5,000 | | | |
| | | N-100 | WLOF | Orlando, Fla. (III-A) | DA-N-5,000 | | | |
| KGLC | Miami, Okla. (III-B) | DA-1,000 | WGTA | Summerville, Ga. (III) | D-1,000 | | | |
| WAVL | Apollon, Pa. (III) | D-1,000 | WGOV | Valdosta, Ga. (III-A) | LS-5,000 | | | |
| WGBI | Scranton, Pa. (III-B) | LS-1,000 | | | DA-U-N-1,000 | | | |
| | | N-500 | KDHS | Boise, Ida. (III-A) | DA-N-5,000 | | | |
| WSBA | York, Pa. (III-B) | DA-1,000 | WAAF | Chicago, Ill. (II) | D-1,000 | | | |
| WJHL | Johnson City, Tenn. (III-A) | LS-5,000 | | | *DA-5,000 | | | |
| | | DA-N-1,000 | KOEL | Oelwein, Ia. (II) | DA-D-500 | | | |
| KRIO | McAllen, Tex. (III-B) | DA-1,000 | WORL | Boston, Mass. (III) | D-5,000 | | | |
| KRRV | Sherman, Tex. (III-B) | DA-1,000 | WWJ | Detroit, Mich. (III-A) | DA-N-5,000 | | | |
| KALL | Salt Lake City, Utah (III-B) | DA-1,000 | WKUM | Columbia, Mo. (III-B) | DA-1,000 | | | |
| WRNL | Richmond, Va. (III-A) | DA-N-5,000 | WARC | Rochester, N. Y. (III-B) | DA-N-5,000 | | | |
| KVAN | Vancouver, Wash. (III-B) | DA-1,000 | WIBX | Utica, N. Y. (III-A) | DA-1,000 | | | |
| WPRP | Ponce, P. R. (III-A) | DA-5,000 | WNCC | Barnesboro, Pa. (III) | D-500 | | | |
| | | | WPEN | Philadelphia, Pa. (III-A) | DA-N-5,000 | | | |
| 920 KC. REGIONAL | | | | | | | | |
| WWWR | Russellville, Ala. (III) | D-1,000 | WSPA | Spartanburg, S. C. (III-A) | DA-N-5,000 | | | |
| KARK | Little Rock, Ark. (III-A) | DA-N-5,000 | KWAT | Watertown, S. D. (III-B) | DA-N-1,000 | | | |
| KVEC | San Luis Obispo, Cal. (III-B) | LS-1,000 | KPRC | Houston, Tex. (III-A) | DA-N-5,000 | | | |
| | | N-500 | KSEL | Lubbock, Tex. (III-B) | LS-1,000 | | | |
| KFKJ | Grand Junction, Colo. (III-B) | LS-1,000 | WXGI | Richmond, Va. (III) | D-1,000 | | | |
| | | N-500 | KJXR | Seattle, Wash. (III-A) | DA-N-5,000 | | | |
| WGST | Atlanta, Ga. (III-A) | LS-5,000 | | | LS-5,000 | | | |
| WMOK | Metropolis, Ill. (III) | D-500 | WKNA | Charleston, W. Va. (III-B) | DA-U-N-1,000 | | | |
| WBAA | W. Lafayette, Ind. (III-B) | LS-5,000 | | | DA-U-N-1,000 | | | |
| | | DA-N-1,000 | 960 KC. REGIONAL | | | | | |
| KFNF | Shenandoah, Ia. (III-B) | LS-1,000 | WBRC | Birmingham, Ala. (III-A) | DA-N-5,000 | | | |
| | | N-500 | KOOL | Phoenix, Ariz. (III-A) | DA-N-5,000 | | | |
| KDHL | Faribault, Minn. (III-B) | DA-1,000 | KROW | Oakland, Cal. (III-A) | 1,000 | | | |
| KWAD | Wadena, Minn. (III-B) | DA-N-1,000 | | | *DA-5,000 | | | |
| KRAM | Las Vegas, Nev. (III-B) | LS-1,000 | KTRV | Victorville, Cal. (III) | D-5,000 | | | |
| | | DA-N-500 | WELI | New Haven, Conn. (III-B) | DA-N-1,000 | | | |
| KOLO | Reno, Nev. (III-B) | DA-1,000 | WRFC | Athens, Ga. (III) | D-1,000 | | | |
| WTTM | Trenton, N. J. (III-B) | DA-1,000 | WSBT | | | | | |

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|--------------|--|----------------|-----------------------------------|-----------------------------------|----------------|----------------------------------|--|----------------|--------------|----------------------------------|----------------|
| WEAV | (CP from 970 kc) Plattsburg, N. Y. (III-B) | DA-U-N-500 | †WANT | Richmond, Va. (II) | *DA-U-N-1,000 | KFBI | Wichita, Kan. (II) | LS-10,000 | KSAL | Salina, Kan. (III-A) | DA-N-5,000 |
| WVST | Woolster, O. (III) | DA-1,000 | | Sparta, Wis. (II) | D-1,000 | KHMO | Hannibal, Mo. (II) | DA-N-1,000 | WTCT | Campbellsville, Ky. (III) | D-1,000 |
| KGWA | Enid, Okla. (III-B) | DA-1,000 | WPRA | Mayaguez, P. R. (II) | DA-10,000 | WHPE | High Point, N. C. (II) | DA-U-N-1,000 | WJBO | Baton Rouge, La. (III-A) | DA-5,000 |
| WCMB | Lemoyne, Pa. (III) | D-1,000 | | | | KBKI | Alice, Tex. (II) | DA-N-1,000 | WCOP | Boston, Mass. (III-A) | DA-5,000 |
| KIMP | Mt. Pleasant, Tex. (III) | D-1,000 | 1000 KC. (U. S. & Mexican) CLEAR | | | WKWO | Madison, Wis. (II) | LS-10,000 | WCEN | Mount Pleasant, Mich. (III) | D-500 |
| KGKL | San Angelo, Tex. (III-B) | LS-5,000 | WCFL | Chicago, Ill. (I-B) | DA-50,000 | WKVM | Arecibo, P. R. (II) | DA-U-N-5,000 | | | *LS-1,000 |
| KOVO | Provo, Utah (III-B) | DA-N-1,000 | KTOK | Oklahoma City, Okla. (II) | LS-5,000 | | (CP from 1230 kc.) | DA-25,000 | | | *DA-N-500 |
| WDBJ | Roanoke, Va. (III-A) | DA-N-1,000 | WSCR | Scranton, Pa. (II) | DA-U-N-1,000 | | | | KASM | Albany, Minn. (II) | D-500 |
| WTCH | Shawano, Wis. (III) | D-1,000 | | (CP for 1320 kc.) | D-1,000 | KSCO | Santa Cruz, Cal. (II) | LS-1,000 | WRUN | Utica, N. Y. (III-B) | LS-5,000 |
| | 970 KC. REGIONAL | | KSTA | Coleman, Tex. (II) | D-250 | | | DA-N-500 | WFNS | Burlington, N. C. (III-B) | D-1,000 |
| WERH | Hamilton, Ala. (III) | D-1,000 | KGRI | Henderson, Tex. (II) | D-250 | WTIC | Hartford, Conn. (I-B) | DA-N-50,000 | WCUE | Akron, O. (III-B) | DA-D-1,000 |
| KNEA | Jonesboro, Ark. (III) | D-1,000 | WHWB | Rutland, Vt. (II) | D-1,000 | WKLO | Louisville, Ky. (II) | LS-5,000 | WIMA | Lima, O. (III-B) | DA-N-1,000 |
| †KBIS | Bakersfield, Cal. (III) | DA-1,000 | KOMO | Seattle, Wash. (I-B) | DA-N-50,000 | WOAP | Dowd, Mich. (II) | DA-U-N-1,000 | KFJI | Klamath Falls, Ore. (III-B) | LS-5,000 |
| WFLA | Tampa, Fla. (III-A) | DA-N-5,000 | 1010 KC. (Canadian & Cuban) CLEAR | | | WREX | Owosso, Mich. (II) | LS-10,000 | WKPA | New Kensington, Pa. (IV) | DA-N-1,000 |
| WGLS | Decatur, Ga. (III) | LS-1,000 | WFMW | Athens, Ala. (II) | D-250 | WXRA | Kenmore, N. Y. (II) | D-1,000 | WTYC | Rock Hill, S. C. (III) | D-1,000 |
| WMAY | Springfield, Ill. (III) | LS-1,000 | KLRA | Little Rock, Ark. (II) | LS-10,000 | WEWO | Laurinburg, N. C. (II) | D-1,000 | WSNW | Seneca, S. C. (III) | D-1,000 |
| WAVE | Louisville, Ky. (III-A) | DA-U-N-500 | KCHJ | Delano, Cal. (II) | DA-N-5,000 | KWJJ | Portland, Ore. (II) | DA-10,000 | WAPQ | Chattanooga, Tenn. (III-B) | LS-5,000 |
| KVOB | Alexandria, La. (III-B) | DA-5,000 | †KPOO | San Francisco, Cal. (II) | D-1,000 | WPGH | Pittsburgh, Pa. (II) | D-1,000 | | | DA-N-1,000 |
| WCSH | Portland, Me. (III-A) | DA-N-1,000 | WCNU | Crestview, Fla. (II) | D-1,000 | KRLD | Dallas, Tex. (I-B) | DA-N-50,000 | WTAW | College Station, Tex. (III) | D-1,000 |
| KLER | Rochester, Minn. (III-B) | DA-N-5,000 | WJVB | Jacksonville Beach, Fla. (II) | D-250 | 1090 KC. (U. S. & Mexican) CLEAR | | | KJBC | Midland, Tex. (II) | D-1,000 |
| †KOOK | Billings, Mont. (III-A) | DA-U-N-1,000 | WEAS | Decatur, Ga. (II) | D-10,000 | KTSH | Hot Springs, Ark. (I-B) | LS-10,000 | †KOLJ | Quanah, Tex. (II) | D-500 |
| KNEB | Scotts Bluff, Nebr. (III) | DA-N-5,000 | WCSI | Columbus, Ind. (II) | D-250 | WCRA | Efingham, Ill. (II) | N-1,000 | KBKH | Fullman, Wash. (III) | D-1,000 |
| WAAT | Jersey City, N. J. (III-B) | LS-5,000 | KSMN | Mason City, Ia. (II) | D-1,000 | WBAL | Baltimore, Md. (I-B) | DA-N-50,000 | WELC | Weich, W. Va. (III) | D-1,000 |
| WEBR | Buffalo, N. Y. (III-A) | DA-N-1,000 | KIND | Independence, Kan. (II) | D-250 | WBMS | Boston, Mass. (II) | D-1,000 | WISN | Milwaukee, Wis. (III-A) | DA-5,000 |
| WRCS | Ahokie, N. C. (III) | D-1,000 | KDLA | Deridder, La. (II) | D-1,000 | WMUS | Muskegon, Mich. (II) | D-1,000 | WORA | Mayaguez, P. R. (III-B) | 1,000 |
| WDAY | Fargo, N. D. (III-A) | DA-N-5,000 | WESX | Essex, Md. (II) | D-1,000 | KING | Seattle, Wash. (II) | DA-50,000 | | | *DA-5,000 |
| WICA | Ashtabula, O. (III-B) | LS-5,000 | WAFB | Waco, Miss. (II) | D-250 | †WSJB | Charlotte Amalie, St. Thomas, Virgin Islands | 250 | | 1160 KC. CLEAR | |
| KAKC | Tulsa, Okla. (III-B) | LS-1,000 | KCHI | Chillicothe, Mo. (II) | D-250 | | | | WJJD | Chicago, Ill. (II) | LS-50,000 |
| KOIN | Portland, Ore. (III-A) | DA-U-N-500 | †KJCF | Festus, Mo. (II) | D-250 | | | | KSL | Salt Lake City, Utah (I-A) | 50,000 |
| WWSW | Pittsburgh, Pa. (III-A) | DA-N-5,000 | †KRVN | Lexington, Nebr. (II) | DA-D-25,000 | | | | | 1170 KC. CLEAR | |
| WJMX | Florence, S. C. (III) | LS-5,000 | WINS | New York, N. Y. (II) | LS-50,000 | | | | WJJB | Montgomery, Ala. (II) | LS-10,000 |
| KWBC | Ft. Worth, Tex. (III) | D-1,000 | WABZ | Albemarle, N. C. (II) | D-1,000 | | | | KCBQ | San Diego, Cal. (II) | DA-U-N-1,000 |
| KREM | Spokane, Wash. (III) | D-1,000 | WELS | Wilmington, N. C. (II) | D-1,000 | | | | KLOK | San Jose, Cal. (II) | D-1,000 |
| WWYO | Pineville, W. Va. (III) | D-1,000 | WHIN | Gallatin, Tenn. (II) | D-1,000 | | | | WLBH | Matteson, Ill. (II) | D-250 |
| WHA | Madison, Wis. (III) | D-5,000 | KAMQ | Amarillo, Tex. (II) | LS-1,000 | | | | KSTT | Davenport, Ia. (II) | DA-1,000 |
| KHBC | Hilo, T. H. (III-A) | 1,000 | † | Marlin, Tex. (II) | D-250 | | | | KVOO | Tulsa, Okla. (I-B) | DA-N-50,000 |
| | 980 KC. REGIONAL | | WMEV | Marion, Va. (II) | D-1,000 | | | | KPUG | Bellingham, Wash. (II) | DA-1,000 |
| WKLF | Clanton, Ala. (III) | D-1,000 | WTWT | Stevens Point, Wis. (II) | D-250 | | | | WWVA | Wheeling, W. Va. (I-B) | DA-N-50,000 |
| KFWB | Los Angeles, Cal. (III-A) | 5,000 | | 1020 KC. CLEAR | | | | | | 1180 KC. CLEAR | |
| WRC | Washington, D. C. (III-A) | DA-N-5,000 | KFVD | Los Angeles, Cal. (III) | LS-5,000 | | | | WLDS | Jacksonville, Ill. (II) | D-1,000 |
| WKLY | Hartwell, Ga. (III) | D-1,000 | WCIL | Carbondale, Ill. (II) | D-1,000 | | | | WHAM | Rochester, N. Y. (I-B) | 50,000 |
| †WACL | Waycross, Ga. (III) | D-1,000 | WPEO | Peoria, Ill. (II) | D-1,000 | | | | | 1190 KC. (U. S. & Mexican) CLEAR | |
| KCLF | Shreveport, La. (III) | D-5,000 | KDKA | Pittsburgh, Pa. (I-A) | 50,000 | | | | KGWV | Vallejo, Cal. (II) | D-250 |
| †WCAP | Lowell, Mass. (II) | D-1,000 | | 1030 KC. CLEAR | | | | | WOWO | Ft. Wayne, Ind. (I-B) | 10,000 |
| †WPB | Minneapolis, Minn. (III) | D-500 | WBZ | Roston, Mass. (I-B) | DA-50,000 | | | | KWKH | Hutchinson, Kan. (II) | D-1,000 |
| †MBC | Kansas City, Mo. (III) | DA-N-5,000 | WBZA | Springfield, Mass. (II) | 1,000 | | | | WANN | Annapolis, Md. (II) | D-1,000 |
| †SGM | Ste. Genevieve, Mo. (III) | DA-500 | KOB | Albuquerque, N. M. (II) | 10,000 | | | | WKOX | Framingham, Mass. (II) | D-1,000 |
| KICA | Clovis, N. M. (II) | DA-N-1,000 | †KWB | Corpus Christi, Tex. (II) | D-50,000 | | | | WLIB | New York, N. Y. (II) | LS-1,000 |
| †TRY | Troy, N. Y. (III-A) | DA-5,000 | | 1040 KC. CLEAR | | | | | KEX | Portland, Ore. (I-B) | DA-50,000 |
| †AAA | Winston Salem, N. C. (III) | D-1,000 | WHO | Des Moines, Iowa (I-A) | 50,000 | | | | KLIF | Oak Cliff, Tex. (II) | D-1,000 |
| †ONE | Dayton, O. (III-A) | DA-5,000 | KIXL | Dallas, Tex. (II) | D-1,000 | | | | | 1200 KC. CLEAR | |
| †ILK | Wilkes-Barre, Pa. (III) | LS-5,000 | | 1050 KC. (Mexican) CLEAR | | | | | WOAI | San Antonio, Tex. (I-A) | 50,000 |
| | 990 KC. (Canadian) CLEAR | | WRFS | Alexander City, Ala. (II) | D-1,000 | | | | | 1210 KC. CLEAR | |
| †VWF | Fayette, Ala. (II) | D-1,000 | WCRI | Scottsboro, Ala. (II) | D-250 | | | | WCNT | Centralia, Ill. (II) | D-1,000 |
| †VEM | W. Memphis, Ark. (II) | D-1,000 | KVLC | Little Rock, Ark. (II) | D-1,000 | | | | WKNX | Saginaw, Mich. (II) | D-1,000 |
| †ECC | Pittsburg, Cal. (II) | DA-N-1,000 | KVSM | San Mateo, Cal. (II) | D-250 | | | | WADE | Wadesboro, N. C. (II) | D-1,000 |
| †KZY | Redlands, Cal. (II) | D-1,000 | KWSO | Wasco, Cal. (II) | D-250 | | | | WWSO | Springfield, O. (II) | D-250 |
| †TLN | Denver, Colo. (II) | D-1,000 | KLMO | Longmont, Colo. (II) | D-250 | | | | WCAU | Philadelphia, Pa. (I-A) | 50,000 |
| †VLCR | Torrington, Conn. (II) | D-1,000 | WIVY | Jacksonville, Fla. (II) | D-1,000 | | | | | 1220 KC. (Mexican) CLEAR | |
| †VHO | Orlando, Fla. (II) | LS-10,000 | WMMB | Melbourne, Fla. (II) | D-250 | | | | WEDR | Birmingham, Ala. (II) | D-1,000 |
| †VDWD | Dawson, Ga. (II) | D-1,000 | WHBO | Sulphur Springs, Fla. (II) | D-250 | | | | KIBE | Palo Alto, Calif. (II) | D-250 |
| †VCAZ | Carthage, Ill. (II) | D-1,000 | WDZ | Decatur, Ill. (II) | D-1,000 | | | | WFEC | Miami, Fla. (II) | D-250 |
| †VITZ | Jasper, Ind. (II) | D-1,000 | KGAR | Garden City, Kan. (II) | D-1,000 | | | | WSFT | Thomson, Ga. (II) | D-250 |
| †VJMR | New Orleans, La. (II) | D-250 | WZIP | Covington, Ky. (II) | D-250 | | | | WLPO | La Salle, Ill. (II) | D-250 |
| †VBT | Brockton, Mass. (II) | D-1,000 | WKTM | Mayfield, Ky. (II) | D-1,000 | | | | WKRS | Waukegan, Ill. (II) | DA-D-1,000 |
| †VMO | Monnett, Mo. (II) | D-250 | WGAY | Silver Spring, Md. (II) | D-1,000 | | | | WKAM | Warsaw, Ind. (II) | D-250 |
| †VEEB | Southern Pines, N. C. (II) | D-1,000 | WPAG | Ann Arbor, Mich. (II) | D-1,000 | | | | KJAN | Atlantic, Ia. (II) | D-250 |
| †JEH | Gallipolis, O. (II) | D-250 | WACR | Columbus, Miss. (II) | D-250 | | | | KOFO | Ottawa, Kans. (II) | D-250 |
| †VGB | Philadelphia, Pa. (II) | DA-10,000 | WMGM | New York, N. Y. (II) | DA-50,000 | | | | WIBR | Baton Rouge, La. (II) | D-250 |
| †VSC | Somerset, Pa. (II) | D-250 | WVWF | Tulsa, Okla. (II) | D-1,000 | | | | | (CP for 1300 kc) | |
| †VNOX | Knoxville, Tenn. (II) | DA-N-10,000 | KVAS | Astoria, Ore. (II) | D-250 | | | | WSHB | Stillwater, Minn. (II) | D-250 |
| †TRM | Beaumont, Tex. (II) | DA-1,000 | WRYO | Rochester, Pa. (II) | D-250 | | | | KNCM | Moberly, Mo. (II) | D-250 |
| †FDX | Wichita Falls, Tex. (II) | LS-5,000 | †WLYC | Williamsport, Pa. (II) | D-1,000 | | | | | (CP for 1230 kc) | |
| | | DA-N-1,000 | KTFY | Brownfield, Tex. (II) | D-250 | | | | WGNY | Newburgh, N. Y. (II) | D-1,000 |
| | | *LS-10,000 | KELT | Electra, Tex. (II) | D-250 | | | | WREV | Reidsville, N. C. (II) | D-250 |
| | | | †WVIC | Richlands, Va. (II) | D-1,000 | | | | WGAR | Cleveland, O. (II) | DA-50,000 |
| | | | KRKL | Kirkland, Wash. (II) | D-250 | | | | KGYN | Guymon, Okla. (II) | D-1,000 |
| | | | KREW | Sunnyside, Wash. (II) | D-250 | | | | WRIB | Providence, R. I. (II) | D-1,000 |
| | | | WRFW | Eau Claire, Wis. (II) | D-1,000 | | | | KDSX | Denison, Tex. (II) | D-1,000 |
| | | | WLIP | Kenosha, Wis. (II) | D-250 | | | | WFAK | Falls Church, Va. (II) | D-250 |
| | | | †WSTB | Sturgeon Bay, Wis. (II) | D-250 | | | | KXRN | Renton, Wash. (II) | D-250 |
| | | | | 1060 KC. (U. S. & Mexican) CLEAR | | | | | | 1230 KC. LOCAL | |
| | | | WIBV | Belleville, Ill. (II) | D-250 | | | | WAUD | Auburn, Ala. (IV) | 250 |
| | | | WNOE | New Orleans, La. (II) | LS-50,000 | | | | WIRB | Enterprise, Ala. (IV) | 250 |
| | | | WHFB | Benton Harbor, Mich. (II) | DA-U-N-5,000 | | | | WJBB | Haleyville, Ala. (IV) | 250 |
| | | | WMAP | Monroe, N. C. (II) | D-250 | | | | WBHP | Huntsville, Ala. (IV) | 250 |
| | | | WCMW | Canton, Ohio (II) | D-1,000 | | | | | | |
| | | | KYW | Philadelphia, Pa. (I-B) | DA-50,000 | | | | | | |
| | | | | 1070 KC. (U. S. & Canadian) CLEAR | | | | | | | |
| | | | WAPI | Birmingham, Ala. (II) | DA-N-5,000 | | | | | | |
| | | | KNX | Los Angeles, Cal. (I-B) | 50,000 | | | | | | |
| | | | WVCG | Coral Gables, Fla. (II) | D-1,000 | | | | | | |
| | | | WIBC | Indianapolis, Ind. (II) | LS-50,000 | | | | | | |
| | | | | 1080 KC. CLEAR | | | | | | | |
| | | | WJMS | Madison, Wis. (II) | DA-N-1,000 | | | | | | |
| | | | WJTV | Jacksonville, Fla. (II) | D-1,000 | | | | | | |
| | | | WJVL | Valdosta, Ga. (II) | D-1,000 | | | | | | |
| | | | WJWC | Wichita, Kan. (II) | LS-10,000 | | | | | | |
| | | | WJWB | Wichita, Kan. (II) | DA-N-1,000 | | | | | | |
| | | | WJWL | Wichita, Kan. (II) | DA-N-1,000 | | | | | | |
| | | | WJWM | Wichita, Kan. (II) | DA-N-1,000 | | | | | | |
| | | | WJWN | Wichita, Kan. (II) | DA-N-1,000 | | | | | | |
| | | | WJWO | Wichita, Kan. (II) | DA-N-1,000 | | | | | | |
| | | | WJWP | Wichita, Kan. (II) | DA-N-1,000 | | | | | | |

AM Stations by Frequencies

(Continued from page 551)

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|--------------|-------------------------------|----------------|--------------|----------------------------|----------------|
| WHTB | Talladega, Ala. (IV) | 250 | WJPD | Ishpeming, Mich. (IV) | 250 |
| WTBC | Tulacalosa, Ala. (IV) | 250 | WJIM | Lansing, Mich. (IV) | 250 |
| KSUN | Bisbee, Ariz. (IV) | 250 | WMFG | Hibbing, Minn. (IV) | 250 |
| KGPH | Flagstaff, Ariz. (IV) | 250 | WJON | St. Cloud, Minn. (IV) | 250 |
| KGAN | Kingman, Ariz. (IV) | 250 | WGRM | Aberdeen, Miss. (IV) | 250 |
| KRIZ | Phoenix, Ariz. (IV) | 250 | WGRM | Greenwood, Miss. (IV) | 250 |
| KCON | Conway, Ark. (IV) | 250 | WGCM | Gulfport, Miss. (IV) | 250 |
| KFPW | Ft. Smith, Ark. (IV) | 250 | WMOX | Meridian, Miss. (IV) | 250 |
| KRTM | Jonesboro, Ark. (IV) | 250 | WMIS | Natchez, Miss. (IV) | 250 |
| KERO | Bakersfield, Cal. (IV) | 250 | KFMF | Flat River, Mo. (IV) | 250 |
| KWTC | Barstow, Cal. (IV) | 250 | KWOS | Jefferson City, Mo. (IV) | 250 |
| KKO | El Centro, Cal. (IV) | 250 | KNEM | Nevada, Mo. (IV) | 250 |
| KDAC | Fort Bragg, Cal. (IV) | 250 | KBYM | Billings, Mont. (IV) | 250 |
| KGFJ | Los Angeles, Cal. (IV) | 250 | KAVR | CP for 910 kc | 250 |
| KFRL | Paso Robles, Cal. (IV) | 250 | KXJL | Helena, Mont. (IV) | 250 |
| KWG | Stockton, Cal. (IV) | 250 | KFOR | Lincoln, Neb. (IV) | 250 |
| KRAJ | Craig, Colo. (IV) | 250 | KODY | N. Platte, Neb. (IV) | 250 |
| KEXO | Grand Junction, Colo. (IV) | 250 | KELK | Eiko, Nev. (IV) | 250 |
| KLVC | Leadville, Colo. (IV) | 250 | KWBR | Manchester, N. H. (IV) | 250 |
| KDZA | Pueblo, Colo. (IV) | 250 | WSNJ | Bridgeton, N. J. (IV) | 250 |
| KGEC | Sterling, Colo. (IV) | D-250 | KAVE | Carlsbad, N. M. (IV) | 250 |
| WHTH | Hartford, Conn. (IV) | 250 | WGBE | Freeport, N. Y. (IV) | 100 |
| WGGG | Gainesville, Fla. (IV) | 250 | WYVA | Yonkers, N. Y. (IV) | 250 |
| WONN | Lakeland, Fla. (IV) | 250 | WJTN | Jamestown, N. Y. (IV) | 250 |
| WWSB | New Smyrna Beach, Fla. (IV) | 100 | WVOS | Liberty, N. Y. (IV) | 250 |
| WEAR | Pensacola, Fla. (IV) | 250 | WSNY | Schenectady, N. Y. (IV) | 250 |
| WCNH | Quincy, Fla. (IV) | 250 | WATN | Watertown, N. Y. (IV) | 250 |
| WJNO | West Palm Beach, Fla. (IV) | 250 | WPNF | Brevard, N. C. (IV) | 250 |
| WDEC | Americus, Ga. (IV) | 250 | WVOC | Charlotte, N. C. (IV) | 250 |
| WJBF | Augusta, Ga. (IV) | 250 | WCNC | Elizabeth City, N. C. (IV) | 250 |
| WBLJ | Dalton, Ga. (IV) | 250 | WRAL | Raleigh, N. C. (IV) | 250 |
| WFOM | Marletta, Ga. (IV) | 250 | WENC | Whiteville, N. C. (IV) | 250 |
| WFRP | Savannah, Ga. (IV) | 250 | KDLR | Devils Lake, N. D. (IV) | 250 |
| WAYK | Waycross, Ga. (IV) | 250 | WLOK | Lima, O. (IV) | 250 |
| KBIO | Burley, Ida. (IV) | 250 | WBWV | Youngstown, O. (IV) | 250 |
| KRKC | Rexburg, Ida. (IV) | 250 | WHIZ | Zanesville, O. (IV) | 250 |
| WJBC | Bloomington, Ill. (IV) | 250 | KVSO | Ardmore, Okla. (IV) | 250 |
| WJUA | Moline, Ill. (IV) | 250 | KACA | Elk City, Okla. (IV) | 250 |
| WJOB | Hammond, Ind. (IV) | 250 | KBBG | Oklahoma, Okla. (IV) | 250 |
| WSAL | Logansport, Ind. (IV) | 250 | KWIL | Albany, Ore. (IV) | 250 |
| WTCT | Tell City, Ind. (IV) | 250 | KWRD | Pendleton, Ore. (IV) | 250 |
| WBOW | Terre Haute, Ind. (IV) | 250 | KRXL | Roseburg, Ore. (IV) | 250 |
| KFJB | Marshalltown, Ia. (IV) | 250 | WRTA | Altoona, Pa. (IV) | 250 |
| WHLR | Danville, Ia. (IV) | 250 | WHUM | Reading, Pa. (IV) | 250 |
| WHLN | Harlan, Ky. (IV) | 250 | WKOK | Sunbury, Pa. (IV) | 250 |
| WHOP | Hopkinsville, Ky. (IV) | 250 | WBAX | Wilkes-Barre, Pa. (IV) | 250 |
| KLIC | Monroe, La. (IV) | 250 | WVON | Woonssocket, R. I. (IV) | 250 |
| WJBW | New Orleans, La. (IV) | 250 | WKDK | Newbury, S. C. (IV) | 250 |
| KSLO | Opelousas, La. (IV) | 250 | WBEJ | Elizabethton, Tenn. (IV) | 250 |
| WGUU | Bangor, Me. (IV) | 250 | WEKR | Fayetteville, Tenn. (IV) | 250 |
| WDFK | Baltimore, Md. (IV) | 250 | WBIR | Knoxville, Tenn. (IV) | 250 |
| WBSM | New Bedford, Mass. (IV) | 100 | WKDA | Nashville, Tenn. (IV) | 250 |
| WNEB | North Adams, Mass. (IV) | 100 | WENK | Union City, Tenn. (IV) | 250 |
| WFSX | Salem, Mass. (IV) | 250 | KVLF | Alpine, Tex. (IV) | 250 |
| WNEB | Worcester, Mass. (IV) | 250 | KORA | Bryan, Tex. (IV) | 250 |
| WJEF | Grand Rapids, Mich. (IV) | 250 | KCBS | Harlingen, Tex. (IV) | 250 |
| WIKB | Iron River, Mich. (IV) | 250 | KCOJ | Corpus Christi, Tex. (IV) | 250 |
| WJPC | Lapeer, Mich. (IV) | SH-250 | KCOA | Kilgore, Tex. (IV) | 250 |
| WSOO | Sault Ste. Marie, Mich. (IV) | LS-250 | KXOX | Sweetwater, Tex. (IV) | 250 |
| | | N-100 | WSKI | Montpelier, Vt. (IV) | 250 |
| WKLK | Cloquet, Minn. (IV) | 250 | WCHV | Charlottesville, Va. (IV) | 250 |
| KGDE | Fergus Falls, Minn. (IV) | 250 | WSSV | Petersburg, Va. (IV) | 250 |
| KYSM | Mankato, Minn. (IV) | 250 | WROV | Roanoke, Va. (IV) | 250 |
| KTRF | Thief River Falls, Minn. (IV) | 250 | KXLE | Elensburg, Wash. (IV) | 250 |
| | | | KCYJ | Olympia, Wash. (IV) | 250 |
| KWNO | Winona, Minn. (IV) | 250 | WFOY | Bluffield, W. Va. (IV) | 250 |
| WCMA | Corinth, Miss. (IV) | 250 | WITP | Charleston, W. Va. (IV) | 250 |
| WESY | Hattiesburg, Miss. (IV) | 250 | WDNE | Elkins, W. Va. (IV) | 250 |
| WSSO | Starkville, Miss. (IV) | 250 | WOMT | Manitowoc, Wis. (IV) | 250 |
| WAZF | Yazoo City, Miss. (IV) | 250 | WBU | Povnet, Wis. (IV) | 250 |
| KSWM | Joplin, Mo. (IV) | 250 | WOBT | Rhineclander, Wis. (IV) | 250 |
| KLWT | Lebanon, Mo. (IV) | 250 | WJMC | Rice Lake, Wis. (IV) | 250 |
| KNCM | Moberly, Mo. (IV) | 250 | KFCB | CP for 710 kc | 250 |
| | | | KRAL | Rawlins, Wyo. (IV) | 250 |
| KRES | St. Joseph, Mo. (IV) | 250 | KBYR | Anchorage, Alaska (IV) | 250 |
| | | | WJBR | Aquadilla, P. R. (IV) | 250 |
| KANA | Anaconda, Mont. (IV) | 250 | WJFA | Caguas, P. R. (IV) | 250 |
| KBMN | Bozeman, Mont. (IV) | 250 | | | |
| KXLO | Lewiston, Mont. (IV) | 250 | | | |
| WJLB | Libby, Mont. (IV) | 250 | | | |
| KIYI | Shelby, Mont. (IV) | 250 | | | |
| KHAS | Hastings, Neb. (IV) | 250 | | | |
| KELY | Ely, Nev. (IV) | 250 | | | |
| KLAS | Las Vegas, Nev. (IV) | 250 | | | |
| KBOB | Reno, Nev. (IV) | 250 | | | |
| WMOU | Berlin, N. H. (IV) | 250 | | | |
| WTSV | Claremont, N. H. (IV) | 250 | | | |
| KALG | Alamogordo, N. M. (IV) | 250 | | | |
| KENE | Belen, N. M. (IV) | 250 | | | |
| KGAK | Gallup, N. M. (IV) | 250 | | | |
| KFUN | Las Vegas, N. M. (IV) | 250 | | | |
| KSWV | Roswell, N. M. (IV) | 250 | | | |
| WENY | Elmira, N. Y. (IV) | 250 | | | |
| WHUC | Hudson, N. Y. (IV) | 250 | | | |
| WEPAS | White Plains, N. Y. (IV) | 250 | | | |
| WTSE | Asheville, N. C. (IV) | 250 | | | |
| WVNF | Fayetteville, N. C. (IV) | 250 | | | |
| WMLF | High Point, N. C. (IV) | 250 | | | |
| WFTC | Kinston, N. C. (IV) | 250 | | | |
| WNNC | Newton, N. C. (IV) | 250 | | | |
| WCBT | Roanoke Rapids, N. C. (IV) | 250 | | | |
| KDIX | Dickinson, N. D. (IV) | 250 | | | |
| WCPO | Cincinnati, O. (IV) | 250 | | | |
| WCOL | Columbus, O. (IV) | 250 | | | |
| WTOL | Toledo, O. (IV) | 250 | | | |
| KADA | Ada, Okla. (IV) | 250 | | | |
| WBBZ | Ponca City, Okla. (IV) | 250 | | | |
| KOOS | Coos Bay, Ore. (IV) | 250 | | | |
| | | | | | |
| KYJC | Medford, Ore. (IV) | 250 | | | |
| KNPT | Newport, Ore. (IV) | 250 | | | |
| | | | | | |
| KGON | Oregon City, Ore. (IV) | 250 | | | |
| KODL | The Dalles, Ore. (IV) | LS-250 | | | |
| | | N-100 | | | |

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|--------------|----------------------------|----------------|--------------|----------------------------|----------------|
| WJPD | Ishpeming, Mich. (IV) | 250 | KFTM | Ft. Morgan, Col. (III) | D-500 |
| WJIM | Lansing, Mich. (IV) | 250 | KUBC | Montrose, Colo. (III) | LS-1,000 |
| WMFG | Hibbing, Minn. (IV) | 250 | | (CP from 1240 kc) | DA-N-500 |
| WJON | St. Cloud, Minn. (IV) | 250 | WAVZ | New Haven, Conn. (III) | D-1,000 |
| WGRM | Aberdeen, Miss. (IV) | 250 | | | |
| WGRM | Greenwood, Miss. (IV) | 250 | WWDC | Washington, D. C. (III-A) | DA-5,000 |
| WGCM | Gulfport, Miss. (IV) | 250 | | | |
| WMOX | Meridian, Miss. (IV) | 250 | WTJH | East Point, Ga. (III) | D-1,000 |
| WMIS | Natchez, Miss. (IV) | 250 | WBND | Belleville, Ill. (III) | DA-N-1,000 |
| KFMF | Flat River, Mo. (IV) | 250 | WFBM | Indianapolis, Ind. (III-A) | DA-N-5,000 |
| KWOS | Jefferson City, Mo. (IV) | 250 | | | |
| KNEM | Nevada, Mo. (IV) | 250 | KFGQ | Boone, Iowa (IV) | D-250 |
| KBYM | Billings, Mont. (IV) | 250 | WNAC | Boston, Mass. (III-A) | DA-N-5,000 |
| KAVR | CP for 910 kc | 250 | | | |
| KXJL | Helena, Mont. (IV) | 250 | WGRO | Bay City, Mich. (III) | D-500 |
| KFOR | Lincoln, Neb. (IV) | 250 | KROX | Crookston, Minn. (III) | LS-1,000 |
| KODY | N. Platte, Neb. (IV) | 250 | | | |
| KELK | Eiko, Nev. (IV) | 250 | WGVM | Greenville, Miss. (III) | D-1,000 |
| KWBR | Manchester, N. H. (IV) | 250 | KGEX | Springfield, Mo. (III-A) | DA-N-5,000 |
| WSNJ | Bridgeton, N. J. (IV) | 250 | | | |
| KAVE | Carlsbad, N. M. (IV) | 250 | WBUD | Trenton, N. J. (III) | DA-1,000 |
| WGBE | Freeport, N. Y. (IV) | 100 | | (CP from 1490 kc) | |
| WYVA | Yonkers, N. Y. (IV) | 250 | KVSF | Santa Fe, N. M. (III-A) | 1,000 |
| WJTN | Jamestown, N. Y. (IV) | 250 | | | |
| WVOS | Liberty, N. Y. (IV) | 250 | WNDR | Syracuse, N. Y. (III-A) | DA-N-5,000 |
| WSNY | Schenectady, N. Y. (IV) | 250 | | | |
| WATN | Watertown, N. Y. (IV) | 250 | WGWR | Asheboro, N. C. (III) | D-1,000 |
| WPNF | Brevard, N. C. (IV) | 250 | WDOK | Cleveland, O. (III-A) | DA-5,000 |
| WVOC | Charlotte, N. C. (IV) | 250 | WVNT | Fortsmouth, O. | DA-1,000 |
| WCNC | Elizabeth City, N. C. (IV) | 250 | KSMI | Seminole, Okla. (III) | D-500 |
| WRAL | Raleigh, N. C. (IV) | 250 | | *DA-1,000 | |
| WENC | Whiteville, N. C. (IV) | 250 | KMCM | McMinnville, Ore. (III-A) | DA-N-1,000 |
| KDLR | Devils Lake, N. D. (IV) | 250 | | | |
| WLOK | Lima, O. (IV) | 250 | WERC | Erie, Pa. (III-B) | DA-5,000 |
| WBWV | Youngstown, O. (IV) | 250 | WMUU | Greenville, S. C. (III) | D-1,000 |
| WHIZ | Zanesville, O. (IV) | 250 | KTAE | Taylor, Tex. (III) | D-1,000 |
| KVSO | Ardmore, Okla. (IV) | 250 | KPOW | Powell, Wyo. (III-B) | DA-N-1,000 |
| KACA | Elk City, Okla. (IV) | 250 | | | |
| KBBG | Oklahoma, Okla. (IV) | 250 | | | |
| KWIL | Albany, Ore. (IV) | 250 | | | |
| KWRD | Pendleton, Ore. (IV) | 250 | | | |
| KRXL | Roseburg, Ore. (IV) | 250 | | | |
| WRTA | Altoona, Pa. (IV) | 250 | | | |
| WHUM | Reading, Pa. (IV) | 250 | | | |
| WKOK | Sunbury, Pa. (IV) | 250 | | | |
| WBAX | Wilkes-Barre, Pa. (IV) | 250 | | | |
| WVON | Woonssocket, R. I. (IV) | 250 | | | |
| WKDK | Newbury, S. C. (IV) | 250 | | | |
| WBEJ | Elizabethton, Tenn. (IV) | 250 | | | |
| WEKR | Fayetteville, Tenn. (IV) | 250 | | | |
| WBIR | Knoxville, Tenn. (IV) | 250 | | | |
| WKDA | Nashville, Tenn. (IV) | 250 | | | |
| WENK | Union City, Tenn. (IV) | 250 | | | |
| KVLF | Alpine, Tex. (IV) | 250 | | | |
| KORA | Bryan, Tex. (IV) | 250 | | | |
| KCBS | Harlingen, Tex. (IV) | 250 | | | |
| KCOJ | Corpus Christi, Tex. (IV) | 250 | | | |
| KCOA | Kilgore, Tex. (IV) | 250 | | | |
| KXOX | Sweetwater, Tex. (IV) | 250 | | | |
| WSKI | Montpelier, Vt. (IV) | 250 | | | |
| WCHV | Charlottesville, Va. (IV) | 250 | | | |
| WSSV | Petersburg, Va. (IV) | 250 | | | |
| WROV | Roanoke, Va. (IV) | 250 | | | |
| KXLE | Elensburg, Wash. (IV) | 250 | | | |
| KCYJ | Olympia, Wash. (IV) | 250 | | | |
| WFOY | Bluffield, W. Va. (IV) | 250 | | | |
| WITP | Charleston, W. Va. (IV) | 250 | | | |
| WDNE | Elkins, W. Va. (IV) | 250 | | | |
| WOMT | Manitowoc, Wis. (IV) | 250 | | | |
| WBU | Povnet, Wis. (IV) | 250 | | | |
| WOBT | Rhineclander, Wis. (IV) | 250 | | | |
| WJMC | Rice Lake, Wis. (IV) | 250 | | | |
| KFCB | CP for 710 kc | 250 | | | |
| KRAL | Rawlins, Wyo. (IV) | 250 | | | |
| KBYR | Anchorage, Alaska (IV) | 250 | | | |
| WJBR | Aquadilla, P. R. (IV) | 250 | | | |
| WJFA | Caguas, P. R. (IV) | 250 | | | |

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|-------------------|----------------------------|----------------|--------------|------|----------------|
| 1270 KC. REGIONAL | | | | | |
| WGSV | Guntersville, Ala. (III) | D-1,000 | | | |
| KKOC | Tulare, Cal. (III-B) | DA-N-1,000 | | | |
| WTAL | Tallahassee, Fla. (III-A) | DA-N-5,000 | | | |
| KTFI | Twin Falls, Ida. (III-A) | LS-5,000 | | | |
| | | N-1,000 | | | |
| WHBF | Rock Island, Ill. (III-A) | DA-N-5,000 | | | |
| WUCA | Gary, Ind. (III-B) | DA-1,000 | | | |
| KSCB | Liberal, Kan. (III) | D-1,000 | | | |
| WSPR | Springfield, Mass. (III-B) | DA-1,000 | | | |
| WXYZ | Detroit, Mich. (III-A) | DA-N-5,000 | | | |
| WHLA | Niagara Falls, N. Y. (III) | DA-D-5,000 | | | |
| WDLA | Walton, N. Y. (III) | D-1,000 | | | |
| WMPM | Smithfield, N. C. (III) | D-1,000 | | | |
| KGCU | Mandan, N. D. (III-B) | LS-1,000 | | | |
| | | LS-250 | | | |
| WILE | Cambridge, O. (III) | D-1,000 | | | |
| KBND | Bend, Ore. (III) | DA-N-1,000 | | | |
| WLBK | Lebanon, Pa. (III) | DA-N-1,000 | | | |
| WTND | Orangeburg, S. C. (III) | D-1,000 | | | |
| KIHO | Sioux Falls, S. D. (III-B) | DA-1,000 | | | |
| KIOX | Bay City, Tex. (III-B) | DA-N-1,000 | | | |
| KFJZ | Ft. Worth, Tex. (III-A) | DA-5,000 | | | |
| WHYU | Newport News, Va. (III) | D-1,000 | | | |
| | | | | | |
| 1280 KC. REGIONAL | | | | | |
| KBNY | Newport, Ark. (III) | D-1,000 | | | |
| KFOX | Long Beach, Cal. (III-A) | 1,000 | | | |
| KSTB | Stockton, Cal. (III-B) | DA-N-1,000 | | | |
| KROB | Trinidad, Colo. (III-B) | LS-1,000 | | | |
| | | N-500 | | | |
| WIBE | Lake Wales, Fla. (III) | D-1,000 | | | |
| WMRO | Macon, Ga. (III) | D-1,000 | | | |
| WGBF | Aurora, Ill. (IV) | D-250 | | | |
| | | | | | |
| KSOK | Arkansas City, Kan. (III) | D-1,000 | | | |
| WDSU | New | | | | |

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|-------------------|---------------------------------|-------------------|-------------------|------------------------------|-------------------|--------------|----------------------------|----------------|-------------------------|---------------------------------------|----------------|
| WJAY | Mullins, S. C. (III) | D-1,000 | WJLK | Asbury Park, N. J. (IV) | 250 | KWFC | Hot Springs, Ark. (IV) | 250 | KLJV | Huron, S. D. (IV) | 250 |
| KWHI | Brenham, Tex. (III) | D-1,000 | WCAM | Camden, N. J. (IV) | 250 | KBRB | Springdale, Ark. (IV) | 250 | WBAC | Cleveland, Tenn. (IV) | 250 |
| KLTI | Longview, Tex. (III) | D-500 | WGAT | Utica, N. Y. (III-B) | LS-1,000 | †KHAD | Delano, Cal. (IV) | 250 | WKRM | Columbia, Tenn. (IV) | 250 |
| KSNY | Snyder, Tex. (III) | D-500 | WTKI | Durham, N. C. (III-B) | LS-1,000 | KVAL | Lancaster, Cal. (IV) | 250 | WGRV | Greenville, Tenn. (IV) | 250 |
| KNAK | Salt Lake City, Utah (III-B) | LS-1,000 | KNPT | Newport, Ore. (III) | DA-N-1,000 | KDAN | Ovella, Cal. (IV) | 250 | WGNV | Knockville, Tenn. (IV) | 250 |
| WINA | Charlottesville, Va. (III) | DA-N-500 | WNAE | Warren, Pa. (III) | D-1,000 | KCMJ | Palm Springs, Cal. (IV) | 250 | WHHM | Memphis, Tenn. (IV) | 250 |
| WYVE | Wayhville, Va. (III) | D-1,000 | WDDO | Chattanooga, Tenn. (III-A) | DA-N-500 | KMNS | San Luis Obispo, Cal. (IV) | 250 | WCDT | Winchester, Tenn. (IV) | 250 |
| KIT | Yakima, Wash. (III-A) | LS-5,000 | WDXI | Jackson, Tenn. (III-B) | DA-N-1,000 | KIST | Santa Barbara, Cal. (IV) | 250 | KWKX | Abilene, Tex. (IV) | 250 |
| WNAM | Neenah, Wis. (III) | DA-N-1,000 | WRR | Dallas, Tex. (III-A) | DA-N-5,000 | †KUCA | Ukiah, Cal. (IV) | 250 | KAND | Corsicana, Tex. (IV) | 250 |
| WCMN | Arcibo, P. R. (III-A) | 1,000 | WGH | Newport News, Va. (III-A) | DA-5,000 | KHUB | Watsonville, Cal. (IV) | 250 | KSET | El Paso, Tex. (IV) | 250 |
| 1290 KC. REGIONAL | | | WIBA | Madison, Wis. (III-A) | DA-N-5,000 | KMYR | Denver, Colo. (IV) | 250 | KNAF | Fredericksburg, Tex. (IV) | 250 |
| WPBB | Jackson, Ala. (III) | D-1,000 | 1320 KC. REGIONAL | | | KLMR | Lamar, Colo. (IV) | 250 | KFYO | Lubbock, Tex. (IV) | 250 |
| WMLS | Sylacauga, Ala. (III) | D-1,000 | WAGF | Dothan, Ala. (III-B) | DA-N-1,000 | KVRH | Salida, Colo. (IV) | 250 | KRBA | Lufkin, Tex. (IV) | 250 |
| KVOA | Tucson, Ariz. (III-A) | 1,000 | KWHN | Ft. Smith, Ark. (III-A) | DA-N-1,000 | WNHC | New Haven, Conn. (IV) | 250 | KVKM | Monahans, Tex. (IV) | 250 |
| KDMS | El Dorado, Ark. | D-1,000 | †..... | Walnut Ridge, Ark. | D-1,000 | WTAN | Clearwater, Fla. (IV) | 250 | KPDN | Pampa, Tex. (IV) | 250 |
| KUOA | Siloam Springs, Ark. (III) | D-5,000 | KCRRA | Sacramento, Cal. (III-B) | DA-1,000 | WROD | Daytona Beach, Fla. (IV) | 250 | KOLE | Port Arthur, Tex. (IV) | 250 |
| KHSL | Chico, Cal. (III-A) | DA-N-5,000 | WATR | Waterbury, Conn. (III-B) | DA-1,000 | WDSR | Lake City, Fla. (IV) | 250 | KTKL | San Angelo, Tex. (IV) | 250 |
| KITO | San Bernardino, Cal. (III-A) | DA-5,000 | WJHP | Jacksonville, Fla. (III-A) | DA-1,000 | WTFY | Marianna, Fla. (IV) | 250 | KVIC | Victoria, Tex. (IV) | 250 |
| WCCC | Hartford, Conn. (III) | D-500 | WKAN | Kankakee, Ill. (III) | D-1,000 | WVIC | Palm Beach, Fla. (IV) | 250 | KJAM | Vernal, Utah (IV) | 250 |
| WTUX | Wilmington, Del. (III) | D-500 | †KCLWN | Lawrence, Kan. (III) | D-500 | WGAU | Atlanta, Ga. (IV) | 250 | WTWN | St. Johnsbury, Vt. (IV) | 250 |
| WTMC | Ocala, Fla. (III-B) | DA-N-1,000 | WNGO | Mayfield, Ky. (III) | D-1,000 | WBBE | Augusta, Ga. (IV) | 250 | WKYE | Covington, Va. (IV) | 250 |
| WIRK | W. Palm Beach, Fla. (III-B) | DA-1,000 | WARA | Attleboro, Mass. (III) | DA-1,000 | WBQQ | Augusta, Ga. (IV) | 250 | WHAP | Hopewell, Va. (IV) | 250 |
| WTOC | Savannah, Ga. (III-A) | DA-N-5,000 | WILS | Lansing, Mich. | DA-N-1,000 | WGAA | Cedartown, Ga. (IV) | 250 | WJMA | Orange, Va. (IV) | 250 |
| WIRL | Peoria, Ill. (III-A) | DA-5,000 | WDMJ | Marquette, Mich. (III) | (CP from 1340 kc) | WDAK | Columbus, Ga. (IV) | 250 | WRAD | Radford, Va. (IV) | 250 |
| †KJEF | Jennings, La. (III) | D-500 | WEBC | Duluth, Minn. (III-A) | DA-N-1,000 | WMLT | Dublin, Ga. (IV) | 250 | KPKW | Pasco, Wash. (IV) | 250 |
| KGVO | Missoula, Mont. (III-A) | DA-5,000 | WRJW | Picayune, Miss. (III) | D-1,000 | WWSG | Tifton, Ga. (IV) | 250 | KAPA | Raymond, Wash. (IV) | 250 |
| KOIL | Omaha, Neb. (III-A) | DA-5,000 | KXLW | Clayton, Mo. (III) | D-1,000 | KGEM | Boise, Ida. (IV) | 250 | KWNW | Wenatchee, Wash. (IV) | 250 |
| WKNE | Keene, N. H. (III-A) | DA-5,000 | KOLT | Scottsbluff, Neb. (III-B) | LS-5,000 | KPST | Preston, Ida. (IV) | 250 | WHAR | Clarksburg, W. Va. (IV) | 250 |
| WNBF | Binghamton, N. Y. (III-A) | DA-N-5,000 | WLEA | Hornell, N. Y. (III) | D-1,000 | KLIX | Twin Falls, Ida. (IV) | 250 | WEPM | Martinsburg, W. Va. (IV) | 250 |
| WHKY | Hickory, N. C. (III-B) | DA-N-1,000 | WCOG | Greensboro, N. C. (III-B) | DA-1,000 | WWSO | Decatur, Ill. (IV) | 250 | WMON | Montgomery, W. Va. (IV) | 250 |
| WTRF | Bellaire, O. (III) | D-1,000 | WHOK | Lancaster, O. (III) | D-500 | WJPF | Herrin, Ill. (IV) | 250 | WBRW | Welch, W. Va. (IV) | 250 |
| WHIO | Dayton, O. (III-A) | DA-N-5,000 | KWOE | Clinton, Okla. (III) | D-1,000 | WJOL | Joliet, Ill. (IV) | 250 | WLDY | Ladysmith, Wis. (IV) | 250 |
| KBKO | Portland, Ore. (III) | D-1,000 | WKAP | Allentown, Pa. (III) | DA-N-1,000 | WBIV | Bedford, Ind. (IV) | 250 | WEMP | Milwaukee, Wis. (IV) | 250 |
| WJSW | Altoona, Pa. (III-B) | LS-1,000 | WSCR | Scranton, Pa. | LS-1,000 | WLRC | Elkhart, Ind. (IV) | 250 | WFHR | Wisconsin Rapids, Wis. (IV) | 250 |
| WDEM | Providence, R. I. (III) | D-500 | WJAS | Pittsburgh, Pa. (III-A) | DA-N-5,000 | WROS | Clinton, Iowa (IV) | 250 | KOWB | Laramie, Wyo. (IV) | 250 |
| KRGV | Westaco, Tex. (III-A) | DA-N-5,000 | WMSC | Columbia, S. C. (III-A) | LS-1,000 | WCKK | Lexington, Ky. (IV) | 250 | KIBH | Seward, Alaska (IV) | SH-250 |
| KTRN | Wichita Falls, Tex. (III-B) | LS-5,000 | KELO | Sioux Falls, S. D. (III-A) | DA-N-5,000 | WNBS | Lafayette, La. (IV) | 250 | WSTA | Charlotte Amalie, Virgin Islands (IV) | 250 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | KVMC | Colorado City, Tex. | D-500 | KVOL | Lafayette, La. (IV) | 250 | 1350 KC. REGIONAL | | |
| WMIL | Milwaukee, Wis. (III) | DA-U-N-1,000 | KXYZ | Houston, Tex. (III-A) | DA-N-5,000 | KRMJ | Shreveport, La. (IV) | 250 | WGAD | Gadsden, Ala. (III-B) | LS-5,000 |
| KFRB | Fairbanks, Alaska (III-A) | 1,000 | KDYL | Salt Lake City, Utah (III-A) | DA-5,000 | WFAU | Augusta, Me. (IV) | 250 | KCSB | San Bernardino, Cal. (III-B) | DA-N-1,000 |
| 1300 KC. REGIONAL | | | KXRO | Aberdeen, Wash. (III-B) | DA-N-1,000 | WABM | Houlton, Me. (IV) | 250 | KSRO | Santa Rosa, Cal. (III-B) | DA-N-500 |
| WFMH | Cullman, Ala. (III) | D-1,000 | WRIO | Rio Piedras, P. R. (III) | 1,000 | WEIM | Fitchburg, Mass. (IV) | 250 | KGHF | Pueblo, Colo. (III-B) | LS-5,000 |
| KROP | Brawley, Cal. (III-B) | LS-1,000 | WJPR | Greenville, Miss. | LS-1,000 | WNBH | New Bedford, Mass. (IV) | 250 | WNLK | Norwalk, Conn. (III-B) | DA-N-1,000 |
| KVNO | Fresno, Cal. (III-B) | DA-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WBRK | Pittsfield, Mass. (IV) | 250 | KID | Idaho Falls, Ida. (III-B) | LS-5,000 |
| KWKW | Pasadena, Cal. (III-B) | DA-N-1,000 | WMIL | Milwaukee, Wis. (III) | DA-U-N-1,000 | WLVW | Grand Rapids, Mich. (IV) | 250 | KRCL | Lewiston, Ida. (III-B) | DA-N-1,000 |
| KVOR | Colorado Springs, Colo. (III-A) | 1,000 | KFRB | Fairbanks, Alaska (III-A) | *5,000 | WMTA | Manistee, Mich. (IV) | 250 | WEEK | Peoria, Ill. (III-B) | DA-1,000 |
| WLIZ | Bridgeport, Conn. (III) | D-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WDMJ | Marquette, Mich. (IV) | 250 | WIOU | Kokomo, Ind. (III-B) | DA-1,000 |
| WGRA | Cairo, Ga. (III) | D-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WMBN | Petoskey, Mich. (IV) | 250 | KRNT | Des Moines, Ia. (III-A) | DA-N-5,000 |
| WTAQ | La Grange, Ill. (III) | D-500 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WEXL | Royal Oak, Mich. (IV) | 250 | KMAN | Manhattan, Kan. (III) | D-500 |
| †..... | West Frankfort, Ill. (III) | D-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVEV | Evelev, Minn. (IV) | 250 | WLOU | Louisville, Ky. (III) | D-1,000 |
| KGLO | Mason City, Ia. (III-A) | DA-N-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVMB | Worthington, Miss. (IV) | 250 | WSMB | New Orleans, La. (III-A) | DA-N-5,000 |
| WKLX | Lexington, Ky. (III-B) | DA-N-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVCI | Columbus, Miss. (IV) | 250 | KREI | Farmington, Mo. (III) | D-1,000 |
| WIBR | Baton Rouge, La. (III) | (CP from 1220 kc) | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVFC | Greenville, Miss. (IV) | 250 | WCBA | Cornwall, N. Y. (III) | D-1,000 |
| WFBR | Baltimore, Md. (III-A) | DA-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVGE | Georgetown, S. C. (IV) | 250 | WHIP | Mooresville, N. C. | D-1,000 |
| WJDA | Quincy, Mass. (III) | D-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVHC | Hickory, N. C. (III-B) | 250 | WADC | Akron, O. (III-A) | DA-5,000 |
| WOOD | Grand Rapids, Mich. (III-A) | DA-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVIR | Irving, Tex. (IV) | 250 | KRRD | Duncan, Okla. (IV) | LS-250 |
| WJDX | Jackson, Miss. (III-A) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVLA | Laurel, Miss. (IV) | 250 | WORK | York, Pa. (III-B) | LS-5,000 |
| KMMO | Marshall, Mo. (III) | D-500 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVMD | Middletown, N. Y. (IV) | 250 | KCOR | San Antonio, Tex. (III-B) | DA-N-1,000 |
| WTNJ | Trenton, N. J. (IV) | D-250 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVMS | Massena, N. Y. (IV) | 250 | WSAP | Portsmouth, Va. | DA-5,000 |
| WOSC | Fulton, N. Y. (III) | D-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVNY | Watkinsville, N. Y. (IV) | 250 | 1360 KC. REGIONAL | | |
| WERE | Cleveland, O. (III-A) | DA-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOC | Worcester, Mass. (IV) | 250 | WELR | Roanoke, Ala. (III) | D-1,000 |
| KOME | Tulsa, Okla. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVPC | Port Clinton, Mo. (IV) | 250 | KFFA | Helena, Ark. (III-B) | DA-N-1,000 |
| WDKD | Kingstree, S. C. (III) | D-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVSD | St. David, Mo. (IV) | 250 | KGB | San Diego, Cal. (III-A) | 1,000 |
| WMAK | Nashville, Tenn. (III-A) | DA-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVST | St. Louis, Mo. (IV) | 250 | KMOD | Modesto, Cal. (III-B) | DA-N-1,000 |
| KVET | Austin, Tex. (III-B) | DA-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVTR | Trenton, N. J. (IV) | 250 | WDRG | Hartford, Conn. (III-A) | DA-N-1,000 |
| KOL | Seattle, Wash. (III-A) | DA-N-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWA | Wilmington, N. C. (IV) | 250 | WOBS | Jacksonville, Fla. (III) | D-1,000 |
| WTIL | Mayaguez, P. R. (III) | 1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWB | Winston-Salem, N. C. (IV) | 250 | WKAT | Miami Beach, Fla. (III-B) | LS-5,000 |
| 1310 KC. REGIONAL | | | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWG | Worcester, Mass. (IV) | 250 | WLBK | DeKalb, Ill. (III) | D-500 |
| †TYL | Mesa, Ariz. (III) | LS-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWX | Wichita, Kan. (III-A) | 250 | WVMC | Mt. Carmel, Ill. (III) | D-500 |
| KWBR | Oakland, Cal. (III-A) | DA-N-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWF | Wichita, Kan. (III-A) | 250 | KXGI | Fort Madison, Ia. (III) | D-500 |
| †TKR | Taft, Cal. (III) | D-500 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWG | Wichita, Kan. (III-A) | 250 | KSCJ | Sioux City, Ia. (III-A) | DA-N-5,000 |
| †KFA | Greely, Colo. (III-B) | DA-N-1,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWH | Wichita, Kan. (III-A) | 250 | WLYN | Lynn, Mass. (III) | D-1,000 |
| CLIX | Twin Falls, Ida. (III) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWI | Wichita, Kan. (III-A) | 250 | WFGF | Kalamazoo, Mich. (III-B) | DA-N-1,000 |
| WISH | Indianapolis, Ind. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWJ | Wichita, Kan. (III-A) | 250 | WVWB | Vineland, N. J. (III-B) | D-1,000 |
| KOKX | Keokuk, Ia. (III) | D-250 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWK | Wichita, Kan. (III-A) | 250 | WKOP | Binghamton, N. Y. (III) | LS-1,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWL | Wichita, Kan. (III-A) | 250 | WWSA | Cincinnati, O. (III-A) | DA-N-500 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWM | Wichita, Kan. (III-A) | 250 | WMCK | McKeesport, Pa. (III-B) | DA-N-5,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWN | Wichita, Kan. (III-A) | 250 | WPPA | Pottsville, Pa. (III-B) | LS-1,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWO | Wichita, Kan. (III-A) | 250 | †WELP | Easley, S. C. (III) | D-1,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWP | Wichita, Kan. (III-A) | 250 | WNAH | Nashville, Tenn. (III) | D-1,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWQ | Wichita, Kan. (III-A) | 250 | KREL | Baytown, Tex. (III-B) | DA-1,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWR | Wichita, Kan. (III-A) | 250 | KRIS | Corpus Christi, Tex. (III-A) | 1,000 |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWS | Wichita, Kan. (III-A) | 250 | (Continued on page 554) | | |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWT | Wichita, Kan. (III-A) | 250 | | | |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWU | Wichita, Kan. (III-A) | 250 | | | |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWV | Wichita, Kan. (III-A) | 250 | | | |
| WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVOW | Logan, W. Va. (III-B) | LS-5,000 | WVWW | Wichita, Kan. (III-A) | 250 | | | |
| WVOW | Logan, W. Va. (III-B) | | | | | | | | | | |

| Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts | Call Letters | City | Power in Watts |
|--------------|----------------------------|----------------|--------------|-----------------------------|----------------|--------------|----------------------------|----------------|--------------|--------------------------------|----------------|
| KSAN | San Francisco, Cal. (IV) | 250 | WGNS | Murfreesboro, Tenn. (IV) | 250 | KAUS | Austin, Minn. (III-B) | DA-1,000 | WESB | Bradford, Pa. (IV) | 250 |
| KRBC | Sonoma, Cal. (IV) | 250 | KRIC | Beaumont, Tex. (IV) | 250 | KGCS | Sidney, Mont. (III-A) | DA-5,000 | WAZL | Hazelton, Pa. (IV) | 250 |
| KRIG | Ventura, Cal. (IV) | 250 | KDNT | Denton, Tex. (IV) | 250 | KLMS | Lincoln, Nebr. (III-B) | DA-1,000 | WARD | Honolulu, Pa. (IV) | 250 |
| KGW | Alamosa, Colo. (IV) | 250 | KCTY | Lompas, Tex. (IV) | 250 | WHOM | Jersey City, N. J. (III-A) | DA-5,000 | WGAL | Lancaster, Pa. (IV) | 250 |
| KYOU | Greeley, Colo. (IV) | 250 | KMBL | Junction, Tex. (IV) | 100 | WBHC | Canton, O. (III-A) | DA-N-5,000 | WMRF | Leawick, Pa. (IV) | 250 |
| KPHC | Walsenburg, Colo. (IV) | 250 | KHIT | Lampasas, Tex. (IV) | 250 | WISL | Shamokin, Pa. (III-B) | DA-N-1,000 | WMBV | Meadville, Pa. (IV) | 250 |
| WNAB | Bridgeport, Conn. (IV) | 250 | KMHT | Marshall, Tex. (IV) | 250 | WBLD | Richmond, Va. (III) | SH-DA-5,000 | WBUD | Morrisville, Pa. (IV) | 250 |
| WILM | Wilmington, Del. (IV) | 250 | KNET | Palestine, Tex. (IV) | 250 | WLEE | Richmond, Va. (III-A) | DA-5,000 | WDXB | Chatanooga, Tenn. (IV) | 250 |
| WOL | Washington, D. C. (IV) | 250 | KVOU | Uvalde, Tex. (IV) | 250 | WISC | Madison, Wis. (III-B) | DA-1,000 | WPLI | Jackson, Tenn. (IV) | 250 |
| WMFY | Daytona Beach, Fla. (IV) | 250 | KNEU | Provo, Utah (IV) | 250 | WTNB | Birmingham, Ala. (IV) | 250 | WJMJ | Lewisburg, Tenn. (IV) | 250 |
| WNER | Live Oak, Fla. (IV) | 250 | WNSA | Brattleboro, Vt. (IV) | 250 | WRLD | Huntsville, Ala. (IV) | 250 | WATO | Oak Ridge, Tenn. (IV) | 250 |
| WBPB | Miami, Fla. (IV) | 250 | WFTR | Front Royal, Va. (IV) | 250 | WRBB | Lanett, Ala. (IV) | 250 | WAVE | Greenville, S. C. (IV) | 250 |
| WBRS | Pensacola, Fla. (IV) | 250 | WRFL | Lexington, Va. (IV) | 250 | WTFB | Selma, Ala. (IV) | 250 | WALD | Waterboro, S. C. (IV) | 250 |
| WSPB | Sarasota, Fla. (IV) | 250 | WRVA | Martinsville, Va. (IV) | 250 | KYCA | Prescott, Ariz. (IV) | 250 | WALD | Mitchell, S. D. (IV) | 250 |
| WTNT | Tallahassee, Fla. (IV) | 250 | WVVA | Norton, Va. (IV) | 250 | KTKT | Tucson, Ariz. (IV) | 250 | WOPF | Eristol, Tenn. (IV) | 250 |
| WGPC | Albany, Ga. (IV) | 250 | WVLA | Suffolk, Va. (IV) | 250 | KXAR | Hope, Ark. (IV) | 250 | WDXB | Chatanooga, Tenn. (IV) | 250 |
| WBHF | Carterville, Ga. (IV) | 250 | WPKW | Aberdeen, Wash. (IV) | 250 | KDRS | Paragould, Ark. (IV) | 250 | WPLI | Jackson, Tenn. (IV) | 250 |
| WKLU | Griffin, Ga. (IV) | 250 | KCLX | Colfax, Wash. (IV) | 250 | KOTN | Pine Bluff, Ark. (IV) | 250 | WJMJ | Lewisburg, Tenn. (IV) | 250 |
| WMVG | Milledgeville, Ga. (IV) | 250 | KSEM | Moses Lake, Wash. (IV) | 250 | KXRJ | Russellville, Ark. (IV) | 250 | WATO | Oak Ridge, Tenn. (IV) | 250 |
| WPCF | Savannah, Ga. (IV) | 250 | KONP | Port Angeles, Wash. (IV) | 250 | KDIA | Auburn, Cal. (IV) | 250 | WAVE | Waynesboro, Va. (IV) | 250 |
| WLET | Toccoa, Ga. (IV) | 250 | WNNR | Beckley, W. Va. (IV) | 250 | KPAB | Banning, Cal. (IV) | 250 | WBRE | Bremerton, Wash. (IV) | 250 |
| | (CP for 1420 kc) | | | (CP for 620 kc) | | KPWS | Burbank, Cal. (IV) | 250 | WELK | Kelso, Wash. (IV) | 250 |
| WVOP | Vidalia, Ga. (IV) | 250 | † | E. Rainelle, W. Va. (IV) | 250 | KKWK | Calexico, Cal. (IV) | 250 | KRWV | Walla Walla, Wash. (IV) | 250 |
| KVMV | Twin Falls, Ida. (IV) | 250 | WPLH | Huntington, W. Va. (IV) | 250 | KKCO | Petaluma, Cal. (IV) | 250 | WCKV | Charleston, W. Va. (IV) | 250 |
| WHFC | Cicero, Ill. (IV) | 250 | WPAR | Parkersburg, W. Va. (IV) | 250 | KAFB | Red Bluff, Cal. (IV) | 250 | WVVO | Fairmont, W. Va. (IV) | 250 |
| WCVS | Springfield, Ill. (IV) | 250 | WHAW | Weston, W. Va. (IV) | 250 | KBLF | Santa Barbara, Cal. (IV) | 250 | WVLO | Princeton, W. Va. (IV) | 250 |
| WANE | Fl. Wayne, Ind. (IV) | 250 | KFTZ | Fond du Lac, Wis. (IV) | 250 | KDB | Yreka, Cal. (IV) | 250 | WGEZ | Beloit, Wis. (IV) | 100 |
| WASX | Lafayette, Ind. (IV) | 250 | WDLB | Marshfield, Wis. (IV) | 250 | KSB | Boulder, Colo. (IV) | 250 | WLXC | La Crosse, Wis. (IV) | 250 |
| WVOV | Vincennes, Ind. (IV) | 250 | WRCO | Richland Center, Wis. (IV) | 250 | KSYC | New London, Conn. (IV) | 250 | WICM | Medford, Wis. (IV) | 250 |
| KWCR | Cedar Rapids, Ia. (IV) | 250 | KWRL | Riverton, Wyo. (IV) | 250 | WTOR | Torrington, Conn. (IV) | 250 | WOSH | Oshkosh, Wis. (IV) | 250 |
| KWBW | Hutchinson, Kan. (IV) | 250 | WRJA | Caguas, P. R. (IV) | 250 | WDHL | Bradenton, Fla. (IV) | 250 | WGOS | Torrington, Wyo. (IV) | 250 |
| WVLC | Campbellsville, Ky. (IV) | 250 | | 1400 KC. REGIONAL | | WDTT | Coral Gables, Fla. (IV) | 250 | KFOR | World, Wyo. (IV) | 250 |
| WPAD | Paducah, Ky. (IV) | 250 | KDON | Santa Cruz, Cal. (III-B) | DA-5,000 | WJBS | Lake Worth, Fla. (IV) | 250 | KLHue | Lihue, T. H. (IV) | 250 |
| KSIG | Crowley, La. (IV) | 250 | WMBR | Jacksonville, Fla. (III-A) | DA-5,000 | WEAT | Winter Haven, Fla. (IV) | 250 | WMDD | Fajardo, P. R. (IV) | 250 |
| KWCJ | Natchitoches, La. (IV) | 250 | | (CP for 580 kc) | | WSIR | Bainbridge, Ga. (IV) | 250 | | 1500 KC. CLEAR | |
| WGTU | Bangor, Me. (IV) | 250 | WGBA | Columbus, Ga. (III-B) | DA-1,000 | WMOG | Brunswick, Ga. (IV) | 250 | KXRX | San Jose, Cal. (II) | DA-1,000 |
| WFOR | Portland, Me. (IV) | 250 | WROY | Carmi, Ill. (III) | D-1,000 | WMJM | Cordele, Ga. (IV) | 250 | WTOP | Washington, D. C. (I-B) | DA-50,000 |
| WAGM | Presque Isle, Me. (IV) | 250 | KSO | Des Moines, Ia. (III-A) | DA-N-5,000 | WMOC | Covington, Ga. (IV) | 250 | WABJ | Adrian, Mich. (II) | D-250 |
| WTBO | Cumberland, Md. (IV) | 250 | †KCHN | Chanute, Kan. (III) | D-1,000 | WKMA | Quitman, Ga. (IV) | 250 | KSTP | St. Paul, Minn. (I-B) | DA-50,000 |
| WMAS | Springfield, Mass. (IV) | 250 | WAFB | Baton Rouge, La. (III-B) | LS-5,000 | WNSA | Statesboro, Ga. (IV) | 250 | KTAN | Sherman, Tex. (II) | D-250 |
| WATZ | Alpena, Mich. (IV) | 250 | | (CP for 1420 kc) | | WNSB | Blackfoot, Ida. (IV) | 250 | | 1510 KC. CLEAR | |
| WHTC | Holland, Mich. (IV) | 250 | KENO | Las Vegas, Nev. (III) | DA-N-1,000 | KCID | Caldwell, Ida. (IV) | 250 | KOCS | Ontario, Cal. (II) | D-250 |
| WMIO | Iron Mountain, Mich. (IV) | 250 | | (CP for 580 kc) | | WKRO | Cairo, Ill. (IV) | 250 | KRTM | San Rafael, Cal. (II) | D-1,000 |
| WIBM | Jackson, Mich. (IV) | 250 | WOKO | Albany, N. Y. (III-A) | DA-N-5,000 | WDAN | Danville, Ill. (IV) | 250 | KKAI | Macomb, Ill. (II) | D-250 |
| WILA | Ludington, Mich. (IV) | 250 | WGNR | New Rochelle, N. Y. (III) | D-500 | WTMV | E. St. Louis, Ill. (IV) | 250 | WMEX | Boston, Mass. (II) | DA-5,000 |
| WFLS | Port Huron, Mich. (IV) | 250 | WHCH | Rochester, N. Y. (III-A) | DA-N-5,000 | WOPA | Oak Park, Ill. (IV) | 250 | WMRP | Flint, Mich. (II) | D-250 |
| CATE | Albert Lea, Minn. (IV) | 250 | WFVG | Fuquay Springs, N. C. (III) | D-1,000 | WTOM | Bloomington, Ind. (IV) | 250 | KIMO | Independence, Mo. (II) | D-1,000 |
| CBUN | Bemidji, Minn. (IV) | 250 | WBNS | Columbus, O. (III-B) | LS-5,000 | WKBT | Richmond, Ind. (IV) | 250 | WLAC | Nashville, Tenn. (I-B) | DA-N-50,000 |
| CBMW | Breckenridge, Minn. (IV) | 250 | KNED | McAlester, Okla. | D-1,000 | WHOT | South Bend, Ind. (IV) | 250 | KCTX | Childress, Tex. (II) | D-250 |
| VXLT | Ely, Minn. (IV) | 250 | WHP | Harrisburg, Pa. (III-B) | LS-5,000 | KBRB | Burlington, Iowa (IV) | 250 | KSTV | Stephenville, Tex. (II) | D-250 |
| CFAM | St. Cloud, Minn. (IV) | 250 | | (CP for 1420 kc) | | WKRI | Waukegan, Ill. (IV) | 250 | WGA | Spokane, Wash. (I-B) | DA-N-50,000 |
| VROX | Clarksdale, Miss. (IV) | 250 | WBCU | Union, S. C. (III-B) | DA-N-1,000 | WTXK | W. Springfield, Mass. (IV) | 250 | WAUX | Waukesha, Wis. (II) | D-250 |
| WCJU | Columbia, Miss. (IV) | 250 | WACO | Waco, Tex. (III-B) | DA-N-1,000 | WMTW | Portland, Me. (IV) | 250 | | 1520 KC. CLEAR | |
| WJKN | Jackson, Miss. (IV) | 250 | KIMA | Yakima, Wash. (III-B) | LS-1,000 | WTVL | Waterbury, Me. (IV) | 250 | KTED | Laguna Beach, Cal. (II) | LS-1,000 |
| WVOK | Meridian, Miss. (IV) | 250 | WRAC | Racine, Wis. (III) | D-500 | WVCM | Cumberland, Md. (IV) | 250 | WHOW | Clinton, Ill. (II) | DA-U-N-250 |
| VNAT | Natchez, Miss. (IV) | 250 | KINY | Juneau, Alaska (III-A) | 5,000 | WARK | Hagerstown, Md. (IV) | 250 | KSIB | Creston, Ia. (II) | D-1,000 |
| VROB | West Point, Miss. (IV) | 250 | KBXM | Coalinga, Cal. (III) | D-500 | WHOB | Gardner, Mass. (IV) | 250 | WKBS | Buffalo, N. Y. (I-B) | DA-50,000 |
| VMBH | Joplin, Mo. (IV) | 250 | KXOA | Sacramento, Cal. (III-B) | DA-1,000 | WHAV | Haverhill, Mass. (IV) | 250 | WVTV | Oyster Bay, L. I., N. Y. (II) | D-250 |
| IRX | Kirksville, Mo. (IV) | 250 | | (CP for 1420 kc) | | WBEC | Pittsfield, Mass. (IV) | 250 | | 1530 KC. CLEAR | |
| CSGM | Ste. Genevieve, Mo. (IV) | 250 | WMMW | Meriden, Conn. (III) | D-1,000 | WTKL | W. Springfield, Mass. (IV) | 250 | KFBK | Sacramento, Cal. (I-B) | DA-50,000 |
| | (CP for 980 kc) | | WRGA | Rome, Ga. (III-A) | DA-N-5,000 | WTKB | Detroit, Mich. (IV) | 250 | WCKY | Cincinnati, O. (I-B) | DA-N-50,000 |
| WVPM | West Plains, Mo. (IV) | 250 | WMBD | Peoria, Ill. (III-A) | DA-5,000 | †WGHN | Grand Haven, Mich. (IV) | 250 | †KSOX | Harlingen, Tex. (II) | LS-10,000 |
| XLQ | Bozeman, Mont. (IV) | 250 | WCBC | Anderson, Ind. (III) | D-1,000 | WMDN | Midland, Mich. (IV) | 250 | | 1540 KC. (Bahama Island) CLEAR | |
| KLX | Missoula, Mont. (IV) | 250 | KTRT | Sloux City, Ia. (III-A) | DA-5,000 | KXRA | Alexandria, Minn. (IV) | 250 | †KPOL | Los Angeles, Cal. (II) | D-5,000 |
| WBEB | Bearrice, Neb. (IV) | 250 | KARE | Atchison, Kan. (III-B) | DA-1,000 | KBZY | Grand Rapids, Minn. (IV) | 250 | WKXY | Sarasota, Fla. (II) | D-1,000 |
| JBRL | McCook, Neb. (IV) | 250 | KPLC | Lake Charles, La. (III-B) | LS-5,000 | WLOX | Bloom, Miss. (IV) | 250 | WSMI | Litchfield, Ill. (II) | D-1,000 |
| VKXL | Concord, N. H. (IV) | 250 | | (CP for 1390 kc) | | WCLD | Cleveland, Miss. (IV) | 250 | WBNL | Boonville, Ind. | D-250 |
| VFPQ | Atlantic City, N. J. (IV) | 250 | WJAM | Jamestown, N. Y. (III) | D-1,000 | WLAU | Laurel, Miss. (IV) | 250 | WLOI | La Porte, Ind. (II) | D-250 |
| VCTC | New Brunswick, N. J. (IV) | 250 | WJOC | Jamestown, N. Y. (III) | D-1,000 | WHL | Philadelphia, Miss. (IV) | 250 | KXEL | Waterloo, Ia. (II) | DA-N-50,000 |
| GOAT | Albuquerque, N. M. (IV) | 250 | | (CP for 1340 kc) | | WHLB | Portland, Miss. (IV) | 250 | KNEX | McPherson, Kan. (II) | D-250 |
| SVF | Artesia, N. M. (IV) | 250 | WBIG | Greensboro, N. C. (III-A) | DA-N-5,000 | WVIM | Vicksburg, Miss. (IV) | 250 | KLKC | Parsons, Kan. (II) | D-250 |
| CLMX | Clayton, N. M. (IV) | 250 | | (CP for 1420 kc) | | KDMO | Carthage, Mo. (IV) | 250 | †WCHF | New Orleans, La. (II) | LS-50,000 |
| OBEB | Las Cruces, N. M. (IV) | 250 | KVLH | Pauls Valley, Okla. (IV) | D-250 | KTRR | Rolla, Mo. (IV) | 250 | | 1540 KC. CLEAR | |
| ENM | Portales, N. M. (IV) | 250 | WSAN | Allentown, Pa. (III) | DA-N-5,000 | KDRO | Sedalia, Mo. (IV) | 250 | KFBK | Sacramento, Cal. (I-B) | DA-50,000 |
| HDL | Allegany, N. Y. (IV) | 250 | | (CP for 1420 kc) | | KBOW | Butte, Mont. (IV) | 250 | WCKY | Cincinnati, O. (I-B) | DA-N-50,000 |
| ENE | Endicott, N. Y. (IV) | 250 | WJOC | Jamestown, N. Y. (III) | D-1,000 | KNCT | Brown, Neb. (IV) | 250 | †KSOX | Harlingen, Tex. (II) | LS-10,000 |
| | (CP for 1430 kc) | | WJOC | Jamestown, N. Y. (III) | D-1,000 | KWRN | Reno, Nev. (IV) | 250 | | 1540 KC. CLEAR | |
| WVSC | Glens Falls, N. Y. (IV) | 250 | | (CP for 1340 kc) | | WBAB | Atlantic City, N. J. (IV) | 250 | †KPOL | Los Angeles, Cal. (II) | D-5,000 |
| †KTP | Poughkeepsie, N. Y. (IV) | 250 | WMMW | Meriden, Conn. (III) | D-1,000 | WVTV | Waterbury, Me. (IV) | 250 | WKXY | Sarasota, Fla. (II) | D-1,000 |
| †LAL | Rome, N. Y. (IV) | 250 | WRGA | Rome, Ga. (III-A) | DA-N-5,000 | WVCM | Cumberland, Md. (IV) | 250 | WSMI | Litchfield, Ill. (II) | D-1,000 |
| †NBY | Saranac Lake, N. Y. (IV) | 250 | WMBD | Peoria, Ill. (III-A) | DA-5,000 | WARK | Hagerstown, Md. (IV) | 250 | WBNL | Boonville, Ind. | D-250 |
| †ATA | Boone, N. C. (IV) | 250 | WCBC | Anderson, Ind. (III) | D-1,000 | WHOB | Gardner, Mass. (IV) | 250 | WLOI | La Porte, Ind. (II) | D-250 |
| †FNC | Fayetteville, N. C. (IV) | 250 | KTRT | Sloux City, Ia. (III-A) | DA-5,000 | WHAV | Haverhill, Mass. (IV) | 250 | KXEL | Waterloo, Ia. (II) | DA-N-50,000 |
| | (CP for 1390 kc) | | KARE | Atchison, Kan. (III-B) | DA-1,000 | WBEC | Pittsfield, Mass. (IV) | 250 | KNEX | McPherson, Kan. (II) | D-250 |
| †GNC | Gastonia, N. C. (IV) | 250 | KPLC | Lake Charles, La. (III-B) | LS-5,000 | WTKL | W. Springfield, Mass. (IV) | 250 | KLKC | Parsons, Kan. (II) | D-250 |
| †HKP | Hendersonville, N. C. (IV) | 250 | | (CP for 1340 kc) | | WTKB | Detroit, Mich. (IV) | 250 | †WCHF | New Orleans, La. (II) | LS-50,000 |
| †BUY | Lexington, N. C. (IV) | 250 | WJAM | Jamestown, N. Y. (III) | D-1,000 | WMTW | Portland, Me. (IV) | 250 | | 1540 KC. CLEAR | |
| †HIT | New Bern, N. C. (IV) | 250 | | (CP for 1420 kc) | | WTVL | Waterbury, Me. (IV) | 250 | †WIBL | Beverly, Mass. (II) | D-250 |
| †WIBM | Williston, N. D. (IV) | 250 | WJOC | Jamestown, N. Y. (III) | D-1,000 | WVIM | Vicksburg, Miss. (IV) | 250 | WLEW | Bad Axe, Mich. (II) | D-250 |
| †JER | Dover, O. (IV) | 250 | WBIG | Greensboro, N. C. (III-A) | DA-N-5,000 | KDMO | Carthage, Mo. (IV) | 250 | †SID | Sidney, Neb. (II) | D-250 |
| †MOH | Hamilton, O. (IV) | 250 | | (CP for 1420 kc) | | KTRR | Rolla, Mo. (IV) | 250 | WPR | Albany, N. Y. (II) | DA-50,000 |
| †LEC | Sandusky, O. (IV) | 250 | KVLH | Pauls Valley, Okla. (IV) | D-250 | KDRO | Sedalia, Mo. (IV) | 250 | WCLI | Corning, N. Y. (II) | D-250 |
| †VHF | Altus, Okla. (IV) | 250 | WSAN | Allentown, Pa. (III) | | | | | | | |

DIRECTORY OF AM BROADCASTING STATIONS BY CALL LETTERS

* Construction permit for power or frequency change

† Construction permit for new station

‡ Special service authorization

| Call letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts |
|--------------|----------------------|-----------------|----------------|--------------|-----------------------------|-----------------|----------------|--------------|-----------------------|-----------------|----------------|--------------|----------------------|-----------------|----------------|
| AAA | Red Wing, Minn. | 1250 | D-1,000 | KCHI | Chillicothe, Mo. | 1010 | D-250 | KENA | Mena, Ark. | 1450 | 250 | KFVS | Cape Girardeau, Mo. | 960 | LS-1,000 |
| ABC | San Antonio, Tex. | 880 | LS-50,000 | †KCHJ | Delano, Cal. | 1010 | D-1,000 | KENE | Belen, N.M. | 1230 | 250 | | | | |
| | | | | †KCHN | Chanute, Kan. | 1460 | D-1,000 | KENI | Anchorage, Alaska | | | KFWB | L. Angeles, Cal. | 880 | 5,000 |
| KACE | Dallas, Tex. | 740 | LS-10,000 | KCHS | Truth or Consequences, N.M. | 1400 | 250 | KENM | Portales, N.M. | 1450 | 350 | KFXD | Nampa, Ida. | 580 | 1,000 |
| | | | | | | | | KENO | Las Vegas, Nev. | 1480 | 1,000 | KFXJ | Grand Jet., Colo. | 920 | LS-1,000 |
| ADA | Ada, Okla. | 1230 | 250 | KCID | Caldwell, Idaho | 1490 | 250 | KENT | Shreveport, La. | 1550 | LS-1,000 | KFKM | San Bernardino, Cal. | | N-500 |
| AFP | Petaluma, Cal. | 1490 | 250 | KCIJ | Shreveport, La. | 980 | D-5,000 | KEPO | El Paso, Tex. | 690 | 5,000 | KFYN | Bonham, Tex. | 590 | 1,000 |
| AFY | Bakersfield, Cal. | 550 | 1,000 | KCIL | Houma, La. | 1490 | 250 | KERB | Kermit, Tex. | 600 | D-1,000 | KFYO | Lubbock, Tex. | 1340 | 250 |
| AGH | Crossett, Ark. | 1240 | 100 | KCIK | Carroll, Ia. | 1490 | 250 | KERN | Eugene, Ore. | 1280 | 1,000 | KFYR | Bismarck, N.D. | 550 | 5,000 |
| AHU | Walpahu, T.H. | 920 | 1,000 | KCJB | Minot, N.D. | 910 | 1,000 | KERO | Bakersfield, Cal. | 1230 | 250 | KGA | Spokane, Wash. | 1510 | 50,000 |
| AKC | Tulsa, Okla. | 970 | LS-1,000 | KCKN | Kansas City, Kans. | 1340 | 250 | KEVA | Shamrock, Tex. | 1580 | D-250 | KGAF | Gainesville, Tex. | 1580 | D-250 |
| | | | | KCKY | Coolidge, Ariz. | 1150 | 1,000 | KEVT | Kerville, Tex. | 1230 | 250 | KGAK | Gallup, N.M. | 1230 | 250 |
| AKE | Wichita, Kans. | 1240 | 250 | KCLA | Pine Bluff, Ark. | 1400 | 250 | KEX | Portland, Ore. | 1190 | 50,000 | KGAL | Lebanon, Ore. | 930 | D-1,000 |
| ALA | Sitka, Alaska | 1400 | 250 | KCLE | Clifton, Ariz. | 1400 | 250 | KEXO | Grand Junction, Colo. | 1230 | 250 | KGAN | Kingman, Ariz. | 1230 | 250 |
| ALB | Alexandria, La. | 580 | LS-1,000 | KCLF | Clifton, Ariz. | 1400 | 250 | KEYD | Minneapolis, Minn. | 1440 | D-5,000 | KGAR | Garden City, Kans. | 1050 | D-1,000 |
| | | | | KCLG | Leavenworth, Kans. | 1410 | D-5,000 | KEYE | Perryton, Tex. | 1400 | 250 | KGB | San Diego, Cal. | 1380 | 1,000 |
| ALE | Richland, Wash. | 900 | D-1,000 | KCLS | Flagstaff, Ariz. | 1340 | 250 | KEYS | Corpus Christi, Tex. | 1440 | LS-1,000 | KGBC | Galveston, Tex. | 1540 | LS-1,000 |
| ALG | Alamogordo, N. M. | 1230 | 250 | KCLW | Hamilton, Tex. | 900 | D-250 | | | | | | | | |
| ALI | Pasadena, Cal. | 1430 | D-1,000 | KCLX | Colfax, Wash. | 1450 | 250 | | | | | | | | |
| ALL | Salt Lake City, Utah | 910 | 1,000 | KCMC | Texarkana, Tex. | 1230 | 250 | | | | | | | | |
| ALT | Atlanta, Tex. | 900 | D-1,000 | KCMJ | Palm Springs, Cal. | 1340 | 250 | | | | | | | | |
| AMD | Camden, Ark. | 1450 | 250 | KCMO | Kansas City, Mo. | 810 | LS-50,000 | | | | | | | | |
| AMQ | Amarillo, Tex. | 1010 | LS-1,000 | KCNA | Tucson, Ariz. | 1340 | 250 | KEYY | Pocatello, Idaho | 1240 | 250 | KGCB | Springfield, Mo. | 1280 | 5,000 |
| | | | | | | | | KFAB | Omaha, Neb. | 1110 | 50,000 | KGCU | Mandan, N.D. | 1270 | LS-1,000 |
| ANA | Anaconda, Mont. | 1230 | 250 | *KCNB | *580 | 250 | | KFAC | Los Angeles, Cal. | 1330 | 5,000 | KGCV | Sidney, Mont. | 1480 | 5,000 |
| AND | Corsicana, Tex. | 1340 | 250 | *KCNB | *N-500 | 250 | | KFAL | Jefferson City, Mo. | 900 | D-250 | KGDE | Fergus Falls, Minn. | 1230 | 250 |
| ANE | New Iberia, La. | 1240 | 250 | KCNC | Fort Worth, Tex. | 870 | D-250 | KFAM | St. Cloud, Minn. | 1450 | 250 | KGDM | Stockton, Cal. | 1140 | 5,000 |
| ANS | Wichita, Kans. | 1480 | LS-5,000 | KCNI | Broken Bow, Nebr. | 1480 | 250 | KFAR | Fairbanks, Alaska | 610 | 5,000 | KGEG | Sterling, Colo. | 1230 | D-250 |
| | | | | KCNV | San Marcos, Tex. | 1470 | D-250 | KFBB | Great Falls, Mont. | 1310 | 5,000 | KGEM | Boise, Ida. | 1340 | 250 |
| APA | Raymond, Wash. | 1340 | 250 | KCOG | Centerville, Ia. | 1400 | 100 | KFBC | Cheyenne, Wyo. | 1240 | 250 | | | | |
| ARE | Aitchison, Kan. | 1470 | 1,000 | KCOH | Houston, Tex. | 1430 | D-1,000 | *K710 | LS-10,000 | | | KGFR | Long Beach, Cal. | 1390 | 5,000 |
| ARK | Little Rock, Ark. | 920 | 5,000 | KCOL | Tulare, Cal. | 1270 | 1,000 | KGFE | Shawnee, Okla. | 1450 | 250 | KGH | Kalispell, Mont. | 1340 | 250 |
| ASA | Fresno, Cal. | 1430 | 5,000 | KCOM | Sioux City, Ia. | 620 | 1,000 | KGFI | Lawrence, Kan. | 1330 | 5,000 | KGH | Shawnee, Okla. | 1450 | 250 |
| ASB | Elk City, Okla. | 1240 | 250 | KCON | Conway, Ark. | 1230 | 250 | KGFL | Roswell, N.M. | 1400 | 250 | KGH | Lawrence, Kan. | 1330 | 5,000 |
| ASH | Eugene, Ore. | 1800 | 1,000 | KCOR | San Antonio, Tex. | 1350 | LS-5,000 | KGFW | Kearney, Nebr. | 1340 | 250 | KGH | Roswell, N.M. | 1400 | 250 |
| ASI | Ames, Ia. | 1430 | D-1,000 | KCOW | Alliance, Neb. | 1400 | 250 | KGFX | Pierre, S.D. | 630 | D-250 | KGH | Kearney, Nebr. | 1340 | 250 |
| ASM | Albany, Minn. | 1150 | D-500 | KCOY | Santa Maria, Cal. | 1400 | 250 | KGGA | Coffeyville, Kan. | 690 | LS-10,000 | KGH | Pierre, S.D. | 630 | D-250 |
| AST | Astoria, Ore. | 1370 | 1,000 | KCRA | Sacramento, Cal. | 1320 | 1,000 | KGGB | Albuquerque, N.M. | 610 | 5,000 | KGH | Coffeyville, Kan. | 690 | LS-10,000 |
| ATE | Albert Lee, Minn. | 1450 | 250 | KCRB | Enid, Okla. | 1390 | 1,000 | KGHC | Pueblo, Colo. | 1350 | LS-5,000 | KGH | Albuquerque, N.M. | 610 | 5,000 |
| | | | | †KCRE | Creighton City, Cal. | 1400 | 250 | KGHD | Little Rock, Ark. | 1250 | LS-1,000 | KGH | Pueblo, Colo. | 1350 | LS-5,000 |
| VTL | Houston, Tex. | 1590 | 5,000 | KCRG | Cedar Rapids, Ia. | 1600 | 5,000 | KGHE | Billings, Mont. | 790 | N-500 | KGH | Little Rock, Ark. | 1250 | LS-1,000 |
| VTO | Reno, Nev. | 1340 | 250 | †KCRJ | Englewood, Colo. | 1380 | D-1,000 | KGHI | Brantford, Wash. | 1540 | D-1,000 | KGH | Brantford, Wash. | 1540 | D-1,000 |
| VUS | Austin, Minn. | 1440 | 1,000 | KCRS | Midland, Tex. | 550 | LS-5,000 | KGHL | San Fernando, Cal. | 1260 | 1,000 | KGH | Brantford, Wash. | 1540 | D-1,000 |
| VUV | Carlsbad, N.M. | 1280 | 250 | KCRV | Trinidad, Colo. | 1240 | 250 | KGHM | Alamosa, Colo. | 1450 | 250 | KGH | San Fernando, Cal. | 1260 | 1,000 |
| VVL | Lancaster, Cal. | 1340 | 250 | KCSB | Caruthersville, Mo. | 1370 | D-1,000 | KGHN | Tyler, Tex. | 1490 | 250 | KGH | Alamosa, Colo. | 1450 | 250 |
| VVR | Havre, Mont. | 1240 | 250 | KCSJ | San Bernardino, Cal. | 1350 | 500 | KGIO | San Angelo, Tex. | 960 | LS-5,000 | KGH | Tyler, Tex. | 1490 | 250 |
| | | | | KCSU | Pueblo, Colo. | 590 | 1,000 | KGIP | San Angelo, Tex. | 960 | LS-5,000 | KGH | San Angelo, Tex. | 960 | LS-5,000 |
| LWT | Douglas, Ariz. | 1450 | 250 | KCTI | Gonzales, Tex. | 1450 | 250 | KGIS | Miami, Okla. | 910 | N-1,000 | KGH | San Angelo, Tex. | 960 | LS-5,000 |
| LYL | Storm Lake, Ia. | 990 | D-250 | KCTJ | Childress, Tex. | 1510 | D-250 | KGIT | Glenwood, S.D. | 1340 | 250 | KGH | Miami, Okla. | 910 | N-1,000 |
| LYS | Hays, Kans. | 1400 | 250 | KCVL | Ft. Worth, Tex. | 1540 | LS-5,000 | KGIV | Spring, S.D. | 1340 | 250 | KGH | Glenwood, S.D. | 1340 | 250 |
| BIG | Guthrie, Okla. | 1490 | 250 | KCVR | Lodi, Cal. | 1570 | D-1,000 | KGJ | Spring, S.D. | 1340 | 250 | KGH | Spring, S.D. | 1340 | 250 |
| BIO | Burley, Idaho | 1230 | 250 | KDAB | Fort Bragg, Cal. | 1230 | 250 | KGK | Mason City, Ia. | 1300 | 5,000 | KGH | Spring, S.D. | 1340 | 250 |
| BIS | Bakersfield, Cal. | 970 | 1,000 | KDAL | Luthin, Minn. | 610 | 5,000 | KGK | Safford, Ariz. | 1480 | 1,000 | KGH | Mason City, Ia. | 1300 | 5,000 |
| HX | Muskogee, Okla. | 1490 | 250 | KDB | Oronville, Cal. | 1340 | 250 | KGK | Honolulu, T.H. | 590 | 5,000 | KGH | Safford, Ariz. | 1480 | 1,000 |
| HIZ | Ottumwa, Ia. | 1240 | 250 | KDD | Dumas, Tex. | 800 | D-250 | KGK | New Braunfels, Tex. | 1420 | D-1,000 | KGH | Honolulu, T.H. | 590 | 5,000 |
| HKA | Pullman, Wash. | 1150 | D-1,000 | KDE | Decorah, Ia. | 1240 | SH-250 | KGK | Amarillo, Tex. | 710 | 10,000 | KGH | New Braunfels, Tex. | 1420 | D-1,000 |
| HKI | Alice, Tex. | 1070 | 1,000 | KDE | Center, Tex. | 930 | D-1,000 | KGK | Dodge City, Kan. | 1370 | LS-1,000 | KGH | Amarillo, Tex. | 710 | 10,000 |
| HKO | Portland, Ore. | 1290 | D-1,000 | KDHL | Faribault, Minn. | 920 | 1,000 | KGK | S. Francisco, Cal. | 810 | 50,000 | KGH | Dodge City, Kan. | 1370 | LS-1,000 |
| HKR | Baker, Ore. | 1490 | 250 | KDLA | Auburn, Calif. | 1490 | 250 | KGK | S. Francisco, Cal. | 810 | 50,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| HKW | Aberdeen, Wash. | 1450 | 250 | KDKA | Dickinson, N.D. | 1230 | 250 | KGK | Torrington, Wyo. | 1490 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| HLF | Red Bluff, Cal. | 1490 | 250 | †KDKD | Clinton, Mo. | 1280 | D-1,000 | KGK | Flagstaff, Ariz. | 1230 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| BLI | Blackfoot, Idaho | 1490 | 250 | KDLR | Del Rio, Tex. | 1230 | 250 | KGK | Fayetteville, Ark. | 1450 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IMN | Bozeman, Mont. | 1230 | 250 | KDMO | Carthage, Mo. | 1490 | 250 | KGK | Henderson, Tex. | 1000 | D-250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| | | | | KDMS | El Dorado, Ark. | 1290 | D-1,000 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IMW | Breckenridge, Minn. | 1450 | 250 | KDNT | Santa Cruz, Cal. | 1460 | 5,000 | KGK | Honolulu, T.H. | 780 | LS-2,500 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IMX | Coalinga, Cal. | 1470 | D-500 | KDRO | Sedalia, Mo. | 1490 | 250 | KGK | Oregon City, Ore. | 1230 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IMY | Billings, Mont. | 1240 | 250 | KDRS | Paragould, Ark. | 1490 | 250 | KGK | Torrington, Wyo. | 1490 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IND | Bend, Ore. | 1270 | 1,000 | KDSH | Boise, Idaho | 950 | 5,000 | KGK | Flagstaff, Ariz. | 1230 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IOA | Kennett, Mo. | 830 | D-1,000 | KDSJ | Deadwood, S.D. | 1450 | 250 | KGK | Fayetteville, Ark. | 1450 | 250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IOE | Oskaloosa, Ia. | 740 | D-250 | KDSX | Denison, Tex. | 1220 | D-1,000 | KGK | Henderson, Tex. | 1000 | D-250 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IOK | Waterloo, Ia. | 1090 | D-1,000 | KDTH | Dubuque, Ia. | 1370 | 1,000 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IOB | Pleasanton, Tex. | 1380 | D-1,000 | KDWT | Stamford, Tex. | 1400 | 250 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| | | | | KDYL | Salt Lake City, Utah | 1320 | 5,000 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IOV | Butte, Mont. | 1490 | 250 | KDZA | Pueblo, Colo. | 1230 | 250 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| BOX | Reno, Nev. | 1230 | 250 | KEBE | Jacksonville, Tex. | 1400 | 250 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IPS | Portland, Ore. | 1450 | SH-250 | KECA | Los Angeles, Cal. | 790 | 5,000 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IRC | Mt. Vernon, Wash. | 1430 | 500 | KECC | Pittsburg, Cal. | 990 | 1,000 | KGK | Fresno, Cal. | 1800 | D-1,000 | KGH | S. Francisco, Cal. | 810 | 50,000 |
| IRL | McCook, Neb. | 1450 | 250 | KECK | Odessa, Tex. | 920 | LS-1,000 | KGK | Fresno, Cal. | 1800 | D-1,000 | | | | |

AM Stations by Call Letters

(Continued from page 557)

| Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts |
|--------------|----------------------|-----------------|--------------------------------------|--------------|-----------------------|-----------------|--|--------------|-------------------------|-----------------|---------------------|--------------|----------------------|-----------------|--|
| KIDO | Boise, Ida. | 1380 | LS-2,500 N-1,000 *630 5,000 | KMBC | Kansas City, Mo. | 980 | 5,000 | KRIO | McAllen, Tex. | 910 | 1,000 | KRIS | Corpus Christi, Tex. | 1360 | 1,000 |
| KIEM | Eureka, Cal. | 1480 | 5,000 | KMBL | Junction, Tex. | 1450 | 100 | KRIZ | Phoenix, Ariz. | 1230 | 25 | KRJJ | Miles City, Mont. | 1340 | 25 |
| KIEV | Glendale, Cal. | 870 | D-250 | KMBY | Monterey, Cal. | 1240 | 250 | KRKD | Los Angeles, Cal. | 1150 | LS-5,000 N-1,000 | KRKL | Kirkland, Wash. | 1050 | D-25 |
| KIFI | Idaho Falls, Ida. | 1400 | 250 | KMCM | McMinnville, Ore. | 1260 | 1,000 | KRKO | Everett, Wash. | 1380 | 1,000 | KRKC | Lewiston, Ida. | 1350 | 1,000 |
| KIFN | Phoenix, Ariz. | 860 | D-250 | †KMCO | Conroe, Tex. | 900 | D-500 | KRKL | Dallas, Tex. | 1080 | 50,000 | KRKN | Canon City, Colo. | 1400 | SH-25 |
| KIFW | Sitka, Alaska | 1230 | 250 | KMED | Medford, Ore. | 1440 | LS-5,000 N-1,000 | †KOOK | Billings, Mont. | 970 | 5,000 | KRKO | Shreveport, La. | 1340 | 25 |
| KIHN | Hugo, Okla. | 1340 | 250 | KMHL | Marshall, Minn. | 1400 | 250 | KOOS | Coos Bay, Ore. | *630 1,000 | 250 | KRMG | Tulsa, Okla. | 740 | LS-50,000 N-10,000 *LS-50,000 *N-25,000 |
| KIHO | Sioux Falls, S.D. | 1270 | 1,000 | KMHT | Marshall, Tex. | 1450 | 250 | KOPO | Tucson, Ariz. | 1450 | 250 | KRMO | Monett, Mo. | 990 | D-25 |
| KIHR | Hood River, Ore. | 1340 | 250 | KMJ | Fresno, Cal. | 580 | 5,000 | KOPP | Ogden, Utah | 730 | D-1,000 | KRNO | San Bernardino, Cal. | 1240 | 25 |
| KIJV | Huron, S.D. | 1340 | 250 | KMLB | Monroe, La. | 1440 | LS-5,000 N-1,000 | KOPR | Butte, Mont. | 550 | 1,000 | KRNR | Roseburg, Ore. | 1490 | 25 |
| †KIKI | Honolulu, T.H. | 860 | 250 | KMLJ | Grand Island, Neb. | 750 | LS-1,000 L-N-1,000 | KORA | Bryan, Tex. | 1240 | 250 | KRNT | Des Moines, Ia. | 1350 | 5,000 |
| †KILA | Hilo, T.H. | 850 | 1,000 | KMMO | Marshall, Mo. | 1300 | D-500 | KORC | Mineral Wells, Tex. | 1140 | D-250 | KROC | Rochester, Minn. | 1340 | 25 |
| KILO | Grand Forks, N.D. | 1440 | LS-1,000 N-500 | KMNS | San Luis Obispo, Cal. | 1340 | 250 | KORE | Eugene, Ore. | 1450 | 250 | KROD | El Paso, Tex. | 600 | 5,000 |
| KIMA | Yakima, Wash. | 1460 | LS-1,000 N-500 | KMOD | Tacoma, Wash. | 1360 | 5,000 | KORN | Mitchell, S.D. | 1490 | 250 | KROF | Abbeville, La. | 960 | D-1,000 |
| KIMO | Independence, Mo. | 1510 | D-1,000 | KMOX | Modesto, Cal. | 1360 | 1,000 | KOSA | Odessa, Tex. | 1230 | 250 | KROG | Sonora, Cal. | 1450 | 25 |
| KIMP | Mt. Pleasant, Tex. | 960 | D-1,000 | KMON | Great Falls, Mont. | 560 | 5,000 | KOSF | Nacogdoches, Tex. | 1230 | 250 | KROP | Brawley, Cal. | 1300 | LS-1,000 N-500 |
| KIND | Independence, Kan. | 1010 | D-250 | KMPX | Los Angeles, Cal. | 7120 | LS-50,000 N-10,000 *50,000 | KOTA | Rapid City, S.D. | 1380 | 5,000 | KROS | Clinton, Iowa | 1340 | 25 |
| KINE | Kingsville, Tex. | 1330 | D-1,000 | KMUR | Murray, Utah | 1230 | *250 | KOTN | Pine Bluff, Ark. | 1490 | 250 | KROW | Oakland, Cal. | 960 | 1,000 *5,000 |
| KING | Seattle, Wash. | 1090 | 50,000 | KMUS | Muskogee, Okla. | 1380 | LS-1,000 N-500 | KOVC | Valley City, N.D. | 1490 | 250 | KROY | Sacramento, Cal. | 1240 | 25 |
| KINY | Juneau, Alaska | 1460 | 5,000 | KMVI | Walluku, T.H. | 550 | 1,000 | KOVE | Lander, Wyo. | 1230 | 250 | KRPL | Moscow, Ida. | 1400 | 25 |
| KIOA | Des Moines, Ia. | 940 | LS-10,000 N-5,000 | KMYC | Marysville, Cal. | 1450 | 250 | KOVO | Provo, Utah | 960 | 1,000 | KRRC | Sherman, Tex. | 910 | 1,000 |
| KIOX | Bay City, Tex. | 1270 | 1,000 | KMYR | Denver, Colo. | 1340 | 250 | KOWB | Laramie, Wyo. | 1340 | 250 | KRSN | Los Alamos, N.M. | 1490 | 25 |
| KIPA | Hilo, T.H. | 1110 | 1,000 | KNAF | Fredericksburg, Tex. | 1340 | 250 | KOWH | Omaha, Neb. | 860 | D-500 | KRTN | Raton, N.M. | 1490 | 25 |
| KIRO | Seattle, Wash. | 710 | 50,000 | KNAK | Salt Lake City, Utah | 1280 | LS-1,000 N-500 | KOYL | Santa Monica, Cal. | 1580 | D-5,000 | KRUL | Corvallis, Ore. | 1340 | 25 |
| KIRX | Kirksville, Mo. | 1450 | 250 | KNAL | Victoria, Tex. | 1410 | D-500 *500 | KOY | Phoenix, Ariz. | 550 | LS-5,000 N-1,000 | KRUN | Ballinger, Tex. | 1400 | 25 |
| KISD | Sioux Falls, S.D. | 1230 | 250 | KNBC | San Francisco, Cal. | 680 | 50,000 | KPAB | Laredo, Tex. | 1490 | 250 | KRUS | Ruston, La. | 1490 | 25 |
| KIST | Santa Barbara, Cal. | 1340 | 250 | †KNBR | N. Platte, Neb. | 1280 | D-1,000 | KPAC | Port Arthur, Tex. | 1250 | LS-5,000 N-1,000 | KRUX | Glendale, Ariz. | 1340 | 25 |
| KIT | Yakima, Wash. | 1280 | LS-5,000 N-1,000 | KNBY | Newport, Ark. | 1280 | D-1,000 | KPAN | Hereford, Tex. | 860 | D-250 | †KRUV | Lexington, Neb. | 1010 | D-25,000 |
| KITE | San Antonio, Tex. | 930 | D-1,000 | KNCM | Moberly, Mo. | 1220 | D-250 *1230 | KPAS | Banning, Cal. | 1490 | 250 | †KRXX | Texburg, Ida. | 1230 | 25 |
| KITO | San Bernardino, Cal. | 1290 | 5,000 | KNEA | Jonesboro, Ark. | 970 | D-1,000 | KPAT | Pampa, Tex. | 1230 | 250 | KRXL | Roseburg, Ore. | 1240 | 25 |
| KIUL | Garden City, Kans. | 1240 | 250 | KNEB | Scottsbluff, Neb. | *960 | *LS-1,000 N-500 | KPBM | Carlsbad, N.M. | 740 | D-1,000 | KSCA | Manhattan, Kans. | 580 | LS-5,000 N-500 |
| KIUN | Pecos, Tex. | 1400 | 250 | KNED | McAlester, Okla. | 1460 | D-1,000 | KPBX | Beaumont, Tex. | 1380 | D-1,000 | KSAL | Salina, Kans. | 1150 | 5,000 |
| KIUP | Durango, Colo. | 1400 | 250 | KNEL | Brady, Tex. | 1490 | 250 | KPCW | Pasco, Wash. | 1340 | 250 | KSAM | Huntsville, Tex. | 1490 | 25 |
| KIYV | Crockett, Tex. | 1370 | D-250 | KNEM | Nevada, Mo. | 1240 | 250 | KPLC | Lake Charles, La. | 1470 | LS-5,000 N-1,000 | KSAN | San Francisco, Cal. | 1450 | 25 |
| KIYW | San Antonio, Tex. | 1540 | D-250 | KNET | Palestine, Tex. | 1450 | 250 | KPLT | Paris, Tex. | 1490 | 250 | KSBW | Salinas, Cal. | 1380 | 1,000 |
| KIKL | Dallas, Tex. | 1040 | D-1,000 | KNEU | Provo, Utah | 1450 | 250 | KPMC | Bakersfield, Cal. | 1560 | 1,000 | KSCB | Liberal, Kans. | 1270 | D-1,000 |
| KIKY | Shelby, Mont. | 1230 | 250 | KNEW | Spokane, Wash. | 790 | 5,000 | KPMO | Pomona, Cal. | 1600 | 500 | KSCJ | Sixou City, Ia. | 1360 | 5,000 |
| KJAM | Vernal, Utah | 1340 | 250 | KNEX | McPherson, Kans. | 1540 | D-250 | KPOA | Honolulu, T.H. | 630 | 5,000 | KSCO | Santa Cruz, Cal. | 1080 | LS-1,000 N-500 |
| KJAN | Atlantic, Ia. | 1220 | D-250 | KNGS | Hanford, Cal. | 1540 | 1,000 | KPOC | Pocahontas, Ark. | 1420 | D-1,000 | KSD | St. Louis, Mo. | 550 | 5,000 |
| KJAY | Topeka, Kans. | 1440 | LS-5,000 N-1,000 | KNOE | Monroe, La. | 1390 | 5,000 | KPOF | Denver, Colo. | 910 | LS-5,000 N-1,000 | KSDN | Aberdeen, S.D. | 930 | 1,000 |
| KJBC | Midland, Tex. | 1150 | D-1,000 | KNOG | Nogales, Ariz. | 1340 | 250 | KPOJ | Portland, Ore. | 1330 | 5,000 | KSDO | San Diego, Cal. | 1130 | LS-5,000 N-1,000 |
| KJBS | S. Francisco, Cal. | 1100 | LS-1,000 L-N-1,000 | KNOR | Norman, Okla. | 1400 | 250 | †KPOL | Los Angeles, Cal. | 1540 | D-5,000 | KSEI | Pocatello, Ida. | 930 | 5,000 |
| †KJCF | Festus, Mo. | 1010 | D-250 | KNOW | Austin, Tex. | 1490 | 250 | KPOO | San Francisco, Cal. | 1010 | D-1,000 | KSEK | Kans. | 1340 | 25 |
| KJCK | Junction City, Kans. | 1420 | D-1,000 | KNOX | Grand Forks, N.D. | 1400 | 250 | KPOW | Powell, Wyo. | 1260 | 1,000 | KSEL | Lubbock, Tex. | 950 | LS-1,000 N-500 |
| KJEF | Jennings, La. | 1290 | D-500 | KNPT | Newport, Ore. | *1230 *1310 | *1,000 D-1,000 | KPQC | Pasadena, Cal. | 1240 | SH-100 | KSEM | Moses Lake, Wash. | 1450 | 25 |
| KJFJ | Webster City, Ia. | 1570 | D-250 | KNR | New Ulm, Minn. | 860 | D-1,000 | KPQ | Wenatchee, Wash. | 560 | 1,000 *5,000 | KSEO | Durant, Okla. | 750 | D-25 |
| KJR | Seattle, Wash. | 950 | 5,000 | KNUZ | Houston, Tex. | 1230 | 250 | KPRC | Houston, Tex. | 950 | 5,000 | KSET | El Paso, Tex. | 1340 | 25 |
| KJSK | Columbus, Neb. | 900 | D-1,000 | KNX | Los Angeles, Cal. | 1070 | 50,000 | KPRK | Livingston, Mont. | 1340 | 250 | KSEY | Seymour, Tex. | 1230 | 1,000 |
| KKIN | Visalia, Cal. | 1400 | 250 | KOA | Denver, Colo. | 850 | 50,000 | KPRP | Paso Robles, Cal. | 1230 | 250 | KSFA | Nacogdoches, Tex. | 860 | D-1,000 |
| KLAC | Los Angeles, Cal. | 570 | LS-5,000 N-1,000 | KOAL | Price, Utah | 1230 | 250 | KPRO | Riverside, Cal. | 1440 | 1,000 | KSFO | S. Francisco, Cal. | 560 | LS-5,000 N-1,000 |
| KLAS | Las Vegas, Nev. | 1230 | 250 | KOAM | Pittsburg, Kan. | 860 | LS-10,000 N-5,000 | KPRS | Olathe, Kans. | 1590 | D-1,000 | KSGM | Ste. Genevieve, Mo. | 1450 | *980 25 |
| KLEB | Libby, Mont. | 1230 | 250 | KOAT | Albuquerque, N.M. | 1450 | 250 | KPST | Preston, Idaho | 1340 | 250 | KSGN | Sanger, Cal. | 900 | D-1,000 |
| KLCB | Libby, Mont. | 1230 | 250 | KOB | Albuquerque, N.M. | 1030 †770 | 10,000 †LS-50,000 †N-25,000 *50,000 | KPUG | Bellingham, Wash. | 1170 | 1,000 | KSKB | Creston, Iowa | 1520 | D-1,000 |
| KLCN | Blytheville, Ark. | 900 | D-1,000 | KOBE | Las Cruces, N.M. | 1450 | 250 | KQV | Pittsburgh, Pa. | 1410 | 5,000 | KSKJ | Sidney, Neb. | 1540 | D-25 |
| KLEE | Houston, Tex. | 610 | 5,000 | KOBK | Owatonna, Minn. | 1390 | D-500 | KRAI | Craig, Colo. | 1230 | 250 | †KSID | Crowley, La. | 1450 | 25 |
| KLER | Rochester, Minn. | 970 | LS-500 N-1,000 | KOCA | Kilgore, Tex. | 1240 | 250 | KRAL | Rawlins, Wyo. | 1240 | 250 | KSIJ | Gladewater, Tex. | 1430 | D-1,000 |
| KLFY | Lafayette, La. | 1390 | D-500 | KOC | Salem, Ore. | 1490 | 250 | KRAM | Las Vegas, Nev. | 920 | LS-1,000 N-500 | KSKL | Silver City, N.M. | 1340 | 25 |
| KLIC | Monroe, La. | 1230 | 250 | KOCY | Ontario, Cal. | 1510 | D-250 | †KRAO | Red Oak, Ia. | 1600 | D-500 | KSKM | Sikeston, Mo. | 1400 | 25 |
| KLIF | Oak Cliff, Tex. | 1190 | 1,000 | KODI | Cody, Wyo. | 1400 | 250 | KREB | Lufkin, Tex. | 1340 | 250 | KSIW | Woodward, Okla. | 1450 | 25 |
| KLIX | Twin Falls, Ida. | *1310 | *LS-5,000 *N-1,000 | KODL | The Dalles, Ore. | 1230 | LS-250 N-100 | KRCO | Prineville, Ore. | 690 | D-1,000 | KSIX | Corpus Christi, Tex. | 1230 | 25 |
| KLIZ | Brainerd, Minn. | 1400 | 250 | KOEL | N. Platte, Neb. | 1240 | 250 | KRCT | Baytown, Tex. | 650 | D-250 | KSKJ | Jamestown, N.D. | 800 | 5,000 |
| KLKC | Parsons, Kan. | 1540 | D-250 | KOFO | Oelwein, Ia. | 950 | D-500 | KRDO | Colorado Springs, Colo. | 1240 | 250 | KSKO | San Jose, Cal. | 1590 | LS-1,000 N-1,000 |
| KLMR | Lamar, Colo. | 1340 | 250 | KOGT | Ottawa, Kans. | 1220 | D-250 | KREU | Dinuba, Cal. | 1240 | 250 | KSKY | Dallas, Tex. | 660 | D-1,000 |
| KLMS | Lancaster, Neb. | 1480 | 1,000 | KOH | Orange, Tex. | 1600 | 1,000 | KRE | Berkeley, Cal. | 1400 | 250 | KSL | Salt Lake City, Utah | 1160 | 50,000 |
| KLMT | Lamar, Colo. | 1340 | 250 | KOIL | Reno, Nev. | 630 | LS-5,000 N-1,000 | KREI | Farmington, Mo. | 1350 | D-1,000 | KSLM | Salem, Ore. | 1390 | 1,000 |
| KLNV | Leadville, Colo. | 1230 | 250 | KOIN | Omaha, Neb. | 1290 | 5,000 | KREK | Baytown, Tex. | 1360 | 1,000 | KSLP | Opelousas, La. | 1230 | 25 |
| KLVL | Pasadena, Tex. | 1480 | D-1,000 | KOJ | Portland, Ore. | 970 | 5,000 | KRES | St. Joseph, Mo. | *1550 | *5,000 | KSM | Seminole, Okla. | 1260 | D-25 |
| †KLVT | Levelland, Tex. | 1230 | D-250 | KOJM | Havre, Mont. | 730 | D-1,000 *1,000 | KREO | Spokane, Wash. | 970 | 1,000 | KSMI | Wewoka, Okla. | 1260 | *1,000 |
| †KLWN | Lawrence, Kan. | 1320 | D-500 | KOK | Lajunta, Colo. | 1400 | 250 | KRES | Indio, Cal. | 1400 | 250 | KSMN | Mason City, Ia. | 1010 | D-1,000 |
| KLWT | Lebanon, Mo. | 1230 | 250 | KOKX | Keokuk, Iowa | 1310 | D-250 *LS-1,000 *N-500 | KREX | St. Joseph, Mo. | *1550 | *5,000 | KSMO | San Mateo, Cal. | 1550 | 1,000 |
| KLX | Oakland, Cal. | 910 | 5,000 | KOL | Seattle, Wash. | 1300 | 5,000 | KREW | Sunnyside, Wash. | 1050 *1230 | D-250 *250 | KSNY | Snyder, Tex. | 1280 | D-1,000 |
| KLYN | Amarillo, Tex. | 940 | 1,000 | KOLE | Port Arthur, Tex. | 1340 | 250 | KRGV | Weslaco, Tex. | 1290 | 5,000 | KSO | Des Moines, Ia. | 1460 | 5,000 |
| KLZ | Denver, Colo. | 560 | 5,000 | †KOLJ | Quanah, Tex. | 1150 | D-500 | KRHD | Duncan, Okla. | 1350 | LS-250 N-100 | KSKO | Arkansas City, Kans. | | |

| Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts |
|--------------|--------------------------|-----------------|-----------------------|--------------|-----------------------|-----------------|--------------------------------|--------------|---------------------|-----------------|---------------------|--------------|---------------------|-----------------|-----------------------|
| SON | San Diego, Cal. | 1240 | 250 | KTXL | San Angelo, Tex. | 1340 | 250 | KWEM | W. Memphis, Ark. | 990 | D-1,000 | KYOS | Merced, Cal. | 1480 | 5,000 |
| SOO | Sioux Falls, S.D. | 1140 | LS-5,000 | KTXN | Austin, Tex. | 1370 | D-1,000 | KWEW | Hobbs, N.M. | 1490 | 250 | KYOU | Greeley, Colo. | 1450 | 250 |
| KSOX | Harlingen, Tex. | 1530 | LS-50,000 N-10,000 | KTYL | Mesa, Ariz. | 1310 | LS-1,000 | KWFC | Hot Springs, Ark. | 1340 | 250 | KYSM | Mankato, Minn. | 1230 | 250 |
| KSPA | Santa Paula, Cal. | 1400 | 250 | KUBA | Yuba City, Cal. | 1600 | LS-1,000 N-500 | KWFT | Wichita Falls, Tex. | 620 | 5,000 | KYUM | Yuma, Ariz. | 1240 | *560 2,500 |
| SPI | Stillwater, Okla. | 780 | D-250 | KUBC | Montrose, Cal. | 1240 | 250 | KWGT | Stockton, Cal. | 1230 | 250 | KYW | Philadelphia, Pa. | 1060 | 50,000 |
| SPO | Spokane, Wash. | 1230 | 250 | *KUCA | Ukiah, Cal. | 1340 | *LS-1,000 | KWGB | Goodland, Kans. | 730 | D-1,000 | †KZYZ | Redlands, Cal. | 990 | D-1,000 |
| SPR | Casper, Wyo. | 1470 | 1,000 | KUGN | Eugene, Ore. | 590 | 250 | KWHI | Brenham, Tex. | 1200 | D-1,000 | WAAA | Winston-Salem, N.C. | 980 | D-1,000 |
| SPT | Sandpoint, Ida. | 1400 | 250 | KUIN | Grants Pass, Ore. | 1340 | 250 | KWHK | Hutchinson, Kans. | 1190 | D-1,000 | WAAB | Worcester, Mass. | 1440 | 5,000 |
| SRO | Santa Rosa, Cal. | 1350 | 1,000 | KUJ | Walla Walla, Wash. | 1420 | 5,000 | KWHN | Ft. Smith, Ark. | 1320 | 5,000 | WAAP | Chicago, Ill. | 950 | D-1,000 |
| SRY | Council Bluffs, Iowa | 1450 | 250 | KUKI | Ukiah, Cal. | 1400 | 250 | †KWHP | Cushing, Okla. | 1600 | D-500 | WAAT | Jersey City, N.J. | 970 | LS-5,000 N-1,000 |
| SST | Sulphur Spring, Tex. | 1230 | 250 | KULA | Honolulu, T.H. | 690 | 10,000 | KWHW | Altus, Okla. | 1450 | 250 | †WABA | Aguadilla, P.R. | 1240 | 250 |
| STA | Coleman, Tex. | 1000 | D-250 | KULE | Ephrata, Wash. | 730 | D-250 | KWIE | Kennewick, Wash. | 1230 | 250 | WABB | Mobile, Ala. | 1480 | 5,000 |
| STB | Breckenridge, Tex. | 1430 | D-1,000 | KULP | El Campo, Tex. | 1390 | D-500 | KWIK | Burbank, Cal. | 1490 | 250 | WABG | Greenwood, Miss. | 960 | D-1,000 *LS-1,000 |
| STL | St. Louis, Mo. | 690 | D-1,000 | KUMU | Columbia, Mo. | 950 | 1,000 | KWIL | Albany, Ore. | 1240 | 250 | WABI | Bangor, Maine | 910 | 5,000 |
| STN | Stockton, Cal. | 1420 | 1,000 | KUNO | Corpus Christi, Tex. | 1400 | 100 | KWIN | Ashland, Ore. | 1400 | 250 | WABJ | Adrian, Mich. | 1500 | D-250 |
| STP | St. Paul, Minn. | 1500 | 50,000 | KUOA | Siloam Springs, Ark. | 1290 | D-5,000 | KWJB | Globe, Ariz. | 1240 | 250 | WABM | Houlton, Me. | 1340 | 250 |
| STR | Trinidad, Colo. | 1280 | LS-1,000 N-500 | KUOM | Minneapolis, Minn. | 770 | D-5,000 | KWJJ | Portland, Ore. | 1080 | 10,000 | WABY | Albany, N.Y. | 1400 | 250 |
| STT | Davenport, Ia. | 1170 | 1,000 | KURV | Edinburg, Tex. | 710 | D-2,500 | KWJK | St. Louis, Mo. | 1380 | 5,000 | WABZ | Albemarle, N.C. | 1010 | D-1,000 |
| STV | Stephenville, Tex. | 1510 | D-250 | KUSD | Vermillion, S.D. | 920 | 500 | KWKL | Decorah, Iowa | 1200 | D-250 | WACA | Camden, S.C. | 1590 | D-1,000 |
| SUB | Cedar City, Utah | 590 | 1,000 | KUTA | Salt Lake City | 570 | 5,000 | KWLM | Willmar, Minn. | 1340 | 250 | WACB | Kittanning, Pa. | 1380 | D-500 |
| SUE | Susanville, Cal. | 1240 | 250 | KVAL | Brownsville, Tex. | 1490 | 250 | KWNO | Winona, Minn. | 1230 | 250 | WACE | Chicopee, Mass. | 730 | D-1,000 |
| SUN | Fairmont, Minn. | 1370 | 1,000 | KVAN | Vancouver, Wash. | 910 | 1,000 | KWNO | Wenatchee, Wash. | 1340 | 250 | †WACL | Waycross, Ga. | 980 | D-1,000 |
| SUM | Bisbee, Ariz. | 1230 | 250 | KVAS | Astoria, Ore. | 1050 | D-2,500 | KWOW | Worthington, Minn. | 730 | D-1,000 | WACO | Waco, Tex. | 1460 | 1,000 |
| 3VC | Richfield, U. | 890 | D-1,000 | KVCV | Redding, Cal. | 600 | 1,000 | KWOC | Poplar Bluff, Mo. | 1340 | 250 | WACR | Columbus, Miss. | 1050 | D-250 |
| SVP | Artesia, N.M. | 1450 | 250 | KVCE | San Luis Obispo, Cal. | 920 | LS-1,000 N-500 | KWOW | Clinton, Okla. | 1320 | D-1,000 | WADC | Akron, O. | 1350 | 5,000 |
| 3WA | Graham, Tex. | 1330 | D-500 | KVEN | Ventura, Cal. | 1450 | 250 | KWON | Bartlesville, Okla. | 1400 | 250 | WADE | Wadesboro, N.C. | 1210 | D-1,000 |
| 3WI | Iowa | 1560 | D-500 | KVER | Albuquerque, N.M. | 1340 | 250 | KWOR | Worland, Wyo. | 1490 | 250 | WAEB | Allentown, Pa. | 790 | LS-500 N-1,000 |
| 3WJ | Joplin, Mo. | 1230 | 250 | KVET | Austin, Tex. | 1300 | 1,000 | KWOS | Jefferson City, Mo. | 1240 | 250 | WAEL | Mayaguez, P.R. | 1400 | 250 |
| 3WO | Lawton, Okla. | 1380 | 1,000 | KVFD | Ft. Dodge, Iowa | 1400 | 250 | KWPM | West Plains, Mo. | 1450 | 250 | WAFB | Baton Rouge, La. | 1460 | LS-5,000 N-1,000 |
| 3WS | Roswell, N.M. | 1230 | 250 | KVGB | Great Bend, Kans. | 1590 | 5,000 | KWRC | Pendleton, Ore. | 1240 | 250 | WAGC | Atlanta, Ga. | 590 | 5,000 |
| 3WY | Yreka, Cal. | 1490 | 250 | KVI | Seattle, Wash. | 570 | 5,000 | KWRE | Warrenton, Mo. | 730 | D-250 | WAGE | Syracuse, N.Y. | 620 | LS-5,000 N-1,000 |
| 3YL | Alexandria, La. | 1400 | 250 | KVIC | Victoria, Tex. | 1340 | 250 | KWRL | Riverton, Wyo. | 1450 | 250 | WAGM | Presque Isle, Me. | 1450 | 250 |
| 3AE | Taylor, Tex. | 1280 | D-1,000 | †KVIK | New Iberia, La. | 1570 | D-1,000 | KWRN | Reno, Nev. | 1490 | 250 | WAIM | Anderson, S.C. | 1230 | 250 |
| 3AN | Sherman, Tex. | 1500 | D-250 | KVKM | Monahans, Tex. | 1340 | 250 | KWRO | Coquille, Ore. | 1450 | 250 | WAIR | Winston-Salem, N.C. | 1340 | 250 |
| 3AR | Phoenix, Ariz. | 820 | D-250 | KVLF | Alpine, Tex. | 1240 | 250 | KWSC | Pullman, Wash. | 1250 | 5,000 | WAIT | Chicago, Ill. | 820 | LS-5,000 L-N-5,000 |
| 3AT | Frederick, Okla. | 1370 | D-500 | KVLH | Pauls Valley, Okla. | 1470 | D-250 | KWSD | Mt. Shasta, Cal. | 1340 | 250 | WAJR | Morgantown, W.Va. | 1230 | 250 |
| 3BB | Tryer, Tex. | 600 | *LS-500 *N-1,000 | KVMA | Magnolia, Ark. | 630 | D-1,000 | KWSL | Lake Charles, La. | 1400 | 250 | WAKE | Greenville, S.C. | 1230 | 250 |
| 3BC | Austin, Tex. | 590 | LS-5,000 N-1,000 | KVMC | Colorado City, Tex. | 1320 | D-500 | KWTO | Springfield, Mo. | 560 | LS-5,000 N-1,000 | WAKR | Akron, O. | 1580 | 5,000 |
| 3BI | Tacoma, Wash. | 810 | D-1,000 | KVMV | Twin Falls, Ida. | 1450 | 250 | KWTX | Waco, Tex. | 1230 | 250 | WALA | Mobile, Ala. | 1410 | 5,000 |
| 3BS | Shreveport, La. | 710 | LS-10,000 N-5,000 | KVNI | Coeur d'Alene, Ida. | 1240 | 250 | KWWE | Walla Walla, Wash. | 1490 | 250 | WALB | Albany, Ga. | 1580 | 1,000 |
| 3ED | Laguna Beach, Cal. | 1520 | LS-1,000 N-250 | KVNU | Logan, Utah | 610 | 1,000 | KWYL | Waterloo, Ia. | 1330 | LS-5,000 N-1,000 | WALD | Walterboro, S.C. | 1490 | 250 |
| 3EM | Temple, Tex. | 1400 | 250 | KVOA | Tucson, Ariz. | 1290 | 1,000 | KWYO | Sheridan, Wyo. | 1410 | LS-1,000 N-500 | WALE | Fall River, Mass. | 1400 | 250 |
| 3ER | Terrell, Tex. | 1570 | D-250 | KVOB | Alexandria, La. | 970 | 1,000 | KXAA | Seattle, Wash. | 770 | LS-1,000 N-1,000 | WALL | Middletown, N.Y. | 1340 | 250 |
| 3FI | Twin Falls, Ida. | 1270 | LS-5,000 N-1,000 | KVOC | Casper, Wyo. | 1230 | 250 | KXAB | Hope, Ark. | 1490 | 250 | WALT | Tampa, Fla. | 1110 | D-1,000 |
| 3FS | Texarkana, Tex. | 1400 | 250 | KVOD | Denver, Colo. | 630 | 5,000 | KXAC | Waterloo, Ia. | 1540 | 50,000 | WAML | Laurel, Miss. | 1340 | 250 |
| 3FY | Brownfield, Tex. | 1050 | D-250 | KVOE | Santa Ana, Cal. | 1480 | 1,000 | KXAD | Waterloo, Ia. | 1540 | 50,000 | WAMS | Wilmington, Del. | 1380 | 1,000 |
| 3HS | Hot Springs, Ark. | 1090 | LS-10,000 N-1,000 | KVOG | Ogden, Utah | 1490 | 250 | KXAE | Mexico, Mo. | 1340 | 250 | WAND | Canton, Ohio | 900 | D-500 |
| 3HT | Houston, Tex. | 790 | 5,000 | KVON | Napa, Cal. | 1440 | 500 | KXAG | Ft. Madison, Ia. | 1360 | D-500 | WANE | Ft. Wayne, Ind. | 1450 | 250 |
| 3IL | Tillamook, Ore. | 1590 | 250 | KVOW | Tulsa, Okla. | 1170 | 50,000 | KXAH | Glendive, Mont. | 1400 | 250 | WANN | Annapolis, Md. | 1190 | D-1,000 |
| 3IM | San Rafael, Cal. | 1510 | D-1,000 | KVPR | Plainview, Tex. | 1400 | 250 | KXAI | Helena, Mont. | 1240 | 250 | †WANT | Anderson, S.C. | 1280 | 1,000 |
| 3IP | Porterville, Cal. | 1450 | 250 | KVRS | Rock Springs, Wyo. | 1360 | LS-1,000 N-500 | KXAL | Great Falls, Mont. | 1400 | 250 | WAOV | Richmond, Va. | 990 | D-1,000 |
| 3IS | Minneapolis, Minn. | 900 | D-1,000 | KVSA | Salida, Colo. | 1340 | 250 | KXAM | Missoula, Mont. | 1450 | 250 | WAPA | Vincennes, Ind. | 1450 | 250 |
| 3JS | Hobart, Okla. | 1420 | D-250 | KVSB | Salida, Colo. | 1340 | 250 | KXAN | Lewiston, Mont. | 1230 | 250 | WAPF | San Juan, P.R. | 680 | 10,000 |
| 3KN | Ketchikan, Alas. | 930 | 1,000 | KVSC | Ardmore, Okla. | 1240 | 250 | KXAO | Bozeman, Mont. | 1450 | 250 | WAPI | Birmingham, Ala. | 1070 | 5,000 |
| 3KR | Taft, Cal. | 1310 | D-500 | KVSO | Ventura, Cal. | 1590 | 1,000 | KXAP | N. Little, Ark. | 1450 | 250 | WAPQ | Chattanooga, Tenn. | 1150 | LS-5,000 N-1,000 |
| 3KT | Tucson, Ariz. | 1490 | 250 | KVVC | Uvalde, Tex. | 1450 | 250 | KXAQ | Clayton, Mo. | 1320 | D-1,000 | WAPX | Montgomery, Ala. | 1600 | 1,000 |
| 3LN | Denver, Colo. | 990 | D-1,000 | KVWC | Vernon, Tex. | 1490 | 250 | KXAR | Spokane, Wash. | 920 | 5,000 | WARA | Attleboro, Mass. | 1320 | 1,000 |
| 3LW | Texas City, Tex. | 920 | D-1,000 | KWAD | Wadena, Minn. | 920 | 1,000 | KXAS | El Centro, Cal. | 1230 | 250 | WARC | Rochester, N.Y. | 950 | 1,000 |
| 3MC | McAlester, Okla. | 1400 | 250 | KWAK | Stuttgart, Ark. | 1240 | 250 | KXAT | Sacramento, Cal. | 1470 | 1,000 | WARD | Johnstown, Pa. | 1490 | 250 |
| 3MS | Santa Barbara, Cal. | 1250 | 1,000 | KWAL | Wallace, Ida. | 620 | 1,000 | KXAU | Stockton, Cal. | 1280 | 1,000 | WARE | Ware, Mass. | 1250 | D-1,000 |
| 3NM | Tucumcari, N.M. | 1400 | 250 | KWAT | Watertown, S.D. | 950 | 1,000 | KXAV | Chico, Cal. | 1150 | 5,000 | WARK | Hagerstown, Md. | 1490 | 250 |
| 3NE | Mankato, Minn. | 1420 | 1,000 | †KWBB | Wichita, Kans. | 1410 | 1,000 | KXOB | St. Louis, Mo. | 630 | 5,000 | WARL | Arlington, Va. | 780 | D-1,000 |
| 3NH | Lihue, T.H. | 1490 | 250 | KWCB | Ft. Worth, Tex. | 970 | D-1,000 | KXOC | St. Louis, Mo. | 630 | 5,000 | WARM | Scranton, Pa. | 1400 | 250 |
| 3OK | Oklahoma City, Okla. | 1000 | LS-5,000 N-1,000 | KWBE | Beatrice, Nebr. | 1450 | 250 | KXOD | St. Louis, Mo. | 630 | 5,000 | WASA | Havre de Grace, Md. | 1330 | D-1,000 |
| 3OP | Topeka, Kans. | 1490 | 250 | KWBG | Boone, Ia. | 1590 | D-1,000 *LS-1,000 *N-500 | KXOE | St. Louis, Mo. | 630 | 5,000 | WASK | Lafayette, Ind. | 1450 | 250 |
| 3OW | Oklahoma City, Okla. | 800 | D-250 | KWBM | Williston, N.D. | 1450 | 250 | KXOF | St. Louis, Mo. | 630 | 5,000 | WASL | Annapolis, Md. | 810 | D-250 |
| 3OB | Modesto, Cal. | 860 | LS-5,000 N-1,000 | KWBR | Oakland, Cal. | 1310 | 1,000 | KXOG | St. Louis, Mo. | 630 | 5,000 | WATA | Boone, N.C. | 1450 | 250 |
| 3OC | Santa Fe, N.M. | 1400 | 250 | KWBU | Corpus Christi, Tex. | 1030 | D-50,000 | KXOH | St. Louis, Mo. | 630 | 5,000 | WATC | Gaylord, Mich. | 900 | D-1,000 |
| 3OE | Lufkin, Tex. | 1420 | 1,000 | KWBW | Hutchinson, Kans. | 1450 | 250 | KXOI | St. Louis, Mo. | 630 | 5,000 | WATG | Ashland, O. | 1340 | 250 |
| 3OF | Thief River Falls, Minn. | 1230 | 250 | KWCJ | Natchitoches, La. | 1450 | 250 | KXOJ | St. Louis, Mo. | 630 | 5,000 | WATH | Athens, O. | 1540 | D-1,000 |
| 3OH | Houston, Tex. | 740 | 50,000 | KWCO | Chickasha, Okla. | 1560 | 250 | KXOK | St. Louis, Mo. | 630 | 5,000 | WATK | Antigo, Wis. | 900 | D-250 |
| 3OI | Sloux City, Ia. | 1470 | 5,000 | KWCR | Cedar Rapids, Ia. | 1450 | 250 | KXOL | Ft. Worth, Tex. | 1380 | 1,000 | WATL | Atlanta, Ga. | 1380 | 5,000 |
| 3OJ | Beaumont, Tex. | 990 | 1,000 | KWDM | Des Moines, Ia. | 1150 | 1,000 | KXOX | Sweetwater, Tex. | 1240 | 250 | WATM | Atmore, Ala. | 1580 | D-250 |
| 3OK | Wichita Falls, Tex. | 1290 | LS-5,000 N-1,000 | KWED | Sequim, Tex. | 1580 | D-1,000 | KXPA | Alexandria, Minn. | 1490 | 250 | WATN | Watertown, N.Y. | | |

AM Stations by Call Letters

(Continued from page 559)

| Call Letters | City | Freq- ency in KC | Power in Watts | Call Letters | City | Freq- ency in KC | Power in Watts |
|--------------|----------------------|---------------------|-------------------------------|--------------|----------------------|---------------------|------------------------------------|
| WAUX | Waukesha, Wis. | 1510 | D-250 | WBUD | Morrisville, Pa. | 1490 | 250 |
| WAVE | Louisville, Ky. | 970 | 5,000 | | *Trenton, N.J. | *1260 | *1,000 |
| WAVL | Apollo, Pa. | 910 | D-1,000 | WBUT | Butler, Pa. | 1580 | D-500 |
| WAVU | Albertville, Ala. | 630 | D-500 | WBUX | Doylestown, Pa. | 1570 | D-250 |
| WAVZ | New Haven, Conn. | 1260 | D-1,000 | WBUY | Lexington, N.C. | 1450 | 250 |
| WAWZ | Zarephath, N.J. | 1380 | LS-5,000 N-1,000 | WBVP | Beaver Falls, Pa. | 1230 | 250 |
| WAYB | Waynesboro, Va. | 1490 | 250 | WBYS | Canton, Ill. | 1560 | D-250 |
| WAYN | Rockingham, N.C. | 900 | D-1,000 | WBZ | Boston, Mass. | 1030 | 50,000 |
| WAYS | Charlotte, N.C. | 610 | LS-5,000 N-1,000 *5,000 | WBZA | Springfield, Mass. | 1030 | 1,000 |
| WAYX | Waycross, Ga. | 1230 | 250 | WCAE | Pittsburgh, Pa. | 1250 | 5,000 |
| WAZF | Yazoo City, Miss. | 1230 | 250 | WCAL | Northfield, Minn. | 770 | D-5,000 |
| WAZL | Hazleton, Pa. | 1490 | 250 | WCAM | Camden, N.J. | 1310 | 250 |
| WBAA | Lafayette, Ind. | 920 | LS-5,000 N-1,000 | WCAO | Baltimore, Md. | 600 | 5,000 |
| WBAB | Atlantic City, N.J. | 1490 | 250 | †WCAP | Lowell, Mass. | 960 | D-1,000 |
| WBAC | Cleveland, Tenn. | 1340 | 250 | WCAV | Pontiac, Mich. | 1130 | D-1,000 *LS-50,000 *N-10,000 |
| WBAL | Baltimore, Md. | 1090 | 50,000 | WCAT | Rapid City, S.D. | 1230 | D-100 |
| WBAP | Ft. Worth, Tex. | 570 | 5,000 | WCAU | Philadelphia, Pa. | 1210 | 50,000 |
| WBAT | Marion, Ind. | 1600 | D-500 *250 | WCAV | Norfolk, Va. | 850 | 1,000 |
| WBAX | Wilkes-Barre, Pa. | 1240 | 250 | WCAW | Charleston, W.Va. | 1400 | 250 |
| WBAY | Green Bay, Wis. | 1360 | 5,000 | WCAW | Burlington, Vt. | 620 | 5,000 |
| WBBB | Burlington, N.C. | 920 | D-1,000 | WCAZ | Carthage, Ill. | 990 | D-1,000 |
| WBBC | Flint, Mich. | 1330 | 1,000 | WCBA | Corning, N.Y. | 1350 | D-1,000 |
| WBBL | Richmond, Va. | 1480 | SH-5,000 | WCBC | Anderson, Ind. | 1470 | D-1,000 |
| WBBM | Chicago, Ill. | 780 | 50,000 | WCBD | Chicago, Ill. | 820 | SH-5,000 |
| WBBO | Forest City, N.C. | 780 | D-1,000 | WCBI | Columbus, Miss. | 1340 | 250 |
| WBBO | Augusta, Ga. | 1340 | 250 | WCBM | Baltimore, Md. | 680 | LS-10,000 N-5,000 |
| WBBO | Brooklyn, N.Y. | 1330 | 5,000 | WCBS | New York, N.Y. | 880 | 50,000 |
| WBBO | Youngstown, O. | 1240 | 250 | WCBT | Roanoke Rapids, N.C. | 1230 | 250 |
| WBBO | Ponca City, Okla. | 1230 | 250 | WCCC | Hartford, Conn. | 1290 | D-500 |
| WBCC | Bethesda, Md. | 1120 | D-250 | WCCM | Lawrence, Mass. | 800 | D-1,000 |
| WBCK | Battle Creek, Mich. | 930 | 1,000 | WCCO | Minneapolis, Minn. | 830 | 50,000 |
| WBCK | Bay City, Mich. | 1440 | LS-1,000 N-500 250 | WCCP | Savannah, Ga. | 1450 | 250 |
| WBCK | Bessemer, Ala. | 1450 | 1,000 | WCDD | Carbondale, Pa. | 1230 | 250 |
| WBCK | Union, S.C. | 1400 | 1,000 | WCDD | Winchester, Tenn. | 1340 | 250 |
| WBCK | Pittsfield, Mass. | 1490 | 250 | WCED | Rocky Mt., N.C. | 810 | D-1,000 |
| WBCK | Elizabeth, Tenn. | 1240 | 250 | WCED | DuBois, Pa. | 1230 | 250 |
| WBCK | Beloit, Wis. | 1380 | D-1,000 | WCEN | Cambridge, Md. | 1240 | 100 |
| WBCK | Buffalo, N.Y. | 930 | 5,000 | WCEN | Mt. Pleasant, Mich. | 1150 | D-500 *LS-1,000 *N-500 |
| WBCK | Brockton, Mass. | 990 | D-1,000 | WCFC | Beckley, W.Va. | 730 | D-250 |
| WBCK | Beaver Dam, Wis. | 1430 | D-1,000 | WCFL | Chicago, Ill. | 1000 | 50,000 |
| WBCK | Chillicothe, O. | 1490 | 250 | WCFL | Clifton Forge, Va. | 1230 | 250 |
| WBCK | Atlanta, Ga. | 1340 | 250 | WCHA | Chambersburg, Pa. | 800 | D-1,000 |
| WBCK | Jesup, Ga. | 1370 | D-1,000 | †WCHF | New Orleans, La. | 1540 | LS-50,000 N-25,000 |
| WBCK | Fitzgerald, Ga. | 1240 | 250 | WCHS | Charleston, W.Va. | 580 | 5,000 |
| WBCK | Cartersville, Ga. | 1450 | 250 | WCHV | Charlottesville, Va. | 1240 | D-250 |
| WBCK | Huntsville, Ala. | 1230 | 250 | WCHL | Carbondale, Ill. | 1020 | D-1,000 |
| WBCK | Greensboro, N.C. | 1470 | 5,000 | WCJU | Columbia, Miss. | 1450 | 250 |
| WBCK | Booneville, Miss. | 1400 | 250 | WCKB | Dunn, N.C. | 780 | D-1,000 |
| WBCK | Knoxville, Tenn. | 1240 | D-500 | WCKY | Cincinnati, O. | 1530 | 50,000 |
| WBCK | Bristol, Conn. | 1440 | D-500 | WCLE | Cleveland, Miss. | 1490 | 250 |
| WBCK | Bedford, Ind. | 1340 | 250 | WCLI | Corning, N.Y. | 1540 | D-250 |
| WBCK | Eau Claire, Wis. | 1400 | D-500 | WCLO | Janesville, Wis. | 1230 | 250 |
| WBCK | West Bend, Wis. | 1470 | D-500 | WCLT | Newark, O. | 1430 | D-500 |
| WBCK | Dalton, Ga. | 1230 | 250 | WCMA | Corinth, Miss. | 1230 | 250 |
| WBCK | Clarksburg, W.Va. | 1400 | 250 | WCMB | Lemoyne, Pa. | 960 | D-1,000 |
| WBCK | Bedford, Va. | 1490 | 250 | WCMI | Ashland, Ky. | 1340 | 250 |
| WBCK | Baltimore, Md. | 750 | D-1,000 | WCMM | Arcadio, P.R. | 1290 | 1,000 |
| WBCK | Macon, Ga. | 1240 | 250 | WCMM | Canton, Ohio | 1060 | D-1,000 |
| WBCK | Boston, Mass. | 1090 | D-1,000 | WCNN | Connersville, Ind. | 1580 | D-250 |
| WBCK | Boonville, Ind. | 1540 | D-250 | WCNC | Elizabeth City, N.C. | 1240 | 250 |
| WBCK | Columbus, Ohio | 1460 | LS-5,000 N-1,000 | WCNH | Quincy, Fla. | 1230 | 250 |
| WBCK | New York, N.Y. | 1380 | 5,000 | WCNR | Bloomington, Pa. | 930 | D-500 |
| WBCK | Buffalo, N.Y. | 1400 | 250 | WCNT | Centralla, Ill. | 1210 | D-1,000 |
| WBCK | Galax, Va. | 1400 | 250 | WCNU | Crestview, Fla. | 1010 | D-1,000 |
| WBCK | Salisbury, Md. | 960 | 1,000 | WCNX | Middletown, Conn. | 1150 | D-500 |
| WBCK | New Orleans, La. | 800 | D-1,000 | WCOA | Pensacola, Fla. | 1370 | 5,000 |
| WBCK | Terre Haute, Ind. | 1230 | 250 | WCOE | Meridian, Miss. | 910 | LS-5,000 N-1,000 |
| WBCK | Lock Haven, Pa. | 1230 | 250 | WCOG | Greensboro, N.C. | 1320 | 1,000 |
| WBCK | Birmingham, Ala. | 960 | 5,000 | WCOH | Newman, Ga. | 1400 | 250 |
| WBCK | Ft. Lauderdale, Fla. | 1580 | D-250 | WCOJ | Coatesville, Pa. | 1420 | D-1,000 |
| WBCK | Pa. | 1340 | 250 | WCOL | Columbus, O. | 1230 | 250 |
| WBCK | Pittsfield, Mass. | 1340 | 250 | WCOM | Parkersburg, W.Va. | 1230 | 250 |
| WBCK | Marion, N.C. | 1250 | D-1,000 | WCOP | Boston, Mass. | 1150 | 5,000 |
| WBCK | Welch, W.Va. | 1340 | 250 | WCOR | Lebanon, Tenn. | 900 | D-250 |
| WBCK | Waterbury, Conn. | 1590 | 5,000 | WCOS | Columbia, S.C. | 1400 | 250 |
| WBCK | Bennettsville, S.C. | 1400 | 250 | WCOW | Lewistown, Me. | 1240 | 250 |
| WBCK | New Bedford, Mass. | 1230 | 100 | WCOV | Montgomery, Ala. | 1240 | D-1,000 |
| WBCK | Pensacola, Fla. | 1450 | 250 | WCPC | Cincinnati, O. | 1230 | 250 |
| WBCK | Charlotte, N.C. | 1110 | 50,000 | WCPS | Tarboro, N.C. | 760 | D-1,000 |
| WBCK | Batavia, N.Y. | 1490 | 250 | WCRA | Effingham, Ill. | 1090 | D-250 |
| WBCK | Williamson, W.Va. | 1400 | 250 | WCRA | Waltham, Mass. | 1330 | D-1,000 |
| WBCK | Danville, Va. | 1330 | LS-5,000 N-1,000 | WCRI | Scottsboro, Ala. | 1050 | D-250 |
| | | | | WCRC | Morrilton, Tenn. | 1450 | 250 |
| | | | | WCRO | Johnstown, Pa. | 1230 | 250 |
| | | | | WCRS | Greenwood, S.C. | 1450 | 250 |
| | | | | WCRT | Chicago, Ill. | 1240 | 100 |
| | | | | WCSC | Charleston, S.C. | 1390 | 5,000 |
| | | | | WCST | Portland, Me. | 970 | 5,000 |

| Call Letters | City | Freq- ency in KC | Power in Watts | Call Letters | City | Freq- ency in KC | Power in Watts |
|--------------|---------------------|---------------------|-----------------------|--------------|---------------------|---------------------|----------------------|
| WCSI | Columbus, Ind. | 1010 | D-250 | WENK | Union City, Tenn. | 1240 | 25 |
| WCSX | Amsterdam, N.Y. | 1490 | 250 | WENR | Chicago, Ill. | 860 | 50,000 |
| WCTA | Andalusia, Ala. | 1340 | 250 | WENT | Gloversville, N.Y. | 1340 | 25 |
| WCTC | New Brunswick, N.J. | 1450 | 250 | WENT | Elmira, N.Y. | 1230 | 25 |
| WCTT | Corbin, Ky. | 1400 | *890 | WEOA | Evansville, Ind. | 1400 | 25 |
| WCUE | Akron, O. | 1150 | D-1,000 | WEOL | Elyria, O. | 1390 | D-1,000 |
| WCUM | Cumberland, Md. | 1490 | 250 | WEPM | Martinsburg, W.Va. | 1340 | 25 |
| WCVA | Culpeper, Va. | 1490 | 250 | WERC | Erie, Pa. | 1260 | 5,000 |
| WCVI | Connellsville, Pa. | 1430 | 250 | WERD | Atlanta, Ga. | 860 | D-1,000 |
| WCVS | Springfield, Ill. | 1450 | 250 | WERE | Cleveland, O. | 1300 | 5,000 |
| WCYB | Bristol, Va. | 690 | D-10,000 | WERH | Hamilton, Ala. | 970 | D-1,000 |
| WDAD | Indiana, Pa. | 1450 | 250 | WERI | Westerly, R.I. | 1230 | 25 |
| WDAE | Tampa, Fla. | 1250 | 5,000 | WESA | Charleroi, Pa. | 940 | D-25 |
| WDAF | Kansas City, Mo. | 610 | 5,000 | WESB | Bradford, Pa. | 1490 | 25 |
| WDAK | Columbus, Ga. | 1340 | 250 | WESC | Greenville, S.C. | 660 | D-500 |
| WDAN | Danville, Ill. | 1490 | 250 | WEST | Easton, Pa. | 1400 | 2 |
| WDAR | Savannah, Ga. | 1400 | 250 | WESX | Salem, Mass. | 1230 | 2 |
| WDAY | Philadelphia, Pa. | 1400 | 250 | WETB | Johnson City, Tenn. | 790 | D-1,000 |
| WDAY | Fargo, N.D. | 970 | 5,000 | WETO | Gadsden, Ala. | 930 | D-1,000 |
| WDDB | Escanaba, Mich. | 690 | 1,000 | WEVD | New York, N.Y. | 1390 | 5,000 |
| WDBJ | Roanoke, Va. | 960 | 5,000 | WEVE | Eveleth, Minn. | 1340 | 2 |
| WDBL | Springfield, Tenn. | 1430 | D-1,000 | WEW | St. Louis, Mo. | 770 | D-1,000 |
| WDBO | Orlando, Fla. | 580 | 5,000 | WEWO | Laurinburg, N.C. | 1080 | D-1,000 |
| WDEC | Americus, Ga. | 1230 | 250 | WEXL | Royal Oak, Mich. | 1340 | 2 |
| WDEF | Chattanooga, Tenn. | 1370 | LS-5,000 N-1,000 | WFAA | Dallas, Tex. | 570 | 5,000 |
| WDEL | Wilmington, Del. | 1150 | 5,000 | WFAS | White Plains, N.Y. | 1230 | 25 |
| WDEM | Providence, R.I. | 1290 | D-500 | WFAU | Augusta, Me. | 1340 | 25 |
| WDEV | Waterbury, Vt. | 550 | 1,000 | WFAK | Park Church, Va. | 1220 | D-1,000 |
| WDGY | Minneapolis, Minn. | 1130 | LS-50,000 N-25,000 | WFB | Greenville, S.C. | 1330 | 5,000 |
| WDHL | Bradenton, Fla. | 1490 | D-250 | WFBG | Altoona, Pa. | 1340 | 25 |
| WDIA | Memphis, Tenn. | 730 | D-250 | WFBK | Syracuse, N.Y. | 1390 | 5,000 |
| WDIG | Dothan, Ala. | 1450 | 250 | WFBM | Indianapolis, Ind. | 1260 | 5,000 |
| WDKD | Kingsree, S.C. | 1300 | D-1,000 | WFBH | Baltimore, Md. | 1300 | 5,000 |
| WDLA | Watson, N.Y. | 1270 | D-1,000 | WFCB | Kunkirk, N.Y. | 1410 | 5,000 |
| WDLB | Marshfield, Wis. | 1450 | 250 | WFCE | Providence, R.I. | 1420 | 1,000 |
| WDLP | Panama City, Fla. | 590 | 1,000 | WFDF | Flint, Mich. | 910 | 5,000 |
| WDMG | Douglas, Ga. | 860 | D-1,000 | WFDA | Manchester, N.H. | 1370 | 5,000 |
| WDMJ | Marquette, Mich. | 1340 | *1,320 | WFB | Sylacauga, Ala. | 1340 | 25 |
| WDNC | Durham, N.C. | 620 | LS-5,000 N-1,000 | WFB | Indianapolis, Ind. | 1260 | 5,000 |
| WDNE | Elkins, W.Va. | 1240 | 250 | WFBH | Baltimore, Md. | 1300 | 5,000 |
| WDOD | Chattanooga, Tenn. | 1310 | 5,000 | WFCB | Kunkirk, N.Y. | 1410 | 5,000 |
| WDOK | Cleveland, O. | 1260 | 5,000 | WFCE | Providence, R.I. | 1420 | 1,000 |
| WDOS | Oneonta, N.Y. | 1400 | 250 | WFDF | Flint, Mich. | 910 | 5,000 |
| WDOW | Dover, Del. | 1410 | D-1,000 | WFDA | Manchester, N.H. | 1370 | 5,000 |
| WDRC | Hartford, Conn. | 1360 | 5,000 | WFB | Sylacauga, Ala. | 1340 | 25 |
| WDSC | Dillon, S.C. | 800 | D-1,000 | WFB | Indianapolis, Ind. | 1260 | 5,000 |
| WDSG | Dyersburg, Tenn. | 1450 | 250 | WFB | Baltimore, Md. | 1300 | 5,000 |
| WDSM | Superior, Wis. | 710 | 5,000 | WFB | Kunkirk, N.Y. | 1410 | 5,000 |
| WDSR | Lake City, Fla. | 1340 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WDSU | New Orleans, La. | 1280 | 5,000 | WFB | Flint, Mich. | 910 | 5,000 |
| WDUN | Gainesville, Ga. | 1400 | 250 | WFB | Manchester, N.H. | 1370 | 5,000 |
| WDUZ | Green Bay, Wis. | 1400 | 250 | WFB | Sylacauga, Ala. | 1340 | 25 |
| WDVA | Danville, Va. | 1250 | LS-5,000 N-1,000 | WFB | Indianapolis, Ind. | 1260 | 5,000 |
| WDWB | Dawson, Ga. | 990 | D-1,000 | WFB | Baltimore, Md. | 1300 | 5,000 |
| WDWS | Champaign, Ill. | 1400 | 250 | WFB | Kunkirk, N.Y. | 1410 | 5,000 |
| WDXB | Chattanooga, Tenn. | 1490 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WDXI | Jackson, Tenn. | 1310 | LS-5,000 N-1,000 | WFB | Flint, Mich. | 910 | 5,000 |
| WDYK | Cumberland, Md. | 1230 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WDZ | Decatur, Ill. | 1050 | D-1,000 | WFB | Flint, Mich. | 910 | 5,000 |
| WEAB | Greer, S.C. | 800 | D-250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAM | Arlington, Va. | 1390 | 5,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAN | Providence, R.I. | 790 | 5,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAR | Pensacola, Fla. | 1230 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAS | Decatur, Ga. | 1010 | D-10,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAT | Lake Worth, Fla. | 1490 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAU | Eau Claire, Wis. | 790 | 5,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAV | Plattsburg, N.Y. | 960 | 1,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEAV | Duluth, Minn. | 1320 | 5,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEBJ | Brownsville, Ala. | 1240 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEBK | Tampa, Fla. | 1590 | D-1,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEBQ | Harrisburg, Ill. | 1240 | 250 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEBR | Buffalo, N.Y. | 970 | 5,000 | WFB | Providence, R.I. | 1420 | 1,000 |
| WEDC | Chicago, Ill.</ | | | | | | |

| Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts |
|--------------|-----------------------|-----------------|----------------|--------------|----------------------|-----------------|----------------|--------------|--------------------------------|-----------------|----------------|--------------|---------------------|-----------------|----------------|
| WGCB | Red Lion, Pa. | 1440 | D-1,000 | WHHM | Memphis, Tenn. | 1340 | 250 | WINA | Charlottesville, Va. | 1280 | D-1,000 | WJPF | Herrin, Ill. | 1340 | 250 |
| WGCD | Chester, S.C. | 1490 | 250 | WHIM | Providence, R.I. | 1110 | D-1,000 | WINC | Winchester, Va. | 1480 | 250 | WJPG | Green Bay, Wis. | 810 | D-1,000 |
| WGCM | Guilford, Miss. | 1240 | 250 | WHIN | Gallatin, Tenn. | 1010 | D-1,000 | WIND | Chicago, Ill. | 580 | 5,000 | WJQJ | Green Bay, Wis. | 1440 | *1,000 |
| WGEM | Quincy, Ill. | 1440 | 1,000 | WHIO | Dayton, Ohio | 1290 | 5,000 | WING | Dayton, Ohio | 1410 | 5,000 | WJQR | Greenville, Miss. | 1340 | *N-500 |
| WGES | Chicago, Ill. | 1390 | 5,000 | WHIP | Mooreville, N.C. | 1350 | D-1,000 | WINK | Ft. Myers, Fla. | 1240 | 250 | WJPS | Evansville, Ind. | 1330 | LS-5,000 |
| WGET | Gettysburg, Pa. | 1450 | 250 | WHIR | Danville, Ky. | 1230 | 250 | WINN | Louisville, Ky. | 1240 | 250 | WJQS | Jackson, Miss. | 1400 | 2,000 |
| WGEZ | Beloit, Wis. | 1490 | 100 | WHIS | Bluefield, W.Va. | 1440 | 5,000 | WINR | Binghamton, N.Y. | 1490 | 250 | WJR | Detroit, Mich. | 780 | 50,000 |
| WGFG | Kalamazoo, Mich. | 1360 | 1,000 | WHIT | New Bern, N.C. | 1450 | 250 | WINS | New York, N.Y. | 1010 | LS-50,000 | WJRD | Tuscaloosa, Ala. | 1150 | LS-5,000 |
| WGGA | Gainesville, Ga. | 1240 | 250 | WHIZ | Zanesville, Ohio | 1240 | 250 | WINX | Washington, D.C. | 1340 | 250 | WJRW | Altoona, Pa. | 1290 | LS-1,000 |
| WGGL | Gainesville, Fla. | 1230 | 250 | WHJB | Greensburg, Pa. | 620 | LS-1,000 | WINZ | Hollywood, Fla. | 940 | 1,000 | WJSA | Altoona, Pa. | 1290 | LS-1,000 |
| WGHH | Marion, Ill. | 1150 | D-500 | †WHJC | Matewan, W. Va. | 1360 | D-1,000 | WIOD | Miami, Fla. | 610 | 5,000 | WJTB | Jamestown, N.Y. | 1240 | 250 |
| WGHN | Grand Haven, Mich. | 1490 | 250 | WHK | Cleveland, Ohio | 1420 | 5,000 | WIOU | Kokomo, Ind. | 1350 | 1,000 | WJVA | South Bend, Ind. | 1580 | D-250 |
| WGIG | Brunswick, Ga. | 1440 | 1,000 | WHKC | Columbus, Ohio | 610 | 5,000 | WIP | Philadelphia, Pa. | 610 | 5,000 | WJWB | Jacksonville, Fla. | 1010 | D-250 |
| WGIL | Galesburg, Ill. | 1400 | 250 | WHKK | Akron, Ohio | 640 | LS-1,000 | †WIPK | Lake Wales, Fla. | 1280 | D-1,000 | WJWL | Cleveland, Ohio | 850 | 5,000 |
| WGIV | Charlotte, N.C. | 1600 | D-1,000 | WHKP | Hendersonville, N.C. | 1450 | 250 | WIRA | Rio Piedros, P.R. | 940 | 10,000 | †WJWV | Georgetown, Del. | 900 | D-1,000 |
| WGKV | Charleston, W. Va. | 1490 | 250 | WHKY | Hickory, N.C. | 1290 | LS-5,000 | WIRE | Ft. Pierce, Fla. | 1400 | 250 | WJXN | Jackson, Miss. | 1450 | 250 |
| WGL | Ft. Wayne, Ind. | 1250 | 1,000 | WHLD | Niagara Falls, N.Y. | 1270 | 5,000 | WIRB | Enterprise, Ala. | 1230 | 250 | WJZ | New York, N.Y. | 770 | 50,000 |
| WGLC | Centerville, Miss. | 1580 | D-250 | WHLF | Virginia, Minn. | 1400 | 250 | WIRC | Hickory, N.C. | 630 | D-1,000 | WJZM | Clarksville, Tenn. | 1400 | 250 |
| WGLS | Decatur, Ga. | 870 | D-1,000 | WHLG | So. Boston, Va. | 1400 | 250 | WIRE | Indianapolis, Ind. | 1430 | 5,000 | WKAB | Mobile, Ala. | 840 | D-1,000 |
| WGMS | Washington, D.C. | 570 | D-1,000 | WHLI | Hempstead, N.Y. | 1100 | D-2,500 | WIRK | Humboldt, Tenn. | 740 | D-250 | WKAI | Macomb, Ill. | 1510 | D-250 |
| WGN | Chicago, Ill. | 720 | 50,000 | WHLL | Wheeling, W. Va. | 1600 | D-5,000 | WIRL | W. Palm Beach, Fla. | 1290 | 1,000 | WKAL | Rome, N.Y. | 1450 | 250 |
| WGNB | Gaston, N.C. | 1450 | 250 | WHLN | Harlan, Ky. | 1230 | 250 | WIRY | Peoria, Ill. | 1290 | 5,000 | WKAM | Warsaw, Ind. | 1220 | D-250 |
| WGNR | Wilmington, N.C. | 1340 | 250 | WHLS | Port Huron, Mich. | 1450 | 250 | WIS | Plattsburg, N.Y. | 1340 | 250 | WKAN | Kankakee, Ill. | 1320 | D-1,000 |
| WGNV | New Rochelle, N.Y. | 1460 | D-500 | WHMA | Anniston, Ala. | 1450 | 250 | WISC | Columbia, S.C. | 560 | 5,000 | WKAP | Allentown, Pa. | 1580 | D-1,000 |
| WGNW | Murfreesboro, Tenn. | 1450 | 250 | WHMP | Northampton, Mass. | 1400 | 250 | WISD | Madison, Wis. | 1480 | 1,000 | WKAT | San Juan, P.R. | 620 | 5,000 |
| WGNX | Newburgh, N.Y. | 1220 | D-1,000 | WHNB | Henderson, N.C. | 890 | D-1,000 | WISH | Asheville, N.C. | 1230 | 250 | WKAR | E. Lansing, Mich. | 870 | D-5,000 |
| WGOV | Vadosta, Ga. | 950 | LS-5,000 | WHOC | Des Moines, Ia. | 1040 | 50,000 | WISL | Indianapolis, Ind. | 1310 | LS-5,000 | WKAT | Miami Beach, Fla. | 1360 | LS-5,000 |
| WGPA | Bethlehem, Pa. | 1100 | D-250 | WHOD | Philadelphia, Miss. | 1490 | 250 | WISN | Shamokin, Pa. | 1480 | 1,000 | WKAX | Birmingham, Ala. | 900 | D-1,000 |
| WGPC | Albany, Ga. | 1450 | 250 | WHOK | Hempstead, Pa. | 860 | D-250 | WISR | Milwaukee, Wis. | 1150 | 5,000 | WKAY | Glasgow, Ky. | 1490 | 250 |
| WGR | Buffalo, N.Y. | 550 | 5,000 | WHOL | Lancaster, O. | 1320 | D-500 | WITA | Buier, Pa. | 680 | D-250 | WKBB | Dubuque, Ia. | 1490 | 250 |
| WGRA | Cairo, Ga. | 1300 | D-1,000 | WHOM | Allentown, Pa. | 1230 | 250 | WITZ | San Juan, P.R. | 1400 | 250 | WKBC | N. Wilkesboro, N.C. | 810 | D-1,000 |
| WGRB | Louisville, Ky. | 790 | LS-5,000 | WHOP | New York, N.Y. | 1480 | 5,000 | WIVI | Christiansted, St. Croix, V.I. | 1230 | 250 | WKBI | La Crosse, Wis. | 1410 | 5,000 |
| WGRD | Grand Rapids, Mich. | 1410 | D-1,000 | WHOO | Orlando, Fla. | 990 | LS-10,000 | WIVY | Jacksonville, Fla. | 1050 | D-1,000 | WKBN | St. Mary's, Pa. | 1400 | 250 |
| WGRM | Greenwood, Miss. | 1240 | 250 | WHOP | Hopkinsville, Ky. | 1230 | 250 | WJZE | Springfield, O. | 1340 | 250 | WKBO | Youngstown, O. | 570 | 5,000 |
| WGRN | Bay City, Mich. | 1260 | D-500 | WHOS | Decatur, Ala. | 800 | D-1,000 | WJAG | Johnstown, Pa. | 1400 | 250 | WKBR | Harrisburg, Pa. | 1230 | 250 |
| WGRV | Greenville, Tenn. | 1340 | 250 | WHOT | South Bend, Ind. | 1490 | 250 | WJAG | Johnston, Nebr. | 780 | LS-1,000 | WKBS | Manchester, N.H. | 1240 | 250 |
| WGRY | Gary, Ind. | 1370 | D-500 | †WHOU | Houlton, Me. | 1400 | 250 | WJAS | Providence, R.I. | 920 | 5,000 | WKBS | Oyster Bay, L.I. | 1520 | D-250 |
| WGSM | Huntington, N.Y. | 740 | D-1,000 | WHOW | Clinton, Ill. | 1520 | D-1,000 | WJAT | Pittsburgh, Pa. | 1320 | 5,000 | WKCB | Richmond, Ind. | 1490 | 250 |
| WGST | Atlanta, Ga. | 920 | LS-5,000 | WHP | Harrisburg, Pa. | 1460 | LS-5,000 | WJAX | Swaitsboro, Ga. | 800 | D-1,000 | WKCB | Buffalo, N.Y. | 1520 | 50,000 |
| WGSV | Guntersville, Ala. | 1270 | D-1,000 | WHPE | High Point, N.C. | 1070 | D-1,000 | WJAX | Jacksonville, Fla. | 930 | 5,000 | WKCB | Muskegon, Mich. | 850 | 1,000 |
| WGT | Summerville, Ga. | 950 | D-1,000 | WHPR | Ann Arbor, Mich. | 1600 | 1,000 | WJBY | Hullins, S.C. | 1280 | D-1,000 | WKCT | Bowling Green, Ky. | 930 | LS-1,000 |
| WGTG | Greenville, N.C. | 1590 | LS-5,000 | WHSC | Hartsville, S.C. | 1450 | 250 | WJBB | Mullins, S.C. | 1280 | 250 | WKDA | Nashville, Tenn. | 1240 | 250 |
| WGTN | Kannapolis, N.C. | 870 | D-1,000 | WHSY | Hattiesburg, Miss. | 1230 | 250 | WJBC | Elkington, Ill. | 1230 | 250 | WKDE | Newberry, S.C. | 1240 | 250 |
| WGTN | Wilson, N.C. | 590 | 5,000 | WHTB | Talladega, Ala. | 1230 | 250 | WJBF | Augusta, Ga. | 1230 | 250 | WKDN | Camden, N.J. | 800 | D-1,000 |
| WGTN | Georgetown, S.C. | 1400 | 250 | WHTC | Holland, Mich. | 1450 | 250 | WJBK | Detroit, Mich. | 1490 | 250 | WKDU | Griffin, Ga. | 1450 | 250 |
| GUY | Bangor, Maine | 1450 | 250 | WHTD | Huntington, W. Va. | 800 | D-1,000 | WJBO | Baton Rouge, La. | 1150 | 5,000 | WKDY | Covington, Va. | 1340 | 250 |
| GVA | Geneva, N.Y. | 1240 | 250 | WHTN | Huntington, W. Va. | 800 | D-1,000 | WJBS | Deland, Fla. | 1490 | 250 | WKEN | Knoxville, Tenn. | 1340 | 250 |
| GVM | Greenville, Miss. | 1260 | D-1,000 | WHUB | Cookeville, Tenn. | 1400 | 250 | WJBW | New Orleans, La. | 1230 | 250 | WKFC | Hazard, Ky. | 1340 | 250 |
| GWC | Wadsworth, N.Y. | 1340 | 250 | WHUC | Hudson, N.Y. | 1230 | 250 | WJBY | Gadsden, Ala. | 1240 | 250 | WKGD | Urban, Ill. | 1580 | D-250 |
| GWD | Selma, Ala. | 1340 | 250 | WHUD | Reading, Pa. | 1240 | 250 | WJCD | Seymour, Ind. | 1390 | D-500 | WKID | Urban, Ill. | 1580 | D-250 |
| GWR | Asheboro, N.C. | 1260 | D-1,000 | WHUN | Huntington, Pa. | 1400 | 250 | WJCM | Sebring, Fla. | 1340 | 100 | WKIP | Poughkeepsie, N.Y. | 1450 | 250 |
| GY | Schenectady, N.Y. | 810 | 50,000 | WHVR | Hanover, Pa. | 1280 | LS-1,000 | WJDA | Quincy, Mass. | 1300 | D-1,000 | WKJB | Mayaguez, P.R. | 710 | LS-1,000 |
| GYV | Greenville, Ala. | 1400 | 250 | WHWB | Rutland, Vt. | 1000 | D-1,000 | WJDF | Jackson, Miss. | 1300 | LS-5,000 | WKJC | Ft. Wayne, Ind. | 1380 | 5,000 |
| GYW | Madison, Wis. | 970 | D-5,000 | WHWL | Nanticoke, Pa. | 730 | D-1,000 | WJEF | Grand Rapids, Mich. | 1230 | 250 | WKLA | Ludington, Mich. | 1450 | 250 |
| HAI | Greenfield, Mass. | 1240 | 250 | WHWN | Holyoke, Mass. | 560 | 1,000 | WJEH | Gallipolis, O. | 990 | D-250 | WKLF | Clanton, Ala. | 980 | D-1,000 |
| HAK | Rogers City, Mich. | 960 | D-1,000 | WHYU | Newport News, Va. | 1270 | D-1,000 | WJEL | Hagerstown, Md. | 1240 | 250 | WKLG | Cloquet, Minn. | 1230 | 250 |
| HAL | Shelbyville, Tenn. | 1400 | 250 | WIAC | San Juan, P.R. | 580 | 5,000 | WJEL | Springfield, O. | 1600 | D-500 | WKLO | Louisville, Ky. | 1080 | LS-5,000 |
| HAM | Rochester, N.Y. | 1180 | 50,000 | †WIAM | Williamston, N.C. | 900 | D-1,000 | WJFR | Dover, Ohio | 1450 | 250 | WKLV | Blackstone, Va. | 1490 | 250 |
| HAN | Charleston, S.C. | 1340 | 250 | WIBA | Madison, Wis. | 1310 | 5,000 | WJGS | Bowling Green, Ky. | 1340 | 250 | WKLX | Lexington, Ky. | 1300 | 1,000 |
| HAR | Hopewell, Va. | 1340 | 250 | WIBB | Macon, Ga. | 1280 | D-1,000 | WJHL | Johnson City, Tenn. | 910 | LS-5,000 | WKLY | Hartwell, Ga. | 860 | D-1,000 |
| HAP | Clarksburg, W. Va. | 1340 | 250 | WIBC | Indianapolis, Ind. | 1070 | LS-50,000 | WJHM | Opelika, Ala. | 1400 | 250 | WKMA | Quitman, Ga. | 1490 | 250 |
| HAS | Louisville, Ky. | 840 | 50,000 | WIBG | Philadelphia, Pa. | 990 | 10,000 | WJHP | Jacksonville, Fla. | 1320 | 5,000 | WKMH | Dearborn, Mich. | 1310 | LS-5,000 |
| HAT | Philadelphia, Pa. | 1340 | 250 | WIBK | Knoxville, Tenn. | 800 | D-1,000 | WJIG | Tullahoma, Tenn. | 740 | D-250 | WKNA | Charleston, W. Va. | 950 | LS-5,000 |
| HAV | Haverhill, Mass. | 1490 | 250 | †WIBL | Beverly, Mass. | 1540 | D-250 | WJIM | Lansing, Mich. | 1240 | 250 | WKNB | New Britain, Conn. | 840 | D-1,000 |
| HAW | Weston, W. Va. | 1450 | 250 | WIBM | Jackson, Mich. | 1450 | 250 | WJIS | Savannah, Ga. | 900 | D-1,000 | WKNC | Keene, N.H. | 1290 | 5,000 |
| HAY | New Britain, Conn. | 910 | 5,000 | WIBR | Baton Rouge, La. | 1220 | D-250 | WJJD | Chicago, Ill. | 1160 | LS-50,000 | WKND | Muskegon, Mich. | 1600 | LS-5,000 |
| HAZ | Troy, N.Y. | 1330 | 1,000 | WIBS | Santurce, P.R. | 1200 | *1,000 | WJJE | Montgomery, Ala. | 1170 | LS-10,000 | WKNE | Saginaw, Mich. | 1210 | D-1,000 |
| HB | Kansas City, Mo. | 710 | LS-10,000 | WIBU | Poynette, Wis. | 1240 | 250 | WJJK | Niagara Falls, N.Y. | 1440 | D-1,000 | WKNY | Kingston, N.Y. | 1490 | 250 |
| HBB | Selma, Ala. | 1490 | 250 | WIBV | Belleville, Ill. | 1060 | D-250 | WJLL | Niagara Falls, N.Y. | 1440 | D-1,000 | WKOP | Sunbury, Pa. | 1240 | 250 |
| HBC | Canton, Ohio | 1480 | 5,000 | WIBW | Topeka, Kans. | 580 | 5,000 | WJLM | Lewisburg, Tenn. | 1490 | 250 | WKOP | Binghamton, N.Y. | 1360 | LS-1,000 |
| HBF | Rock Island, Ill. | 1270 | 5,000 | WIBX | Utica, N.Y. | 950 | 5,000 | WJLB | Detroit, Mich. | 1400 | 250 | WKOW | Madison, Wis. | 1070 | LS-10,000 |
| HBI | Newark, N.J. | 1280 | LS-2,500 | WICA | Ashtabula, Ohio | 970 | LS-5,000 | WJLD | Bessemer, Ala. | 1400 | 250 | WKOX | Framingham, Mass. | 1190 | D-1,000 |
| HBL | Sheboygan, Wis. | 1330 | LS-1,000 | WICC | Bridgeport, Conn. | 600 | LS-1,000 | WJLK | Asbury Park, N.J. | 1310 | 250 | WKOZ | Bluefield, W. Va. | 1240 | 250 |
| HBO | Sulphur Springs, Fla. | 1050 | D-250 | WICH | Norwich, Conn. | 1400 | N-500 | WJLS | Beckley, W. Va. | 560 | LS-1,000 | WKPA | New Kensington, Pa. | 1150 | D-250 |
| HBQ | Memphis, Tenn. | 580 | LS-5,000 | WICY | Malone, N.Y. | 1490 | 250 | WJMA | Orange, Va. | 1340 | | | | | |

AM Stations by Call Letters

(Continued from page 561)

| Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts |
|--------------|---------------------|-----------------|---------------------|--------------|---------------------|-----------------|-----------------------|--------------|---------------------|-----------------|----------------------|
| WKVM | Arecibo, P.R. | 1230 | 250 | WMAZ | Macon, Ga. | 940 | 10,000 | WNBC | New York, N.Y. | 660 | 50,000 |
| WKWV | Key West, Fla. | 1600 | 500 | WMBC | Macon, Miss. | 1400 | 250 | WNBF | Binghamton, N.Y. | 1290 | 5,000 |
| WKWK | Wheeling, W.Va. | 1400 | 250 | WMBD | Peoria, Ill. | 1470 | 5,000 | WNBH | New Bedford, Mass. | 1340 | 250 |
| WKXL | Concord, N.H. | 1450 | 250 | WMBG | Richmond, Va. | 1380 | 5,000 | WNBS | Murray, Ky. | 1340 | 250 |
| WKXY | Sarasota, Fla. | 1540 | D-1,000 | WMBH | Joplin, Mo. | 1450 | 250 | WNBZ | Saranac Lake, N.Y. | 1450 | 250 |
| WKY | Okla. City, Okla. | 930 | 5,000 | WMBI | Chicago, Ill. | 1110 | LS-5,000 L-N-5,000 | WNCC | Barnesboro, Pa. | 950 | D-500 |
| WKYB | Paducah, Ky. | 800 | D-1,000 | WMBL | Morehead City, N.C. | 740 | D-1,000 | WNDB | Daytona Beach, Fla. | 1150 | D-1,000 |
| WKYW | Louisville, Ky. | 900 | D-1,000 | WMBM | Miami Beach, Fla. | 800 | D-1,000 | †WNDI | Montevallo, Ala. | 730 | D-250 |
| WKZO | Kalamazoo, Mich. | 590 | 5,000 | WMBN | Petoskey, Mich. | 1340 | 250 | WNRD | Syracuse, N.Y. | 1260 | 5,000 |
| WLAC | Nashville, Tenn. | 1510 | 50,000 | WMBR | Auburn, N.Y. | 1340 | 250 | WNEB | Worcester, Mass. | 1230 | 250 |
| WLAD | Danbury, Conn. | 800 | D-250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNEP | San Juan, P.R. | 860 | 5,000 |
| WLAG | LaGrange, Ga. | 1240 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNER | Live Oak, Fla. | 1450 | 250 |
| WLAK | Lakeland, Fla. | 1430 | 1,000 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNEW | New York, N.Y. | 1130 | 10,000 |
| WLAM | Lewiston, Me. | 1470 | 5,000 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNEX | Macon, Ga. | 1400 | 250 |
| WLAN | Lancaster, Pa. | 1390 | 1,000 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNGO | Mayfield, Ky. | 1320 | D-1,000 |
| WLAP | Lexington, Ky. | 630 | LS-5,000 N-1,000 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNHC | New Haven, Conn. | 1340 | 250 |
| WLAQ | Rome, Ga. | 1410 | 1,000 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNJR | Newark, N.J. | 1430 | 5,000 |
| WLAR | Athens, Tenn. | 1450 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNLC | New London, Conn. | 1490 | 250 |
| WLAT | Conway, S.C. | 1490 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNLK | New London, Conn. | 1490 | 250 |
| WLAU | Laurel, Miss. | 1490 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNLP | Norwalk, Conn. | 1350 | 500 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNMP | Evanston, Ill. | 1590 | D-1,000 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNNE | Newton, N.C. | 1230 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNNT | Warsaw, Va. | 690 | D-250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOE | New Orleans, La. | 1060 | LS-50,000 N-5,000 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Columbia, S.C. | 1230 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOF | Newport, Ky. | 740 | D-1,000 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOG | Norfolk, Va. | 1230 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOH | York, Pa. | 1250 | D-1,000 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOI | Knoxville, Tenn. | 990 | 10,000 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOJ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOX | Knoxville, Tenn. | 990 | 10,000 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOY | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOZ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOA | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOB | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOC | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOE | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOF | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOG | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOH | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOI | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOJ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOX | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOY | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOZ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOA | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOB | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOC | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOE | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOF | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOG | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOH | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOI | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOJ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOX | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOY | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOZ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOA | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOB | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOC | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOE | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOF | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOG | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOH | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOI | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOJ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOX | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOY | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOZ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOA | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOB | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOC | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOE | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOF | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOG | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOH | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOI | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOJ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOX | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOY | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOZ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOA | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOB | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOC | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOE | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOF | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOG | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOH | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOI | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOJ | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOK | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOX | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOY | Norton, Va. | 1450 | 250 |
| WLAU | Grand Rapids, Mich. | 1340 | 250 | WMBR | Jacksonville, Fla. | 1460 | 5,000 | WNOZ | Norton, Va. | 1 | |

| Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts | Call Letters | City | Frequency in KC | Power in Watts |
|--------------|------------------------------------|-----------------|----------------|--------------|------------------------------------|-----------------|----------------|--------------|-----------------------|-----------------|----------------|--------------|--------------------|-----------------|----------------|
| WSAV | Savannah, Ga. | 630 | 5,000 | WSRS | Cleveland Hgts., O. | 1490 | 250 | WTNC | Thomasville, N.C. | 790 | D-1,000 | WVOP | Vidalia, Ga. | 1450 | 250 |
| WSAY | Rochester, N.Y. | 1370 | 1,000 | WSSB | Durham, N.C. | 1490 | 250 | WTND | Orangeburg, S.C. | 1270 | D-1,000 | WVOS | Liberty, N.Y. | 1240 | 250 |
| WSAZ | Huntington, W.Va. | 930 | LS-5,000 | WSSO | Starkville, Miss. | 1230 | 250 | WTNJ | Trenton, N.J. | 1300 | D-250 | WVOT | Wilson, N.C. | 1420 | LS-1,000 |
| WSB | Atlanta, Ga. | 750 | 50,000 | WSSV | Petersburg, Va. | 1240 | 250 | WTNS | Coshocton, Ohio | 1580 | D-1,000 | †WVOW | Logan, W.Va. | 1290 | LS-5,000 |
| WSBA | York, Pa. | 910 | 1,000 | WSTA | Charlotte Amalie, St. Thomas, V.I. | 1340 | 250 | WTNT | Tallahassee, Fla. | 1450 | 250 | | | | |
| †WSBB | New Smyrna Beach, Fla. | 1230 | 100 | †WSTB | Sturgeon Bay, Wis. | 1050 | D-250 | WTOB | Winston-Salem, N.C. | 1380 | 1,000 | WVPO | Stroudsburg, Pa. | 840 | D-250 |
| WSBC | Chicago, Ill. | 1240 | 250 | WSTC | Stamford, Conn. | 1400 | 250 | WTOC | Savannah, Ga. | 1290 | 5,000 | †WVSC | Somerset, Pa. | 990 | D-250 |
| WSBT | South Bend, Ind. | 960 | 5,000 | WSTP | Salisbury, N.C. | 1490 | 250 | WTOE | Toledo, Ohio | 1560 | D-1,000 | WVVW | Fairmont, W.Va. | 1490 | 250 |
| WSCR | Scranton, Pa. | 1000 | D-1,000 | †WSTR | Sturgis, Mich. | 1460 | D-500 | WTKO | Meridian, Miss. | 1450 | 250 | WVWB | Vineland, N.J. | 1380 | D-1,000 |
| | | *1320 | *LS-1,000 | WSTV | Steubenville, Ohio | 1340 | 250 | WTOL | Toledo, Ohio | 1230 | 250 | WVWC | Gary, Ind. | 1270 | *1,000 |
| | | | *N-500 | WSUI | Iowa City, Iowa | 910 | 5,000 | WTOM | Bloomington, Ind. | 1490 | 250 | WVVO | Waterbury, Conn. | 1240 | 250 |
| WSDC | Marine City, Mich. | 1590 | D-1,000 | WSUN | St. Petersburg, Fla. | 620 | 5,000 | WTOP | Staunton, Va. | 1400 | 250 | WVWC | Washington, D.C. | 1260 | 5,000 |
| WSDR | Sterling, Ill. | 1240 | 100 | WSVA | Harrisonburg, Va. | 550 | 1,000 | WTRP | Torrington, Conn. | 1490 | 250 | WWEZ | New Orleans, La. | 690 | 5,000 |
| WSFA | Montgomery, Ala. | 1400 | 1,000 | WSVS | Crewe, Va. | 800 | D-1,000 | WTPS | Paris, Tenn. | 710 | D-250 | WVGP | Sanford, N.C. | 1050 | D-1,000 |
| WSFC | Somersett, Ky. | 1240 | 250 | WSWN | Belle Glade, Fla. | 900 | D-1,000 | WTRC | New Orleans, La. | 900 | LS-1,000 | WVGS | Tifton, Ga. | 1340 | 250 |
| WSFL | Springfield, Mass. | 1600 | D-5,000 | WSYB | Rutland, Vt. | 1380 | 1,000 | WTRF | Elkhart, Ind. | 1340 | 250 | WVHG | Hornell, N.Y. | 1590 | D-1,000 |
| WSFT | Thomaston, Ga. | 1220 | D-250 | WSYR | Syracuse, N.Y. | 570 | 5,000 | WTRR | Bellaire, O. | 1290 | D-1,000 | †WVJN | Baltimore, Md. | 1400 | 250 |
| WSGC | Elberton, Ga. | 1400 | 250 | WTAC | Flint, Mich. | 600 | LS-1,000 | WTRT | Sanford, Fla. | 1400 | 250 | WVWL | Detroit, Mich. | 950 | 5,000 |
| WSGN | Birmingham, Ala. | 610 | LS-5,000 | WTAD | Quincy, Ill. | 930 | 1,000 | WTRY | Troy, N.Y. | 980 | 5,000 | WVWN | New Orleans, La. | 870 | 50,000 |
| WSGW | Saginaw, Mich. | 790 | 1,000 | WTAG | Worcester, Mass. | 580 | 5,000 | WWSA | Brattleboro, Vt. | 1450 | 250 | WVWN | Fayetteville, N.C. | 1230 | 250 |
| WSHB | Stillwater, Minn. | 1220 | D-250 | WTAL | Tallahassee, Fla. | 1270 | 5,000 | WWSB | Lumberton, N.C. | 1340 | 250 | WVWNH | Rochester, N.H. | 930 | D-1,000 |
| WSIC | Statesville, N.C. | 1400 | 250 | WTAM | Cleveland, Ohio | 1100 | 50,000 | WWSL | Hanover, N.H. | 1400 | 250 | WVWNR | Beckley, W.Va. | 1450 | *LS-1,000 |
| WSID | Essex, Md. | 1010 | D-1,000 | WTAN | Clearwater, Fla. | 1340 | 250 | WTSP | St. Petersburg, Fla. | 1380 | 5,000 | | | | |
| WSIP | Paintsville, Ky. | 1490 | 250 | WTAO | Cambridge, Mass. | 740 | D-250 | WTSV | Claremont, N.H. | 1230 | 250 | WVNS | Statesboro, Ga. | 1490 | 250 |
| WSIR | Winter Haven, Fla. | 1490 | 250 | WTAQ | La Grange, Ill. | 1300 | D-500 | WTTT | Trenton, N.J. | 920 | 1,000 | WVNY | Watertown, N.Y. | 790 | 1,000 |
| WSIV | Pekin, Ill. | 1140 | D-1,000 | WTAR | Norfolk, Va. | 790 | 5,000 | WTTN | Watertown, Wis. | 1580 | D-250 | †WVOC | Manitowoc, Wis. | 980 | D-500 |
| WSJB | Nashville, Tenn. | 980 | 5,000 | WTAW | College Station, Tex. | 1150 | D-1,000 | WTTM | Bloomington, Ind. | 1370 | LS-5,000 | WVOD | Lynchburg, Va. | 1390 | 1,000 |
| †WSJB | Charlotte Amalie, St. Thomas, V.I. | 1090 | 250 | WTAX | Springfield, Ill. | 1240 | 250 | WTTN | Watertown, Wis. | 1580 | D-250 | WVON | Woonssocket, R.I. | 1240 | 250 |
| WSJS | Winston-Salem, N.C. | 600 | 5,000 | WTBC | Tuscaloosa, Ala. | 1230 | 250 | WTTT | Coral Gables, Fla. | 1490 | 250 | WVPA | Williamsport, Pa. | 1340 | 250 |
| WSKB | McComb, Miss. | 1250 | LS-5,000 | WTBF | Troy, Ala. | 1490 | 250 | WTTX | Wilmington, Del. | 1290 | D-500 | WVPE | Miami, Fla. | 1450 | 250 |
| WSKI | Montpelier, Vt. | 1240 | 250 | WTBO | Cumberland, Md. | 1450 | 250 | WTVB | Wilmington, Del. | 1290 | D-500 | WVWF | Palatka, Fla. | 800 | D-250 |
| WSKY | Asheville, N.C. | 1490 | 250 | WTCH | Shawano, Wis. | 960 | D-1,000 | WTVL | Coldwater, Mich. | 1590 | D-1,000 | WVWG | Palm Beach, Fla. | 1340 | 250 |
| WSLB | Ogdensburg, N.Y. | 1400 | 250 | WTCJ | Tell City, Ind. | 1230 | 250 | WTVL | Waterville, Me. | 1490 | 250 | WVWL | Glens Falls, N.Y. | 1450 | 250 |
| WSLI | Jackson, Miss. | 890 | 5,000 | WTCM | Traverse City, Mich. | 1400 | 250 | WTTA | Thomson, Ga. | 1240 | 250 | WVWS | Springfield, O. | 1210 | *N-500 |
| WSLS | Roanoke, Va. | 810 | 1,000 | WTCN | Minneapolis, Minn. | 1280 | LS-5,000 | WTTW | St. Johnsbury, Vt. | 1340 | 250 | WVWR | St. Albans, Vt. | 1420 | D-1,000 |
| WSMB | Nashville, Tenn. | 850 | 50,000 | WTCO | Campbellsville, Ky. | 1150 | D-1,000 | WTXL | W. Springfield, Mass. | 1490 | 250 | WVWT | Wooster, Ohio | 960 | D-500 |
| WSMB | New Orleans, La. | 1350 | 5,000 | WTEL | Philadelphia, Pa. | 860 | D-250 | WTYC | Rock Hill, S.C. | 1150 | D-1,000 | WVWS | Pittsburgh, Pa. | 970 | 5,000 |
| WSMI | Litchfield, Ill. | 1540 | D-1,000 | WTHI | Terre Haute, Ind. | 1460 | 1,000 | WTYT | Marianna, Fla. | 1340 | 250 | WVVA | Wheeling, W.Va. | 1170 | 50,000 |
| WSNJ | Bridgeton, N.J. | 1240 | 250 | WTHT | Hartford, Conn. | 1230 | 250 | WULA | Eufaula, Ala. | 1240 | 250 | WVWB | Jasper, Ala. | 1240 | 250 |
| WSNW | Seneca, S.C. | 1150 | D-1,000 | WTHC | Hartford, Conn. | 1080 | 50,000 | WUSJ | Lockport N.Y. | 1340 | 250 | WVWF | Fayette, Ala. | 990 | D-1,000 |
| WSNY | Schenectady, N.Y. | 1240 | 250 | WTKK | Durham, N.C. | 1310 | LS-1,000 | WUSN | Charleston, S.C. | 1450 | 250 | WVWR | Russellville, Ala. | 920 | D-1,000 |
| WSOC | Charlotte, N.C. | 1240 | 250 | WTKL | Mayaguez, P.R. | 1300 | 1,000 | WVAM | Altoona, Pa. | 1430 | 1,000 | WVWW | Rio Piedras, P.R. | 1520 | 250 |
| WSON | Henderson, Ky. | 860 | D-500 | WTLI | Mayaguez, P.R. | 1300 | 1,000 | WVCC | Coral Gables, Fla. | 1070 | D-1,000 | WVXX | Peoria, Ill. | 1590 | 1,000 |
| WSOO | Sault Ste Marie, Mich. | 1230 | LS-250 | WTPP | W. Va. | 1240 | 250 | WVCH | Chester, Pa. | 740 | D-250 | WVYO | Pineville, W.Va. | 970 | D-1,000 |
| WSOY | Decatur, Ill. | 1340 | N-100 | WTJH | East Point, Ga. | 1260 | D-1,000 | WVCE | Hampton, Va. | 1490 | 250 | WVXK | Demopolis, Ala. | 1400 | 250 |
| WSPA | Spartanburg, S.C. | 950 | 5,000 | WTJJ | Jackson, Tenn. | 1390 | 1,000 | WVET | Rochester, N.Y. | 1280 | 5,000 | WVXI | Richmond, Va. | 950 | D-1,000 |
| WSPB | Sarasota, Fla. | 1450 | 250 | †WTKM | Hartford, Wis. | 1540 | D-500 | WVIM | Vicksburg, Miss. | 1490 | 250 | WVXW | Albany, N.Y. | 850 | 10,000 |
| WSPC | Anniston, Ala. | 1390 | 1,000 | WTMA | Charleston, S.C. | 1250 | LS-5,000 | WVJG | Caguas, P.R. | 1110 | 250 | WVXL | Ely, Minn. | 1450 | 250 |
| WSPD | Toledo, Ohio | 1370 | 5,000 | WTMC | Ocala, Fla. | 1290 | 1,000 | WVJN | Owensboro, Ky. | 1420 | 1,000 | WVXL | Indianapolis, Ind. | 1590 | D-1,000 |
| WSPR | Springfield, Mass. | 1270 | 1,000 | WTMJ | Milwaukee, Wis. | 620 | 5,000 | WVLL | Versailles, Ky. | 590 | 1,000 | WVXR | Kenmore, N.Y. | 1080 | D-1,000 |
| WSPT | Stevens Point, Wis. | 1010 | D-250 | WTMV | E. St. Louis, Ill. | 1490 | 250 | WVMI | Oley, Ill. | 740 | D-250 | WVYF | Guayama, P.R. | 1590 | 1,000 |
| | | | | WTNB | Birmingham, Ala. | 1490 | 250 | WVNI | Mt. Carmel, Ill. | 1360 | D-500 | WVYZ | Detroit, Mich. | 1270 | 5,000 |
| | | | | | | | | WVNR | Newark, N.J. | 620 | 5,000 | WVZE | Wynette, Va. | 1280 | D-1,000 |
| | | | | | | | | WVOK | Birmingham, Ala. | 690 | D-50,000 | WZIF | Covington, Ky. | 1050 | D-250 |
| | | | | | | | | WVOM | Brookline, Mass. | 1600 | 5,000 | WZOB | Fort Payne, Ala. | 1250 | D-1,000 |

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

| | | | | |
|------------------------------|---------------------------------------|--------------------------------|-------------------------------|-----------------------------|
| CBA.....Sackville, N. B. | CFNB...Fredericton, N. B. | CHUB...Nanaimo, B. C. | CJOY.....Guelph, Ont. | CKNX...Wingham, Ont. |
| CBE.....Windsor, Ont. | CFOR.....Orillia, Ont. | CHUM...Toronto, Ont. | CJRL.....Kenora, Ont. | CKOC...Hamilton, Ont. |
| CBF.....Montreal, Que. | CFOS...Owen Sound, Ont. | CHVC...Niagara Falls, Ont. | CJRW...Summerside, P.E.I. | CKOK...Penticton, B. C. |
| CBG.....Gander, Nfld. | CFPA...Port Arthur, Ont. | CHWK...Chilliwack, B. C. | CJSO.....Sorel, Que. | CKOV...Kelowna, B. C. |
| CBH.....Halifax, N. S. | CFPL...London, Ont. | CJAD.....Montreal, Que. | CJVI.....Victoria, B. C. | CKOX...Woodstock, Ont. |
| CBJ.....Sydney, N. S. | CFPR...Prince Rupert, B.C. | CJAT.....Trail, B. C. | CKAC...Montreal, Que. | CKOY...Ottawa, Ont. |
| CBJ.....Chicoutimi, Que. | CFQC...Saskatoon, Sask. | CJAV...Port Alberni, B. C. | CKBB...Barrie, Ont. | CKPC...Brantford, Ont. |
| CBK.....Watrous, Sask. | CFRA...Ottawa, Ont. | CJBC...Toronto, Ont. | CKBI...Prince Albert, Sask. | CKPG...Prince George, B.C. |
| CBL.....Toronto, Ont. | CFRB...Toronto, Ont. | CJBQ...Belleville, Ont. | CKBL...Matane, Que. | CKPR...Fort William, Ont. |
| CBM.....Montreal, Que. | CFRC...Kingston, Ont. | CJBR...Rimouski, Que. | CKBW...Bridgewater, N. S. | CKRC...Winnipeg, Man. |
| CBN...St. John's, Nfld. | CFRN...Edmonton, Alta. | CJCA...Edmonton, Alta. | CKCH...Hull, Que. | CKRD...Red Deer, Alta. |
| CBO.....Ottawa, Ont. | CHAB...Moose Jaw, Sask. | CJCB...Sydney, N. S. | CKCK...Regina, Sask. | CKRM...Regina, Sask. |
| CBR...Vancouver, B. C. | CHAD...Amos, Que. | CJCH...Halifax, N. S. | CKCL...Truro, N. S. | CKRN...Rouyn, Que. |
| CBT...Grand Falls, Nfld. | CHAT...Medicine Hat, Alta. | CJCS...Saratford, Ont. | CKCR...Kitchener, Ont. | CKRS...Jonquiere, Que. |
| CBV.....Quebec, Que. | CHEF...Granby, Que. | CJCD...Dawson Creek, B.C. | CKCV...Quebec, Que. | CKSB...Boniface, Man. |
| CBW...Winnipeg, Man. | CHEX...Peterborough, Ont. | CJEM...Edmundston, N. B. | CKCW...Moncton, N. B. | CKSF...Cornwall, Ont. |
| CBX...Edmonton, Alta. | CHFA...Edmonton, Alta. | CJFP...Riviere du Loup, Que. | CKDA...Victoria, B. C. | CKSO...Sudbury, Ont. |
| CBY...Corner Brook, Nfld. | CHGB...St. Anne de la Pocatiere, Que. | CJFX...Antigonish, N. S. | CKEN...Kentville, N. S. | CKTB...St. Catharines, Ont. |
| CFAB...Windsor, N. S. | CHLN...Three Rivers, Que. | CJGX...Yorkton, Sask. | CKEY...Toronto, Ont. | CKTS...Sherbrooke, Que. |
| CFAC...Calgary, Alta. | CHLO...St. Thomas, Ont. | CJHI...Vernon, B. C. | CKFH...Toronto, Ont. | CKUA...Edmonton, Alta. |
| CFAR...Flin Flon, Man. | CHLP...Montreal, Que. | CJIC...Sault Ste. Marie, Ont. | CKFI...Fort Francis, Ont. | CKVD...Val d'Or, Que. |
| CFBC...St. John, N. B. | CHLT...Sherbrooke, Que. | CJKL...Kirkland Lake, Ont. | CKGB...Timmins, Ont. | CKVL...Verdun, Que. |
| CFCF...Montreal, Que. | CHML...Hamilton, Ont. | CJLS...Yarmouth, N. S. | CKLB...Oshawa, Ont. | CKVM...Ville Marie, Que. |
| CFCH...North Bay, Ont. | CHNC...New Carlisle, Que. | CJNB...North Battleford, Sask. | CKLN...Nelson, B. C. | CKWS...Kingston, Ont. |
| CFCN...Calgary, Alta. | CHNO...Sudbury, Ont. | CJNL...North Battleford, Sask. | CKLS...La Sarre, Que. | CKWX...Vancouver, B. C. |
| CFCO...Chatham, Ont. | CHNS...Halifax, N. S. | CJNT...Quebec, Que. | CKLW...Windsor, Ont. | CKX...Brandon, Man. |
| CFCY...Charlottetown, P.E.I. | CHOK...Sarnia, Ont. | CJOB...Winnipeg, Man. | CKMO...Vancouver, B. C. | CKXL...Calgary, Alta. |
| CFGP...Grande Prairie, Alta. | CHOV...Pembroke, Ont. | CJOC...Lethbridge, Alta. | CKMR...Newcastle, N. B. | CKY...Winnipeg, Man. |
| CFJC...Kamloops, B. C. | CHRC...Quebec, Que. | CJOR...Vancouver, B. C. | CKNB...Campbellton, N. B. | VOAR...St. John's, Nfld. |
| CFJM...Brockville, Ont. | CHRL...Roberval, Que. | | CKNW...New Westminster, B. C. | VOCM...St. John's, Nfld. |
| | CHSJ...St. John, N. B. | | | VOWR...St. John's, Nfld. |

DIRECTORY OF TELEVISION STATIONS BY CALL LETTERS

† Construction Permit

| Call Letters | City | Freq- cy in Mc. | Chan- nel | Call Letters | City | Freq- cy in Mc. | Chan- nel | Call Letters | City | Freq- cy in Mc. | Chan- nel | Call Letters | City | Freq- cy in Mc. | Chan- nel |
|--------------|---------------------------|-----------------------|--------------|--------------|----------------------------|-----------------------|--------------|--------------|--------------------------|-----------------------|--------------|--------------|----------------------------|-----------------------|--------------|
| KDYL-TV | Salt Lake City, Utah | 66-72 | 4 | WAVE-TV | Louisville, Kentucky | 76-82 | 5 | WHAS-TV | Louisville, Kentucky | 186-192 | 9 | WNBT | New York, New York | 66-72 | 4 |
| KECA-TV | Los Angeles, California | 174-180 | 7 | WBAL-TV | Baltimore, Maryland | 198-204 | 11 | WHEF-TV | Rock Island, Illinois | 66-72 | 4 | WNBW | Washington, D. C. | 66-72 | 4 |
| KEYL | San Antonio, Texas | 76-82 | 5 | WBAP-TV | Fort Worth, Texas | 76-82 | 5 | WHEN | Syracuse, New York | 180-196 | 8 | WNHC-TV | New Haven, Connecticut | 82-88 | 6 |
| KFI-TV | Los Angeles, California | 186-192 | 9 | WBEN-TV | Buffalo, New York | 66-72 | 4 | WHIO-TV | Dayton, Ohio | 210-216 | 13 | WOAI-TV | San Antonio, Texas | 66-72 | 4 |
| KFMB-TV | San Diego, California | 180-186 | 8 | WBKB | Chicago, Illinois | 66-72 | 4 | WICU | Pennsylvania | 204-210 | 12 | WOC-TV | Davenport, Iowa | 76-82 | 5 |
| KGO-TV | San Francisco, California | 174-180 | 7 | WBNS-TV | Columbus, Ohio | 192-198 | 10 | WJAC-TV | Johnstown, Pennsylvania | 210-216 | 13 | WOI-TV | Ames, Iowa | 66-72 | 4 |
| KING-TV | Seattle, Wash. | 76-82 | 5 | WBRC-TV | Birmingham, Alabama | 66-72 | 4 | WJAR-TV | Providence, Rhode Island | 198-204 | 11 | WOR-TV | New York, New York | 186-192 | 9 |
| KLAC-TV | Los Angeles, California | 210-216 | 13 | WBTW | Omaha, Nebraska | 60-66 | 3 | †WJAX-TV | Jacksonville, Florida | 54-60 | 2 | WOW-TV | Omaha, Nebraska | 82-88 | 6 |
| KMTV | Omaha, Nebraska | 60-66 | 3 | WBTW | Omaha, Nebraska | 60-66 | 3 | WJBK-TV | Detroit, Michigan | 54-60 | 2 | WPIX | New York, New York | 198-204 | 11 |
| KNBH | Los Angeles, California | 66-72 | 4 | WBZ-TV | Boston, Massachusetts | 66-72 | 4 | WJIM-TV | Lansing, Michigan | 82-88 | 6 | WPTZ | Philadelphia, Pennsylvania | 60-66 | 3 |
| KOB-TV | Albuquerque, New Mexico | 66-72 | 4 | WCAU-TV | Philadelphia, Pennsylvania | 192-198 | 10 | WJZ-TV | New York, New York | 174-180 | 7 | WRGB | Schenectady, New York | 66-72 | 4 |
| KOTV | Tulsa, Oklahoma | 82-88 | 6 | WCBS-TV | New York, New York | 54-60 | 2 | WKRC-TV | Cincinnati, Ohio | 198-204 | 11 | WSAZ-TV | Huntington, West Virginia | 76-82 | 5 |
| KPHO-TV | Phoenix, Ariz. | 76-82 | 5 | †WCON-TV | Atlanta, Georgia | 54-60 | 2 | WKTU | Utica, New York | 210-216 | 13 | WSB-TV | Atlanta, Georgia | 180-186 | 8 |
| KPIX | San Francisco, California | 76-82 | 5 | WCPO-TV | Cincinnati, Ohio | 174-180 | 7 | WKY-TV | Oklahoma City, Oklahoma | 66-72 | 4 | WSM-TV | Nashville, Tennessee | 66-72 | 4 |
| KPRC-TV | Houston, Texas | 54-60 | 2 | WDAF-TV | Kansas City, Missouri | 66-72 | 4 | WKZO-TV | Kalamazoo, Michigan | 60-66 | 3 | WSPD-TV | Toledo, Ohio | 210-216 | 13 |
| KRLD-TV | Dallas, Texas | 66-72 | 4 | WDEL-TV | Wilmington, Delaware | 174-180 | 7 | WLAV-TV | Grand Rapids, Michigan | 174-180 | 7 | WSYR-TV | Syracuse, New York | 76-82 | 5 |
| KRON-TV | San Francisco, California | 66-72 | 4 | WDSU-TV | New Orleans, Louisiana | 82-88 | 6 | WLWC | Columbus, Ohio | 60-66 | 3 | WTAR-TV | Norfolk, Virginia | 68-72 | 4 |
| KSD-TV | St. Louis, Missouri | 76-82 | 5 | WDTV | Pittsburgh, Pennsylvania | 60-66 | 3 | WLWD | Dayton, Ohio | 76-82 | 5 | WTCN-TV | Minneapolis, Minnesota | 66-72 | 4 |
| KSL-TV | Salt Lake City, Utah | 76-82 | 5 | WENR-TV | Chicago, Illinois | 174-180 | 7 | WLWT | Cincinnati, Ohio | 66-72 | 4 | WTMJ-TV | Milwaukee, Wisconsin | 60-66 | 3 |
| KSTP-TV | St. Paul, Minnesota | 76-82 | 5 | WEWS | Cleveland, Ohio | 76-82 | 5 | WMAR-TV | Baltimore, Maryland | 174-180 | 7 | WTOP-TV | Washington, D. C. | 186-192 | 9 |
| KTAL | Hollywood, California | 76-82 | 5 | WFAA-TV | Dallas, Texas | 180-186 | 8 | WMBR-TV | Jacksonville, Florida | 66-72 | 4 | WTTG | Washington, D. C. | 76-82 | 5 |
| KTSL | Hollywood, California | 54-60 | 2 | WFIL-TV | Indianapolis, Indiana | 82-88 | 6 | WMCT | Memphis, Tennessee | 66-72 | 4 | WTVJ | Bloomington, Indiana | 192-198 | 10 |
| KTTV | Los Angeles, California | 198-204 | 11 | WFMY-TV | Philadelphia, Pennsylvania | 82-88 | 6 | WNAC-TV | Boston, Massachusetts | 66-72 | 4 | WTVN | Miami, Florida | 66-72 | 4 |
| WAAM | Baltimore, Maryland | 210-216 | 13 | WGAL-TV | Greensboro, North Carolina | 54-60 | 2 | WNBK | Birmingham, Alabama | 204-210 | 12 | WTVR | Columbus, Ohio | 82-88 | 6 |
| WABD | New York, New York | 76-82 | 5 | WGN-TV | Lancaster, Pennsylvania | 66-72 | 4 | WNBQ | Binghamton, New York | 204-210 | 12 | WVJ | Richmond, Virginia | 82-88 | 6 |
| WAFM-TV | Birmingham, Alabama | 210-216 | 13 | WHAM-TV | Chicago, Illinois | 186-192 | 9 | WNBQ | Cleveland, Ohio | 66-72 | 4 | WXEL | Parma, Ohio | 186-192 | 9 |
| WAGA-TV | Atlanta, Georgia | 76-82 | 5 | WHAM-TV | Chicago, Illinois | 186-192 | 9 | WNBQ | Chicago, Illinois | 76-82 | 5 | WXYZ-TV | Detroit, Michigan | 174-180 | 7 |
| WATV | Newark, New Jersey | 210-216 | 13 | WHAM-TV | Rochester, New York | 82-88 | 6 | | | | | | | | |

DIRECTORY OF FM STATIONS BY CALL LETTERS

* Construction Permit

| Call Letters | Location | Freq- cy Mcs. | Chan- nel No. | Call Letters | Location | Freq- cy Mcs. | Chan- nel No. | Call Letters | Location | Freq- cy Mcs. | Chan- nel No. |
|--------------|-----------------------|------------------|------------------|--------------|-----------------------|------------------|------------------|--------------|-----------------------|------------------|------------------|
| KAKC-FM | Tulsa, Okla. | 95.5 | 238 | KGLO-FM | Mason City, Iowa | 101.1 | 266 | KREI-FM | Farmington, Mo. | 100.1 | 261 |
| KALB-FM | Alexandria, La. | 96.9 | 245 | KGMO | Cape Girardeau, Mo. | 97.7 | 249 | KREL-FM | Goose Creek, Tex. | 92.1 | 221 |
| KALE-FM | Pasco, Wash. | 103.9 | 280 | KGO-FM | San Francisco, Calif. | 106.1 | 291 | KRFM | Fresno, Calif. | 93.7 | 229 |
| KARM-FM | Fresno, Calif. | 101.9 | 270 | KGPO | Grants Pass, Ore. | 96.9 | 245 | KRIC-FM | Beaumont, Tex. | 99.5 | 258 |
| KAYL-FM | Storm Lake, Iowa | 101.5 | 268 | KGSF | San Francisco, Calif. | 97.3 | 247 | KRKD-FM | Los Angeles, Calif. | 96.3 | 242 |
| KBEE | Modesto, Calif. | 103.3 | 277 | KHJ-FM | Los Angeles, Calif. | 101.1 | 266 | KRLD-FM | Dallas, Tex. | 92.5 | 223 |
| KBX-FM | Muskogee, Okla. | 98.5 | 253 | *KHOA-FM | Inglewood, Calif. | 105.5 | 288 | KRMD-FM | Shreveport, La. | 101.1 | 266 |
| KBOA-FM | Kennett, Mo. | 98.9 | 255 | KING-FM | Seattle, Wash. | 98.1 | 251 | KRNT-FM | Des Moines, Iowa | 104.5 | 283 |
| KBON-FM | Omaha, Neb. | 98.7 | 254 | KIRO-FM | Seattle, Wash. | 100.7 | 264 | KRON-FM | San Francisco, Calif. | 96.5 | 243 |
| KBTM-FM | Jonesboro, Ark. | 101.9 | 270 | KISW | San Antonio, Tex. | 99.5 | 250 | KROS-FM | Clinton, Iowa | 96.1 | 241 |
| KBUR-FM | Burlington, Iowa | 92.9 | 226 | KISY | Seattle, Wash. | 99.7 | 250 | KSBR | San Bruno, Calif. | 100.5 | 263 |
| KCBC-FM | Des Moines, Iowa | 94.1 | 231 | KIXL-FM | Dallas, Tex. | 104.5 | 283 | KSCJ-FM | Sioux City, Iowa | 94.9 | 235 |
| KCBS-FM | San Francisco, Calif. | 103.7 | 279 | KJBS-FM | San Francisco, Calif. | 98.9 | 255 | KSEI-FM | Pocatello, Idaho | 96.5 | 243 |
| KCLE-FM | Cleburne, Tex. | 94.3 | 232 | *KJSM-FM | Columbus, Nebr. | 101.5 | 268 | KSEO-FM | Durant, Okla. | 107.3 | 287 |
| KCMC-FM | Texarkana, Tex. | 98.1 | 251 | KKLA | Los Angeles, Calif. | 97.1 | 246 | KSFH | San Francisco, Calif. | 94.9 | 235 |
| KCMO-FM | Kansas City, Mo. | 94.9 | 235 | KLCLN-FM | Blytheville, Ark. | 96.1 | 241 | KSJO-FM | San Jose, Calif. | 95.3 | 237 |
| KCRA-FM | Sacramento, Calif. | 96.1 | 241 | KLTI-FM | Longview, Tex. | 105.9 | 290 | *KSJV | Alhambra, Calif. | 107.1 | 296 |
| KCRC-FM | Enid, Okla. | 102.7 | 274 | KLUF-FM | Galveston, Tex. | 98.7 | 254 | KSL-FM | Salt Lake City, Utah | 100.3 | 282 |
| KCRK | Cedar Rapids, Iowa | 96.9 | 245 | KLX-FM | Oakland, Calif. | 101.3 | 267 | KSNJ | Monterey, Calif. | 94.5 | 233 |
| KDFC | San Francisco, Calif. | 102.1 | 271 | KLZ-FM | Denver, Colo. | 94.1 | 231 | KSO-FM | Des Moines, Ia. | 97.3 | 247 |
| KDKA-FM | Pittsburgh, Pa. | 92.9 | 225 | KMAR | Bakersfield, Calif. | 92.5 | 223 | KSPI-FM | Stillwater, Okla. | 93.9 | 230 |
| KDNT-FM | Denton, Tex. | 106.3 | 292 | *KMAU | Los Angeles, Calif. | 97.9 | 250 | *KSRT | Beverly Hills, Cal. | 106.3 | 292 |
| KDRO-FM | Sedalia, Mo. | 99.7 | 259 | KMFV | Monroe, La. | 104.1 | 281 | KSTP-FM | St. Paul, Minn. | 102.1 | 271 |
| KDTH-FM | Dubuque, Iowa | 100.5 | 263 | KMGH | Los Angeles, Calif. | 98.7 | 254 | KTEM-FM | Temple, Tex. | 107.5 | 298 |
| KDYL-FM | Salt Lake City, Utah | 98.7 | 254 | KMHB | Belton, Tex. | 97.1 | 246 | KTFI-FM | Twin Falls, Idaho | 99.7 | 259 |
| KECA-FM | Los Angeles, Calif. | 95.5 | 238 | KMVF | Fresno, Calif. | 97.9 | 250 | KTIS-FM | Minneapolis, Minn. | 98.5 | 253 |
| KEDO | Ontario, Calif. | 93.5 | 228 | KMUS-FM | Muskogee, Okla. | 101.5 | 268 | KTNT | Tacoma, Wash. | 97.3 | 247 |
| KENO-FM | Las Vegas, Nev. | 103.9 | 280 | KMYS-FM | Marysville, Calif. | 99.9 | 260 | KTOK-FM | Oklahoma City, Okla. | 104.3 | 282 |
| KERN-FM | Bakersfield, Calif. | 94.1 | 231 | KNBC-FM | San Francisco, Calif. | 99.7 | 259 | KTRB-FM | Modesto, Calif. | 104.1 | 281 |
| KEX-FM | Portland, Ore. | 92.3 | 222 | KNEX-FM | McPherson, Kan. | 103.1 | 276 | KTRH-FM | Houston, Tex. | 101.1 | 266 |
| KFAC-FM | Los Angeles, Calif. | 104.3 | 282 | KNOB | Long Beach, Calif. | 103.1 | 276 | KTSA-FM | San Antonio, Tex. | 101.5 | 268 |
| KFAM-FM | St. Cloud, Minn. | 104.7 | 284 | KNX-FM | Los Angeles, Calif. | 93.1 | 226 | KTTS-FM | Springfield, Mo. | 94.7 | 234 |
| KFBK-FM | Sacramento, Calif. | 96.9 | 245 | KOA-FM | Denver, Colo. | 95.7 | 239 | KUL-FM | Kansas, Okla. | 97.1 | 246 |
| KFDL-FM | Ames, Iowa | 100.3 | 262 | KOCY-FM | Oklahoma City, Okla. | 94.7 | 234 | KTYL-FM | Mesa, Ariz. | 104.7 | 284 |
| KFEL-FM | Denver, Col. | 97.3 | 247 | KOIN-FM | Portland, Ore. | 101.1 | 268 | KUGN-FM | Eugene, Ore. | 99.1 | 256 |
| KFGQ-FM | Boone, Iowa | 99.3 | 257 | KOKX-FM | Keokuk, Iowa | 102.7 | 274 | KUOA-FM | Siloam Springs, Ark. | 105.7 | 289 |
| KFH-FM | Wichita, Kan. | 100.3 | 262 | KOMA-FM | Oklahoma City, Okla. | 105.9 | 290 | KURV-FM | Edinburg, Tex. | 104.9 | 285 |
| KFI-FM | Los Angeles, Calif. | 105.9 | 290 | KOMO-FM | Seattle, Wash. | 98.9 | 255 | *KUTE | Glendale, Calif. | 101.9 | 270 |
| KFIV-FM | Hollywood, Calif. | 94.7 | 234 | KONO-FM | San Antonio, Tex. | 92.9 | 225 | KVIC | Chico, Calif. | 101.1 | 266 |
| KFMX | Council Bluffs, Iowa | 96.1 | 241 | KOTA-FM | Rapid City, S.D. | 94.7 | 234 | KVLC-FM | Little Rock, Ark. | 95.9 | 240 |
| KFMY | Fort Dodge, Iowa | 102.7 | 274 | KOWN | Conway, Ark. | 97.7 | 249 | KVME | Merced, Calif. | 97.5 | 248 |
| KFOR-FM | Lincoln, Nebr. | 102.9 | 275 | *KOZY | Kansas City, Mo. | 98.1 | 251 | KVOB-FM | Alexandria, La. | 99.7 | 259 |
| *KFOK-FM | Long Beach, Calif. | 102.3 | 272 | KPFA | Berkeley, Calif. | 104.9 | 285 | KVOL-FM | Santa Ana, Calif. | 96.7 | 244 |
| KFPV-FM | Fort Smith, Ark. | 94.9 | 235 | KPFM | Portland, Ore. | 97.1 | 246 | KVRE | Lafayette, La. | 96.1 | 241 |
| KFSA-FM | Fort Smith, Ark. | 107.1 | 293 | KPFL-FM | Portland, Ore. | 98.7 | 254 | KWBW-FM | Redding, Calif. | 103.9 | 280 |
| KFSD-FM | San Diego, Calif. | 94.1 | 231 | KPOR | Riverside, Calif. | 97.5 | 248 | KWDF-FM | Hutchinson, Kan. | 93.1 | 226 |
| KFUD-FM | Clayton, Mo. | 99.1 | 256 | KPRC-FM | Houston, Tex. | 102.9 | 275 | KWFM | San Diego, Calif. | 104.7 | 284 |
| KFVS-FM | Cape Girardeau, Mo. | 95.7 | 239 | KQV-FM | Pittsburgh, Pa. | 98.1 | 251 | KWFT-FM | Wichita Falls, Tex. | 99.9 | 280 |
| KFWD-FM | Nampa, Idaho | 101.9 | 270 | KRBA-FM | Lufkin, Tex. | 95.5 | 238 | KWIL-FM | Albany, Ore. | 101.7 | 269 |
| KGDM-FM | Stockton, Calif. | 92.9 | 225 | KRE-FM | Berkeley, Calif. | 102.9 | 275 | KWJZ-FM | Portland, Ore. | 95.5 | 238 |
| KGKB-FM | Tyler, Tex. | 101.5 | 268 | KRED | Eureka, Calif. | 96.3 | 242 | KWKH-FM | Shreveport, La. | 94.5 | 233 |

| Call Letters | Location | Frequency Mcs. | Channel No. | Call Letters | Location | Frequency Mcs. | Channel No. | Call Letters | Location | Frequency Mcs. | Channel No. |
|--------------|-----------------------|----------------|-------------|--------------|------------------------|----------------|-------------|--------------|---------------------|----------------|-------------|
| KWKW-FM | Pasadena, Calif. | 98.3 | 252 | WDSU-FM | New Orleans, La. | 105.3 | 287 | WIBA-FM | Madison, Wis. | 101.5 | 268 |
| KWLK-FM | Longview, Wash. | 103.9 | 280 | WDUN-FM | Gainesville, Ga. | 103.9 | 280 | WIBG-FM | Philadelphia, Pa. | 94.1 | 231 |
| KWNO-FM | Winona, Minn. | 97.5 | 248 | WDWS-FM | Champaign, Ill. | 97.5 | 248 | WIBM-FM | Jackson, Mich. | 92.3 | 222 |
| KWOC-FM | Poplar Bluff, Mo. | 94.5 | 233 | WDXY | Spartanburg, S. C. | 100.5 | 263 | WIBX-FM | Utica, N. Y. | 96.9 | 245 |
| KWOS | Jefferson City, Mo. | 98.5 | 253 | WEAU-FM | Eau Claire, Wis. | 94.1 | 231 | WICA-FM | Ashtabula, O. | 103.7 | 279 |
| KWPC-FM | Muscatine, Iowa. | 97.7 | 259 | WEAW | Evansville, Ill. | 105.1 | 286 | WIFM | Elkin, N. C. | 100.9 | 265 |
| KXEL-FM | Waterloo, Iowa. | 105.7 | 289 | WEBC-FM | Duluth, Minn. | 92.3 | 222 | WIKY-FM | Evansville, Ind. | 104.1 | 281 |
| KXOA-FM | Sacramento, Calif. | 107.9 | 300 | WEBC-FM | Harrisburg, Ill. | 99.9 | 260 | WILA | Woodstock, Ill. | 92.1 | 221 |
| KXOK-FM | St. Louis, Mo. | 93.7 | 229 | WEED-FM | Rocky Mount, N. C. | 92.1 | 221 | WILK-FM | Wilkes-Barre, Pa. | 96.1 | 241 |
| KXKZ-FM | Houston, Tex. | 96.5 | 243 | WEED-FM | Boston, Mass. | 103.3 | 271 | WIMA-FM | Lima, O. | 102.1 | 271 |
| KYBS | Dallas, Tex. | 107.9 | 300 | WEUJ-FM | Reading, Pa. | 92.9 | 225 | WIMS | Michigan City, Ind. | 93.5 | 228 |
| KYSM-FM | Mankato, Minn. | 103.5 | 278 | WEW | Easton, Pa. | 98.3 | 252 | *WINL | Lebanon, Ind. | 107.1 | 296 |
| KYW-FM | Philadelphia, Pa. | 92.5 | 223 | WEFM | Chicago, Ill. | 98.5 | 253 | *WINR-FM | Binghamton, N. Y. | 92.7 | 224 |
| WAAF-FM | Chicago, Ill. | 93.9 | 230 | WEHS | Chicago, Ill. | 97.9 | 250 | WIOD-FM | Miami, Fla. | 97.3 | 247 |
| WAAF-FM | Newark, N. J. | 94.7 | 234 | WELD | Columbus, O. | 97.1 | 246 | WIP-FM | Philadelphia, Pa. | 93.3 | 227 |
| WABF-FM | Mobile, Ala. | 102.1 | 271 | WELL-FM | New Haven, Conn. | 107.9 | 300 | WIS-FM | Columbia, S. C. | 94.5 | 233 |
| WABF | New York, N. Y. | 99.5 | 258 | WELL-FM | Battle Creek, Mich. | 102.1 | 271 | WISC-FM | Madison, Wis. | 98.1 | 251 |
| WABX | Harrisburg, Pa. | 100.9 | 265 | WEMP-FM | Milwaukee, Wis. | 94.1 | 231 | WISN-FM | Milwaukee, Wis. | 102.9 | 275 |
| WACE-FM | Chicopee, Mass. | 100.3 | 262 | WENE-FM | Endicott, N. Y. | 101.7 | 269 | WISR-FM | Butler, Pa. | 97.7 | 249 |
| WAFB-FM | Baton Rouge, La. | 104.3 | 282 | WENR-FM | Chicago, Ill. | 94.7 | 234 | WIST | Charlotte, N. C. | 104.7 | 284 |
| WAFM | Birmingham, Ala. | 99.5 | 258 | WEOI-FM | Chicago, Ill. | 90.3 | 237 | WITB-FM | Baltimore, Md. | 104.3 | 282 |
| WAGA-FM | Atlanta, Ga. | 103.3 | 277 | WEOI-FM | Elyria, Ohio | 107.3 | 294 | WIZZ | Wilkes-Barre, Pa. | 103.3 | 277 |
| WABR-FM | Winston-Salem, N. C. | 93.1 | 226 | WESB-FM | Marionburg, W. Va. | 94.3 | 232 | WJAR-FM | Johnstown, Pa. | 95.5 | 238 |
| WAJL | Flint, Mich. | 107.1 | 296 | WESB-FM | Gadsden, N. C. | 93.3 | 232 | WJAX-FM | Providence, R. I. | 95.5 | 238 |
| WAJR-FM | Morgantown, W. Va. | 99.3 | 257 | WERC-FM | Altoona, Pa. | 99.9 | 260 | WJAX-FM | Jacksonville, Fla. | 99.7 | 259 |
| WAKR-FM | Akron, O. | 97.5 | 248 | WERE-FM | Cleveland, O. | 98.5 | 253 | WJBC-FM | Bloomington, Ill. | 95.1 | 236 |
| *WALK | New York, N. Y. | 106.7 | 294 | WESC-FM | Greenville, S. C. | 92.5 | 223 | WJBC-FM | Bloomington, Ill. | 101.5 | 268 |
| WAMS-FM | Wilmington, Del. | 96.1 | 241 | WEST-FM | Easton, Pa. | 107.9 | 300 | WJBE-FM | Detroit, Mich. | 93.1 | 228 |
| WAND-FM | Canton, O. | 92.5 | 223 | *WEVD-FM | New York, N. Y. | 107.5 | 298 | WJBE-FM | New Orleans, La. | 107.5 | 298 |
| WARD-FM | Johnstown, Pa. | 92.1 | 221 | WEXI | St. Charles, Ill. | 106.3 | 292 | WJBY-FM | Gadsden, Ala. | 103.7 | 299 |
| WARL-FM | Arlington, Va. | 105.1 | 279 | WEXL-FM | Royal Oak, Mich. | 104.3 | 282 | WJDX-FM | Jackson, Miss. | 102.9 | 275 |
| WARM-FM | Scranton, Pa. | 93.7 | 229 | WFAH | Alliance, O. | 101.7 | 269 | *WJEF-FM | Grand Rapids, Mich. | 93.7 | 229 |
| WASH | Washington, D. C. | 97.1 | 246 | WFAH | Lafayette, Ind. | 95.1 | 236 | WJEF-FM | Hagerstown, Md. | 104.7 | 284 |
| WATG-FM | Ashland, O. | 101.3 | 267 | WFAM | White Plains, N. Y. | 103.9 | 290 | WJHL-FM | Johnson City, Tenn. | 100.7 | 264 |
| WATL-FM | Atlanta, Ga. | 97.5 | 248 | WFAS-FM | Greenville, S. C. | 93.7 | 229 | WJHP-FM | Jacksonville, Fla. | 96.9 | 245 |
| WAUX-FM | Waukesha, Wis. | 95.3 | 237 | WFBG-FM | Altoona, Pa. | 103.7 | 279 | WJL | Hammond, Ind. | 92.3 | 222 |
| WAVU-FM | Albertville, Ala. | 105.1 | 286 | WFDR | New York, N. Y. | 104.3 | 282 | WJL | Wyandotte, Mich. | 103.1 | 276 |
| WAVZ-FM | New Haven, Conn. | 95.1 | 236 | WFHA | New Britain, Conn. | 103.7 | 279 | WJLB-FM | Detroit, Mich. | 97.9 | 250 |
| WAYS-FM | Charlotte, N. C. | 107.7 | 299 | WFHR-FM | Wisconsin Rapids, Wis. | 103.3 | 271 | WJLW | Asbury Park, N. J. | 94.3 | 232 |
| WAZL-FM | Hazleton, Pa. | 97.9 | 250 | WFIL-FM | Philadelphia, Pa. | 102.1 | 271 | WJLN | Birmingham, Ala. | 104.7 | 284 |
| WBAB-FM | Atlantic City, N. J. | 100.7 | 264 | WFIL-FM | Philadelphia, Pa. | 102.1 | 271 | WJLS-FM | Beckley, W. Va. | 99.5 | 258 |
| WBAP-FM | Ft. Worth, Tex. | 100.5 | 263 | WFJL | Chicago, Ill. | 93.1 | 226 | WJMC-FM | Rice Lake, Wis. | 96.3 | 242 |
| WBBS-FM | Burlington, N. C. | 101.1 | 266 | WFJS | Freeport, Ill. | 102.5 | 273 | WJPA-FM | Washington, Pa. | 104.3 | 282 |
| WBBS-FM | Chicago, Ill. | 97.1 | 246 | WFLA-FM | Tampa, Fla. | 93.3 | 227 | WJPB | Fairmont, W. Va. | 92.3 | 222 |
| WBBO-FM | Waco, Tex. | 93.1 | 226 | WFLN | Philadelphia, Pa. | 95.7 | 239 | WJPG-FM | Green Bay, Wis. | 101.1 | 268 |
| WBCC-FM | Schenectady, N. Y. | 101.1 | 266 | WFLN | Tracy, N. Y. | 92.3 | 236 | WJPR-FM | Greenville, Miss. | 101.9 | 270 |
| WBCC-FM | Bethesda, Md. | 106.3 | 292 | WFMA | Rocky Mount, N. C. | 100.7 | 264 | WJR-FM | Detroit, Mich. | 96.3 | 242 |
| WBCC-FM | Bay City, Mich. | 98.1 | 241 | WFMB | Mayodan, N. C. | 93.5 | 228 | WJRW-FM | Altoona, Pa. | 100.1 | 261 |
| WBCC-FM | Pittsfield, Mass. | 94.3 | 232 | *WFMC | Goldboro, N. C. | 105.5 | 288 | WJRW-FM | Cleveland, O. | 93.3 | 227 |
| WBEN-FM | Buffalo, N. Y. | 106.5 | 293 | WFMD-FM | Frederick, Md. | 99.9 | 260 | WJRW-FM | Cleveland, O. | 104.1 | 281 |
| WBET-FM | Brockton, Mass. | 97.7 | 249 | WFMD | Chicago, Ill. | 100.3 | 262 | *WJWL | Georgetown, Del. | 101.5 | 268 |
| WBGE-FM | Atlanta, Ga. | 95.5 | 238 | WFMD-FM | Cullman, Ala. | 100.9 | 265 | WJZF-FM | New York, N. Y. | 95.5 | 238 |
| WBIB | New Haven, Conn. | 100.7 | 262 | WFMD-FM | Youngstown, O. | 105.1 | 286 | WKAP-FM | Allentown, Pa. | 106.3 | 292 |
| WBIB | Chicago, Ill. | 96.3 | 242 | WFML | Washington, Ind. | 106.5 | 293 | WKAT-FM | Miami Beach, Fla. | 93.1 | 226 |
| WBIR-FM | Knoxville, Tenn. | 93.3 | 227 | WFML | Alpine, N. J. | 93.1 | 226 | WKBN-FM | Youngstown, O. | 98.9 | 255 |
| WBML-FM | Waco, Ga. | 100.7 | 264 | WFMR | New Bedford, Mass. | 98.1 | 251 | WKBR-FM | Manchester, N. H. | 100.1 | 261 |
| WBMY-FM | Waco, Ga. | 93.3 | 227 | WFMT | New Bedford, Mass. | 102.9 | 275 | WKBY-FM | Muskegon, Mich. | 98.9 | 255 |
| WBOC-FM | Salisbury, Md. | 97.5 | 248 | WFMT-FM | Madisonville, Ky. | 100.1 | 261 | WKID-FM | Urbana, Ill. | 103.3 | 277 |
| WBON | Bowling Green, Ky. | 101.1 | 266 | WFMY | Greensboro, N. C. | 97.3 | 247 | WKJF | Pittsburgh, Pa. | 93.7 | 229 |
| WBOW-FM | Terre Haute, Ind. | 101.1 | 266 | *WFMX | La Salle-Peru, Ill. | 106.9 | 295 | WKJF | Pittsburgh, Pa. | 93.7 | 229 |
| WBOW-FM | Louisville, Ky. | 100.7 | 264 | WFNC-FM | Allentown, Pa. | 100.7 | 264 | WKJF | Pittsburgh, Pa. | 93.7 | 229 |
| WBRE-FM | Wilkes-Barre, Pa. | 96.5 | 251 | WFNC-FM | Fayetteville, N. C. | 98.1 | 251 | WKMH-FM | Dearborn, Mich. | 100.3 | 282 |
| WBRL | Baton Rouge, La. | 98.1 | 253 | WFNF | Wethersfield, N. Y. | 107.7 | 299 | WKNA-FM | Charleston, W. Va. | 97.5 | 248 |
| *WBRO | Brooklyn, N. Y. | 105.9 | 290 | WFNS-FM | Burlington, N. C. | 93.9 | 230 | WKOK-FM | Sunbury, Pa. | 94.1 | 231 |
| WBSS-FM | New Bedford, Mass. | 97.3 | 247 | WFOB | Fostoria, O. | 105.5 | 288 | WKPT-FM | Kingsport, Tenn. | 98.5 | 253 |
| WBST-FM | Charlotte, N. C. | 99.9 | 260 | WFOV | Madison, Wis. | 104.9 | 295 | WKRC-FM | Cincinnati, O. | 101.9 | 270 |
| WBST-FM | Danville, Va. | 97.9 | 250 | WFOV-FM | Atlantic City, N. J. | 98.5 | 253 | *WKRE | Baltimore, Md. | 106.7 | 294 |
| WBST-FM | Waco, Ga. | 97.9 | 250 | WFOV-FM | Fremont, O. | 99.3 | 257 | WKRG-FM | Mobile, Ala. | 99.9 | 260 |
| WBUT-FM | Langston, N. C. | 94.3 | 232 | WFOV-FM | Patuxent, Mich. | 92.5 | 248 | WKRS-FM | Waukegan, Ill. | 106.7 | 294 |
| WBUT-FM | Langston, N. C. | 94.3 | 232 | *WFSS | Coram, L. I., N. Y. | 95.5 | 248 | WKRT-FM | Cortland, N. Y. | 99.9 | 260 |
| WBUT-FM | Bradbury Heights, Md. | 96.7 | 244 | WGAA-FM | Cedartown, Ga. | 98.1 | 241 | WKST-FM | New Castle, Pa. | 97.3 | 243 |
| WBYS-FM | Canton, Ill. | 100.9 | 265 | WGAL-FM | Lancaster, Pa. | 101.3 | 268 | WKWK-FM | Patucah, Ky. | 93.3 | 227 |
| WBZ-FM | Boston, Mass. | 92.9 | 225 | WGAU-FM | Athens, Ga. | 99.5 | 258 | WLAB | Lebanon, Pa. | 104.1 | 281 |
| WBZA-FM | Springfield, Mass. | 97.1 | 246 | WGAY-FM | Silver Spring, Md. | 102.3 | 272 | WLAG-FM | LaGrange, Ga. | 104.1 | 281 |
| WCAC | Anderson, S. C. | 101.1 | 266 | WGBA-FM | Columbus, Ga. | 95.1 | 236 | WLAN-FM | Lancaster, Pa. | 96.9 | 245 |
| WCAE-FM | Pittsburgh, Pa. | 96.1 | 241 | WGBI-FM | Greensboro, N. C. | 100.3 | 262 | WLAF-FM | Lexington, Ky. | 94.5 | 233 |
| WCAE-FM | Northfield, Minn. | 95.7 | 239 | WGBI-FM | Scranton, Pa. | 101.3 | 267 | WLAV-FM | Grand Rapids, Mich. | 96.9 | 245 |
| WCAO-FM | Baltimore, Md. | 102.7 | 274 | WGBS-FM | Miami, Fla. | 96.3 | 242 | WLAW-FM | Lawrence, Mass. | 93.7 | 229 |
| WCAO-FM | Pontiac, Mich. | 99.5 | 258 | WGBS-FM | Greenwich, Conn. | 95.9 | 240 | WLBH-FM | Mattoon, Ill. | 96.9 | 245 |
| WCAO-FM | Waco, Ga. | 96.1 | 241 | WGBS-FM | Greenwich, Conn. | 95.9 | 240 | WLBH-FM | Lebanon, Pa. | 100.1 | 261 |
| WCBC-FM | Anderson, Ind. | 98.3 | 232 | WGBS-FM | Greenwich, Conn. | 95.9 | 240 | WLCS-FM | Baton Rouge, La. | 101.1 | 266 |
| WCBS-FM | New York, N. Y. | 101.1 | 266 | WGBS-FM | Greenwich, Conn. | 95.9 | 240 | WLM | Detroit, Mich. | 95.5 | 236 |
| WCBS-FM | Roaok Rapids, N. C. | 98.5 | 253 | WGBS-FM | Schenectady, N. Y. | 95.5 | 258 | WLDS-FM | Jacksonville, Ill. | 100.5 | 263 |
| WCED-FM | DuBois, Pa. | 102.1 | 271 | WGBS-FM | Newport News, Va. | 98.5 | 243 | WLDE-FM | Richmond, Va. | 102.9 | 275 |
| WCFC-FM | Beckley, W. Va. | 101.3 | 267 | WGHF | New York, N. Y. | 101.9 | 270 | WLET-FM | Toccoa, Ga. | 104.1 | 291 |
| WCFC-FM | Washington, D. C. | 99.5 | 258 | WGHF | Charleston, W. Va. | 98.5 | 253 | WLEU-FM | Erie, Pa. | 97.9 | 250 |
| WCHA-FM | Chambersburg, Pa. | 95.9 | 240 | WGNB-FM | Chicago, Ill. | 98.7 | 254 | WLEY | Elmwood Park, Ill. | 107.1 | 296 |
| WCHI | Chicago Heights, Ill. | 95.9 | 240 | WGNB-FM | Gastonia, N. C. | 101.9 | 270 | *WLFM | Pittsburgh, Pa. | 96.9 | 245 |
| WCLI-FM | Corning, N. Y. | 106.1 | 291 | WGNB-FM | New Rochelle, N. Y. | 93.5 | 228 | WLIL-FM | Lenoir City, Tenn. | 100.3 | 232 |
| WCLO-FM | Janesville, Wis. | 99.9 | 260 | WGOR | Ft. Lauderdale, Fla. | 106.5 | 293 | WLIN-FM | Merrill, Wis. | 100.7 | 234 |
| WCLO-FM | Newark, O. | 100.3 | 262 | WGOV-FM | Valdosta, Ga. | 92.5 | 223 | WLIV | Providence, R. I. | 107.3 | 239 |
| WCMI-FM | Ashland, Ky. | 93.7 | 229 | WGOV-FM | Atlanta, Ga. | 95.1 | 236 | WLIV | Lowell, Mass. | 99.5 | 259 |
| WCMW-FM | Canton, O. | 94.9 | 235 | WGST-FM | Atlanta, Ga. | 94.1 | 231 | WLK | Leaksville, N. C. | 92.7 | 274 |
| WCNB-FM | Connersville, Ind. | 100.3 | 262 | WGTR | Paxton, Mass. | 99.1 | 256 | WLK | Logan, W. Va. | 103.3 | 277 |
| WCNT-FM | Centralia, Ill. | 96.5 | 243 | WGUU-FM | Bangor, Me. | 93.1 | 226 | WLK | Lima, O. | 103.3 | 277 |
| WCOD | Richmond, Va. | 98.1 | 251 | WGWR-FM | Asheboro, N. C. | 92.3 | 222 | WLOS-FM | Asheville, N. C. | 104.3 | 282 |
| WCOH-FM | Newnan, Ga. | 96.7 | 244 | WHAI-FM | Greenfield, Mass. | 98.3 | 252 | WLPM-FM | Suffolk, Va. | 107.7 | 299 |
| WCOL-FM | Columbus, O. | 92.3 | 222 | WHAI-FM | Louisville, Ky. | 99.7 | 259 | WLRD | Miami Beach, Fla. | 93.9 | 230 |
| WCOF-FM | Boston, Mass. | 100.7 | 264 | WHAT-FM | Philadelphia, Pa. | 105.3 | 287 | WLTN | Lewistown, Pa. | 97.9 | 250 |
| WCOF-FM | Lewiston, Me. | 93.9 | 230 | WHAV-FM | Haverhill, Mass. | 92.5 | 223 | WLVA-FM | Lynchburg, Va. | 97.5 | 248 |
| WCOV-FM | Montgomery, Ala. | 94.5 | 233 | WHBC-FM | Canton, O. | 94.1 | 231 | WLWA | Cincinnati, O. | 101.1 | 266 |
| WCOV-FM | Cincinnati, O. | 105.1 | 266 | WHBC-FM | Rock Island, Ill. | 98.9 | 255 | WLWB | Dayton, O. | 97.5 | 248 |
| WCPS-FM | Greenwood, S. C. | 95.7 | 239 | WHBC-FM | Rock Island, Ill. | 98.9 | 255 | WLWF | Columbus, O. | 96.3 | 242 |
| WCSC-FM | Charleston, S. C. | 96.9 | 245 | WHBC-FM | Sheboygan, Wis. | 100.3 | 262 | WLWC-FM | Williamsport, Pa. | 105.5 | 288 |
| WCSP-FM | Columbus, Ind. | 93.7 | 229 | WHBS-FM | Huntsville, Ala. | 95.1 | 236 | WLWC-FM | Wilmington, D. C. | 107.3 | 279 |
| WCSP | Tallahassee, Fla. | 103.9 | 280 | WHCU-FM | Ithaca, N. Y. | 97.3 | 247 | WMAQ-FM | Chicago, Ill. | 101.1 | 266 |
| WCTA-FM | Andalusia, Ala. | 98.1 | 251 | WHDD-FM | Boston, Mass. | 94.5 | 233 | WMAS-FM | Springfield, Mass. | 94.7 | 234 |
| WCTC-FM | New Brunswick, N. J. | 98.3 | 252 | WHDF-FM | Allegany, N. Y. | 95.7 | 239 | WMAS-FM | Macon, Ga. | 99.1 | 256 |
| WCTW | New Castle, Ind. | 102.5 | 273 | WHDF-FM | Benton Harbor, Mich. | 99.9 | 260 | WMBD-FM | Peoria, Ill. | 92.5 | 223 |
| WCUV-FM | Cumberland, Md. | 10 | | | | | | | | | |

International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1951

Note: These U. S. shortwave stations, operated under contract by the Government, are programmed by the International Broadcasting Division, Office of International Information, Department of State. (Under the 1947 fiscal year Appropriations Act, private licensees are permitted to program their stations up to 25% of the broadcast time.)

| Call Sign | Equipment Installation Number | Power (Watts) | Licensee | Location | Former Call Sign | Call Sign | Equipment Installation Number | Power (Watts) | Licensee | Location | Former Call Sign | | | | | | | | | | | | | | |
|---|-------------------------------|---------------|-------------------------|--------------------|------------------|---|-------------------------------|----------------------------------|-------------------------|-----------------------|------------------|--------|-------------------------|-----------------|------|-----|--------|-------------------------|-----------------|------|-----|--------|-------------------------|-----------------|------|
| WABC | (1) | 50,000 | Columbia Bcstg. System | Brentwood, N. Y. | WABC | WLWO | (1) | 75,000 | Crosley Corp. | Mason, Ohio | WLWO | | | | | | | | | | | | | | |
| | (2) | 50,000 | Columbia Bcstg. System | Brentwood, N. Y. | WCBN | | (2) | 50,000 | Crosley Corp. | Mason, Ohio | WLWK | | | | | | | | | | | | | | |
| | (3) | 50,000 | Columbia Bcstg. System | Brentwood, N. Y. | WCBX | | (3) | 200,000 | Crosley Corp. | Bethany, Ohio | WLWL (1) | | | | | | | | | | | | | | |
| | (4) | 10,000 | Columbia Bcstg. System | Brentwood, N. Y. | WCDA | | (4) | 75,000 | Crosley Corp. | Bethany, Ohio | WLWL (2) | | | | | | | | | | | | | | |
| | (5) | 50,000 | Columbia Bcstg. System | Wayne, N. J. | WOOC | | (5) | 200,000 | Crosley Corp. | Bethany, Ohio | WLWR (1) | | | | | | | | | | | | | | |
| | (6) | 50,000 | Columbia Bcstg. System | Wayne, N. J. | WOOW | | | | | | | | | | | | | | | | | | | | |
| KCBR | (1) | 200,000 | Columbia Bcstg. System | Delano, Calif. | KCBR | (6) | 200,000 | Crosley Corp. | Bethany, Ohio | WLWR (2) | | | | | | | | | | | | | | | |
| | (2) | 50,000 | Columbia Bcstg. System | Delano, Calif. | KCBA | (7) | 200,000 | Crosley Corp. | Bethany, Ohio | WLWR (1) | | | | | | | | | | | | | | | |
| | (3) | 50,000 | Columbia Bcstg. System | Delano, Calif. | KCBF | (8) | 200,000 | Crosley Corp. | Bethany, Ohio | WLWS (2) | | | | | | | | | | | | | | | |
| Frequencies used: 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 mc. | | | | | | | | | | | | | | | | | | | | | | | | | |
| WRCA | (1) | 50,000 | National Bcstg. Co. | Bound Brook, N. J. | WNRA | KQ2XAU† | 1,000 | Crosley Corp. | Mason, Ohio | WBXAL | | | | | | | | | | | | | | | |
| | (2) | 50,000 | National Bcstg. Co. | Bound Brook, N. J. | WNRI | | | | | | | | | | | | | | | | | | | | |
| | (3) | 50,000 | National Bcstg. Co. | Bound Brook, N. J. | WNRK | | | | | | | | | | | | | | | | | | | | |
| | (4) | 50,000 | National Bcstg. Co. | Bound Brook, N. J. | WNRK | | | | | | | | | | | | | | | | | | | | |
| | (5) | 50,000 | National Bcstg. Co. | Bound Brook, N. J. | WNBI | | | | | | | | | | | | | | | | | | | | |
| KRCA | (1) | 50,000 | National Bcstg. Co. | Dixon, Calif. | KNBA | Frequencies used: 6.08, 9.59, 11.71, 15.25, 17.8, 21.65 mc. | | | | | | | | | | | | | | | | | | | |
| | (2) | 50,000 | National Bcstg. Co. | Dixon, Calif. | KNBI | (1) | 50,000 | Westinghouse Radio Stations Inc. | Hull, Mass. | WBOS | | | | | | | | | | | | | | | |
| | (3) | 200,000 | National Bcstg. Co. | Dixon, Calif. | KNBX | | | | | | | | | | | | | | | | | | | | |
| Frequencies used: 6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 mc. | | | | | | | | | | | | | | | | | | | | | | | | | |
| WGEO | (1) | 100,000 | General Electric Co. | Schenectady, N. Y. | WGEO | KWID | (1) | 100,000 | Associated Bcstrs. Inc. | San Francisco, Calif. | KWID | | | | | | | | | | | | | | |
| | (2) | 50,000 | General Electric Co. | Schenectady, N. Y. | WGEA | | | | | | | | | | | | | | | | | | | | |
| | (3) | 25,000 | General Electric Co. | Schenectady, N. Y. | WGEX | | | | | | | | | | | | | | | | | | | | |
| KEGI | (1) | 50,000 | General Electric Co. | Belmont, Calif. | KGEI | (2) | 50,000 | Associated Bcstrs. Inc. | San Francisco, Calif. | KWIX | | | | | | | | | | | | | | | |
| | (2) | 100,000 | General Electric Co. | Belmont, Calif. | KGEX | | | | | | | | | | | | | | | | | | | | |
| Frequencies used: 6.19, 7.0, 7.25, 9.53, 9.55, 11.73, 11.8475, 15.21, 15.33, 21.5, 21.59 mc. | | | | | | | | | | | | | | | | | | | | | | | | | |
| † Experimental station for use in transmitting special signal on 6080 kc to National Bureau of Standards, Washington. | | | | | | | | | | | | | | | | | | | | | | | | | |
| ‡ Operates at 80 kw for government operation only. | | | | | | | | | | | | | | | | | | | | | | | | | |
| * Retain 25% of effective daily broadcasting time for private operations. | | | | | | | | | | | | | | | | | | | | | | | | | |
| WRUL* | (1) | 50,000 | World Wide Bcstg. Corp. | Scituate, Mass. | WRUL | (1) | 50,000 | World Wide Bcstg. Corp. | Scituate, Mass. | WRUA | | | | | | | | | | | | | | | |
| | | | | | | | | | | | (2) | 50,000 | World Wide Bcstg. Corp. | Scituate, Mass. | WRUS | | | | | | | | | | |
| | | | | | | | | | | | | | | | | (3) | 20,000 | World Wide Bcstg. Corp. | Scituate, Mass. | WRUW | | | | | |
| | | | | | | | | | | | | | | | | | | | | | (4) | 20,000 | World Wide Bcstg. Corp. | Scituate, Mass. | WRUX |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Frequencies used: 6.04, 9.7, 11.73, 15.13, 15.35, 17.75, 21.46, 25.6 mc. | | | | | | | | | | | | | | | | | | | | | | | | | |

FM Call Letters

(Continued from page 565)

| Call Letters | Location | Frequency Mcs. | Channel No. | Call Letters | Location | Frequency Mcs. | Channel No. |
|--------------|----------------------|----------------|-------------|--------------|-----------------------|----------------|-------------|
| WPEN-FM | Philadelphia, Pa. | 102.9 | 275 | WSPD-FM | Toledo, Ohio | 101.5 | 268 |
| WPIC-FM | Sharon, Pa. | 102.9 | 275 | WSPR-FM | Springfield, Mass. | 97.9 | 250 |
| WPIT-FM | Pittsburgh, Pa. | 101.5 | 268 | WSRK | Shelbyville, Ind. | 101.3 | 267 |
| WPJB | Providence, R. I. | 105.1 | 286 | WSRS-FM | Cleveland Heights, O. | 96.3 | 237 |
| WPLH-FM | Huntington, W. Va. | 102.5 | 273 | WSTC-FM | Stamford, Conn. | 96.7 | 244 |
| WPOE | Elizabeth, N. J. | 96.7 | 244 | WSTP-FM | Salisbury, N. C. | 106.5 | 293 |
| WPFA-FM | Pottsville, Pa. | 101.9 | 270 | WSTV-FM | Steubenville, O. | 103.5 | 278 |
| WPRO-FM | Providence, R. I. | 92.3 | 222 | WSVA-FM | Harrisonburg, Va. | 100.7 | 264 |
| WPTF-FM | Raleigh, N. C. | 94.7 | 234 | WSVS-FM | Crewe, Va. | 104.7 | 284 |
| WQAM-FM | Miami, Fla. | 94.9 | 235 | WSYR-FM | Syracuse, N. Y. | 94.5 | 233 |
| WQAN-FM | Scranton, Pa. | 92.3 | 222 | WTAD-FM | Quincy, Ill. | 99.5 | 258 |
| WQDI | Washington, D. C. | 103.5 | 278 | WTAG-FM | Worcester, Mass. | 96.1 | 241 |
| WQQW-FM | New York, N. Y. | 103.5 | 278 | WTAM-FM | Cleveland, O. | 105.7 | 289 |
| WQXR-FM | New York, N. Y. | 96.3 | 242 | WTAR-FM | Norfolk, Va. | 97.3 | 247 |
| WRAC-FM | Williamsport, Pa. | 100.3 | 262 | WTAX-FM | Springfield, Ill. | 103.7 | 279 |
| WRAL-FM | Raleigh, N. C. | 101.5 | 268 | WTBO-FM | Cumberland, Md. | 106.9 | 295 |
| WRBI | Blue Island, Ill. | 94.3 | 232 | WTBN-FM | Minneapolis, Minn. | 97.1 | 246 |
| WRBL-FM | Columbus, Ga. | 93.3 | 227 | WTHI-FM | Terre Haute, Ind. | 99.9 | 260 |
| WRC-FM | Washington, D. C. | 93.9 | 230 | WTIC-FM | Hartford, Conn. | 96.5 | 243 |
| WRCM | New Orleans, La. | 97.1 | 246 | WTJS-FM | Jackson, Tenn. | 100.7 | 264 |
| WREV-FM | Reidsville, N. C. | 102.1 | 271 | WTMA-FM | Charleston, S. C. | 95.1 | 236 |
| WRFD-FM | Worthington, O. | 97.9 | 250 | WTMV-FM | East St. Louis, Ill. | 102.5 | 273 |
| WRFL | Winchester, Va. | 82.5 | 223 | WTNC-FM | Thomasville, N. C. | 98.3 | 252 |
| WRFM | Hattiesburg, Miss. | 97.9 | 250 | WTOA | Trenton, N. J. | 97.5 | 248 |
| WRFS-FM | Alexander City, Ala. | 106.1 | 291 | WTOC-FM | Savannah, Ga. | 97.3 | 247 |
| WRGA-FM | Rome, Ga. | 106.5 | 293 | WTOL-FM | Toledo, O. | 104.7 | 284 |
| WRHI-FM | Rock Hill, S. C. | 97.5 | 248 | WTOP-FM | Washington, D. C. | 96.3 | 243 |
| WRJN-FM | Racine, Wis. | 100.7 | 264 | WTPS-FM | New Orleans, La. | 95.7 | 239 |
| WRLD-FM | Lanett, Ala. | 102.9 | 275 | WTRC-FM | Elkhart, Ind. | 100.7 | 284 |
| WRNL-FM | Richmond, Va. | 102.1 | 271 | WTRF-FM | Bellare, O. | 100.5 | 263 |
| WRNY-FM | Rochester, N. Y. | 97.9 | 250 | WTRI | Troy, N. Y. | 102.7 | 274 |
| WROK-FM | Rockford, Ill. | 97.5 | 248 | WTRT | Toledo, O. | 99.9 | 260 |
| WROL-FM | Knoxville, Tenn. | 97.3 | 247 | WTSP-FM | St. Petersburg, Fla. | 102.5 | 273 |
| WROV-FM | Roanoke, Va. | 103.7 | 279 | WTSV-FM | Claremont, N. H. | 106.1 | 291 |
| WROW-FM | Albany, N. Y. | 93.9 | 230 | WTHH-FM | Port Huron, Mich. | 99.1 | 256 |
| *WROY-FM | Dallas, Tex. | 97.3 | 247 | WTVB-FM | Coldwater, Mich. | 98.3 | 252 |
| WRR-FM | Dallas, Tex. | 101.1 | 266 | WTWO | Dayton, O. | 104.7 | 284 |
| WRSW | Warsaw, Ind. | 107.3 | 297 | WUSJ-FM | Lockport, N. Y. | 99.3 | 257 |
| WRUF-FM | Gainesville, Fla. | 104.1 | 281 | WVBT | South Bristol, N. Y. | 95.1 | 235 |
| WRUN-FM | Utica, N. Y. | 105.7 | 289 | WVCN | De Ruyter, N. Y. | 105.1 | 286 |
| WRVB | Richmond, Va. | 94.5 | 233 | WVCV | Cherry Valley, N. Y. | 101.9 | 270 |
| WRVC | Norfolk, Va. | 102.5 | 273 | WVJS-FM | Owensboro, Ky. | 96.1 | 241 |
| WRWX | Louisville, Ky. | 95.1 | 236 | WVKO | Columbus, O. | 94.7 | 234 |
| WRZE | York, Pa. | 98.5 | 253 | WVUN | Chattanooga, Tenn. | 98.1 | 251 |
| WSAI-FM | Cincinnati, O. | 102.7 | 274 | WWCF | Greenfield, Wis. | 94.9 | 235 |
| WSAN-FM | Saginaw, Mich. | 98.1 | 251 | WWDC-FM | Washington, D. C. | 101.1 | 268 |
| WSAM-FM | Allentown, Pa. | 99.9 | 260 | WWGF-FM | Sanford, N. C. | 105.5 | 288 |
| WSAP-FM | Portsmouth, Va. | 99.7 | 259 | WWHG-FM | Hornell, N. Y. | 105.3 | 287 |
| WSAV-FM | Savannah, Ga. | 100.3 | 262 | WWJ-FM | Detroit, Mich. | 97.1 | 246 |
| WSB-FM | Atlanta, Ga. | 98.5 | 253 | WWLH | New Orleans, La. | 100.3 | 262 |
| WSBA-FM | York, Pa. | 103.3 | 277 | WWYN-FM | Watertown, N. Y. | 100.5 | 263 |
| WSFL-FM | Springfield, Mass. | 101.9 | 270 | WWYD-FM | Lynchburg, Va. | 100.1 | 261 |
| WSGN-FM | Birmingham, Ala. | 93.7 | 229 | WWOL-FM | Buffalo, N. Y. | 104.1 | 281 |
| WSIC-FM | Statesville, N. C. | 105.7 | 289 | WWON-FM | Woonsocket, R. I. | 105.5 | 288 |
| WSIX-FM | Nashville, Tenn. | 97.5 | 248 | WWPB-FM | Miami, Fla. | 101.5 | 268 |
| WSJS-FM | Winston-Salem, N. C. | 104.1 | 281 | WWPF-FM | Palatka, Fla. | 98.3 | 252 |
| WSLB-FM | Ogdensburg, N. Y. | 106.1 | 291 | WWPG-FM | Palm Beach, Fla. | 97.9 | 250 |
| WSLS-FM | Roanoke, Va. | 99.1 | 256 | WWST-FM | Wooster, O. | 104.5 | 284 |
| WSM-FM | Nashville, Tenn. | 103.3 | 277 | WWSW-FM | Pittsburgh, Pa. | 94.5 | 243 |
| WSMB-FM | New Orleans, La. | 102.7 | 274 | WWVA-FM | Wheeling, W. Va. | 98.7 | 254 |
| WSNJ-FM | Bridgeton, N. J. | 98.9 | 255 | WXHR | Cambridge, Mass. | 96.9 | 245 |
| WSOC-FM | Charlotte, N. C. | 103.5 | 278 | WXNJ | Plainfield, N. J. | 103.9 | 280 |
| WSON-FM | Henderson, Ky. | 99.5 | 258 | WXRC | Buffalo, N. Y. | 103.3 | 277 |
| WSOY-FM | Decatur, Ill. | 102.1 | 271 | WXRT | Chicago, Ill. | 101.9 | 270 |
| WSPA-FM | Spartanburg, S. C. | 98.9 | 255 | WXYZ-FM | Detroit, Mich. | 101.1 | 266 |

Department of State, Voice of America Broadcasts

DEPARTMENT OF STATE OFFICE OF INTERNATIONAL INFORMATION

DIVISION OF INTERNATIONAL BROADCASTING

New York Headquarters: 15-19 E.
26th St. Tel.: Circle 6-4400.

Washington Headquarters: War
Manpower Bldg. (Room 326),
1778 Pennsylvania Ave. Tel.:
Republic 5600, Extension 4157.
(For executive personnel of
office of International Informa-
tion, see U. S. Government
Agencies Dealing with Radio-
Television.)

Officers

Foy D. Kohler, *Chief*
Edwin Kretzman, *Associate Chief*
(*Policy*)
James S. Thompson, *Associate*
Chief (Operations)
Alfred Puhant, *Chief, Program*
Operations Bureau
George Herrick, *Facilities Chief*
Sidney Sulkin, *Acting Chief,*
Washington Branch
John F. Hogan, *Director, Wash-*
ington Special Events
Marguerite Preston, *Washington*
Information Officer

FACT SHEET

The *Voice of America* is the
radio medium employed to imple-
ment United States foreign policy
by reflecting a true picture of
American life, culture, and aims
in the minds of listeners abroad.

In the language of the enabling
act establishing the Office of Inter-
national Information, its purpose
is "to promote the better under-
standing of the United States
among the peoples of the world
and to strengthen cooperative in-
ternational relations."

Radio is the fastest and most
effective day-by-day medium for
achieving this objective. It makes
it possible to speak directly to the

people of other countries, to sur-
mount regularly and instantaneously
all barriers of distance, censor-
ship, illiteracy, foreign exchange,
paper shortages, cartels or tariffs.

More than 70 separate pro-
grams, ranging from 15 minutes to
one hour and amounting to ap-
proximately 30 program hours and
about 200,000 words, are broadcast
daily in 25 languages, including
English, and are beamed to the
following areas:

Europe

| | Hrs: Mins |
|----------------------------|----------------|
| German to Austria..... | : 45 |
| Bulgarian | : 45 |
| Czech and Slovak | 1 : 00 |
| English | 4 : 30 |
| French | : 45 |
| German to Germany..... | 1 : 00 |
| Greek | : 30 |
| Hungarian | : 45 |
| Italian | 1 : 10 |
| Polish | 1 : 00 |
| Rumanian | : 30 |
| Russian* | 2 : 00 |
| Serbo-Croat | : 45 |
| Slovene | : 15 |
| Spanish to Spain | : 30 |
| Ukrainian* | : 30 |
| TOTAL TO ALL AREAS: | 16 : 40 |

TOTAL TO ALL AREAS:
30 hrs.

Note: English, all areas 8 h. 30 m.
(Ukrainian*
(Russian* 3 h. 0 m.

Far East

| | Hrs: Mins |
|----------------------------|---------------|
| Cantonese | 1 : 00 |
| English | 2 : 45 |
| Indonesian | : 15 |
| Korean | 1 : 15 |
| Mandarin | 1 : 45 |
| Russian* | : 30 |
| Vietnamese | : 15 |
| TOTAL TO ALL AREAS: | 7 : 45 |

Near East

| | Hrs: Mins |
|----------------------------|---------------|
| Arabic | : 30 |
| Persian | : 30 |
| Turkish | : 30 |
| TOTAL TO ALL AREAS: | 1 : 30 |

Latin American

| | Hrs: Mins |
|----------------------------|---------------|
| English | 1 : 15 |
| Portuguese | : 30 |
| TOTAL TO ALL AREAS: | 2 : 20 |
| TOTAL TO ALL AREAS: | 4 : 05 |

FACILITIES

Thirty-eight shortwave trans-
mitters ranging from 50,000 to
200,000 watts in power are lo-
cated in the United States. Of
these, 10 are located on the Pacific
Coast, 8 in the Middle West and
20 on the East Coast. These
facilities are licensed to private
broadcasting companies and are
operating under contract to the
Department at the direction and
discretion of the International
Broadcasting Division.

* At the present time, 3 hours of
programming to the Soviet Union
(Russia and Ukrainian) is aired
from the U.S.A. To counter the
Soviet jamming of these programs,
they are recorded at overseas re-
lay bases and aired on a con-
tinuous basis; in effect, 24-hour
service to Russia. Various other
programs are rebroadcast by
transcription from overseas relay
bases.

Government-owned and con-
trolled shortwave relay broadcast
operations are located at Munich,
Manila, Honolulu and Tangier,
and medium wave stations at
Munich, Salonika and Manila.
Shortwave and medium wave re-
lay facilities are also leased from BBC
in Great Britain.

Other relays are in effect,
through arrangement with domes-
tic broadcasters of various coun-
tries such as France, Italy, Korea,
Greece, Austria, Germany, Bolivia,
Brazil, Chile, Columbia, Cuba,
Ecuador, Guatemala, Mexico,
Nicaragua, Panama, Peru, Uru-
guay and Salvador.

PROGRAM CONTENT

International shortwave pro-
grams from the United States fall
into three categories: (1) news;

(2) analyses and features, which
include political commentaries,
press reviews, roundtable discus-
sions, documentaries, et cetera;
and (3) music. Although the
breakdown varies from area to
area, in general, the program sche-
dule is balanced as follows:

News, 32 percent; analyses and
features, 57 percent; music, 11 per-
cent.

In addition to shortwave pro-
grams, IBD sends regularly to
missions abroad transcribed musi-
cal programs and prepares special
feature material for placement on
overseas local radio stations.

AUDIENCE INFORMATION

Programs are beamed to areas
having a potential audience of
300,000,000. Surveys, letters from
listeners, efforts by the hostile
press and radio of certain nations
to discredit the broadcasts, the re-
ports from U.S. missions abroad,
correspondents and travelers pro-
vide convincing evidence of a
regular listening audience of
many millions. Letters from lis-
teners total as much as 29,000
per month.

Program schedules are pub-
lished in eight language editions
including English and are avail-
able upon request. These schedules
are distributed to a mailing list
of about 750,000.

OPERATION INFORMATION

The International Broadcasting
Division is responsible for the
planning, execution and content of
programs. Programs are written
produced and broadcast from
studios in New York City and
Washington, D. C.

The International Broadcasting
Division is a division of the Office
of International Information of
the Department of State, and is
under the jurisdiction of the
Assistant Secretary of State for
Public Affairs, Edward W. Bar-
rett, and Foy D. Kohler, Chief, In-
ternational Broadcasting Division.

International Broadcasting Stations of Canada

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts | Call Letters | Transmitter Location | Frequency in mc. | Power in Watts |
|--------------|---|------------------|----------------|--------------|----------------------|------------------|----------------|
| FCX | Canadian Marconi Co., Montreal, Que. | 6.005 | 75 | CKLO | Sackville, N. B. | 9.63 | 50,000 |
| FRX | Rogers Radio Broadcasting Co. Ltd., Toronto | 6.07 | 1,000 | CKXA | Sackville, N. B. | 11.705 | 50,000 |
| FVP | Voice of the Prairies Ltd., Calgary, Alta. | 6.03 | 100 | CKCX | Sackville, N. B. | 15.19 | 50,000 |
| HNX | Maritime Broadcasting Co. Ltd., Halifax, N. S. | 6.13 | 500 | CKNC | Sackville, N. B. | 17.82 | 50,000 |
| JCX | Eastern Broadcasters Ltd., Sydney, N. S. | 6.01 | 1,000 | CHAC | Sackville, N. B. | 6.16 | 50,000 |
| KRO | Transcanada Communications Ltd., Winnipeg, Man. | 6.15 | 2,000 | CHLS | Sackville, N. B. | 9.61 | 50,000 |
| KRX | Transcanada Communications Ltd., Winnipeg, Man. | 11.72 | 2,000 | CHOL | Sackville, N. B. | 11.72 | 50,000 |
| KFX | Western Broadcasting Co. Ltd., Vancouver, B. C. | 6.08 | 10 | CHLA | Sackville, N. B. | 21.71 | 50,000 |
| ESAI | Edmonton Journal Ltd., Edmonton, Alta. | 6.005 | 200 | CKEX | Sackville, N. B. | 11.9 | 50,000 |
| | | 9.54 | 200 | CBLX | Vercheres, Que. | 15.09 | 7,500 |
| | | | | CBFA | Vercheres, Que. | 11.76 | 7,500 |
| | | | | CBFL | Vercheres, Que. | 11.72 | 7,500 |
| | | | | CBFO | Vercheres, Que. | 9.63 | 7,500 |
| | | | | CKCS | Sackville, N. B. | 15.32 | 50,000 |
| | | | | CKLX | Sackville, N. B. | 15.09 | 50,000 |
| | | | | CKRA | Sackville, N. B. | 11.76 | 50,000 |
| | | | | CBFR | Vercheres, Que. | 9.52 | 7,500 |
| | | | | CKRP | Sackville, N. B. | 21.6 | 50,000 |
| | | | | CKRZ | Sackville, N. B. | 6.08 | 50,000 |

Canadian Broadcasting Corp. Stations

| | | | |
|-----|---------------------------|--------|--------|
| BNX | St. John's, Newfoundland. | 5.97 | 300 |
| BFW | Vercheres, Que. | 6.09 | 7,500 |
| BFX | Vercheres, Que. | 9.61 | 7,500 |
| BFY | Vercheres, Que. | 11,705 | 7,500 |
| BFZ | Vercheres, Que. | 15.19 | 7,500 |
| BRX | Vancouver, B. C. | 6.16 | 150 |
| KOB | Sackville, N. B. | 6.09 | 50,000 |

ROADCASTING • Telecasting

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Newspaper Ownership

(Continued from page 67)

IDAHO

KBIO, Burley—Licensed to KBIO Inc. President Jessica L. Longston is publisher of *Burley Bulletin and Herald* and *St. Helens (Ore.) Sentinel* Mt. (See KAVR Havre, Mont. KSEM Moses Lake, and KPUG Bellingham, Wash.).

KCID, Caldwell—Licensed to Caldwell Bcstg. Co. Inc. Station stock is 50% owned individually by stockholders of Caldwell News-Tribune Inc., publisher of *Caldwell News-Tribune*.

KVNI, Coeur d'Alene—Licensed to Coeur d'Alene Broadcasting Co., identified in ownership with Coeur d'Alene Press (see KNEW Spokane, Wash.).

KIFI, Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tele. Co. Idaho Falls Post-Register is part owner (see KBIO Pocatello).

KEIO, Pocatello—Licensed to Eastern Idaho Broadcasting and Television Co. (See KIFI Idaho Falls).

ILLINOIS

WBND, Belleville—Licensed to Belleville News Democrat.

WJBC, WJBC-FM, Bloomington—Licensed to Bloomington Broadcasting Corp., affiliated with Daily Pantagraph Co., publishers of the *Daily Pantagraph*.

WBYS, WBYS-FM, Canton—Licensed to Fulton County Broadcasting Co., identified with *Canton Daily Ledger*.

WDWS, WDWS-FM, Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *The News-Gazette*.

WAAF, WAAF-FM, Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WGN, WGNB(FM), WGN-TV, Chicago—Licensed to WGN Inc., 100% subsidiary of the Chicago Tribune Co., publisher of the *Chicago Tribune*.

WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% (*Chicago Daily News, Detroit Free Press, Akron Beacon Journal*, etc.).

WJJD, WJJD(FM), Chicago—Licensed to WJJD, Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher, *Chicago Sun-Times*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, bi-weekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper); see WENY, Elmira, N. Y.

WCRA, Effingham—Licensed to the Effingham Bcstg. Co. Some stockholders also hold stock in *Effingham Daily News*.

WSOY, WSOY-FM, Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review*; same ownership as *Champaign-Urbana (Ill.) Evening Courier* and others.

WFJS (FM), Freeport—Licensed to Freeport Journal Standard Publishing Co., publishers *Journal-Standard*.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co., controlled by executives of *Galesburg Daily Register Mail*.

WKAN, Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.

WLPO, La Salle—Licensed to La Salle County Broadcasting Corp., 100%

owned by Mr. and Mrs. Peter Miller, who publish the *La Salle Daily News-Tribune*.

WMBD, WMBD-FM, Peoria—Licensed to Peoria Broadcasting Co., owned 25% by Charles C. Caley; 13% by Carl P. Slane, president-publisher Peoria Journal-Transcript Inc.; 31% by Frances P. Slane and 31% by Elizabeth P. Talbot, interested in same publishing firm.

WGEM, WQDI (FM), Quincy—Licensed to Quincy Bcstg. Co., affiliated with *Quincy Herald Whig*.

WTAD, WTAD-FM, Quincy—Licensed to Lee Broadcasting Inc., affiliated with ownership of KGLD, Mason City, Ia., Lee P. Loomis, president, also publisher of *Mason City (Ia.) Globe-Gazette*, a Lee Syndicate newspaper.

WROK, WROK-FM, Rockford—Licensed to Rockford Broadcasters Inc., 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of *Rockford Morning Star* and *Rockford Register-Republic*.

WHEF, WHEF-FM, WHEF-TV, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of The J. W. Potter Co., publisher of *Rock Island Argus*.

NBC Advertisers

(Continued from page 445)

TELEVISION—(Continued)

| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
|--|---|---|------------------|
| Lionel Corp., Toy Trains, 33 | Joe DiMaggio Show; Sat. 5:30-8:00 PM. | Buchanan & Co., Inc. | 12-16-50 |
| Lorillard, P. Co., Old Gold Cigarettes, 55 | Original Amateur Hour; Tues. 10:00-11:00 PM. | Lennen & Mitchell, Inc. | 6-26-51 |
| Manhattan Soap Co., Sweetheart Soap, Blu-White Flakes, 18 | One Man's Family; Sat. 7:30-8:00 PM. | Duane Jones Co., Inc. | 7-21-51 |
| Mars, Inc., Candy, 48 | Howdy Doody; Mon.-Fri. 5:30-6:00 PM. | Grant Advertising, Inc. & Leo Burnett Co., Inc. | 5-30-51 |
| Miles Laboratories, Inc., Vitamins, Alka-Seltzer, Tabcin, Bactine, 30 | Quiz Kids; Fri. 8:00-8:30 PM. | Wade Advertising Agency | 9-28-51 |
| Minesota Mining & Mfg. Co., Scotch Tape, 29 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | BBD & O, Inc. | 12-2-50 |
| Minute Maid Corp., Minute Maid Orange Juice, 34 | Howdy Doody; Mon. Fri. 5:30-6:00 PM. | Ted Bates, Inc. | 9-20-51 |
| Minute Maid Corp., Frozen Orange Juice, 34 | The Kate Smith Hour; Mon.-Fri. 4:00-5:00 PM. | Ted Bates, Inc. | 9-28-50 |
| Mohawk Carpet Mills, Inc., Rugs, Carpets, 45 | Mohawk Showroom; Mon.-Wed.-Fri. 7:30-7:45 PM. | Geo. R. Nelson, Inc. | 4-27-51 |
| Motorola, Inc., Television & Radio Sets, 27 | Four Star Revue | Ruthrauff & Ryan, Inc. | 12-27-51 |
| National Dairy Products Corp., Dairy Products, 49 | Kukla, Fran & Ollie Show, The; Mon.-Fri. 7:30-8:00 PM. | N. W. Ayer & Son, Inc. | 6-21-52 |
| Nestle Co., Inc., Nescafe, 10 | Take a Chance; Sun. 10:30-11:00 PM. | Cecil & Presbrey, Inc. | 8-25-50 |
| Pabst Sales Company, Beer, Ales & Hoffman Beverages, 29 | The Life of Riley; Fri. 10:00-10:30 PM. | Warwick & Legler, Inc. | 6-7-50 |
| Peter Paul, Inc., Peter Paul Candy, 30 | The Hank McCune Show; Sat. 7:00-7:30 PM. | Maxon, Inc. | 6-2-51 |
| Philco Corp., Radios, TV Sets, Refrigerators, 47 | Philco TV Playhouse; Sun. 9:00-10:00 PM. | Hutchins Advertising Co., Inc. | 7-9-50 |
| Procter & Gamble Co., Camay, Tide, 30 | Musical Comedy Time; Alt. Mon. 9:30-10:30 PM. | Pedlar, J., Inc. | 9-17-51 |
| Procter & Gamble Co., Ivory, Crisco, Duz, 31 | P & G Fireside Theatre; Tues. 9:30-10:00 PM. | Compton Advertising Inc. | 11-21-50 |
| Quaker Oats Co., Puffed Wheat, Quaker Oats, Puffed Rice, Mother Oats, Aunt Jemima Pancake Flour & Cake Mixes, 39 | Gabby Hayes Show, The; Sun. 5:00-5:30 PM. | Sherman & Marquette | 4-23-51 |
| Quaker Oats Co., Ken-L-Ration Dog Food, 34 | Zoo Parade; Sun. 4:30-5:00 PM. | Ruthrauff & Ryan, Inc. | 6-24-50 |
| Radio Corporation of America, Radios, TV Sets, Record Players, 60 | The Kukla, Fran & Ollie Show; Mon.-Fri. 7:30-8:00 PM. | J. Walter Thompson Co. | 6-10-51 |
| Radio Corp. of America, 45 RPM Record Players, Records, Portables, Table Models, 29 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | J. Walter Thompson Co. | 4-4-50 |

| Advertiser and Product No. of Stations | Program | Advertising Agency | Contract Expires |
|---|---|--|------------------|
| Revere Copper & Brass, Inc., Copper, Brass, Steel Products, 30 | Meet the Press; Sun. 4:00-4:30 PM. | St. Georges & Keyes, Inc. | 4-1-51 |
| Reynolds, R. J. Tobacco Co., Camel Cigarettes, 25 | Camel News Caravan; Mon.-Fri. 7:45 | Wm. Esty Co., Inc. | 11-14-50 |
| Riggio Tobacco Corp., Regent Cigarettes, 8 | Leave It To The Girls; Sun. 7:00-7:30 PM. | Brooke, Smith, French & Dorrance, Inc. | 8-13-51 |
| Roma Wine Co. of California, Wines, 19 | Party Time at Club Roma; Sat. 11:00-11:30 PM. | Foote, Cone & Belding, Inc. | 1-6-51 |
| Sanson Hosiery Mills, Picturesque Stockings | Fifth Ave. Easter Parade | Dorland Agency | 4-18-50 ONLY |
| Snow Crop Marketers, Inc., Frozen Orange Juice, Fruits, Vegetables & Coffee, 30 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | Maxon, Inc. | 3-3-51 |
| S.O.S. Company, The, S.O.S. Cleaner, 29 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | McCann-Erickson, Inc. | 6-2-50 |
| Speidel Corp., Watch Bands, 34 | Saturday Night Revue, Jack Carter Show; Sat. 8:00-9:00 PM. | Sullivan, Stauffer, Colwell & Bayles, Inc. | 9-10-51 |
| Speidel Corp., Watch Bands, 27 | The Speidel Show—What's My Name | Sullivan, Stauffer, Colwell & Bayles, Inc. | 11-18-50 |
| Standard Brands, Inc., Royal Gelatin Desserts, 16 | NBC Comics; Mon.-Fri. 5:00-5:15 PM. | Ted Bates | 2-6-51 |
| Standard Oil Co. of Indiana, Oil, Gasolines & Others, 10 | The Wayne King Program | McCann-Erickson, Inc. | 6-28-51 |
| Stokely-Van Camp, Inc., Canned Foods, Pork & Beans, 34 | John Conte's Little Show; Tues.-Thurs. 7:30-7:45 PM. | Calkins & Holden, Carlock, McClinton & Smith, Inc. | 6-21-51 |
| Swift & Company, Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods, 28 | Saturday Night Revue, Jack Carter Show; Sat. 8:00-9:00 PM. | J. Walter Thompson Co. | 3-10-51 |
| Swift & Co., Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods, 28 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | J. Walter Thompson Co. | 3-10-51 |
| Texas Company, The, Gasoline, Oil, Grease, Custom Havilland Oil, 38 | Texaco Star Theatre Tues. 9:00-10:00 PM. | Kudner Agency, Inc. | 3-13-51 |
| United Fruit Company, Bananas, 19 | Saturday Night Revue, Your Show of Shows; Sat. 9:00-10:30 PM. | BBD & O, Inc. | 4-22-50 |
| U. S. Tobacco Company, Model, Old Briar, Dill's Best, Tweed, 54 | Martin Kane—Private Eye; Thurs. 10:00-10:30 PM. | Kudner Agency, Inc. | 8-23-51 |
| Wander Company, The, Ovatine, 27 | Howdy Doody; Mon.-Fri. 5:30-6:00 PM. | Grant Advertising, Inc. | 12-29-50 |
| Welch Grape Juice Company, Grape Juice (frozen & bottled) & others, 44 | Howdy Doody Mon.-Fri. 5:30-6:00 PM. | Doherty, Clifford & Shenfield | 11-30-51 |
| Whitman & Sons, Inc., Stephen F., Whitman's Candies, 20 | Saturday Night Revue, Jack Carter Show; Sat. 8:00-9:00 PM. | Ward-Wheelock Co. | 12-30-50 |
| Wildroot Company, Inc., Hair Tonic, Cream Oil, 20 | Saturday Night Revue, Jack Carter Show; Sat. 9:00-10:30 PM. | BBD & O, Inc. | 6-2-51 |

WCVS, WCVS-FM, Springfield — Licensed to WCVS Inc., identified with ownership of the *Springfield Illinois State Journal and Register*.

WKRS, Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of the *Waukegan News-Sun*. WKRS-FM is licensed to Keystone Printing Service Inc., publishers of *Waukegan News-Sun*.

West Frankfort—CP for AM station issued to Pyramid Radio Broadcasting & Television Co. E. J. Paxton, vice president of Paducah Newspapers (WKYB Paducah, Ky.) owns 20%.

INDIANA

WFMU (FM), Crawfordsville—Licensed to Journal Review, publisher of *Crawfordsville Journal Review*.

WCNB, WCNB-FM, Connersville—Licensed to News Examiner Co., publishers *Connersville News-Examiner*.

WTRC, WTRC-FM, Elkhart—Licensed to The Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

WGL, Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co., Ft. Wayne.

WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., E. C. Pulliam, president.

WIOU, Kokomo—Licensed to North Central Broadcasting Corp. President Richard Blackledge is also president of the *Kokomo Tribune*.

WSBT, South Bend—Licensed to the South Bend Tribune.

WMRI (FM), Marion — Licensed to Chronicle Publishing Co. Inc., publishers of the *Leader-Tribune and the Chronicle*.

WCTW (FM), New Castle—Licensed to Courier-Times Inc., publishers of the *New Castle Courier-Times*.

WSRK (FM), Shelbyville—Licensed to Shelbyville Radio Inc. Stockholders have interest in *Shelbyville News*.

WAOV, Vincennes—Licensed to Vincennes Newspapers Inc. (same ownership as WIRE, Indianapolis).

WRSW (FM), Warsaw—Licensed to Reub Williams & Sons Inc., publishers of the *Warsaw Daily Times-Union*.

WFML (FM), Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington (Ind.) Herald*.

IOWA

KASI, Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.

KWBG, Boone—Licensed to Boone Broadcasting Co. Two stockholders hold interests in *Boone News Republican*.

KBUR, KBUR-FM, Burlington — Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*.

KCRG, KCRG (FM), Cedar Rapids—Licensed to the *Gazette Co.*, publishers of the *Cedar Rapids Gazette*.

KCOG, Centerville—Licensed to Centerville Broadcasting Co. President Robert K. Beck controls *Centerville Daily Iowegian*.

KSWI and KFMX (FM), Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the *New Nonpareil Co.*, publishers of the *Council Bluffs Nonpareil*.

KDEC, Decorah — Licensed to *Telegraph-Herald*, Dubuque.

KRNT, KRNT-FM, Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the *Register & Tribune Co.*, publisher of *Des Moines Register and Des Moines Tribune*; also publisher of *Minneapolis Star-Journal and Look* magazine.

KSO, KSO-FM, Des Moines—Licensed to Murphy Broadcasting Co. Kingsley H. Murphy, newspaper executive and stockholder of *Minneapolis Star Journal*, is president.

KDTH, KDTH-FM, Dubuque—Licensed to Dubuque *Telegraph-Herald*.

KFJB, Marshalltown—Licensed to Marshall Electric Co., owned by the *Times Republican*, Marshalltown.

KGLO, KGLO-FM, Mason City — Licensed to Lee Radio Inc., affiliated with ownership of WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*, a Lee Syndicate newspaper.

KSCJ, KSCJ-FM, Sioux City—Licensed to the Perkins Brothers Co. William R. Perkins, president, also is president-publisher of the *Journal-Tribune and Journal-Tribune*.

dent-publisher of the *Journal-Tribune and Journal-Tribune*.

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co., whose owners have interests in the *Sioux City Journal-Tribune*.

KJFJ, Webster City—Licensed to Land-O-Corn Broadcasters, owners affiliated with *Freeman Journal*.

KANSAS

KSOK, Arkansas City — Licensed to KSOK Broadcasting Co. Stauffer Pub. Inc., publisher of several papers including *Arkansas City Daily Trauler*, is beneficial owner of stock (see KSEK Pittsburg and KGFF Shawnee).

KGGF, Coffeyville—Licensed to The Midwest Bcstg. Co. Inc. Ownership affiliated with *Coffeyville Daily Journal* and other publications.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious and other stockholders also own *Dodge City Daily Globe*.

KTSW, Emporia—Licensed to The Emporia Broadcasting Co. Inc., majority stockholders also own *Telegram Publishing Co.*, publishers *Garden City Telegram*.

KIUL, Garden City—Licensed to the *Telegram Publishing Co.*, publishers of the *Garden City Telegram*.

KVGB, Great Bend—Licensed to KVGB Inc., ownership affiliated with the *Great Bend Tribune and Russell Daily News*.

KAYS, Hays—Licensed to KAYS Inc., principally owned by *Hays Daily News*.

KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan and Topeka Daily Capital*.

KIND, Independence—Licensed to Central Broadcasting Inc., 20% owned by H. A. Meyer Jr., business manager, *Independence Daily Reporter*.

KMAN, Manhattan—Licensed to Manhattan Broadcasting Co. Fred A. Seaton, 33% owner publishes *Hastings (Neb.) Daily Tribune*; Richard M. Seaton, 33%, publishes *Coffeyville Daily Journal*; Fay N. Seaton, 33%, publishes *Manhattan Mercury-Chronicle and Weekly Republic*.

KNEX, McPherson—Licensed to McPherson Broadcasting Co. Stockholder Ken Krehbiel owns *McPherson Daily Republican*.

KLKC, Parsons—Licensed to Community Broadcasting Co. President Clyde M. Reed Jr. is publisher of *Parsons Sun*.

KSEK, Pittsburg — Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications; also see KSOK Arkansas City and KGFF Shawnee).

KSAL, Salina—Licensed to KSAL Inc., affiliated with ownership of the *Salina Journal*. See KFBI Wichita.

WIBW, Topeka—Licensed to Topeka Broadcasting Assn. Inc., controlled by Capper Publications Inc., publisher of *Topeka Daily Capital* (see KCKN, Kansas City).

KFBI, Wichita—Licensed to KFBI Inc. Stockholders include John P. and Sidney Harris of *Hutchinson Pub. Co.* and *Salina Journal Co.*, and R. J. Laubengaver of *Salina Journal Co.* (also see KSAL Salina).

KFH, KFH-FM, Wichita—Licensed to Radio Station KFH Co.; 51% of stock owned by *Wichita Eagle Inc.*, publisher of the *Wichita Eagle*.

KWBB, Wichita—CP held by *Wichita Beacon Broadcasting Co.*, affiliated with *Beacon Publishing Co.*, publishers *Wichita Beacon*.

KENTUCKY

WKCT, Bowling Green—Licensed to Daily News Broadcasting Co., controlled by *Park City Daily News*.

WCTT, Corbin—Licensed to Corbin Times-Tribune Inc., publisher *Corbin Tribune and Times* and 50% owner of *Harlan (Ky.) Enterprise*.

WKIC, Hazard—Licensed to BMG Broadcasting Co., which owns 75% of *Herald Publishing Co.* (*Hazard Herald*).

WHAS, WHAS-TV, WHAS-FM, Louisville—Licensed to WHAS Inc., subsidiary of *Courier-Journal & Louisville Times Co.*, publishers of *Louisville Courier Journal & Louisville Times*.

WFMW, WFMW-FM, Madisonville—Licensed to *Messenger Broadcasting Co.*, owned 50% by *Madisonville Messenger*.

Co., owned 50% by *Madisonville Messenger*.

WKTM, Mayfield—Licensed to Mayfield Broadcasting Co. President Frank O. Evens owns the *daily Messenger*.

WMK, Middleboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in *Middleboro Daily News*.

WOMI, WOMI-FM, Owensboro — Licensed to Owensboro Broadcasting Co., stock owned by principal stockholders of *Owensboro Publishing Co.*, publisher of *Owensboro Messenger and Inquirer*.

WKYB, WKYC (FM), Paducah—Licensed to Paducah Newspapers Inc., publishers *Paducah Sun-Democrat*.

WLSI, Pikeville—Licensed to Cumberland Pub. Co., publisher of *Pikeville Daily News*.

LOUISIANA

KTRY, Bastrop—Licensed to Morehouse Broadcasting Co. President Nathan Bolton owns stock in *Morehouse Enterprise*.

WJBO, WBRL (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocate* and *Baton Rouge State-Times*.

KSIG, Crowley—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher *Crowley Daily Signal* and weekly *Acadian*. (See KJEF Jennings.)

KJEF, Jennings—Licensed to Jennings Broadcasting Co. President Max Thomas owns *Crowley Daily Signal* and weekly *Acadian*.

KVOL, KVOL-FM, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by *Lafayette Daily Advertiser*.

WDSU, WDSU-FM, WDSU-TV, New Orleans—Licensed to WDSU Broadcasting Services. Affiliated with *New Orleans Item* (no stock connection).

WTPS, WTFS-FM, New Orleans—Licensed to Times Picaune Publishing Co., publishers *Times Picaune and New Orleans States*.

KRUS, Ruston—Licensed to C. E. Faulk Jr., publisher *Ruston Leader*.

KWKH, KWKH-FM, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by *Times Publishing Co. Ltd.*, publisher of *Shreveport Times*; same ownership as *Monroe (La.) World and News-Star*. (See also KTHS, Hot Springs, Ark.)

MAINE

WGUY, WGUY-FM, Bangor—Licensed to the Guy Gannett Bcstg. Services, owned by *Guy Gannett Publishing Co.*, owner of *Portland Sunday Telegram, Portland Press Herald and Portland Evening Express; Kennebec Journal, Augusta; and Waterville Morning Sentinel*.

WCOU, WCOU-FM, Lewiston—Licensed to Twin City Broadcasting Co. Inc. Stockholders are Faust Couture, pres. & treas.; Nancy L. Couture, sec. Coutures own *Le Messenger*, French-language daily.

WGAN, Portland — Licensed to Guy Gannett Broadcasting Services; see WGUY, Bangor.

MARYLAND

WBAL, WBAL-FM, WBAL-TV, Baltimore—Licensed to Hearst Radio Inc.; affiliated with *Baltimore News-Post and Sunday American*.

WMAR-TV, Baltimore—Licensed to the A. S. Abell Co., owners *Sunpapers*. (*Baltimore Sun*).

WARK, Hagerstown—Licensed to Antietam Broadcasting Corp. R. J. Funkhouser, owner, is publisher *Jefferson-Republican*.

MASSACHUSETTS

WCOP, WCOP-FM, Boston—Licensed to Massachusetts Broadcasting Corp., subsidiary of *Register-Tribune Co.* of Des Moines (see KRNT, Des Moines).

WHDH, WHDH-FM, Boston—Licensed to Matheson Radio Co., owned by Boston *Herald-Traveler Corp.*, publisher *Boston Herald and Traveler*.

WBET, WBET-FM, Brockton—Licensed to Enterprice Pub. Co., publisher. *Brockton Enterprise & Times*.

WSAR, Fall River—Licensed to Fall River Broadcasting Co., owned by *Fall River Herald News Publishing Co.*

WHAV, WHAV-FM Haverhill — Licensed to the *Haverhill Gazette Co.*, publishers of the *Haverhill Gazette*.

WHYN, WHYN-FM, Holyoke — Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of *Holyoke Transcript-Telegram and Daily Hampshire Gazette*, Northampton (Mass.).

WLAW, WLAW-FM, Lawrence — Licensed to Hildreth & Rogers Co.; under same ownership as *Eagle-Tribune Publishing Co.*, publishers of the *Lawrence Daily Eagle and Evening Tribune*.

WNBH, WFMR (FM), New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard-Times*.

WBEC, WBEC-FM, Pittsfield—Licensed to Western Mass. Broadcasting Co., owned by *Berkshire Evening Eagle*.

WPEP, Taunton—Licensed to Silver City Broadcasting Corp. J. Milton Hammond, part owner and general manager, owns the *Catholic Observer* magazine in Pittsburgh and several newspapers in Pittsburgh area.

WOCB, WOCB-FM, West Yarmouth—Licensed to E. Anthony & Sons Inc., see WNBH New Bedford.

WTAG, WTAG-FM, Worcester — Licensed to WTAG Inc., affiliated with *Worcester Telegram Publishing Co. Inc.*, publisher of *Worcester Telegram & The Evening Gazette*.

MICHIGAN

WELL, WELL-FM, Battle Creek—Licensed to Federated Publications Inc., publisher of *Battle Creek Enquirer & News, Grand Rapids Herald and Lansing State Journal*.

WHFB, WHFB-FM, Benton Harbor—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium, St. Joseph (Mich.) Herald-Press*.

WJLB, WJLB-FM, Detroit—Licensed to Booth Radio Stations Inc. Mr. J. L. Booth personally owns a large stock interest in *Booth Newspapers Inc.* (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News*, and is a director of this group of newspapers.)

WJBK, WJBK-FM, WJBK-TV, Detroit — See WGBS, Miami, Fla.

WWJ, WWJ-FM, WWJ-TV, Detroit—Licensed to *Evening News Association*, publishers of the *Detroit News*.

WDBC, Escanaba—Licensed to Delta Broadcasting Co. The J. P. Norton estate, 45% owner, also controls the *Escanaba Daily Press*.

WBCC, Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally has stock in *Booth Newspapers Inc.* (See WJLB).

WAJL (FM), Flint—Licensed to *Advertisers Press Inc.*, publishers of *Flint News Advertiser*.

WMIQ, Iron Mountain—Licensed to the Iron Mountain-Kingsford Bcstg. Co. President Frank J. Russell is publisher of *Iron Mountain News*.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co. Inc., wholly owned by the *Mining Journal Co. Ltd.*, publisher *Marquette Mining Journal*.

WMDN, Midland—Licensed to Rich Publishing House Inc. publishers of *The Midland Daily News*.

WMLN (FM), Mt. Clemens—Licensed to *Macomb Publishing Co.*, publishers of the *Mt. Clemens Monitor Leader and South Macomb News*.

WOAP, WOAP-FM, Owosso—Licensed to the *Argus Press Co.*, publishers of the *Argus Press, Owosso*.

WTHH, WTHH-FM, Port Huron—Licensed to the *Times-Herald Co.*, publishers of the *Port Huron Times-Herald*.

WCGW, Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit).

WSOO, Sault Ste. Marie — Licensed to *Hawathaland Broadcasting Co.* George A. Osborn, publisher of *Sault Ste. Marie Evening News*, owns 30%.

WIJW (FM) Wyandotte—Licensed to *Wyandotte News Co.*, publisher of *Wyandotte News-Herald*.

(Continued on page 570)

Newspaper Ownership

(Continued from page 569)

MINNESOTA

WEBC, WEBC-FM, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Evening Telegram Co.; 10% by W. C. Bridges, manager of WEBC, Mr. Murphy is also interested in WMFG Hibbing, Minn.; **WHLB, Virginia, Minn.**; **WISC, Madison**; **WEAU, Eau Claire, Wis.**; **KVOL, Lafayette, La.**, and the **Manitowoc (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Virginia (Minn.) Mesabi Daily News and Range Facts, Los Angeles (Calif.), Eagle Rock News-Herald and Highland Park News-Herald, and Lafayette (La.) Daily Advertiser.**

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co. See WEBC, Duluth.

WTCN, WTCN-FM, WTCN-TV, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Ridder interests' Northwest Publications Co., publisher of the *St. Paul Dispatch and St. Paul Pioneer Press*; 50% of stock owned by Minnesota Tribune Co.

KNJ, New Ulm—Licensed to KNJ Inc., affiliated with New Ulm Daily Journal.

KFAM, KFAM-FM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times*.

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service, owned by M. H. White, publisher of the *Winona Republican-Herald*.

MISSISSIPPI

WMFA, Aberdeen—CP for AM station issued to Prairie Broadcasting Co. Grady Innes, 25% owner, publishes *Starkville (Miss.) News* (see WSSO Starkville).

WBIP, Booneville—CP for AM station issued to Booneville Broadcasting Co. E. O. Roden, sole owner, controls Union News Inc. and Booneville Printing Co.

WJMB, Brookhaven—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Erady is editor of *Brookhaven Leader Times*.

WROX, Clarksdale—Licensed to Birney Innes Jr., administrator of the estate of Birney Innes Sr., deceased, Mr. Innes Jr. owns *Columbus (Miss.) Commercial Dispatch* (see WCBI Columbus).

WCJU, Columbia—Licensed to Lester Williams, editor and publisher of the *Columbian Progress*.

WCBI, Columbus—Licensed to Birney Innes Jr., owner-publisher of the *Commercial Dispatch*.

WCMA, Corinth—Licensed to the Corinth Broadcasting Co. of which Aaron B. Robinson, publisher of the *Daily Corinthian*, is V.P. and general manager.

WNAG, Grenada—Licensed to Birney Innes Jr. (See WCBI Columbus).

WMOX, WMOX-FM, Meridian—Licensed to Birney Innes Jr. (See WCBI Columbus).

WSSO, Starkville—Licensed to Starkville Broadcasting Co. Grady Innes, 25% owner, publishes *Starkville News* (see WMFA Aberdeen, Miss.).

WELO, Tupelo—Licensed to Tupelo Broadcasting Co. President, Birney Innes Jr. (See WCBI Columbus).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the *Vicksburg Morning Herald* and *Vicksburg Evening Post*.

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; controlled by H. J. Walters Jr., publisher of *Columbia Tribune*.

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* (Lee Syndicate newspaper).

KIMO, Independence—Licensed to the Blue Valley Co. Craig Siegfried, general manager and 25% owner, owns the *Independence Daily News*.

KWOS, KWOS-FM, Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, president, is also president of the *News Tribune Co.*, publishers of *News and Tribune*, Jefferson City.

WMBH, WMBH-FM, Joplin—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe and Joplin News-Herald* owns majority of stock.

WDAF, WDAF-TV, Kansas City—Licensed to The Kansas City Star Co., publisher of *The Kansas City Star*.

KCKN, Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications Inc., publisher of the *Kansas City Kansan* and the *Topeka Daily Capital*.

KBOA, KBOA-FM, Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is 1/2 owner *Dunklin Democrat*.

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; owned 90% by Springfield Newspapers Inc. **KFEQ, St. Joseph**—Licensed to KFEQ Inc. 43% of stock owned by the News Corp. publisher of the *St. Joseph News-Press* and *St. Joseph Gazette*.

KSD, KSD-TV, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.

KWK, St. Louis—Licensed to KWK Inc. *St. Louis Globe-Democrat* is minority stockholder.

KXOK, KXOK-FM, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times*.

MONTANA

KMON, Great Falls—Licensed to the Montana Farmer Broadcasting Corp., owned by Montana Farmer Stockman, semi-monthly farm journal, and *Great Falls Tribune*.

KAVR, Havre—Licensed to KAVR Inc. Jessica L. Longston is president (see KBIO Burley, Ida.).

KRJR, Miles City—Licensed to Star Printing Co., publisher of the *Miles City Star*.

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by *Hastings Daily Tribune*.

KFAB, Omaha—Licensed to KFAB Broadcasting Co. 50% of stock owned by Siddles Co., 25% of stock owned by Lincoln Nebraska State Journal; 25% of stock owned by Lincoln Star.

WJAG, Norfolk—Licensed to Huse Pub. Co., owner of the *Norfolk Daily News*.

KFGT, Fremont—Licensed to Walker Newspapers Inc., publishers of the *Fremont Guide and Tribune*.

NEVADA

KELK, Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner *Elko Daily Free Press* is president and 17.86% owner of station.

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee*, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

KWRN, Reno—Licensed to Reno Newspapers Inc., publishers of *The Reno Gazette and Nevada State Journal*, and affiliated with Spedel Newspaper interests.

NEW JERSEY

WJLK, WJLK (FM), Asbury Park—Licensed to Asbury Park Press Inc., publishers *Asbury Park Press*.

WBAB, WBAB-FM, Atlantic City—Licensed to Press Union Publishing Co. Inc., publisher of *Atlantic City Press and Atlantic City Evening Union*.

WFPG, WFPG-FM, Atlantic City—Licensed to Neptune Broadcasting Co., affiliated with *Atlantic City Tribune*.

WHOM, Jersey City—Licensed to Atlantic Broadcasting Co., subsidiary of *Il Progresso Italo Americano*.

WDHN (FM), New Brunswick—Licensed to Home News Pub. Co., publishers of the *New Brunswick Home News and Sunday Times*.

WNJR, WNJR-FM, Newark—Licensed to North Jersey Radio Inc., owned by the *Newark News*.

WPAT, WPAT-FM, Paterson—Licensed to No. Jersey Broadcasting Co., 90% owned by *Passaic Daily News*.

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Newspapers.

NEW MEXICO

KOB, KOB-TV, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal*.

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 67 1/2% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker News* (Gannett Newspapers; see WENY, Elmira, N. Y.).

WMBO, WMBO-FM, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.

WBEW, WBEW-FM, WBEW-TV, Buffalo—Licensed to WBEW, Inc.; stock owned by same ownership as *Buffalo Evening News*.

WEBR, Buffalo—Licensed to WEBR Inc. Owned by *Buffalo Courier-Express*.

WFSS (FM), Coram, L. I.—Licensed to Suffolk Broadcasting Co., affiliated with 10 Long Island newspapers.

WCLI, WCLI-FM, Corning—Licensed to Corning Leader Inc., publishers of the *Corning Leader*.

WELM, Elmira—Licensed to Corning Leader Inc., see WCLI Corning.

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette, Elmira Advertiser and The Sunday Telegram*, affiliated with Frank E. Gannett Newspapers; *Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer and Binghamton Press* all in New York State; *Hartford (Conn.) Times, Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News*.

WENE, WENE-FM, Binghamton-Endicott—Licensed to Empire Newspapers-Radio Inc., publishers *Endicott Daily Bulletin*.

WWSC, Glens Falls—Licensed to Great Northern Radio Inc., identified with ownership of *Glens Falls Post Co. (Post Star and Glens Falls Times)*.

WVOS, Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own *Sullivan County Evening News*.

WUSJ, WUSJ-FM, Lockport—Licensed to Lockport Union Sun and Journal Inc., publishers of the *Lockport Union Sun & Journal*.

WMSA, WMSA-FM, Massena—Licensed to the Brockway Co., owned and operated by the *Watertown (N. Y.) Times* (see WWCN, Watertown).

WGNV, Newburgh—Licensed to WGNV Broadcasting Co. Inc. Stockholders are publishers of *Poughkeepsie (N. Y.) New Yorker; Iowa City (Ia.) Press-Citizen; Chillicothe (O.) Gazette; Fort Collins (Colo.) Coloradan; Saitins (Calif.) Californian; Reno Gazette; Nevada State Journal and Visalia (Calif.) Times-Delta*, (See also KDON Monterey, Calif., WKIP Poughkeepsie, N. Y., WHVA (FM), Poughkeepsie, N. Y.).

WEVD, New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Daily Forward*; the newspaper company itself has no interest or control.

WQV, New York—Licensed to Wodaam Corp.; Richard E. O'Dea, majority stockholder, is director and stockholder of the *Paterson Morning Call*.

WPEX (TV), New York—Licensed to News Syndicate Co., publishers of the *New York Daily News*.

WQXR, WQXR-FM, New York—Licensed to the Interstate Broadcasting Co., subsidiary of the *New York Times Co.*

WHL, WHLD-FM, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*.

WHDL, WHDL-FM, Olean—Licensed to WHDL, Inc., 100% of stock owned by *Olean Times-Herald Corp.*, publisher of *Olean Times-Herald*.

WDOS, Oneonta—Licensed to Oneonta Star Inc., publishers of the *Star and the Herald, Oneonta*.

WKIP, WHVA (FM), Poughkeepsie—Licensed to Poughkeepsie Newspapers Inc., (See WGNV, Newburgh).

WHEC, Rochester—Licensed to WHEC Inc. 86% of stock owned by the Gannett Co. Inc., publishers of the *Rochester Democrat & Chronicle* and the *Rochester Times-Union*, (Gannett Newspapers; see WENY Elmira, N. Y.).

WRUN, WRUN-FM, Utica-Rome—Licensed to the Rome Sentinel Co., publishers of the *Rome Daily Sentinel*.

WSYR, WSYR-FM, WSYR-TV, Syracuse—Licensed to Central New York Broadcasting Corp., owned by S. I. Newhouse, N. Y. and N. J. newspaper owner, and owner of the *Syracuse Herald-Journal and Post-Standard*.

WHEN (TV), Syracuse—Licensed to Meredith Syracuse Television Corp., controlled by Meredith Publishing Co., Des Moines.

WFLY (FM), Troy—Licensed to the Troy Record Co., publishers of the *Troy Record and Times-Record*.

WWNY, WWNY-FM, Watertown—Licensed to the Brockway Co., owned and operated by the *Watertown Daily Times*. See WMSA Massena.

WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publish *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times*, all in New York.

NORTH CAROLINA

WGWR, WGWR-FM, Asheboro—Licensed to the Asheboro Broadcasting Co., owners including Roy Cox, publisher *Asheboro Courier Tribune*, a semi-weekly newspaper.

WVNC, Asheville—Licensed to Asheville Citizen-Times Co., publisher of the *Asheville Citizen Times*.

WPNF, Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership associations as WBOE Forest City, below.

WEGO, Concord—Licensed to Cabarrus Broadcasting Co., identified with ownership of the *Concord Tribune*.

WDNC, WDNC-FM, Durham—Licensed to the Durham Radio Corp.; 100% owned by the *Durham Herald Co.*, publisher *Durham Morning Herald and Sun*.

WBOO, WBOO-FM, Forest City—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier, Spindale Sun, Spindale, N. C., and Rutherford County News*. (See WPNF Brevard).

WGBR, WEQR (FM), Goldsboro—Part owned by Talbot Patrick, publisher of the *Goldsboro News Argus* and the *Evening Herald, Rock Hill, S. C.* and by Talbot P. M. Patrick, secy. and director *Goldsboro News-Argus*.

WFMY (FM), WFMY-TV, Greensboro—Licensed to the Greensboro News Co., publishers of the *Greensboro Daily News and The Greensboro Record*.

WHKY, WHKY-FM, Hickory—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gifford, publisher of the *Hickory Daily Record*.

WHPE, WHPE-FM, High Point—Licensed to High Point Enterprise Inc., publisher of the *High Point Enterprise*.

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News & Observer Publishing Co., publishers of the *Raleigh News & Observer*.

WCCE, WFMA (FM), Rocky Mount—Licensed to Josh L. Horne, publisher, *Rocky Mount Evening Telegram*.

WREV, WREV-FM, Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and C. R. Oliver, owners, also own stock in *Reidsville Review*.

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by the *Salisbury Post and Post* stockholders.

WOHS, WOHS-FM, Shelby—Licensed to the Western Carolina Radio Corp., affiliated in ownership with the *Shelby Star*.

WSJS, WSJS-FM, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of the *Winston-Salem Journal and Twin City Sentinel*.

WHCC, Waynesville — Licensed to WHCC Inc. President Holt McPherson, principal owner, is identified with *Shelby Star* (see WOHS Shelby).

NORTH DAKOTA

WDAY, Fargo — Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*.

KILO, Grand Forks—Licensed to Grand Forks Herald Inc., publishers of *Grand Forks Herald*, which is 60% owned by Ridder Publications (see WDSM Superior, Wis.; WTCN Minneapolis and KSDN Aberdeen, S.D.).

OHIO

WAKR, WAKR-FM, Akron—Licensed to Summit Radio Corp., and 45% owned by the *Akron Beacon Journal*.

WHKK, Akron — Licensed to United Broadcasting Co.; owned by Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *Cleveland News*. See WHK Cleveland, WKBN Youngstown.

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publishers *Alliance Review*.

WATG, WATG-FM, Ashland—Licensed to Beer & Koehl, publishers *Ashland Times Gazette*, *Gallon* (O.) *Inquirer*.

WICA, WICA-FM, Ashtabula—Licensed to WICA Inc.; 94% of stock owned by estate of the late C. A. Rowley, who was publisher of the *Ashtabula Star-Beacon*, *Geneva Free Press*, *Painesville Telegraph*, *Conneaut News-Herald*, all Ohio dailies.

WHBC, WHBC-FM, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review*, *Portsmouth Times* and *Salem News*, all in Ohio; *Salisbury Times* (Md.) *Times*.

WTRF, WTRF-FM, Bellaire—Licensed to Tri-City Broadcasting Co. Albert & Gordon Dix each hold 25% interest in station, and also have interest in *The Times*, *Martins Ferry*; *The Leader*, *Bellaire*, and *The Record*, *Wooster*. Remaining stock owned by Jesse A. Bloch, Wheeling, W. Va.

WCPO, WCPO-FM, WCPO-TV, Cincinnati—Licensed to Scripps-Howard Radio, Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of *Cincinnati Post*, *New York World-Telegram*, *Cleveland Press*, *Pittsburgh Press*, *Columbus Citizen*, *San Francisco News*, *Washington News*, *Indianapolis Times*, *Knoxville News-Sentinel*, *Memphis Press-Scimitar*, *Memphis Commercial Appeal*, *Birmingham Post*, *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune*, *Covington* (Ky.) *Post*, *Denver Rocky Mountain News*, *Evansville* (Ind.) *Press*.

WKRC, WKRC-FM, WKRC-TV, Cincinnati—Licensed to Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co.

WSAI, WSAI-FM, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Field Enterprises Inc., which is controlled by Marshall Field, proprietor of the *Chicago Sun-Times*. (WSAI-AM-FM was sold to Fort Industries Co. subject to FCC approval.)

WHK, WHK-FM, Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and the *Cleveland News*. See WHKK Akron, WKBN Youngstown.

WEWS (TV), Cleveland—Licensed to Scripps-Howard Radio Inc., affiliated with Scripps-Howard newspapers. (See WCPO Cincinnati, WNOX Knoxville.)

WBNS, WELD (FM), WBNS-TV, Columbus—Licensed to RadioOhio, Inc., owned 28% by Edgar T. Wolfe, board chairman who is co-publisher of *Columbus Dispatch* and *Ohio State Journal*; 24% each by Richard S. Wolfe, treasurer *Columbus Dispatch*; H. Preston Wolfe, president, *Dispatch*; Robert H. Wolfe, co-publisher.

WTVN (TV), Columbus—Licensed to Picture Waves Inc. Edward Lamb, president, is publisher of the *Erie* (Pa.) *Dispatch* (see WICU Erie, Pa.)

WHKC, WHKC-FM, Columbus — Licensed to United Broadcasting Co.; controlling interest owned by The Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and the *Cleveland News*. (See WHK Cleveland and WHKK Akron.)

WTNS, Coshocton—Licensed to Coshocton Broadcasting Co. Bob. Bill and Bruce Wallace control both license and *Coshocton Tribune*.

WHIO, WHIO-FM, WHIO-TV, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News*, *Springfield* (O.) *News*, *Springfield* (O.) *Sun*, *Miami Daily News* and *Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp.; controlled by Charles Sawyer, Secretary of Commerce and owner of *Lancaster* (O.) *Eagle-Gazette* (see also WIZE Springfield).

WJER, Dover—Licensed to Agnes Jane Reeves Greer, who also owns *Morgantown, W. Va., Dominion News* and *Post* (See WAJR Morgantown and WDNE Elkins, W. Va.).

WFIN, WFIN-FM, Findlay—Licensed to Findlay Publishing Co., publishers of the *Findlay Republican Courier*.

WLOK, WLOK-FM Lima—See WGBS Miami, Fla. (WLOK-AM-FM were sold, subject to FCC approval.)

WCLT, WCLT-FM, Newark—Licensed to the Advocate Printing Co., publishers of the *Newark Advocate* and *American Tribune*.

WPAY, WPAY-FM, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publishers of *Portsmouth Times*, *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review*, *Salem News* (all in Ohio); and *Salisbury Times*, Maryland.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc., owned by Charles Sawyer, owner of *Lancaster* (O.) *Eagle-Gazette* and *Apex Pub. Co.*, Cincinnati (see WING Dayton).

WSPD, WSPD-FM, WSPD-TV, Toledo—See WGBS Miami, Fla.

WTOD, WTRT (FM), Toledo—Licensed to Unity Corp. Inc. Ed Lamb, president, is publisher *Erie* (Pa.) *Dispatch*.

WHHH, Warren — Licensed to The Tribune Co., publishers of *Warren Tribune-Chronicle*.

WWST, WWST-FM, Wooster—Licensed to Wooster Republican Printing Co., publishers of the *Wooster Daily Record*.

WFMJ, WFMJ-FM, Youngstown—Licensed to WFMJ Broadcasting Co. President William F. Maag Jr. is publisher of *Youngstown Vindicator*.

WKBN, WKBN-FM, Youngstown—Licensed to WKBN Broadcasting Corp. Forest City Publishing Co. (*Cleveland Plain Dealer* and *Cleveland News*) owns 40% (see WHK Cleveland, WHKK Akron.)

WHIZ, Zanesville—Licensed to Southeastern Ohio Broadcasting System Inc., owned by Zanesville Pub. Co.

OKLAHOMA

KWHW, Altus — Licensed to Altus Broadcasting Co., 47% owned by *Altus Times-Democrat*.

KVSO, Ardmore—Licensed to John F. Easley, owner of *Ardmore Daily Ardmoreite*.

KSEO, KSEO-FM, Durant—Licensed to Democrat Printing Co., publishers *Durant Democrat*, *Durant Weekly News*.

KCRC, KCRC-FM, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning *Enid Publishing Co.*, publisher of *Enid News* and *Enid Eagle*.

KBIG, Guthrie—CP for AM station issued to Leader Publishing Co.

KBIX, KBIX-FM, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times Democrat*.

KMUS, KMUS-FM, Muskogee — Licensed to Eastern Oklahoma Broadcasting Corp. Two stockholders own stock in *Muskogee County News*.

WKY, WKY-TV, Oklahoma City—Licensed to WKY Radiophone Co., same stock owners as Oklahoma Publishing Co., publisher of *The Daily Oklahoman* and *Oklahoma City Times*.

KHGG, Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of the *Daily Times*, Okmulgee.

WBBZ, Ponca City—Licensed to Ponca City Publishing Co., publishers of the *Ponca City News*.

KOLS Pryor—Licensed to Lakes Area Broadcasting Co. Partner L. L. Gaffney is identified with *Pryor Daily Times Democrat*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauff-

fer Publications Inc. (Topeka, Kan.) owner and publisher of *Shawnee* (Okla.) *News-Star*; *Grand Island* (Nebr.) *Independent*; *Arkansas City* (Kan.) *Traveler*; *Maryville* (Mo.) *Forum*; *Pittsburg* (Kan.) *Headlight & Sun*; *Nevada* (Mo.) *Daily Mail*; and *Topeka* (Kan.) *State Journal*. (See KSOK Arkansas City and KSEK Pittsburg, Kan.)

KSPI, KSPI-FM, Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press*.

OREGON

KWIL, KWIL-FM, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson Estate and R. R. Cronise, co-publishers of *Albany Democrat-Herald*.

KAST, Astoria—Licensed to Astoria Broadcasting Co.; ownership affiliated with *Astoria Astorian-Budget*.

KOOS, Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of *Coos Bay Times*.

KERG, Eugene—Licensed to Eugene Broadcasters Inc. Principal stockholder is *Guard Publishing Co.*, publisher of the *Eugene Register-Guard*.

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bcstg. Co., 50% owned by Pres. A. E. Voorhies, of *Grants Pass Daily Courier*; 50% by Redwood Bcstg. Co., operator of *KIEM Eureka*, Calif. (see *KIEM*).

KFLW, Klamath Falls — Licensed to Herald Pub. Co., publisher *Klamath Falls Herald & News*.

KMCM, McMinnville — Licensed to Yamhill Broadcasters Inc. Same ownership as weekly *McMinnville Telephone-Register*.

KYJC, Medford—Licensed to the Medford Printing Co., publishers *Medford Mail Tribune*.

KOIN, KOIN-FM, Portland—Licensed to KOIN, Inc. Owned by Marshall Field. (See *WJJD*, Chicago, Ill.)

KPOJ, KPOJ-FM, Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal* 100%.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of the *News-Review*, *Roseburg*, *Southern Oregon Publishing Co.*, which controls the licensee, also owns *Klamath Falls Herald-News* and 20% interest in *Medford Mail Tribune*.

PENNSYLVANIA

WGPA, WGPA-FM, Bethlehem — Licensed to Bethlehem's Globe Pub. Co., publisher *Bethlehem Globe-Times*.

WCNR, Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Morning Press*.

WESB Bradford—Licensed to Radio Station WESB, Charlotte E. Anderson, 16% owner, is one-third owner of *News Leader Pub. Co.*, *Carbondale, Pa.*

WBUT, WBUT-FM, Butler—Licensed to the Eagle Printing Co., publishers *Butter Eagle*.

WCFA, Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of the *Clearfield Progress*.

WBUX, Doylestown — Licensed to Charles M. Meredith, publisher *Quakertown Free Press*.

WCED, WCED-FM, DuBois—Licensed to the Tri-County Bcstg. Co. Inc., affiliated with the *DuBois Courier Express*.

WEEX (FM), Easton—Licensed to the Easton Pub. Co., publishers of the *Easton Express*.

WEST, WEST-FM, Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with *Lancaster Newspapers Inc.*

WICU (TV), Erie—Licensed to Dispatch Inc., publishers of the *Erie Dispatch*. (See *WTVN* Columbus, O.)

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with *Lancaster Newspapers Inc.*

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon Daily News*.

WJAC, WJAC-FM, WJAC-TV, Johnstown—Licensed to WJAC Inc.; 100% owned by *Johnstown Tribune Publishing Co.*, publisher of *Johnstown Tribune* and *Democrat*.

WGAL, WGAL-FM, WGAL-TV, Lancaster—Licensed to WGAL Inc. Operated independently. Ownership affiliated with *Lancaster Newspapers Inc.*

WMRF, WLTN (FM), Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the *Sentinel Co.*, publishers of *Lewistown Sentinel*.

WCAU, WCAU-FM, WCAU-TV, Philadelphia — Licensed to WCAU Inc., owned by *Philadelphia Bulletin*.

WFIL, WFIL-FM, WFIL-TV, Philadelphia—Licensed to Triangle Publications Inc., publisher *Philadelphia Inquirer*.

WCAE, WCAE-FM, Pittsburgh — Licensed to WCAE Inc., owned by the *Hearst Publishing Co.*

WWSW, WWSW-FM, Pittsburgh—Licensed to WWSW Inc. Owned by the *Pittsburgh Post-Gazette*.

WEUU, WEUU-FM, Reading—Licensed to the *Hawley Broadcasting Co.*, affiliated with the *Reading Eagle Times*.

WRAW, Reading — Licensed to the *Reading Broadcasting Co.* Operated independently. Ownership affiliated with *Lancaster Newspapers Inc.*

WRYO, Rochester—Licensed to Beaver Valley Radio Inc. Publisher of *Beaver Valley Times* is part owner.

WQAN, WQAN-FM, Scranton — Licensed to the *Scranton Times*.

WPIC, WPIC-FM, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in *Sharon Herald Publishing Co.*

WVPO, Stroudsburg—Licensed to *Pocomo Broadcasting Inc.*, affiliated with *Stroudsburg Daily Record*.

WKOK, WKOK-FM, Sunbury — Licensed to Sunbury Broadcasting Corp.; majority ownership identified with *Sunbury Daily Item*.

WRAK, WRAK-FM, Williamsport—Licensed to WRAK Inc.; 66.6% of stock owned by *Sun Gazette Co.*, publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*.

WWPA, Williamsport—Licensed to *Williamsport Radio Broadcasting Associates Inc.* Harry J. W. Kiessling, *Grit Publishing Co.* executive, is president and owns 26%.

WLK, WLK-FM, Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders in station also own interests in *DuBois* (Pa.) *Courier-Express* and *Butler* (Pa.) *Eagle*.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Ownership affiliated with *Lancaster Newspapers Inc.*

RHODE ISLAND

WDEM, WLIV (FM), Providence—Licensed to Narragansett Bay Broadcasting Co., identified partially with ownership of *Rhode Island Pilot*.

WPJB (FM), Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.

WWON, WWON-FM, Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of *Woonsocket Call*.

SOUTH CAROLINA

WAIM, WCAC (FM), Anderson — Licensed to Wilton E. Hall, 50% owner of *Anderson Independent* and *Anderson Daily Mail*.

WTMA, WTMA-FM, Charleston — Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Charleston Evening Post*.

WFBC, WFBC-FM, Greenville — Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

WEAB, Greer — Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen*.

WTND, Orangeburg—Licensed to the *Sims Publishing Co.*, publishers of the *Times* and *Democrat*, *Orangeburg*.

WSNW, Seneca—Licensed to Blue Ridge Broadcasting Co., owned by J. A. Gallimore, publisher of *Seneca Journal*, and Mrs. Gallimore, publisher of *Walhalla* (S. C.) *Keowee Courier*.

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Newspaper Ownership

(Continued from page 571)

WFIG, Sumter—Licensed to WFIG Inc. Hubert Osteen, president, is publisher of the *Sumter Daily Item*.

SOUTH DAKOTA

KSDN, Aberdeen—Licensed to Aberdeen News Co., publishers of the *American News* (identified with Rider Publications; also see WDSM Superior, Wis.; KILO Grand Forks, N. D.; WTCN Minneapolis).

WNAX, Yankton—Licensed to Cowles Broadcasting Co. (See KRNT, Des Moines).

TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher *Athens Post-Athensian*.

WDSG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned by Dyersburg State Gazette.

WTJS, WTJS-FM, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WETB, Johnson City—Licensed to the East Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of the *Press-Chronicle*.

WKPT, WKPT-FM, Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport Times-News*.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc.; see WCPO, Cincinnati).

WMC, WMC-FM, WMCT (TV), Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper. (See WCPO, Cincinnati).

WMAK, Nashville—Licensed to the Volunteer State Broadcasting Co., Frank Mayborn, president of the *Temple Telegram*, Temple, and the *Sherman News*, is 75% owner, and president.

WHAL, Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as *Bedford County News*.

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 94% of stock owned by Bernard Hanks estate, a principal stockholder in *Abilene Reporter-News*, *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*, *Denison Herald*, all in Texas.

KBKI, Alice—Licensed to Alice Broadcasting Co., President E. G. Lloyd Jr. is stockholder of *Alice News*.

KVLF, Alpine—Licensed to Big Bend Broadcasters. President Barney Hubbs owns *Pecos (Tex.) Enterprise*, 40% owner (also see KIUN, Pecos, KRIG, Odessa, Tex.).

KGNC, Amarillo—Licensed to Plains Broadcasting Co. 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe-News* employees pool. Same interests also control *Lubbock Avalanche*, *Lubbock Journal* and *Atchison (Kan.) Globe*. (See KFYO Lubbock).

KREL, KREL-FM, Baytown—Licensed to Tri-Cities Broadcasting Co. President Robert Matherne is stockholder in *Baytown Sun*.

KRIC, KRIC-FM, Beaumont—Licensed to Enterprise Co., publishers *Beaumont Enterprise* and *Journal*.

KBST, Big Spring—Licensed to the Big Spring Broadcasting Co., affiliated with the *Big Spring Herald* (see KRBC Abilene).

KFYN, Bonham—Licensed to the Fannin County Broadcasting Co. Sole owner is Frank Svoboda, publisher of the *Bonham Daily Favorite* and the *Bonham Weekly*.

KTFY, Brownfield—Licensed to Terry County Broadcasting Co., affiliated with *Brownfield News*.

KMCO, Conroe—CP for AM station issued to Montgomery County Broadcasting Co. Stockholder D. C. Norton owns *Conroe Courier*.

KRLD, KRLD-FM, KRLD-TV, Dallas—Licensed to KRLD Radio Corp.; subsidiary of *Times Herald Printing Co.*, publishers *Dallas Times Herald*.

WFAA, WFAA-TV, Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas Morning News*.

KROD, El Paso—Licensed to the Roderick Broadcasting Corp., Dorrance D. Roderick, president, is also majority stockholder of *El Paso Times*.

WBAP, WBAP-FM, WBAP-TV, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KGAF, Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Daily Register*.

KATL, Houston—Licensed to Texas Broadcasters Inc. Affiliated with *Houston Press* (no interlocking ownership).

KPRC, KPRC-FM, KPRC-TV, Houston—Licensed to Houston Post Co., publisher of *Houston Post*; 97% of stock owned by *Houston Post Co.*

KTRH, KTRH-FM, Houston—Licensed to KTRH Broadcasting Co., subsidiary of *Houston Chronicle Pub. Co.*, publisher of *Houston Chronicle*.

KPET, Lamesa—Licensed to R. O. Parker and R. A. Woodson. Mr. Woodson owns 37% stock of KPET, and is publisher and half owner of *Lamesa Newspapers Inc.*, (*Brownwood (Tex.) Bulletin*).

KLVT, Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold, owner, also owns *Hockley County Herald* (Levelland), and *Morton (Tex.) Tribune*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. (See KGNC Amarillo).

KTRE, Lufkin—Licensed to Forest Capital Broadcasting Co. Two stockholders own interest in *Lufkin Daily News*.

KGNB, New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.

KOSA, Odessa—Licensed to Southwestern Broadcasting Co.; Dorrance Roderick, majority stockholder, is owner and publisher *El Paso Times* (see KROD El Paso).

KRIG, Odessa—Licensed to Oil Center Broadcasting Co., part owner (25%) by Barney Hubbs, chief owner of *Pecos (Tex.) Enterprise* (see KIUN Pecos, KVLF Alpine).

KPDN, Pampa—Licensed to C. H. Harry and Jane Holles, who are co-publishers of *Pampa Daily News*.

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, Mr. Hubbs is chief owner of *Pecos (Tex.) Enterprise* (see KRIG Odessa, KVLF Alpine).

KGKL, San Angelo—Licensed to KGKL Inc. Ownership affiliated with *San Angelo Standard-Times*.

KTSA, KTSA-FM, San Antonio—Licensed to Sunshine Broadcasting Co., owned by *San Antonio Express* and *Evening News*.

KEVA, Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, owner, also owns the *Shamrock Texan* and *Wheeler Times*.

KXOK, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath, owner of the *Sweetwater Reporter*.

KTEM, KTEM-FM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of *Bell Pub. Co.*, publisher of *Temple Daily Telegram*.

KTER, Terrell—Licensed to Terrell Broadcasting Corp. Frederick Masengill Jr., one of the principals, is general manager of the *Tribune Pub. Co.*

KCMC, KCMC-FM, Texarkana—Licensed to KCMC Inc., identified with ownership of *Texarkana Gazette* and *News*.

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co. R. H. Nichols, 49% owner, is chief stockholder of *Vernon Daily Record*.

KTRN, Wichita Falls—Licensed to Texoma Broadcasting Co., affiliated with publishers *Wichita Daily Times*, *Wichita Falls Record News*, *Times Publishing Co.*, owns 50% stock.

UTAH

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glasman, publisher of *Ogden Standard-Examiner*.

KALL, Salt Lake City—Licensed to Salt Lake City Broadcasting Co., 50% owned by *Telegram Pub. Co.*, publishers of *Salt Lake City Tribune-Telegram*.

VERMONT

WSKI, Montpelier—Licensed to Montpelier-Barre Broadcasting Co. Non-profit Christian-Leader Publishing Co., publisher of the *Christian Leader Magazine* and religious and educational books, owns a minority interest.

VIRGINIA

WPIK, Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is stockholder.

WDVA, Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WMEV, Marion—Licensed to Mountain Empire Broadcasting Corp. President Robert Anderson owns weekly *Smyth County News*.

WGH, WGH-FM, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 75% of stock owned by *Daily Press Inc.*, publisher of *Newport News Daily Press* and *Times-Herald*; 25% by Edward E. Bishop.

WTAR, WTAR-FM, WTAR-TV, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of *Norfolk Newspapers Inc.*, publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginian-Pilot*.

WPUV, Pulaski—Licensed to Southwest Broadcasting Corp. President Howard R. Imboden publishes the *Pulaski Southwest Times*.

WRNL, WRNL-FM, Richmond—Licensed to and owned by Richmond Newspapers, Inc., operating *Richmond News-Leader* and *Richmond Times Dispatch*.

WDBJ, WDBJ-FM, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

WASHINGTON

KPUG, Bellingham—Licensed to KPUG Inc. President Jessica L. Longston is publisher of the *Burley (Ida.) Bulletin* and *Herald* and the *St. Helens (Ore.) Sentinel Mist* (see KBIO Burley, KSEM Moses Lake, Wash.).

KWLK, KWLK-FM, Longview—Licensed to Twin City Broadcasting Corp.; 32% of stock owned by J. M. McClelland, publisher of *Longview Daily News*.

KSEM, Moses Lake—Licensed to KSEM Inc. President is Jessica L. Longston (see KPUG Bellingham, Wash. and KBIO Burley, Ida.).

KONP, Port Angeles—Licensed to Radio Pacific, Inc., subsidiary of *Port Angeles Evening News*.

KJR, Seattle—Licensed to Totem Broadcasters Inc., owned by Field Enterprises, controlled by Marshall Field, publisher *Chicago Sun-Times* (see WJJD Chicago).

KHQ, Spokane—Licensed to KHQ Inc.; owned by *Spokane Chronicle Co.*

KNEW, Spokane—Licensed to Coeur d'Alene Broadcasting Co., identified in ownership with *Coeur d'Alene Press* (see KVNI Coeur d'Alene, Ida.).

KTNT (FM), Tacoma—Licensed to the *Tribune Publishing Co.*, publishers of the *Tacoma News-Tribune*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Coos Bay Times*, 95% owner of *KOOS*, *Coos Bay*, and sole owner of *KROW*, *Oakland, Calif.*

WEST VIRGINIA

WCFC, WCFC-FM, Beckley—Licensed to Beckley Newspapers Corp., publishers of *Beckley Post Herald* and *The Raleigh Register*.

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News*.

WBLK, Clarksburg—Licensed to News Publishing Co., publishers of the *Intelligencer* and *News-Register*, *Wheeling*.

WDNE, Elkins—Licensed to West Virginia Radio Corp. (See WAJR Morgantown, W. Va.; WJER Dover, Ohio).

WMMN, Fairmont—See WGBS, Miami, Fla.

WVVW, WJPB (FM), Fairmont—Licensed to Fairmont Broadcasting Co. J. Patrick Beacom, 98% owner, publishes the *Mannington (W. Va.) Times*.

WSAZ, WSAZ-TV, Huntington—Licensed to WSAZ Inc., 52% of stock owned by *Huntington Publishing Co.*; 48% owned by *Charleston Broadcasting Co.*

WLOG, WLOG-FM, Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, *Merrill Coal Mines Inc.*, partners. WFGG, Moorefield—CP issued to *Lost River Broadcasting Corp.* President R. E. Fisher and Mrs. R. E. Fisher and Mrs. S. A. McCoy, stockholders, own *Moorefield Examiner*.

WAJR, WAJR-FM, Morgantown—Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president, owns stock in *West Virginia Publishing Co.*, publishers of *Morgantown Post* and *Dominion News*; *New Martinsville Wetzel Republican*. (See WJER Dover, Ohio, and WDNE Elkins, W. Va.)

WPAR, WPAR-FM, Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by *News Publishing Co.*, publishers of the *Intelligencer* and *News-Register*, *Wheeling*, and other *W. Va.* newspapers.

WBRW, Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News*; Clarence H. Frey, 25 shares, publisher, *The Logan Banner*.

WVVA, WVVA-FM, Wheeling—See WGBS, Miami, Fla.

WISCONSIN

WATK, Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of the *Antigo Journal*.

WGEZ, Beloit—Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss, president of *Gazette Printing Co.*

WEAU, WEAU-FM, Eau Claire—Licensed to Central Broadcasting Co.; 25% of stock owned by *Eau Claire Press Co.*, publisher of *Eau Claire Telegram* and *Eau Claire Leader*; 40% owned by Elizabeth Murphy, wife of publisher of *Superior (Wis.) Telegram*; 14% owned by Morgan Murphy, publisher of *Superior Telegram*.

KFIZ, Fond du Lac—Licensed to KFIZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.

WJPG, WJPG-FM, Green Bay—Licensed to the *Green Bay Newspaper Co.*, publishers of the *Press Gazette*.

WCLO, WCLO-FM, Janesville—Licensed to Southern Wisconsin Radio Inc., subsidiary of *Gazette Printing Co.*, publishers of the *Janesville Daily Gazette*.

WKTY, LaCrosse—Licensed to LaCrosse Broadcasting Co., affiliated with *LaCrosse Tribune*.

WIBA, WIBA-FM, Madison—Licensed to Badger Broadcasting Co., Inc.; 68% owned by the *Capital Times Co.*, publisher of the *Madison Capital Times*. Other stockholders and directors include officers of the *Wisconsin State Journal Publishing Co.*, publishers of the *Wisconsin State Journal (Lee Syndicate)*.

WISC, WISC-FM, Madison—Licensed to Radio Wisconsin, Inc., controlled by Morgan Murphy, publisher of *Superior (Wis.) Evening Telegram*, and Mrs. Murphy.

WISN, WISN-FM, Milwaukee—Licensed to Hearst Radio Inc. (See WBAL Baltimore).

WTMJ, WTMJ-TV, Milwaukee—Licensed to *The Journal Co.*, publisher of *Milwaukee Journal*.

WRJN, WRJN-FM, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starbuck, president and Harry R. Le Poidevin, secretary-treasurer, hold similar offices with *Racine Journal-Times*.

WTCH, Shawano—Licensed to Shawano County Leader Pub. Co., publishers of *Shawano County Leader*.

WEHL, WEHL-FM, Sheboygan—Licensed to WEHL Inc., same ownership as *Sheboygan Press*.

WSTB, Sturgeon Bay—CP issued to *Door County Radio Co.* for new AM station. President Sumner J. Harris is editor of *Door County Advocate*.

WDSM, Superior—Licensed to *Ridson Inc.*, which is owned by *Northwest Publications* (see KSDN Aberdeen, S. D.; KILO Grand Forks, N. D.; WTCN Minneapolis).

WSAU, Wausau—Licensed to *The Journal Co.*, publisher *Milwaukee Journal*.

(Continued on page 573)

DIRECTORY OF LATIN-AMERICA BROADCAST STATIONS*

| Frequency | Call | City | Owner or Operator | Power | DA | Class | Frequency | Call | City | Owner or Operator | Power | DA | Class |
|-----------------|------------------|---|---|------------------|-----------|---------------|-----------|------------------|-----------------------------------|-----------------------------|-------------------------|----------|-------------------|
| BAHAMAS | | | | | | | | | | | | | |
| 1540 | ZNS | Nassau | | 5.0 | | I-A | 880 | CMJB | Camaguey | | 1.0 | | II |
| CUBA | | | | | | | | | | | | | |
| (540) (New) | | Victoria de las Tunas | | (1.0) | | (II) | 890 | CMHD | Camajuani | | 1.0 | | II |
| 550 | CMW | Havana | Adolfo Gil y Miguel Troncosa | 2.5 (10.0) | (DA) | III-A (I-C) | 900 | CMKS | Guantanamo | Candido Savon Suarez | 0.25 | | II |
| 560 | CMKM | Holguin | | 5.0 | (DA) | III-A (III) | 900 | CMKU | Santiago de Cuba | Circuito CMQ | (2.0) | | (II) |
| 570 | CMHI | Santa Clara | Radio Habana Cuba | 10.0 | DA | II (I-D) | 910 | CMCF | Havana | | 10.0 | (DA) | III-B (III-E) |
| (580) | | Ciego de Avila | | (0.5-D) (0.25-N) | | II (III) | 920 | CMJL | Camaguey | Circuito CMQ | 5.0 (10.0) | (DA) | III-B (I-D) |
| 590 | CMCY | Havana | Radio Habana Cuba | 15.0 (25.0) | DA (DA) | II (I-D) | | CMAQ | Pinar del Rio | Circuito CMQ | 1.0-D (1.0) | | III-A (III) |
| 600 | CMKV | Holguin | Cadena Azul S. A. | 1.0 (2.5) | | III | 930 | CMKN | Santiago de Cuba | Radio Habana Cuba | 1.0 | | III-A (III) |
| 630 | CMQ | Havana | Circuito CMQ S. A. | 25.0 | DA | III-B (I-D) | 950 | CMGF | Mantanzas | Radio Universal | 5.0-D (1.0-N) | (DA) | III-B (IV) |
| 640 | CMHQ | Santa Clara | Circuito CMQ | 10.0 (15.0) | (DA) | II (I-E) | 960 | CMJN | Camaguey | Radio Habana Cuba | 1.0 (2.0) | | (I-D) III-A (III) |
| 650 | CMDA | Santiago de Cuba | | 1.0 | | II | | CMGN | Jovellanos | | 0.5 | | III-B (III) |
| 660 | CMCU | Havana | Jorge Garcia Serris | 1.0 (5.0) | (DA) | II (II-E) | 970 | CMKD | Holguin | | 1.0 | | III-A (III) |
| (670) | CMBC | Holguin | (Satelite CMBC Havana) | (1.0) | (DA) | (II-E) | (970) | CMHM | Santa Clara | | (1.0) | | (III) |
| (680) | CMBC | Camaguey | (Satelite CMBC Havana) | (1.0) | | (II) | 980 | CMCK | Havana | Cia. Editorial "Eli Crisol" | 5.0 (10.0) | DA | III-A (I-D) |
| 680 | CMBC | Havana | Radio Progreso-Domingo Fernandez Cruz | 10.0 (50.0) | DA (DA) | II (I-C) | 990 | CMHT | Sancti Spiritus | Juan M. Santana | 1.0-D (0.25-N) | | II |
| 720 | CMHU | Cienfuegos | Rafael H. Pena y Arruebo | 0.25 | | II | (990) | CMAW | Pinar del Rio | | 1.0 | | (II) |
| 730 | CMKJ | Holguin | Circuito CMQ | 5.0 | | II | 1000 | CMJG | Camaguey | | 0.25 | | II |
| (730) | CMCA | Havana | | (10.0) | (DA) | (II) | CMKL | Santiago de Cuba | | 5.0 (25.0) | (DA) | II (I-B) | |
| 740 | CMCD | Havana | La Voz del Aire | 10.0 | DA | III | (1020) | CMHF | Camajuani | | 1.0 (0.1-D) | | II (II-E) |
| (740) | CMKJ | Holguin | Circuito CMQ | (10.0) | (DA) | (I-D) | 1030 | CMJR | Camaguey | | 1.0 (5.0) | (DA) | II (II-E) |
| 760 | CMJY | Ciego de Avila | | 1.0 | | II | CMAC | San Cristobal | Guillermo Garcia Ovies | 0.25 (0.25-D) | | II | |
| (760) | CMAB | Pinar del Rio | Francisco Martinez | 5.0 | (DA) | (II-E) | 1040 | CMHF | Camajuani | | 0.1-D | | IV |
| 770 | CMKC | Santiago de Cuba | Drs. Nagel Navarra Raca y Raul F. Rubio Catusus | 1.0 | | II | 1050 | CMKF | Holguin | | 0.25 | | II |
| 780 | CMHB | Sancti Spiritus | Vincente Weiss | 0.25 | | II | (1050) | CMHB | Sancti Spiritus | Vincente Weiss | (1.0) | | (II) |
| (780) | CMHD | Santa Clara | | (5.0) | (DA) | (II-E) | 1060 | CMJA | Camaguey | Graceta de Puerto Principe | 0.25 | | II |
| 790 | CMCH | Havana | | 10.0 | (DA) | III-B (III-E) | CMCX | Havana | Radio Popular | | 10.0-D (0.25-N) | (DA) | II (II) |
| 800 | CMAW | Pinar del Rio | | 0.25 | | II | (1070) | CMAB | Pinar del Rio | Francisco Martinez | (5.0-D) (2.0-N) | | (II) |
| CMKW | Santiago de Cuba | Ricardo Miranda Cortez y Raul S. Echevarria | 2.0 | | | II | (1080) | CMJM | Ciego de Avila | | (0.5) | | (II) |
| (800) | CMJY | Ciego de Avila | | (1.0) | | (II) | 1090 | CMHE | Encrucijada | | 0.25-D (0.1-N) (0.25-D) | | II |
| 810 | CMHW | Santa Clara | | 1.0-D (0.5-N) | | II | CMBS | Havana | Enrique Artalejo Fernandez (0.25) | 0.25 | | II | |
| 830 | CMBZ | Havana | Manuel y Guillermo Salas | 5.0-D (1.0-N) | DA-N (DA) | II | CMKR | Santiago de Cuba | Jaime Nadal | 0.1-N (5.0) | (DA) | II | |
| 840 | CMAN | Pinar del Rio | Radio Habana Cuba | 1.0 | | (II-E) | 1100 | CMGW | Matanzas | Ramon A. de Zoyas | 0.5 | | II |
| CMJM | Ciego de Avila | Radio Habana Cuba | 0.5 | | | II | (1110) | CMKS | Guantanamo | Candido Savon Suarez | (0.25-D) (0.1-N) | | II |
| 850 | CMKU | Santiago de Cuba | Circuito CMQ | 2.0 | | II | 1120 | CMBY | Havana | Casa de las Medias | 0.25 (0.25-D) | | II (II-E) |
| (850) | CMJB | Camaguey | | (1.0) | | (II) | 1130 | CMKH | Guantanamo | Louis Coronado Estrado | 0.25 | | II |
| 860 | CMBL | Havana | Radio Cadena Suaritos | 15.0 (25.0) | DA (DA) | II (I-C) | (1130) | CMHM | Santa Clara | | 1.0 | | II |

*Including Mexico, Haiti and Labrador, which are not parties to the 1950 Agreement. Proposed assignments under new NARBA, where different from existing operations, are listed in parentheses under present facilities.

Newspaper Ownership

(Continued from page 572)
 WFHR, WFHR-FM, Wisconsin Rapids—Licensed to Wm. F. Huffman Radio, Inc. Mrs. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers Wisconsin Rapids Daily Tribune.

WYOMING

KVOC, Casper — Licensed to KVOC Broadcasting Co. Owners also own stock in Casper Tribune-Herald.
 KFBC, Cheyenne—Licensed to Frontier Ecstg. Co., ownership affiliated with Cheyenne Newspapers Inc., publishers of the Wyoming Eagle and the Wyoming State Tribune.
 KOVE, Lander—Licensed to Edward J. Brece, publisher of semi-weekly Wyoming State Journal.
 KRAL, Rawlins—Licensed to Rawlins Broadcasting Co., affiliated with Rawlins Daily Times.

ALASKA

KENI, Anchorage—Licensed to Mid-night Sun Bcstg. Co. (See KFAR).

KFAR, Fairbanks—Licensed to Mid-night Sun Broadcasting Co.; controlled by the estate of the late A. E. Lathrop, also publisher of the Fairbanks News Miner.

HAWAII

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd. (See KGMB Honolulu.)
 KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by Honolulu Star-Bulletin; 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints.
 KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co. Ltd., publisher of Honolulu Advertiser.
 KTOH, Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of Garden Island (weekly).
 KMVI, Wailuku, Maui—Licensed to Maui Publishing Co., publishers of the Maui News.

| | | | | | | |
|--------|-------------------------------|-------------------------------|-----------------------------|--------------|------|--------------|
| 1160 | CMJK | Camaguey | La Voz de El Camagueyana | 1.0 (1.0) | (DA) | (L-KSL) (II) |
| 1170 | CMAR | Artemisa | | 0.25 | DA-N | II |
| CMKB | Santiago de Cuba | | | 1.0 (0.25-N) | | II |
| 1190 | CMJD | Ciego de Avila | | 0.25 | | III-B |
| CMK | Havana | Radiomisor CMK-Fausto Montiel | | 0.25 | | II |
| 1210 | CMHK | Cruces | Virgilia Villanueva | 0.25 | | II |
| 1220 | CMKO | Holguin | Manuel Angulo | 0.25 | | II |
| (1220) | CMHK | Cruces | Virgilia Villanueva | (1.0) | | (II) |
| 1230 | CMCO | Havana | Enrique Lasanta y Oliver | 0.25 | | IV |
| CMJX | Arton | | | 0.25 | | IV |
| 1240 | CMAD | Artemisa | | 0.25 | | IV |
| CMGF | Mantanzas | | | 0.25 | | IV |
| (1240) | CMGW | Mantanzas | Ramon A. de Zayas | (0.5) | | (IV-E) |
| CMKE | Victoria de las Tunas | | | (0.25) | | (IV) |
| 1250 | CMHP | Camaguey | | 0.25 | | IV |
| CMKA | Guantanamo (Santiago de Cuba) | | | 0.25 | | IV |
| 1260 | CMCI | Havana | | 5.0 | | III-A (III) |
| 1270 | CMJC | Camaguey | Cadena Camagueyana de Radio | 1.0 | | III-A (III) |

(Continued on page 574)

Stations Under NARBA

(Continued from page 573)

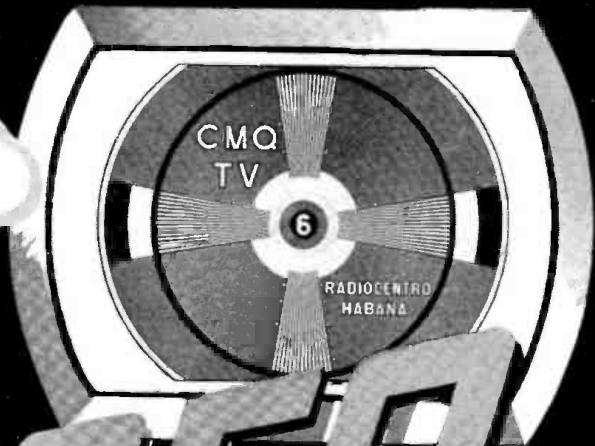
| Fre- quen- cy | Call | City | Owner or Operator | Power | DA | Class |
|-------------------------|----------------------|----------------------------------|---|--------------------------|------|----------------------|
| CUBA—(Continued) | | | | | | |
| 1280 | CMHA | Sagua la Grande | Obelardo Menocal | 0.25 (1.0) | | II (III) |
| 1290 | CMCW | Havana | Jose Vilarino | 0.25 | | II (IV) |
| (1290) | CMDC CMKC | Holguin Santiago de Cuba | Drs. Nagel Navarra Raca y Raul F. Rubio Catusus | 1.0 (1.0) | | III-A (III) |
| (1300) | CMAN CMJQ | Pinar del Rio Camaguey | Radio Habana Cuba Juan Filgueiras Cabaleria | 1.0 (1.0) | | III (III) |
| 1310 | CMHO | Santa Clara | Organizacion In- sular de Radio | 1.0 | | III-A |
| 1320 | CMKE | Victoria de las Tunas | | 0.25 | | IV |
| (1320) | CMDA | Santiago de Cuba | | 1.0 | | (III) |
| 1330 | CMCB | Havana | Radio Metropoli- tana | 1.0 | | III-A (III) |
| 1340 | CMJF CMGU | Camaguey Colon (Matanzas) | | 1.0 0.25 | | II (IV-E) IV |
| (1340) | CMKY | Puerto Padre | Pedro Zacca Cheda | 0.25 | | (IV) |
| 1350 | CMHJ | Pinar del Rio Cienfuegos | Romualdo Ugalde Cordero | 0.25 (1.0) | | IV (III) |
| 1360 | CMKY CMOA CMCM | Puerto Padre Havana Havana | Pedro Zacca Cheda Radio Cadena Suaritos la Imaculada | 0.1 0.25 (0.25-SH) | | IV (IV) IV |
| (1360) | CMBG CMDC | Havana Santiago de Cuba | Raul Chibas | 0.25 (1.0-D) (0.5-N) | | (IV) (III) |
| 1370 | CMJH | Ciego de Avila | Luis Maraumi Men- doza | 0.25 (0.5) | | IV (III) |
| 1390 | CMBX CMKX | Havana Bayamo | Vincente Espinosa Oscar Vidal Benitez | 0.25 (0.5) 0.25 (0.5) | | IV (III) IV (III) |
| 1400 | CMJI | Florida | Dr. Osvaldo Andres y Moran Anteaaza | 0.25 | | IV |
| (1400) | CMGL | Matanzas | | 0.25 | | IV |
| (1400) | CMKI | Guantanamo | | 0.25 | | (IV) |
| (1410) | CMHX | Santa Clara | Salvador S. Ala- manza y Lopez | 1.0 | | (III) |
| 1420 | CMCQ | Havana | Cia. Radiodifusion de Public | 0.25 (1.0) | | IV (III) |
| 1430 | CMKZ | Palma Soriano | Maria Domínguez Doussou | 0.25 | | IV |
| 1440 | CMJW | Camaguey | Andres Moran Cisneros | 0.25 | | IV (III) |
| (1440) | | Matanzas | | 0.25 | | (III) |
| (1450) | | Santa Clara | | 0.25 | | (IV) |
| 1460 | CMBG CMKQ | Havana San Luis | Raul Chibas | 0.25 0.5 | | IV (III-B) |
| (1460) | CMCM | Havana | Radio Cadena Suar- itos la Imaculada | 0.5 | | (III) |
| 1470 | CMGE | Cardenas | Genaro Sabater | 0.25 | | IV |
| 1480 | CMJQ | Ciego de Avila | Bonifacio Ildefonso Movalles | 0.25 (0.5) | | IV (III) |
| 1480 | CMHX | Santa Clara | Salvador S. Alman- za y Lopez | 0.25 | | IV |
| (1480) | | Santa Clara | | 0.5 | | (III) |
| 1490 | CMOX CMKG | Havana Victoria de las Tunas | Cia. Electronica | 0.25 | | IV (IV) |
| 1520 | CMBD | Havana | Luis Perez Garcia | 0.25 | | II |
| (1550) | CMKT | La Maya | | 0.25 (0.25) | | II (II) |
| 1560 | CMCA CMKI | Havana Guantanamo | | 10.0 (0.25) | DA | II (I-B) |
| (1560) | | Santa Clara | | 10.0 | (DA) | (I-B) |
| 1580 | CMJQ | Nuevitas | Juan Filgueiras Cabaleira | 0.25 | | II |
| (1580) | | Camaguey | | 0.5 | | (II) |
| (1590) | | Havana | | 0.5 | | (III) |
| | | Holguin | | 0.25 | | (II) |

DOMINICAN REPUBLIC

| | | | | | | |
|-------|------|--------------------------|--|------------------------|--|----------|
| (610) | HI8B | Santiago | | 1.0 | | (III) |
| (620) | HI3T | Ciudad Trujillo | | 10.0 | | (I-C) |
| 630 | HI2R | San Cristobal | | 0.25 | | IV |
| 790 | HIL | Ciudad Trujillo | | 0.5 | | III-B |
| (820) | HI9Z | Santiago | | 1.0 (1.0-D) (0.1-N) | | (II) |
| 950 | HIG | Ciudad Trujillo | | 0.25 | | IV |
| 1040 | HI3T | Ciudad Trujillo | | 10.0 | | I-B |
| 1050 | HI5K | Barahona | | 0.25 | | (II) |
| 1220 | HIN | Ciudad Trujillo | | 0.75 | | II |
| 1230 | HI1L | Santiago | | 0.25 | | IV |
| 1240 | HI9U | Puerto Plata | | 0.25 | | IV |
| 1250 | HI4C | La Romana | | 1.0 (1.0-D) (0.1-N) | | (III-IV) |
| 1310 | HI3V | La Vega | | 0.5 | | (III) |
| 1330 | HI3J | San Pedro de Macoris | | 0.5 | | (III) |
| 1350 | HIZ | Ciudad Trujillo | | 0.25 | | IV |
| 1360 | HI5S | Santiago | | 1.0 (1.0-D) (0.1-N) | | (III-IV) |
| 1380 | HI4B | La Romana | | 0.5 | | (III) |
| 1400 | HIT | Ciudad Trujillo | | 0.25 | | IV |
| 1400 | HI3A | Santiago | | 0.25 | | IV |
| 1440 | HI4F | San Francisco de Macoris | | 1.0 (1.0-D) (0.1-N) | | (III-IV) |
| 1450 | HI2R | San Cristobal | | 0.2 | | IV |
| 1490 | HI2H | Ciudad Trujillo | | 0.25 (0.2) | | IV |

| Fre- quen- cy | Call | City | Owner or Operator | Power | DA | Class |
|--------------------------------|-------------------------------------|--|--|--|--------------|--------------------------------|
| HAITI | | | | | | |
| 1080 | HHK 4VK | Leogane Leogane, Port-au-Prince | | 25.0 50.0 25.0 | DA | II |
| 1130 | 4VK | Leogane, Port-au-Prince | | 15.0 50.0 25.0 | DA | II |
| 1230 | HHW 4VW | Port-au-Prince Port-au-Prince | | 0.3 0.25 | DA-N | IV |
| 1430 | HHGM | Port-au-Prince | | 1.0 | | III |
| 1470 | 4VGM (MBC) | Port-au-Prince | | 0.4 | DA-N | III |
| JAMAICA | | | | | | |
| (880) | ZQI | Kingston | | (5.0) | (*) | (II) |
| (1180) | (New) | Montego Bay | | (5.0) | (*) | (II) |
| (*) Antennas to be determined. | | | | | | |
| LABRADOR | | | | | | |
| 1340 | VOUG | Goose Bay | | 0.25 | | IV |
| MEXICO | | | | | | |
| 540 | XEWA | S. Luis Potosi, S. L. P. | | 150.0 | DA-N | IV |
| 550 | XEPX XEAF XEKL | La Paz, B. Cfa. Tala, Jal. Jalapa, Ver. | Carlos Ferraez Matos | 0.25 0.15 1.0-D 0.25-N | | IV IV IV |
| 560 | XEAH | S. Rosalia B. Cfa. | | 0.1 | | IV |
| | XEAK | Tecate, B. Cfa. | | 0.25 | | IV |
| | XEOF | Mexico, D. F. | | 1.0 | | III |
| 570 | XELQ | Morelia, Michoa. | Francisco Lario Iturbido | 1.0 | | III |
| 580 | XEAL XEHA | La Paz, B. Cfa. Ciudad Camar- go, Chih. | | 0.5 0.5-D | | III IV |
| | XEMU | Piedras Negras, Coah. | Alfonso L. Bres Piedras Negras S. A. | 5.0-D 0.25-N | | IV |
| | XEAV | Guaqalajara, Jal. | Alfredo Vasquez | 1.0 | | III |
| | XEXB | Jalapa, Ver. | | 0.35 | | III |
| 590 | XEPH XEHQ XERT | Mexico, D. F. Hermosillo, Son. Reynosa, Tam. | Pedro Riestra Diaz Radio Hermosillo | 5.0 0.5 5.0-D 0.25-N | | III III III III |
| 600 | XEDN XEBB XEZ XEBX XEWZ | Torreón, Coah. Acapulco, Gro. Mérida, Yuc. Sabinas, Coah. Guajuato, Gto. | Jorge L. Palomeque | 1.0 1.0 2.0 0.5 0.25-D | | III III III III IV |
| | XEUF | Uruapan, Michoa. | Ignacio Navarro | 0.5 | | III |
| 620 | XELR XENK | Veracruz, Ver. Mexico, D. F. | | 0.1 5.0 | | IV III |
| 630 | XETS | Tapachula, Chis. | Gral. Brig. Ferran- do Prol Pardo | 0.5-D 0.25-N | | IV |
| 630 | XEJB | Guadalajara, Jal. | Wadley Dominguez Correa State Government | 0.5 | | III |
| | XEFB | Monterrey, N.L. | City Government | 5.0-D 0.5-N | | III |
| 650 | XEGT | Zamora, Michoa. | Radio Zamora | 0.25-D | | II |
| 660 | XEBZ | Mexico, D. F. | El Vocero Mexicano | 0.5 | DA-N | II |
| 680 | XELG | León, Gto. | Radio Impulsora del Centro S. A. | 10.0 | DA-N | II |
| 690 | XEAC XEN XEX | Tijuana, B. Cfa. Mexico, D. F. Mexico, D. F. | Jorge I. Rivera Radio Mundial | 50.0 5.0 500.0 | DA-N DA | II II I-A |
| 760 | XEPK | Pachuca, Hgo. | Radio Publicidad de Pachuca | 0.25-D | | II |
| | XECO | Zapopan, Jal. | | 0.5-D | | II |
| | XETA | Zitacuaro, Michoa. | | 0.25-D | | II |
| 790 | XEBI XERC XEDF | Aguaascalientes, Ags. Mexico, D. F. Nuevo Laredo, Tam. | Pedro C. Rivas Radio Popular de Mexico Ruperto Villarreal | 1.0-D 0.25-N 1.0 1.0-D 0.5-N | | IV III III |
| 800 | XEBE | Tehuacan, B. Cfa. | | 0.5-D | | II |
| | XELO | Ciudad, Juarez, Chih. | Cia. Radiodifusion de Piedras Negras | 150.0 | | I-A |
| 810 | XEAN | Ocotlan, Jal. | | 0.75-D | | II |
| 830 | XEPW XELA | Tampico, Tam. Mexico, D. F. | La Voz de Tampico Radio Metropoli- tana | 50.0 1.0 | DA-N DA-N | II II |
| 840 | XEBA | Guadalajara, Jal. | | 0.25-D | | II |
| 860 | XEMO XEUN | Tijuana, B. Mexico, D. F. | Fernando Frederico Ferreira | 5.0 5.0 | | II II |
| 900 | XEW | Mexico, D. F. | Cadena Radiodifu- sora Mexicana | 250.0 | | I-A |
| 910 | XEAO | Mexicali, B. Cfa. | Juan C. Chavez | 0.25 | | IV |
| 920 | XEON | Tuxtla Gu- tiérrez, Chis. | | 1.0 | | III |
| | XEMJ | Piedras Negras, Coah. | Jesus F. Elizalde | 0.5-D 0.25-N | | IV |
| | XEBD XELT | Saltillo, Coah. Guadalajara, Jal. | Jose Tostado Lo- meli | 0.25 0.25 | | IV IV |
| | XEOK | Monterrey, N.L. | | 0.5-D 0.25-N | | IV |
| | XEBM | S. Luis Potosi, S. L. P. | Benjamin Briones | 1.0 | | III |

(Continued on page 576)



DEC-1950

● In mid-December, C. M. Q.'s million dollar Television plant started testing. Commercial operations have been scheduled for January. C. M. Q., the leader in Cuban radio for 18 years, has the technical facilities and manpower to assure its many friends and clients a position of leadership in Television as well.

CHANNEL



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5196

Stations Under NARBA

(Continued from page 574)

MEXICO—Continued

| Frequency | Call | City | Owner or Operator | Power | DA | Class |
|-----------|------|---------------------------|--------------------------------|-------------------|------|-------|
| 920 | XEBH | Hermosillo, Son. | Carlos Balderrana | 5.0-D 1.0-N | | III |
| 940 | XEBF | Mexicali, B. Cfa. | | 0.25-D | | II |
| | XEQ | México, D. F. | Radio Panamericana | 150.0-D 50.0-N | | I-B |
| 950 | XEGM | Tijuana, B. Cfa. | Gustavo Faist | 1.0-D | DA-N | III |
| 960 | XEHK | Guadalajara, Jal. | Fernandez Francisco E. Fregoso | 2.5-N 0.25 | | IV |
| | XEOP | Hermosillo, Son. | | 0.5 | | III |
| | XEFE | Nuevo Laredo, Tam. | Rafael T. Carranza | 5.0-D 1.0-N | | III |
| | XEU | Veracruz, Ver. | Fernandez Pazos Sosa | 0.5 | | II |
| 970 | XEJ | Ciudad Juárez, Chih. | Pedro Meneses Jr. | 1.0-D 0.1-N | | III |
| | XEK | México, D. F. | Arturo Martinez | 1.0-D 0.5-N | | III |
| | XERX | Salamanca, Gto. | | 0.5 | | III |
| | XEVV | Villahermosa, Tab. | Ernesto E. Trujillo Gurrio | 0.5 | | III |
| | XEO | Matamoros, Tam. | | 1.0 | | III |
| 980 | XEY | Cuernavaca, Mor. | Juan Gutierrez Jr. | 0.15 | | IV |
| | XEXT | Tepec, Nay. | State Government | 1.0 | | III |
| | XEFQ | Cananea, Son. | Pedro L. Diaz | 0.5 | | III |
| | XECA | Tampico, Tam. | Nicolas M. Picot | 1.0 | | III |
| 990 | XECL | Mexicali, B. Cfa. | Alfonzo A. Lacarra | 5.0 | | III |
| | XET | Monterrey, N.L. | El Pregonero del Norte | 5.0 | | III |
| 1000 | XEOY | México, D. F. | Fomento de Radio | 50.0 | DA | I-B |
| 1010 | XEDX | El Sauzal, B. Cfa. | | 0.25-D | | II |
| | XEHL | Guadalajara, Jal. | Radio Annunciadora Kist | 10.0-D 5.0-N | | II |
| | XEBN | Agua Prieta, Son. | | 1.0-D 0.25-N | | II |
| 1030 | XEQR | México, D. F. | Corp. Mexicana de Radio | 1.0 | DA-N | II |
| 1050 | XED | Mexicali, B. Cfa. | | 5.0-D 1.0-N | DA-N | II |
| | XEG | Monterrey, N.L. | La Voz de Norteamerica | 150.0 | | I-A |
| 1060 | XEDP | México, D. F. | | 50.0 | DA-N | I-B |
| 1090 | XERB | Rosarito, B. Cfa. | | 50.0 | DA-N | I-B |
| | XELB | La Barca, Jal. | | 0.25-D | | II |
| | XEHR | Puebla, Pue. | Manuel R. Canale | 0.25 | | II |
| | XERG | Nuevo Laredo, Tam. | | 0.25-D | | II |
| 1110 | XEQB | México, D. F. | | 20.0 | DA | II |
| 1120 | XETR | Ciudad Valles, S. L. P. | Thomas Olivia Bannelos | 1.0-D | | II |
| 1140 | XENT | Nuevo Laredo, Tam. | Cia. Industrial Universal | 50.0 | DA-N | I-B |
| 1150 | XEJS | Hidalgo del Parral, Chih. | | 0.5 | | III |
| | XEJP | México, D. F. | Delia Cubielas de Fernandez | 1.0-D 0.6-N | | III |
| | XEAD | Guadalajara, Jal. | Alejandro A. Diaz | 0.125 | | IV |
| 1170 | XEY | Aguascalientes, Ags. | | 0.5-D | | II |
| | XECD | Puebla, Pue. | Ricardo Vazquez A. Costa | 0.35 | | II |
| 1180 | XEFR | México, D. F. | | 1.0-D 0.25-N | | II |
| 1190 | XERP | Guadalajara, Jal. | | 50.0 | DA-N | I-B |
| 1220 | XEB | México, D. F. | El Buen Tono | 100.0 | | I-A |
| 1240 | XEBU | Chihuahua, Chih. | Enriqueta G. de Uranaga | 0.25 | | IV |
| | XEFV | Ciudad Juárez, Chih. | Dario Cordoba | 0.25 | | IV |
| | XERZ | León, Gto. | Rafael C. Navarro | 0.25 | | IV |
| | XECE | Oaxaca, Oax. | | 0.25 | | IV |
| | XEBQ | Empalme, Son. | | 0.5-D 0.25-N | | IV |
| | XECG | Nogales, Son. | | 0.25 | | IV |
| | XES | Tampico, Tam. | Difusora Portena | 0.25 | | IV |
| | XEMQ | Mérida, Yuc. | Lazaro Achurra Suarez | 1.0-D 0.25-N | | IV |
| 1250 | XEAT | Hidalgo del Parral, Chih. | Sucs. Jorge Perez | 0.25 | | IV |
| | XESJ | Saltitillo, Coah. | Froilan Mier Narro | 0.5 | | III |
| | XEDK | Guadalajara, Jal. | Salvador Vazquez Tello | 1.0 | | III |
| | XEDL | Hermosillo, Son. | Eufemia Esquer de Vidal | 0.5 | | III |
| | XETF | Veracruz, Ver. | Jose Rodriguez Lopez | 0.5 | | III |
| 1260 | XEMF | Monclova, Coah. | | 0.25 | | IV |
| | XEBP | Torreón, Coah. | Alejandro O. Stevenson Jr. | 1.0-D 0.25-N | | IV |
| | XEL | México, D. F. | Fidel Hernandez Calderon | 5.0-D 1.0-N | | III |
| | XER | Linares, N. L. | Radio Linares | 0.25 | | IV |
| | XEPO | S. Luis Potosí, S. L. P. | | 0.25 | | IV |
| | XEBL | Culiacán, Sin. | Max Gomey Blanco | 1.0-D 0.5-N | | III |
| | XEDW | Minatitlán, Ver. | | 0.25 | | IV |
| 1270 | XEAZ | Tijuana, B. Cfa. | | 0.5 | | III |
| | XEOH | Ciudad Camarago, Chih. | | 0.15 | | IV |
| | XEGW | Acambaro, Gto. | Jose Martinez Ramirez | 0.25 | | IV |
| | XEFM | León, Gto. | Sucs. R. Ortiz Gonzales | 0.1 | | IV |
| | XEZU | Zacapu, Michoa. | | 0.25 | | IV |
| | XEAX | Oaxaca, Oax. | Alvaro Rodriguez | 0.5 | | III |
| | XEGL | Navojoa, Son. | Fausto M. Gomez | 0.5 | | III |

| Frequency | Call | City | Owner or Operator | Power | DA | Class |
|-----------|------|----------------------------|----------------------------------|-----------------------|----|-------|
| | XEJW | Jalapa, Ver. | Mariano Caraza | 0.25 | | IV |
| | XEME | Merida, Yuc. | Perfecto Villamil Cicero | 0.5 | | III |
| 1280 | XEBW | Chihuahua, Chih. | Radio Emisora del Norte | 1.0-D 0.6-N | | III |
| | XERL | Collima, Col. | J. Roberto Levy | 0.25 | | IV |
| | XEE | Durango, Dgo. | Jose G. Venezuela | 0.25 | | IV |
| | XESQ | S. Miguel Altitude, Gto. | | 0.1 | | IV |
| | XEGJ | Guadalajara, Jal. | | 0.25 | | IV |
| | XEAW | Monterrey, N.L. | Jesus D. Gonzalez | 1.0-D 0.5-N | | III |
| | XEAG | Córdoba, Ver. | Diordoro Zuniga | 0.5 | | III |
| | XELK | Zacatecas, Zac. | Jose Macias Guerrero y Acevedo | 0.25 | | III |
| 1290 | XEDA | México, D. F. | | 1.0 | | III |
| | XEAP | Ciudad Obregón, Son. | Emilio Manzanilla | 0.1 | | IV |
| 1300 | XEP | Ciudad Juárez, Chih. | Esteban Parra | 0.5 | | III |
| | XESF | Morelia, Michoa. | Jose Martinez Ramirez | 0.5 | | III |
| | XECQ | Cullacán, Sin. | | 1.0-D 0.5-N | | III |
| 1310 | XEC | Tijuana, B. Cfa. | Luis E. Enicisco | 0.25 | | IV |
| | XEMG | Gómez Palacio, Dgo. | | 0.25 | | IV |
| | XEJE | Guadalajara, Jal. | Guillermo Johnston | 0.25 | | IV |
| | XEMS | Montemorelos, N. L. | | 0.25-D | | IV |
| | XEBY | Agua Prieta, Son. | | 1.0-D | | III |
| | XEHV | Veracruz, Ver. | Juan A. Palavincini | 1.0 | | III |
| 1320 | XESR | S. Rosalia, B. Cfa. | | 0.5 | | III |
| | XEAI | México, D. F. | Carmen Gutierrez | 1.0 | | III |
| | XERJ | Mazatlan, Sin. | | 1.0-D 0.5-N | | III |
| | XESY | Magdalena, Son. | | 0.2 | | IV |
| 1330 | XEKS | Saltitillo, Coah. | Elfrain Lopez | 0.1 | | IV |
| | XEBO | Irapuato, Gto. | Alfonso Martinez | 0.5 | | III |
| | XEFC | Mérida, Yuc. | Rafael Rivas Franco | 1.0 | | III |
| 1340 | XEAA | Mexicali, B. Cfa. | Consuelo T. Egula | 0.25 | | IV |
| | XEJK | Ciudad Delicias, Chih. | | 0.25 | | IV |
| | XEDH | Villa Acuña, Coah. | Vincente Hernandez | 0.25 | | IV |
| | XECK | Durango, Dgo. | | 0.25 | | IV |
| | XECI | Acapulco, Gro. | | 0.25 | | IV |
| | XELW | Guadalajara, Jal. | Salvador Galindo de la Torre | 0.25 | | IV |
| | XECJ | Apatzingan, Michoa. | | 0.1 | | IV |
| | XEUX | Tuxpan, Nay. | | 0.25 | | IV |
| | XESL | S. Luis Potosí, S. L. P. | Josefina Delegado | 0.25 | | IV |
| | XEJ | Ciudad Victoria, Tam. | Fernando Elizaldt Ramos | 0.25 | | IV |
| | XEMT | Matamoros, Tam. | | 0.25 | | IV |
| | XEBK | Nuevo Laredo, Tam. | M. M. Cortes | 0.1 | | IV |
| | XEOM | Coatzacoalcos, Ver. | | 0.25 | | IV |
| | XEFA | Jalapa, Ver. | | 0.25 | | IV |
| | XEMA | Fresnillo, Zac. | Jose Miguel Acevedo Moya | 0.25 | | IV |
| 1350 | XETB | Torreón, Coah. | El Herald de Torreón | 5.0-D 0.5-N 1.0 | | III |
| | XEQK | México, D. F. | Guillermo Morales B. | 1.0 | | III |
| | XETM | Naco, Son. | Jesus Manuel Franco | 1.0 | | III |
| | XKEF | Iguala, Gro. | | 1.0-D 0.5-N | | III |
| 1360 | XESA | Culiacán, Sin. | Pablos y Elizalde | 0.5 | | III |
| 1370 | XEA | Campeche, Camp. | Luis A. Maury | 1.0 | | III |
| | XEDG | Guadalajara, Jal. | | 0.5 | | III |
| | XEMR | Monterrey, N.L. | Henrique Serna Martinez | 0.5 | | III |
| | XEHF | Nozales, Son. | Gaster Mascarenas | 5.0 | | III |
| | XETQ | Orizaba, Ver. | Mensajere del Progreso Orizabena | 0.25 | | IV |
| 1380 | XELF | Nueva Rosita, Coah. | | 0.25 | | IV |
| | XEMX | México, D. F. | Guillermo Robles | 5.0 | | III |
| | XERK | Tepec, Nay. | El Echo del Pacifico desde Tepec | 0.5 | | III |
| 1390 | XEM | Chihuahua, Chih. | Pedro Meneses Jr. | 0.5 | | III |
| | XEKN | Monclova, Coah. | | 0.5 | | III |
| | XERW | León, Gto. | Rafael C. Navarro | 0.25 | | III |
| | XETK | Mazatlan, Sin. | Radio Emisora Occidental | 1.0-D 0.5-N | | III |
| | XEOR | Reynosa, Tam. | | 1.0 | | III |
| | XETL | Tuxpan, Ver. | Calixto Almazan | 1.0 | | III |
| 1400 | XEPF | Ensenada, B. Cfa. | | 0.2 | | IV |
| | XETX | Casas, Grandes, Chih. | | 0.25 | | IV |
| | XESB | S. Bárbara, Chih. | | 0.15 | | IV |
| | XEDE | Saltitillo, Coah. | Bias Narro Dunn | 0.25 | | IV |
| | XECM | Manzanillo, Col. | | 0.25 | | IV |
| | XEDU | Durango, Dgo. | Carlos C. Armas | 0.25 | | IV |
| | XERS | Gómez Palacio, Dgo. | | 0.25 | | IV |
| | XEKJ | Acapulco, Gro. | Refugio Acosta de Valdivieso | 0.25 | | IV |
| | XESP | S. Pedro Tlaquepaque, Jal. | | 0.25 | | IV |
| | XEI | Morelia, Michoa. | Tiburecio Ponce | 0.25 | | IV |
| | XEWF | Cuautla, Mor. | | 0.1 | | IV |
| | XEAJ | Navojoa, Son. | Emilio Manzanilla | 0.1 | | IV |
| | XEAB | S. Ana, Son. | | 0.25 | | IV |
| | XETO | Tampico, Tam. | Radio Tiempo | 0.25 | | IV |

| Frequency | Call | City | Owner or Operator | Power | DA | Class |
|-----------|------|----------------------------|----------------------------------|--------|----|-------|
| | XEJA | Jalapa, Ver. | La Voz de las Atenas Veracruzana | 0.1 | | IV |
| | XEDQ | S. Andrés Tuxtla, Ver. | | 0.25 | | IV |
| 1410 | XECN | Progreso, Yuc. | | 0.25 | | IV |
| | XEBS | México, D. F. | Hispano Mexicano | 1.0 | | III |
| | XECF | Los Mohis, Sin. | Francisco Perez H. | 1.0-D | | III |
| | XEAS | Nuevo Laredo, Tam. | | 0.25 | | IV |
| | XEVH | Valle Hermoso, Tam. | | 0.2 | | IV |
| 1420 | XEXX | Tijuana, B. Cfa. | Cia. Radio Mexicana | 2.0 | | III |
| | XEF | Ciudad Juárez, Chih. | Jose Carlos Amaza | 0.25 | | IV |
| | XEWE | Irapuato, Gto. | Felipe Gallardo | 0.1 | | IV |
| | XEJC | Cuernavaca, Mor. | Edwardo Jimenez de la Cuesta | 0.25 | | IV |
| | XEH | Monterrey, N.L. | Radio Tarnava | 1.0 | | III |
| | XEWJ | Tehuacán, Pue. | | 0.25 | | IV |
| | XEDS | Mazatlan, Sin. | Alejandro A. Schober | 1.0-D | | III |
| 1430 | XERN | Nueva Rosita, Coah. | | 0.1 | | IV |
| | XEBC | Ciudad Guzman, Jal. | | 0.25 | | IV |
| | XECZ | S. Luis Potosí, S. L. P. | Zeferino Z. Jimenez | 1.0 | | III |
| | XEOX | Ciudad Obregón, Son. | | 1.0-D | | III |
| | XELL | Veracruz, Ver. | Delores G. Estrada de Ferrito | 0.5-N | | IV |
| 1440 | XEFI | Chihuahua, Chih. | Ramiro G. Uranga | 1.0 | | III |
| | XELZ | México, D. F. | Marie Cardora de Zetina | 5.0-D | | III |
| 1450 | XEYZ | Aguascalientes, Ags. | | 0.1 | | IV |
| | XECT | Ojinaga, Chih. | | 0.25 | | IV |
| | XEFK | Gomez Palacio, Dgo. | | 0.5-D | | IV |
| | XEGC | Sahuayo, Michoa. | | 0.25-N | | IV |
| | XEAR | Monterrey, N.L. | Radio Tiempo | 0.25 | | IV |
| | XENA | Queretaro, Qro. | | 1.0-D | | IV |
| | XEGF | Culiacán, Sin. | | 0.25-N | | IV |
| | XEHX | Huatabampo, Son. | | 0.25 | | IV |
| | XEDJ | Magdalena, Son. | Enrique Sorolegui | 0.1 | | IV |
| | XECB | S. Luis Rio Colorado, Son. | | 0.25 | | IV |
| | XECS | Ciudad Mante, Tam. | | 0.15 | | IV |
| | XECP | Ciudad Victoria, Tam. | | 0.1 | | IV |
| | XEAM | Matamoros, Tam. | Manuel L. Salinas | 0.25 | | IV |
| | XEPP | Orizaba, Ver. | Radio Impulsora Orizabena | 0.25 | | IV |
| | XEQW | Mérida, Yuc. | | 0.25 | | IV |
| | XEXZ | Zacatecas, Zac. | | 0.25 | | IV |
| | XEYC | Ciudad Juárez, Chih. | | 1.0 | | III |
| | XEXQ | S. Luis Potosí, S. L. P. | | 0.25 | | IV |
| | XETU | Tampico, Tam. | Impulsora Moderna del Radio | 1.0 | | III |
| 1470 | XEAU | Tijuana, B. Caf. | Manuel Acuna | 5.0 | | III |
| | XESM | México, D. F. | Varela Salvador San Martin | 5.0 | | III |
| | XECU | Los Mochis, Sin. | | 0.25 | | IV |
| 1480 | XEZM | Zamorra, Michoa. | | 5.0 | | III |
| 1490 | XERO | Aguascalientes, Ags. | Radio Hidrotermostopolitana | 0.25 | | IV |
| | XERA | Chihuahua, Chih. | | 0.25 | | IV |
| | XEWG | Ciudad Juárez, Chih. | Carlos Mendez | 0.25 | | IV |
| | XEJR | Hidalgo del Parral, Chih. | Anastasio Gomez Gallardo | 0.1 | | IV |
| | XEXU | Saltijo, Coah. | Rafael Caranza | 0.1 | | IV |
| | XEOB | Torón, Coah. | | 0.1 | | IV |
| | XECH | Toluca, Mex. | Rodolfo Llamas | 0.25 | | IV |
| | XECV | Guasave, Sin. | | 0.25 | | IV |
| | XEAQ | Agua Prieta, Son. | | 0.25 | | IV |
| | XEDR | Guaymas, Son. | El Vocero de Guaymas | 0.5-D | | IV |
| | XECW | Veracruz, Ver. | | 0.25-N | | IV |
| | XEMH | Mérida, Yuc. | | 0.1 | | IV |
| 1500 | XERH | México, D. F. | Sal de Uvas Picot | 5.0-D | | II |
| 1520 | XEDB | Tehuacán, Pue. | | 0.5-N | | II |
| | XEXJ | Queretaro, Qro. | Radiomisorra Queretaro | 0.25-D | | II |
| | XECY | Huamantla, Tlax. | | 0.25-D | | II |
| 1540 | XENC | Celaya, Gto. | El Heraldo del Bajío | 0.25 | | II |
| | XEQN | Hermosillo, Son. | | 5.0 | | II |
| 1550 | XEBG | Tijuana, B. Cfa. | Roberta Salazan | 1.0 | | II |
| | XEML | México, D. F. | Robert Valezzi Esparza | 20.0 | | I-B |
| 1560 | XEDC | Aguascalientes, Ags. | | 0.25 | | II |
| | XEDD | Monterrey, N.L. | | 0.5-D | | II |
| 1570 | XERF | Villa Acuña, Coah. | | 150.0 | | I-A |
| | XEDI | Queretaro, Qro. | | 1.0-D | | II |
| 1580 | XEDM | Hermosillo, Son. | | 50.0 | | II |
| 1590 | XEKT | Tecate, B. Cfa. | | 1.0-D | | III |
| | XEMC | México, D. F. | Delores G. Estrada del Ferrero | 5.0 | | III |
| 1600 | XENS | Nogales, Son. | | 5.0 | | III |
| | XEAE | Villa Acuña, Coah. | | 5.0 | | III |
| | XEDO | Acapulco, Gro. | | 0.5 | | III |
| | XELC | La Piedad, Michoa. | | 1.0 | | III |

FREQUENCY ALLOCATIONS FOR EUROPEAN BROADCASTING STATIONS

(As agreed upon by European Broadcasting Convention at Copenhagen and now in effect. Nations not signing pact: United States (occupying power in Germany), Austria, Spain, Sweden, Turkey, Egypt, Syria and Iceland. Most nations had reservations based on unsatisfactory frequencies for individual operations. Spain, Germany (notably U. S. zone) and Austria not adhering to pact in their operations. U.S.S.R. apparently operating on assigned frequencies but data on power used not fully known to monitors.

| Station | Frequency | Power | Station | Frequency | Power |
|---|-----------|-------|-------------------------------------|-----------|-------|
| LONG WAVES (150 to 285 kc) | | | | | |
| Tromso (Norway) | 155 | 10 | Redmoss (Great Britain) | | 20 |
| Brasov (Rumania) | 150 | 150 | Westerglen (Great Britain) | | 100 |
| Alouis (France) | 164 | 450 | Skopje (Yugoslavia) | | 135 |
| Moscow I (USSR) | 173 | 500 | Poznan (Poland) | | 818 |
| Lulea (Sweden) | 10 | 10 | Sofia I (Bulgaria) | | 827 |
| Ankara (Turkey) | 120 | 120 | Nancy (France) | | 836 |
| Motala (Sweden) | 191 | 200 | Beirut I (Lebanon) | | 845 |
| Droitwich (G. B.) (or Ottringham) | 200 | 400 | Rome I (Italy) | | 854 |
| Kiev I, Ukraine (USSR) | 209 | 150 | Bucharest (Rumania) | | 854 |
| Oslo (Norway) | 218 | 200 | Paris I (France) | | 863 |
| Warsaw I (Poland) | 227 | 200 | Moscow III, Russia (U.S.S.R.) | | 872 |
| Leningrad I (USSR) | 236 | 100 | Aberystwyth (Great Britain) | | 881 |
| Kalundborg (Denmark) | 245 | 150 | Penmon (Great Britain) | | 5 |
| Lahti (Finland) | 254 | 200 | Washford (Great Britain) | | 150 |
| Moscow II (USSR) | 254 | 200 | Wrexham (Great Britain) | | 5 |
| Ceskoslovensko (Czechoslovakia) | 281 | 100 | Cetinge (Yugoslavia) | | 20 |
| INTERMEDIATE (415-490 kc. and 510-525 kc.) | | | | | |
| Ostersund (Sweden) | 420 | 10 | Algiers I (Algeria) | | 890 |
| Oulu (Finland) | 433 | 10 | Bergen (Norway) | | 100 |
| Hamar (Norway) | 520 | 1 | Kristiansand (Norway) | | 20 |
| MEDIUM WAVES (525 to 1605 kc) | | | | | |
| Beromunster (Switzerland) | 529 | 150 | Trondheim (Norway) | | 20 |
| Budapest I (Hungary) | 539 | 135 | Dniepropetrovsk, Ukraine (U.S.S.R.) | | 20 |
| Oukhta, Finno-Karelia (U.S.S.R.) | 548 | 20 | Milan I (Italy) | | 899 |
| Simferopol, Russia (U.S.S.R.) | 548 | 100 | Brookmans Park (Great Britain) | | 908 |
| Cairo II (Egypt) | 557 | 20 | Ljubljana (Yugoslavia) | | 917 |
| Helsinki (Finland) | 566 | 100 | Brussels II (Belgium) | | 926 |
| Monte Ceneri (Switzerland) | 566 | 100 | Lwow, Ukraine (U.S.S.R.) | | 935 |
| Athlone I (Ireland) | 50 | 50 | Toulouse (France) | | 944 |
| Catania (Italy) | 5 | 5 | Voronezh, Russia (U.S.S.R.) | | 20 |
| Palermo (Italy) | 10 | 10 | Morava (Czechoslovakia) | | 853 |
| Riga, Latvia (U.S.S.R.) | 575 | 100 | Turku (Finland) | | 962 |
| Vienna I (Austria) | 584 | 120 | Tunis I (Tunisia) | | 120 |
| Sofia II (Bulgaria) | 593 | 60 | British Zone (Germany) | | 971 |
| Sundsvall (Sweden) | 602 | 150 | Izmir (Turkey) | | 50 |
| Lyon (France) | 602 | 150 | Kalining, Russia (U.S.S.R.) | | 20 |
| Eidar (Iceland) | 611 | 5 | Smolensk, Russia (U.S.S.R.) | | 20 |
| Rabat I (Morocco) | 120 | 120 | Algiers II (Algeria) | | 980 |
| Petrozavodsk, Finno-Karelia (U.S.S.R.) | 100 | 100 | Goteborg (Sweden) | | 150 |
| Sarajevo (Yugoslavia) | 620 | 150 | Rovaniemi (Finland) | | 989 |
| Brussels I (Belgium) | 620 | 150 | American Zone (Germany) | | 70 |
| Moalaty (Turkey) | 629 | 100 | Beirut II (Lebanon) | | 20 |
| Vigra (Norway) | 629 | 100 | Kishinev, Moldavia (U.S.S.R.) | | 998 |
| Tunis II (Tunisia) | 120 | 120 | Hilversum II (Netherlands) | | 1,007 |
| Prague I (Czechoslovakia) | 638 | 150 | Aleppo I (Syria) | | 100 |
| Burghhead (Great Britain) | 647 | 15 | Iskenderli (Turkey) | | 1,016 |
| Droitwich (Great Britain) | 120 | 120 | Stambul (Austria) | | 1,025 |
| Stagshaw (Great Britain) | 15 | 15 | Jerusalem II (Palestine) | | 20 |
| Westerglen (Great Britain) | 15 | 15 | Turin II (Italy) | | 1,034 |
| Kharkov, Ukraine (U.S.S.R.) | 100 | 100 | Lisbon (Portugal) | | 40 |
| Bolzano (Italy) | 656 | 20 | Tallinn, Estonia (U.S.S.R.) | | 100 |
| Florence I (Italy) | 80 | 80 | U.S.S.R. Zone (Germany) | | 1,043 |
| Naples I (Italy) | 80 | 80 | Kalamata (Greece) | | 70 |
| Turin I (Italy) | 45 | 45 | Agadir I (Morocco) | | 5 |
| Murmansk, Russia (U.S.S.R.) | 150 | 150 | Marrakesh (Morocco) | | 20 |
| Vilna, Lithuania (U.S.S.R.) | 665 | 100 | Ujda I (Morocco) | | 20 |
| Marseilles (France) | 674 | 100 | Harland Point (Great Britain) | | 20 |
| Bodo (Norway) | 10 | 10 | Start Point (Great Britain) | | 150 |
| Rostov-on-Don, Russia (U.S.S.R.) | 100 | 100 | Tripoli (Libya) | | 50 |
| Belgrade I (Yugoslavia) | 683 | 150 | Jassi (Rumania) | | 10 |
| Nicosia (Cyprus) | 692 | 10 | Focsani (Rumania) | | 5 |
| Moorside Edge (Great Britain) | 150 | 150 | Eastern Denmark | | 1,061 |
| Banska-Bystrica (Czechoslovakia) | 701 | 100 | Cagliari (Italy) | | 10 |
| Czechoslovakia sync. network | 5 | 5 | Lisbon (Portugal) | | 15 |
| Rabat II (Morocco) | 120 | 120 | Paris II (France) | | 1,070 |
| Finnmark (Norway) | 20 | 20 | Krasnodar, Russia (U.S.S.R.) | | 20 |
| Limoges (France) | 710 | 150 | Breslau (Poland) | | 1,079 |
| Stalino, Ukraine (U.S.S.R.) | 150 | 150 | Korca (Albania) | | 1,038 |
| Lisbon (Portugal) | 719 | 120 | Shkodra (Albania) | | 10 |
| Damascus I (Syria) | 50 | 50 | Droitwich (Great Britain) | | 150 |
| Athens (Greece) | 728 | 100 | Norwich (Great Britain) | | 20 |
| Akureyri (Iceland) | 737 | 10 | Bratislava (Czechoslovakia) | | 1,097 |
| Jerusalem I (Palestine) | 20 | 20 | Czechoslovakia sync. network | | 5 |
| Gilwice (Poland) | 50 | 50 | Moskiew, Byelorussia (U.S.S.R.) | | 1,106 |
| Seville (Spain) | 50 | 50 | Bari I (Italy) | | 1,115 |
| Hilversum I (Netherlands) | 746 | 120 | Bologna I (Italy) | | 50 |
| Kuopio (Finland) | 755 | 20 | S. Remo (Italy) | | 5 |
| Lisbon (Portugal) | 50 | 50 | Norwegian sync. network | | 5 |
| Timisoara (Rumania) | 50 | 50 | Brussels III (Belgium) | | 1,124 |
| Sottens (Switzerland) | 764 | 150 | Varna (Bulgaria) | | 20 |
| Cairo I (Egypt) | 773 | 50 | Viborg, Russia (U.S.S.R.) | | 5 |
| Stockholm (Sweden) | 150 | 150 | Zagreb (Yugoslavia) | | 1,133 |
| Kiev II, Ukraine (U.S.S.R.) | 782 | 100 | Constantine I (Algeria) | | 1,142 |
| Soviet troops in Germany | 70 | 70 | Oran I (Algeria) | | 40 |
| Remnes (France) | 791 | 150 | Kaliningrad, Russia (U.S.S.R.) | | 20 |
| Salonika (Greece) | 50 | 50 | Carlisle (Great Britain) | | 1,151 |
| Leningrad II, Russia (U.S.S.R.) | 800 | 100 | Stagshaw (Great Britain) | | 100 |
| Burghhead (Great Britain) | 809 | 100 | Londonderry (Great Britain) | | 5 |
| Dundee (Great Britain) | 5 | 5 | Stagshaw (Great Britain) | | 100 |
| | | | Bala Mare (Rumania) | | 5 |
| | | | Cluj (Rumania) | | 5 |
| | | | Oradea (Rumania) | | 5 |
| | | | Strasbourg I (France) | | 1,160 |
| | | | Odessa, Ukraine (U.S.S.R.) | | 1,189 |
| | | | Horby (Sweden) | | 1,178 |
| | | | Budapest II (Hungary) | | 1,187 |
| | | | French Zone (Germany) | | 1,196 |
| | | | Kerkvra (Greece) | | 15 |
| | | | Agadir II (Morocco) | | 20 |
| | | | Marrakesh II (Morocco) | | 20 |
| | | | Ujda II (Morocco) | | 20 |
| | | | Bordeaux (France) | | 1,205 |
| | | | Haifa (Palestine) | | 5 |
| | | | Lublin (Poland) | | 10 |

(Continued on page 578)

European Frequencies

(Continued from page 577)

| Station | Fre- quen- cy | Pow- er kc. kw. | Station | Fre- quen- cy | Pow- er kc. kw. |
|---|---------------------|-----------------------|---------------------------------|---------------------|-----------------------|
| Ayr (Great Britain) | 1,214 | 5 | Portuguese sync. network | 5 | 20 |
| Brookmans Park (Great Britain) | 60 | 20 | Swedish sync. network | 1,457 | 60 |
| Burhead (Great Britain) | 20 | 20 | Bartley (Great Britain) | 60 | 60 |
| Dundee (Great Britain) | 5 | 5 | Clevedon (Great Britain) | 20 | 20 |
| Lisnagarvey (Great Britain) | 10 | 10 | Craiova (Rumania) | 1,466 | 120 |
| Londonderry (Great Britain) | 1 | 1 | Monte-Carlo (Monaco) | 2 | 2 |
| Moorside Edge (Great Britain) | 58 | 2 | Norwegian sync. network | 1,475 | 30 |
| Plymouth (Great Britain) | 2 | 2 | Vienna II (Austria) | 20 | 20 |
| Redmoss (Great Britain) | 2 | 2 | Salzburg (Austria) | 20 | 20 |
| Redruth (Great Britain) | 10 | 10 | Klagenfurt (Austria) | 20 | 20 |
| Stagshaw (Great Britain) | 50 | 50 | International common frequency* | 1,484 | 60 |
| Westergien (Great Britain) | 7 | 7 | French sync. network | 1,493 | 20 |
| British troops in Germany | 20 | 20 | Gomel, Byelorussia (U.S.S.R.) | 1,502 | 10 |
| Azores (Portugal) | 20 | 20 | Cracow (Poland) | 50 | 50 |
| Kursk, Russia (U.S.S.R.) | 2,223 | 20 | Warsaw II (Poland) | 10 | 10 |
| Stara Zagora (Bulgaria) | 20 | 20 | Zaragoza (Spain) | 1,511 | 20 |
| Barcelona (Spain) | 100 | 5 | Brussels IV (Belgium) | 5 | 5 |
| Falun (Sweden) | 1,232 | 5 | Chania (Greece) | 1,520 | 5 |
| Budejovice (Czechoslovakia) | 25 | 25 | Jihlava (Czechoslovakia) | 30 | 30 |
| Cechy-Zapad (Czechoslovakia) | 25 | 25 | Ostrava (Czechoslovakia) | 30 | 30 |
| Morava-Vychod (Czechoslovakia) | 25 | 25 | Pilzen (Czechoslovakia) | 20 | 20 |
| Prague II (Czechoslovakia) | 100 | 100 | Corunna (Spain) | 1,529 | 1 |
| Vaasa (Finland) | 1,241 | 50 | Funchal (Madeira Is.) | 20 | 20 |
| Bayonne (France) | 20 | 20 | Swedish sync. network | 100 | 100 |
| Clermont-Ferrand (France) | 10 | 10 | Vatican City | 1,538 | 70 |
| Corse (France) | 20 | 20 | French Zone (Germany) | 5 | 5 |
| Grenoble (France) | 20 | 20 | Spanish sync. network | 1,546 | 5 |
| Le Havre (France) | 20 | 20 | British sync. network† | 5 | 5 |
| Montbelliard (France) | 20 | 20 | Vinnitza, Ukraine (U.S.S.R.) | 1,554 | 70 |
| Nice (France) | 20 | 20 | Germany: U. S. Forces | 75 | 75 |
| Quimper (France) | 20 | 20 | Nice (France) | 20 | 20 |
| Tiraspol, Moldavia (U.S.S.R.) | 20 | 20 | Turi, Estonia (U.S.S.R.) | 1,562 | 5 |
| Lower Egypt | 1,250 | 5 | Portuguese sync. network | 20 | 20 |
| Nyiregyhaza (Hungary) | 10 | 10 | Swedish sync. network | 5 | 5 |
| Zalaegerzeg (Hungary)** | 10 | 10 | Swiss sync. network | 1,570 | 70 |
| Athlone II (Ireland) | 50 | 50 | U.S.S.R. Zone (Germany) | 5 | 5 |
| Stettin (Poland) | 1,259 | 100 | Spanish sync. network | 5 | 5 |
| Belgrade II (Yugoslavia) | 1,268 | 135 | Sfax II (Tunisia) | 5 | 5 |
| Lille (France) | 1,277 | 150 | Italian sync. network | 1,578 | 10 |
| Kosice (Czechoslovakia) | 1,286 | 100 | Fredrikstad (Norway) | 10 | 10 |
| Radio Catalica (Portugal) | 20 | 20 | British Zone (Germany) | 1,586 | 70 |
| Ottringham (Great Britain) | 1,295 | 150 | Spanish sync. network | 5 | 5 |
| Constantine II (Algeria) | 1,304 | 40 | International common frequency‡ | 1,594 | 70 |
| Oran II (Algeria) | 50 | 50 | U. S. Zone (Germany) | 2 | 2 |
| Danzig (Poland) | 1,313 | 100 | Norwegian sync. network | 5 | 5 |
| Stravanger (Norway) | 100 | 100 | Portuguese sync. network | 5 | 5 |
| Ouchterod, Ukraine (U.S.S.R.) | 1,322 | 100 | | | |
| Genoa I (Italy) | 1,331 | 50 | | | |
| Messina (Italy) | 25 | 25 | | | |
| Pescara (Italy) | 25 | 25 | | | |
| Rome II (Italy) | 50 | 50 | | | |
| Venice (Italy) | 25 | 25 | | | |
| Alexandria (Egypt) | 1,340 | 5 | | | |
| Crowborough or Stagshaw (Great Britain) | 150 | 150 | | | |
| Budapest (Hungary) | 5 | 5 | | | |
| Magyarovar (Hungary) | 5 | 5 | | | |
| Miskolc (Hungary) | 5 | 5 | | | |
| Pecs (Hungary) | 5 | 5 | | | |
| Corse (France) | 1,349 | 10 | | | |
| Marseilles (France) | 50 | 50 | | | |
| Nantes (France) | 10 | 10 | | | |
| Toulouse (France) | 20 | 20 | | | |
| Kuldiga, Latvia (U.S.S.R.) | 20 | 20 | | | |
| Modona, Latvia (U.S.S.R.) | 100 | 100 | | | |
| Tirana I (Albania) | 1,358 | 100 | | | |
| Thorshavn (Faroe Islands) | 1,367 | 5 | | | |
| Caltanissetta (Italy) | 25 | 25 | | | |
| Torun (Poland) | 24 | 24 | | | |
| Oporto (Portugal) | 5 | 5 | | | |
| Strasbourg II (France) | 1,376 | 150 | | | |
| Madrid I (Spain) | 1,385 | 100 | | | |
| Kaunas, Lithuania (U.S.S.R.) | 150 | 150 | | | |
| Dornbirn (Austria) | 1,394 | 5 | | | |
| Graz (Austria) | 15 | 15 | | | |
| Innsbruck (Austria) | 5 | 5 | | | |
| Linz (Austria) | 5 | 5 | | | |
| Rhodes (Greece) | 5 | 5 | | | |
| Swedish sync. network | 20 | 20 | | | |
| Bayonne (France) | 1,403 | 20 | | | |
| Lille (France) | 20 | 20 | | | |
| Paris (France) | 20 | 20 | | | |
| Quimper (France) | 10 | 10 | | | |
| Montpellier (France) | 10 | 10 | | | |
| Nice (France) | 20 | 20 | | | |
| French troops in Germany | 25 | 25 | | | |
| Komotini (Greece) | 5 | 5 | | | |
| Baranovich, Byelorussia (U.S.S.R.) | 20 | 20 | | | |
| Banja Luka (Yugoslavia) | 1,412 | 20 | | | |
| Bitolja (Yugoslavia) | 20 | 20 | | | |
| Maribor (Yugoslavia) | 20 | 20 | | | |
| Pristina (Yugoslavia) | 20 | 20 | | | |
| Rijeka (Yugoslavia) | 20 | 20 | | | |
| Split (Yugoslavia) | 60 | 60 | | | |
| Sarrebrucken (Germany: French Zone) | 1,421 | 20 | | | |
| Sfax I (Tunisia) | 5 | 5 | | | |
| Chernigov, Ukraine (U.S.S.R.) | 5 | 5 | | | |
| Argyrokastro (Albania) | 1,430 | 5 | | | |
| Western Denmark | 70 | 70 | | | |
| Copenhagen (Denmark) | 10 | 10 | | | |
| Madrid II (Spain) | 50 | 50 | | | |
| Luxembourg | 1,439 | 150 | | | |
| Ancona (Italy) | 1,448 | 25 | | | |
| Florence II (Italy) | 3 | 3 | | | |
| Genoa II (Italy) | 5 | 5 | | | |
| Milan II (Italy) | 50 | 50 | | | |
| Naples II (Italy) | 5 | 5 | | | |
| Venice II (Italy) | 5 | 5 | | | |

Non-Commercial Educational FM Broadcast Stations

January 1, 1951

(*) Indicates construction permit only

| City | Call | Licensee | Fre- quency | Effective Radiated Power |
|----------------------|---------|---|----------------|--------------------------------|
| ALABAMA | | | | |
| Tuscaloosa | WUOA | U. of Alabama. | 91.7 mc. | 4.8 kw. |
| ARIZONA | | | | |
| Phoenix | KFCA | Phoenix College. | 88.5 mc. | 10 w.* |
| Thatcher | KGIA | Gila Junior College of Graham County. | 88.1 mc. | 10 w. |
| CALIFORNIA | | | | |
| Long Beach | KLON | Board of Education. | 88.1 mc. | 10 w. |
| Los Angeles | KUSC | U. of Southern California. | 91.5 mc. | 2.9 kw. |
| Oceanside | KOEN | Oceanside-Carlsbad Union High School District. | 89.7 mc. | 10 w. |
| San Diego | KSDS | San Diego Unified School District. | 91.7 mc. | 3.3 kw.* |
| San Francisco | KALW | San Francisco Unified School District. | 91.7 mc. | 1.25 kw. |
| Santa Monica | KCRW | Santa Monica School Board. | 89.9 mc. | 460 w. |
| Stockton | KCVN | College of the Pacific. | 91.3 mc. | 3.4 kw. |
| FLORIDA | | | | |
| Lakeland | WFSI | Florida Southern College. | 88.1 mc. | 10 w.* |
| Miami | WTHS | Lindsey Hopkins Vocational School, Dade County Board of Public Instruction. | 91.7 mc. | 400 w. |
| GEORGIA | | | | |
| Atlanta | WABE | Board of Education. | 90.1 mc. | 4.8 kw. |
| ILLINOIS | | | | |
| Chicago | WBEZ | Board of Education. | 91.5 mc. | 15 kw. |
| Evanston | WDLJ | Evanston Township High School. | 88.5 mc. | 10 w.* |
| Evanston | WNUR | Northwestern U. | 89.3 mc. | 10 w. |
| Elgin | WEPS | Board of Education Union School District No. 46. | 88.1 mc. | 10 w. |
| Urbana | WIUC | U. of Illinois. | 89.9 mc. | 320 w.* |
| INDIANA | | | | |
| Bloomington | WFUI | Trustees of Indiana U. | 90.9 mc. | 33 kw.* |
| Evansville | WEVC | Evansville College. | 91.5 mc. | 1.9 kw.* |
| Greencastle | WGRC | DePaul U. | 91.7 mc. | 10 w. |
| Huntington | WVSH | School City of Huntington. | 88.1 mc. | 10 w. |
| Muncie | WVHI | Wilson Junior High School. | 91.5 mc. | 10 w.* |
| New Albany | WNAS | School City of New Albany. | 88.1 mc. | 10 w. |
| Indianapolis | WAJC | Jordan College of Music. | 91.9 mc. | 700 w.* |
| IOWA | | | | |
| Ames | WOI-FM | Iowa State College of Agriculture and Mechanical Arts. | 90.1 mc. | 15.5 kw. |
| Iowa City | KSUI | State U. of Iowa. | 91.7 mc. | 17.5 kw. |
| KANSAS | | | | |
| Wichita | KMUW | Municipal U. of Wichita. | 89.1 mc. | 10 w. |
| KENTUCKY | | | | |
| Lexington | WBKY | U. of Kentucky. | 91.3 mc. | 2.3 kw. |
| Louisville | WFPL | Free Public Library. | 89.3 mc. | 63 w.* |
| Louisville | WSDX | Southern Baptist Theological Seminary. | 90.3 mc. | 10 w. |
| LOUISIANA | | | | |
| Baton Rouge | WLSU | Louisiana U. | 91.7 mc. | 1.8 kw. |
| New Orleans | WBEH | P. G. Beauregard School. | 89.3 mc. | 10 w. |
| MARYLAND | | | | |
| Baltimore | WHJC | Baltimore Junior College. | 88.1 mc. | 10 w.* |
| MASSACHUSETTS | | | | |
| Boston | WERS | Emerson College. | 88.9 mc. | 330 w.* |
| Boston | WBUR | Boston U. | 90.9 mc. | 380 w. |
| MICHIGAN | | | | |
| Ann Arbor | WUOM | U. of Washington. | 91.7 mc. | 44 kw. |
| Detroit | WDTR | Board of Education. | 90.9 mc. | 2 kw. |
| East Lansing | WKAR-FM | Michigan State College. | 90.5 mc. | 9.7 kw. |
| Kalamazoo | WMCR | Western Michigan College of Education. | 91.1 mc. | 400 w.* |
| MINNESOTA | | | | |
| Minneapolis | KUOM-FM | U. of Minnesota | 91.7 mc. | 4.4 kw.* |
| St. Paul | WNOV | Northwest Vocational Institute. | 89.1 mc. | 10 w. |
| MISSOURI | | | | |
| St. Louis | KSLH | Board of Education. | 91.5 mc. | 15 kw. |
| MISSISSIPPI | | | | |
| Merida. | WMMI | Meridan Municipal Junior College. | 88.1 mc. | 10 w.* |
| NEW JERSEY | | | | |
| Newark | WBGO | Board of Education. | 91.1 mc. | 2.5 kw. |
| South Orange | WSOU | Setan Hall College. | 89.5 mc. | 2 kw. |
| NEW MEXICO | | | | |
| Albuquerque | KANW | Board of Education. | 89.1 mc. | 350 w. |

RADIO & TV REFERENCE BOOKS AND PUBLICATIONS—1950

Editor's Note: As in previous editions of the Yearbook, this list includes material published in the current year or forthcoming. Unless otherwise indicated, place of publication is New York City. Since radio and television techniques are so closely connected and many titles include both media, no separate grouping has been made. An important new development appears under the heading International Aspects. Agnes Law, Librarian, CBS Reference Department, *Editor*.

ADVERTISING

AMERICAN SLOGANS. By William Sunners. Paabar com. 1949. 345p. \$7.50. 13,000 slogans are classified by subject with identifying product or company. Political, historical and patriotic phrases, prize-winning slogans and pithy phrases from printed advertisements as well as hints on slogan-writing for advertisements and contests and slogans from the British Empire are included.

BAB'S HANDBOOK ON TELEVISION ADVERTISING. By Broadcast Advertising Bureau, 270 Park Ave., N. Y. (17) 1950. Loose-leaf, \$4.00. Prepared with the cooperation of experienced TV directors, Part I consists of production pointers for more effective commercials. Part II is devoted to general production effects and how to create them. Well illustrated.

BROADCASTING AND BETTER BUSINESS. By Justin Miller. Washington, National Assn. of Broadcasters, 1950. 16p. An address on more accurate and non-deceptive advertising given by the President of the NAB before the annual conference of Better Business Bureaus.

DIRECTORY OF WOMEN'S RADIO PROGRAMS. By the Broadcast Advertising Bureau of the NAB. 270 Park Ave., N. Y. (17) 1950. 104p. Looseleaf \$10.00. Data arranged according to states includes information on individual programs with type of spon-

sorship, nature of broadcasts, scheduled time and advertisers.

PRINTERS' INK GUIDE TO TELEVISION ADVERTISING. Printers' Ink Pub. Co. 1949. 63p. \$1.00. A selected list of articles and news stories that have appeared in Printers' Ink together with a bibliography of others.

GENERAL

"COLOR TV—NOW OR LATER?" By N. R. deMexico. N. Y., Television Research Institute, 1950. 18p. \$2.00. A comparative survey and analysis of the several color systems and their impact on the industry.

COLUMBIA RECORDS EDUCATIONAL CATALOG. By Columbia Records, Inc. Bridgeport, Conn. (8). 1950. 21p. A complete listing of long-playing and 78 rpm records suitable for use in the teaching of social studies, language arts and music appreciation in elementary, junior and senior high schools.

DIMENSIONS OF RADIO AND TELEVISION. By the Research Dept. of the NAB. Washington (6). National Association of Broadcasters, Mar. 1950. 22p. Free to members. Statistics on sets, manufactured and in use, stations and financial data, including some comparative data, are included in this study.

FATHER OF RADIO: The Autobiography of Lee De Forest. Chicago, Wilcox & Follett, 1950. 502p. \$5.00.

An intimate account of the life of a radio pioneer, his struggles and achievements, including a chapter on the evolution of the Audion.

FIFTY FABULOUS YEARS, 1900-1950: A Personal Review by H. V. Kaltenborn. Putnam, 1950. 312p. \$3.75. A summary and interpretation of current affairs as reported in the press and on the radio, as well as personal experiences recorded by a well-known radio commentator.

THE GREAT AUDIENCE. By Gilbert Seldes. Viking Press, 1950. 299p. \$3.75. An experienced critic examines the fields of movies, radio and television from the standpoint of tastes, standards and environment and discusses frankly their social influence on the American public.

IN RE: MALFEASANCE. By the National Association of Broadcasters. Washington (6) 1950. 6p. Free to members. An exchange of letters between the Presidents of the American Bar Association and the National Association of Broadcasters regarding slurs on groups in radio scripts.

INVENTORY OF FOREIGN LANGUAGE BROADCASTING. By The National Association of Broadcasters. Washington (6), June 1950. 22p. Free to members. A report of broadcasts in foreign languages, not including lessons, by 1779 AM and FM stations in the U. S. for one week in March 1950. The report includes an alpha-

betical listing of such stations, and broadcasts by languages on stations arranged by states, with hours and days of broadcasts.

THE LONG RANGE EFFECT OF TELEVISION AND OTHER FACTORS ON SPORTS ATTENDANCE. By Jerry N. Jordan. Washington, Radio-TV Manufacturers Assn. 1950. 112p. \$1.00. Papers written for advanced college degrees.

NEW DIRECTIONS FOR TELEVISION. By Thomas E. Corbett. Pleasantville, N. Y. Brownlee Pub. Co., 1949. 59p. \$2.00. An outline of the proposed system of TV program metering and audience response recording, together with their probable effects on motion pictures, radio, advertising and other interests.

PRESENT STATUS OF COLOR TELEVISION. Report of the Advisory Committee on Color TV to the U. S. Senate Committee on Interstate and Foreign Commerce. Washington, U. S. Govt. Print. Off. 1950. 63p. 20c. An independent appraisal of the present black and white service and the three color systems demonstrated in the FCC hearings, by the Condon Committee. The report, confined to technical factors, is written for the layman.

RADIO & TELEVISION ALMANAC. By Orrin E. Dunlap, Jr. Harper, Jan. 1951. Est. Price, \$4.00. An almanac

(Continued on page 580)

Non-Commercial FM

(Continued from page 578)

| City | Call | Licensee | Frequency | Effective Radiated Power |
|-----------------------|---------|---|-----------|--------------------------|
| NEW YORK | | | | |
| Brooklyn | WNYE | Board of Education. | 91.5 mc. | 20 kw. |
| Floral Park | WSHS | Sewanhaka High School. | 90.3 mc. | 350 w. |
| Ithaca | WITJ | Ithaca College. | 91.7 mc. | 10 w. |
| New York | WFUV | Fordham U. | 90.7 mc. | 3.5 kw. |
| Syracuse | WAER | Syracuse U. | 88.1 mc. | 2.5 690 w.* |
| Springville | WSPE | Board of Education Central School District No. 1 of towns of Concord, Sardinia and Collins, Erie County and Ashford, Yorkshire and East Otto, Cattaraugus County. | 88.1 mc. | 10 w.* |
| Troy | WEVR | Veterans Vocational School. | 91.3 mc. | 460 w. |
| NORTH CAROLINA | | | | |
| High Point | WHPS | Board of School Commissioners. | 89.3 mc. | 10 w. |
| Greensboro | WGPS | Board of Trustees Greensboro City Administrative Unit. | 88.9 mc. | 10 w. |
| OHIO | | | | |
| Athens | WOUJ | Ohio U. | 88.1 mc. | 10 w. |
| Cleveland | WBOE | Board of Education. | 90.3 mc. | 10 kw. |
| Columbus | WOSU-FM | Ohio State U. | 89.7 mc. | 14 kw. |
| Oxford | WMUB | Miami U. | 88.1 mc. | 10 w. |
| Toledo | WTDS | Board of Education. | 91.3 mc. | 730 w. |
| Kent | WKSU-FM | Kent State U. | 88.1 mc. | 10 w. |
| Mount Vernon | WMVO | Mount Vernon Broadcasting Co. | 93.7 mc. | 3.2 kw.* |
| OKLAHOMA | | | | |
| Norman | WNAD-FM | State U. of Oklahoma. | 90.9 mc. | 7 kw. |
| Tulsa | KWGS | U. of Tulsa. | 90.5 mc. | 1.1 kw. |

| City | Call | Licensee | Frequency | Effective Radiated Power |
|---------------------|---------|--|-----------|--------------------------|
| OREGON | | | | |
| Eugene | KRVM | School District No. 4, Lane County. | 90.1 mc. | 400 w. |
| Oretech | KTEC | Oregon Technical Institute. | 88.1 mc. | 10 w. |
| PENNSYLVANIA | | | | |
| Havertown | WHHS | Haverford Township Senior High School. | 89.3 mc. | 10 w. |
| Pittsburgh | WDUQ | Duquesne U. | 91.5 mc. | 2.75 kw. |
| Philadelphia | WPWT | Philadelphia Wireless Technical Institute. | 91.7 mc. | 125 w. |
| Scranton | WUSV | U. of Scranton. | 88.1 mc. | 10 w. |
| RHODE ISLAND | | | | |
| Providence | WPTL | Providence Bible Institute. | 91.5 mc. | 2.9 kw. |
| TENNESSEE | | | | |
| Knoxville | WUOT | U. of Tennessee. | 91.9 mc. | 3.4 kw. |
| TEXAS | | | | |
| Dallas | KSMU-FM | Southern Methodist U. | 89.3 mc. | 10 w.* |
| Dallas | KVTT | Texas Trade School. | 91.7 mc. | 780 w. |
| El Paso | KVOF-FM | Texas Western College of U. of Texas. | 88.5 mc. | 10 w. |
| Fort Worth | KFTW | Southwestern Baptist Theological Seminary. | 88.9 mc. | 10 w.* |
| Houston | KUHF | U. of Houston. | 91.3 mc. | 9.6 kw.* |
| Plainview | KHBL | Wayland Baptist College. | 88.1 mc. | 10 w.* |
| UTAH | | | | |
| Ephraim | KEPH | Snow College. | 88.9 mc. | 10 w.* |
| Mt. Pleasant | KSNA | North Sanpete School District. | 88.1 mc. | 10 w. |
| WASHINGTON | | | | |
| Tacoma | KTOY | Tacoma School District 10. | 91.7 mc. | 3.5 kw. |
| WISCONSIN | | | | |
| Chilton | WHKW | State Radio Council. | 89.3 mc. | 51 kw. |
| Delafield | WHAD | State Radio Council. | 90.7 mc. | 52 kw. |
| Colfax | WHWC | State Radio Council. | 88.3 mc. | 50 kw. |
| Madison | WHA-FM | State Radio Council. | 88.7 mc. | 9.3 kw. |
| Madison | WHLA | State Radio Council. | 90.3 mc. | 25.5 kw.* |
| Wausau | WHRM | State Radio Council. | 91.9 mc. | 114 kw. |

Radio-TV Reference Books

(Continued from page 579)

of facts, dates and people together with a chronological record of electronic discoveries from the 17th Century to the present with a detailed index of names and subjects.

RADIO AND TELEVISION SETS. By the U. S. Bureau of Labor Statistics, 1950. The Bureau, Washington. A special section in *Employment and Payrolls*, Jan. 1950, gives the most recent data on the radio and TV equipment industry with employment and earnings in 4 eastern, 2 western states and California.

RADIO, TELEVISION AND SOCIETY. By Charles A. Siepmann. Oxford University Press, 1950. 410p. \$4.75. Radio and television are considered from the standpoint of their social and psychological effects in the U. S. and abroad by a critic formerly associated with the BBC, and written for the layman as well as the educator and student.

TWO EXCITING DECADES: The Running Story of Radio as Recorded by *Broadcasting-Telecasting* p. 61-168 of the October 16th, 1950 issue. A chronological survey, illustrated.

INTERNATIONAL ASPECTS

BRITISH BROADCASTING: A Study in Monopoly. By R. H. Coase. Cambridge, Mass. Harvard University Press, 1950. 206p. \$2.75. The author, a Reader in Economics at the University of London, presents an historical study of the BBC.

CANADIAN RADIO AND TELEVISION ANNUAL, 1950. By T. J. Wheeler, 302 Bay St., Toronto. 295p. \$6.00. An annual guide for all aspects of Canadian radio and television broadcasting, including editorials, articles, directories and an extensive Who's Who.

EDUCATION BY RADIO: School Broadcasting. By Roger Clause. Columbia University Press, 1949. 72p. 40c. A Belgian educator and broadcaster analyzes the values of radio and its use in education regardless of its organization in any given country. It was written for the UNESCO series on Press, Film & Radio.

INFORMATIONAL FILM AND TELEVISION YEARBOOK, 1949-50. Edinburgh, Scotland. Albyn Press. N. Y., Irving Rabin, 56 W. 93rd St. (25) 200p. \$3.00. This third annual issue includes television. A directory of films, Who's Who, organizations, publications, includes some European and American data, but it is primarily British.

PROFESSIONAL TRAINING OF JOURNALISTS. By Robert W. Desmond. Columbia University Press, 1949. 95p. 40c. A general explanation of techniques on an international plane with examples of procedures in different countries. The Chairman of the Dept. of Journalism, University of California, has written this for the UNESCO series on Press, Radio and Film.

PUBLIC OPINION IN SOVIET RUSSIA. A Study in Mass Persuasion. By Alex Inkeles. Cambridge, Mass. Harvard University Press, 1950. 379p. \$5.00. The radio, press and film are given an important place in this study of propaganda. A bibliography forms part of the conclusion.

TELEVISION: Medium of the Future. By Maurice Gorham. London, Percival Marshall, 1950. 142p. \$2.50. (Available through Macmillan) A former BBC executive explains television and its techniques as a medium for information and entertainment (in non-technical terms).

TRAINING FOR RADIO. By Maurice Gorham. Columbia University Press, 1949. 105p. 40c. The author, formerly with BBC, gives factual information on courses in radio given by 17 radio organizations, 10 colleges and training schools in 16 countries and includes a chapter on television. It is No. 587 in a series of studies on specific problems of mass communications sponsored by UNESCO.

THE USE OF MOBILE CINEMA AND RADIO VANS IN FUNDAMENTAL EDUCATION. By Film Centre, London. Columbia University Press, 1949. 192p. \$1.00. Recommendations by a commission of experts to UNESCO on the use of mobile units equipped with audio-visual equipment, especially in countries with a high proportion of illiteracy.

WORLD COMMUNICATIONS: Press, Radio, Film. Prepared in the Division of Free Flow of Information, Dept. of Mass Communications, UNESCO, Paris, 1950. 220p. Available from Columbia University Press, \$1.20. The first report of facilities existing in every country and territory in the world. Contains graphs, statistics and general information.

TECHNICAL ASPECTS

BASIC TELEVISION: Principles and Servicing. By Bernard Grob. McGraw-Hill, 1949. 407p. \$6.50. Practical and recent information on the principles of TV receivers and transmitters provide a hand book for the practicing engineer as well as the student.

A DICTIONARY OF ELECTRONIC TERMS. By Harry L. Van Velzer. Chicago (7). Allied Radio Corp. 1950. 63p. 25c. Concise definitions of more than 2500 terms and abbreviations used in radio, TV and electronics.

DRAKE'S CYCLOPEDIA OF RADIO AND ELECTRONICS. By Harold P. Manly and L. O. Gorder. 13th ed. Wilmette, Ill. Frederick J. Drake, 1950. 785p. \$6.00. A revised encyclopedia of radio, sound systems, television, photo-electricity, electronic tubes, and electronics in industry, with major additions to sections on FM and high frequency operations.

ELECTRICAL AND RADIO DICTIONARY. By Carl H. Dunlap, E. R. Haan and L. O. Gorder. 4th ed. Chicago, American Technical Society, 1950. 133p. \$1.75. In addition to definitions of terms for electronics, including television, new sections covering symbols, circuits, wire and insulation tables, abbreviations, formulas, etc. have been added.

ESSENTIALS OF ELECTRICITY FOR RADIO AND TELEVISION. By Morris Slurzberg and William Osterheld. McGraw-Hill, 1950. 650p. \$5.50. A revised and enlarged edition to include television, FM and radio circuits, by competent instructors in the electronics field.

FREQUENCY MODULATION. By Kenneth R. Sturley. Brooklyn, Chemical Pub. Co., 1950. 98p. \$4.75. The head of the BBC Engineering Training Dept. presents a brief review of the theory of FM radio and a concise discussion of the basic problems encountered in the design of FM receivers for the professional engineer.

MICROWAVE ELECTRONICS. By J. C. Slater. Van Nostrand, 1950. \$6.00. Fundamental principles developed during the war and postwar era at the Bell Telephone Laboratories and at the Radiation Laboratory of MIT, are explained. In addition to the field of micro-wave electronics, chapters include the Klystron, the magnetron oscillator and the cyclotron and synchrotron, together with a brief bibliography.

OUTLINE OF RADIO, TELEVISION AND RADAR. A Symposium. By E. Molloy and others. Brooklyn, Chemical Pub. Co., 1950. 688p. \$12.00. A group of British experts explain the principles governing the science of radio including short and ultra-short waves, television, radio direction finding and radar.

PRACTICAL TELEVISION ENGINEERING. By Scott Helt. Rinehart, 1950. 708p. \$7.50. A former chief engineer for the DuMont TV network covers both the practical and theoretical aspects of TV for the engineer and student. Review questions, a bibliography and large glossary of terms conclude this textbook.

QUESTIONS AND ANSWERS IN TELEVISION ENGINEERING. By Carter V. Rabinoff and Magdalena E. Wolbrecht. McGraw-Hill, 1950. 350p. \$4.50. Practical, detailed answers to questions concerning all phases of TV engineering, similar to those for the FCC license examinations. Typical mathematical problems together with government laws, standards and regulations.

RADIO COMMUNICATION AT ULTRA-HIGH FREQUENCY. By John Thomson. John Wiley, 1950. \$4.50. Modern developments in telecommunications based on the war and post-war work of the author and colleagues in the Royal Naval Scientific Service. Terminology is British.

RADIO ENGINEERING HANDBOOK. Ed. by Keith Henney. 4th ed. McGraw-Hill, 1950. 1197p. \$10.00. During the decade since the previous edition, technological advances in radio and television are brought up to date in this standard reference guide, with emphasis on working practice rather than theory. Each chapter is written by an expert.

RADIO OPERATING QUESTIONS AND ANSWERS. By J. I. Hornung. New 10th ed., McGraw-Hill 1950, 575p. \$1.00 An up-to-date edition of a standard study guide for FCC examinations, to meet the new requirements of July 1, 1948 and Jan. 3, 1950.

RADIO-TELEVISION AND ELECTRONICS HANDBOOK. By F. L. Brittin. Chicago, Popular Mechanics, 200 E. Ontario St. (11). 160p. \$2.50. An electronics engineer and editor explains the basic principles underlying the fields of electronics, including color television, and recording equipment. A well-illustrated handbook written for the radio amateur, student and layman.

RADIO-TELEVISION QUESTIONS AND ANSWERS. By Woodrow Smith. Editors and Engineers, 1300 Kenwood Rd., Santa Barbara, Cal., 1950. 4 pts. \$2.85. A study guide for commercial operator license examinations. The four parts comprise basic law; basic theory and practice; radiotelephony and advanced radiotelephony.

TELEVISION FOR RADIOMEN. By Edvard M. Noll. Macmillan, 1949. 595p. \$7.00. A textbook covering the theory and practical application in the construction and operation of modern television equipment, concluding with a chapter on practical TV mathematics. Questions and bibliography at the end of each chapter.

TV SIMPLIFIED. By Milton S. Kiver. 3d ed. Van Nostrand, 1950. 608p. \$6.50. A manual for the engineer and student. New chapters include FM, Intercarrier sound TV system, and color TV covering the three systems demonstrated at the FCC hearings. Appendices include self-check questions, glossary of TV terms and a listing of TV channels by states.

TECHNIQUES AND CAREERS

THE BEST TELEVISION PLAYS OF THE YEAR. Edited by William I. Kaufman. Merlin Press, 1950. 320p. \$4.50. The first of an annual issue of the best complete TV plays of the year, chosen from top level scripts submitted by TV stations. Illustrated with set diagrams, camera layouts and stage directions.

CAREERS IN TELEVISION. By Institute for Research, 537 So. Dearborn St., Chicago, (5). 1950. \$1.00. A basic outline of the industry, its job opportunities and requirements and other essential information.

CREATIVE BROADCASTING. By H. J. Skornia and others Prentice-Hall, 1950. 417p. \$6.00. Based on experience in educational broadcasting, the authors present advice to groups with limited means and facilities beginning to work in radio production. Twelve non-royalty scripts with production notes for workshop use are included.

FUNDAMENTALS FOR TELEVISION. By Murray Bolen. Hollywood, Cal. Radio Publishers. 6411 Hollywood Blvd. (28). 1950. \$6.00. A west coast television director explains the techniques as well as the business aspects of television.

A GUIDE TO RADIO-TV WRITING. By Laurence R. Campbell, Harry E. Heath, Jr. and Ray V. Johnson. Ames, Iowa. State College Press, 1950. 407p. \$2.95. A comprehensive self-instruction book to be used with or without textbooks in which the authors outline the principles of radio and TV writing as well as their application in practical and realistic assignments.

Self-test questions at the end of each chapter.

HANDBOOK OF BROADCASTING: The Fundamentals of AM, FM, FAX and TV. By Waldo Abbot. 3d ed. McGraw-Hill, 1950. 494p. \$5.00. Techniques from announcing to production are explained together with the recent developments in radio, TV, facsimile, etc., included. A standard textbook.

INDEX TO ONE-ACT PLAYS FOR STAGE AND RADIO. 3rd Supplement. By Hannah Logasa. Boston, F. W. Faxon. 318p. \$6.00. An index by title, author, subject and collection of about 4000 one-act plays published from 1941 to 1948.

MOVIES FOR TV. By John H. Battison. Macmillan, 1951. 376p. Est. Price, \$4.50. An experienced TV engineer and editor explains the techniques and equipment for program planning with practical suggestions on what to do and how to do it.

RADIO AND TELEVISION. By Giraud Chester and Garnet R. Garrison. Appleton-Century-Crofts, 1950. 550p. \$4.75. A college textbook in three parts covering radio and television in society, in the studio, and special applications and considerations. It is illustrated with sample scripts and includes a glossary, bibliography and test questions.

RADIO AND TELEVISION ACTING. By Edwin Duerr. Rinehart, 1950. \$6.50. A study of dramatic technique and principles together with the work of the director, producer and script writer, based on the author's actual experience in both academic and commercial radio and television.

RADIO AND TELEVISION SOUND EFFECTS. By Robert B. Turnbull. Rinehart, Jan. 1951. A sound effects technician discusses the psychological factors of sound together with the practical solutions to the problems of the director and writer, including a list of records, a glossary, and detailed drawings for the construction of unobtainable equipment.

RADIO AND TELEVISION WRITING. By Max Wylie. Rinehart, 1950. 635p. \$6.50. A revised and enlarged edition of a basic text incorporating newer forms of writing and techniques with some chapters contributed by other experts. It is written for the professional and non-professional writer and student with many sample scripts included.

RADIO AS A CAREER. By the Institute for Research, 537 So. Dearborn St., Chicago (5). 1950. \$1.00. A revised outline of the industry, including commercial, educational, government and other services with their job opportunities and requirements, training courses and other essential information.

RADIO DRAMA ACTING AND PRODUCTION. By Walter Krulevitch Kingson and Rome Cowgill. Rinehart, 1950. 373p. \$3.50. A revised edition making it a complete handbook for radio acting courses as well as for radio production workshops and including a chapter on documentary drama. Sample scripts, production and direction techniques, and bibliography are included.

RADIO PLAYS FOR YOUNG PEOPLE. By Walter Hackett. Boston, Plays, Inc. 1950. 277p. \$2.75. Norman Corwin provides an introduction to

this collection of fifteen famous stories dramatized for radio in the style and spirit of the original.

RADIO STATION JOB STUDY. By Paul Pigors and David A. Eberly. Washington, National Association of Broadcasters, 1950. 66p. loose-leaf. Free to members. A full description of the principal duties and requirements of 31 jobs common to station operation. A discussion of procedure and experiences encountered in making the study is included.

RADIO—THE FIFTH ESTATE. By Judith C. Waller. 2nd ed. Boston, Houghton Mifflin, 1950. 482p. \$4.00. All phases of broadcasting, from world organizations to the operation of a local station, are brought up to date by an experienced radio executive. Charts and schedules in former edition are omitted for additional script material and inclusion of more television.

SCIENCE VIA TELEVISION. By Lynn Poole. Baltimore, 17. Johns Hopkins Press, 1950. \$3.50. A practical guide for the preparation and production of informational TV programs by the producer of the *Johns Hopkins Science Review* on TV. A chapter on writing, a glossary and bibliography of books and magazines add value.

TELEVISION: An Occupational Brief. By Robert J. Forbes. Western Personnel Institute, 30 No. Raymond Ave., Pasadena 1, 1950. 51p. \$1.00. A discussion of the growth of television together with a description of job opportunities in programming and production, administration, engineering. Selected readings at the end of each section.

TELEVISION AND RADIO ANNOUNCING. By Art Gilmore and Glenn Y. Middleton. Hollywood, Cal. Radio Publishers, 6411 Hollywood Blvd. (28). 1949. 276p. \$3.50. A revision of a former edition to include television. Basic TV and radio terminology, voice production and speech, timing and pacing, narration and commercial copy are included in this textbook for the student.

TELEVISION PROGRAMMING AND PRODUCTION. By Richard Hubbell. 2nd ed. Rinehart, 1950. 240p. \$3.75. A pioneer in TV production analyzes and defines the nature of TV, discusses its development as an art form and demonstrates practical techniques for program production in Europe and the U. S. A. shooting script and more photos have been added.

TRAINING THE LOCAL ANNOUNCER. By Samuel B. Gould and Sidney A. Dimond. Longmans, Green, 1950. 201p. \$2.50. A practical text for the beginner in a small, local station with its varied requirements. Exercise and dramatic narrative material, together with sample audition scripts are included.

WRITING FOR TELEVISION. By Eric Heath. Los Angeles, Research Pub. Co., 1950. 325p. \$5.75. A basic handbook covering all types of programs with full-page illustrations, glossary and six complete scripts by experienced authors.

YOUR CAREER IN TELEVISION. By William I. Kaufman and Robert Colodzin. Merlin Press, 1950. 224p. \$3.50. The authors, engaged in TV operations, present a comprehensive survey of careers in TV and the management and operation of a TV station.

POPULATION TRENDS IN THE UNITED STATES AS REPORTED IN 1950

| 1950 RANK OF STATES ACCORDING TO POPULATION | |
|---|----------------------|
| Rank | State |
| 1 | New York |
| 2 | California |
| 3 | Pennsylvania |
| 4 | Illinois |
| 5 | Ohio |
| 6 | Texas |
| 7 | Michigan |
| 8 | New Jersey |
| 9 | Massachusetts |
| 10 | North Carolina |
| 11 | Missouri |
| 12 | Indiana |
| 13 | Georgia |
| 14 | Wisconsin |
| 15 | Tennessee |
| 16 | Virginia |
| 17 | Alabama |
| 18 | Minnesota |
| 19 | Kentucky |
| 20 | Florida |
| 21 | Louisiana |
| 22 | Iowa |
| 23 | Washington |
| 24 | Maryland |
| 25 | Oklahoma |
| 26 | Mississippi |
| 27 | South Carolina |
| 28 | West Virginia |
| 29 | Connecticut |
| 30 | Arkansas |
| 31 | Kansas |
| 32 | Oregon |
| 33 | Nebraska |
| 34 | Colorado |
| 35 | Maine |
| 36 | District of Columbia |
| 37 | Rhode Island |
| 38 | Arizona |
| 39 | Utah |
| 40 | New Mexico |

| RANK OF STATES ACCORDING TO AMOUNT AND PERCENT OF CHANGE IN POPULATION BETWEEN 1940 AND 1950 | |
|--|----------------|
| Rank according to amount of change | State |
| 1 | California |
| 2 | Texas |
| 3 | New York |
| 4 | Michigan |
| 5 | Ohio |
| 6 | Florida |
| 7 | Illinois |
| 8 | New Jersey |
| 9 | Washington |
| 10 | Virginia |
| 11 | Pennsylvania |
| 12 | Maryland |
| 13 | Indiana |
| 14 | North Carolina |
| 15 | Oregon |
| 16 | Tennessee |
| 17 | Massachusetts |
| 18 | Georgia |

| RANK OF STATES ACCORDING TO PERCENT OF CHANGE IN POPULATION, 1940 TO 1950 | |
|---|------------|
| Rank according to percent of change | State |
| 1 | California |
| 2 | Arizona |
| 3 | Florida |
| 4 | Nevada |
| 5 | Oregon |
| 6 | Washington |
| 7 | Maryland |

| RANK OF STATES ACCORDING TO PERCENT OF CHANGE IN POPULATION, 1940 TO 1950 | |
|---|----------------------|
| Rank according to percent of change | State |
| 8 | New Mexico |
| 9 | Utah |
| 10 | Virginia |
| 11 | District of Columbia |
| 12 | Michigan |
| 13 | Texas |
| 14 | Delaware |
| 15 | Colorado |
| 16 | Connecticut |
| 17 | New Jersey |
| 18 | Wyoming |
| 19 | Indiana |
| 20 | Ohio |
| 21 | North Carolina |
| 22 | Louisiana |
| 23 | Tennessee |
| 24 | Idaho |
| 25 | South Carolina |
| 26 | Illinois |
| 27 | Georgia |
| 28 | New York |
| 29 | Rhode Island |
| 30 | Wisconsin |
| 31 | Massachusetts |
| 32 | New Hampshire |
| 33 | Alabama |
| 34 | Maine |
| 35 | Minnesota |
| 36 | Pennsylvania |
| 37 | Kansas |
| 38 | West Virginia |
| 39 | Montana |
| 40 | Vermont |
| 41 | Missouri |
| 42 | Iowa |
| 43 | Kentucky |
| 44 | South Dakota |
| 45 | Nebraska |
| 46 | Mississippi |
| 47 | Arkansas |
| 48 | North Dakota |
| 49 | Oklahoma |

MAJOR AWARDS

(Continued from page 64)

NRDGA Children's Programs (Continued)

| | | | | |
|------------------------------|----------------|--------------------------|------|-------|
| Zion Co-op. Mercantile Inst. | Salt Lake City | The Land of Make Believe | KSL | First |
| Benjamin's | Salisbury, Md. | Pigtail Club of the Air | WBOC | First |

MEN'S PROGRAMS

| | | | | |
|------------------------------|----------------|------------------------------------|------|--------|
| Zion Co-op. Mercantile Inst. | Salt Lake City | ZCMI Breakfast Edition of the News | KDYL | First |
| Pomeroy's Inc. | Reading | Pomeroy's Newscast | WRAW | Second |

Note: Jury of judges for contest: Prof. Isabel Wingate, School of Retailing, New York U.; Frank Silvernail, chief timebuyer, BBDO; Oscar Katz, director of research, CBS; Norman Glenn, editor, Sponsor; Victor Ratner, vice president and publicity, Macy's; James M. Gaines, director of owned and operated stations, NBC.

Ohio State Awards*

Group I—National Networks and Organizations

RELIGIOUS BROADCASTS

First awards, *Eternal Light*, NBC, *Family Theatre*, MBS, and *Catholic Hour*, NBC; Special Commendation, *Stories From the Bible*, CBC.

AGRICULTURAL BROADCASTS

First Award, *RFD America*, NBC; Honorable Mention, *American Farmer*, ABC.

CULTURAL BROADCASTS

First Awards, *Stage '49-'50*, CBC and *NBC Theatre*, NBC; Honorable Mention, *Invitation to Learning*, CBS; Special Award, *CBC Wednesday Night*, CBC.

MUSICAL BROADCASTS

First Awards, *Pioneers of Music*, NBC and *CBS Symphony*, CBS; Honorable Mention, *Metropolitan Opera*, ABC; Special Award, *Symphonies for Youth*, MBS.

PUBLIC AFFAIRS (drama)

First Awards, *In Search of Citizens, CBC and You Are There*, CBS; Honorable Mentions, *Cross Section, CBC and Living 1949-1950*, NBC.

PUBLIC AFFAIRS (talks, discussions)

First Awards, *In Search of Ourselves, CBC and Meet the Press*, MBS; Honorable Mentions, *U. of Chicago Roundtable*, NBC, *You and the World*, CBS and *America's Town Meeting of the Air*, ABC; Special Award, *Memo From Lake Success*, CBS and CBC.

CHILDREN'S PROGRAMS

First Awards, *Let's Pretend*, CBS, *Cuckoo Clock House*, CBC, and *Mind Your Manners*, NBC; Honorable Mention, *Maggie Muggins*, CBC.

ONE-TIME BROADCASTS

First Awards, *Eleven Memory Street*, UN Radio over MBS and NBC, *United Nations Report*, NBC and *UN Radio*; Honorable Mentions, *People's Choice*, CBS and *Teddy Is My Son*, NBC.

NEWS BROADCASTS (analysis, comment)

First Awards, *Edward R. Murrow and the News*, CBS and *Howard K. Smith from London*, CBS; Special Award, *Voices and Events*, NBC.

CANADIAN NATIONAL SCHOOL BROADCASTS

First Award, *This Is Newfoundland*, CBC; Honorable Mention, *Children of the Commonwealth*, CBC.

Television Awards

PROGRAMS OF VARIOUS TYPES

First Awards, *Mr. I Magination*, CBS, *Studio One*, *Ford Theatre* and *Meet the Press*, NBC, *Kukla, Fran and Ollie*, NBC and *Your Show of Shows*, NBC; Honorable Mention, *Author Meets the Critic*, ABC, *NBC Television Opera Series*, NBC, *CBS Television Opera Series*, CBS, *Arthur Godfrey and His Friends*, CBS, *Today with Mrs. Roosevelt*, NBC, *Fred Waring Show*, CBS, and *Escape*, CBS.

Group II—Regional Networks and Organizations, Regional and Clear-Channel Stations.

RELIGIOUS

First Awards, *Here's to the Family*, WNBC New York and *Committee of Catholic Lay Organizations*.

AGRICULTURAL

First Award, *Modern Farmer*, WNBC New York; Honorable Mention, *Extension Service of the Air*, WSJS Winston-Salem, N. C.

WOMEN'S PROGRAMS

First Award, *Martha Deane Program*, WOR New York.

SPECIAL ONE-TIME BROADCASTS

Honorable Mention, *For This I Die*, WAER Syracuse U.

CHILDREN'S (out-of-school listening)

First Award, *Children's Workshop*, WTOM Bloomington, U. of Indiana; Honorable Mentions, *Magic Music Box*, WJNR Binghamton, N. Y., and *Playtime for Children*, WEXT Milwaukee.

TEEN-AGERS (out-of-school)

First Award, *Treasures of the Shelf*, WUOM and U. of Michigan, Ann Arbor.

PRIMARY GRADES (in-school listening)

Honorable Mention, *WBGO Story Hour*, WBGO-FM Newark and Newark Board of Education.

INTERMEDIATE GRADES (in-school)

Honorable Mentions, *Under American Skies*, WABE-FM Atlanta Board of Education, and *Listen to a Legend*, WMT Cedar Rapids, Ia.

JUNIOR-SENIOR HIGH (in-school)

Honorable Mentions, *J-A Quiz*, WBG-FM Newark and Newark Board of Education, and *Teen Topics*, WABE-FM Atlanta and Atlanta Board of Education.

Group IV—Organizations Preparing and Distributing Transcribed Series

RELIGIOUS

First Award, *All Aboard for Adventure*, Protestant Radio Commission.

CULTURAL

First Award, *University Hour*, U. of North Carolina; Honorable Mention, *American Heritage*, Armed Forces Information and Education Div.

PRESENTING PUBLIC ISSUES

Honorable Mention, *Rutgers University Forum*, WCTC New Brunswick and WAAT Newark.

FURTHERING INTERNATIONAL UNDERSTANDING

Honorable Mention, *GI Ambassador of Goodwill*, Armed Forces Information and Education Div.

SPECIAL ONE-TIME BROADCAST

Honorable Mention, *The Only Good Indian*, American Restitution of Righting Old Wrongs Inc.

CHILDREN'S (out-of-school)

First Award, *Adventure in Folk Song*, Gloria Chandler Recordings.

TEEN-AGERS (out-of-school)

Honorable Mention, *That Ignorant, Ignorant Cowboy*, Columbia U.

INTERMEDIATE GRADES (in-school)

First Award, *This Week in Nature*, WVCU Ithaca, Cornell U.; Honorable Mention, *California Stepping Stones*, Junior Leagues of California.

* Sponsored by the 20th Annual Institute for Education by Radio, Ohio State U., Columbus.

George Foster Peabody Awards*

RADIO

WWJ Detroit for outstanding regional public service programs, *Protect Your Child*, *The Best Weapon* and *The World Forum*.

KXLJ Helena, Mont.

for outstanding public service by a local station, *Legislative Highlights*.

ERIC SEVAREID, CBS Washington for outstanding reporting and interpretation of the news. Citations to WMAZ (CBS) Macon, Ga., and Erwin D. Canham and the program *The Monitor Views the News* (ABC).

CBS

for outstanding entertainment in comedy, *Jack Benny* show. Special unclassified citation to ABC, *Greatest Story Ever Told*.

WQXR New York

for outstanding entertainment in music.

ABC

for outstanding educational program, *Author Meets the Critic*.

WTIC Hartford, Conn.

for outstanding children's program, *Mind Your Manners*.

NBC

for outstanding contribution to international understanding, "United Nations Project."

TELEVISION

CBS

for outstanding entertainment in comedy in television, *The Ed Wynn Show*.

ABC

for outstanding educational show, *Crusade in Europe*.

CBS

for outstanding reporting and interpretation of the news, coverage of UN General Assembly. Sponsor, Ford Motor Co.

NBC

for outstanding children's program, *Kukla, Fran and Ollie*.

SPECIAL CITATION

UNITED NATIONS AND AMERICAN BROADCASTERS IN GENERAL

for contributions to better international understanding.

* Established in 1940 in honor of the late George Foster Peabody by the board of regents of the University of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NAB.

Alfred P. Sloan Awards*

NETWORKS

MBS—Don Lee commercial plaque for its sustaining network activities and for encouraging member stations to support safety.

NBC

commercial plaque for three productions of *Big Town*. Sponsored by Lever Bros.

LOCAL STATIONS

KRNT Des Moines children's safety show *Hey, Bob*. Sponsored by New Utica, Des Moines, clothing store.

REGIONAL STATIONS

WING Dayton for *Man on the Street*. Sponsored by Dayton Coca-Cola Bottling Co. For Sustaining Programs

LOCAL STATIONS

WFIL Philadelphia for *Silly Willy*.

REGIONAL STATIONS

KOIN Portland, Ore. for year-round program on safety, highlighting production and distribution of 52 15-minute programs on 17-station network.

TELEVISION STATIONS

WBKB (TV) Chicago for *Little Otto*. Sponsored by Pure Oil Co.

WMAR-TV Baltimore

for week-by-week safety program and special safety messages.

* Alfred P. Sloan Radio Awards for Highway Safety established in 1948 by Alfred P. Sloan, chairman of the board of General Motors, to be administered by the Automotive Safety Foundation. Selection committee: Chairman, Ned H. Dearborn, president of the National Safety Council; Harold P. Jackson, past chairman of the National Committee for Traffic Safety; Mrs. J. Blair Buck, president, General Federation of Women's Clubs; Earl T. Newbery, Oregon secretary of state and president of the American Assn. of Motor Vehicle Administrators; Dr. Kenneth G. Bartlett, dean of the University College, and director of the Radio Workshop Syracuse U.; George Jennings, director of radio for the Chicago Board of Education and president of the Assn. for Education by Radio.

Voice of Democracy Awards*

RICHARD L. CHAPMAN, Brookings (S. D.) High School.

GLORIA CHOMIAK, Wilmington (Del.) High School.

ANNE PINKNEY, Trinidad (Col.) High School.

ROBERT SHANKS, Lebanon (Ind.) High School.

* Awards of scholarships of \$500 each, for efforts in writing and voicing the best five-minute radio scripts on the subject, "I Speak for Democracy." Contest is jointly sponsored by the National Assn. of Broadcasters, the U. S. Chamber of Commerce and Radio-Television Mfrs. Assn., and endorsed by the U. S. Office of Education, Federal Security Agency.

Judges—Morgan Beatty, NBC commentator; Associate Justice Tom Clark, of the U. S. Supreme Court; Mrs. Raymond Clapper; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Educational Assn.; J. Edgar Hoover, director of the FBI; Edward R. Murrow, CBS commentator; James Stewart, actor.

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